

Santiago Canyon College
Student Services
Student Learning Outcomes Assessment Report
2007-08

Department Name- Admissions and Records

Department Mission Statement – Our mission is to educate students on college policies, procedures, services, and online functions. The staff believes that service to students is our top priority.

Student Learning Outcome – Most colleges rely heavily on an Online Record system to attract students to enroll at their institution. The SCC Admissions office promotes online registration as the primary method of enrollment. However, an admissions office which makes no effort to inform applicants on how to use the online system is performing a disservice to their students. For this reason, the Admissions and Records office has created the following student learning outcome for 2007-2008:

NEW AND PROSPECTIVE STUDENTS WILL BE GIVEN INDIVIDUALIZED INSTRUCTION ON HOW TO REGISTER ONLINE USING THE ONLINE RECORDS SYSTEM. AS RESULT OF THIS INSTRUCTION, STUDENTS WILL CHOOSE TO REGISTER ONLINE RATHER THAN USING THE TELEPHONE REGISTRATION SYSTEM.

The intended outcome is to influence new students to register via computer versus the telephone.

Methods - A check-off list of online functions was given to A&R staff as an assessment tool. This list identified every online function that students needed to learn in order to successfully register online. Staff member provided one-on-one instruction to one hundred prospective students on how to use the online records system, emphasizing the online registration component.

At the end of instruction, students were given a very short evaluation. This form verified that the student had received the knowledge to independently use Online Records. The one “burning question” that was most important on this evaluation was, “After this instruction, are you likely to use online registration in the future?” The expected response was “yes.”

With criteria for each outcome - The primary criteria for a successful outcome was to verify that 80% of the students who were given personal instruction actually completed their fall registration using the online system.

Add limitation, if applicable - Although each online function was identified for new students participating in this outcome, the presenters’ styles and methods of teaching were varied. Inconsistent language and terms were also variables to be considered as limitations. Lastly, no allowance was made to objectively measure the effectiveness of each instructor.

Implementation of Assessment Process:

Identify who is responsible for doing each step in the evaluation process (list all of the individuals involved in the assessment process) - Instruction was given to new students by the Registrar and knowledgeable staff members, both full and part-time. A total of twelve staff implemented this student learning experience. The Director of Admissions collected, recorded, and evaluated the data.

Outline the timeline for implementation - The timeline had beginning and ending dates predetermined. The student learning outcome began one month prior to the fall semester on August 1 when new students were applying. Their eligibility to enroll would not occur until weeks later. The instruction for online registration ended on August 27th, the first day of the fall semester.

Identify who will be evaluated - This learning outcome had an intended number of one hundred (100) new/prospective students who applied in person at the Admissions counter during August, 2007.

Identify who is the intended user of the data that will be collected - Admissions and Records is the intended user of the data accrued from this initial student learning outcome. Assessment results will stimulate discussion and direct some activities which can improve instructional delivery for Online Registration.

Results

Summarize the results for each outcome - It was important to track the one hundred students' registrations as a useful means to gain first hand information on the advisability of orienting new students to online registration. It is very interesting to note that none of the one hundred students who participated in this outcome attempted to use telephone registration. This can be an indication that either new students are more likely to adapt to the computer usage, or that the Admissions staff did influence a decision to register online. One-on-one instruction resulted in the following results:

83	students registered online
11	students performed no registration at all
6	students registered in person
0	students registered by telephone

Summarize the process to verify/validate the results - Student ID numbers were tracked on the evaluation form and used to identify the method of registration for these one hundred new students. This process was completed during the third and fourth weeks of the fall 2007 semester. The data indicates that 83% of the students who received instruction did complete their fall registration online. The consequences of this student learning outcome clearly support the hypothesis that promoting online registration can have successful results.

Decisions and Recommendations

What needs to be done? - First, a systematized method of instruction needs to be developed to instruct new students on how to use the Online Records system for registration. Each staff member would receive training on how to deliver this instruction. Attention should be given to consistency of terms and words to be used to avoid confusion for new students.

Identify the groups who participated in the discussion of the evidence that led to the recommendations and decisions - Staff members who actively participated in the student learning outcome were consulted and interviewed by the Director of Admissions. They were very willing to share their experiences and offer suggestions for improvement.

Summarize the decisions/recommendations made for each outcome - Staff members who participated in the learning outcome gave direct input regarding the process and offered the following suggestions:

- While students who applied at the counter readily accepted the offer of instruction, some students would not ask for help and went directly to the computer area in the Admissions lobby. These students tried to fumble through the process on their own or read the “How to” brochure available at each computer station. It was suggested that a staff person “patrol” the computer area to offer assistance to students using Online Records.
- It would be the responsibility of the staff person assigned to the lobby area to educate students on all the capabilities of Online Records. Students may not know that they can also order transcripts online.
- Elderly students needed the most help with Online Registration. While they would have preferred to register in person at the counter, they were very open to using the computer. They actually found it easier than they thought it would be.
- Admissions will plan their next student learning outcome with one suggestion being to educate students how to request a transcript online.

Identify when each outcome will be evaluated again (if the outcome is to be retained) - It is recommended that this learning outcome be replicated for spring semester to see if similar numbers would be obtained.

Identify those responsible for implementing recommended changes - It is the responsibility of the Director of Admissions and the Registrar to review the results of this study and attempt to implement any recommendations that they deem desirable and manageable.