

**PET FORM**  
**Planning and Evaluation Tracking**  
**(2012-2013 Assessment Period)**

Division of: [Student Affairs](#)

Person Responsible for this Division: [Robert Austin](#)

Department of: [Recruitment](#)

Primary Person Responsible for this Form: [Amber Brookshire](#)

Purpose Statement (Updated fall 2012): [The Recruitment Office at Amarillo College coordinates targeted outreach activities for area high school students and counselors.](#)

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**Goal Statement #1: [Teach area high school counselors about AC programs and services \(AC Strategic Plan through 2015: Strategy 3.2\).](#)**

**Outcome/Objective Statement #1A**

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

[After attending a counselor appreciation luncheon, counselors in attendance, who complete a survey, will report on a \(Appreciation Luncheon\) satisfaction survey that they have an increased understanding of AC programs and services \(AC Strategic Plan through 2015: Task 3.2.4\).](#)

- Results (If Applicable, Provide Numbers and Percentages for Quantitative Data)
  - **2010-2011 Data:** [N/A – Recruitment has not previously been asked to submit a PET Form.](#)
  - **2011-2012 Data:** [N/A – Recruitment has not previously been asked to submit a PET Form.](#)
  
- Analysis
  - Provide Previous Data/Result Analysis  
(Include if benchmark was met and how results relate to outcome statement):  
[N/A – Recruitment has not previously been asked to submit a PET Form.](#)
  
- Improvements
  - List any Improvements Made in the **2011-2012** (Last Academic) Year:  
[N/A – Recruitment has not previously been asked to submit a PET Form.](#)
  - Evaluate Why Improvements Were Successful/Were Not Successful:  
[N/A – Recruitment has not previously been asked to submit a PET Form.](#)
  - What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):  
[N/A – Recruitment has not previously been asked to submit a PET Form.](#)
  
- Recommendations/Actions for **2012-2013**
  - Person Responsible (Who will complete the action?): [Amber Brookshire](#)
  - Action Plan: [Amber will develop a Counselor Appreciation Luncheon satisfaction survey that includes a question specifically designed to elicit feedback related to the outcome statement described above.](#)
  - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date): [It will take approximately one hour to develop the survey instrument. The \(fall 2012\) Counselor Appreciation Luncheon is scheduled for Friday, November 9, 2012.](#)
  
  - What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details): [There are no significant budget implications for this activity.](#)

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**Goal Statement #2: Ensure student access by identifying and removing institutionally created roadblocks for prospective students** (AC Strategic Plan through 2015: Strategy 2.3).

**Outcome/Objective Statement #2A**

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

Twenty percent of local African American high school seniors who participate in a focused recruitment event (To Be Defined) will choose to enroll at AC for the fall 2013 semester as measured by enrollment report that lists all new freshmen by name and student ID.

- Results (If Applicable, Provide Numbers and Percentages for Quantitative Data)
    - **2010-2011 Data:** N/A – Recruitment has not previously been asked to submit a PET Form.
    - **2011-2012 Data:** N/A – Recruitment has not previously been asked to submit a PET Form.
  
  - Analysis
    - Provide Previous Data/Result Analysis  
(Include if benchmark was met and how results relate to outcome statement):  
N/A – Recruitment has not previously been asked to submit a PET Form.
  
  - Improvements
    - List any Improvements Made in the **2011-2012** (Last Academic) Year:  
N/A – Recruitment has not previously been asked to submit a PET Form.
    - Evaluate Why Improvements Were Successful/Were Not Successful:  
N/A – Recruitment has not previously been asked to submit a PET Form.
    - What Budget Implications Were Involved with this Improvement? (Please Provide Cost Estimate/Details):  
N/A – Recruitment has not previously been asked to submit a PET Form.
  
  - Recommendations/Actions for **2012-2013**
    - Person Responsible (Who will complete the action?): Amber Brookshire
    - Action Plan:
      1. Conduct focus group session with currently enrolled African American students (October 26, 2012)
      2. Use feedback to plan strategy/intervention
      3. Perform intervention activity
    - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date): Ideally, the intervention activity will be conducted in the spring of 2013.
    - What Budget Implications Are Involved with this Action? (Please Provide Cost Estimate/Details): There are no significant budget implications for this activity.
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