Annual Assessment Report

EXECUTIVE SUMMARY

As the final step of the AES assessment process, each AES unit is required to submit an Executive Summary. The Executive Summary is a short document which provides an overview of the Unit, and the overall assessment process, highlights key findings and provides recommendation and next steps.

Unit name: Conversion Team and Student Information Center   Assessment year: **2019-20**

The unit's mission
The mission of the Student Information Center and the Conversion Team is to support access and degree completion by connecting with our diverse prospective and enrolled student population, and providing relevant information and services paramount to their enrollment and success.

Assessment results by goal and objectives

Goal 1: Strengthen the communication between LaGuardia and newly admitted students by reinforcing the messaging from other departments regarding student services and other matters that are critical to student academic progress and degree completion.

Supporting Strategic plan goal: 1-Build Student Access and Success

Objective/outcome 1.1
Increase the minimum number of contacts with students who accept LaGuardia's offer to at least 3 within the enrollment period.
   Measures:
   - Number of contacts & communications made with students throughout the critical enrollment junctions
   Overview of findings, recommendations and next steps
   Results (see Appendix 2)
      - Fall 2019: 14,182 admitted, 5,593 received the information - 5 contacts per student
      - Fall 2018: 14,503 admitted, 6,300 received the information - 4 contacts per student
   Analysis resulting actions and future initiatives
      - Arranging communications to provide timely information and foster incoming student enrollment depends upon collaboration with all enrollment departments. See Appendix 1 for communications overview.

Objective/outcome 1.2
   Maintain use of various communications media to connect with students and facilitate their enrollment in classes.
   Measures:
   - Utilize Connect/CRM system to determine student engagement level by each form of media (feedback to calls, workshop evaluations and access to links within portal, emails, and texts outreach, etc.)

Overview of findings, recommendations and next steps

Results

- SIC worked with ISS on SCORE/Student Communications Outcomes for Retention and Enrollment system. Development began but halted due to staff resources and COVID.
- This system will enable measure of student engagement with each message and media.

Analysis resulting actions and future initiatives

- Effective communication with students – in-person, by phone, through email, text, chat, online posts, social media, etc., is dependent upon many factors. SIC utilizes multiple formats to maximize reach and student engagement. Prior to implementation of the SCORE system we will continue to use multiple media to reach students and review student view rates and link clicks in emails and VIP portal, as well as responses to texts and emails. Focus to be on "accepting the admissions offer" and then maintaining contact on a short 2 to 3 week schedule.

Goal 2. Work collaboratively with other departments to provide students with accurate information and resources that facilitate their enrollment process.

Supporting Strategic plan goal: 1-Build Student Access and Success

Objective/outcome 2.1

Work closely with NSAR, Testing, CLIP, CUNYStart, Financial Aid, Registrar and USIP at each critical enrollment junction from students' acceptance of LAGCC offer to registration.

Measures:

- Frequency of contacts and referrals to other departments/ by type of inquiry.

Overview of findings, recommendations and next steps

Results

- Overall frequency of contacts is dependent upon outside-departments and varies 3 to 4 weeks. Enrollment for Fall semester averages 3.5 weeks and Spring semester averages 2.5 weeks.

Analysis resulting actions and future initiatives

- Each department has posting on the students' VIP portal and mention in at least one general email and at least 2 contacts for follow-up (email and/or text). The message and timely posting is set each semester with the department's approval. SIC staff are cross-trained in providing information and making referrals for department/program follow-up.

  > **Commented [NL1]:** This paragraph was included as results – but it is really an analysis – I added the results from the Excel plan to the results section

- Data collection and tracking needs development to improve accuracy and reporting. Linking SEMS data to student actions recorded in Connect has not been possible. The SCORE system, when available, will be able to provide needed report. This support is needed to identify effectiveness of specific outreach efforts.

Objective/outcome 2.2

Develop and maintain schedule of communications to facilitate student progress through enrollment steps in partnership with New Student Enrollment departments* and Marketing & Communications

Measures:

- Implement the newly designed Master Schedule (coordinated calendar) of linked messages that coincide with student admission and enrollment status and prompts for "next steps" in enrollment completion.

Overview of findings, recommendations and next steps

Results

- Implemented for Fall 2019. Materials updated throughout semesters based process changes.
- In Spring 2020 temporarily moved from Connect CRM to Constant Contact and messages were revised to ensure completeness and continuity due to the new functionality. Spring 2020 students received 4 planned communications with follow-up as student requested. This was a reduction by 2 outreach efforts.

Analysis resulting actions and future initiatives

- Materials updated throughout semesters based on process changes.
- President's and Admissions emails revised to clarify how to accept admissions offer and log into VIP; testing emails removed from cycle due to changes in CUNY testing, Enrollment Coach became an enrollment overview email and included financial aid and scholarships, advising and registration became a series of emails. All changes made in relation to department changes.

Overall summary – still needed

- Providing easy access to LaGuardia enrollment services continues to be the main purpose of the Student Information Center. The department's services expanded beyond the Welcome Center, workshops, email, text messages, incoming call service and outbound call projects with the implementation of Live Chat in October 2019. This new contact point and enabled 300 (average) Chat contacts per month.
- Moving into the post-COVID work environment the SIC will revise content of LaGuardia VIP and process emails to provide assistance with enrollment through online and on-campus information. SIC will continue to deploy in-person, email, text, Live Chat and VIP tools for proactive and responsive interactions with new admits.

Appendices

- Appendix 1 - Communications Overview
- Appendix 2 - Contacts and Engagement