**ACCESS Unit**

**PART II: For academic year \_2017-2018\_\_ (enter year, i.e. 2015-16)**

**From Part I**

| A. Outcomes(s)  Results expected in this department | D. Action Plan Years 5 & 2  Based on analysis of previous assessment, create an action plan and include it here in the row of the outcomes(s) it addresses. | E. Implement Action Plan  Years 1 & 3  Implement the action plan and collect data | F. Data Results Summary  Years 2 & 4  Summarize the data collected | G. Findings  Years 2 & 4  What does data say about outcome? |
| --- | --- | --- | --- | --- |
| Increase student awareness of Counseling Services. | 1. Utilize student focus groups to address best practices for increasing awareness. | Implement plan and collect data. | Fall 2014 Collin Student Survey showed 60% of students aware of CCS services.  ………………………………………..  Based on the Spring 2017 Student Survey, 51% of students were aware of Counseling Services.  Faculty/Staff Spring 2018 Survey indicated a 4% increase in awareness from Spring 2016.  An inhouse survey of counseling clients indicated that approximately 200 out of 645 students reported awareness of Counseling Services through their faculty/class. | Students unaware of CCS services will not benefit from the various services offered.  ……………………………………  The Spring 2017 Student Survey was completed March 2017 and may not be representative of changes made by department to increase awareness. In addition, Career Services became a separate department from Counseling Services. Counseling Services was entitled “Personal Counseling Services” on the Spring 2017 Student Survey; however, the survey comments indicates some continued confusion from students. May be problematic to rely on one survey for data. |
|  | 2. Form faculty/staff committee to address marketing practices. |  | Committee formed of Counseling Staff who addressed concerns on social media and in-class marketing services. |  |
| Develop and implement monitoring system of services used. | 1.Form departmental committee to investigate areas of insufficient data. | Implement plan and collect data. | 2015-2016 Program Review revealed data sources insufficient to inform administrative decisions.  Department investigated areas and made changes. | Services offered not based on empirical data.  Increased more efficient data tracking which will enhance methods for increasing student awareness. |
|  | 2. Explore effective working data collection system. |  | 2017-2018 - Adjusted Titanium software to improve more effective data gathering, including adding question “How did you hear about our services?” completed by students attending counseling sessions.  Also, changed department descripter from Counseling Services to “Personal Counseling Services”. | Surveyed counseling students regarding means of awareness. Will use this information to formulate future plan for targeting areas of effective marketing. |
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