

Annual Assessment Report

EXECUTIVE SUMMARY

As the final step of the AES assessment process, each AES unit is required to submit an Executive Summary. The Executive Summary is a short document which provides an overview of the Unit, and the overall assessment process, highlights key findings and provides recommendation and next steps.

Unit name: Conversion Team and Student Information Center

Assessment year: 2020-2021

The unit's mission

The mission of the Student Information Center and the Conversion Team is to support access and degree completion by connecting with our diverse prospective and enrolled student population, and providing relevant information and services paramount to their enrollment and success.

Assessment results by goal and objectives

Goal 1: Strengthen the communication between LaGuardia and newly admitted students by reinforcing the messaging from other departments regarding student services and other matters that are critical to student academic progress and degree completion.

Supporting Strategic plan goal: 1-Build Student Access and Success

Objective/outcome 1.1

Increase the minimum number of contacts with students who accept LaGuardia's offer to at least 3 within the enrollment period.

Measures:

- Number of contacts & communications made with students throughout the critical enrollment junctions. Data from Connect CRM, SEMS and ISS New Student Funnel
- Viewership of Acceptance email

Overview of findings, recommendations and next steps

Results (see Appendix 2)

- Spring 2021: 4,480 admitted, 4,276 received the information - 9 contacts per student
- Fall 2020: 22,021 admitted, 14,282 received the information - 7 contacts per student
- Fall 2019: 14,182 admitted, 5,593 received the information - 5 contacts per student
- Fall 2018: 14,503 admitted, 6,300 received the information - 4 contacts per student
- Viewership of Acceptance email increased from 23% to 95% through follow-up calls and text messages

Analysis, resulting actions and future initiatives

- Revisions to make the messages more reader-friendly and to align closer to VIP prompts is continuing.
- Utilization of new College system Connect to LaGuardia and push notifications in the LaGuardia Mobile app will be introduced for Spring 2022.

- Continue to arrange communications to provide timely information and foster incoming student enrollment in collaboration with all enrollment departments. See Appendix 1 for communications overview.

Objective/outcome 1.2

Maintain use of various communications media to connect with students and facilitate their enrollment in classes.

Measures:

- Utilize Connect/CRM system and SEMS to determine student reach and engagement level by each form of media (feedback to calls, and access to links within portal, emails, and texts outreach, etc.)

Overview of findings, recommendations and next steps

Results

- SIC worked with ISS on SCORE/Student Communications Outcomes for Retention and Enrollment system. Development began but halted due to staff resources and COVID.
- This system will enable measure of student engagement with each message and media.

Analysis, resulting actions and future initiatives

- Effective communication with students – in-person, by phone, through email, text, chat, online posts, social media, etc., is dependent upon many factors. SIC utilizes multiple formats to maximize reach and student engagement. Prior to implementation of the SCORE system we will continue to use multiple media to reach students and review student view rates and link clicks in emails and VIP portal, as well as responses to texts and emails. Focus to be on “accepting the admissions offer” and then maintaining contact on a short 2 to 3 week schedule.

Goal 2. Work collaboratively with other departments to provide students with accurate information and resources that facilitate their enrollment process.

Supporting Strategic plan goal: 1-Build Student Access and Success

Objective/outcome 2.1

Work closely with NSAR, Testing, CLIP, CUNYStart, Math Start, Financial Aid, Registrar and USIP at each critical enrollment junction from students' acceptance of LAGCC offer to registration.

Measures:

- Frequency of contacts and referrals to other departments/ by type of inquiry.

Overview of findings, recommendations and next steps

Results

In addition to the COVID-related “work from home” environment SIC staffing level decreased 120 hours/week affecting Telecounseling, Data Team and Welcome Center operations. To minimize increased wait times on phone and longer response times to emails, texts and Help Tickets staff schedules were revised to maintain minimal coverage of “open hours”. Each outreach was reviewed in light of staff availability and changes were made to maximize use of electronic systems.

- Overall frequency of contacts is dependent upon several factors including data availability and staff coverage. The average remains planned at 3 weeks between messages to minimize overload.

Analysis, resulting actions and future initiatives

- Each department has posting on the students' VIP portal and mention in at least one general email and at least 2 contacts for follow-up (email and/or text). The message and timely posting is set each semester with the department's approval. SIC staff are cross-trained in providing information and making referrals for department/program follow-up.
- Data collection and tracking needs development to improve accuracy and reporting. Linking SEMS data to student actions recorded in Connect has not been possible but the new Connect to LaGuardia system shows promise as an early stage version of SCORE.

Objective/outcome 2.2

Develop and maintain schedule of communications to facilitate student progress through enrollment steps in partnership with New Student Enrollment departments* and Marketing & Communications

Measures:

- Implement the newly designed Master Schedule (coordinated calendar) of linked messages that coincide with student admission and enrollment status and prompts for "next steps" in enrollment completion.

Overview of findings, recommendations and next steps

Results

Fall 2020 messaging to prompt action through the enrollment steps was mainly done by email followed by text. Only two call projects to facilitated "acceptance" of admissions offer were implemented due to staff limitations. For Spring 2021 text utilization increased especially for reminders and duplicate requests.

Analysis, resulting actions and future initiatives

- Materials updated throughout semesters based on process changes and improved communications tone.
- President's and Admissions emails revised to clarify how to accept admissions offer and log into VIP; new Fast Track/Direct Admission conditional acceptance, testing emails follow-up/2nd chance emails, Enrollment Coach email includes new video with an enrollment overview and included financial aid and scholarships, advising and registration became a series of emails.
- SIC continues to be responsive to College needs and requests. For the Fall 2021 enrollment there were two revisions in call script to include new Merit Scholarship and Reason(s) as to why student does not accept LaGuardia's Admissions Offer.
- The addition of a new text messaging platform, Twilio, should expand abilities for two-way conversations with student

Overall summary

- Providing easy access to and clear guidance to navigate LaGuardia's enrollment services continues to be the main purpose of the Student Information Center. The department's services changed during COVID with the closure of the Welcome Center (in-person) and loss of two full time staff and Grant funding for

part time staff for incoming and outbound calls and data projects (120 hours less per week total). Outbound calls decrease to minimal (only 2 projects for Fall 2020 and Spring 2021), LIVE Chat utilization increased with volunteers in Fall 2020.

- Moving into the post-COVID work environment the SIC continues to revise content of LaGuardia VIP and process emails to provide assistance with enrollment through online and on-campus information. SIC will continue to develop protocols for electronic access to services, deploy in-person, email, text, Live Chat and VIP tools for proactive and responsive interactions with new admits and continuing/current students.
- Recommendation to continue to develop SCORE-concept with Information Systems Services (ISS) and conduct Beta-testing to better plan communications types and content to increase student awareness and action of enrollment requirements and steps.

Appendices

- Appendix 1 - Communications Overview
- Appendix 2 - Contacts and Engagement