

ANNUAL UNIT REVIEW
Admissions & Registration

I: Narrative and Analysis of Data

- a. The mission of the Admissions & Registration Unit (A&R) is to provide accessibility to education opportunities at Hawai'i Community College through effective, efficient, consistent, and inclusive admission and registration policies and procedures. The A&R is a unit within the Division of Student Affairs and is under the purview of the Vice Chancellor of Student Affairs. The admissions and registration functions were separated from the records and internal data management functions in January 2000 with the formation of the A&R and Records & Internal Data Management offices.

The A&R is responsible for developing, implementing, reviewing and revising for improvement credit program admissions and registration policies and procedures and ensuring compliance with applicable Hawai'i Community College, University of Hawai'i System, State Department of Health (DOH), and United States Customs and Immigration Services/Immigration and Customs Enforcement (USCIS/ICE) rules and regulations.

- b. During the review period, the A&R has not been significantly impacted by external factors.
- c. The A&R is not required to provide external measures, at this time.

II: Provide a list of your Unit Outcomes and the assessment of those outcomes.

As a result of the "Outcomes Assessment for Administrative and Student Services Units" workshop conducted by Dr. Terri Manning, the A&R Unit has developed the following three unit outcomes which will be used to guide assessment and self-evaluation over the next five years (2011-2015).

- UO1) The Admissions & Registration Office will process admission applications in a timely manner.
- UO2) The Admissions & Registration Office will deliver excellent and efficient customer service.
- UO3) The Admissions & Registration Office will provide clear, pertinent and accurate policy and procedural information through a variety of media.

For AY 2011-2012 UO1 and UO2 were assessed.

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.

Approved by Assessment Committee 6Sept12

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.

III: Update or create your Action Plan including Budget Requests with Justification, if needed.

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For AY 2012-2013 UO2 and UO3 are schedule to be assessed.

UO2 will be assessed via customer satisfaction surveys with a focus on faculty and staff satisfaction. The writer is also investigating the feasibility of utilizing “mystery shoppers” to assess the quality of customer service delivered.

UO3 will be assessed via focus groups. The writer has requested assistance from the VC Academic Affairs, the VC Student Affairs and the Unit Working Assessment Group (UWAG) for help from Carol Pang, similar to that that was afforded to OCET in 2012.

VI: Data Chart Included

Included as email attachments:

Unit Assessment Update (June 2012)

Unit Assessment Outcomes (May 2012)