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

**Active Cycle** (academic year): **2012-13**  
**Area** (Department/Program): **Dean of Students, Winter Park Campus**  
**Person Responsible:** **Dr. Cheryl Robinson**

| Plan | **1. Goal** - principal purpose of plan  
(include how this relates to serving students or increasing student success or supporting LifeMap) | Partner with Academic Affairs to conduct LifeMap & Student Services training to campus staff |
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<tbody>
<tr>
<td><strong>2. Objectives</strong> - what will be accomplished and measured</td>
<td>Campus staff will increase their understanding of the LifeMap system &amp; Student Services functional areas</td>
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<td><strong>3. Measures and Findings</strong> – How specifically measures will be conducted. How will we know the objective has been achieved?</td>
<td>Staff will express satisfaction with the training received. Staff will be able to answer a series of questions on appropriate referral sources for student questions.</td>
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<td><strong>4. Action Plan</strong> – what is the implementation plan?</td>
<td>Student Services staff will host at least three campus trainings to increase LifeMap understanding and student services functional areas of campus staff. The planned trainings will cover the Answer Center, the Career Center and New Student Orientation.</td>
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<td><strong>5. Achievement Summary/Analysis</strong> - What was learned from the assessment results? What changes will you make in your initiative for the year to come?</td>
<td>We asked faculty and staff what topics they would most like to learn about from Student Services areas. While we thought they would be our functional areas as noted above, they were actually different topics than expected. We provided a training on financial aid which included a “quick reference guide” to the most frequently asked questions. We provided an overall Atlas overview when the platform went through an upgrade. Not only did we highlight the new features and navigation in Atlas, but we were able to have discussion on how to perform other functions not typically in Student Services such as how to easily pull class rosters and e-mail the class. Additionally, we did an overview of the Probation Student Pilot we have been developing at Winter Park. This was well received and a math faculty member from Winter Park volunteered to serve on the committee to move this work forward. We will continue to provide trainings and updates to faculty and staff on requested topics in the upcoming year.</td>
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<tr>
<td><strong>6. General Education Learning Outcome</strong></td>
<td>Not applicable</td>
<td></td>
</tr>
<tr>
<td><strong>7. Strategic Plan Outcome</strong></td>
<td>Build Pathways</td>
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| **Plan** |  
|---|---|
| **1. Goal**—principal purpose of plan (include how this relates to serving students or increasing student success or supporting LifeMap) | Evaluate the usage of online chat, including the types of questions asked and volume of requests. Make recommendations for program continuation and improvement. |
| **2. Objectives**—what will be accomplished and measured | We will track chat usage for the time slots offered and move sessions to high demand times. We will track the types of questions offered to determine if these are “just in time” questions that need to be answered via chat or if they can be handled through the advising e-mail. |
| **3. Measures and Findings**—How specifically measures will be conducted. How will we know the objective has been achieved? | The advisor conducting the chat will track usage during each chat session. The advisor will track the types of questions asked using a spreadsheet. We should see an increase in the usage of online chat. |
| **4. Action Plan**—what is the implementation plan? | We have developed a tracking system we will implement. We will adjust the times of the chat sessions each term to maximize student usage based on usage in the prior term. We will train an additional advisor on the use of online chat to assist with coverage. We will collaborate with the Deans of Students and Marketing and Strategic Communications to promote the service. |
| **5. Achievement Summary/Analysis**—What was learned from the assessment results? What changes will you | Advising Chat remains relatively under the radar. The Marketing Department promoted the service twice in the fall and twice in the spring. Usage spikes corresponded with an Atlas announcement in December, but it otherwise appears to follow general traffic patterns for Student Services (higher volume at beginning of each semester, higher volume before Winter Break). In addition to Marketing updates on Facebook (and the one Atlas announcement), students can potentially find out about chat through word of mouth referrals or from the front desk staff in Student Services at the Winter Park Campus. *The front desk staff has been referring students to chat if they call during chat hours and have |

**General Summary**
make in your initiative for the year to come?

asked for assistance by phone. As a result, a couple students have used chat based on phone referral.

*This is the chat data as of June 2013. Summer semester is still in progress.

**Also of note: Chat has not been promoted by Marketing at all so far this semester.
Advising Chat was advertised by Marketing on the following days: Feb. 6 (Facebook post) and Feb. 11 (Facebook post). There is a spike in usage on the 6th that corresponds with the Facebook post.
Advising Chat was advertised by Marketing on the following days: Oct. 29 (Facebook post) and Dec. 14 (Atlas announcement). There is a spike in usage for the last week in December that corresponds with the Atlas announcement.

**Overarching Trends in Usage**

**Topics Covered**
Top 10 reasons students are speaking with an Advisor on Advising Chat (with #1 being the most popular reason)…

1. Degree audit
2. Financial aid (requirements, disbursement, etc.)
3. Degree planning
4. Course prerequisites (errors, overrides, CQ/DQ)
5. Course selection for current semester registration
6. Registration (how-to, time ticket, etc.)
7. SAP appeal/Academic probation
8. Change of major
9. General Atlas questions
10. GPA (at end of term when grades have rolled)
### Length of Session

The vast majority of chat sessions last about 20 minutes. If they don’t last 20 minutes, they will likely last 10-15 minutes. On rare occasions, chat sessions can last as little as 5 minutes, or as long as 60-80 minutes. On the rare lengthy chat, the student seems to be keeping their chat window open while they are filling out forms or accessing information in their Atlas account, so they can then check back in with the advisor for any additional questions. With the exception of one student, they are not continuously chatting for 60-80 minutes.

### Types of Chat User

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<th>User Type</th>
<th>Description</th>
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<td>Super User</td>
<td>This type of student has requested the chat service, and then used it at least twice a month on average. Normally, they will ask quick questions through chat.</td>
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<tr>
<td>Occasional User</td>
<td>This type of student has requested the chat service, and then used it more than once. Normally, they will use chat once every couple of months.</td>
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<tr>
<td>One-time User</td>
<td>This type of student has requested the chat service, and then used it once (up until now).</td>
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<tr>
<td>Non-user</td>
<td>This type of student has requested the chat service, but has never actually used it. To date, about half of the service requests have been accepted, but then not actually used. This student is most likely planning ahead in case they ever do feel the need to use chat.</td>
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As you can see, the majority of students who use chat only use it once when they have a pressing question to ask, or need help with a time-sensitive requirement (financial aid appeal, graduation app, etc.). The occasional users tend to use chat at least twice a semester for course selection and degree planning assistance, and the super users tend to chat each month for a variety of issues.
We are in the process of acquiring a new chat software that is an add on to our current phone system. We are not sure of all the capabilities of the system but have come up with the following as a possible implementation plan in the upcoming year:

Student clicks on a button in Atlas to “Chat with an Academic Advisor”

Enters into a CSM Central Chat Queue

Someone sorts out the queued chats to “on the clock” advisors so everyone has a manageable load. This person can also chat.

Advisor #1

Advisor #2

Advisor #3
Designated chat advisor ideas:
- Possibly only offer it during peak periods as an added support channel and add it to enrollment/registration emails in Atlas?
- Rotating hours for full support throughout normal Student Services hours
- Advisor ideas:
  - Online Advisors
  - WP Advisors
  - LNC Advisors
- Other Groups? (A Financial Aid Specialist? Graduation/Records? Direct Connect Advisor?)

Wish list functionality:
- Visual cue on Atlas landing page, or along the top navbar next to the email button that changes colors depending on chat availability (green for available, red for offline)
- Ability to send files (forms, etc.)
- Screen sharing capability (to help student navigate Atlas)
- Ability to transfer chat to another person (would be needed in case of student being referred to CPA, or if we had other offices offer someone available on chat, like Financial Aid)

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