



**CERRITOS
COLLEGE**

**Institutional Effectiveness,
Research, Planning, &
Grants**

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STUDENT SERVICES SERVICE AREA OUTCOMES



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SERVICE AREA OUTCOMES (SAOs)

- Service Area Outcomes are specific and measurable statements that describe what students will gain, learn, or experience as a result of interacting with your service.
- The focus is on student impact, not what the department does.

WHY SAOs MATTER

- Measure effectiveness of services
- Demonstrate impact on student success
- Identify equity gaps
- Inform program improvement
- Support program review and planning

KEY CONSIDERATIONS

- 1-2 SAOs per goal per cycle
 - 3-6 SAOs total per cycle
- SAOs may align to more than one goal
- Measurable: must be able to collect data

WHAT IS A SERVICE AREA OUTCOME

SAOs vs GOALS vs ACTIVITIES

ELEMENT	PURPOSE	EXAMPLE
GOAL	Big picture intention	Increase access to tutoring
SERVICE AREA OUTCOME (SAO)	Student Impact	Increase the percentage of students who utilize tutoring services by 15% by Spring 2027.
ACTIVITY	What you do	Host tutoring orientations, expand outreach, increase tutoring selection.

SAOs = Evidence that you are accomplishing your goal

LEARNING BASED

Focus: what students *know, understand, or are able to do* after receiving a service

Use when your service includes:

- Workshops
- Advising sessions
- Orientations
- Information sharing

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EXAMPLES

- Students will identify at least two tutoring services available to them by the end of the orientation session.
- Students will demonstrate understanding of transfer requirements by the conclusion of their counseling appointment.

HOW TO MEASURE

- Pre/Post survey
- Exit tickets
- Counseling notes

COMMON SAO CATEGORIES

EXPERIENCE BASED

Focus: how students *feel about or perceive* the service

Use when your goal is to improve:

- Student satisfaction
- Sense of belonging
- Quality of service
- Customer experience

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EXAMPLES

- Students will report a 85% satisfaction with tutoring services by the end of the semester.
- 95% of students will report that services were accessible and welcoming by the end of the term.

HOW TO MEASURE

- Satisfaction survey
- Feedback forms

COMMON SAO CATEGORIES

BEHAVIOR BASED

Focus: what students *actually do* as a result of the service

Use when your goal is to:

- Increase usage
- Encourage completion of key steps
- Change student actions

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EXAMPLES

- Increase by 15% students who schedule and attend at least one tutoring session by Spring 2027.
- Increase by 10% students who submit a financial aid application by the priority deadline by the end of their first year.

HOW TO MEASURE

- System data (e.g., PeopleSoft, Navigate, internal software)
- Attendance/usage records
- System data (e.g., PeopleSoft, Navigate, internal software)
- Financial Aid application completion rates

COMMON SAO CATEGORIES

THE STRUCTURE

A strong SAO should:

- **Be student-centered:** Is this about the student, not the service?
- **Measurable:** How will we know this happened?
- **Action-orientated:** Uses clear, observable action verbs
- **Time-bound:** When will the outcome be achieved
- **Aligned:** Which goal does this measure?
- **Meaningful:** Focuses on impact, not just participation

**STUDENTS
WILL**

+

**ACTION
VERB**

+

**MEASURABLE
OUTCOME**

+

CONTEXT
(if needed)

+

TIMELINE

THE STRUCTURE

STUDENTS WILL

ACTION VERB

**MEASURABLE
OUTCOME**

Students will identify at least two tutoring services available to them by the end of the orientation session.

TIMELINE

LEARNING

- Identify
- Describe
- Explain
- Demonstrate

EXPERIENCE

- Report
- Rate
- Indicate

BEHAVIOR

- Complete
- Access
- Utilize

COMMON ACTION VERBS

ASSESSMENT METHODS

- Surveys
 - Pre/post
 - Satisfaction
- Usage data
 - Appointments
 - Attendance
- Completion data
 - Forms
 - Milestones
- System data
 - PeopleSoft
 - Navigate
 - Area specific software

ASSESSMENT METHODS

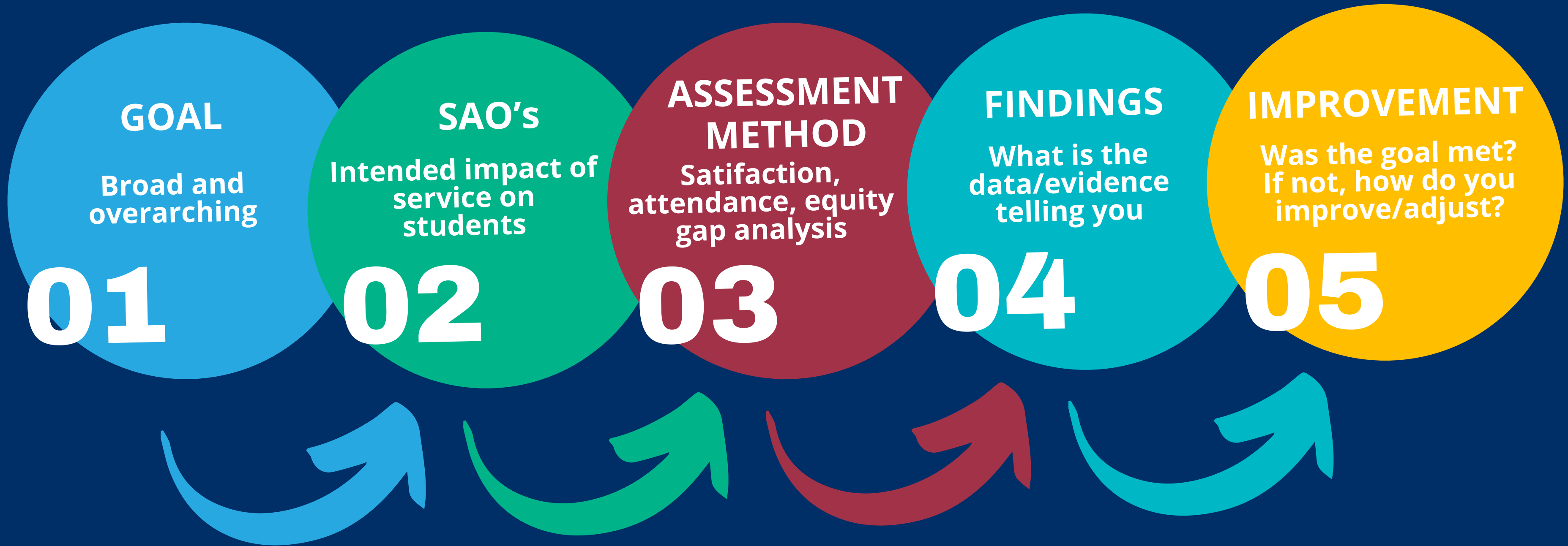
SAO TYPE	BEST ASSESSMENT METHOD
LEARNING	Pre/post surveys, quizzes
EXPERIENCE	Satisfaction surveys
BEHAVIOR	System data, completion rates

USING SAO RESULTS

SAO results should lead to:

- Program improvement
- Changes in service delivery
- Resource Requests
- Equity focused interventions

HOW IT ALL ALIGNS





Q/A



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THANK YOU

