# Appendix A

## Recording Continuous/Process Improvement Activities

It is acknowledged that academic divisions, administrative units, and/or teams at NWACC are employing a continuous improvement path that leads to improvement within the unit. The questions below were developed to guide the documentation of continuous improvement and process improvement related efforts in the various units across the campus. These reports will promote dialog amongst faculty, students, staff, and administrators through which will result in movement toward the common approach set by NWACC's selection of the AQIP path to institutional reaccreditation.

1. What process did you identify that needs to be improved? The process of communicating with prospective students that request information, and capturing data on those students so we can them communicate with them in the future.

2. With what AQIP category is this problem most closely associated?
   Understanding Students' and Other Stakeholders' Needs #3- specifically 3P2 and Building Collaborative Relationships #9

3. How did you identify the problem within the process? There was not a systematic process for communicating with students who requested information about the college. The information given out was inconsistent and limited, and did not point the students to take further action. Furthermore, once a student requested information, we could not contact them again to encourage them to apply as the semester became closer.

4. How did you develop the intervention aimed at improvement? As students began requesting information, I tracked the most frequent questions. Those were: What degrees does NWACC offer? If I want to go to school where do I start? If I have questions, who do I ask? Based on those 3 questions, I developed a one-page letter to prospective students that answered basic questions and pointed the students to helpful links on our website. When a student requests information, their data is entered into Banner in the recruitment module. This allows us to pull that information and communicate with the student in a targeted, personalized way. Then, the office of admissions teamed up with banner support to create a job sub that can by run to pull all those students who request information and e-mail that out to them. If the student did not provide an e-mail, then the job sub will give us the physical address so we can mail the letter, an application, and any other information the student requests.

5. What was the intervention? This was a new process for how to streamline communication with prospective students and capture data on prospective students.

6. What was the outcome of the intervention? We are now able to enter a prospective student's data into Banner when they request information. This allows us to provide the requested information quickly. It also allows us to run reports to access that information as the semester gets closer so that we can encourage those students to apply. If they have applied, it allows us to track them and send them communication encouraging them to enroll in classes, apply for financial aid, or attend orientation.

7. What was done with the results of the intervention? Adopted the new process

8. What are your next steps? Evaluate the results at the end of the semester, and provide additional staff training depending on the feedback.

9. Who is the contact person for this improvement effort? Michelle Wallace- Office of Admissions