

Student Learning Outcome and Service Area Outcome Report: Welcome Center 2016-2018



SLO/SAO Overview of Results

Type	Outcome	Results
SLO – 16-17	Students will know the enrollment steps after attending a First Monday Information event.	Ten (10) First Monday Information Sessions have been conducted between October 2016 – August 2017 Sessions conducted on the First Monday of each Month from 6:30 pm – 8:30 pm PowerPoint presentation Total of 37 attendees (August – May)
SLO – 17-18	Students will know the enrollment steps after attending a Third Thursday Information session.	One 1 st Monday and Six 3 rd Thursday Sessions between August 2017 – May 2018 Sessions conducted on the 3 rd Thursday of each Month from 6:30 pm – 8:30 pm Phone Calls made and emails sent to HS Counselors and Fall 2018 Applicants Total of 32 attendees (August – May)
SAO – 16-17	Student will visit campus more frequently as a result of an increase in recruitment outreach activities.	Total # of Campus Visitors 2015 – 2016 = 3,142 Total # of Campus Visitors 2016 – 2017 = 4,577 NSO/Campus Tours/Discover PAC/PAC Rising Scholar/1 st Monday & 3 rd Thursdays FTIC Fall 2017 Enrollment 1675 (Certified Count)
SAO – 17-18	Increase the matriculation of Prospective Students by increasing attendance at campus events and campus tours.	Total # of Campus Visitors 2016 – 2017 = 4,577 Total # of Campus Visitors 2017 – 2018 = 9,387 NSO/Campus Tours/Discover PAC/PAC Rising Scholar/1 st Monday & 3 rd Thursdays / 4 Apply Texas Days @ PAC (2017 – 2018 only) FTIC Fall 2018 Enrollment (1570 Certified Count)



Use of Results

Action Item	Owner	Timeline
<p>Results for tracking all on campus visitors with respect to matriculation proved difficult. New SAO needs to be created to track Walk-In visitor feedback and understanding NSO Readiness.</p> <p>Create adjusted WC Satisfaction Survey and create robust survey dissemination strategy.</p>	<p>Karla Frausto & Miguel Valdez</p>	<p>September 30, 2018</p>
<p>Lack of 1st Monday & 3rd Thursday Attendees proved difficult to assess student's learning outcomes (SLO). Create new SLO to build awareness on NSO Readiness.</p> <p>Create PR Campaign.</p> <p>Create Survey to disseminate at CC Schools and email to non CC applicants with frequency.</p>	<p>Andres Arredondo & Leandro Esparza</p>	<p>October 15, 2018</p>



2016-2017 Assessment Plan

Palo Alto College Student Success SLO/SAO Assessment Cycle Template

DEPARTMENT NAME: Welcome Center

Academic Year: 2016 - 2017

Student Learning Outcome (SLO)	PAC Strat. Direction and ILOs*	Methods to Achieve and Means of Assessment	Assessment Timeline	Dissemination/ Communication of Results
1. Students will know the enrollment steps after attending a First Monday Information event.	Strategic Direction 1: Empowering Students for Success ILOs 3, 6	<ul style="list-style-type: none"> Post survey at end of each event asking students- Did you learn about the Enrollment Steps One minute reflection at the end of each event asking students- What did you learn about the enrollment steps that you did not know before attending this session? 	At the conclusion of each First Monday Information Session	Results will be communicated at Student Success Weekly Tactical each month following the First Monday Event
Student Learning Outcome (SLO)	PAC Strat.Direction and ILOs*	Methods to Achieve and Means of Assessment	Assessment Timeline	Dissemination/ Communication of Results
1. Students will visit campus more frequently as a result of an increase in recruitment outreach activities.	Strategic Direction 1: Empowering Students for Success ILO 6	<ul style="list-style-type: none"> Update online campus tour request form to ask – Why did you decide to schedule a tour? (PAC Advisor, HS Counselor, Recruitment Fair, Website/Social Media/Radio, Other) Compare attendance at campus visit events defined as campus tours and Discover PAC! from 15-16 to 16-17 	Monthly	Results will be communicated at Student Success Weekly Tactical at the end of each semester



2017-2018 Assessment Plan

Palo Alto College Student Success SLO/SAO Assessment Cycle Template

DEPARTMENT NAME: Welcome Center

Academic Year: 2017 - 2018

Department Mission:

The Welcome Center at Palo Alto College provides a comprehensive host of services to prospective students to support them during the enrollment process.

Student Learning Outcome (SLO)	PAC Strat. Direction and ILOs*	Methods to Achieve and Means of Assessment	Assessment Timeline	Dissemination/ Communication of Results
Students will know the enrollment steps after attending a Third Thursday Information session.	Strategic Direction 1: Empowering Students for Success ILOs 3, 6	Conduct a survey at the end of each session asking students the following questions: 1. What is the first required step in the enrollment process? 2. Which enrollment step is a State Law? 3. Name three ways to pay for college? 4. Why is learning this information important to you? (2-3 sentences)	At the conclusion of each Third Thursday Information Session.	Results will be communicated at Mid-Fall, End of Fall, Spring Retreat and by Executive request.
Service Area Outcome (SAO)	PAC Strat. Direction and ILOs*	Methods to Achieve and Means of Assessment	Assessment Timeline	Dissemination/ Communication of Results
Increase the matriculation of Prospective Students by increasing attendance at campus events and campus tours.	Strategic Direction 1: Empowering Students for Success ILO 6	Compare attendance results from Discover PAC, PAC Rising Scholar, Third Thursday Information Sessions, Scholarship Preview Day and campus tour visits from 2016 – 17 to 2017 – 2018.	Monthly	Results will be communicated at Mid-Fall, End of Fall, Spring Retreat and by Executive request.

