MISSION
The Admissions & Records Office of Honolulu Community College provides quality support services to students, staff and the community. Services include the maintenance of student records, providing attention to confidentiality and ensuring the integrity of academic and institutional policies and procedures and assisting with enrollment and pre-registration requirements.

PROGRAM GOALS
The Admissions & Records Office strives to provide accurate, courteous and professional services to students, staff and the community.

LEARNING OUTCOMES
Procedures:
Recognize appropriate resources and identify necessary tasks to complete as part of their academic journey.

Online:
Continue to educate, inform, and help students to navigate for quick accessibility for on-line information. Encourage and support students on how to navigate on-line information that pertains to the Admissions and Records process. Continue to support their ability to gain on-line information that pertains to their educational paths.

SERVICE OUTCOMES
Students will be able to:

- Navigate and read materials online and in print to complete pre-registration procedures
- Fill out an online application, accurately and completely
- Update their contact information in their student records
- Order transcripts
- Complete transfer credit requirements

POINTS OF PRIDE
Honolulu Community College
Student Service Division

- Out of the 153 surveys that were distributed online or in-person, 101 Admissions Satisfaction Surveys were submitted. Of the 101 surveys collected 61 visitors rated their overall experience a 5 out of 5 for “Outstanding Service”. 31 of the 101 surveyed, rated the Admissions Office a 4 out of 5 for “Above Average Service”.
- 91% of those surveyed, felt that the Admissions Office provided above average customer service.
- Out of the 88 surveys that were distributed online or in-person, 75 Records Satisfaction Surveys were submitted. Of the 75 surveys collected 57 visitors rated their overall experience a 5 out of 5 for “Outstanding Service”. 10 of the 75 surveyed, rated the Records Office a 4 out of 5 for “Above Average Service”.
- 89% of those surveyed, felt that the Records Office provided above average customer service.

**ASSESSMENT ACTIVITIES 2013-2014**

**Learning / Service Outcome 1**

Our focus was on assessing our ability to assist students in navigating our online websites and web tools, as well as in-person to complete enrollment and pre-registration requirements and to maintain, update, and access their student records, including: contact information, transfer credits, and academic status (ie. Transcripts, MyUH Portal account, etc.)

Does your outcome link to one of the college’s Institutional Learning Outcomes? ____ Yes _____ No

If Yes, which one (check all that apply):

____ Critical Thinking ______ X ______ Quantitative Reasoning
____ X ______ Information Literacy ______ Career Preparation
____ X ______ Effective Communication ______ Community Awareness and Social Responsibility

**Methods and Measures**

**METHOD #1: Satisfaction Surveys for both the Records & Admissions Office**

The survey period was from 6/18/14 – 6/27/14.

Surveys were graded by indicating a number for the level of satisfaction for services received from 1 as needs improvement up to 5 as outstanding service.

The Records Office Survey Results are as follows:

1 = 1
2 = 2
3 = 4
4 = 10
5 = 57
No Answer = 1

The Admissions Office Survey Results are as follows:

1 = 2
2 = 2
3 = 5
The survey outcomes indicated that service provided by the Admissions & Records Office is above average and that majority of the visitors surveyed were satisfied with the service that they received.

### Findings

**Admissions Office of those 101 surveyed visitors:**
- Out of the 66 surveys that were referred by phone or by e-mail only 1 responses was returned online.
- 13% felt that they needed to come in-person to get assistance with the online application or to use our computers
- 16% needed help accessing and/or navigating their MyUH portal account
- 39% needed to submit documentation (i.e. Health clearances, residency, respiratory, diploma, etc.)
- Only 2% came in-person to the Admissions Office to sign up for a NSR session
- 82% of those surveyed only had to wait between 0-5 minutes before being assisted
- 20 of the 101 visitors surveyed needed help from the Admissions Office as a current student, almost half needed help to sign-up for a counseling appointment

**Records Office of those 75 surveyed visitors:**
- Out of the 15 surveys that were referred by phone or by e-mail only 1 responses was returned online.
- 9 out of 75 people surveyed felt that they needed to come in-person to get assistance with their VA Benefits
- 33% needed help ordering transcripts
- 10% needed help with class registration
- Less than 3% of those surveyed were Faculty or Staff
- 93% of those surveyed only had to wait between 0-5 minutes before being assisted
- 20 of the 101 visitors surveyed needed help from the Admissions Office as a current student, almost half needed help to sign-up for a counseling appointment

### Decisions / Recommendations

Records Office should continue to provide good to excellent services to all visitors and to review the other comments from visitors who graded at 1, 2 and 3

Review Admissions & Records Office Websites and update forms to include more downloadable procedure checklists (i.e. Pre-registration requirements, ordering a transcript, etc.)

Survey students to gauge if a five minute wait time is too long or should the expectation be 3 or less minutes

Survey how many times a student returns to our office, determine if enough information was provided to the student to reduce the number of times student needs to receive help from us
Methods and Measures

METHOD #2: Secret Shopper for the Admissions Office Only

This method allowed our office staff to be anonymously critiqued and assessed based on our services rendered through the ADMS Office staff via email, phone, and in-person. Assessments will be used to evaluate student satisfaction, to improve customer service, and to streamline procedures. See Admissions Secret Shopper Packet for more information.

Participant completed a verbal Exit Survey and will submit a final write-up of his experience.

Participant only completed the pre-test (scored 60%), not the post-test because he did not feel that his post-test score would’ve improved significantly if he had not also received an email response.

Findings
(Refer to Exit Survey, last page of the ADMS Secret Shopper handout)

Decisions / Recommendations

- Offer customer service workshops from a third party provider as part of their staff development
- Standardized greetings and thanks
- Update ADMS signage – create a large 1st floor map indicating the main services each of our offices provide
- Create a printed manual for student use at each of the computer terminals for: applying online, checking their MyUH portal accounts, scheduling a counseling appointment, etc.)
- Wear name tags whenever at the front desk
- Schedule secret shoppers once a term (one during peak season and one during the summer)

PLANS FOR THE COMING YEAR 2014-2015

Provide additional customer service training and professional development seminars to the Records staff.

SUPPORTING DOCUMENTS & OTHER DATA
Actual satisfaction surveys are available along with scoring tables report to show the outcomes.
Secret Shopper Packet & Exit Survey