

HACC Assessment Record

Department/Campus:

Harrisburg Campus

Unit:

Student Affairs - Enrollment Services

Assessment Start Date:	June 2012	
Goal: <i>(Campus, department or unit)</i>	Goal 4. Improve customer service in the welcome center	
Objective: <i>(Measurable)</i>	Objective 1: Student affairs leaders develop and offer training for staff. Objective 2: Implement call center.	
Alignment to Strategic Plan: Hsbg Campus Goal Alignment to Strategic Plan Matrix	Goal I: Teaching and Learning Excellence Objective 1: Create a comprehensive plan to maximize enrollment. <ul style="list-style-type: none"> Use assessment results to improve services – customer service, telecommunications. 	
Sources of Evidence to be used: <i>(Measures that would point to achievement of goal/objective. Examples: databases, focus group feedback, surveys. See p. 10 of Guide.)</i>	<ul style="list-style-type: none"> Telephone response logs documenting the number of <ul style="list-style-type: none"> Answered calls Abandoned calls Wait times <p>For the areas of tier 1 welcome center, tier 2 financial aid, tier 2 registration, etc.</p>	
Type of Assessment : <ul style="list-style-type: none"> Information– Gathering <i>(needs assessments, inventories, establishing baselines)</i> Performance–Evaluating <i>(How well are we doing? Have we improved?)</i> 	Performance-Evaluating Assessment:	
IF ASSESSMENT IS PERFORMANCE-EVALUATING:		
*Benchmarks and Performance Targets are critical when evaluating performance. They may or may not be as critical when gathering information, although a rubric may be developed to organize categories under consideration.	Benchmarks or Standards (See pp. 11 – 13 of Guide)	Performance Target (See pp. 13 – 17 of Guide)
	<ul style="list-style-type: none"> Historical Trends Benchmark 	<ul style="list-style-type: none"> 10 % improvement on dropped call rates over next 2 years. Wait times should be under 1 minute.
Findings: <i>(What did we learn from this assessment? What did the evidence say?)</i>	<ul style="list-style-type: none"> Complaint tallies indicated that there were problems with welcome center services at the Harrisburg and Lancaster campuses (2012). Data analysis on dropped call rates from AY 2011 to AY 2012 showed no improvement in services. Staffing levels have been a problem at the Harrisburg campus. 	

<p>Decision-Making: <i>(What changes of practice are indicated? What budget priorities are established? What accomplishments should be celebrated and showcased?)</i></p>	<p>Dropped calls and call wait times will be decreased by changing the following parameters in the Welcome Center:</p> <ul style="list-style-type: none"> • Fill gaps in staff with qualified individuals. • Develop call center with tiered approach. • Add FT staff member to tier one phone assignment along with student workers. • Implement “standards of Service” college-wide. • Cross train all staff in basic registration and financial aid questions. • Track improvements in in-person service via Q-Nonmy reports and reports on self-service kiosks. • Track improvements in phone response through new VOIP phone system records.
<p>Assessment Closing Date:</p>	<p>May, 2013</p>
<p>Notes:</p>	<p>Progress related to this goal will have to be reassessed in one year.</p> <p>Harrisburg Call Center Data</p>