

**VALENCIA COMMUNITY COLLEGE**  
**Student Affairs Department Unit Plan**

**Active Cycle** (academic year): **2016 - 2017**

**Area** (Department/Program): **Enrollment Services**

**Person Responsible:** **Jacquelyn Thompson**

	<b>Plan</b>
<b>1. Goal</b> -principal purpose of plan (include how this relates to serving students or increasing student success or supporting LifeMap)	<p>Enrollment Services Goal: Strengthen mastery of content shared through Enrollment Services contact to increase student preparation, self-efficacy, and success while increasing service levels.</p> <ul style="list-style-type: none"> <li>• Create and commit to a culture of internal and external collaboration.</li> <li>• Cultivate comprehensive quality assurance and staff development programs.</li> <li>• Focus on proactive outreach to prospective students seeking enrollment in a Valencia College educational opportunity.</li> </ul>
<b>2. Objectives</b> -what will be accomplished and measured	<ol style="list-style-type: none"> <li>1. Implement comprehensive training and quality assurance program to review, evaluate, and coach staff in all contact methods to increase mastery of content by 90%.</li> <li>2. Maintain weekly call answer rate of 90% year-round.</li> <li>3. Maintain email process to ensure inquiries are answered with 24-hour period or less year round.</li> <li>4. Implement Constituent Relationship Management software, Ellucian Recruit, to manage proactive outreach to prospective students.</li> </ol>
<b>3. Measures and Findings –</b> How specifically measures will be conducted. How will we know the objective has been achieved?	<ol style="list-style-type: none"> <li>1. Quality Assurance Data will be reviewed to determine training needs and coaching will be given individually to each staff member. Trends will be noted throughout year to determine if training and coaching has been successful.</li> <li>2. Weekly call reports will report answer rates.</li> <li>3. Weekly review of email response rates will be included in data reports.</li> <li>4. Calendar of training, quality assurance, and teambuilding events for each team will indicate achievement in accommodating increased opportunities for these functions.</li> <li>5. Collaborate with key partner areas such as Marketing, Admissions, Atlas, and Transitions Planning to plan, implement, and evaluate proactive outreach for Enrollment Services team.</li> </ol>
<b>4. Action Plan –</b> what is the implementation plan?	<ol style="list-style-type: none"> <li>1. Continue to develop content mastery               <ol style="list-style-type: none"> <li>a. Consistent monthly review of recordings using Quality Assurance Review Instrument with all staff members during non-peak period.</li> <li>b. Review data gathered from Quality Assurance Reviews to develop on-demand and long-term training programs.</li> <li>c. Review training materials and compare to the data gathered from previous contacts.</li> <li>d. Apply the process of identifying weaknesses, coaching, training, and review consistently.</li> </ol> </li> <li>2. Maintain improved call answer rate</li> </ol>

	<ul style="list-style-type: none"> <li>a. Continue data review to determine possible training needs.</li> <li>b. Train and communicate expectations and provide staff feedback; continue cycle to meet goals.</li> </ul> <p>3. Maintain 24-hour incoming email inquiry answer turnaround</p> <ul style="list-style-type: none"> <li>a. Continue to track email response rates and determine possible training needs.</li> <li>b. Train and communicate expectations and provide staff feedback; continue cycle to meet goals.</li> </ul> <p>4. Increase opportunities for staff development</p> <ul style="list-style-type: none"> <li>a. Retreat with coordinators and director to make strategic plans for training, quality assurance, and teambuilding.</li> <li>b. Set calendar for training rotations, systematic quality assurance protocols, and teambuilding events.</li> <li>c. Meet individually and as a management team on a regular basis to implement plans, evaluate success, and make improvements to meet goals.</li> </ul> <p>5. CRM Implementation</p> <ul style="list-style-type: none"> <li>a. Meet with partner areas on a regular basis to develop and implement plans.</li> <li>b. Organize team within Enrollment Services to focus on proactive outreach led by one assigned Coordinator.</li> </ul>
<p><b>5. Achievement Summary/Analysis-</b>What was learned from the assessment results? What changes will you make in your initiative for the year to come?</p>	
<p><b>6. General Education Learning Outcome</b></p>	
<p><b>7. Strategic Plan Outcome</b></p>	<p>Goal 1 Build Pathways, Objective 1.1 Transition to College</p>