



**Division of Student Affairs  
Hallmark Awards 2012-2013  
Service Excellence Award**

**PHONG YANG**

This year, our external Hallmark Awards Selection Committee chose to award a second Service Excellence Award and that award goes to Phong Yang, Outreach Counselor for the Office of University Outreach Services. Phong is responsible for implementing the communication plan to prospective students, for providing technical support to Outreach staff and implementing new technologies for all phases of new student recruitment.

Phong has been at the forefront of using technology in all aspects of recruiting. He developed a phone application used by students to conduct a virtual visit and to learn more about our campus – using their smartphones. He was instrumental in the development of the virtual view book and other outreach publications that included photographs and videotaped interviews with students to be included in those electronic publications. He is also responsible for developing, maintaining and updating the Outreach Services website – another critical tool for communication with prospective students. Phong is always looking for opportunities to improve the delivery of services by making them more technologically accessible and adapting them to the communication needs of today's modern students.

Another example of his innovation was identified when he introduced online advising as a tool to provide pre-admission advising for students who might not be able to get to our campus for an appointment. This reduced cost in time and travel and made Outreach Services more accessible to students outside of our service area.

Phong has also used technology to communicate with and update guidance counselors through the use of webinars. This has been especially effective, because schools counselors have a more difficult time of getting away from their own work setting for professional development. Phong is also praised for his work with the Fresno Unified School District (FUSD) and his ability to collaborate with school district personnel. Enrollment of FUSD students has increased by over 38% in the last 4 years, due in large part to Phong's efforts.

Phong Yang's list of accomplishments, creativity, and innovation is long and impressive. He is one of the critical factors to our success in meeting and exceeding our enrollment targets. He is truly an individual deserving of our Service Excellence Award.