

Get on Board: It's Easy as ATC!

Executive Summary

As part of the institution's 2020 SACSCOC Reaffirmation, Atlanta Technical College (ATC) has developed a Quality Enhancement Plan (QEP) to improve the quality and effectiveness of the Academic and Student Affairs Division with a focus on enrollment and appreciative advisement during the onboarding process. *Get on Board: It's Easy as ATC!* is the result of the analysis of current baseline data as well as the distillation of feedback from a variety of constituents through surveys, focus groups, and the College's Strategic Impact Teams. Directly tied to ATC's 2018-2022 Strategic Plan goals, the purpose of the QEP is to improve student success through providing clearer communication during the application and enrollment process as well as enhance the college's current advising practices during new student onboarding.

Through researching best practices and reviewing a variety of literary sources, the QEP team determined that a care plan with more effective communication in the early stages of application would close the enrollment gap and increase student and faculty accountability. Internal and external research pointed to carefully crafted emails sent at key points in the application process as well as a decrease in the number of individuals whom students have to contact when issues arise during the enrollment process as two major implementations that could provide a high impact on the quality of care given to ATC students during onboarding. The QEP team has developed the following two major goals in the implementation of this plan:

Goal #1: Prospective students will complete the application process and be converted to admitted status at a rate of 75% through targeted, more effective student communication.

Goal #2: Admitted students will successfully reach the fully enrolled status at a rate of 95% through targeted care teams and enhanced advising practices.

In an effort to reach these goals, the ATC QEP team has developed assessment methods, an implementation timeline, and dedicated resources (both personnel and operational) to ensure success. Over the next five years, ATC will implement and track the effectiveness of each component of the QEP, analyzing data at the end of each academic year and making adjustments accordingly. Multiple metrics will be tracked and assessed each year, including but not limited to, admit and enrollment conversion rates, number of students completing SmarterMeasure and orientation, response rate to surveys and email campaigns.

Questions regarding ATC's QEP may be directed to the QEP Co-Chairs:

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