

**HAWAI‘I COMMUNITY COLLEGE  
UNIT ANNUAL REVIEW REPORT**

INFORMATION CENTER

**March 17, 2017**

**Review Period  
July 1, 2015 to June 30, 2016**

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*Program/Unit Review at Hawai‘i Community College is a shared governance responsibility related to strategic planning and quality assurance. Annual and 3-year Comprehensive Reviews are important planning tools for the College’s budget process. This ongoing systematic assessment process supports achievement of Program/Unit and Institutional Outcomes. Evaluated through a college-wide procedure, all completed Program/Unit Reviews are available to the College and community at large to enhance communication and public accountability. Please see <http://hawaii.hawaii.edu/files/program-unit-review/>*

*Please remember that this review should be written in a professional manner. Mahalo.*

## UNIT DESCRIPTION

<b>Describe the Unit</b>	
Provide the short description as listed in the current catalog.	<p>We understand that as a student, your primary focus is your academic success. With that in mind, it is our mission to provide you with exceptional customer service to ensure that being a student is as stress-free as possible. Our goal is to serve as your first-stop location and guide you to various offices, including Admissions and Records, Financial Aid &amp; Student Employment, Counseling, Advising and Support Services, as well as, the Hale Kea Testing Center.</p> <p>We continue to promote accessibility to higher education, by providing individuals and organizations with accurate, up-to-date information about Hawai'i Community College. While some questions may be considered complex, we will make every effort to clarify issues and assist in resolving them.</p>
Provide and discuss the unit's mission (or goals and objectives if no unit mission statement is available).	The Information Center will serve as the central source for information about Hawai'i Community College, anything from general inquiries to referrals to various offices, departments, faculty or staff.

### Comprehensive Review information

Provide the year and URL for the location of this unit's last Comprehensive Review on the HawCC Program/Unit Review website: <a href="http://hawaii.hawaii.edu/files/program-unit-review/">http://hawaii.hawaii.edu/files/program-unit-review/</a>	
Year	None Available.
URL	
Provide a short summary regarding the last Comprehensive Review for this unit. Discuss any significant changes to the unit since the last Comprehensive Review that are not discussed	

elsewhere in this review.

## QUANTITATIVE INDICATORS

### ARPD Data

**IF ARPD data is available for the unit, please attach a copy of the ARPD data and submit with the Unit Review document.**

**If no ARPD data is available for the unit, please provide and discuss relevant and/or comparable data as available from the unit's records.**

- a) **If you will be submitting the Unit Review document in hard copy, print and staple a copy of the ARPD data tables, if available, or other unit data as applicable, to the submission; the icon to print the ARPD data tables is on the upper right side, just above the data tables.**

**OR**

- b) **If you will be submitting the Unit Review document in digital form, attach a PDF copy of the ARPD data tables, if available, or other unit data as applicable, along with the digital submission; the icon to download the ARPD data tables as a PDF is in the upper right side, just above the data tables.**

**Unit ARPD data, if available, can be found on the ARPD website:**

<http://www.hawaii.edu/offices/cc/arpd/>

## ANALYSIS OF THE UNIT'S DATA

**Describe, discuss, analyze, and provide context for the unit's data.**

Discuss, analyze, and provide context for the unit's ARPD health scores in the Demand, Efficiency, Effectiveness, and Overall Health categories as applicable.

Demand - The Information Center receives a variety of inquiries, from Admissions & Records to simple directory information. April, July, and August are the busiest months mainly due to early registration and enrollment deadlines. The Information Center has an average of 30 inquiries per day including walk-ins, phone calls, and emails. In January 2016, the Information Center took the lead on the Live Chat feature on the Hawai'i Community College website; this required the Information Center Staff to be logged in to the Olark Live Chat system during regular business hours, 8 AM - 4:30 PM. The Information Center also coordinates all campus tours; through the 2015-2016 school year, 28 tours were coordinated and over 280 people participated.

	<p>Efficiency - The Information Center employed two Student Assistants during the 2015-2016 school year; each Student Assistant worked up to 20 hours per week during the Fall and Spring semesters and an average of 32 hours per week during the Summer. During a regular work day there would be approximately 3 hours, where there is no Student Assistant coverage in the Information Center. Campus Tours were done mostly by the Information Center Coordinator, however for bigger groups Student Assistants were asked to assist.</p> <p>Effectiveness - Campus Tour evaluations were given out to campus tour groups of 15 or less and a link to the campus tour evaluation is emailed to chaperones of groups larger than 15, in 2015-2016 a total of 13 individual evaluations and 11 group evaluations were received. Based on the responses received it is clear that the Hawai'i CC Faculty, Staff, and Students are friendly and welcoming, that the participants are very satisfied with the knowledge of our tour guides, participants receive enough information about Hawai'i CC, the length of the campus tour isn't too short or too long, and that the campus tours help participants feel more prepared to enroll in college.</p>
<p>Describe, discuss, analyze, and provide context for unit data that was collected based on its specific operations and functions. Examples could include, but are not limited to, work logs and activities records, meeting and session records, and any other relevant internal or external data, as appropriate.</p>	<p>All walk-in and phone inquiries are tracked on a daily basis and at the end of each month all information is compiled into a single data table (See Appendix A).</p> <p>*In 2016-2017, the Information Center Staff will work with the Institutional Assessment Coordinator to identify effectiveness.</p>
<p>Describe any trends, and any</p>	<p>Internal Factor: For the 2016-2017 school year the Information</p>

<p>internal and/or external factors that are relevant to understanding the unit's activities during the review period.</p>	<p>Center was allotted only \$4,000 in Federal Work Study funding, which was only enough for one Student Assistant for one semester at 20 hours per week, so the Information Center budget was primarily used for student help. Luckily, there is a Student Assistant in the Vice Chancellor for Student Affairs Office (VCSA) who also assists in the Information Center when needed. Due to the reduced Federal Work Student funding, the Information Center Staff often needed the help from the VCSA Student Assistant. With having the additional help, the student assistants took on Student Publications responsibility including designing the Student Planner and Student Newsletters. One Information Center Student Assistant graduated at the end for Spring 2016, the VCSA Student Assistant graduated at the end for Fall 2016; the Information Center Coordinator was not able to secure another Student Assistant under Bridge-to-Hope funding from January 2016 to present, and the VCSA Office will not be hiring another Student Assistant due to exhausted funds. The second Information Center Student Assistant will be graduating at the end of Spring 2017, however, the Information Center Staff have been hopeful of finding a Student Assistant to come on board to be trained prior to the end of the Spring 2017 semester.</p> <p>External Factor: So far for the 2016-2017 school year, the economy has been good therefore the Hawai'i Community College enrollment has dropped.</p> <p>Trends - The UHCC Media Preference Survey is distributed annually in November; this survey measures students' preferences when it comes to image and recruitment, college communication, communication access, social media and other demographic information. Some of the information that is pertinent to the Information Center includes, age group, impactful methods, best recruiting strategies, customer services satisfaction, preferred contact methods, internet and email access, and frequency of social media use. The results of this survey showed that a college website and campus tours are methods that would have most impact for a potential student; also, the best strategy for recruiting</p>
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	<p>students are college representatives visiting high schools for ages 16-30 and work or job encouragement for ages 31 and up. In addition, more than 40% of respondents felt satisfied with the customer service they received during the first three weeks of classes. This survey proved that students prefer to be contacted with various college information via their college email; also, that when receiving an email most students usually read and save the email and more than 90% of respondents have a smartphone with email and internet access. These data results even go as far to display that respondents use YouTube, Facebook, and Instagram more than 60% of the time, however, the favorite social networking site is Facebook. According to the results, on average respondents used social media 3-4 hours per day normally from 6pm to midnight (See Appendix B).</p>
<p>Discuss other strengths and challenges of the unit that are relevant to understanding the unit's activities during the review period.</p>	<p>In February 2015, there were AC repairs being made to the Administration Building 378, all occupants were required to temporarily move to Hale Aloha. Due to this move, students were unable to find the Information Center easily, causing even more confusion. Occupants of Building 379A also temporarily moved to the Administration Building 378 before the original tenants moved back in. During the temporary relocation, the Information Center Staff had to deal with restroom odors due to the upstairs and or/downstairs lavatories backing up on multiple occasions. Even with all the named challenges, the Information Center was still able to operate and serve individuals who visited the office and coordinate campus tours.</p>

<p><b>Report and discuss all major/meaningful actions and activities that occurred in the unit during the review period. For example:</b></p>	
<p>Changes to the unit's services, functions, and/or operations.</p>	<p>Moving back to the Administration Building 378 from Hale Aloha, recreated easy access for students needing assistance or directions; having the centralized location back ensured quick and convenient services for all customers.</p>

	In a joint effort working with the External Affairs & Relations Office Staff and the Information Center Staff, the necessary updates were made to all brochures and printed directly in the Information Center at a lower cost than outsourcing to another department as normal. Now that that all the necessary brochures have been created, the Information Center has access to edit each brochure as needed and be able to efficiently provide the most up-to-date information.
Changes to the clients it serves (students, faculty, staff, community, UH System etc.).	No change.
Personnel and position additions and/or losses.	None.
Other major/meaningful activities, including responses to previous CERC feedback, if applicable.	N/A

<b>Describe, analyze, and celebrate the unit's successes and accomplishments. (For example, <i>more students were served OR the unit successfully integrated new strategies/technologies.</i>)</b>	
Discuss what the unit has been doing well that needs to be maintained and strengthened.	Creating various promotional materials within the Information Center was a success because the Information Center was able to save money on designing and printing of materials and utilize the talents of the Information Center Student Assistant to create and produce quality brochures.

	<p>Based on data from previous years it was determined that individuals were confused as to the Information Center and the Admissions &amp; Records Offices being one in the same. Individuals would come into the Information Center for Admissions &amp; Records information. The Information Center has since posted signs on the front door with arrows to direct individuals directly to the Admissions &amp; Records Office.</p>
<p>Validate these successes by discussing positive improvements in the unit.</p> <p>Please provide evidence if applicable (ex: unit data reports, relevant URL links, etc.).</p>	<p>Creating and printing various brochures in house has been cost effective for the Information Center and it was also been more timely; the wait time for the UH Hilo Graphics Department finish a project can be extensive and at times frustrating when it comes to deadlines. The Information Center has been able to purchase the materials for printing brochures and save funds for student help instead of paying the UH Hilo Graphics Department to create and print various brochures for outreach and campus tours.</p> <p>The Information Center has seen a gradual reduction in the number of inquiries received for the Admissions &amp; Records Office, the inquiries haven't disappeared completely, but it has lessened to a manageable amount.</p>

<p><b>Describe, analyze, and discuss any challenges and/or obstacles the unit has faced.</b></p>	
<p>Identify and discuss the unit's challenges/obstacles.</p>	<p>Starting fresh with every individual who accesses our services may be considered a challenge at times because there isn't a standard to what the individual's inquiry will address. The Information Center services range greatly and in any given day there are inquiries on 13 different areas (Appendix C).</p> <p>Due to funding constraints, The Information Center is allotted \$4,000.00 in Federal Work Study funding, which is only enough for one student assistant position. There are numerous occasions where the Information Center must rely</p>

	<p>on surrounding office staff to assist with walk-in and phone inquiries. During the school year, student assistants are allowed to up to 20 hours per week, having two Student Assistants is beneficial to cover as much of the regular 8-hour workday, however, there is overlap depending on the student’s class schedule. During the Fall 2015 semester with two Student Assistants, 41% of the work week would be only the Information Center Coordinator covering all office operations. Similarly during the Spring 2016 semester same two Student Assistants, 35% of the work week would be only the Information Center Coordinator covering all office operations. Throughout the school year, the Information Center Coordinator is constantly working on a variety of tasks including General Catalog fiscal processing, Express Admissions &amp; Enrollment Day planning, Campus Tours, College Fairs, and Department Meetings to name a few.</p> <p>Scheduling Campus Tour started out very difficult due to only being able to schedule during times that there was office coverage (Appendix D); Campus Tour could only be offered during times that had at least one Student Assistant scheduled so that the Information Center Coordinator could conduct the campus tour. The Information Center Coordinator needed to be strategic in scheduling tour because if someone requested a tour for a time that there would be no office coverage, surrounding offices would be asked to cover the Information Center; though this wasn’t ideal it was required to ensure the Information Center services were always available.</p>
<p>Discuss changes and actions taken to address those challenges.</p>	<p>To ensure inquiries are answered timely and accurately, the Information Center Coordinator trained all Information Center Student Assistants on the frequently asked questions and Student Assistants added and/or updated to the frequently asked questions if necessary to ensure accuracy.</p>

	<p>The Information Center Coordinator has created a Bridge-to-Hope Student Assistant position, but has not secured any applicants who are eligible for the position requirements, including being registered for 12 credits (full-time) and being first-to-work eligible.</p> <p>The Information Center Coordinator has recruited Student Assistants and Peer Mentors from the Halaulani Transfer Success Center and Gear Up Program to be tour guides when needed for large groups or when there is no Information Center Office coverage. A Campus Tour training session was coordinated by the Information Center Coordinator to ensure tour guides are aware of what is expected of them.</p>
<p>Describe and explain the results of these actions.</p>	<p>The Information Center Student Assistant Training went well, the Information Center Student Assistant were observed by the Information Center Coordinator and surrounding office staff to ensure timely responses and accuracy of the information provided.</p> <p>Campus Tour Guide trainings have been successful, the Information Center Coordinator meets with the tour guides before scheduling campus tours and identifies which programs will be visited. Based on the Campus Tour Evaluations, tour guides are doing well.</p>
<p>Discuss what still needs to be done in order to successfully meet and overcome these challenges.</p>	<p>Continue Information Center Student Assistant trainings and verify accuracy of information with various campus offices including Admissions &amp; Records, Counseling, Advising, and Student Support Services, Financial Aid, etc.</p> <p>Secure more Federal Work Study funding or other funding sources and promote the current Bridge-to-Hope Student Assistant position to all Hawai'i CC Students.</p> <p>Possibly hire Campus Tour Ambassadors or hire additional</p>

	Information Center Student Assistants, depending on if funds are available. Continue to request assistance of Student Assistants within the Division of Student Affairs.
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**UNIT ACTION PLAN**

<b>Discuss the unit's prior year's (AY14-15) action plan and results.</b>	
Describe the unit's action plan from the prior review period and discuss how it was implemented in AY15-16.	<ol style="list-style-type: none"> <li>1. Produce and print various brochures, including program brochures for all academic programs for display in the Information Center and used for outreach and recruitment.</li> <li>2. Increase Hawai'i Community College's social media presence (Facebook, Instagram, Twitter).</li> <li>3. Purchase promotional items and giveaways for College Fairs, Campus Tours, High School Visits, Express Admissions Days, and various events and conference that Hawai'i CC Faculty, Staff, and/or Students attend.</li> </ol>
Discuss the results of the action plan and the unit's success in achieving its goals.	<ol style="list-style-type: none"> <li>1. Worked with External Affairs &amp; Relations Office staff to create a program brochure template. The template has been created through collaboration with the External Affairs &amp; Relations Office and UH Hilo Graphics Department. Other brochures such as, the Go Forward rack card - enrollment checklist, Degree &amp; Certificates Programs, Student Services &amp; Institutional Support, and Paying for College - Applying for Financial Aid brochures were created by an Information Center Student Assistant and printed within the Information Center.</li> </ol>

	<ol style="list-style-type: none"> <li>2. Collaborated with the External Affairs &amp; Relations Office to link Instagram and Twitter to Facebook, and schedule Facebook posts. During the 2015-2016 school year the Hawai'i Community College Facebook page gained 60 page likes (Appendix E); prior to March 2016 there were less than a handful of page likes. Teaming up with the Vice Chancellor for Student Affairs Office, the Information Center was able to host Welcome Back Week activities; each of these activities promoted the Hawai'i CC Facebook, Instagram, and Twitter social media accounts.</li> <li>3. In a joint effort with the External Affairs &amp; Relations Office, we were able to purchase enough promotional items for the entire 2015-2016 school year. These promotional items were used for campus tours, college fairs, high school visits, Hawai'i Community College Day and Express Admissions &amp; Enrollment Days.</li> </ol>
<p>Discuss any challenges the unit had in implementing that action plan or achieving its goals.</p>	<ol style="list-style-type: none"> <li>1. Due to program changes and Administration changes, we did not have all the accurate information to move forward with printing program brochures.</li> <li>2. When searching for Hawai'i Community College on Facebook, there are two pages that come up depending on whether you used an 'okina or apostrophe. The other Hawai'i Community College Facebook page was created by someone else prior to the official Hawai'i Community College Facebook page being created. Individuals have used the phantom page to check-in and comment about our campus; various Hawai'i CC employees have reported the page, however, no success in removing</li> </ol>

	<p>the phantom page.</p> <p>3. Due to budget constraints within the Information Center , we were not able to purchase multiple items, we needed to choose only three items and get larger quantities of each. Also, the Information Center wanted folders or bags for campus tours, college fairs, high school visits, Hawai‘i Community College Day and Express Admissions &amp; Enrollment Days, however, we were not able to purchase them due to design delays and funding limitations.</p>
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- Did the unit review its website during AY15-16? Please check the box below that applies.

- Reviewed website, no changes needed.
- Reviewed website and submitted change request to webmaster on \_\_\_\_\_(date)\_\_\_\_\_.
- Reviewed website and will submit change request to webmaster.
- Unit does not have a website.

***Please note that requests for revisions to unit websites must be submitted directly to the College's webmaster at***

<http://hawaii.hawaii.edu/web-developer>

<b>Discuss the unit’s overall action plan for AY16-17, based on analysis of the unit’s data and the overall results of unit outcomes assessments conducted during AY15-16.</b>	<b>Benchmarks and Timelines for implementation and achievement of goals.</b>
<b>Action Goal 1:</b> Work with the Office of Continuing Education & Training to provide passport applications and information at the Information Center	<b>Benchmarks/Timelines:</b> The Information Center receives a high number of inquiries for passports, which service is provided at the Office of Continuing Education & Training (OCET). The idea is to reduce the number of inquiries that the Information Center has to refer to OCET and at minimum provide

	<p>applications and information at the Information Center. The Information Center Coordinator will be trained on passport information and be able to provide passport applications in the Information Center by Summer 2017.</p>
<p>How can this Action Goal lead to improvements in unit services, functions, or operations, and support attainment of the unit's outcomes (UOs)?</p> <p>This Action Goal of providing passport applications and information in the Information Center will improve the Information Center services, functions, and operations because the Information Center Staff will not have to frequently refer individuals to another location; the Information Center Staff will be able to provide applications and general passport information.</p>	
<p><b>Action Goal 2:</b> Decrease the number of email announcements sent to Hawai'i CC Students</p>	<p><b>Benchmarks/Timelines:</b></p> <p>Hawai'i CC Students typically receive four or more email announcements in one week. The Information Center plans to reduce email announcements to no more than two per week. The weekly email will be called "Ka 'lo Weekly" and be sent to all Hawai'i CC Students every Sunday with information for the week ahead; this will begin from Spring 2017.</p>
<p>How can this Action Goal lead to improvements in unit services, functions, or operations, and support attainment of the unit's outcomes (UOs)?</p> <p>This Action Goal of reducing the number of email announcements to Hawai'i CC Students will improve the Information Center services, functions, and operations because it will reduce students' email fatigue and allow for a streamlined email announcement process.</p>	
<p><b>Action Goal 3:</b> Creating a Welcome Center, including Admissions &amp; Records, Financial Aid,</p>	<p><b>Benchmarks/Timelines:</b></p>

<p>and Information Center.</p>	<p>The Information Center provides can answer general questions about Hawai‘i Community College, students often inquire about application status, veterans’ benefits, transcript requests, financial aid status, verification processing, among other requests; individuals are referred to the appropriate offices and return to the Information Center for other general questions. Once the Welcome Center is created, individuals will be able to check on their admission status, financial aid status, and any directory information at one location. The Information Center Coordinator will work with the Vice Chancellor for Student Affairs, Admissions &amp; Records Manager, and Financial Aid Manager to begin the discussion for making this transition, in the hopes that this Welcome Center will be open for full services before the Fall 2017 semester.</p>
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How can this Action Goal lead to improvements in unit services, functions, or operations, and support attainment of the unit’s outcomes (UOs)?

This Action Goal of creating a Welcome Center will improve the Information Center services, functions, and operations because the Information Center, Admissions & Records, and Financial Aid Offices will become a “one stop shop” for any enrollment needs; there will be

**RESOURCE IMPLICATIONS**

***NOTE: General budget asks are included in the 3-year Comprehensive Review. Budget asks for the following categories only may be included in the Annual review: health and safety needs, emergency needs, and/or necessary needs to become compliant with Federal/State laws/regulations.***

**Please provide a brief statement about any implications of or challenges with the unit's current operating resources.**

At this time, the major concern is the Information Center office coverage; there isn't enough Federal Work Study funding to hire more than one Student Assistant, and no eligible applicants have applied for the Bridge-to-Hope Student Assistant position. If additional or other funding sources are not available, possibly budgeting got an Information Center Office Assistant can be considered to ensure that there is enough office coverage when scheduling Campus Tours, events, and meetings.

For budget asks in the allowed categories (see above):

Describe the needed item(s) in detail.	
Include estimated cost(s) and timeline(s) for procurement.	
Explain how the item(s) aligns with one or more of the strategic initiatives of <u>2015-2021 Strategic Directions</u> .	

<http://hawaii.hawaii.edu/sites/default/files/docs/strategic-plan/hawcc-strategic-directions-2015-2021.pdf>

## UNIT OUTCOMES ASSESSMENT

For all parts of this section, please provide information based on unit outcomes (UO) assessments conducted in AY 2015-16.

### Unit Outcomes Assessed

- List all unit outcomes assessed during AY 2015-16.

Assessed Unit Outcome #	Unit Outcome Text
No Unit Assessment Survey Data	UO #1: The Information Center will provide pre-admission information to interested students and community groups/organizations; this

	<p>information will be provided through telephone, our online website, email, and in-person.</p> <p>UO #2: Information will be distributed through various media outlets including, email broadcasts, posted flyers, in-person campus tours, and our social media sites-Facebook, Twitter, and Instagram.</p>
	<p>*In 2016-2017 , the Information Staff will work with the Institutional Assessment Coordinator to establish Unit Outcomes that align with the Institutional Learning Outcomes (ILOs).</p>

### Assessment Strategies

<b>For each UO assessed in AY 2015-16 listed above, provide a brief description of the assessment strategy, including:</b>	
<p>a description of the type of <u>unit work or activity assessed</u>, including unit service records, client satisfaction surveys, and other types of assessment instruments.</p>	<p>During the 2015-2016 school year, 28 campus tours were coordinated for a total of 283 participants (Appendix F). February, March, and October are the busier months with approximately 7 tours each month. On average, there are at least 2 tours per month, except August and December because there are no classes in session and the Information Center receives a higher volume of walk-in and phone inquiries.</p>
<p>a description of <u>who conducted the assessment</u>, (e.g., an individual unit faculty/staff member, <u>OR</u> a group of unit faculty/staff).</p>	<p>The Information Center is an individual unit currently made up of a Coordinator and one Student Assistant, this assessment was conducted by both individuals.</p>
<p>a discussion of the <u>assessment rubric/scoring guide</u></p>	<p>The Hawai'i CC - Campus Tour Evaluation (Appendix G) includes a combination of likert scale questions and qualitative answer questions. These questions measure items like the satisfaction of</p>

that identifies criteria/categories and standards used in the assessment.	the tour guides knowledge, how the campus tour prepared individuals for enrolling in college, ways to improve a campus tour, and ranking the amount of information received during the tour.
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**Expected Levels of Achievement**

- For each unit outcome (UO) assessed in AY 2015-16, indicate the benchmark goal for unit success.
  - example 1: “85% of students surveyed will rate the unit’s services as meeting or exceeding their expectation”;
  - example 2: “95% of service requests will be completed on time and to the satisfaction of the requester.”

Assessed UO#	Benchmark Goal for Unit Success for Each UO Assessed
	80% of respondents will agree or strongly agree that they were satisfied with the Information Center services.
	90% of respondents will agree or strongly agree that the information they received was accurate and helpful.

**Results of Unit Assessments**

For each UO assessed in AY 2015-16:	
provide a <u>description of the assessment results</u> in terms of unit’s attainment of the UOs.	The results of the Media Preference Survey showed that a college website and campus tours are methods that would have most impact for a potential student; also, the best strategy for recruiting students are college representatives visiting high schools for ages 16-30 and work or job encouragement for ages 31 and up. In addition, more than 40% of respondents felt satisfied with the customer service they received during the first three weeks of classes. This survey proved that students prefer to be contacted with various college information via their college email; also, that when receiving an email most students usually read and save the email and more than 90% of respondents have a smartphone with email and internet access. These data results even go as far to display that respondents use YouTube, Facebook, and Instagram more than 60% of the

	<p>time, however, the favorite social networking site is Facebook. According to the results, on average respondents used social media 3-4 hours per day normally from 6pm to midnight.</p> <p>According to the Hawai'i CC - Campus Tour Evaluation results, More than half of respondents were strongly agreed that the Hawai'i Faculty, Staff, and Students were friendly and welcoming. When it came to the knowledge of the tour guide, more than 90% of respondents were satisfied or very satisfied; and the information respondents received was just right for 67.9% of the respondents. More than 60% of the respondents enjoyed the length of the tour, it wasn't too short or too long. 82.1% of the respondents agreed or strongly agreed that the campus tour prepared them for enrolling in college (See Appendix H).</p>
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**Other Comments**

<b>Include any additional information that will help clarify the unit's UO assessment results.</b>	
<p>Include comparisons to any applicable College or related UH-System service-unit standards, or to any national standards from industry, professional organizations, or accrediting associations, as applicable.</p>	

**Next Steps – Assessment Action Plan**

<p><b>Describe the unit's intended next steps to improve assessment of the UOs based on the unit's overall AY 2015-16 assessment results.</b> Include any specific strategies, tactics,</p>
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activities, or plans for revisions to assessment practices, and/or service or operational change, or increased student support:

Changes to assessment practices, activities, or projects.	<ol style="list-style-type: none"> <li>1. Create a unit survey, to be sent out to all Hawai'i CC students to measure the effectiveness of weekly emails</li> <li>2. Campus Tour Evaluation</li> </ol>
Modifications to the unit's services, functions, operations, client relations, and/or faculty/staff professional development activities over the next 3 years.	One the "Big Move" happens, the Information Center, Admissions & Records, and Financial Aid Offices will become the Welcome Center; here individuals will be able to check on their admission status, financial aid status, and any directory information at one location. The Information Center Coordinator will work with the Vice Chancellor for Student Affairs, Admissions & Records Manager, and Financial Aid Manager to begin the discussion for making this transition.
Increases or changes in student support activities and services to support student learning and achievement.	Assessment tool to determine relation to wrap around services Continue to serve all individuals, there will be no changes to services.

## APPENDICES

### Appendix A

## Activity Log - Walk In (2015-2016)

	July	August	September	October	November	December	January	February	March	April	May	June	Total	%
Admissions	104	59	23	18	27	34	18	16	11	8	23	37	378	22.41%
Application Packet	33	18	9	11	12	6	3	12	7	10	8	11	140	8.30%
Bathroom	2	2	3	1		10	2		1	2	1	1	25	1.48%
Bus Schedule							2					1	3	0.18%
Business Office	28	18	10	6	14	10	10	5	3	2	3	6	115	6.82%

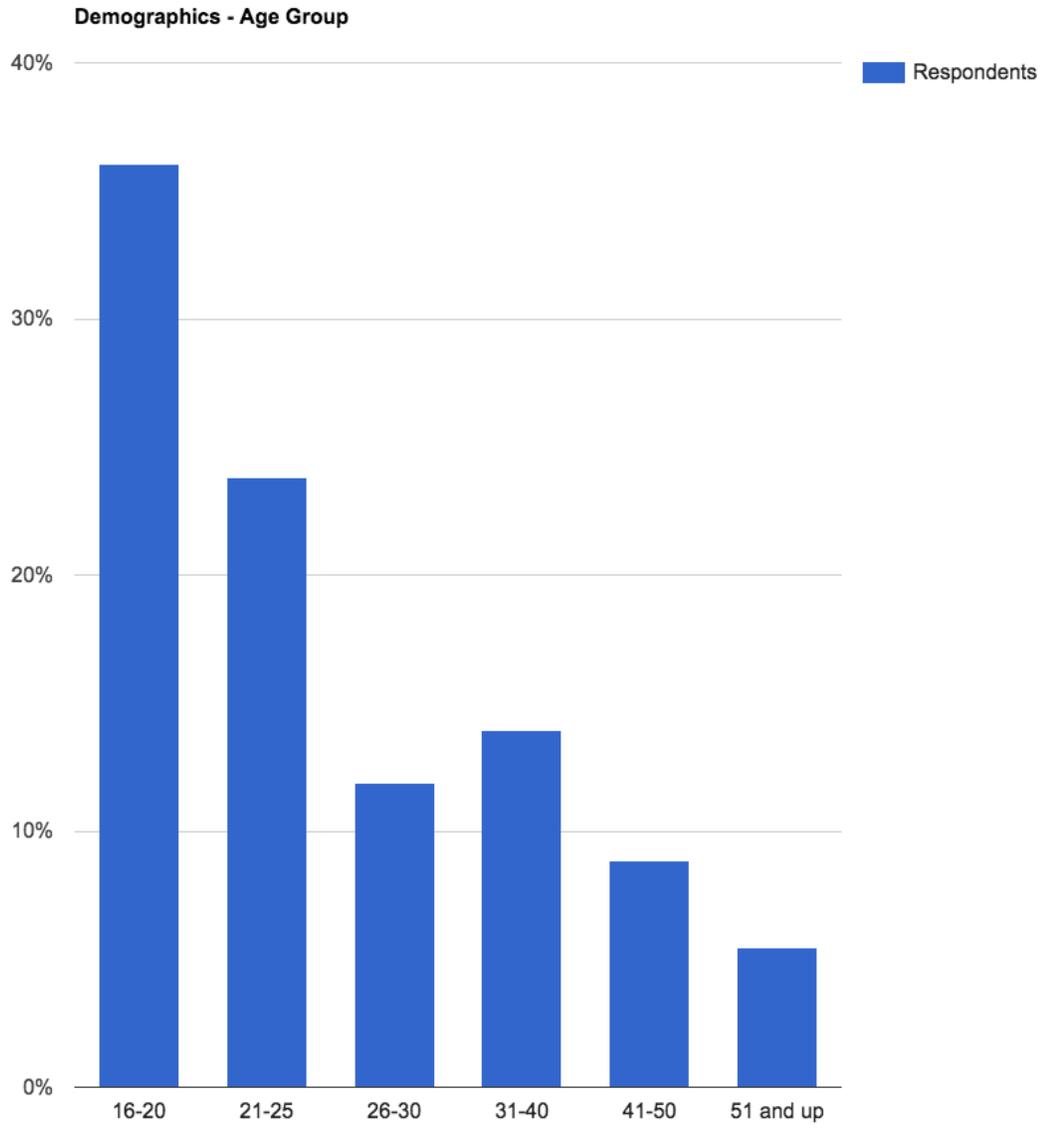
Cafeteria	4	7		1		1	1			1			15	0.89%
Campus Map	3	16	4	6		1	25	6	3	1	6	1	72	4.27%
Catalog		1			32		1						34	2.02%
Chancellor/VCSA/VCAA	10	13	4	4	10	17	20	13	2	4	4	5	106	6.28%
Counseling/Career Job/ Running Start	30	18	7	9	15	11	3	3	5	6	16	10	133	7.88%
Faculty/Staff/Instructor	1	4	3	5	8	8	8	8	8	9	5	7	74	4.39%
Financial Aid	10	14	3	4	5	4	2		3	3	4	6	58	3.44%
Flyers	2									1			3	0.18%
Ha'awi Kokua		1	1	1			1	1				2	7	0.41%
Hale Kea Testing Center	11	3	2	3	10	3	8	4	2	4	1	8	59	3.50%
Human Resources (HR)	2	7	2	2	1	2			1		1	1	19	1.13%
IEP	2		2	2		1			2		2	1	12	0.71%
Lost & Found/Security	1				4	2		3			1	1	12	0.71%
Na Pua Noeau									7				7	0.41%
OCET	20	10	25	18	28	23	40	46	39	42	35	22	348	20.63%
Phone Use	2	1	10	8	6	3	6	1	2			2	41	2.43%
POM	2				1						3	1	7	0.41%
UH Hilo	2	2	3		1	1	1	2	1			3	16	0.95%
West Hawaii				1		1						1	3	0.18%
	269	194	111	100	174	138	151	120	97	93	113	127	1687	100.00%

## Activity Log - Phone (2015-2016)

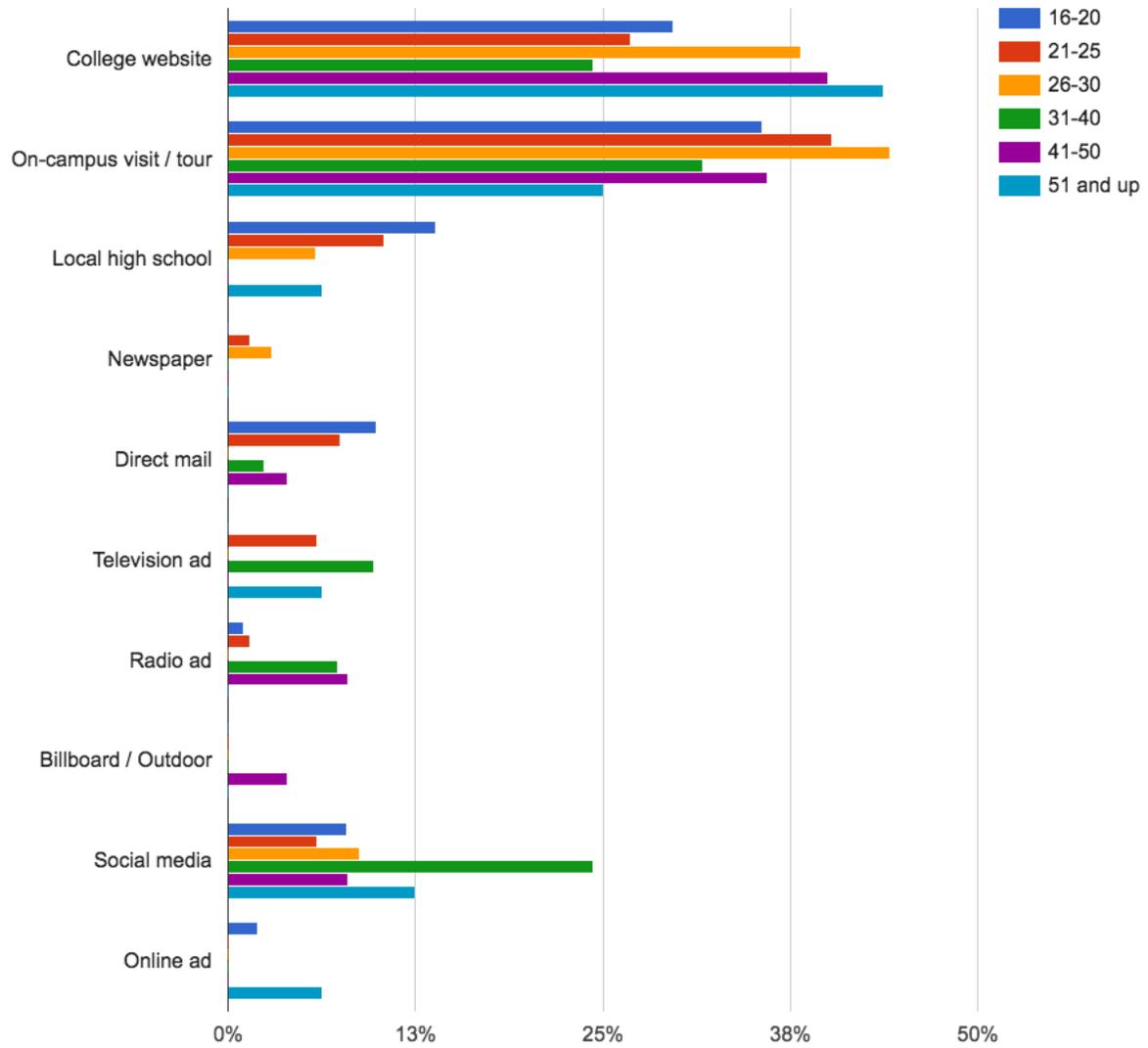
	July	August	September	October	November	December	January	February	March	April	May	June	Total	%
ACU	1	5	1	3	4	2	1						17	1.03%
Admissions	50	45	10	11	14	18	10	9	11	20	14	8	220	13.36%
Application Packet		9	3	4	16	1	3	3	1	4	1	1	46	2.79%
ATE	3	3	1		1								8	0.49%
Bookstore					2	1	4			2		2	11	0.67%
Business Office	2	3	5	3	2	2	6	5	4		2	6	40	2.43%
Cafeteria		1	2	2	5		5	6	2	7		1	31	1.88%
Campus Map		6	3		4	1	4		1	2			21	1.28%
Campus Tour										1			1	0.06%
Chancellor/VCSA/VCAA	8	5	4	3	14	3	7	2	7	8	3	3	67	4.07%

Counseling/Career Job/Running Start	32	16	8	7	16	11	12	1	4	10	5	13	135	8.20%	
Faculty/Staff/Instructor	13	16	19	21	30	14	16	15	29	28	15	2	218	13.24%	
Financial Aid	9	7	1	4	1	3	2	4				3	34	2.06%	
Ha'awi Kokua		3	1				3	2				25	34	2.06%	
Hale Kea Testing Center	27	11	9	23	10	22	3	11	10	7	12		145	8.80%	
Human Resources (HR)	4	7	7	3	1	2	3	1	5	5			38	2.31%	
I Ola Haloa/Halaulani	3		2	3		1							9	0.55%	
IEP				1	3	1	1			1			7	0.43%	
ITS Help Desk												2	2	0.12%	
Learning Center (TLC)	1		1		1			2		1	1		7	0.43%	
Library	1				2								1	4	0.24%
Lost & Found/Security					1					1		1	3	0.18%	
Na Pua Noeau	1			1									2	0.12%	
OCET	20	28	27	27	44	36	30	37	59	52	50	34	444	26.96%	
POM	1	5	1		2		1		2		1		13	0.79%	
UH Hilo	7	5	3	5	2	1	4	2	3	3	5	6	46	2.79%	
Voice Mail	8	3	1		3					1	2	4	22	1.34%	
West Hawaii	5		6	8	5	2	5	3	1	1	1	2	39	2.37%	
	195	173	114	126	179	119	119	103	139	154	112	114	1647	100.00%	

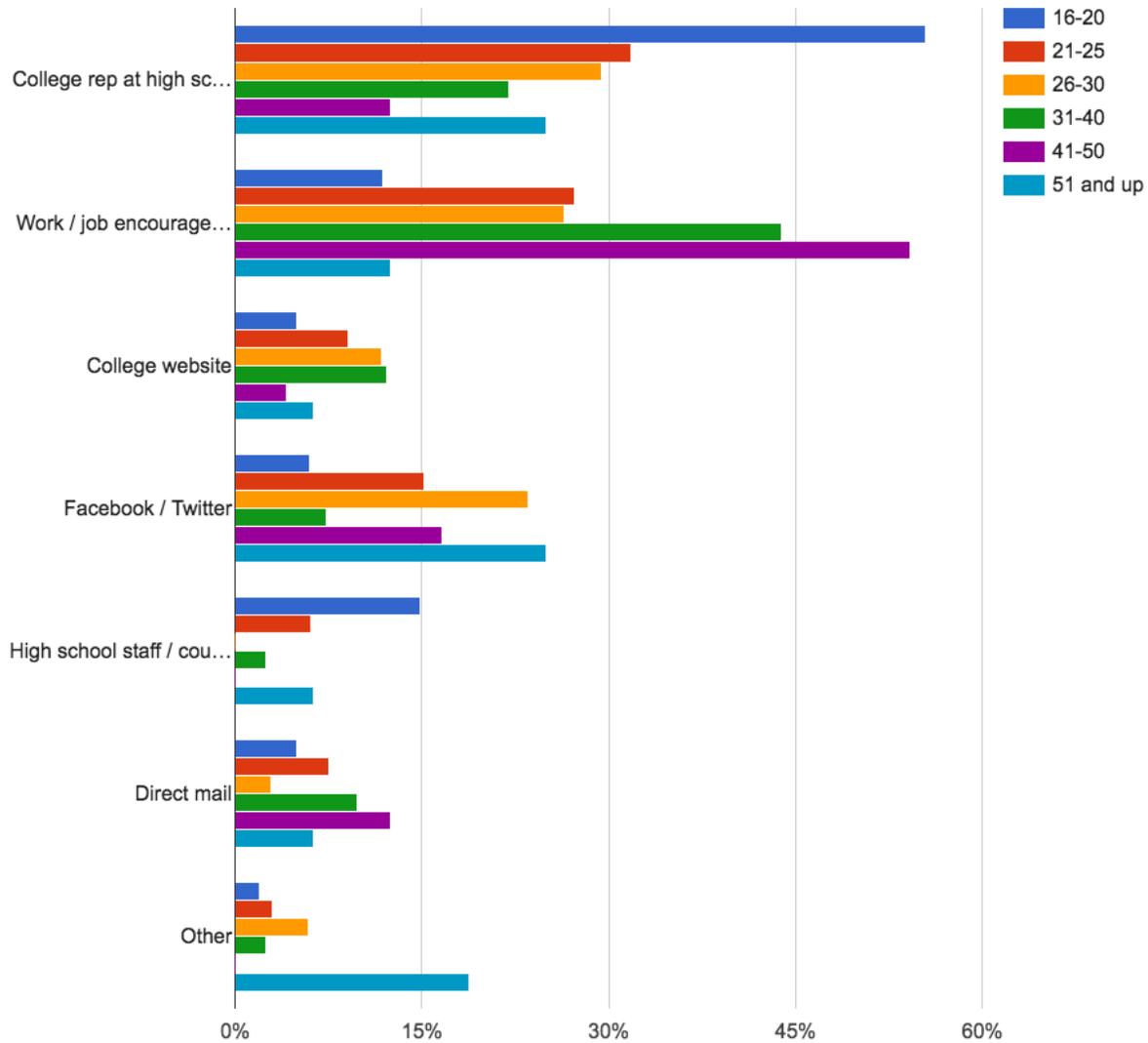
## Appendix B



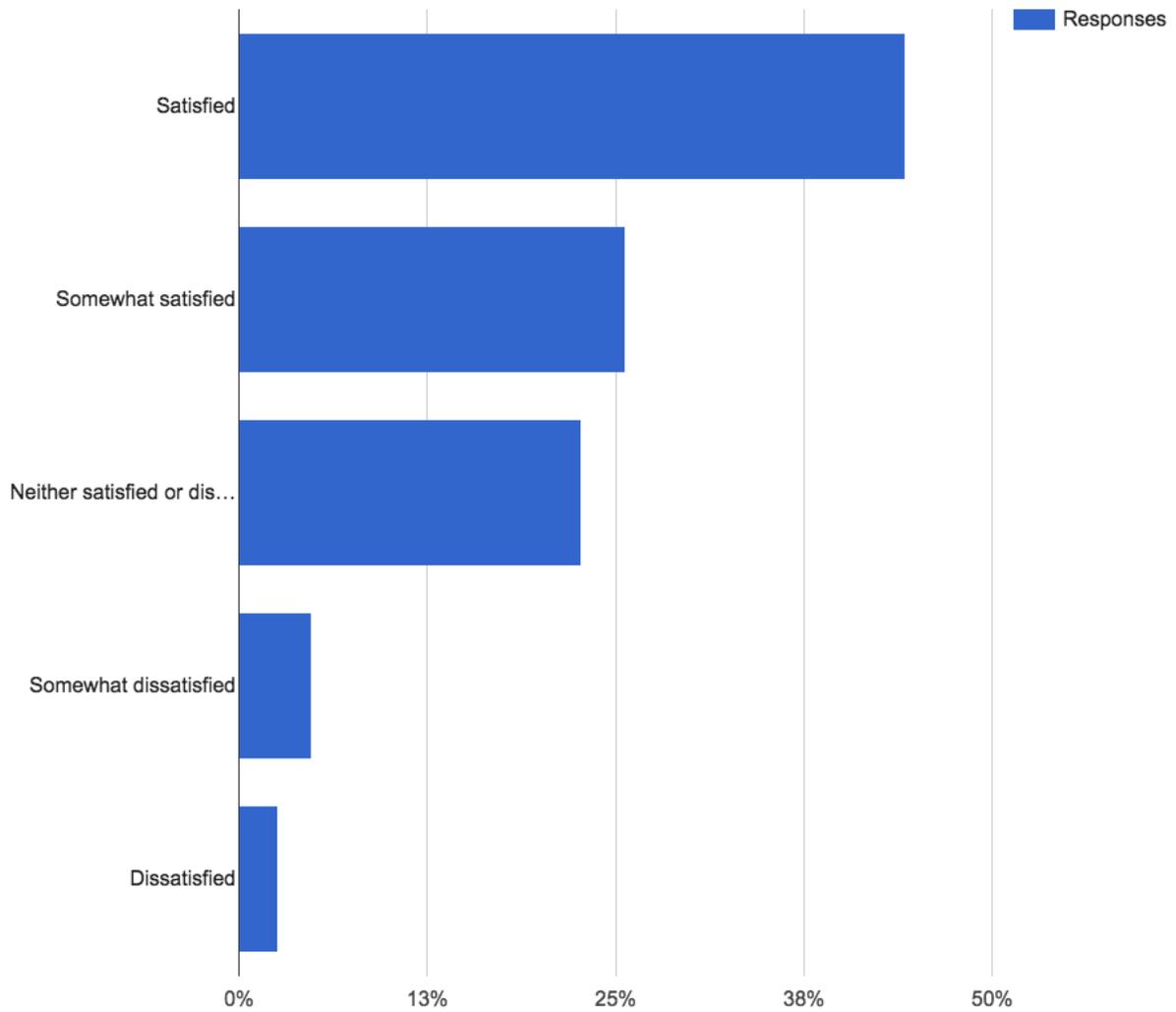
**Image and Recruitment - Which method would have most impact, if you were a potential student?**



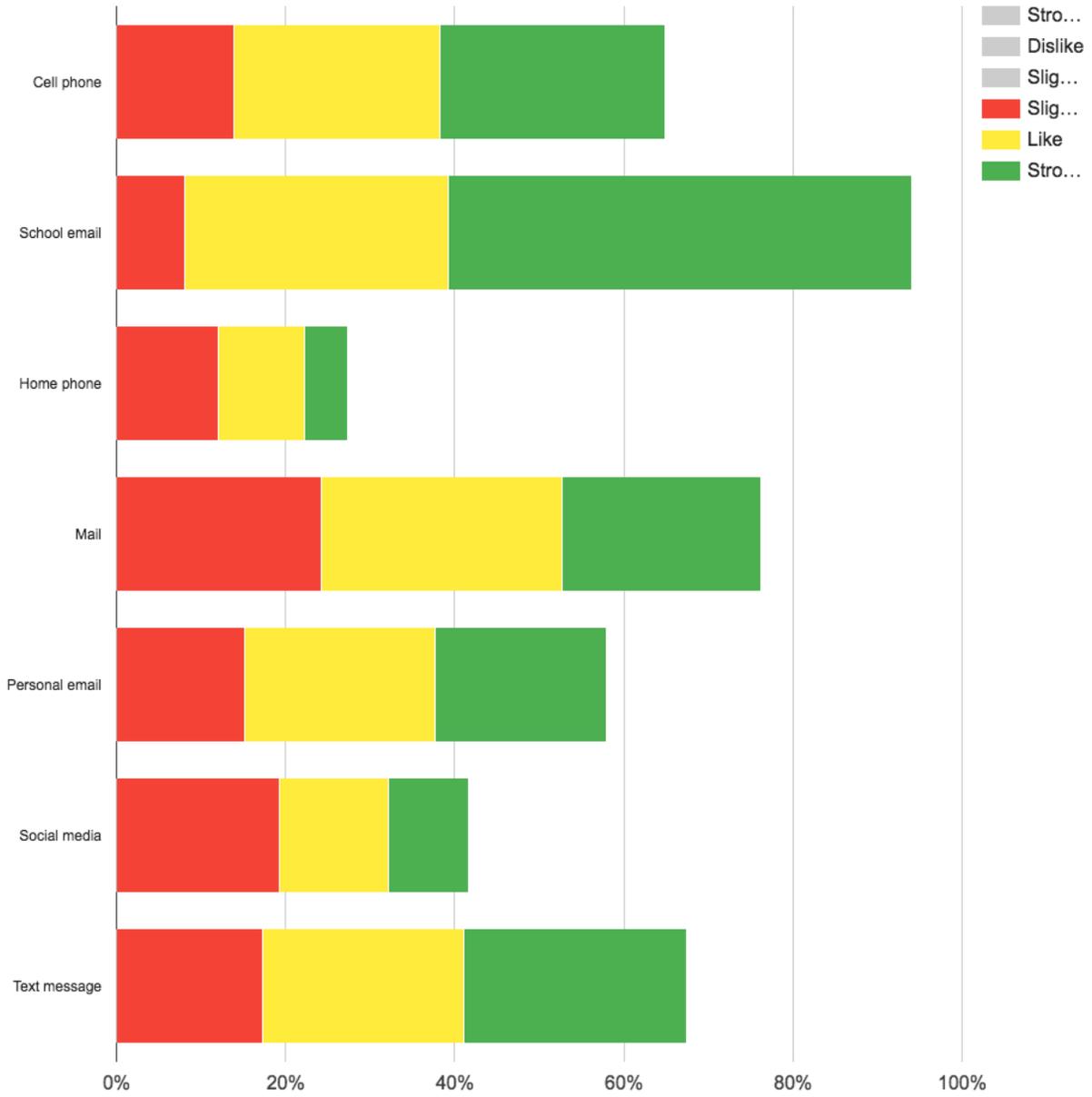
**Image and Recruitment - In your opinion, what is the best strategy for recruiting people your age?**



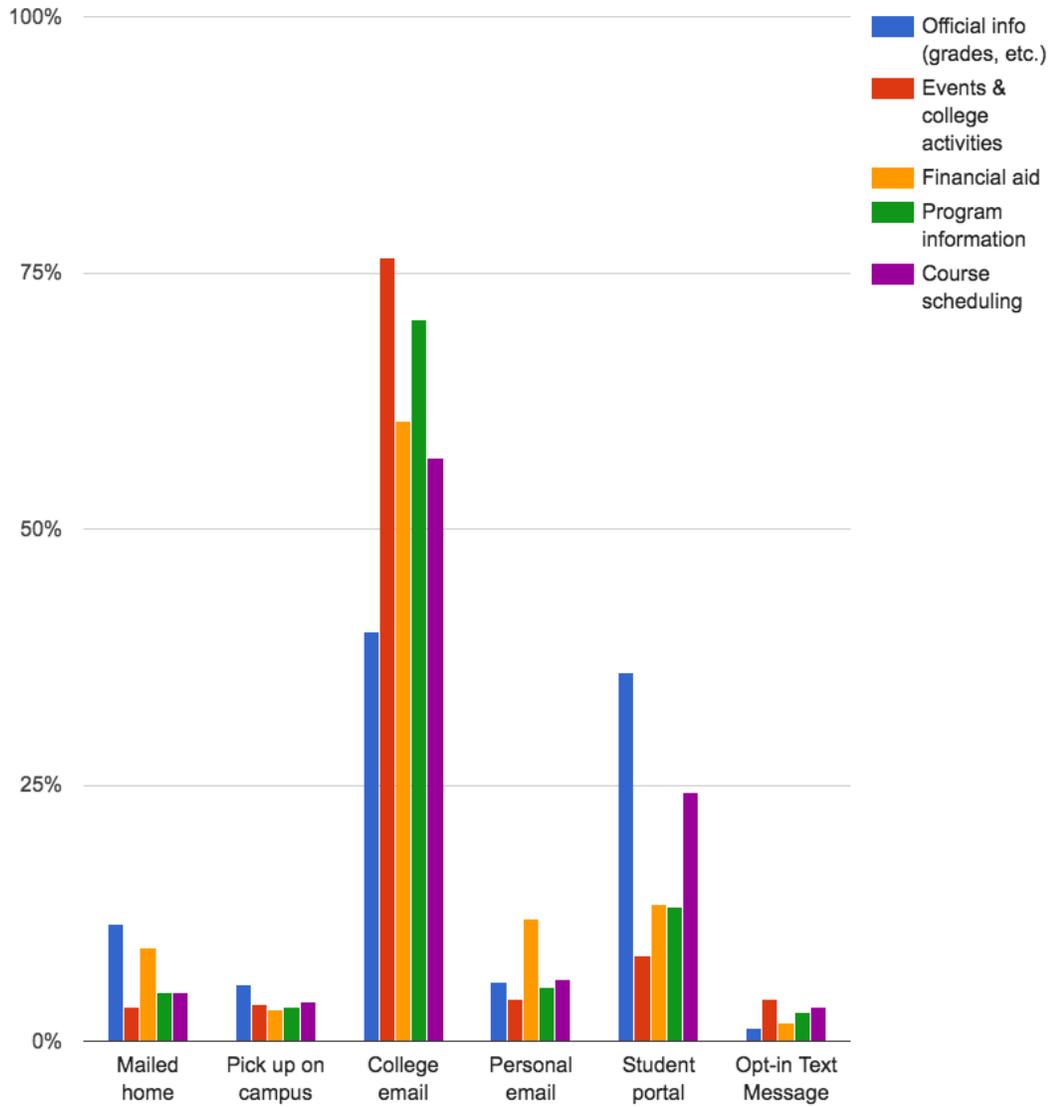
Custom Questions - During the first three weeks of classes, how satisfied were you with the customer service you received during any face-to-face or on-the-phone interactions?



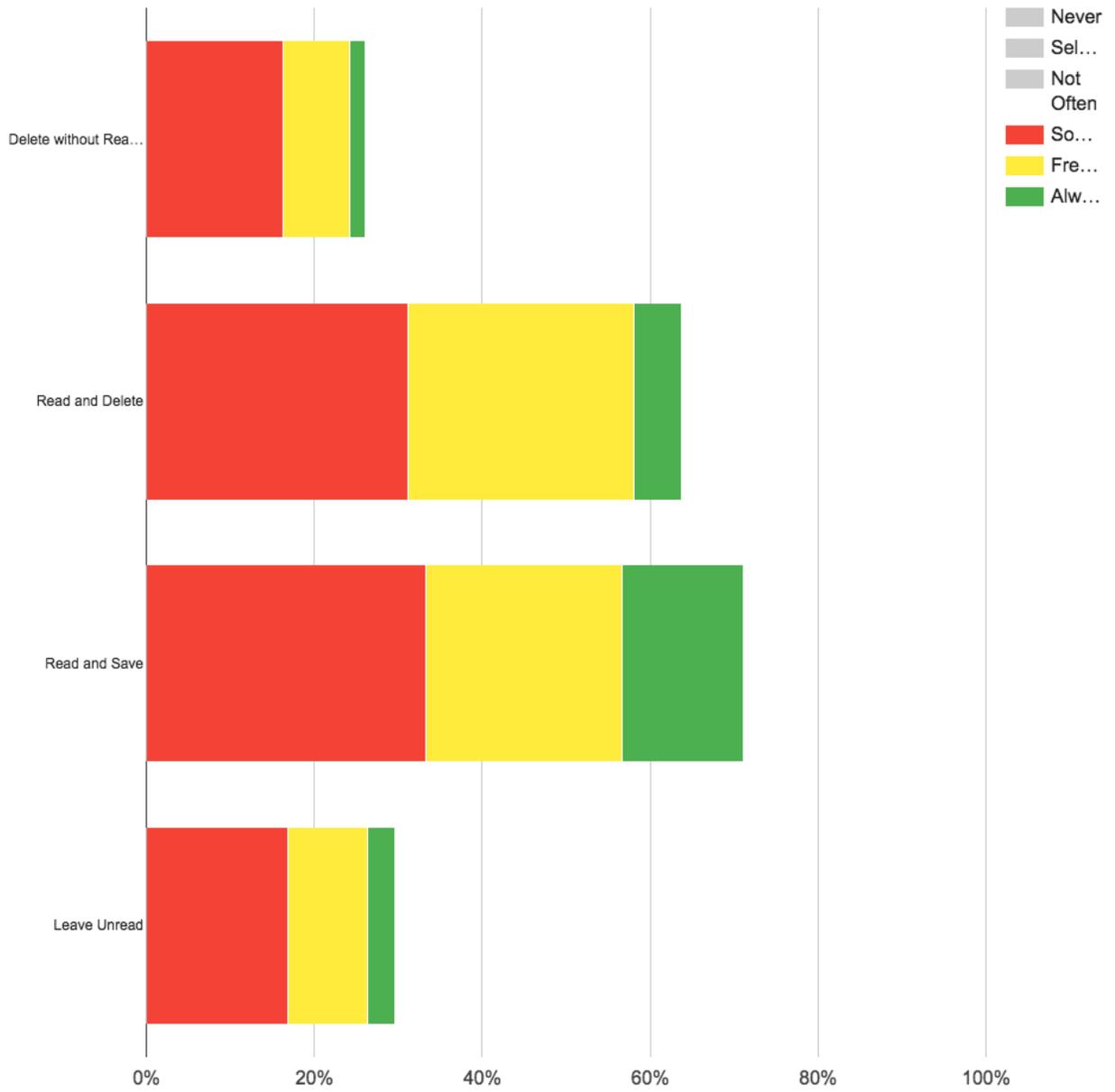
College Communication - Preferred ways of being contacted with college information?



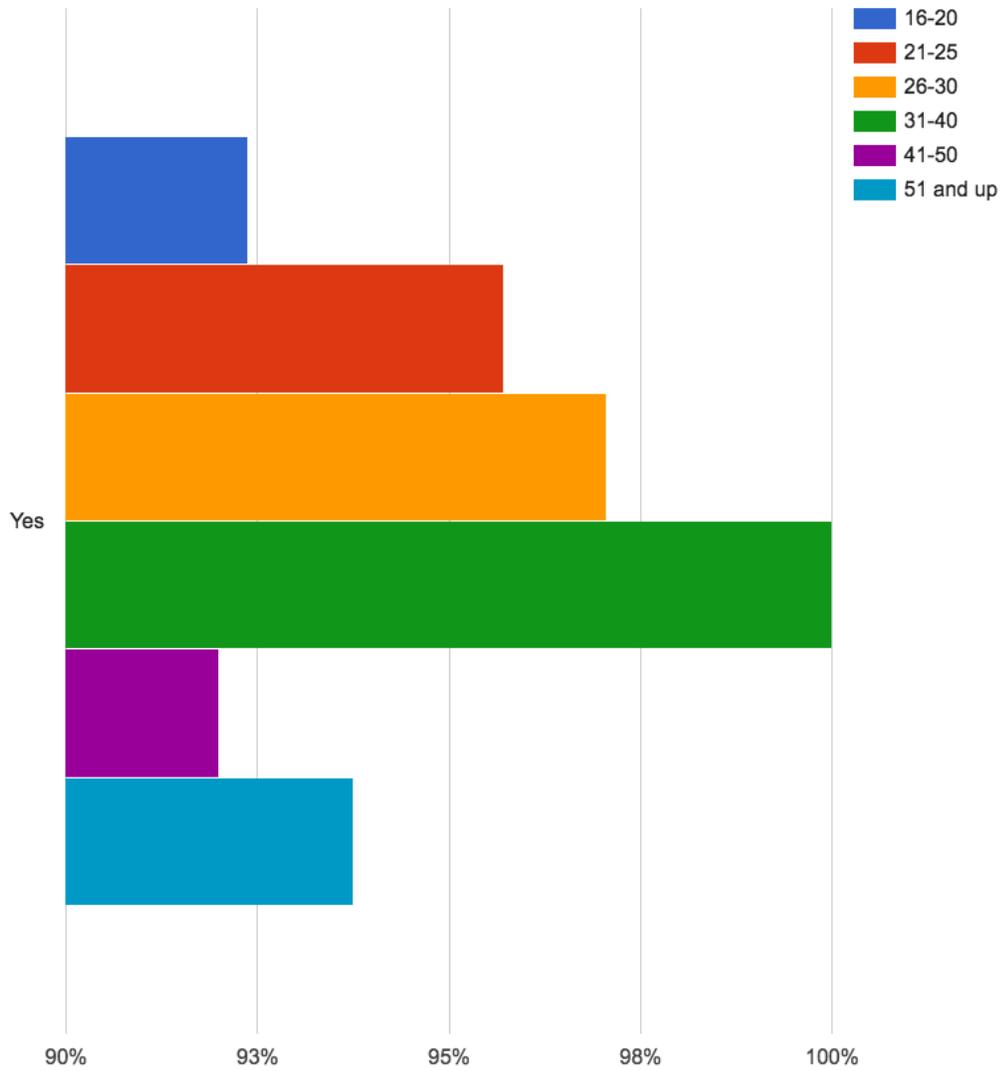
**College Communication - Preferred ways of receiving the following college information?**



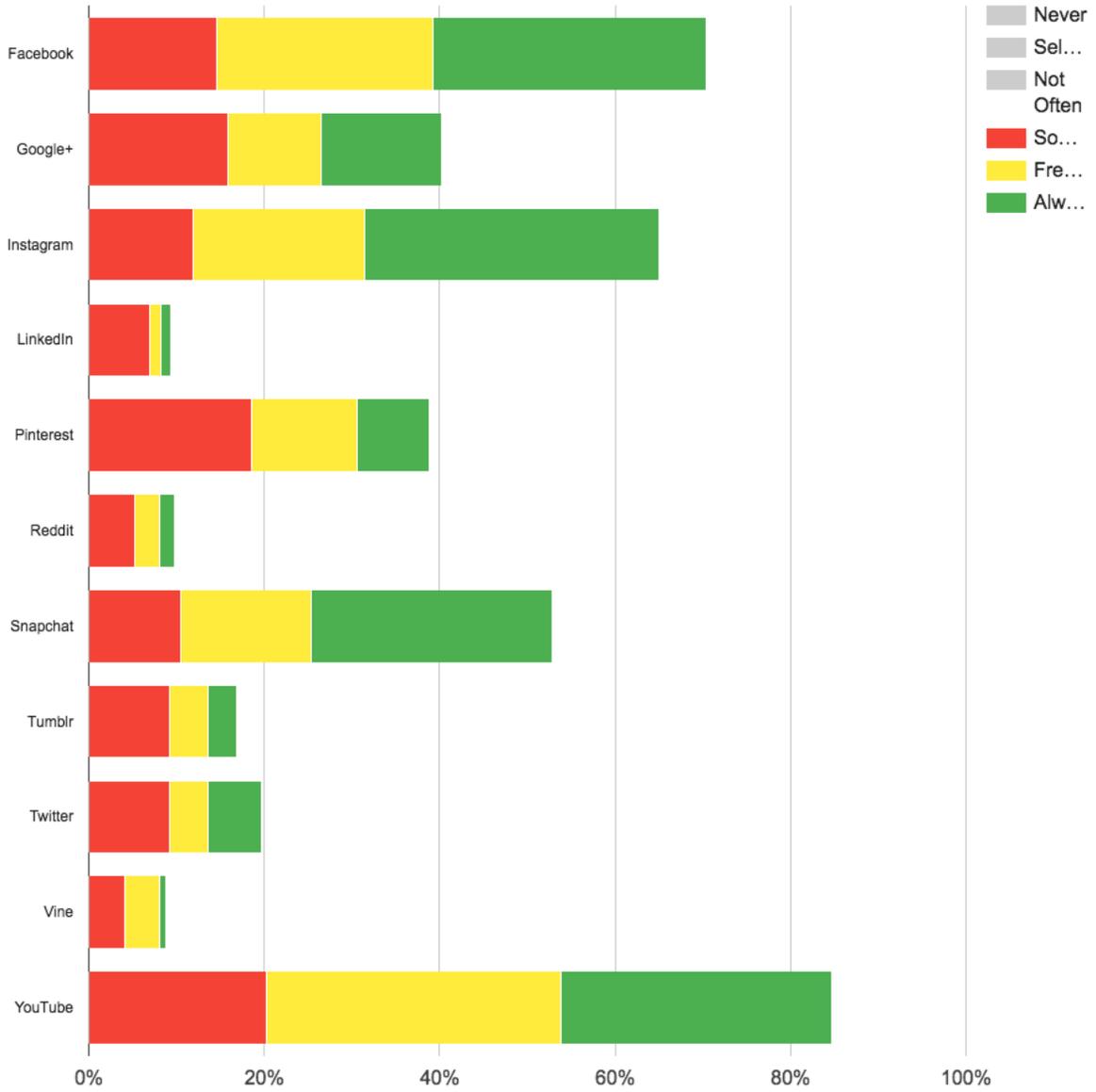
Communication Access - What do you typically do when receiving a college related email?



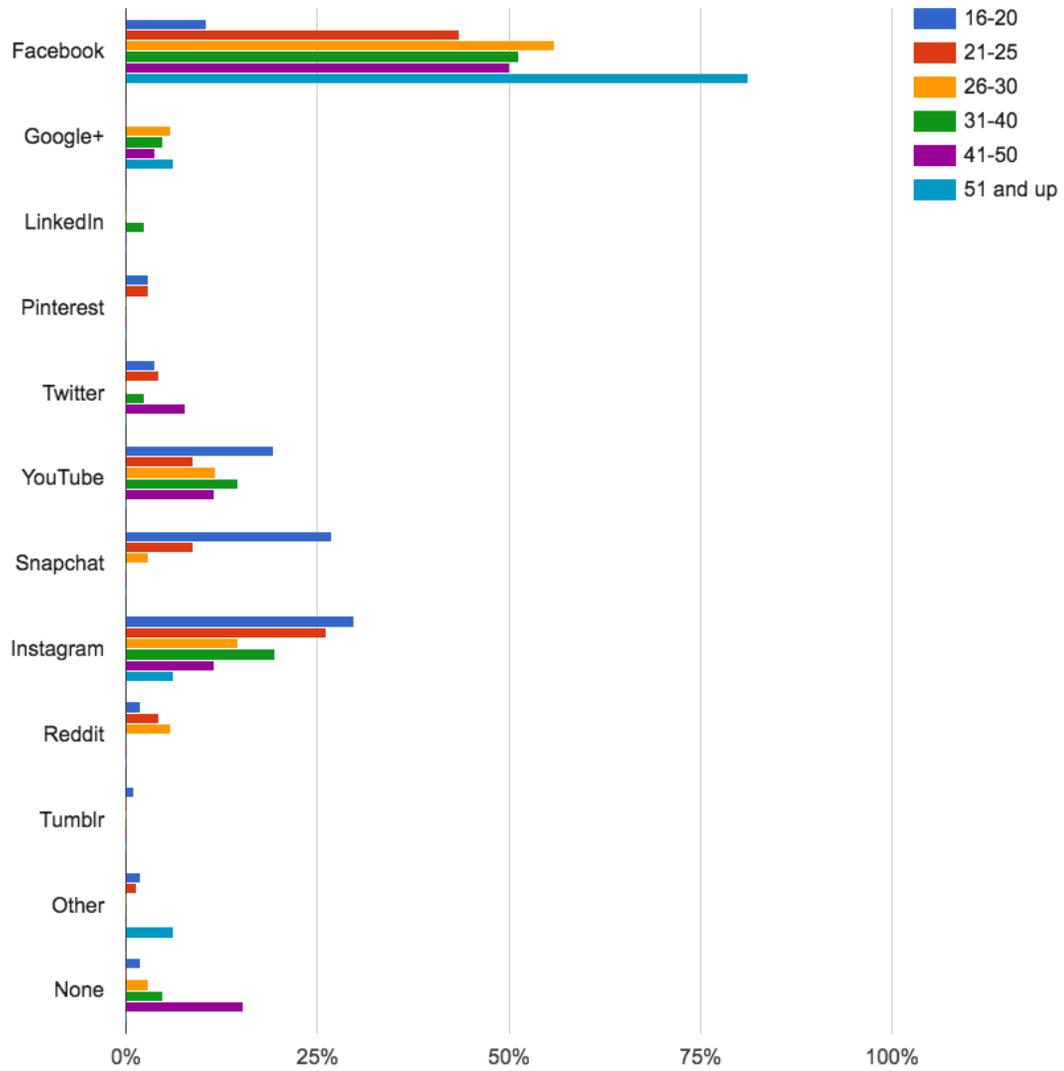
Communication Access - Do you have a 'smart' cell phone (with email and internet access)?



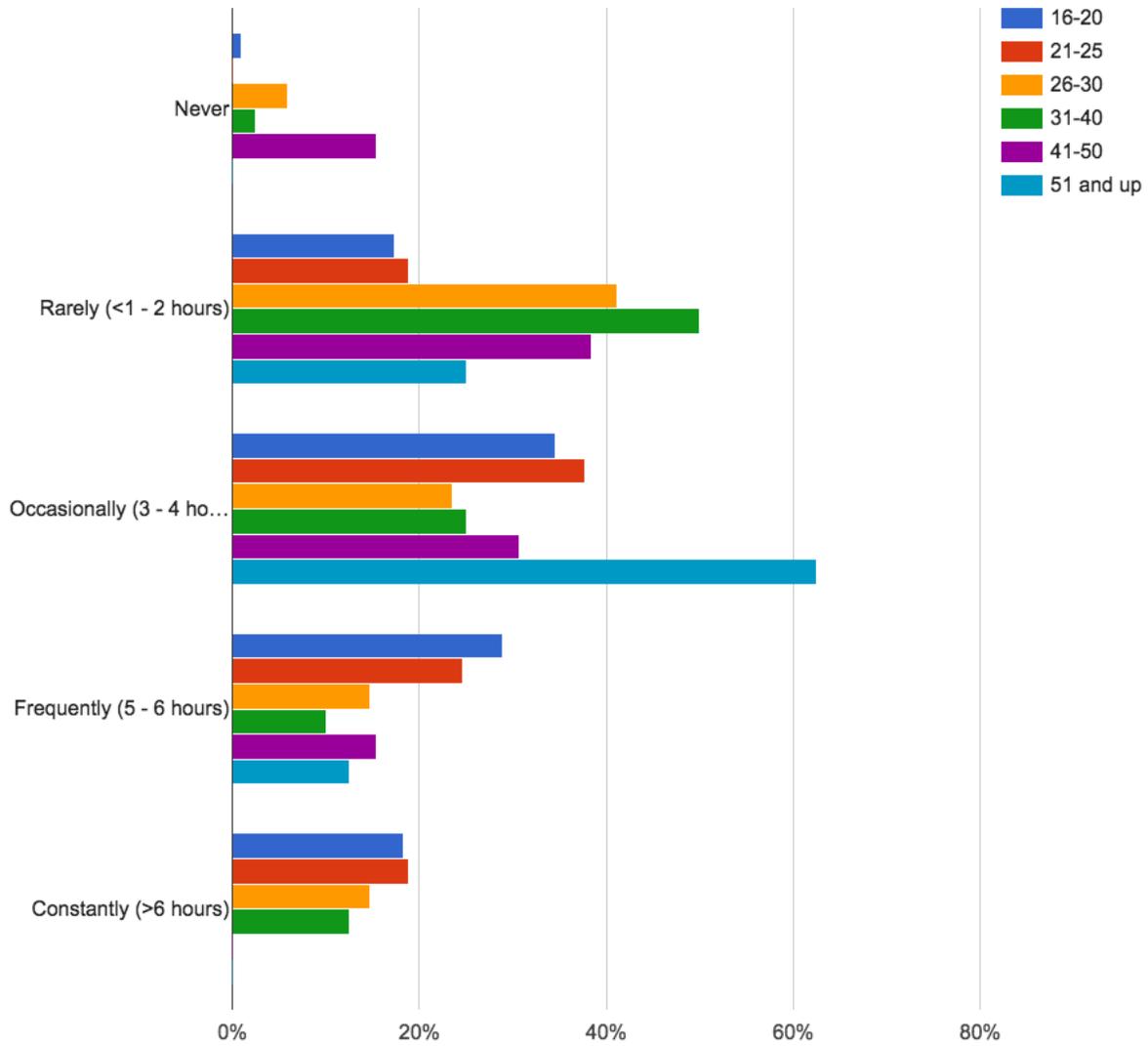
Social Media - How often do you use the following Social Networking Sites?



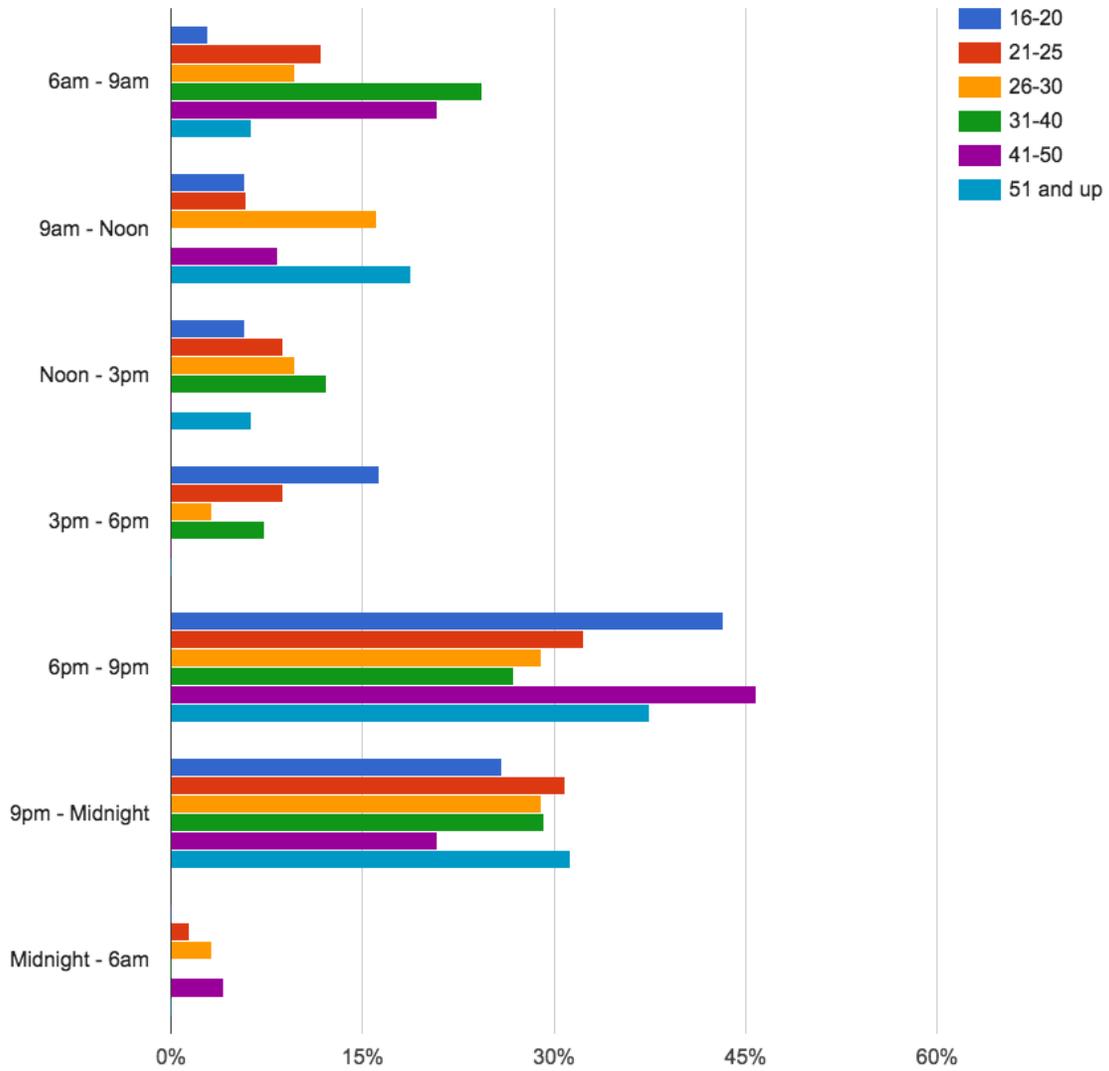
Social Media - What is your favorite social networking site?



Social Media - How often are you on social media per day?



Social Media - What time of day do you use social media most frequently?



Appendix C

**Weekly Activity Log - Telephone**

	Mon. 13	Tues. 14	Wed. 15	Thurs. 16	Fri. 17	Totals
ATE			1		1	2
ACU						
Admissions & Records						22
Application Packet	1			1		7
Bookstore						
Business Office					1	1
Cafeteria						
Campus Tour						
Campus Map/Directions						
Chancellor/VCSA/VCAA			1			1
Counseling (CASSC)	1					10
Faculty/Staff/Instructor	1	1			1	3
Financial Aid						
Ha'awi Kokua/Disability						
Hale Kea Testing Center		1			1	6
Human Resources (HR)						
IEP						
I Ola Haloa (HLS)						
ITS Help Desk						
Learning Center (TLC)				1		1
Library						
Lost and Found/Security						
My UH Portal						
Na Pua Noeau						
OCET				1		5
POM						
UH Hilo			1			1
Voicemail						
West Hawai'i/Palamanui					1	1
Running Start					1	1

**Weekly Activity Log - Walk In**

	Mon.	Tues.	Wed.	Thurs.	Fri.	Totals
Admissions & Records						49
Application Packet			1	1		11
Bathroom						
Business Office	1			1	1	5
Cafeteria					1	3
Campus Map/Directions						
Chancellor/VCSA/VCAA	1					1
Counseling (CASSC)	1		1	1		3
Faculty/Staff/Instructor				1		1
Financial Aid				1		1
Ha'awi Kokua/Disability						
Hale Kea Testing Center			1		1	4
Human Resources (HR)						
IEP	1					1
Lost and Found/Security						
Na Pua Noeau						
OCET	1					2
Orientation						7
Phone Use			1			1
POM			1			1
UH Hilo	1					1
West Hawai'i/Palamanui						
Parking Permit Insurance	1					1

copy papers 29 35 35 31 34 154

2015

\*\* August \*\*      Weekly Activity Log - Telephone      \*\*

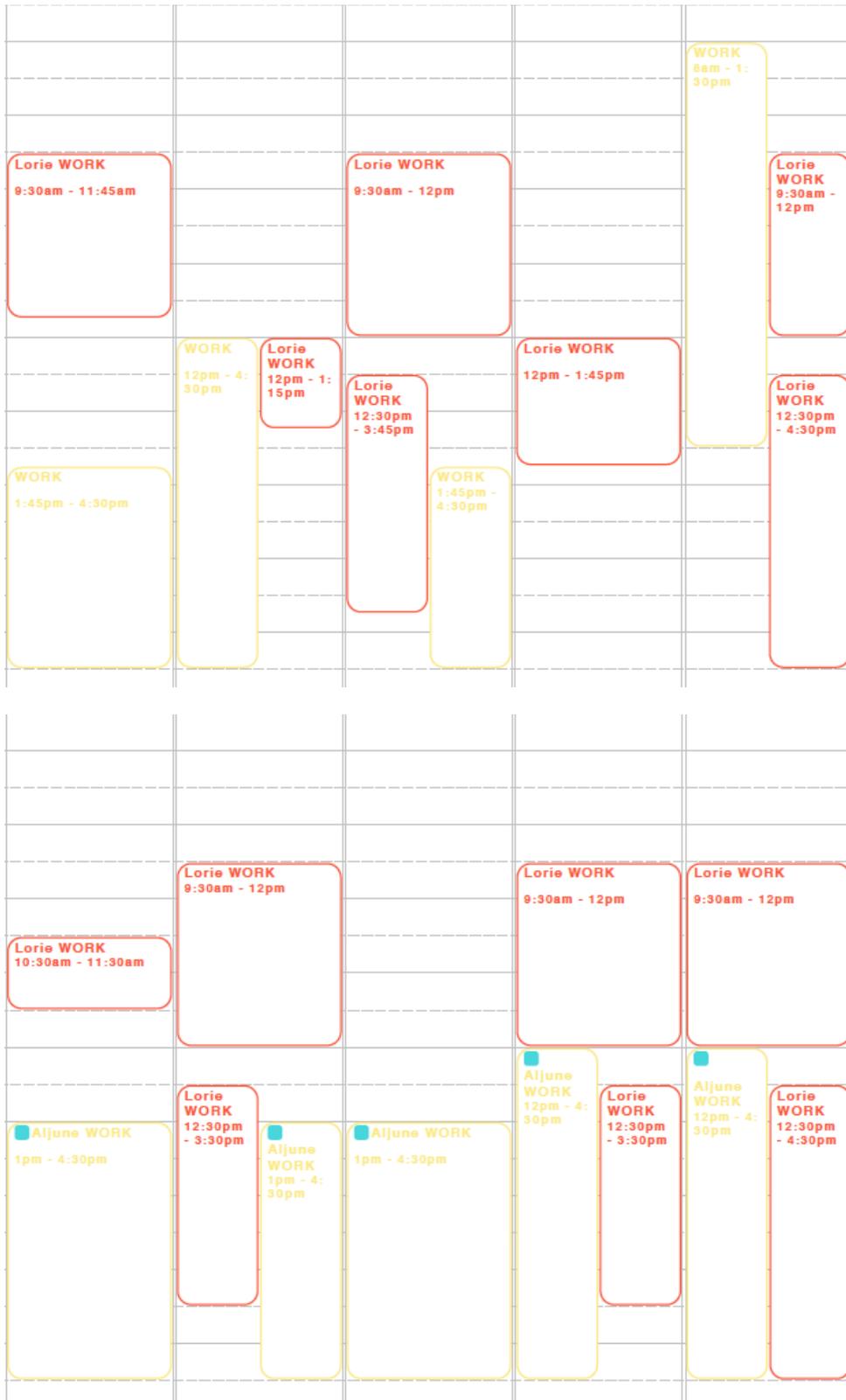
	Mon. 3	Tues. 4	Wed. 5	Thurs. 6	Fri. 7	Totals
ATE						
ACU						3
Admissions & Records						22
Application Packet						3
Bookstore						
Business Office						
Cafeteria						
Campur Tour						
Campus Map/Directions						
Chancellor/VCSA/VCAA						2
Counseling (CASSC)						6
Faculty/Staff/Instructor						6
Financial Aid						3
Ha'awi Kokua/Disability						
Hale Kea Testing Center						6
Human Resources (HR)						2
IEP						
I Oia Haloa (HLS)						
ITS Help Desk						
Learning Center (TLC)						
Library						
Lost and Found/Security						1
My UH Portal						
Na Pua Noeau						
OCET						3
POM						3
UH Hilo						
Voicemail						2
West Hawai'i/Palamanui						4

\*\*      Weekly Activity Log - Walk In      \*\*

	Mon.	Tues.	Wed.	Thurs.	Fri.	Totals
Admissions & Records						21
Application Packet						9
Bathroom						1
Business Office						5
Cafeteria						6
Campus Map/Directions						1
Chancellor/VCSA/VCAA						4
Counseling (CASSC)						4
Faculty/Staff/Instructor						1
Financial Aid						3
Ha'awi Kokua/Disability						1
Hale Kea Testing Center						2
Human Resources (HR)						5
IEP						
Lost and Found/Security						
Na Pua Noeau						
OCET						4
Orientation						
Phone Use						1
POM						
UH Hilo						
West Hawai'i/Palamanui						

32      38      30      19      19      174 (clear back)

Appendix D



Appendix E



Appendix F

	2015-2016		
	Tours	People	
July	2	19	
August	No Tour Offered		
September			
October	6	106	
November	2	13	
December	No Tour Offered		
January	1	1	
February	2	69	
March	6	57	
April	7	5	
May	1	12	
June	1	1	
<b>No. of Campus Tours</b>	<b>28</b>	<b>283</b>	



## Hawai'i CC - Campus Tour Evaluation

Thank you for visiting us! We hope your tour was an informative and memorable one. To help us continually strive to improve our tour program, please take a moment to answer the following:

The Faculty, Staff, and Students of Hawai'i CC were friendly and welcoming.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	Strongly Agree				

How satisfied were you with the knowledge of your tour guide?

	1	2	3	4	5	
Unsatisfied	<input type="radio"/>	Very Satisfied				

The information I received was...

	1	2	3	4	5	
Too Little	<input type="radio"/>	Too Much				

How would you rank the length of the campus tour?

	1	2	3	4	5	
Too Short	<input type="radio"/>	Too Long				



I feel that this campus tour prepared me for enrolling in college.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	Strongly Agree				

What did you enjoy the MOST about the tour?

Your answer

---

What did you enjoy the LEAST about the tour?

Your answer

---

Is there anything we could have done to make the tour better for you?

Your answer

---

**SUBMIT**

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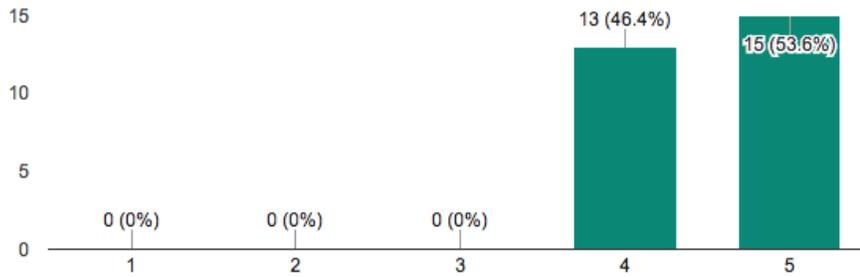
Google Forms



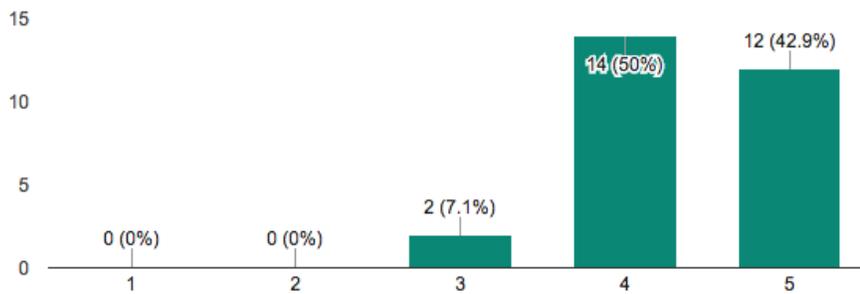
Appendix H

The Faculty, Staff, and Students of Hawai'i CC were friendly and welcoming.

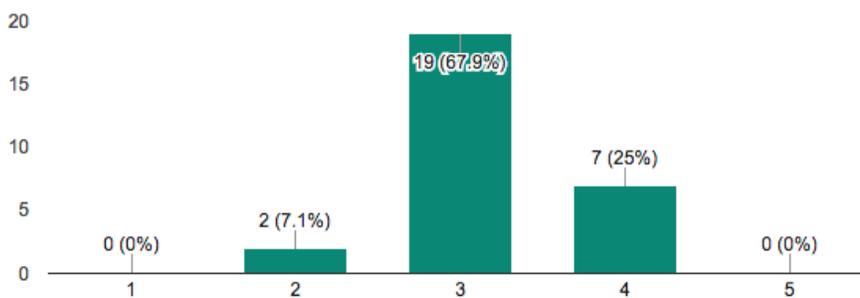
(28 responses)



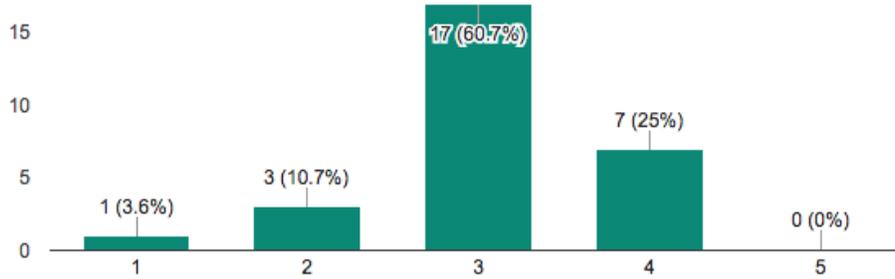
How satisfied were you with the knowledge of your tour guide? (28 responses)



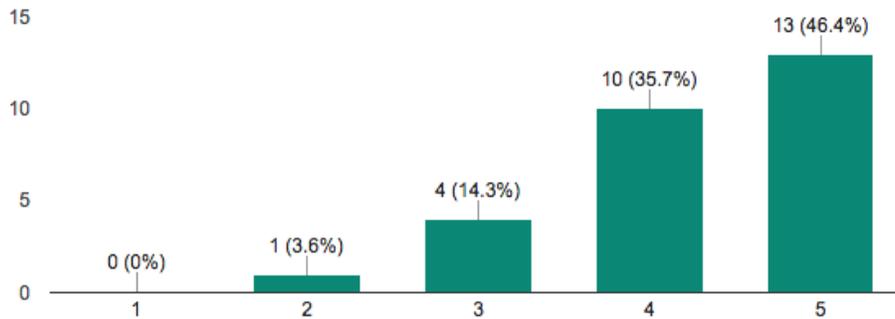
The information I received was... (28 responses)



How would you rank the length of the campus tour? (28 responses)



I feel that this campus tour prepared me for enrolling in college. (28 responses)



**What did you enjoy the MOST about the tour?** (14 responses)

everything
everything
Very thorough
The nursing program
culinary
auto body
1. Nursing, 2. Culinary, 3. Human Services
The direct responses to all my questions.
lunch
Human Services
The realness of the tour guide, Keisha talked about real life situations and gave good advice.
agriculture

**What did you enjoy the LEAST about the tour?** (14 responses)

nothing
nothing
Nothing.
Nothing.
It was hot and raining
The walking
spend more time in nursing
walking
Nothing, everything was perfect.
the sun
too much walking
walking from our school

## Is there anything we could have done to make the tour better for you?

(13 responses)

See more or different programs
Snacks
N/A
more samples
nothing.
Nothing, thank you!
You did a great job.
Go to fire science.
let us sit down
I am so excited to start school in the Fall.
ask my teacher to keep us out longer
no, I don't know if college is for me.