Assessment in Action
How Enrollment and Student Services Assesses Student Learning Outcomes

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Learning Outcomes

- ESS Expands a Culture of Evaluation and Assessment
- Tell-Show-Try-Do Training Model
- Admissions Services Assesses SLOs
- Admissions Services Use Assessment Results
Take Inventory

Impressions: 77,811
Avg. daily viewers: 115,945

5.05% decrease
7.26% decrease
Enrollment and Student Services Goals

- Promote and support whole student development
- Provide quality service
- Implement sound enrollment management strategies
- Positively impact student retention and completion rates
Go Team!
Choose One
Days like this
Student Centered Outcomes?
Student Learning Outcomes in Enrollment and Student Services
Tell-Show-Try-Do
Data Days

WAKE TECH GENERAL IE PLAN CYCLE
ENROLLMENT AND STUDENT SERVICES DATA DAYS CYCLE 2016-2017

July 2017

April - June 2017

Data day June 2017

Data day May 2017

Data day April 2017

December 2016 - March 2017

Data day December 2016

Data day March 2017

Data day February 2017

November 2016

Data day November 2016

October 2016

Data Day Process October 25, 2016

October 31, 2016 2015-16 Quality Review due in Taskstream

November 2016

2015-16 Completion Review due in Taskstream

Determined by Service Area 2015-16 Content Review due in Taskstream

December 19, 2016 2016-17 Planning Review due in Taskstream

September 30, 2016 2015-16 Assessment components due in Taskstream

Evaluate

Communicate

Assess and Implement

Plan

Review

Report

August 2016

September 2016

Determined by Service Area 2016-17 Assessment components due in Taskstream

July 30, 2017 2016-17 Assessment components due in Taskstream

Improve
SPA Website

assessment.waketech.edu
Why do I do this?
Welcome the New Kid on the Block!
Oh, and Welcome to Institutional Effectiveness

ME: WHAT DID I GET MYSELF INTO

ME TO ME: THIS IS GONNA BE THE BEST YEAR OF YOUR LIFE
Student Success in Admissions?
Assessment in Action

Admissions Services
Leadership Team
Teamwork Works!

Impacting Student Success

- Identify the touchpoints
- Determine the outcomes
- Plan the strategy
- Implement the plan
- Assess the data
## Working Our Plan

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Targets</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inform of Admissions Next Steps</td>
<td>80% of students we touch</td>
<td>Post-visit/post-session survey</td>
</tr>
<tr>
<td>Connect to Helpful Resources</td>
<td>80% of students we touch</td>
<td>Post-visit/post-session survey</td>
</tr>
</tbody>
</table>

[go.waketech.edu](http://go.waketech.edu)
## Findings- Using Data to Inform Decisions

<table>
<thead>
<tr>
<th></th>
<th>Identify Next Step</th>
<th>Identify Campus Resource</th>
</tr>
</thead>
<tbody>
<tr>
<td>GPS Session Attendees</td>
<td>92%</td>
<td>97%</td>
</tr>
<tr>
<td>Admissions Visitors</td>
<td>82%</td>
<td>78%</td>
</tr>
<tr>
<td>Career &amp; College Promise Information Session and Orientation Session</td>
<td>98%</td>
<td>91%</td>
</tr>
</tbody>
</table>
Action Plan

Review  Adjust  Reassess
Status Report: Identifying Campus Resources

<table>
<thead>
<tr>
<th>Findings: initial</th>
<th>Findings: post-action plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post Admissions Visit Survey</td>
<td>78%</td>
</tr>
</tbody>
</table>
Lessons from Assessing

• Seek first to understand
• Involve the staff
• Use the data

It always seems impossible until it’s done.

Nelson Mandela
Assessment In Action

1. Identify Touchpoints
2. Determine Outcomes
3. Use Data
4. Plan Strategy
5. Plan
6. Implement Plan
7. Assess Plan
8. Review Data
Thank You!

What questions can we answer?

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