Department Name - Admissions and Records

Department Mission Statement – Our mission is to educate students on college policies, procedures, services, and online functions. The staff believes that service to students is our top priority.

Student Learning Outcome – Educating students to use online functionalities is not a static, but a dynamic process that has continued to evolve rapidly over the past decade from homemade legacy student information systems to totally integrated systems, such as Datatel, Banner, and People Soft. The evolution of these changing systems makes it a powerful tool for students to access student records and processes from their homes.

Using a comparison of transcript counts from January, 2008 to January, 2009, there was an increase of EXPRESS (immediate) transcripts from 370 to 487 within one year. For this reason, the Admissions and Records office at SCC felt it necessary to teach students how to request transcripts online, rather than coming to the office in person.

SLO STATEMENT: CURRENT, RETURNING, AND ALUMNI STUDENTS WILL BE GIVEN INDIVIDUALIZED INSTRUCTION ON HOW TO REQUEST A TRANSCRIPT ONLINE. AS A RESULT OF THIS INSTRUCTION, STUDENTS WILL CHOOSE TO ORDER TRANSCRIPTS ONLINE RATHER THAN COMING IN PERSON TO THE ADMISSIONS OFFICE.

The intended outcome is to change student behavior from using in person services for transcript ordering to using the online transcript request. Learning this skill will build the students’ intellectual independence. Independence means that the student has more options.

Methods – Admissions used a very interactive and hands on process with students for this particular learning outcome. Students who came to the Admissions office to request a transcript were asked if they were aware that they could order transcripts online. When the student said no, staff asked if they would like to learn how to order them online. Staff then had a check off list that they followed and used as an assessment tool. With wireless keyboards and mice purchased especially for this SLO, students could then do a “walk through” of the steps required to order the transcript online while they stood at the Admissions counter. Staff gave one-on-one instruction during this demonstration.

At the end of instruction, students were given a handout on “How to Order Transcripts Online.” They were also given a one-minute evaluation answering questions about the benefits of this individualized training for ordering online transcripts.

In order to provide measurable evidence, student ID numbers were collected on these forms. In this way, online transcript ordering could be tracked once the spring semester started.
Tracking their method of transcript ordering would provide evidence that the skill and knowledge to use online registration was learned.

With criteria for each outcome - The primary criteria for this outcome was to deduce whether the students who were coached on using the online transcript request actually used this service in the following months.

Add limitations, if applicable – Going into this SLO, thought was given to the possibility that some students may not have a credit card to pay for the online transcript request. Another limitation was the timeframe and number of students that could be processed during these two months. The “busy-ness” of the semester start interfered with collecting more data. The survey was done only on students who appeared at the counter to request a transcript. Another limitation is that while students may actually have learned the process and wanted to use it, they may not have needed a transcript in the timeframe used for this SLO. Lastly, using the January comparison of transcripts could be misleading as this is a primetime for transfer students who want to hand carry transcripts to the UCs and CSUs.

Implementation of Assessment Process:

- **Identify who is responsible for doing each step in the evaluation process** (list all of the individuals involved in the assessment process) - Instruction was given to new students by knowledgeable staff, both full and part-time, including the Registrar). A total of eleven staff implemented this student learning experience. The Director of Admissions collected, recorded, and evaluated the data.

- **Outline the timeline for implementation** - The timeline had beginning and ending dates. This learning outcome began one month after the completion of the fall semester, 2008, on January 19, 2009. This was a prime time when students needed transcripts. The tutoring for online requests ended on March 31st.

- **Identify who will be evaluated** - This learning outcome had an n = 60 students who had come in person to request a transcript.

- **Identify who is the intended user of the data that will be collected** - Admissions and Records is the intended user of the data accrued from this student learning outcome. Examining the assessment results and the multiple factors that made it successful (or not) will affect the decisions made on how best to recruit students to use the online transcript request.

**Results**

Summarize the results for the outcome – One of the primary challenges facing A&R staff is transitioning students from a personal delivery of services to using online functionalities. It was derived from the assessment tool that students loved seeing how to do the actual process online. This was the number one answer given as feedback.

Using the online records software provided by Credentials Solutions, follow up research was completed and analyzed by the Director of Admissions. The follow up process was to determine if the student used the online transcript form after their learning experience. This analysis of online requests was completed after the Spring Semester. It was the
intent to allow students at least three months to order a transcript online. One on one instruction resulted in the following summary.

20 students used the online request after their training
40 students did not use the online request since their training

**Summarize the process to verify/validate the results** – The data concludes that only 1 out 3 students actually used the online request after it was demonstrated to them. These results determine that perpetual learning is necessary to transition students to online opportunities.

**Decisions and Recommendations**

What needs to be done? It must be recognized that students who need transcripts immediately will not use the online transcript form. This is the purpose of the EXPRESS service provided by A&R. Although students can access their unofficial copy online, this has not cut down the number of requests every year. Teaching students about the benefits of using online services at any time of day or night remains a continuous process.

Identify the groups who participated in the discussion of the evidence that led to the recommendations and decisions. Staff members who actively participated in the student learning outcome were interviewed by the Director of Admissions. They were very willing to share their experiences and offer suggestions.

**Summarize the suggestions for improving the assessment process.** Staff gave direct input regarding the process and offered the following learning motivations for the students surveyed. There were two negative barriers to using the online request: money and trust. It may be presumed from the students surveyed that the negatives outweighed the positive described below.

- One consequential opinion emerged from the staff stating that students were most concerned about the difference in price between using the online request, which costs $8, and the in-person request costing $3. Money emerged as the number one deterrent to using the online service.

- Students discussed their lack of trust in using credit cards online. This was a powerful influence on their decision to request transcripts in person.

- Many of the students interviewed were unaware that the online request was available. Once it was demonstrated to them, they liked the easy access, thought it was very easy to request copies to multiple addresses, saved time by not having to drive to campus, and they loved the services provided by Credentials Solutions: email replies, text message replies, status updates and confirmation, and telephone inquiries.

Identify when each outcome will be evaluated again (if the outcome is to be retained) - It is recommended that this learning outcome be replicated in the future to see if a higher percentage of users can be obtained. Also, there are significant numbers of requests mailed into the Admissions office. This is potentially another group of students that could be informed and educated on using the online request.
Identify those responsible for implementing recommended changes - It is the responsibility of the Director of Admissions and the Registrar to review the results of this study and attempt to implement any recommendations that they deem desirable and manageable. In providing students easy access to their records, barriers of cost must be discussed. The next step is to allow students to use the online request in the lobby where students can walk into the cashier’s office and pay in person.