

Final Assessment Report on Student Ambassadors' Communication Skills on Campus Tours

Common Student Learning Goal Addressed	University document to which Learning Goal is tied	Student Learning, Customer Service/Satisfaction, or Process Objective	Program or Activity targeted to measure stated objective	Expected Outcome	Instrument Utilized	Actual Outcome, using metrics	Conclusions, Next Steps to integrate results (close the loop)
<p>Students will be more comfortable with public speaking.</p> <p>Students will be more prepared for post-graduate educational and occupational opportunities.</p>	<p>Student Ambassador training manual to all new and returning student ambassadors at their retreats.</p> <p>Having the students meet with members of the assessment team on an individual basis.</p>	<p>Students will be able to communicate more clearly to prospective students.</p> <p>Students will feel more comfortable with public speaking on regular campus tours and on-campus events.</p>	<p>Daily campus tours.</p> <p>On/off campus events.</p>	<p>To score an average of 70% or higher on the rubric.</p> <p>To speak better/more clearly, confident while out on tour or at an event.</p>	<p>Oral Communication Rubric.</p> <p>End of year self-assessment.</p> <p>Assessment team feedback.</p>	<p>80% of the SA's scored 70% or higher on the rubric.</p>	<p>Planning the retreat for September.</p> <p>Coordinate Fall and Spring assessment dates.</p> <p>Involve other staff members to conduct assessment on the student ambassadors.</p> <p>Incorporate Student Voice to get accurate feedback from prospective students and parents.</p>

Open House Evaluations

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Develop a comprehensive & coordinated array of programs, services, and collaborative relationships, consistent with the University's mission statement.	Student Success Plan	Develop an effective program to provide customer service while maintaining satisfaction among prospective students and their parents.	Fall Open House events Winter Open House event	Score 80% or higher on the overall Open House programs. Before and After impressions of WPU after attending the event.	StudentVoice Survey	All scores for the Fall OH exceeded the expected outcomes (see full report attached). Most scores for the Winter OH exceeded the expected outcomes (see full report attached).	Working to adhere to the timeline of two weeks after the event to conduct the surveys. Assess All OH events. Manual data entry has been eliminated
Implement enrollment management practices that are effective in improving recruitment.	Student Success Plan	Overall impressions increased the likelihood for prospective students to move into the next part of the admissions cycle.	All Open House Events (Fall, Winter, and Spring).	To Score 85% or higher on students interested in applying to WPU after attending OH.	StudentVoice Survey		Student Voice mass email surveys helped us to determine that the early bird sessions were becoming too crowded and information wasn't being disseminated. We also learned that more information

							needed to be available to transfer students. We incorporated these suggestions by introducing two main welcome sessions and a separate session for admissions and transfer questions.
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