

Student Support Processes, Measures, Comparisons, and Results

Support Service	Measure (6P5)	Measurement Methodology	Comparison (6R3) or Target	Action	Results (6R1)
Tutoring	Service Usage: <ul style="list-style-type: none"> # of Students Service by Campus, # of Subjects Tutored 	Database created by Tutoring Staff	Trend Analysis	Expand or increase services for appropriate subjects/campuses based on need.	Increased availability of services
Advising and Career Resources	<ol style="list-style-type: none"> Student Needs Assessment Student Satisfaction 	<ol style="list-style-type: none"> Unit-Created Student Survey Workshop Evaluations 	<ol style="list-style-type: none"> Needs to service availability comparison Highest level of satisfaction for all services 	<ol style="list-style-type: none"> Program services based on need Improve workshop 	<ol style="list-style-type: none"> Increased availability of services Continuous improvement of workshops
Disability Resource Services	Service Usage, including: <ul style="list-style-type: none"> # of students, Type of Service Provided Time/ Day of Week of Service Provision 	DRS Staff-created database plus PeopleSoft Communication Management Functionality	Multi-year trend analysis available since 2004-05	Expand service hours; Increase staffing at regional locations	Increased availability of services
Counseling	<ol style="list-style-type: none"> Student Satisfaction Survey Student Needs Assessment 	<ol style="list-style-type: none"> Post-session Comment Card Unit-Created Student Survey 	<ol style="list-style-type: none"> Student satisfaction with service Needs to service availability comparison 	<ol style="list-style-type: none"> Counselor Annual Review Program services based on need 	<ol style="list-style-type: none"> Professional development Plan created Appropriate programming offered
Conflict Management Services	Service Usage, including: <ul style="list-style-type: none"> # of Disputes, Type of Disputes, Types of Disputants 	Conflict Management Services Forms completed	Trend Analysis of Formal and Informal Resolutions	Promote informal resolution to: <ul style="list-style-type: none"> Support win-win outcomes, Enhance student retention 	Marketing and Staff Development needed
Library	Student Satisfaction	Library-Created Survey	Association of College and Research Libraries (ACRL) - Standards for Libraries in Higher Education	Resources allocated appropriately	74% of students satisfied or very satisfied with library services
Marketing	Student Satisfaction	Noel-Levitz Student Satisfaction Inventory	MATC's overall rating above national norm based of 5.44	Improved customer service project implemented	5.71 rating in 2009
Financial Aid	Financial aid processing time	Track application from time of receipt to disbursement	Reduce average FA processing time by 10%.	Participate in NASFAA's Standards of Excellence Review Program.	

Support Service	Measure (6P5)	Measurement Methodology	Comparison (6R3) or Target	Action	Results (6R1)
Enrollment Services, with Technology Services	Web /Page views	Increased usage of web services as tracked by site visits and page views	Web Trend Analysis	Expand and promote services	Jan 1, 08 – Dec 31, 08 23,678,921 Pageviews total for entire web site 8,908,145 Pageviews total for MATC homepage MATC homepage: Student Email: 1,653,759 clicks Employee Email: 379,063 clicks Blackboard: 1,563, 552 clicks InsideMATC: 597,621 clicks
Enrollment Services, with Learner Development	AskMATC/ RightNow Service use	AskMATC/RightNow Analytics including: • # of answers viewed, • Answer frequency (viewed), • Keyword search gap analysis	Trend analysis beginning October 2006	Knowledgebase revised based on identified knowledge gaps and areas of high interest	
Enrollment Services	Enrollment Activity	Trend analysis of Registration by: Semester, Access Mode (Touchtone, Web, Staff-assisted)	3 yr trend analysis	a. Promote new web services b. Promote self-service options c. Realign resources based on access mode	42% increase in student registration done via the web
Diversity and Community Relations	Needs Analysis	Community surveys, Focus groups, One-on-one interviews.	Data analysis compared against projected Population Growth, Age Distribution, Racial/Ethnic Composition, etc.	South Madison Education Center 10-Year Action Plan	South Madison Enrollment in Fall 05-06 332 Fall 07-08 394
Technology Services	1. Student Satisfaction 2. Help Desk Resolution Rates	1. Unit-designed survey, 2. Resolution during first contact log	1. All services receive highest satisfaction 2. Help Desk Institute Guidelines: 70% of calls resolved at first contact	1. Improve services based on feedback 2. Resources allocated to meet standards	1. 95.6% of respondents ranked web use easy or very easy 2. 74% of Help Desk calls resolved at first contact
Learner Development	1. Course Retention <u>AND</u> 2. Course Success in Intro to College Math, Business Math, and Math of Finance 3. Resolution time for new questions asked	1. Retention percentage, 2. Percentage of students receiving a "C" or better, 3. AskMATC/ RightNow Analytics Reports	1. Trend analysis of Retention Rate, 2. Trend analysis of Success Rate, 3. Benchmark = resolution within four hours	1. & 2. Revise curriculum and expand placement strategies 3. Adjust support based on traffic	Fall 07-08 Success rate Intro to college math 67.8% Business math 71.5% Math of finance 72.2% Fall 08-09 Success rate Intro to college math 63.2% Business math 65.3% Math of finance 72.2%