

PET FORM
Planning and Evaluation Tracking
(2011-2012 Assessment Period)

Division of: Student Affairs

Person Responsible for this Division: Robert Austin

Department of: Community Link

Person Responsible for this Form: Maury Roman-Jordan

Purpose Statement (With Last Updated Date):

The primary purpose of Community Link is to provide outreach services to disadvantaged individuals (Last Reviewed Fall 2011).

Goal Statement #1:

Explore expansion of services and offerings (AC Strategic Plan through 2015: Strategy 2.1).

Outcome/Objective Statement

After the President appoints a taskforce to assess the needs of the community being served by Community Link, the taskforce will provide the results of the needs assessment based on a client survey and on a focus group session with former Community Link clients/students (AC Strategic Plan through 2015: Task 2.1.1.1).

• **Results**

N/A – New Goal/Outcome

• **Improvements**

N/A – New Goal/Outcome

• **Recommendations/Actions for 2011-2012**

To be determined

- Person Responsible:
- Action Plan:
- Expected Time Frame Needed to Implement Action Plan :
- Budget Information Needed for Future Action:

Goal Statement #2:

Expand access to adult prospective students through a collaborative effort with Panhandle Workforce Solutions (PWS).

Outcome/Objective Statement 2.A

After attending Panhandle Workforce Solutions events, at least 40% of individuals requesting information will submit an application for admissions within a year based on a colleague report.

Restated for 2010-2011

After attending Panhandle Workforce Solutions events, at least 20% of individuals requesting information will submit an application for admissions within a year based on a colleague report.

• **Results**

- **2009-2010 Data (Prospects who Submitted an Application):** Numbers = 79 out of 239 and Percentage = 33%
- **2010-2011 Data (Prospects who Submitted an Application):** Numbers = 59 out of 334 and Percentage = 17.6%

Out of 334 individuals who requested information as a result of a PWS event, 59 prospects (17.6%) submitted an application for admissions for 2010-2011 academic year. Of those 18 (5.4%) were applicants for fall 2010, 19 (5.7%) for spring 2011 and 22 (6.6%) applicants for summer 2011.

• **Analysis**

The baseline year is 2009-2010. Due to a change of submission schedule, we were unable to report outcomes for 2009-2010; therefore, we tracked and restated the outcome for 2010-2011. After restating the initial outcome, we are satisfied with the results, which exceeded our expectation of at least 20% of prospects submitting an application for admissions.

• **Improvements**

- No improvements were made for 2010-2011.
- It was realized that any PWS client that visited the AC table was asked to complete a “prospect card” without knowing enough about their level of interest regarding to AC’s programs. These resulted in chasing “suspects” rather than “prospects” who ultimately didn’t convert into applicants.
- No additional funding was requested.

• **Recommendations/Actions for 2011-2012**

- Person Responsible: Maury Roman-Jordan
- Action Plan:
 - To improve the conversion rate from suspects to prospects, and prospects to applicants, only PWS clients that demonstrate a genuine interest in AC’s program will be invited to complete a “prospect Card”. Recruiters will determine “real interest” after the introduction time. “Real prospects” will be determined based on the following questions 1) if they would like to learn about AC’s Programs, 2) if they have a HS Diploma or GED, 3) if they would like assistance filling-out a free financial aid application are able to provide income tax returns for previous year, 4) if They would like to meet with an advisor in the future.
 - Qualified prospects will be followed-up taking in consideration the timeframe (semester intended to apply) and their preparedness (motivated and able to furnish documentation to complete applications i.e. GED, HS Transcript or Tax Returns).
 - Follow-up will consist of making a courtesy phone call within two weeks after sending the requested information and application for admissions. Prospects will be invited to make an appointment to complete applications for admissions and additional enrollment services.

- We are not satisfied with results for 2010-2011; we have identified areas for improvement and we will track this item again and submit revised results for 2012.
- Expected Time Frame Needed to Implement Action Plan :
09/01/2011 to 08/31/2012
- Budget Information Needed for Future Action: No additional funding is needed.

Outcome/Objective Statement 2.B

After receiving individualized assistance with enrollment forms, at least 50% of eligible participants will enroll within a year of receiving preliminary academic advising based on a colleague report.

- **Results**

- **2009-2010 Data:** Numbers = 52 out of 79 and Percentage = 65.8%
- **2010-2011 Data:** Numbers = 38 out of 59 and Percentage = 64.4%
Out of 59 applicants in 2010-2011, 38 (64.4%) registered for classes. This represents more than 50% of total eligible participants.

- **Analysis**

2009-2010 was the first year that we tracked outcomes for recruitment efforts at PWS; however, due to a change of submission schedule, data was incomplete and we were unable to report. Outcomes for both years were tracked again. The collaboration with Panhandle Workforce Solutions (PWS) has proven to be successful as demonstrated by the number of applications received and individuals registered for academic classes both years. As one of our top business partners, we will continue nurturing this relationship.

- **Improvements**

- Although results from 2010-2011 were slightly below compared to 2009-2010, outcomes exceeded our expectations, and we are satisfied with the progress achieved. We attribute our positive results to our follow-up system and to the personalized attention the prospective student receives throughout the enrollment process.
- No additional funding was requested.

- **Recommendations/Actions for 2011-2012**

- Person Responsible: Maury Roman-Jordan
- Action Plan:
Results exceeded our initial expectations and we are satisfied with the outcomes; therefore, we will not continue measuring this objective. **Outcome closed.**

Goal Statement #3:

Expand access to adult prospective students through a collaborative effort with the City of Amarillo.

Outcome/Objective Statement 3.A

After attending the New Employee Orientation for the City of Amarillo, at least 40% of employees requesting information will submit an application for admissions within a year based on a colleague report.

Restated for 2010-2011

After attending the New Employee Orientation, at least 20% of employees requesting information will submit an application for admissions within a year based on a colleague report.

Results

- **2009-2010 Data:** Numbers = 10 out of 35 and Percentage =s 28.6%%
- **2010-2011 Data:** Numbers = 8 out of 49 and Percentage =s 16.3%

Out of 49 individuals that requested information, 8 prospects (16.3%) submitted an application for admissions for 2010-2011 academic year. Of those, 5 (10.2%) were applicants for fall 2010 and 3 (6.61%) were applicants for spring 2011.

• Analysis

Due to a change of submission schedule, we were unable to report outcomes for 2009-2010; therefore, we tracked and restated the outcome for 2010-2011. Our collaboration consists of making presentations twice a month to City of Amarillo employees attending a “New Employee Orientation”; each session averages approximately 10-15 individuals and AC Programs are presented to the group. After assessing these results, we are not satisfied with the outcomes which are below our expectations, especially if we take in consideration the time and effort invested compared with the end results.

• Improvements

- We assessed the presentation to better understand our audience.
- After assessing these presentations, we discovered that a number of new employees already have post-secondary education, which reduces our prospect pool, and consequently our applicant pool. Additionally, some participants requested information for other individuals.
- No additional funding was requested.

• Recommendations/Actions for 2011-2012

- Person Responsible: Maury Roman-Jordan
- Action Plan:
 - We may already be getting all of the interested City of Amarillo new employees with our present method. It just casts too wide a net and is not sufficient regarding efforts of Community Link. Therefore, beginning in spring 2012, Adult Students brochure and prospect cards will be available for distribution at the new employees’ orientation, and presentations will be discontinued.
 - We will not continue measuring this objective. **Outcome closed.**
- Budget Information Needed for Future Action:
No additional funding is needed.

Outcome/Objective Statement 3.B

After receiving individualized assistance with enrollment forms, at least 40% of eligible employees will enroll within a year of receiving preliminary academic advising based on a colleague report.

• Results

- **2009-2010 Data:** Numbers = 7 out of 10 and Percentage =s 70%

- **2010-2011 Data:** Numbers = 3 out of 8 and Percentage = 37.5%
Out of 8 applicants in 2010-2011, 3 (37.5%) registered for classes during the academic year, which represents less than 40% of total eligible participants.

- **Analysis**

2009-2010 was the first year we began tracking City of Amarillo efforts; however, due to a change of submission schedule we were unable to report outcomes for that year. Therefore, we tracked this item for 2010-2011 again. However, we are not satisfied with these results which are below our expectations. The time and effort invested in conducting these presentations is not producing the outcomes we are looking for. Additionally, the total number of (7) and (3) individuals receiving assistance and getting registered, may be too low to draw meaningful conclusions.

- **Improvements**

- No improvements were made for 2010-2011.
- We attribute a portion of the end results to the fact that a number of employees attending the orientation already have some college education, and that some requested information for other individuals and not necessarily for themselves.
- No additional funding was requested.

- **Recommendations/Actions for 2011-2012**

- Person Responsible: Maury Roman-Jordan
- Action Plan:
 - Beginning the spring of 2012, Adult Students brochure and prospect cards will be available for distribution at the new employees' orientation, and presentations will be discontinued.
 - We will not continue measuring this objective. **Outcome closed.**
- Budget Information Needed for Future Action:
No additional funding is needed.