2013-14 ENROLLMENT SERVICES OPERATIONS & COMMUNICATION LEARNING OUTCOMES SUMMARY

Jennifer Sclafani, Assessment Lead for Learning Outcomes  Jennifer.sclafani@sjsu.edu

Learning Outcome: Through development and implementation of an enhanced Communications Plan, newly-admitted freshman will develop and apply the necessary skills to navigate complex processes to successfully complete the SJSU ELM/EPT requirement as documented in PeopleSoft. (Direct Measure: Records, Behavioral Observation)

Overview: The team developed steps to change and enhance our Communication Plan targeting admitted students for completion of the ELM/EPT requirement. Language was taken out of our communications using the term “and/or” to describe this requirement since qualitative feedback from previous years indicated this was a point of confusion. Students were messaged with language indicating specifically which exam they needed to take rather than reminding students who owed us exams about the requirement in general. The plan was implemented with new student learning to be documented by checking records in PeopleSoft.

Findings: Designed by the team to enhance marketing and the subsequent students’ navigation of the process to complete the SJSU ELM/EPT, this learning outcome was met. There was also a 50% reduction in the number of students who didn’t complete the process adequately compared to the previous year. We discovered that fewer students took one exam when they needed to take both or took the incorrect exam this year.

Implications/Next Steps: The changes that we made to communicate more clearly and with greater specificity to the cohort of non-exempt students’ needs to be carried through to our messaging to students who are conditionally exempt. The team will continue to improve our communication plan during AY2014-15 to enhance student learning for the class entering SJSU in AY 2015-16.