



Planning and Evaluation Tracking

College Year: 2008-2009

Division of: Enrollment Management
 Department of: Customer Services

Person Responsible: Robert Austin
 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. The Customer Services department will 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.	<p>1. Timeline</p> <p>2007 Schedule</p> <p>Contacts at 7am = 2,552 Abandoned calls = 767 Abandoned call ratio = 30.05%</p> <p>Contacts at 4pm = 137,521 Abandoned calls = 22,410 Abandoned call ratio = 16.30%</p> <p>2008 Schedule</p> <p>Contacts at 7am = 2,634 Abandoned calls = 614 Abandoned call ratio = 23.31%</p> <p>Contacts at 4pm = 145,069 Abandoned calls = 20,375 Abandoned call ratio = 14.05%</p>	<p>1. Action Plan</p> <p>Although the 4pm results were not as dramatic as expected due to many varying factors in scheduling, it is clear that staffing can be reduced in the early morning without sacrificing service. We will continue the evaluation of staffing vs. call volume and in person contacts and adjust the schedule according to the results.</p>

		<p>The 7am abandoned ratio declined 6.74% and the 4pm ratio declined 2.25%.</p> <p>See attached spreadsheet and charts.</p>	
<p>2. The Customer Service department will improve training methods for new and current employees.</p>	<p>1. After supervisors develop and implement a formal training program, new and current employees will improve knowledge of services provided by 20% that will be evaluated on a pretest post test.</p>	<p>2. Pretest post test for counter services and residency training created and training implemented. Customer Services training for current employees implemented in February – pretest/post test created.</p> <p>02/13-14/08 – Customer Service training for 19 current employees Pre-test average scores = 25.42 Post test average scores = 79.16 Percent improvement = 32.11%</p> <p>10/10/08 – Counter services training of two new employees – post test given after training. Pre-test average scores = Post test average scores = Percent improvement =</p> <p>11/10/08 – Residency training workshop for five employees.</p> <p>See attached spreadsheet</p>	<p>2. Current employees improved knowledge and provided positive feedback for the training. Customer Service training for all current employees will be scheduled annually with a pre-test/post test evaluation.</p> <p>Pretesting new employees of what they will need to know prior to training does not make sense. A post test after training was given with a plan to give a follow up test just prior to each quarterly evaluation during the first year.</p> <p>Quarterly evaluations due in January. The same test will be given and progress evaluated and additional training provided as needed.</p> <p>Due to heavy workload, unexpected absences and staffing shortages, the AskAC supervisor has not developed and implemented a formal training program but will get this done as soon as possible.</p>

<p>3. AskAC will foster an increase in the enrollment of new students.</p>	<p>3. The implementation of a plan to follow up (by phone) with all new applicants for 2008FA, will result in a 5% increase in the applicant to enrolled conversion rate as compared to 2007FA</p>	<p>3. Conversion rates 2007FA Conversion rate = 57.1% Applications = 6999 Enrolled = 3996 2008FA Conversion rate = 56.8% Applications = 6384 Enrolled = 3628</p>	<p>3. We were very disappointed that the results of this activity were not more compelling. In spite of results, we are convinced that this activity is the right thing to do. We will modify the execution (delivery and timing of calls) of this objective and measure again for 2009FA.</p>
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