Continuous Improvement: Is that even possible in a demanding environment?

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Just Thinking…

• What do your customers think about the service your area is providing?

• If you could ask your customers in an anonymous way, what would they say about your service?
Just Thinking...

• That is what the Assessment Managers at Florida State College at Jacksonville began to ask ourselves as a group.

• At this point we decided to craft a survey using SurveyMonkey in an attempt to understand the answer.

• Keep in mind, at this point this had nothing to do with IE.
Kent Campus Assessment and Certification Center Survey

1. I was greeted in a professional manner by a staff member when I entered the assessment center?
   - Yes
   - No

2. I received helpful information which familiarized me with the assessment directions and procedures.
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree

3. I found the assessment room environment to be favorable for assessment taking in regards to limited noise, ample space, and overall comfort.
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree

4. I would describe the services I received today in the assessment center as professional:
   - Strongly Agree
   - Agree
   - Neutral
   - Disagree
   - Strongly Disagree

5. Please describe any improvements you recommend that could be made in our assessment center.

   [Blank space for input]
Off We Go!

- So Assessment launched our own Assessment Survey.

- We began emailing the results to our staff.

- At this point, I want to share with you a story involving one of my staff members.
Off We Go!

• Then at one of our Assessment Manager’s Meetings, our Executive Dean of Student Success Engagement asked why this was not be part of IE.

• This was also around the time the College began developing a College-wide Customer Satisfaction Survey.

• The point is, this is one of the key things assessing non-academic units IE is really about:
  – Customer Service, Customers Satisfaction, and Continuous Improvement.
Off We Go!

• At this point we added our survey to our 2011/12 IE Plan, did it again in the 2012/13 Plan, and it is part of our 2013/2014 Plan.

• But we also conducted the College’s Customer Satisfaction Survey.

• Before we look at results, remember the genesis had nothing to do with IE, but instead our customers.
<table>
<thead>
<tr>
<th>Collective Data</th>
<th># of Students that completed Survey question</th>
<th># of responses that did not indicate excellent or good</th>
<th>Excellent or Good % Rate</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The courtesy and professionalism of staff member(s) was:</td>
<td>1506</td>
<td>20</td>
<td>98.7%</td>
<td></td>
</tr>
<tr>
<td>2. The attitude and welcoming experience from the staff member(s) was:</td>
<td>1501</td>
<td>43</td>
<td>97.1%</td>
<td></td>
</tr>
<tr>
<td>3. The knowledge level of and accuracy of information from staff member(s) was:</td>
<td>1500</td>
<td>29</td>
<td>98.1%</td>
<td></td>
</tr>
<tr>
<td>4. The physical environment of the service area you visited was:</td>
<td>1501</td>
<td>27</td>
<td>98.2%</td>
<td></td>
</tr>
<tr>
<td>5. Overall, the service you received today was:</td>
<td>1499</td>
<td>17</td>
<td>98.9%</td>
<td></td>
</tr>
<tr>
<td>Collective</td>
<td># of Students that completed Survey question</td>
<td># of responses that indicated Excellent or Good</td>
<td>Excellent (or) Good % Rate</td>
<td>COMMENTS</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------</td>
<td>---------------------------------------------</td>
<td>-----------------------------------------------</td>
<td>--------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>1. The courtesy and professionalism of staff member(s) was:</td>
<td>879</td>
<td>872</td>
<td>99.2%</td>
<td></td>
</tr>
<tr>
<td>2. The attitude and welcoming experience from the staff member(s) was:</td>
<td>872</td>
<td>862</td>
<td>98.9%</td>
<td></td>
</tr>
<tr>
<td>3. The knowledge level of and accuracy of information from staff member(s) was:</td>
<td>875</td>
<td>867</td>
<td>99.1%</td>
<td></td>
</tr>
<tr>
<td>4. The physical environment of the service area you visited was:</td>
<td>875</td>
<td>864</td>
<td>98.7%</td>
<td></td>
</tr>
<tr>
<td>5. Overall, the service you received today was:</td>
<td>875</td>
<td>869</td>
<td>99.3%</td>
<td></td>
</tr>
</tbody>
</table>
Year over Year Comparison
2011/12 to 2012/13

• Question 1 (courtesy and professionalism) (98.7% increased to 99.2%).
• Question 2 (welcoming experience) (97.1% increased to 98.9%).
• Question 3 (knowledge and accuracy of information) (98.1% increased to 99.1%).
• Question 4 (physical environment) (98.2% increased to 98.7%).
• Question 5 (overall service) (98.9% increased to 99.3%).
Year over Year Comparison

- Great! Right?
- But what did we learn
- What did we improve
- What did we uncover and correct
- These too are critical pieces. Continuous high-level customer service is important. But never forget, equally important, some would argue more important, is correcting or improving processes.
Another Idea...

• Another point we began to wonder about involved student understanding as it relates to the PERT.

• The PERT is the primary placement vehicle. Prior to testing do students really understand the importance of the PERT as well as key issues involving the test itself.
OUTCOME

• “Before testing, students will understand the impact of the Post-Secondary Education Readiness Test (PERT) as it relates to their placement into college credit or developmental courses.”
IT HAS TO BE A BETTER WAY.
Outcome #1 Measures

Measure #1
• Students will be advised via video advising on the impact of the college placement test as it relates to their placement into college credit and developmental courses. To measure understanding, Assessment and Certification Center staff will administer the PERT Quiz via the PERT database to all students taking the PERT to verify that students understand the impact of the placement test, how scores are used in determining placement, and the retest policies.

• Target 85%

Measure #2
• Students will be advised via the video advising and will be provided a 10 question PERT FAQ sheet that provides 10 important points on the PERT as it relates to their placement into college credit and developmental courses during the check-in phase while the student is completing required paperwork.

• Target 85%
Survey Questions

1. What is the purpose of the Post-Secondary Education Readiness Test (PERT)?
   a. To determine if a student will be able to attend college at Florida State College at Jacksonville.
   b. To assess a student’s skill levels in English, mathematics, and reading for proper placement in these courses.
   c. To determine if a student is eligible for financial aid while taking college courses at Florida State College at Jacksonville.

2. What happens if a student does not reach an established score on the English, mathematics, or reading subtests on the PERT?
   a. The student cannot take classes at Florida State College at Jacksonville.
   b. The student must pay for all courses out-of-pocket.
   c. The test is not pass or fail; the scores are used to determine the beginning English, mathematics, and reading courses most likely to lead to success as a student enters Florida State College at Jacksonville.

3. Although this test is not timed, the entire test will take approximately:
   a. 1 hours
   b. 2 hours
   c. 3 hours

4. What is the maximum number of times a student can take the PERT before beginning classes?
   a. One
   b. Two
   c. Three

5. The cost to re-take the PERT is:
   a. $10
   b. $15
   c. $22
PERT FAQs

1) What is the purpose of the Post-Secondary Education Readiness Test (PERT)?
The purpose of the PERT is to assess student’s current skill levels in English, mathematics, and reading for proper placement in these courses.

2) What other examinations, besides the PERT can be used to establish college readiness?
The SAT, ACT, Accuplacer CPT, FCAT, and FCAT 2.0 can all be used to establish college readiness.

3) How long are college placement scores valid?
SAT, ACT, CPT, PERT, FCAT, and FCAT 2.0 scores are valid for 2 years. The only exception to this rule is reading exemption which does not expire.

4) Where are college placement examinations administered?
The PERT and CPT are administered by appointment in the assessment and certification center at Downtown Campus, Kent Campus, North Campus, South Campus, Deerwood Center, Cecil Center North, the military bases in Jacksonville, and Nassau Center. Individuals living outside the First Coast area can coordinate CPT and PERT testing through Open Campus assessment services.

5) What should I do if I need special accommodations when taking the PERT or CPT?
The College fully complies with the provisions of the Americans with Disabilities Act (ADA). If you require accommodations due to a diagnosed disability, you should contact the office of services for students with disabilities BEFORE scheduling or taking any college placement assessment.

6) What scores are required to pass each section of the PERT?
The PERT is not a pass / fail examination, there are no required scores to begin college at Florida State College at Jacksonville. Instead, the PERT is used to determine the beginning English, mathematics, and reading courses most likely to lead to success as a student enters Florida State College at Jacksonville.

7) Is a calculator allowed on the mathematics portion of the PERT?
You are not allowed to have a calculator when taking the PERT. There are a few questions in which you will be allowed to use a calculator. On these questions you will see a virtual calculator icon in the bottom left hand corner.

8) How long do I have to complete the PERT?
The PERT is untimed. If you are completing the entire PERT it will take approximately 3 hours to complete.

9) How many times can a new student take the PERT prior to starting classes?
A new student starting classes at Florida State College at Jacksonville can take the PERT a total of (2) times before starting classes.

10) How much does the PERT cost to take?
The first attempt is free. A retake is $22.00 regardless of the number of sections you are taking.
PERT Advising Video
Findings
## Outcome 3: PERT Awareness (80% accuracy per question)
### 2010/2011

<table>
<thead>
<tr>
<th>Collective Data - All Campuses/Centers Questions</th>
<th># of Students</th>
<th># of Incorrect Questions</th>
<th>Correct % RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I need a score of __ to place in college level English</td>
<td>1439</td>
<td>80</td>
<td>94%</td>
</tr>
<tr>
<td>2. I need a score of __ to place in college level math courses</td>
<td>1439</td>
<td>96</td>
<td>93%</td>
</tr>
<tr>
<td>3. I need a score of __ to exempt reading prep courses</td>
<td>1439</td>
<td>82</td>
<td>94%</td>
</tr>
<tr>
<td>4. Although this test is not timed, it will take:</td>
<td>1439</td>
<td>85</td>
<td>94%</td>
</tr>
<tr>
<td>5. How many times can I take this test before beginning classes?</td>
<td>1439</td>
<td>221</td>
<td>84%</td>
</tr>
<tr>
<td>6. The cost to re-take this exam is:</td>
<td>1439</td>
<td>16</td>
<td>99%</td>
</tr>
</tbody>
</table>
### Outcome 1, Measure 1, PERT Awareness Quiz (85% accuracy per question)

#### 2011/2012

<table>
<thead>
<tr>
<th>Collective Data</th>
<th># of Students</th>
<th># of wrong responses</th>
<th>Correct % Rate paper-based survey (O1,M1)</th>
<th>Correct % Rate computer-based survey (O1,M2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. What is the purpose of the Post-Secondary Education Readiness Test (PERT)? (b)</td>
<td>1487</td>
<td>31</td>
<td>97.9%</td>
<td>96.8%</td>
</tr>
<tr>
<td>2. What happens if a student does not reach an established score on the English, mathematics, or reading subtests on the PERT? (c)</td>
<td>1487</td>
<td>17</td>
<td>98.9%</td>
<td>98.8%</td>
</tr>
<tr>
<td>3. Although this test is not timed, the entire test will take (3hrs) (c)</td>
<td>1487</td>
<td>110</td>
<td>92.6%</td>
<td>77.7%</td>
</tr>
<tr>
<td>4. How many times can you take this test before beginning classes? (b)</td>
<td>1487</td>
<td>247</td>
<td>83.4%</td>
<td>68.4%</td>
</tr>
<tr>
<td>5. The cost to re-take the PERT is: (c)</td>
<td>1487</td>
<td>12</td>
<td>99.2%</td>
<td>95.7%</td>
</tr>
</tbody>
</table>
### Outcome 1, Measure 1, PERT Awareness Quiz (85% accuracy per question)

2012/2013

<table>
<thead>
<tr>
<th>Collective Data</th>
<th># of Students</th>
<th># of wrong responses</th>
<th>Correct % Rate computer-based survey (O1,M1)</th>
<th>Correct % Rate computer-based survey with FAQ (O1,M2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. What is the purpose of the Post-Secondary Education Readiness Test (PERT)?</td>
<td>1710</td>
<td>34</td>
<td>98.0%</td>
<td>98.7%</td>
</tr>
<tr>
<td>2. What happens if a student does not reach an established score on the English, mathematics, or reading subtests on the PERT?</td>
<td>1710</td>
<td>34</td>
<td>98.0%</td>
<td>98.5%</td>
</tr>
<tr>
<td>3. Although this test is not timed, the entire test will take</td>
<td>1710</td>
<td>279</td>
<td>83.7%</td>
<td>83.4%</td>
</tr>
<tr>
<td>4. How many times can you take this test before beginning classes?</td>
<td>Question was deleted due to SB 1720</td>
<td>FL Board Rule make question N/A</td>
<td>FL Board Rule make question N/A</td>
<td></td>
</tr>
<tr>
<td>5. The cost to re-take the PERT is:</td>
<td>1710</td>
<td>70</td>
<td>95.9%</td>
<td>98.1%</td>
</tr>
</tbody>
</table>
Final Thoughts

• Some of our plans have been executed flawlessly and the results were fantastic.

• Others...

• Not so much.

• But...
Final Thoughts

• I believe the key is to begin to ask yourself those probing questions about customer service, customer satisfaction, and process improvement.

• And continue to work to create a culture of high level customer service and continuous improvement that is validated by your customers.
Questions?