Program Review Year: GÆFHÆFÏ

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
ÒT ÉOÉã{ã•ãį}•ÐÜ^&ˇãã̧*ÆZÀO}¦[||{^}c]¦[&^••Æ&[{]|^cãį}ÆEÀQ]•ˇ¦^Áą&&••Á{•^¦ç㆕Á{Áˇ]][¦cÁ&[{]|^cãį}Á¦-Á&@^}¦[||{^}cÁ&[&•• **Outcome Types:** U]^¦æãį}æį	**Assessment Method:** V^¦^¦@ą}^Á¦¦[¸Á]Á^]¦[¦c **Assessment Method Category:** WįãÁÜ^][¦ơ **Criterion:** ÎBÁį&¦^æ^Áą¦^¦^¦@ą}^Á&[}æ&c		
Start Date: FÆFÏ ÆOÆOÌ **Outcome Status:** Ôˇ¦¦^}ɾ^ÁÓ^ãį*ÁOE•^••^å	**Assessment Method:** ÝOEÜÜÁ^][¦cÁ&ą å Á^¦^¦@ą}^Á&[}æ&cÁ&ã aææ **Assessment Method Category:** WįãÁÜ^][¦ơ **Criterion:** OQ&¦^æ^Á&@^Áą^¦&^}cæ¦^Áɨ-Á&&æį]ˇ•Áçãˇãᴐ¦^|æㆧ̧^Áɨ̧Áčˇå^}cÁ&[}æ&&à̧^ÁHÃ	FFÆOÎ ÆOEFHÆZÆOEFGÆOEFHÁVį\}[¸Á^•ˇ¦ơ **Result Type:** OEB&^•• **Result Year / Status:** GÆFGÆFHÁÜ^•ˇ¦ơ **Synthesis and Analysis:** Wį\}[¸Á^•ˇ¦ơÁˇ^Áˇ{ÁR^}:æaæ&[}ç^¦•ãį}ÐÜ^•ˇ¦ơÁ&à̂^Á&æç̧æaį̧æ̧à̀-ÆZ@¸¸^ç^¦Êˇ}æaį^Á{¦&{]æ^Áˇ^Á&@ÁGÆFFÆOEFGå̧æcaæÆ̧į[Áˇ&ç̧æaį̧æ̧į^È	
		ÆFBGJÆOEFHÆZÆOEFFÆOEFGÆV̧į\}[¸Á^•ˇ¦c **Result Type:** OEB&^•• **Result Year / Status:** GÆFFÆFGÁÜ^•ˇ¦ơ **Synthesis and Analysis:** Ôˇ^Á&@ÁÆÖæㆾ^|æ{^ÁR^}:æaæ&[}ç^¦•ãį}Êc@^Á^][¦cÁ•^•åĄ{Á&l̯æ8Á&@̧̂Á^•ˇ¦[Á̧̧ æˇ}æç̧æaį̧æaį^ÆÆ̧Y^Á^¦^Á{æaį^Á̧̂ã^c¦{ãį^Ác@^Áç̧æ8&@̧Á&¦^æ^ÁÁĄ^¦&^}cæˇ^Á̧-Á̧&&æį]ˇ•Áçãˇãᴐ¦^|æㆧ̧^Á čˇå^}cÁ&[}æ&cÈ	
		FÆOEÎ ÆOEFFÆZÆOEFÆOEÆFF ãį&¦^æ^å̧Á̧&&æį]ˇ•Áçãˇãᴐ¦Á¦[{ÁFGÌÁ̧ÆOEOEÆJÆOEFÆOȨÁ̧FÍ JÁ̧ÆOEFÆOEÆFFÆ̧OÆGÍ Ã̧Á̧&¦^æ^ **Result Type:** OEB&^•• **Result Year / Status:**	

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
		2010-11 Result **Synthesis and Analysis:** 1. Continued accuracy in reporting campus tours: fine tuned our system to make sure that all students who went on a tour were recorded in the system and a thank you note sent 2. Verified information of those going on the tour: Made sure to get the information of the students who were not already in our system 3. Continued contact with students encouraging tours and participation: every phone call that student ambassadors make, they encourage students to schedule a campus tour and share about spring preview weekend. **Related Documents:** xarr tracking.xlsx	
		10/27/2011 - 2009-2010 Increased campus visits relative to student contact from 100 in 2008-2009 to 130 in 2009-2010. A 30% increase **Result Type:** Access **Result Year / Status:** 2009-10 Result **Synthesis and Analysis:** 1. Developed a more organized system to ensure all campus tours were recorded in the system and each person sent a thank you note. 2. More time on phone scheduling tours: Student ambassadors are being trained to schedule campus tours, make follow up/reminder phone calls for upcoming tours **Related Documents:**	

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
		xarr tracking.xlsx	
		10/27/2011 - 2008-2009 Increased campus visits relative to student contact from 56 to 100 **Result Type:** Access **Result Year / Status:** 2008-09 Result **Synthesis and Analysis:** Tracking of campus visits increased during 2008-2009 versus the previous year. Additional staff hired to help take on the tasks in the office and increase student contact **Related Documents:** xarr tracking.xlsx	
	Assessment Method: Student Admitted XARR report **Assessment Method Category:** Unit Reports **Criterion:** Increase percentage of admissions compared to the number of students contacted by 3%	11/26/2013 - 2012-2013: Unknown results **Result Type:** Access **Result Year / Status:** 2012-13 Results **Synthesis and Analysis:** Unknown results due to Jenzabar conversion. Results are availalbe, however, unable to compare due to the 2011-2012 data is not available.	
		01/29/2013 - 2011-2012: unknown result **Result Type:** Access **Result Year / Status:** 2011-12 Results **Synthesis and Analysis:** Due to the datatel to Jenzabar conversion, the report used to determine this outcome was unavailable. Unable to determine the increase in admissions compared to student contact.	

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
		10/27/2011 - 2010-2011 5% increase **Result Type:** Access **Result Year / Status:** 2010-11 Result **Synthesis and Analysis:** Continued college fairs and high school visits. We did not increase due to how the fairs were scheduled, budget issues, and person issue with our staff. Re-evaluating which college fairs we will attend and how to effectively visit high schools in those same areas. Continued to work on contacting prospective students to answer questions. Also, worked on accuracy on entering contact information in the system. **Related Documents:** xarr tracking.xlsx	
		10/27/2011 - 2009-2010 17% increase in admission applications. **Result Type:** Access **Result Year / Status:** 2009-10 Result **Synthesis and Analysis:** 1. Continued to look at and increase high school visits and college fairs. Evaluated effectiveness of the high schools that we visited to determine a fit with SWOCC. 2. Continued to work on effectiveness on calling prospective students to provide accurate information about SWOCC and answer questions. **Related Documents:**	

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
		xarr tracking.xlsx	
		10/27/2011 - 2008-2009 17% increase from 2007-2008. **Result Type:** Access **Result Year / Status:** 2008-09 Result **Synthesis and Analysis:** Increased college fairs and high school visits. Attended Southern California college fairs to increase exposure of the college to prospective students Increased phone calls to prospective students to provide information on the college. Developed a system for student ambassadors to call prospective students. **Related Documents:** xarr tracking.xlsx	
	Assessment Method: Telephone follow up report **Assessment Method Category:** Unit Reports **Criterion:** Red is a decrease of -200 or more phone calls Yellow is a decrease of -199 to an increase of +100 phone calls Green is an increase of +100 phone calls		
	Assessment Method: XARR report and telephone contact data **Assessment Method Category:** Unit Reports **Criterion:** Red is 0-99 tours Yellow: 100-199 tours Green: equal or greater than 200 tours		
	Assessment Method: Student Admitted XARR report **Assessment Method Category:**		

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
	Unit Reports **Criterion:** Red less than 1000 applicants for fall term Yellow is 1001-1400 application for fall term Green is anything greater than 1400 application for fall term		
EM-Admissions/Recruiting - Access to college information - Provide access to college information for prospective students. **Outcome Types:** Operational **Start Date:** 10/14/2008 **Outcome Status:** Currently Being Assessed	**Assessment Method:** College fair tracking sheet for inquires **Assessment Method Category:** Unit Reports **Criterion:** Increase student inquiries by 6%	06/25/2013 - 2012-2013: Increased student inquiries by 13%. **Result Type:** Access **Result Year / Status:** 2012-13 Results **Synthesis and Analysis:** Increased number of college fair and high school visits attended due to hiring a graduated student ambassador. Also increased recruiting efforts during winter term 2013 to include specific trips to Oregon and Northern California high schools. **Related Documents:** College fair tracking sheet 2013.xlsx	
		07/17/2012 - 2011-2012 Increased inquiries by 9% **Result Type:** Access **Result Year / Status:** 2011-12 Results **Synthesis and Analysis:** We saw an increase in student interest at the college fairs that ambassadors attended as representatives. **Related Documents:** College fair numbers 2007.xls	
		10/27/2011 - 2010-2011 Decrease in 4% **Result Type:** Access	

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
		Result Year / Status: 2010-11 Result **Synthesis and Analysis:** Less students attending college fairs that we attended Realized that we also need to revamp our recruiting materials and tables to create a display that is interesting to high school students. We are lacking depth and interest in our display. **Related Documents:** College fair tracking sheet.xlsx	
		10/27/2011 - 2009-2010: 1% increase in inquiries from college fairs and highschool visits from 2008-2009 **Result Type:** Access **Result Year / Status:** 2009-10 Result **Synthesis and Analysis:** We were seeing less students at some of the college fairs this year. We are seeing more schools add items to their displays to make their college more attractive to propective students. We need to continue to stay competitive with other colleges when creating interest for prospective students. **Related Documents:** College fair tracking sheet.xlsx	
		05/05/2010 - 2008-2009 Increased student inquiries from 2007-2008 to 2008-2009 by 11% **Result Type:** Program Review Year **Result Year / Status:** 2008-09 Result **Synthesis and Analysis:**	

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
		Increased inquiries received from college fairs by 11%. Increased the number of college fairs and high school visits. **Related Documents:** College fair tracking sheet.xlsx	
	Assessment Method: College fair tracking sheet fairs and visits **Assessment Method Category:** Unit Reports **Criterion:** Increase college fairs and high school visits attended by 3%	06/25/2013 - 2012-2013: 50% increase in college fairs and high school visits **Result Type:** Access **Result Year / Status:** 2012-13 Results **Synthesis and Analysis:** Hired a former ambassdor to specifically travel to college fairs and high school visits. Allowed more flexibilty to extend trips and add trips to the recruiting schedule **Related Documents:** College fair tracking sheet 2013.xlsx	
		07/17/2012 - 2011-2012 12% decrease in college fairs and high school visits **Result Type:** Access **Result Year / Status:** 2011-12 Results **Synthesis and Analysis:** We decided to exclude the additional week of college fairs in Montana, which amounts to the difference in the college fair visits. We decided against these fairs because attendance was so low and so was interest. **Related Documents:** College fair numbers 2007.xls	
		10/27/2011 - 2010-2011 Increased College fairs and high school visits by 11% **Result Type:**	

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
		Access **Result Year / Status:** 2010-11 Result **Synthesis and Analysis:** Scheduled high school visits around college fairs in Alaska and Nevada. Visited more high schools in Oregon. Added an additional week of college fairs in Montana **Related Documents:** College fair tracking sheet.xlsx	
		10/27/2011 - 2009-2010 College fairs and high schools visits remained almost equal to previous year **Result Type:** Access **Result Year / Status:** 2009-10 Result **Synthesis and Analysis:** Continued the same schedule for college fairs and visited different high schools. We reached out to the high schools who have expressed interest in SWOCC and developed a travel schedule around those interested high schools. **Related Documents:** College fair tracking sheet.xlsx	
		05/05/2010 - 2008-2009 Increased fair and high school visits by 18% from 2007-2008 to 2008-2009 **Result Type:** Program Review Year **Result Year / Status:** 2008-09 Result **Synthesis and Analysis:** Increased high school visits in areas such as California, Nevada, Washington, Oregon and Alaska while in those areas for college fairs. Also increased college fairs by expanded networks in areas such as	

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
		California, Nevada, Oregon, Idaho and Alaska **Related Documents:** College fair tracking sheet.xlsx	
	Assessment Method: College fair tracking sheet for brochure distributed **Assessment Method Category:** Unit Reports **Criterion:** Increase brochure distribution by 5%	06/25/2013 - 2012-2013: Increased brochure distribution by 13% **Result Type:** Access **Result Year / Status:** 2012-13 Results **Synthesis and Analysis:** Increased number of college fair and high school visits attended due to hiring a graduated student ambassador. Also increased recruiting efforts during winter term 2013 to include specific trips throughout Oregon and Northern California high schools. **Related Documents:** College fair tracking sheet 2013.xlsx	
		07/17/2012 - 2011-2012 Increased brochure distribution by 9% **Result Type:** Access **Result Year / Status:** 2011-12 Results **Synthesis and Analysis:** We accredit some of the increase to sending student ambassadors to fairs where there was an increase in brochure distribution. We saw an increase of brochure districution in Alaska, where the representative, used her I-pad as a means to attract student to our display. On the I-pad,she showed pictures of the college as well as the college video. **Related Documents:**	

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
		College fair numbers 2007.xls	
		10/27/2011 - 2010-2011 Decreased brochure distribution by 4% **Result Type:** Access **Result Year / Status:** 2010-11 Result **Synthesis and Analysis:** Less students at college fairs. Also seeing less creativity in display. **Related Documents:** College fair tracking sheet.xlsx	
		10/27/2011 - 2009-2010 Increased distriburtion by 1% **Result Type:** Access **Result Year / Status:** 2009-10 Result **Synthesis and Analysis:** Lower number of students attending some of the college fairs. **Related Documents:** College fair tracking sheet.xlsx	
		05/05/2010 - 2008-2009 increased brochure distribution by 20% **Result Type:** Program Review Year **Result Year / Status:** 2008-09 Result **Synthesis and Analysis:** Increased our marketing brochures from 5000 in 2007-2008 to 6,000 in 2008-2009. These brochures are used exclusively at college fairs and high school visits. **Related Documents:** College fair tracking sheet.xlsx	
	Assessment Method: Website use reports from IT		

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
	Assessment Method Category: Unit Reports **Criterion:** Increase website use by 10%		
	Assessment Method: College fair tracking sheet for inquires **Assessment Method Category:** Unit Reports **Criterion:** Red an decrease of -200 or greater inquiries received Yellow is an increase/decrease equal to or greater than -199 - +100 inquiries received Green is an increase 100+ inquiries received	07/15/2014 - Green. Inquires increased by 169 **Result Type:** Access **Result Year / Status:** 2013-14 Results **Synthesis and Analysis:** Sent student ambassadors to Montana College Fairs and Portland College Fair. Scheduled High School visits for Alaska Trip and Northern California **Related Documents:** College fair tracking 2013-2014	
	Assessment Method: College fair tracking sheet fairs and visits **Assessment Method Category:** Unit Reports **Criterion:** Red is a less than or equal to 40 college fairs/HS visits Yellow is 41-50 college fairs/HS visits Green is anything larger than 50 college fairs/HS visits	07/15/2014 - Yellow: 46 college fairs/high school visits **Result Type:** Access **Result Year / Status:** 2013-14 Results **Synthesis and Analysis:** Scheduled high school visits for Northern California and Alaska. Did not schedule high school visits in Idaho or Nevada. **Related Documents:** College fair tracking 2013-2014	
	Assessment Method: College fair tracking sheet for brochure distributed **Assessment Method Category:** Unit Reports **Criterion:** Red is a decrease or -200 or more brochure distributed Yellow is a decrease of -199 to +100 in brochure distribution	07/15/2014 - Green: Increase of 169 **Result Type:** Access **Result Year / Status:** 2012-13 Results **Synthesis and Analysis:** Student Ambassadors attended Montana College Fairs and Portland College Fairs increases brochures distributed. Also visited Northern California high schools	

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
	Green is a increase of 100 or more brochures distributed	**Related Documents:** College fair tracking 2013-2014	
EM-Admissions/Recruiting - Support student transition - Support services for students as they transition into student life **Outcome Types:** Operational **Start Date:** 10/14/2008 **Outcome Status:** Currently Being Assessed	**Assessment Method:** Student Enrollment XARR for increased enrollment **Assessment Method Category:** Unit Reports **Criterion:** Increase enrollment by 3%	10/23/2013 - 2012-2013 **Result Type:** Access **Result Year / Status:** 2012-13 Results **Synthesis and Analysis:**	
		06/25/2013 - 2011-2012: Unknown Result **Result Type:** Access **Result Year / Status:** 2011-12 Results **Synthesis and Analysis:** Due to the Datatel to Jenzabar conversion, the report used to track this result was unavailable. We were unable to determine the exact increase of percentage of campus visits relative to student contact.	
		10/27/2011 - 2010-2011 Increased by 5% **Result Type:** Access **Result Year / Status:** 2010-11 Result **Synthesis and Analysis:** 1. student internship continued during the summer to help prepare incoming students through the admission process 2. Continued contact with prospective students through the year **Related Documents:**	

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
		xarr tracking.xlsx	
		10/27/2011 - 2009-2010 Increased by 17% **Result Type:** Access **Result Year / Status:** 2009-10 Result **Synthesis and Analysis:** 1. Student Ambassador Intern Position started during the summer to help complete incoming students files **Related Documents:** xarr tracking.xlsx	
		10/27/2011 - 2008-2009 increased application by 17% **Result Type:** Access **Result Year / Status:** 2008-09 Result **Synthesis and Analysis:** Increased contact with applied students **Related Documents:** xarr tracking.xlsx	
	Assessment Method: Student opinion and statisfaction survey **Assessment Method Category:** Survey - Institutional **Criterion:** Average rating 4 out of 5		
	Assessment Method: Student Enrollment XARR for increased enrollment **Assessment Method Category:** Unit Reports **Criterion:** Red is less than 1000 applications for admission Yellow is 1001-1399 application for		

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
	admission Green is equal or greater than 1400		
EM-Admissions/Recruiting - Annual Planning and Compliance - Annual Planning and Compliance **Outcome Types:** Program Annual Data	**Assessment Method:** Planning **Criterion:** Annual Planning Completed	04/30/2014 - 2017-2018 Initial Planned Projects **Result Type:** Planning **Result Year / Status:** 2017-18 Results	
Start Date: 07/01/2013 **Outcome Status:** Currently Being Assessed		04/30/2014 - 2016-2017 Initial Planned Projects **Result Type:** Planning **Result Year / Status:** 2016-17 Results	07/17/2014 - Reconstitution of our out of district high school counselor visitation program **Resources Needed:** Monies for travel to bring two to three out of area high school counselors for campus visits. **Budget: Funds Needed:** 5000 **Select Planning Year:** 2016-17 **Core Theme Association:** Access **Lead Responsibility:** Kari Robison 07/17/2014 - Develop and implement additional and individualized follow up marketing materials and platforms designed to improve conversion from inquiry to campus visit to enrollment. **Resources Needed:** Additional monies will be needed for printing, mailing and a 10-19 hour/week staff for social media follow up **Budget: Funds Needed:**

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
			20000 **Internal External Trends:** the trend for commuicating with prospective students continues to move in the direction of PED's and social networking **Select Planning Year:** 2016-17 **Core Theme Association:** Access **Lead Responsibility:** Tom Nicholls/Marketing Committee
		04/30/2014 - 2015-2016 Initial Planned Projects **Result Type:** Planning **Result Year / Status:** 2015-16 Results	07/17/2014 - Increase adevertising and marketing with social media **Resources Needed:** Expertise in social media marketing ie Contracted services with Ad agency. Increased advertising budget. **Budget: Funds Needed:** 10000 **Select Planning Year:** 2015-16 **Core Theme Association:** Access **Lead Responsibility:** Marketing Committee 07/17/2014 - create new SWOCC recruitment video **Resources Needed:** Involvment and committment from administration, faculty and staff **Budget: Funds Needed:** 20000

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
			Select Planning Year: 2015-16 **Core Theme Association:** Access **Lead Responsibility:** Marketing Committee 07/17/2014 - Increase the number of individual high school visits by 20 **Resources Needed:** Additional dollars for travel **Budget: Funds Needed:** 10000 **Select Planning Year:** 2015-16 **Core Theme Association:** Access **Lead Responsibility:** Kari Robison
		04/30/2014 - 2014-2015 Initial Planned Projects **Result Type:** Planning **Result Year / Status:** 2014-15 Results	07/17/2014 - Develop and Initiate a plan to contact and recruit former students who have dropped/stopped out to return and complete **Select Planning Year:** 2014-15 **Core Theme Association:** Access **Lead Responsibility:** Tom Nicholls 07/17/2014 - Develop and issue RFP for Advertising Agency contract for SWOCC/OCCI

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
			Resources Needed: This will require consolidation of all monies allocated for advertising in the entire budget. **Budget: Funds Needed:** 100000 **Select Planning Year:** 2014-15 **Core Theme Association:** Sustainability **Lead Responsibility:** Tom Nicholls 07/17/2014 - Increase number of individual high school visits by 10 **Select Planning Year:** 2014-15 **Core Theme Association:** Access **Lead Responsibility:** Kari Robison
		03/04/2014 - 2013-14 Annual Planning **Result Type:** Annual Program Data **Result Year / Status:** 2013-14 Results **Synthesis and Analysis:** .	03/04/2014 - Continue to increase use of former students and former student ambassdors for high school visits and college fair representation. **Select Planning Year:** 2013-14 **Core Theme Association:** Access **Lead Responsibility:** Kari Robison 03/04/2014 - We will continue to contact prospective students

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
			through our student ambassadors who will continue to answer questions and encourage campus tours or attending events like Spring Preview Weekend.

Select Planning Year:
2013-14
Core Theme Association:
Access
Lead Responsibility:
Kari Robison

03/04/2014 - We will continue to hire Student Services Interns (3), each summer to work 40 hours/week to contact and help students through the entire admissions process.

Select Planning Year:
2013-14
Core Theme Association:
Access
Lead Responsibility:
Kari Robison

03/04/2014 - Continue to increase high school visits and college fairs in the areas that are under-recruited.

Select Planning Year:
2013-14
Core Theme Association:
Access
Lead Responsibility:
Kari Robison

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
			03/04/2014 - Plan to visit 15 additional high schools and 5 more college fairs. **Select Planning Year:** 2013-14 **Core Theme Association:** Access **Lead Responsibility:** Kari Robison
	Assessment Method: Compliance: FERPA, HEOA, IPEDS, Other Reports **Criterion:** Confirm all reports and trainings have been completed for federal, state, institutional compliance		
	Assessment Method: Operational Manuals **Criterion:** Manuals updated as needed; manual reviewed at least once every 4 years		
	Assessment Method: Annual Data Review and Analysis **Criterion:** All data reviewed and analyzed associated with success indicators and operational activities that are not linked to outcomes assessment		
EM-Admissions/Recruiting - Annual Data Review and Analysis - Compile, review and analyze program data to support planning, assessment, and budgeting. **Outcome Types:** Program Annual Data	**Assessment Method:** Other Considerations **Criterion:** Review of other pertinent data, processes, and procedures including annual compliance checklists (HEOA, FERPA, etc.)	11/01/2011 - Compliance checklist - doing all needed procedures. **Result Type:** Annual Program Data **Result Year / Status:** 2010-11 Result	

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
Start Date: 07/01/2009 **Completion Date:** 06/30/2013 **Outcome Status:** No Longer a Desired Outcome/Objective		**Synthesis and Analysis:** 123	
EM-Admissions/Recruiting - Program Review Summary - Program Review Assessment Overview and Summary **Outcome Types:** Program Review Year **Start Date:** 07/01/2008 **Completion Date:** 06/30/2013 **Outcome Status:** No Longer a Desired Outcome/Objective	**Assessment Method:** Program Review	11/26/2013 - 2010-2011: Met three of the five assessment results. Two were not met in the area to insure access to student information: increase in student inquiries and increase in student brochure distribution. 2011-2012: Met two of the five results. Two were unknown due to Jenzabar conversion in the area of insuring access to services to support completion of enrollment process: increase percentage or admissions inquiries compared to the number of students contacted and increase percentage of campus visits relative to students contacted. One was not met in the area of insure access to college information: increase college fairs and high school visits attended. 2012-2013: Met three of the five results. Two were unknown due to Jenzabar conversion in the area of insuring access to services to support completion of enrollment process: increase percentage of admission inquiries compared to number of students contacted and increase percentage of campus visits relative to student contact. **Result Type:** Program Review Year **Result Year / Status:** 2013-14 Results **Synthesis and Analysis:** We spent the last three years focusing our efforts on increasing access to college information through increased high school visits and college fairs in areas that we have under-emphasized and under-recruited. We also have updated our table	11/26/2013 - 2013-2014: ACCESS: Continue to increase high school visits and college fairs in the areas that are under-recruited. Plan to visit 15 additional high schools and 5 more college fairs. Continue to increase use of former students and former student ambassdors for high school visits and college fair representation. We will continue to contact prospective students through our student ambassadors who will continue to answer questions and encourage campus tours or attending events like Spring Preview Weekend. We will continue to hire Student Services Interns (3), each summer to work 40 hours/week to contact and help students through the entire admissions process.

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
		display to encourage student inquiries at college fairs. We hired a former student ambassador to recruit at the majority of the college fairs and high school visits. We purchased 6 slates and developed a interactive video display for college fairs and high school visits. We purchased 4 new table cloth displays to update our tables. We were unable measure the results for 2011-2012 and 2012-2013 due to the Jenzavar converstion in the area of insuring access to services to support the completion of the enrollment process.	

		11/01/2011 -
		1. Increase percentage of admission compared ot the number of students contacted by 3%
		        2008-2009: Exceeded goal (Increased by 17%)
		        2009-2010: Exceeded goal (Increased by 17%)
		        2010-2011: Exceeded goal (Increased by 5%)
		
		2. Increase the percentage of campus visits relative to student contact by 3%
		        2008-2009: Exceeded goal (Increased by 44%)
		        2009-2010: Exceeded goal (Increased by 30%)
		        2010-2011: Exceeded goal (Increased by 24%)
		
		3. Increase college fair and high school visits attended by 3%
		        2008-2009: Exceeded goal (Increased by 18%)
		        2009-2010: Did not exceed goal (remained same)
		        2010-2011: Exceeded goal (Increased by 11%)
			11/30/2011 - 2013-2014: ACCESS
			1.We will continue to schedule high school visits and college fairs. Hoping to increase budget funds to attend more of both and also to create a more dynamic display for our recruiting tables.
			
			2. We will continue to contact prospective students through our student ambassadors who will continue to answer questions and encourage campus tours or attending events like Spring Preview Weekend.
			
			3. We will continue to hire Student Services Interns (3), each summer to work 40 hours/week to contact and help students through the entire admissions process.
			
			Resources Needed:
			1. 3 Ipads for recruiting table: Create I-store to create interest for prospective students students

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update

		4. Increase student inquiries by 6%
		        2008-2009: Exceeded goal (Increased by 11%)
		        2009-2010: Did not meet goal (Increased by 1%)
		        2010-2011: Did not meet goal (Decreased by 4%)
		
		5. Increase brochure distribution by 5%
		        2008-2009: Exceeded goal (Increased by 20%)
		        2009-2010: Did not meet goal (Increased by 1%)
		        2010-2011: Did not meet goal (Decreased by 4%)
		
		6. Increase enrollment by 3%
		        2008-2009: Exceeded goal (Increased by 17%)
		        2009-2010: Exceeded goal (Increased by 17%)
		        2010-2011: Exceeded goal (Increased by 5%)
		
		Result Type:
		Program Review Year
		Result Year / Status:
		2010-11 Result
		 Synthesis and Analysis:
		1. Develop a college fair and high school visit schedule that is continuously being re-evaluated for effectiveness, specifically, looking at high schools visits that are in the surrounding areas of a college fair. We have seen a decrease in ability to attend college fairs and high school visits in the past 3 years because of budget issues, fair schedules and personnel issues. We've continued to contact prospective students to answer questions and provide accurate
			2. 4 New recruiting table clothes
			3. Virtual tour video using the Ipads to learn about different areas of campus from finanicial aid to athletics, housing to admissions and advising to career interests.
			
			Budget: Funds Needed:
			2500
			Internal External Trends:
			There has been a decrease in in-district enrollments that we have expected. This requires us to continue to recruit in-district students, but also pull more students from out of the area to attend SWOCC
			Select Planning Year:
			2013-14
			Core Theme Association:
			Access
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			11/29/2011 - 2012-2013: ACCESS .We will continue to schedule high school visits and college fairs. Hoping to increase budget funds to attend more of both and also to create a more dynamic display for our recruiting tables.
			
			2. We will continue to contact prospective students through our student ambassadors who will continue to answer questions and encourage campus tours or attending events like Spring Preview Weekend.
			
			3. We will continue to hire Student Services Interns (3), each summer

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
		information to these students and also worked on accuracy when entering information into the system. 2.Developed a more accurate and organized system to ensure all campus tours are recorded correctly in the system and each person is sent a thank you note. We have spent more time on the phone scheduling tours and confirming appointments. We made sure to verify information for those going on the tour and add those needed into the system. Continued to make contact with students encouraging tour and participation: Every phone call that student ambassadors make, they encourage students to schedule a campus tour and share about Spring Preview Weekend. 3. We saw a decrease in student attending college fairs for reasons that are beyond our control (issues with bus system, attendance in high school down, schedule conflicts with athletics and with school schedules). We are also seeing more colleges developing intriguing displays to attract prospective students to their colleges. We need to create more depth and interest in our display to stay competitive and draw students to our tables. 4.The student services internship was developed to help prepare incoming students through the admissions process. Worked the past three years to fine tune the program to effectively reach and prepare as many applicants as possible to start each fall term. We also continued to	to work 40 hours/week to contact and help students through the entire admissions process. **Resources Needed:** 1. 9 Ipads for recruiting table: Create I-store to create interest for prospective students students 2. 4 New recruiting table clothes 3. Virtual tour video using the Ipads to learn about different areas of campus from finanicial aid to athletics, housing to admissions and advising to career interests. **Budget: Funds Needed:** 2500 **Internal External Trends:** We have seen a decrease in in-district enrollments which forces us to focus our recruiting on out of district students as well as in district students and programs. **Select Planning Year:** 2012-13 **Core Theme Association:** Access 11/01/2011 - 2011-12: ACCESS .We will continue to schedule high school visits and college fairs. 2. We will continue to contact prospective students through our student ambassadors who will continue to answer questions and encourage campus tours or attending events like Spring Preview Weekend.

Outcomes	Means of Assessment & Criteria / Tasks	Results	Planned Projects / Use of Results/Planned Actions & Planned Action Updates/Implementation Update
		contact prospective students throughout the year to answer any questions about SWOCC.	3. We will continue to hire Student Services Interns (3), each summer to work 40 hours/week to contact and help students through the entire admissions process.
			Select Planning Year: 2011-12 **Core Theme Association:** Access
	Assessment Method: Interim Review		