



## Planning and Evaluation Tracking

College Year: 2007-2008

Division of: Enrollment Management

Person Responsible: Robert Austin

Department of: Community Link

Person Responsible: Maury Roman

**Purpose Statement:** To provide outreach services to disadvantaged individuals in Northeast Amarillo to increase participation in higher education

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1. Expand student access through specialized outreach events in Spanish	1. After attending a Financial Aid workshop in Spanish, 50% of participants will enroll in an academic program at AC based on an AskAC Colleague report	1. Time Frame: 01/01/07-08/31/07  Spring 2007 N = 9/25 (36%)  Summer 2007 N = 12/32 (37.5%)	1. Although results were below expected, they provide a benchmark for future analysis, since previous data was not available. The slight increase from SP to SU semester could be attributed to the proximity with the beginning of FA semester  <b>ACTION PLAN:</b> <ul style="list-style-type: none"> <li>Prospective students that did not enroll will be contacted by phone as potential enrollees for SP08</li> <li>Scholarships to 10% of the students that did not enroll will be made available for SP08</li> <li>Pre-test &amp; post-test will be administered to make improvements</li> </ul>

2. Increase retention of GED students within NE Amarillo Area (Goal restated for 2006-2007)	2. After receiving a phone call from CLINK staff, at least 10% of students enrolled in GED classes who stopped attending will return to the classroom within a semester based on the attendance report.	2. Time Frame: 09/01/07 - 08/31/07  Spring 2007: N = 2/17 (12%)  Fall 2007: N = 9/20 (45%)	2. Phone calls to students from SP to FA were made by instructor which contributed to a higher retention rate  <b><u>ACTION PLAN:</u></b>  <ul style="list-style-type: none"> <li>• Visits to students identified as most at-risk will be made to improve the retention rate</li> <li>• Follow-up database will be maintained to track students who returned at a later semester</li> </ul>
3. Actively participate in the recruitment of adult students to AC	3. After executing the adult recruitment plan, the enrollment of adult students will increase at least 1% as compared to adult enrollment of the Fall 2006 semester.	3. Time Frame: 11/06 – 08/07  Previous data not available	3. FY2005 data not tracked  Outcome closed Oct. 2007