

Administrative, Educational and Student Support Units
Annual Assessment Findings Report

Directions: Use content from your 5-Year Assessment Plan, and data collected and analyzed to complete the Annual Assessment Findings Report for the corresponding year. Submit report electronically to aess@york.cuny.edu.

Assessment Year: 2018-2019

Division: Administrative Affairs

Unit: Admissions

Date: August 5, 2019

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Other contributors (e.g., person who analyzed data): [Click here to enter text.](#)

Unit Mission: The office of Admissions is dedicated to inspiring students to pursue their academic goals at York College. We recruit, admit, and encourage the enrollment of applicants from diverse populations, regionally, nationally, and internationally.

1. Record each goal, corresponding outcome(s), measure(s), the target(s) of success, and if applicable, the student ILO(s). For each outcome listed above, describe the conclusions, significance and implications of the data collected for the assessment year indicated above (e.g., 2018-2019). Describe the results in comparison to the target of success, and if applicable, the student ILO(s) identified prior to data collection. What is your interpretation of the results?

Remember to use information from your approved 5-Year Assessment Plan.

Goal(s)	Outcome(s)	Student ILOs (if applicable)	Measures and Target of Success	Analysis, Findings, and Use of Results
To provide excellent customer service.	1.1 Reduction in the time it takes to serve students that walk in to the Admissions Office		Reduce the average wait time by 10 minutes.	1.1 The target for success comes from anecdotal evidence and observations in recent years. With the implementation of Y-Connect, we can now analyze wait time data for walk-in students. According to Y-Connect there were 7,271 students that signed in from September 1, 2018 through August 31, 2019. The average time it took from student sign-in to a resolution for their visit was about 17 minutes. The resolution time includes instances where a student may simply hand in a document, taking less than a

Goal(s)	Outcome(s)	Student ILOs (if applicable)	Measures and Target of Success	Analysis, Findings, and Use of Results
				minute to instances where a prospective student may actually apply and then meet with a counselor, where the total time could reach 60 minutes. The average service time seems to be very good and may indicate that Admissions is doing well in this regards.
	1.2 Student satisfaction with in office wait time		60% of students who complete the survey will report satisfaction	1.2 A survey was sent to all students that have walked into the Admissions Office to determine the satisfaction with service time. A total 871 students out of 7,271 students responded to the survey (12%). About 95% of the students that submitted answers to the surveys indicated that the Admissions Office served them in a timely fashion. This also may indicate that Admissions is going well in this regards, but it would be good to have a larger pool of respondents to truly make that assessment, considering that 73% of the students that were sent a survey actually viewed it (via e-mail).

2. Action Plan. Using information from the Analysis, Findings, and Use of Results section above, what steps will you take to ensure recommended changes will be implemented and sustained? If no changes are being recommended, provide an explanation with supporting evidence. *(Add additional rows for outcomes, as needed by copying and pasting the appropriate outcome textbox. You may delete any unneeded textboxes.)*

Outcome 1.1 Reduction in the time it takes to serve students that walk in to the Admissions Office

Recommended changes: Now that data can be analyzed to determine service time, this needs to be monitored throughout the coming year to determine if changes are needed or not. It is

also imperative that the staff properly record the service time (as some aspects of Y-Connect require manual entry) to ensure that the recorded service times and averages are correct.

Outcome 1.2 2 Student satisfaction with in office wait time

Recommended changes: A recommended change would be to add more ways for a student to fill out survey questions related to customer service and service times. This may have to include opportunities to fill out a survey before they leave or to perhaps add an incentive for students to fill out the surveys to try and increase the percentage of students that submit it.

3. Communicating Results: Describe how you communicated assessment results, recommendations, and changes to appropriate stakeholders (e.g., staff, supervisor, students).

Assessment results are communicated to the staff at regular staff meetings. Customer service is always an agenda item. The results are used to encourage staff to continue to improve with providing good customer service.

4. Action Taken: Describe how you used the results from last year to inform your action this year. Narrative should include action(s) taken or changes implemented as identified by assessment activities completed (i.e., closing the loop). Indicate when the changes were implemented and when they will be reassessed to see if they helped to improve support outcomes (SOs) and/or student learning outcomes (SLOs).

Good customer service has been a priority for the college for some time. A customer service committee was formed to deal with concerns and issues related to customer service. Admissions had already developed an on-line student sign-in sheet to track customer interaction, wait times, etc. Y-Connect was expanded on this concept to include an internal sign-in sheet for all front-line offices and to provide more detailed data. Admissions, as a main front-line office has sought to take the lead when it comes to assessing customer satisfaction.

5. Achievement Summary: York College is excited to hear about what is going well! Share your unit's proudest accomplishments for this assessment period.

It appears that customer satisfaction, according to the survey, is strong. This perhaps has led to a strong freshman enrollment for the Fall 2018 semester. York registered 1,169 freshman, the most in its history.

6. Assessment Plan Year Increased attendance at college fairs and high school visits in Nassau County: Briefly outline the assessment plan for next year. Explain any revisions you will need to make based on results (e.g., revision in outcomes, target for success, measuring instrument). Attach an updated 5-Year Assessment Plan for your unit. (Remember to revise the years.)

Admissions will seek to add more recruitment events in Nassau County to its calendar. The increased attendance at college visits in Nassau County will hopefully lead to greater enrollment.

7. Annual/Special Reporting (optional): Highlight accomplishments directly related to how assessment activities in your area contributed to the mission of the division and the College-- not assessed elsewhere, but related to operational effectiveness.