

Unit Planning: Student Services
Enrollment Services
For 2008-2009

Section I: Data Elements

Due December 14^h , 2007

	2004-05	2005-06	2006-07
Unit Effectiveness			
<u>Enhances Student Engagement</u>			
Number of service contacts Note: This represents a sample audit done one week each April and multiplied by 52 weeks representing phone and in person traffic only. We do not maintain records of the number served by HS &Community Relations, Veteran's, International, Student Records, Degree and Transcript Evaluation, Accounts Receivable or our General Administration staff	96,252/year	109,668/year	123,760/year
Number of unduplicated participants	Not available	Not available	Not available
Demographics of individuals served	All students who attend Lane must be served by Enrollment Services to attend	All students who attend Lane must be served by Enrollment Services to attend	All students who attend Lane must be served by Enrollment Services to attend
Other evidence of enhancing engagement	Necessary for attendance at Lane	Necessary for attendance at Lane	Necessary for attendance at Lane
<u>Enhances Student Learning</u>			
Enhances one of the five CCSSE Benchmarks (Active & Collaborative Learning, Student Effort, Faculty/Staff and Student Interactions, Academic Challenge, Support for Learners)	You can not learn if you are not enrolled and you can not enroll unless you use processes managed by ES	You can not learn if you are not enrolled and you can not enroll unless you use processes managed by ES	You can not learn if you are not enrolled and you can not enroll unless you use processes managed by ES
Enhanced student persistence			
Other learning enhancement data			
<u>Enhances Student Satisfaction</u>			
ACT student satisfaction data			
CCSSE satisfaction data			
Other evidence of enhancing satisfaction			
Unit Efficiency			
Faculty/Staff to student ratios relative to benchmarks	No faculty	No faculty	No Faculty
Demand/capacity analysis (i.e. waitlists, complaints about access, etc.)	Over demand for services, not enough	We are still understaffed during the	Technology shifts such as the advent of

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	<i>2004-05</i>	<i>2005-06</i>	<i>2006-07</i>
	Enrollment Services Advisors to meet demand during peak periods	two weeks prior to the start of classes, but otherwise, thanks to technology, we are closer to being appropriately staffed now	the credit, College Now and Health Careers On-line applications have shifted work, but in terms of having enough staff in Enrollment Services to serve the number requesting our assistance in a timely manner, we are still understaffed, especially on the ES Advisor Team and in Student Records
Total general fund budget	1,607,245.55	1,589,098.99	1,585,856.18
Budget from other sources (i.e., student fees, grants, etc.)			
Other evidence of efficient use of resources			
Unit Essentialness			
Essential to completing a business process with students	Yes	Yes	Yes
Essential to an effective educational experience	Yes	Yes	Yes
Legally mandated	FERPA	FERPA	FERPA
Other evidence of essential service			

Additional Comments/Clarifications to Student Services data elements

1. Unit Effectiveness
 - a. Engagement
 - b. Learning
 - c. Satisfaction
2. Unit Efficiency
3. Unit Essentialness

I will repeat what I included in last year's Unit Plan that no matter what size an institution is, you must have Enrollment Services (admissions, registration, billing, transcribing) at some level. You can not attend Lane, in any kind of capacity without engaging in our services. Thanks to the implementation of Banner/ExpressLane you no longer need to interact with a human to enroll, pay your bill or order a transcript, but you still must use our services to attend, pay for attending and to document your attendance.

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A significant service which we provide in person to our credit students includes in-person/phone service for issues related to Financial Aid. Around 65% of all of our interactions fall into this category and it is not handled by the Student Financial Services' staff (with limited exceptions), but by the front line Enrollment Services' Advisors.

Unlike any other institution in Oregon, Enrollment Services is the bursar function for the college, including both student and institutional accounts receivable. Every penny collected in the Bookstore, cafeteria and Center for Meeting and Learning is managed by our Accounts Receivable team in Enrollment Services.

We also oversee the management and continuing implementation of the Banner Student Module, including the oversight for the Banner Student Core Team.

Section II: Accomplishments

This was submitted online (Accomplishments)

Section III: Planning for efficiencies, productivity and revenue enhancements:

Due December 7, 2007

2008-2009 (FY 09)

1. Efficiencies and Productivity: (Include impact, consequences, and comments)

At our fall in-service, the Enrollment Services' team met and talked about what we could do to improve how we are serving students. We summarized our thoughts and I allowed the staff to identify what they thought were the top priorities for 2008-2009.

- Focus on how we are serving students in the lobby of Building #1 as a part of the Student Services' Redesign process and collaborate more effectively with Counseling and Advising primarily and then the Student Services' departments on the second floor. We need to improve how we message out on the web and in our verbal directions to students how they are to manage their initial enrollment processes and then every process that occurs through to their achieving their desired goals at Lane. Impact: The easier we make it for students to navigate our processes with no or little assistance, the more we can free human contact to help those who can not. We must make it extremely obvious on our front page of our website how to apply and enroll and when classes begin!
- With our internal space in Enrollment Services study the current cubicle configurations and analyze if we are using this efficiently. Look for opportunities with declining staff to provide for more insulation from ambient conversations and sounds and to improve physical working conditions for the staff. Impact: Lessen the noise level in our physical area and enhance the current working conditions for staff, which can lead to higher productivity.
- Through the work being done with the Peer to Peer Group support a process by which staff and faculty can track policies and procedures changes more efficiently and message out to students critical information such as refund deadlines and other enrollment processes. Impact: If a student or staff member can easily know how a process is currently functioning to perform their own job to advise students on what they need to do we will waste less time on the phones and passing students or staff from person to person. If someone can know the answer correctly the first time, we spend less time and that activity and can focus on the rest that require our attention.
- Create a tool on the front page of Lane's website that will also be on one or two computers when students first enter Building #1 near the parking lot that lists what it is they might need to do and provides two columns: 1) How they can serve themselves and 2) Where they can go for help. We would also provide printers so they could print this out anytime the building is open. By putting this on the front page of our website we make this literally accessible to everyone. Impact: Will provide one location for students and staff to know where to go for assistance and will take students out of the lobby and phones from Enrollment Services.
- Require orientation for enrollment. Impact: If students were required to know basic information, deadlines, regulations, etc. about enrolling at Lane at the start of their experience and perhaps have opportunities for required refreshers annually, we would avoid having to respond to problems and issues after the fact. Impact: This would take time to create and would off-set a certain percentage of the population who believe that they already know "how to go to college" or just want a credit class for enrichment, but it would have a significant impact on decreasing the amount of time we spend explaining information at the beginning of a student's enrollment or after a problem has occurred.

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- Change Administrative Withdraw practice so that students WILL be dropped if they do not attend 50% of first week of classes. Impact: Increase faculty work to track this and it would have to be reported to departments to process. However the number of refund requests would drop astronomically, better good will for students who will forever believe that if they do not show up they will not be charged and it will make way for more students to pick up spots in classes vacated by those who were no shows.
- Continue to analyze how we are presenting information on student's credit billing statements within ExpressLane and the printed statement for non-credit students and those credit students opting out to paper to make sure that the information is clear and concise. Impact: The less time that students need to take to call or come to Enrollment Services for assistance on understanding their account, the more time staff has to concentrate on other student needs.
- Work with Student Financial Services to improve the letters sent out regarding financial aid to use words and terms that are more clear and understandable to the students. Impact: If we could spend less time having to reinterpret these letters or explain what it is writing, we would be free to respond to other student needs.
- Attempt to improve the Address Change functionality with ExpressLane to make it more clear and understandable for students. Impact: Better addresses and less time having to help students understand the tool clears the way for service to other students.
- Create interactive forms for Financial Aid and for the Degree Application process that feed directly into Native Banner. Impact: Less time spent on data entry from paper forms.
- Improve messaging between Continuing Education and Credit students on where to go with billing and registration questions. Impact: Less bouncing of students back and forth between our two departments.
- Improve messaging within ExpressLane or through post-registration letter generation to let students know what they have done with their registration and the exact amount owed. Impact: Clearer messaging will result in fewer surprises regarding enrollments not dropped in time for refunds and providing students with the ability to drop classes in time when the costs are higher than anticipated.
- Automate refunds which occur within the same day as we had done in CoCo. Impact: Decreasing the number of refund requests that must be reviewed.

2. Revenue Enhancements: (Include impact, consequences, and comments)

- Increase the \$5.00 Photo ID fee to \$10.00. This is not required to attend Lane and is used primarily for students to obtain discounts in the community. We would suggest keeping the fee at \$5.00 for staff and Health Professional students who must have this to attend Lane.
- Instead of returning funds to students with refunds follow models used at other schools which provide vouchers for future enrollment. Impact: More revenue for the college, because we would not be returning charges and we would increase FTE for another term.

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Section IV: This section is targeted to the three funding sources: Carl Perkins, Student Technology Fee, Curriculum Development, Deadline: January 31, 2008)

This will be online