

# Fayetteville Technical Community College

## Detailed Assessment Report 2008-2009 Admissions

### Mission/Purpose

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The admissions department exists to effectively serve the community through planned recruitment, professional assessment, precise processing, and pleasant customer service.

### Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

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#### **O 1: Understanding health program selection process**

The admissions office will use information to analyze problems and make logical decisions to increase prospective health program applicants' reported understanding of the health program selection process.

#### Associations:

##### **Institutional Priorities:**

1 STUDENTS-To provide educational and support programs within an open door context. To actively recruit, serve, and retain students from all academic levels, including non-traditional ages, all socioeconomic backgrounds, and those deficient in basic skills.

##### **Strategic Plans:**

- **Student Services**
  - 1.1.10.1 Review Health Admissions Policies and provide requirements in written form on an annual basis. (Ongoing)
  - 1.1.10.2 Evaluate automated competitive selection process for health students. (Ongoing)
  - 1.1.13 Review student satisfaction surveys to improve enrollment services for all students.

## Related Measures:

### **M 1: Survey on health program admission process**

**Why:** Because FTCC practices open door admissions to the College, it is imperative to student success for health program applicants to understand that the health programs have limited entrance. Further, applicants' awareness is not sufficient; they must understand the selection process in order to be successful.

**What & How:** "Understand" is the subjective perception of applicants' self-reported opinion that they do or do not "understand" the selection process used for admission in to a health program.

**When & Who:** Applicants will continue to complete a survey during the Spring departmental information sessions. The key question will continue to inquire if they understand the selection process. Other questions will attempt to identify the best method of communication with health program applicants. The Director of Admissions in conjunction with the institutional research office will conduct, analyze, and interpret the survey results.

Source of Evidence: Client satisfaction survey (student, faculty)

#### **Achievement Target:**

For this outcome to be successful, 90% or more of the surveyed prospective students will report that they "understand" the health program selection process.

#### **Findings (2008-2009) - Achievement Target: Not Met**

84.77% of the 486 prospective students reported that they "understood" the health program selection process. Faculty Advisor (35.54%), Counselor (29.44%), and Admissions Web Page (11.78%) were the top three listed sources of information.

#### **Document:**

- [2009HealthAdmissionsStudentSurvey](#)

#### **Related Action Plans:**

##### **Health Admissions**

Outcome will be measured again next academic year (2009-10). Group advisement/counseling workshops will be designed and implemented in the attempt to

increase the percentage students who understand the selection process to be more than 90%.  
For more information, see the *Action Plan Details* section of this report.

## **O 2: Timely creation of applicant files**

Applicants' files will be created in a timelier manner.

### Associations:

#### **Institutional Priorities:**

1 STUDENTS-To provide educational and support programs within an open door context. To actively recruit, serve, and retain students from all academic levels, including non-traditional ages, all socioeconomic backgrounds, and those deficient in basic skills.

#### **Strategic Plans:**

- **Student Services**
  - 1.8.5 Expand and utilize Datatel capabilities. (Ongoing)
  - 1.8.6 Cross train personnel who are less in demand during registration to help with Student registration, testing, advising, financial aid, etc... (Ongoing)

### Related Measures:

#### **M 2: Monthly query on time to create applicant files**

**Why:** The creation of applicants' file is the foundational process for the enrollment process. Increasing the efficiency of creating the file and decreasing the amount of time to create the file sets the stage for applicants to be better served by not only the admission office but every student services office.

**What & How:** Applicant file creation will be measured from date of application to date of completion. Keying a datatel communication code indicating that the file is complete will become the final step in the process. A monthly query will output the application dates and the corresponding file completion dates. A report will indicate the average number of days to create a record for each month.

**When & Who:** The Director of admissions will generate the queries and reports each month.

Source of Evidence: Efficiency

### **Achievement Target:**

For this outcome to be successful, 75% of applicant files will be created within three business days.

#### **Findings (2008-2009) - Achievement Target: Met**

The monthly median days to create a folder ranged from 2 to 10 business days. The data was used to document the need, in part, for document imaging system. Document imaging system is in place and paper folders are no longer built resulting in applicant files being available within 1 business day.

#### **Documents:**

- [CreatingFolderAssessment1](#)
- [CreatingFolderAssessment2](#)
- [CreatingFolderAssessment3](#)

### **O 3: Convenient appointment times**

The testing office will analyze requested appointment data and make logical decisions to provide convenient appointment times for applicants and students.

#### **Associations:**

##### **Institutional Priorities:**

1 STUDENTS-To provide educational and support programs within an open door context. To actively recruit, serve, and retain students from all academic levels, including non-traditional ages, all socioeconomic backgrounds, and those deficient in basic skills.

##### **Strategic Plans:**

- **Student Services**
  - 1.2.3.4 Hire two Admissions Evaluators

#### **Related Measures:**

### **M 3: Record of unavailable of appointment**

**Why:** To best serve the non-traditional community college students, a variety of appointment opportunities meets the applicants needs.

**What & How:** A record on requested but unavailable appointment

times will be kept by testing office staff.

**When & Who:** The Testing Office coordinator will generate reports each month.

Source of Evidence: Activity volume

### **Achievement Target:**

For this outcome to be successful, 75% of requested appointment times will be available.

### **Findings (2008-2009) - Achievement Target: Met**

More than 99% of customers received the requested appointment time. It appears that appointment time availability meets the needs of the customers.

## **Details for Action Plans Established This Cycle**

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### **Health Admissions**

Outcome will be measured again next academic year (2009-10). Group advisement/counseling workshops will be designed and implemented in the attempt to increase the percentage students who understand the selection process to be more than 90%.

**Priority:** High

**Target Date:** 07/2009

Outcome will be measured again next academic year (2009-10). Group advisement/counseling workshops will be designed and implemented in the attempt to increase the percentage students who understand the selection process to be more than 90%.

## **Analysis Answers**

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### **What were the strengths of your assessment process?**

The assessment was data-driven to identify the effectiveness of serving students. Further the method of using query builder and informer reports was efficient.

### **What were the weaknesses of your assessment process?**

None observed.

**What was learned as a result of your assessment process?**

1. Health program prospective students tend to get their information from Advisors, Counselors, and web.
2. Available testing times seems to be meeting the needs of the customers.

**How will what was learned impact the direction and emphasis of your academic or support unit?**

1. Collaboration with other areas to better communicate the health admissions process.
2. Implementation and funding of Document Imaging project.