Planning and Evaluation Tracking

College Year: 2007-2008

Division of: Enrollment Management   **Person Responsible: Robert Austin**
Department of: Customer Services   **Person Responsible: Dale Longbine**

Purpose Statement: AskAC exists to provide access to Amarillo College services by phone, e-mail, web or other media to both internal and external customers.

Goal Statements	Objectives/Outcomes	Results	Use of Results
1. Improve efficiency in staffing	1. After merging AskAC and Assistance Center into one department with staff sharing job responsibilities, supervisors will work together to create a combined schedule that will decrease inefficiency in staffing in both areas during the morning and evening hours and increase staffing during the high traffic times by 20% as compared to the prior year.		

2. Improve training methods	2. After reorganization of the Customer Services department, supervisors will develop a formal training for both areas that will result in a 20% improvement of knowledge of services evaluated on a pretest post test evaluation.		
3. Increase enrollment	3. Implementation of plan to follow up (by phone) with all new applicants for upcoming fall semester will result in a 5% increase of the applicant to enrolled conversion rate as compared to the previous fall.	2007FA Conversion rate = 57.1% 2008FA Conversion rate =	