Service Area Outcomes Guidelines
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A Service Area Outcome (SAO) is a statement about what a client will experience, receive, or know as a result of a given service. A client can be anyone receiving a service, including students, faculty, staff, or community members.

Service Area Outcomes tend to focus on either:
• a **process**, which center on services being provided efficiently, accurately, and equitably.
• **client satisfaction**, which center on support being provided by the program/service area in a satisfactory manner.

Examples of Process SAOs:
• Faculty and staff will experience a decrease in the amount of time that submitted work orders to the IT area are addressed and issues resolved.
• District faculty and staff will receive accurate and regular operational updates on Facilities projects.
• Financial aid students will receive financial aid checks within X number of weeks after the semester begins.

Examples of Satisfaction SAOs:
• Faculty and students will report satisfaction in the services provided by the evening/weekend dean.
• Students will report that the supplemental learning activities they experience in the Tutorial Center contribute to their learning.
• District personnel will express satisfaction in Human Resources.

When developing Service Area Outcomes:
• Focus on outcomes that reflect the purpose or mission of the program and yield benefits for students and/or faculty and staff.
• Build on what you are already doing. Use existing data as much as possible.
• Keep it simple and efficient.
• Make it meaningful for the service unit and staff.
• Make the outcomes measurable, actionable, and realistic. Focus on issues that you can address.

Service Area Outcomes should:
• Provide evidence that the support area is performing its function.
• Provide evidence of the program's effectiveness and help identify areas for improvement.
• Identify what stakeholders will be able to do as a result of the services your area provides.

Goals versus Service Area Outcomes
Generally speaking, goals are aims or desired results that may or may not be measurable, while SAOs are observable and measurable.

Service Area	Goal	Service Area Outcome
Campus Safety	Campus Safety will promote peace, order, and safety on campus by deterring and preventing criminal activity.	Students, staff, and community members will indicate that they feel safe while on campus.
Facilities	Facilities and Maintenance will provide safe, clean, maintained, and visually attractive buildings and grounds to be enjoyed by students, faculty, and staff.	Faculty, staff, and students will report they are satisfied with the safety, cleanliness, maintenance and visual attractiveness of the campus buildings and grounds they visit.

Assessing Service Area Outcomes
Methods of assessment for SAOs may include but are not limited to the following:
- Satisfaction Surveys (well suited for satisfaction outcomes)
- Focus groups (well suited for satisfaction outcomes)
- Number and types of complaints (well suited for process outcomes)
- Growth in a specific function (well suited for process outcomes)
- Time taken to complete a task (well suited for process outcomes)
- Comparisons to professional organizations' best practices

Using the Assessment
When deciding if steps are needed to make improvement to the service you are providing, use the following questions to guide you:
- Were you satisfied with the response?
- What changes or improvements are necessary?
- Based on the evidence and analysis, how will you modify the process or service to better address client needs?
- What should be added, deleted, or modified to improve client experiences?

If you decide that action is needed in order to bring about improvement, there are several modifications you can make to improve your processes and/or the service that your area offers. Some of these actions may include:
- increased staff development,
- equipment purchases,
- software modifications,
- process refinement and development.