

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: Student Information Center

Assessment year: 2022-2023

Unit Mission:

Our mission is to support academic and overall student success by providing information and direct support to prospective, current, and prior students, faculty, staff, and visitors to the College. We serve the College community by providing accurate information and excellent customer support and service - giving people the information they request as well as additional information they may need and not know to request. Most importantly, we treat everyone with *the utmost respect and courtesy for we believe each interaction with a person (student, faculty/staff, guest, or visitor) is a reflection upon the College.*

Our principle -

Information + Customer Service & Support = Student 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 Goals: 1. Build Student Access and Success

Objectives	Method and Measure
1.1 Increase the minimum number of contacts with students who accept LaGuardia's offer to at least 6 within the enrollment period	<ul style="list-style-type: none">Number of contacts & communications made with students to accept the admissions offer and viewership of Acceptance email, Acceptance of Admissions Offer, and NSAR invitation.
1.2 Maintain use of various communications media to connect with students and facilitate their enrollment in classes.	<ul style="list-style-type: none">Determine student engagement level with specific messages based on viewership and link clicks and response when/if requested.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, analysis, recommendations and future initiatives

Results & analysis

Incoming freshman received a standard 7 email campaign beginning with acceptance and continuing through to orientation. Transfer students also receive 2 transfer credit evaluation emails (total of 9). Text messages are used to direct students to emails and as deadline reminders. **The number of contacts surpassed the targets.**

Resulting Actions:

Continued activities as planned to support of Pre-Admission and Admitted students in 4 components:

1. Revisions made to materials; for timeliness and accuracy.
2. Outreach to admitted students through email, text, postings in VIP to facilitate A. Advising and registration; B. Participation in New Student Orientation and C. Preparation for start of classes including use of eTools (email, My LaGuardia portal and LaGuardia mobile app)

Recommendations and future initiatives

Implementation of a new CRM and other software to better manage workflow and scheduling. Need a two-way texting service which allows for key word auto-replies and scheduling. Update: New CRM delayed until 2025. Will work with IT to identify ways to improve current system functionality. Work with Academic Affairs to develop introduction to major program and First Year Seminar.

Goal 2: 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

Objectives	Method and Measure
2.1 Work closely with Marketing & Communications and New Student Enrollment Offices: Admissions, Testing, New Student Engagement (aka Conversion Team), International Student Services, Student Advising, Special Programs, Financial Aid & Registrar at each critical enrollment junction from students' acceptance of LAGCC offer to registration	<ul style="list-style-type: none">• Using Microsoft Teams - continue to expand an online version of a comprehensive New Student Communications - by adding in 4 new sections: messages from Testing, Special Programs, and COVID and MMR, Technology Resources. Continuing utilization of ASK LAGUARDIA knowledgebase to provide information for each enrollment juncture.

Overview of findings, analysis, recommendations and future initiatives

Results & analysis

- The targets were achieved.
- New Student Communications MS Team updated and expanded with 4 new sections. NOTE: COVID messaging stopped with Fall 2022.
- SIC staff cross training for enrollment offices continued to maintain accurate information and referrals to enrollment area resources.
- ASK LAGUARDIA maintained 88+% accurate "Health"
- Details are available in the **Ask LaGuardia annual report** which is provided as an appendix

Recommendations and future initiatives

- The new CRM has been delayed until 2025; will work with IT to strategize available options. Decision made to employ Federal Work-study students to staff the Welcome Center and provide peer support so experienced staff can engage more fully in one-stop support at the Enrollment Center starting in Fall 2023.
- Looking for AI systems to replace or augment the existing Ask LaGuardia knowledgebase and LiveChat systems.

Overall summary

The SIC strives to meet the requests for assistance with great effort. Service to the College continues. Incoming call service is still provided for Admissions, Registrar, Student Financial Services, and general college requests. Call-back feature is in use. SIC manage 5 general email accounts.

The Welcome Center is now stationed at the "exit" to the M-Building and will relocate in 2023-2024.

During 2022-2023 we lost 2 fulltime HEO (50%) staff, 1 additional Data Team member (33%) and continued with 6 College Assistant (37%) vacancies. Volume of requests for Live Chat, Connect to LaGuardia and Service Now tickets remain steady. Staffing level is primary concern when planning initiatives and managing workload.

Outbound call projects were kept to a minimum due to staffing. The addition of a FWS group will allow for some outbound calls for 2023-2024.

The SIC remains committed to the Knowledge Management initiative to provide FAQs to the campus community and public. In conjunction with the Library, the ASK LAGUARDIA system has maintained 88+% accurate "Health", surpassing the 85% target. Averages 4,000 hits per month with approximately 40% of the utilization taking place outside of normal business hours. Approximately 30% of the utilization is from servers outside of the USA.

Appendices

- **Ask LaGuardia annual report.**