

Admissions Office Assessment Planning 2012-13

Submitted by Irene Ziemba, September 21, 2012

Brief summary of assessment data gathered in 2011-12	Brief description of insight(s) from data	Brief description of action item(s) or modification based on data	Strategy for implementation	Position responsible and timeline	Plan for assessment of action item or modification
<ul style="list-style-type: none"> Student Visitor Program visit evaluations qualitative data (ongoing 2011-September 2012) Personal observations of Student Visit Coordinator July 2012 – September 2012 	Data suggests that some visiting students and parents are confused about what we offer to visitors on specific days and times	Conduct thorough review of visit information and request pages on websites. Once completed, work on developing possible changes to the visit scheduling process and work with Diane Kahaumia to change the visit website pages.	Assign student ambassadors to review visit pages' clarity and accessibility. Collect their feedback and use it to help guide any possible revisions to visit process and website.	<p>Student Visit Coordinator</p> <p>Begin review of website in mid October, and work to make changes in communication s by the beginning of winter quarter</p>	<ul style="list-style-type: none"> Monitor qualitative data in evaluations sent out throughout fall quarter 2012 Monitor number of visit requests that Student Visit Coordinator has to reschedule or change because of misconceptions about visit availability throughout fall quarter 2012 Monitor qualitative data and number of rescheduled visits again for winter quarter once communication changes have been made in order to see if changes made have been effective.
Student Visitor Program visit evaluations qualitative comments (ongoing 2011-September 2012)	Data suggest that visitors are dissatisfied with tour guides who do not have knowledge of all academic areas, especially their particular area of interest, and of different areas of campus life.	Develop multi-step strategy to improve training and knowledge base of the student ambassadors	Institute regular student ambassador staff meetings with guests from around campus who will educate and update ambassadors on different areas of campus life and academics. Make sure to record and distribute information from these sessions.	<p>Student Visit Coordinator and Student Telecounseling Coordinators</p> <p>Ongoing throughout the year</p>	<ul style="list-style-type: none"> During quarterly evaluations for student ambassadors, check their familiarity with the different areas of campus that they have been trained on throughout the quarter. Monitor visit evaluations for three months before and after strategy to improve knowledge base of ambassadors has been instituted.

