

Date: 18 December 2006

To: Dr. P. Stansbury, VP Academic Affairs

From: Dr. E. Pai, Office of Institutional Effectiveness

SUBJECT: One Stop Registration, Report & Analysis

This memo will recap the One Stop Registration Days on December 12 and 13, 2006. A reporting of the data collected, with accompanying analysis, will form part 2 of this memo.

One Stop Registration: Operation

In general, the operation of the event was relatively successful, given the time and planning involved. The facilities were set up in a timely fashion; from Plant Facilities, the banners, canopies, tables, chairs, power and lighting; from InfoTech, the laptops in the canopy area for additional online registration capacity; from the Bookstore, the tablecloths, food, drink and staff for distribution of the food and drink. The expenditures for this segment totaled about \$2,500. The area looked attractive, and coupled with the good weather and music, made for a festive area.



Included in the facilities effort were signs that were created specifically for One Stop events. Five large vinyl signs (4 5x12 and 1 4x10), 4 poster size flyers, and approximately 50 11x17 flyers were created and distributed through the campus. These signs cost approximately \$1,600, with the large signs reusable for future events. While these signs were been effective to publicize the event, additional directional signs would be useful to guide students to the event. The physical arrangement of the campus is an issue that deserves further attention.

During the event, there was a broad range of participation of all segments of the campus community. [Sign in sheet tallys?] Staff, faculty and students all participated. EOP & S, Financial Aid, Student Ambassadors, ASO were all represented at tables outside, and Admissions, Assessment, the Business Office, Financial Aid and Counseling were ready

to receive students. In addition, on Tuesday recruiters from 5 colleges were present for approximately 4 hours.

The flow of students was predictable and confirmed by observation and discussions with participants: late morning through lunch created noticeable foot traffic, fading to virtually no traffic until a small, pre-dinner crowd, then fading to no traffic again at about 7 pm. Tuesday produced more participation than Wednesday, in terms of foot traffic. In general terms, I would estimate that there was little additional foot traffic for the event specifically. The food, canopies and music created some interest and concentration, though I think many parts of the campus were unaware of the event.

One notable exception was the visit by students from Los Angeles High School arranged by Matriculation. Their visit was fortuitously timed with the participation of the college recruiters, arranged by the Transfer Center. The recruiters had a lot of materials and give aways that were well placed for the high school students. Passing West students also witnessed the energy and commotion. This was a synergy that can be repeated easily and has high returns for all participants and was one of the highlights of the event.



One of the other highlights were the canopy facilities; combined with the laptop computers, table cloths, food, music, lights and perfect weather, it did create a very good atmosphere for the event. Many participants cited the atmosphere in their comments to me.

In all, the set up and break down went smoothly. There was some confusion and lack of management regarding staffing; as a result, the advertised hours were not available. Further, more effort would be needed to maximize campus participation, both by on-campus students as well as off-campus students. Part of this could be addressed by a more regular schedule as well as some coordination of calendars by different campus operations.

One suggestion from Admissions was to have the event during the two days before classes begin, and the first two days of classes – a modified “welcome week.” In terms of operations (and staffing in particular), most of the hours would already match this event’s hours. There would be a very large flow of students, many of whom would benefit from the presence of a one stop attitude and presence. This would have the further effect of marketing our services to students, as well as our responsiveness. As the data will show, the costs are manageable and the results are measurable.

Part 2: Data Collected

The event also presented opportunities to collect different types of data for analysis. The data collected were the project budget, registration statistics, a student satisfaction survey, informal “tally sheets” in admissions, and various “interviews” with participants.

One -Stop Registration Day		
Budget Report		
Name of Item	Cost	Funding
Buttons	\$232.12	P 100
Hot Dogs/Drinks	\$1,500.50	P 100
Snacks for Ambassadors (Est/LP)	\$30.00	P 100
Banners	\$1,277.35	P 100
Posters (Kinko's)	\$292.23	P 100
Tablecloths (Est/EP)	\$100.00	P 100
Flyers (ASO)		
Pens	\$1,514.42	P 100
Flyers (OIE Printing)	\$480.00	Title V
iPods (4 x \$180)	\$720.00	P 100
Pencils	\$50.00	OIE
Total	\$6,196.62	

Enrollment Statistics (see attached report)

Note that December 11 is the first day of open registration/enrollment.

Comments: As compared to the previous year, enrollments are significantly higher this year than last. However, these statistics also indicate that the One Stop registration event did not generate a significant increase in enrollment, as compared to the previous week. Note that enrollment for December 11 was significantly higher than previous days and appropriately reflecting the availability of enrollment opportunities for participating students. As compared to the previous year, the December 11 date is more significant this year. However, it is notable that there was a dramatic decline in enrollment from the previous day.

Student Satisfaction Survey Results (see attached report)

Comments: In general, the majority of students are “very” satisfied with the services provided by the event. As noted in a previous campus marketing webinar, the “very” category is the benchmark measure, as students in the very category represent repeat users. I think the data show that we are meeting that mark. As compared to previous year’s surveys (not exactly comparable), our performance is improving.

One Stop Registration: Operational Lessons Learned

1. The “very” category are repeat users, and the majority of our students feel very good about West’s Student Services, confirming the good will our students have for the College, as identified in our Accreditation process. We are doing things, and doing them right.
2. However, we need to use every available channel to get our message out. Nearly 2,000 full page flyers and , and nearly 5,000 quarter page leaflets were created and distributed. Nearly \$2,000 was spent on signs (many re-usable). Yet, as one observer noted, a steady flow of students was walking not 50 yards away, unaware of the event. Of 51 respondents, the following were used:

4	7.8%	Flyer
3	5.9%	In Class
7	13.7%	Friend
5	9.8%	Website
11	21.6%	Sign on Campus
14	27.5%	Other (4 phone, 3 referrals, 3 “walked by”)
3	5.9%	None
3	5.9%	Blank

3. This is not to say that the advertising for the event was not useful. It may be that the current increase in enrollment that we are experiencing can be attributed to the cumulative effect of more visibly delivering our services (welcome week, enrollment banners, web marketing, One Stop flyers, more “engagement”).
4. Setting up the space and making it workable is straightforward in good weather. Perhaps a bad weather location might be the library and learning resources center. These are good spaces and help to set the stage.
5. The combination of high school students and college recruiters created a lot of positive energy for the day, and with more participation from the campus, would grow in magnitude. Very good interactions for all involved, and straightforward to plan and execute. A very good photo op.
6. Wide participation is very effective and should be actively encouraged and more strategically used. There are some sign in sheets somewhere.
7. Scheduling needs to be clarified, particularly for essential services. Admissions was the only service available after 7 pm on Wednesday. The stated hours for the event were 10 am to 8 pm.
8. There was no clearly identified manager for the event, which created some confusion and misunderstanding of roles. The role was loosely filled by the Office of Institutional Effectiveness, under the direction of the Vice President of Academic Affairs, but there is no documentation or clarity of these roles among the participants.
9. Nevertheless, we did learn a lot about how to do this, and how much it costs. The returns are very good and with some coordination with other campus operations, the returns can be further maximized. Coupled with a clearly articulated plan for both out and in reach campaigns, the One Stop format can achieve many strategic outcomes for the College.

One Stop Registration Day - Student Satisfaction Survey Results: Individual Questions

Did you receive assistance from one of the Student Ambassadors or Faculty?
Listed by self-identified student status (new, return, continue)

Count of ID	Student						
Assistance	New	Return	Continue	No response	2/3	Grand Total	
Yes	20	14	50	1	1	86	71.1%
No	6	6	17		2	31	25.6%
No response (blank)	1	1	1			3	2.5%
		1				1	0.8%
Grand Total	27	22	68	3	1	121	100.0%
	22.3%	18.2%	56.2%				

One Stop Registration Day - Student Satisfaction Survey
 Results: Individual Questions

How did you hear about the One Stop Registration Day?
 Check all that apply:

Count of ID	
Source	Total
1	4
2	3
3	7
4	5
5	11
6	3
7	3
-	3
6/AJ program	1
6/call	1
6/calling in	1
6/mom	1
6/phone	1
6/phone ad	1
6/phone call	1
6/prof siever	1
6/walk by	1
6/walked by	1
6/walking	1
1/6/2006	1
Grand Total	51

7.8% Flyer
 5.9% In Class
 13.7% Friend
 9.8% Website
 21.6% Sign on Campus
 27.5% Other
 5.9% None
 5.9% Blank

One Stop Registration Day - Student Satisfaction Survey
 Results: Individual Question Summary

If you received assistance from _____,
 was the _____:

	Very Helpful	Helpful	Somewhat Helpful	Not Helpful	Did not use	No response	No (blank)	Grand Total	Sample Base	Use Base
Ambassadors/Faculty - Count	69	21	6	0	20	3	2	121	116	96
Sample total	59.5%	18.1%	5.2%	0.0%	17.2%			1		
Use total	71.9%	21.9%	6.3%	0.0%				1		
Admissions - Count	58	38	7	3	10	4	1	121	116	106
Sample total	50.0%	32.8%	6.0%	2.6%	8.6%			1		
Use total	54.7%	35.8%	6.6%	2.8%				1		
Counseling - Count	59	20	9	2	28	3		121	118	90
Sample total	50.0%	16.9%	7.6%	1.7%	23.7%			1		
Use total	65.6%	22.2%	10.0%	2.2%				1		
Assessment - Count	45	26	9	0	37	4		121	117	80
Sample total	38.5%	22.2%	7.7%	0.0%	31.6%			1		
Use total	56.3%	32.5%	11.3%	0.0%				1		
Financial Aid - Count	45	23	10	1	36	6		121	115	79
Sample total	39.1%	20.0%	8.7%	0.9%	31.3%			1		
Use total	57.0%	29.1%	12.7%	1.3%				1		
Business Office - Count	43	30	2	2	39	5		121	116	77
Sample total	37.1%	25.9%	1.7%	1.7%	33.6%			1		
Use total	55.8%	39.0%	2.6%	2.6%				1		
Experience registering - Count	64	36	6	0	11	4		121	117	106
Sample total	54.7%	30.8%	5.1%	0.0%	9.4%			1		
Use total	60.4%	34.0%	5.7%	0.0%						