

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing this form:		Philip Weast, Dean	Curriculum/Department:	Student/Enrollment Services
Purpose/Mission Statement		Vision Statement, 3-5 years		
To identify, recruit, enroll and retain students through effective student-centered programs and services.		To create and sustain an enrollment process that is driven by service to students and is focused on achieving enrollment goals through the planning and implementation of effective strategies for marketing, recruiting, enrolling and retaining students.		
Departmental Strengths		Departmental Weaknesses		
<ul style="list-style-type: none"> • A dedicated, well-trained staff. • A staff that is enthusiastic about their work and energized by new ideas for working with students. 		<ul style="list-style-type: none"> • Offices are not designed to accommodate students' needs or facilitate efficient service in meeting those needs. • Staffing is at minimal levels overall. 		
Departmental Opportunities		Departmental Threats		
<ul style="list-style-type: none"> • Enjoys a good reputation for its level of service. 		<ul style="list-style-type: none"> • Uncertainty over enrollment affected by various external events including the economy. 		
College Goals	2004-2005 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)	
2	1. Strengthen Enrollment Services Operations, Programs and Services	1a-b. Achieve a 1% mean improvement in student satisfaction with services as measured by the Student Climate Survey. c. Cross-training sessions are held and effectiveness evaluated through performance improvements. d. Summer registration process registers over 1,000 students including 33% of the new students prior to fall orientation. e. Improvements made to Admissions processing.	1a. Implement Enrollment Services operating principals that include a student-centered approach to providing services and support to students, prospective students and the public. (ALL) b. Build strong communication networks and relationships with faculty, staff and the community. (ALL) c. Implement cross-training (across functional areas) and team-training of Enrollment Services staff to give each a wider-range of knowledge and service skills. (ALL) d. Implement a summer registration process for new and returning students that lessen the demand on advisor and faculty time during orientation and registration. (ALL) e. Revise admissions processes to improve response time to applicants and faculty.	

1,7	2. Create and implement a Recruiting Plan	<p>2a. A plan is written and implemented.</p> <p>b-c. Achieve a 3% increase in enrollment over the previous year of traditional and nontraditional students.</p> <p>c. Publications revised, produced and distributed.</p> <p>d. Increase faculty involvement in recruiting by 20% over the previous year.</p>	<p>2a. Write a recruiting plan that includes recruiting strategies and objectives and enrollment goals. (ADM)</p> <p>b. Implement strategies for recruiting traditional high school age students with emphasis on Native American, Hispanic, High Merit Scholars, WCU denials and Concurrent enrolled students. (ADM)</p> <p>c. Implement strategies for recruiting non-traditional students with emphasis on making contacts in public places, businesses and social/civic groups. (ADM)</p> <p>d. Produce a series of publications for broadly marketing SCC programs that includes a View book, Program Flat sheets, Program Guides and Transfer Guides. (ADM)</p> <p>e. Implement strategies for involving faculty in recruiting students. (ADM)</p>
2	3. Fully implement early alert retention strategies initiated under Title 3 during 2003-04.	<p>3a. New student orientation programs, live and online, are implemented, evaluated and fine tuned.</p> <p>b. The CSI is administered to at least 50% of new students. Advisor intervention with students is evaluated.</p> <p>c. A trial test of an early alert process is implement that includes faculty reporting problem student attendance and other classroom behavior and activities to the SDC. The SDC implements intervention strategies.</p> <p>d. Financial Aid offers a series of budgeting and financial management workshops.</p>	<p>3a. Revamp new student orientation programs to focus on advising and student development and to familiarize students with essential College resources. (SDC)</p> <p>b. Give the College Student Inventory to all new students to assess persistence needs of students and resources needs of the College. (SDC)</p> <p>c. Initiate discussions with faculty and Deans to develop a plan implementing Early Alert processes and programs that actively assist high risk students in adjusting to college and persisting to graduation.(SDC)</p> <p>d. Provide workshops and information to students on budgeting and financial management. (FA)</p>
2	4. Implement phase 2 career planning programs and services.	<p>4a. At least 25% of graduating students use the College Central for job searches. At least 50 employers initiate use of College Central to post jobs.</p> <p>b. A complete series of workshops and class presentation are offered with a 25% increase in the number of students participating over last year. There will be a 25% decrease in the number of “undecided” students.</p>	<p>4a Market the College Central career web site (created in 20034-2004) to students, faculty and area employers. (CAT)</p> <p>b. Provide workshops and presentations to assist students with career planning, job searches and related topics. (CAT)</p>

<p style="text-align: center;">Criteria Results</p> <p style="text-align: center;">Be sure to utilize most current data available</p>	<p style="text-align: center;">End of Year Analysis</p> <p style="text-align: center;">(Goals achieved, impact of equipment purchased, improvements to program or service, contingencies, etc.). Describe how you used the results to improve your program/department.</p>
<p>1. Strengthen Enrollment Services Operations, Programs and Services</p> <p>a - b. Achieved a mean improvement over the previous year on the Student Climate Survey in the following areas:</p> <ul style="list-style-type: none"> • Financial Aid – increase of 3.6% over 2004 • Admissions – increase of 2.3% over 2004 • Testing – increase of 3.9% over 2004 • Registration – increase of 1.9% over 2004 <p>c. Multiple cross-training sessions were held throughout the year.</p> <p>d. Summer pre-registration for Fall semester processed 1,350 students and over 50% of the new students prior to the Aug. 17 orientation day. Two orientations were held in the summer – 1 morning program in June and 1 evening program in July.</p> <p>e. Following improvements made to the admissions process:</p> <ul style="list-style-type: none"> • IIPS report written to produce a spreadsheet that includes ALL data fields used in the selective admissions health programs. • Database developed for prospective students providing better organization for data and mailings. • Response time to applicants has improved using emails. • Met with health program coordinators to improve the selection process for applicants. • All backlogs of filing eliminated. 	<p>Service to students and other constituents has improved – in all areas including face-to-face and telephone.</p> <p>Pre-registration made registration day a much easier event for everyone.</p> <p>Continue the orientation model put in place.</p>
<p>2. Create and implement a Recruiting Plan.</p> <p>a. A recruiting plan was written and implemented.</p> <p>b-c. Fall 2004 enrollment had the highest headcount (2,014) and FTE (795.6) of any semester in the history of SCC. This was followed by the Spring 2005 semester with a high spring headcount (1,905) and FTE (792).</p> <p>c. New marketing materials were developed. A new View Book was published. Program flat sheets were designed and implemented.</p> <p>d. Faculty were involved in recruiting during the year.</p>	<p>A more cohesive recruiting plan was put into place focusing on developing new marketing recruiting materials.</p> <p>More focused recruiting activities were implemented and a web form for requesting information implemented.</p> <p>Campus tours were regularly held. Request for tours was simplified using a web form.</p> <p>A new online application, part of the CFNC.org, was implemented. The new format is more comprehensive and easier to use. It permits maintaining a database of applicants and allows for immediate emails to applicants acknowledging receipt of the completed application and providing “next step” information.</p>

<p>3. Fully implement early alert retention strategies initiated under Title 3 during 2003-04.</p> <p>a. A new, live student orientation program was developed and implemented using campus tours, information sessions and student/faculty panels to provide information. The online orientation was greatly simplified and redesigned.</p> <p>b. CSI was on track to be administered to at least 50% of new students. Due to the loss of the Student Development Counselor position, the CSI was suspended until next year.</p> <p>c. A trial test of an early alert process was implement that included an email reporting process used by faculty to report problem student attendance and other classroom behavior and activities to the Student Development Counselor (SDC). The SDC made contacts with students.</p> <p>d. Financial Aid did not offer budgeting or financial management workshops.</p>	<p>With the loss of the Student Development Counselor position, the use of the CSI and the Early Alert program will be put on hold until the Retention Committee can meet and develop strategies for implementation.</p> <p>The new student orientation programs are effective. The Admissions Officer/Recruiter will take the lead in implementation of the program.</p>
<p>4. Implement phase 2 career planning programs and services.</p> <p>a. 112 re-occurring employers regularly use the CCN site. 120 students used the site – less than the goal.</p> <p>b. A significant increase in workshops and class presentations were offered with a 50% increase in the number of students participating over last year.. The number of “undecided” students was reduced but not by the goal.</p>	<p>CCN is fully operational. The goal for next year will be increase student use of the free service.</p> <p>Career related workshops and presentations will continue at increasing levels reaching more students.</p>

College Goals	2005-2006 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
7	1. Refine the recruiting plan and implement more focused strategies.	<ul style="list-style-type: none"> • Open House occurs • Both publication projects are implemented to assist with student recruitment. • Individual student names are collected and these individuals select SCC as their college of choice for the 2006-07 academic year. • Increase the enrollment of new students • Increase the enrollment of new students 	<ul style="list-style-type: none"> • Coordinate a Spring Open House event for prospective students. • Complete work on SCC Search Mailer and Transfer Guide pending budget. • Initiate a more targeted recruitment process: <ul style="list-style-type: none"> ➤ Program specific initiative ➤ National Guard initiative ➤ Individual students <ul style="list-style-type: none"> ➤ WCU dual enrolled students ➤ GED students ➤ CNA students ➤ Students in Top 10% of HS graduating class ➤ Displaced workers

			<ul style="list-style-type: none"> • Accomplish select goals not accomplished in 2004-05: <ul style="list-style-type: none"> ➤ Visible in Community – Info. booths at community gathering events (e.g. – Greening Up The Mountains, Macon County Fair, Christmas Parades, etc.) ➤ Postcard initiative <ul style="list-style-type: none"> ➤ Invitation to apply ➤ Invitation to visit SCC campuses ➤ Open House invitations • (See attached Recruiting Plan for details)
2	<p>2. Reactivate the Retention Committee to developed strategies for continuing the retention strategies implemented during the Title 3 grant.</p>	<ul style="list-style-type: none"> • Early Alert is implemented. • CSI is administered and the results used. • Exit Interview/Recruit Back strategies are improved. • A specific student cohort is identified and receives special attention. 	<ul style="list-style-type: none"> • Develop a process for re-implementing Early Alert intervention. • Develop a strategy for regularly utilizing the CSI. • Implement a retention strategy that focuses on a specific new student cohort. • Review and refine the Exit Interview/Recruit Back intervention strategies. • Review the results of the Under Prepared Student Advising initiative implemented this year.
2	<p>3. Continue strengthening the Student/Enrollment Services Operations, Programs and Services</p>	<ul style="list-style-type: none"> • Hotline operational • Voice mails significantly reduced. • New signs installed. • Improve office arrangement and décor • At least 1 retreat conducted. • At least 1 FERPA workshop conducted. • Training is implemented along with a plan of implementation. 	<ul style="list-style-type: none"> • Implement a hot line during peak registration periods to provide easy access to staff by on-campus callers. • Implement a strategy for handling outside calls more efficiently including a significant reduction in the number of voice mails received in Admissions and Financial Aid. • Improved the office setup to improve student access – including improved signage, office rearrangements, etc. • Conduct at least or more professional development retreats for the entire staff. • Assist in planning for the training and implementation of “Colleague” • Conduct a workshop on FERPA guidelines. • Train the Student Services Coordinator for the Macon Center

2, 7	4. Develop and implement a campus-wide plan for improving student life and the role of SLA.	<ul style="list-style-type: none"> • Students and faculty engage in a dialog to improve SLA and student life. 	<ul style="list-style-type: none"> • Form a college-wide committee to study ways to improve campus student life and to refine the role of SLA and student organizations. • Identify strategies for involving more students.
2	5. Improve the admissions office operations.	<ul style="list-style-type: none"> • Online and email communications enhanced. • Letters designed and sent. • File review during interviews made easy for faculty. • Macon Center staff proficient processing admission applications. 	<ul style="list-style-type: none"> • Improve all communications with enrolled students and prospective students. <ul style="list-style-type: none"> ○ Improve the specificity of online and email communications. ○ Create “lite bulb” letters – follow-up status letters reminding students who need to complete the admissions process. ○ Admission status letters revised to include more specific information and mailed in a more timely manner. • Work with the selective admission health programs to more effectively facilitate student file review and interviews. • Train with the Macon Center campus staff on admission application entry and use of the student record system, IIPS.

Budget Item Description (Budget items requested from college funds)	Current Year Budget:	Ongoing Operational Budget:	Expansion Budget:
Supplies-		\$ 6,000	
Equipment-		\$ 637	Digital Camera \$ 1,000 6 passenger Golf Cart \$ 9,500
Travel-		\$ 4,821	
Program Accreditation-		0	
Other- Printing, Subscriptions, Memberships		\$ 52,575	Transfer guide Printing \$ 5,500
TOTALS		\$ 64,033	

