

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

Division of: Enrollment Management

Person Responsible for this Division: Robert Austin

Department of: Customer Services

Person Responsible for this Form: John Salazar

Purpose Statement (With Last Updated Date): The Customer Service Department exists to provide access to Amarillo College services in person, by phone, e-mail, web or other media to both internal and external customers (Last Reviewed Fall 2011).

The Customer Services department is addressing Strategy 2.3: 2.3.1: "Student services and instructional leadership will assess the barriers to student access."

Goal Statement #1: Offer self-service stats to students (AC Strategic Plan through 2015: Strategy 2.3).

Outcome/Objective Statement

(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method):

- Implementation of the student self-service initiative will result in a 5% reduction in the August 2012 call volume as measured by the monthly customer services call statistics (AC Strategic Plan through 2015: Task 2.3.1).
- Implementation of the student self-service initiative will result in a 5% reduction in the August 2012 foot traffic as measured by the monthly customer services call statistics (AC Strategic Plan through 2015: Task 2.3.1).

- Results (Provide Numbers and Percentages for Quantitative Data)

N/A – New Goal/Outcomes

- **2009-2010 Data:** Numbers = ____ out of ____ and Percentage = ____%
 - **2010-2011 Data:** Numbers = ____ out of ____ and Percentage = ____%

- Analysis

N/A – New Goal/Outcomes

- Provide Previous Data/Result Analysis
(Include if benchmark was met and how results relate to outcome statement):

- Improvements

N/A – New Goal/Outcomes

- List any Improvements Made in the **2010-2011** (Last Academic) Year Based on the **2009-2010** PET Results:
 - Evaluate Why Improvements Were Successful/Were Not Successful:
 - Provide the Budget Information Needed to Make Past Improvements (Cost/Details):

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

- Person Responsible (Who will complete the action?): John Salazar
 - Action Plan: The Customer Services department is planning a marketing strategy to inform students through e-mail contacts, telephone contacts and possibly printed materials to list all of the on-

line/self-service options that are available to students. Once we begin this initiative, we can track our applications and traffic flow to determine if we have made an impact on empowering students to self-serve and avoid the bottle neck situation that occurs from students waiting until the very last minute in August to prepare for the beginning of the semester.

- o Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date): By August
- o Budget Information Needed for Future Action (Cost/Details): To be determined based on marketing tactic chosen (e.g. e-mail, telephone, and/or printed materials).