

**VALENCIA COMMUNITY COLLEGE**  
**Student Affairs Department Action Plan**  
**WEAVE Online Form**

**Active Cycle** (academic year): **2010-11**

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

**Person Responsible:** **Jessica Morales**

|   | <b>Plan</b>  |
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| <b>1. Goal</b> -principal purpose of plan (include how this relates to serving students or increasing student success or supporting LifeMap)              | <b>Create a better student experience for callers who reach Enrollment Services.</b>   |
| <b>2. Objectives</b> -what will be accomplished and measured  | <b>Increase and improve the level of service to prospective and current students by phone in Enrollment Services.</b>  |
| <b>3. Measures and Findings</b> – How specifically measures will be conducted. How will we know the objective has been achieved?                          | <b>Review outcomes in the trouble ticket system, review surveys, track call volume which will allow us to establish benchmarks.</b>  |
| <b>4. Action Plan</b> – what is the implementation plan?  | <b>Even the work load between our two call centers, staff the centers appropriately, establish benchmark data, create a procedures manual for Enrollment Services to be available online, add double monitors to each workstation, develop trouble ticket system, request improved communication by other departments with Enrollment Services, develop a student authentication system to comply with FERPA.</b>  |
| <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? | <b>IP phone lines were setup for our East campus call center which allowed us to staff both centers in the same call queue; this automatically evened the workload between our two call centers. We added double monitors to all the workstations which allow our advisors to navigate between screens during a call more easily. We also improved our SharePoint site and have added resources and procedures that any staff member can readily access. The trouble ticket system has been extremely helpful in identifying areas that we need to improve our processes among Students Affairs, where more training needs to take place, and helps to resolve student issues more efficiently. We still have not been able to implement an authentication system and will be continuing to work on this in the upcoming year. As people learn more about Enrollment Services we have noticed improved communication with our team and hope to continue improving this each year. With our new reports we have established average call times and can anticipate our call volume throughout the year; this has helped in staffing the centers accordingly and working with staff to provide quality service to callers. We have also observed calls and have worked with individuals by coaching on how they can create a better student experience. This past year we learned that we have maxed out our capacity and will be working toward finding a solution that will help in ensuring we do not have system issues. We will also need to be more heavily staffed to keep up with the call volume and demand of our students.</b> |
| <b>6. General Education Learning Outcome</b>  |  |

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| <b>7. Strategic Plan Outcome</b> | <b>Goal 1 Build Pathways, Objective 1.1 Transition to College</b> |
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#6 and # 7 Under Outcomes in WEAVE, you can select “General Education Learning” and/or “Strategic Plan Outcome” from the drop down list in WEAVE. You can select all that you believe relates to your Goal and Objective.