

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: 2021-2022

The unit's mission

The mission of the Student Information Center (SIC) and the Conversion Team (CTeam) 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. Data from Connect CRM, SEMS, Connect to LaGuardia and ISS New Student Funnel
- Viewership of Acceptance email from Connect CRM

Overview of findings, recommendations, and next steps

Results

- Spring 2022: 7,504 admitted, 6959 received the information – average 6 contacts per student. 10 Text projects 35,642 contacts. Conversion Team worked with 2874 students who accepted the offer – 6337 contacts.
- Spring 2021: 4,480 admitted, 4,276 received the information - 9 average contacts per student
- Fall 2021: 19,188 admitted, 15,330 received the information – 7 average contacts per student. 11 Text projects, 35,642 contacts. Conversion Team worked with 4684 students who accepted the offer – 11,674 contacts
- Fall 2020: 22,021 admitted, 14,282 received the information - 7 average contacts per student
- Fall 2019: 14,182 admitted, 5,593 received the information - 5 average contacts per student
- Fall 2018: 14,503 admitted, 6,300 received the information - 4 average contacts per student

Analysis resulting actions and future initiatives

- The average number of contacts per student was 7 in Fall 2021 and 6 in Spring 2022, exceeding the target of 3 contacts per student including new post-registration nudges for all registered students.
- Number of Conversion Team contacts during the Spring 21 semester increased from 5508 to 6337 during Spring 2022 (15%)
- Number of Conversion Team contacts during Fall 2020 increased from 9033 to 11674 during Fall 2021 (29%)
- The unit will increase the number of virtual meetings and will work on targeting groups of students who are not registered for the upcoming semester.
- Text campaigns will be implemented to target specific groups of students with incomplete records, missing vaccinations, etc.
- Continue to revise communications; enrollment steps video and enrollment checklist.
- Viewership of Acceptance email increased and remains strong. 89% for Fall 2021 and 93% for Spring 2022 in part due to follow-up calls and text messages.
- Revisions to make the messages more student/reader-friendly and to remain aligned with VIP prompts is continuing.
- Utilization of new College system, Connect to LaGuardia, and push notifications in the LaGuardia Mobile app were introduced for Spring 2022. New Student information will be added to the LaGuardia mobile application for Spring 2023
- Continue to arrange communications to provide timely information and foster incoming student enrollment in collaboration with all enrollment departments.

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 and SEMS to determine student reach and engagement level by each form of media (feedback to calls, and access to links within portal, emails, and texts outreach, etc.)

Overview of findings, recommendations and next steps

Results

- SIC is resuming work with ISS on developing more reports SCORE/Student Communications Outcomes for Retention and Enrollment system. Development began but halted due to staff resources and COVID.
- The SCORE system will eventually measure student engagement with each message and media.
- Work with ISS to continue SCORE-like reporting resumes in Fall 2022 with the expansion of reporting features for Connect to LaGuardia and Twilio/texting.

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. SIC and the Conversion Team 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 to facilitate student’s advisement and registration and after-registration engagement to minimize “melt”/maximize students starting their classes.

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, Math Start, Financial Aid, Registrar and USIP/FYIP at each critical enrollment junction from students' acceptance of LAGCC admissions offer through registration and the start of classes.

Measures:

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

Overview of findings, recommendations, and next steps

Results

During the Fall 2021 and Spring 2022 enrollment periods, Enrollment coaches referred students and contacted various offices internally to request record updates, testing information, matriculation, and any other barriers that hinder enrollment. Students who were ready to meet with an advisor were referred to make an appointment with an advisor. A total of 3321 referrals were made during the Fall’21 enrollment cycle, and during the Spring 22 semester, we made 890 referrals.

Texting coupled with emails has contributed to the email view rates of 89% for Fall and 93% for Spring 22. Additionally, implementation of Connect to LaGuardia on the VIP portal has facilitated referrals to other departments and shared information to the students’ SEMS record.

The slow return to campus and the continued COVID-related “work from home” environment and a SIC staffing level decrease of additional 40 hours per week affected Tele-counseling, Data Team and Welcome Center operations. To minimize increased wait times on phone and longer response times to emails, Chats, texts and Help Tickets staff – managers were added to the telecounseling schedule to maintain minimal coverage of “open hours”. Changes continue to be made to maximize use of electronic systems.

- Overall frequency of contacts is dependent upon several factors including data availability and staff coverage. The average remains planned at 2- 3 weeks between messages to minimize overload.

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.
- Data collection and tracking needs further development to improve accuracy and reporting. Linking SEMS data to student actions recorded in Connect has not been

possible but the enhancements to the Connect to LaGuardia system continues to show promise as an early-stage version of SCORE.

- With the new Student Engagement SEMS instance and other offices implementing the system as well, we will be able to record actions/requests to be completed by appropriate offices. This will continue to streamline the referral process and the need for student record updates.

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:

- Maintain 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

Fall 2021 messaging to prompt action through the enrollment steps was mainly done by email followed by text. Two call projects to facilitate "acceptance" of admissions offer were implemented due to staff limitations. For Spring 2022 text utilization increased to follow emails and for reminders and duplicate requests.

Analysis resulting actions and future initiatives

- Materials updated throughout semesters based on process changes and improved communications tone.
- President's and Admissions emails revised to clarify how to accept admissions offer and log into VIP; new Fast Track/Direct Admission conditional acceptance, testing emails follow-up/2nd chance emails, Enrollment Coach email includes new video with an enrollment overview and included financial aid and scholarships, advising and registration became a series of emails.
- SIC continues to be responsive to College needs and requests. For the Fall 2021 enrollment there were two revisions in call script to include new Merit Scholarship and Reason(s) as to why student does not accept LaGuardia's Admissions Offer.
- The addition of a new text messaging platform, Twilio, should expand abilities for two-way conversations with student
- Continued utilization of Microsoft Teams to facilitate sharing of information between departments is vital.

Overall summary

- Providing easy access to and clear guidance to navigate LaGuardia's enrollment services continues to be the main purpose of the Student Information Center and Student Engagement (aka Conversion Team). Enrollment Coaches continue to support students who have accepted the offer to the College while providing them assistance with their enrollment steps.
- Moving into the post-COVID work environment the SIC continues to revise content of LaGuardia VIP and process emails to provide assistance with enrollment through online and on-campus information. SIC will continue to develop protocols for electronic access to services, deploy in-person, email, text, Live

Chat and VIP tools for proactive and responsive interactions with new admits and continuing/current students.

- Recommendation to continue to develop SCORE-concept with Information Systems Services (ISS) and conduct Beta-testing to better plan communications types and content to increase student awareness and action of enrollment requirements and steps.