

Hawai'i Community College
Unit Assessment Status Update
(June 2012)

Unit: Admissions & Registration Office (A&R)

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Date: June 13, 2012

- 1. Unit Outcome(s) that will be assessed: (Choose one, or at the most two, outcome(s) to focus on. Start with what is most important or seems a priority for the unit.)**

U01) The Admissions & Registration Office will process admission applications in a timely manner.

U02) The Admissions & Registration Office will deliver excellent and efficient customer service.

- 2. What questions does your unit have for staff, faculty and/or students (those who use receive service from the unit) about how they perceive the unit's effectiveness in meeting this outcome?**

- Were you greeted when you entered the office?
- Was the A&R staff member(s) knowledgeable and able to answer your questions?
- Were you invited to contact the A&R, again, if you had any further questions or needed assistance?
- Did the A&R staff member seem(s) genuinely interested in assisting you with your admissions and registration needs?

- 3. Develop and describe the assessment procedure. (This could be a survey, focus groups, participation in the HawCC Accreditation Faculty and Staff Survey or Student Survey, or other method of assessment.) Include how, when and where this will take place and who in the unit is responsible for the process. Describe what you will be doing for the first round (iteration) and the second round (iteration). (Attach another page if you need more room.)**

Assessment Plan: 2011-2012 U01 (data) and U02 (survey)
2012-2013 U02 (survey) and U03 (focus groups)
2013-2014 U03 (focus groups) and U01 (data)
2014-2015 U01 (data) and U02 (survey)
2015-2016 re-evaluation of unit outcomes

Proposed Timeline:

October	conduct assessment
November	evaluation, written report, develop
improvement strategies	
January	implementation of improvement strategies
April	conduct assessment

May	evaluation, addendum to written report,
revise improvement	strategies
Summer	stock taking and staff training aligned
with improvement	strategies
August-September	implementation of improvement
strategies	

The Admissions Officer has primary responsibility for conducting assessment activities.

4. If possible, set the performance rate. (This may only be possible once you've found some baseline data or the second iteration.)

U01) **Timely manner** was re-defined in January 2012 as “applications for the Fall semester will be accepted within 14 calendar days and applications for the Spring semester will be accepted within 7 calendar days.”

Time Table:

	First Round (Iteration)	Second Round (Iteration)
Outcome statements due	Sept. 1, 2011	done
Assessment plan (with questions) ready	Sept. 1, 2011	done
Assessment Conducted	Oct. 15, 2011	April 15, 2012
Use of Results Written Up	Nov. 15, 2011 (In Program Review)	May 15, 2012 (To Supervisor)

Appendix

Unit Outcomes: (List all the outcomes devised for your unit, agreed upon by those who are in your unit.)

U01) The Admissions & Registration Office will process admission applications in a timely manner.

U02) The Admissions & Registration Office will deliver excellent and efficient customer service.

U03) The Admissions & Reigstration Office will provide clear, pertinent and accurate policy and procedural information through a variety of media.

Status Update:

UO1

As of June 12, 2012, Fall 2012 processing time averaged 19.1 days. This average is expected to decrease as applications continue to be processed until August 2012. A total of 481 applications were processed same day and 1490 within 14 days.

Processing times for Fall applications tend to be longer than that for the Spring due to the fact that Kama'āina applications are received far earlier than standard applications. Most are received prior to the start of the preceding Spring semester. When Kama'āina application processing times are removed from the calculation, the average processing time is 5.0 days. The average application processing time for applications received after January 1, 2012 was 5.9 days.

It is expected that the office will meet its goal of processing Fall applications within 14 days of receipt. The writer will continue to review and revise office procedures to ensure the quickest processing time possible.

UO2

A Customer Satisfaction Survey was conducted, over-the-counter, from October 3, 2011 to October 21, 2011 and again, from May 15, 2012 to June 6, 2012. Based on the results of the October survey, a target baseline was set to "90% of the respondents to the Customer Satisfaction Survey will Strongly Agree to each of the four statements." While the staff demonstrated a high level of professionalism and continued to deliver excellent customer service, the office did not reach its target with any of the four statements. There is some inconsistency between how customers rated the statements and comments provided. In some cases, while the customer submitted very positive reviews, the statements were rated with "agree" which could explain how the office missed the target. If the Strongly Agree and Agree responses are combined, the office exceeded 90% in all four areas.

Overall, the survey responses and comments made indicate that the A&R staff continues to deliver excellent customer service and our customers perceive that the staff is knowledgeable and interested in providing assistance. The survey results do indicate that the staff may sometimes fail to greet customers promptly when they enter (3) and invite them to contact the A&R with future questions or concerns (8). While the percentage of customers who believed they were not greeted (1.8%) or invited to contact the A&R (5.1%) was relatively low, the staff can certainly continue to "strive for excellence" by remembering to greet each and every customer who walks through our doors and invite each and every customer to return. Furthermore, there was one respondent, in particular, who apparently had a negative experience with a staff member. The criticism provided was constructive and the writer will utilize the information to begin a conversation with the staff member regarding how her demeanor might be perceived in a negative way.

While the staff continues to deliver excellent and efficient customer service, the Admissions Officer is considering strategies to sustain the level of quality of services that was observed during the survey period. Such strategies may include the use of "mystery shoppers" to critique service delivery and periodic recognition events.