

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	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 • Accomplish select goals not accomplished in

			<p>2004-05:</p> <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 <ul style="list-style-type: none"> • (See attached Recruiting Plan for details)
2	2. Reactivate the Retention Committee to developed strategies for continuing the retention strategies implemented during the Title 3 grant.	<ul style="list-style-type: none"> • Early Alert is implemented. • CSI is administered and the results used. • Exit Interview/Recruit Back strategies are improved. <p>A specific student cohort is identified and receives special attention.</p>	<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	3. Continue strengthening the Student/Enrollment Services Operations, Programs and Services	<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.

			<ul style="list-style-type: none"> • 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.

Criteria Results Be sure to utilize most current data available	End of Year Analysis (Goals achieved, impact of equipment purchased, improvements to program or service, contingencies, etc.). Describe how you used the results to improve your program/department.
1. Refine the recruiting plan and implement more focused strategies. a. Spring Open House – Due a lack of student and community interest, Open Houses as a stand alone program will be	a. No stand alone Open Houses are planned in 2006-07

<p>interest, Open Houses as a stand alone program will be suspended.</p> <p>b. Budgets did not permit printing the SCC Search Mailer and Transfer Guide.</p> <p>c. Initiated a more targeted recruitment process:</p> <ul style="list-style-type: none"> • Specific program targeted: Respiratory Therapy, Electronic Engineering and Computer Technology, Web & Network Technologies, Emergency Medical Science, Early Childhood and Office System Technology. Initiatives included marketing and community and school recruiting events. • Individual students: <ul style="list-style-type: none"> ➤ Regularly visited GED & CNA classes and communicated with GED and CAN students. ➤ Held an Academic Challenge contest that targeted top HS students and awarded scholarships. ➤ Recruiting initiatives targeted Fruit of the Loom employees laid off due to plant closing. 25 enrolled for the fall 2006 semester. <p>d. SCC information booths were available at a variety of events including: Greening Of The Mountains, Macon County Fair, Christmas Parades, Harrah's employee career event, etc.</p> <p>e. Postcards were designed and used to:</p> <ul style="list-style-type: none"> • Encourage students to return • Acknowledge receipt of admissions applications • Invitation to attend summer orientation and visit the SCC campuses 	<p>b. A web version of a Transfer Guide will be produced in 2006-07. A Search Mailer will be produced.</p> <p>c. A new list (which may include a couple from this list) will be selected for special initiatives. Visits to GED and CAN classes will continue each semester along with follow-up mailings.</p> <p>d. SCC will continue to have a visible presence in community events.</p> <p>e. With the implementation of postcards, a need was seen for a full communications plan targeting inquiries, prospects and applicants.</p>
<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"> • The Retention Committee met one time during the year and developed plans. No action was taken on All items except one - the Exit Interview continues to be used 	<p>The Retention Committee will be reactivated.</p>
<p>3. Continue strengthening the Student/Enrollment Services Operations, Programs and Services</p> <p>a. On the 2006 Student Climate Survey, all Student Services</p>	<p>Emphasis will continue on service and access to services.</p>

<p>showed an increase in satisfaction over the previous year except for Admissions which was little changed from the previous year.</p> <ul style="list-style-type: none"> b. A hot line was implemented during peak registration periods. Due to equipment problems, the line did not work well. c. A position, the administrative assistant for enrollment services, was added to answer the main admissions telephone and to triage walk-in problems and questions. This has led to a major improvement in communication and access to Student Services staff during peak periods. d. The front desk was se-up to greet walk-ins. A new counter has been designed for the area. e. "Colleague" training has been initiated with testing and mock data entry under way. f. A FERPA powerpoint presentation, web page and workshop was developed and presented. g. Training of the Student Services Coordinator for the Macon Center was completed and the staff member moved to the Macon Center. 	
<p>4. Develop and implement a campus-wide plan for improving student life and the role of SLA.</p> <ul style="list-style-type: none"> a. A college-wide committee to study ways to improve campus student life was not formally implemented but faculty involvement with SLA increased through specific program initiatives. b. The SLA entered into an agreement with Intramural Recreation at WCU to allow SCC students to participate at a reduced cost in team sports. c. Student involvement has increased. The largest SLA group in 3 years has been assembled for the 2006 fall semester. 	<p>Emphasis on SLA involvement and visibility will continue. Club activities will be highlighted.</p>
<p>5. Improve the admissions office operations</p> <ul style="list-style-type: none"> a. Improvements made in communications with prospects, applicants and students. <ul style="list-style-type: none"> • Follow-up letters were used to remind students with a pending status to get all materials submitted to become fully 	<p>Greater emphasis must be placed on the communications with prospective students. A goal will be established to create a plan.</p>

<p>admitted.</p> <ul style="list-style-type: none"> • Summer admission status letters have been revised to include more specific information and mailed in a timely manner. <p>b. Training with the Macon Center campus staff on admission application entry and use of the student record system, IIPS, was completed.</p> <p>c. A new staff was hired to improve communication with students.</p>	
--	--

College Goals	2006-2007 Department Outcomes/Goals	Success Criteria <small>(e.g. outcomes, enrollment increases)</small>	Plan of Action <small>(including resources needed)</small>
3	1. Implement the Colleague student information system.	<ul style="list-style-type: none"> • Staff will complete training and set-up of the new system. • Staff and faculty are trained to use the new system for registering students for Fall 2007. 	<ul style="list-style-type: none"> • Attend Colleague training • Complete conversions on schedule. • Develop work-flows. • Create and implement training workshops for advisors.
2	2. Focus the work of Retention Committee on developing strategies for continuing the retention strategies implemented during the Title 3 grant.	<ul style="list-style-type: none"> • Early Alert is implemented. • CSI is administered and the results used. • 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 the results of the Under Prepared Student Advising initiative implemented this year. • Improve Orientation – both live and online programs
2,3	3. Improve communications with inquiries, prospects and applicants for admission.	<ul style="list-style-type: none"> • System of sustained contact and information flow is in effect. • A plan for telephone contacts and mailings in defined and activated. • Telephone answering in the 	<ul style="list-style-type: none"> • Design a workflow for communicating with everyone interested in attending SCC. • Develop a system of letters, postcards and other mailings with time lines for use and who is responsible. • Targeted communication to inquiries,

		department is improved with someone answering the phone at all times.	prospects, applicants, no shows, non-returnees, purged for non-payment and complete withdrawals. <ul style="list-style-type: none"> (See attached Admissions Recruiting plan)
--	--	---	---

Budget Item Description (Budget items requested from college funds)	Current Year Budget:	Ongoing Operational Budget:	Expansion Budget:
Supplies-	5,500	6,125	
Equipment-	8,000	5,000	
Travel-	4,500	5,125	
Program Accreditation-	0	0	
Other- Printing, Subscriptions, Memberships		0	
TOTALS	18,000	16,250	

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing this form:	Matthew Chadwick	Curriculum/Department:	Admissions Officer/Recruiting
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"> • Experienced recruiter with excellent marketing, organization and presentation skills. • Excellent recruiting materials available. 		<ul style="list-style-type: none"> • Very limited assistance received in developing and implementing marketing strategies. 	
Departmental Opportunities		Departmental Threats	
<ul style="list-style-type: none"> • Access to service area schools is open and welcomed. • Access to community events and organizations is welcomed. 		<ul style="list-style-type: none"> • Successful recruiting is impacted by competition from others colleges and universities. • Successful recruiting is influenced by the status of the local economy. 	

College Goals	2005-2006 Department Outcomes/Goals	Success Criteria <small>(Method for measuring extent to which outcome is achieved)</small>	Plan of Action <small>(including resources needed)</small>
7	1. Coordinate a Spring Open House event for prospective students.	<ul style="list-style-type: none"> • Open House occurs 	<ul style="list-style-type: none"> ➤ Determine appropriate date. ➤ Work with faculty and staff to plan activities and information sessions. ➤ Work with PIO to promote event through media outlets at least 1 month prior to event. ➤ Work with high school counselors and vocational directors to market event
7	2. Complete work on SCC Search Mailer and Transfer Guide pending budget.	<ul style="list-style-type: none"> • Both publication projects are implemented to assist with student recruitment. 	<ul style="list-style-type: none"> ➤ Compile information for both publications utilizing information from viewbook and other admissions publications/documents. ➤ Work with Barb Putman and Cheryl Conner to

			<p>compile additional information for transfer publication.</p> <ul style="list-style-type: none"> ➤ Work with Pat McKay to arrange and mock-up publication. ➤ Collect bids for publication and determine feasibility for implementation by comparing contract price against the 2005-06 budget.
5, 7	<p>3. Initiate a more targeted recruitment process:</p> <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"> • 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 	<ul style="list-style-type: none"> ➤ Speak with high school counselors about acquiring names of students for the target initiative. ➤ Utilize student information acquired from the 2004-05 academic year. ➤ Personalize letters/publications from Admissions Officer, Faculty & select staff. ➤ Personalized phone calls from Admissions Officer, Faculty & select staff. ➤ Create cluster publications to target students for specific programs. ➤ Tele-recruitment calls from SCC students.
	<p>4. Accomplish select goals not accomplished in 2004-05:</p> <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 	<ul style="list-style-type: none"> • Increase the enrollment of new students 	<ul style="list-style-type: none"> ➤ Determine if these items are feasible. ➤ For community visibility, make contact with event coordinators to schedule a booth at events. ➤ Find personnel to attend events. ➤ For postcards, compile information and work with PIO to design and print documents.

<p>Criteria Results for 2005-06 Outcomes Be sure to utilize most current data available</p>	<p>End of Year Analysis (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>Coordinate a Spring Open House event for prospective students.</p>	<p>It was decided that a spring open house event would not yield a successful</p>

	return on investment. Focus was instead placed on the SCC Academic Challenge, Career Fair, and campus tours for individual and group prospects.
Complete work on SCC Search Mailer and Transfer Guide pending budget.	Money was not allocated for these projects.
Initiate a more targeted recruitment process	Admissions recruitment plans were created and implemented for the following academic programs: EMS, Respiratory Therapy, Electronics & Computer Engineering Tech., Early Childhood Education, Information Technologies, and Office Systems Tech. Additionally, a telephone follow-up campaign was implemented with high school seniors, GED/CNA and other adult students in the prospect database. Admissions counselors visited GED and CNA classes throughout the spring semester. Lastly, efforts were focused on prospective students at the Fruit of the Loom plant, which closed its doors in August. Many hours were spent working with these employees to get them enrolled in classes through WIA.
Accomplish select goals not accomplished in 2004-05	Communications with prospective students was improved from the previous year through the implementation of a postcard series, and follow-up letters and prospect phone calls. The prospect database has been improved and any student who contacts SCC by phone, email, or in person is added to the database. Information is being collected each year on students starting in 6 th grade and as each school year ends, the students are advanced to the next year.

College Goals	2006-2007 Department Outcomes/Goals	Success Criteria <small>(e.g. outcomes, enrollment increases)</small>	Plan of Action <small>(including resources needed)</small>
7	1. Further improve communications with suspect and prospect students in an effort to improve the suspect to matriculant ratio. a.k.a. Follow-up	<ul style="list-style-type: none"> • Communication techniques and initiatives are successfully implemented. • Enrolled students are surveyed to evaluate the level(s) of communication they received from SCC. 	<ul style="list-style-type: none"> ➤ Integrate the SCC Student Ambassadors into the communication plan, having them contact prospective students through telemarketing campaigns, follow-up with students from their campus tours by letter and phone, and include them in admissions recruitment plan for high school & adult students. ➤ Continue to follow-up with students who have completed “Student Information Cards” and/or requested information from the website by mailing information packets within two business days of receiving requests. After two weeks, prospects should receive a phone call asking if information was received and if they have questions about it. ➤ Spend less time initiating high school visits

			<p>during lunch periods and spend more time working with faculty to get them into the high schools, as stated in goal #2. Plug the ambassadors into high school lunch visit opportunities when available.</p> <ul style="list-style-type: none"> ➤ Continue mailing postcard reminders to prospective students with regard to information pertaining to registration & financial aid dates, new program information, etc. ➤ Continue to contact students who have submitted applications to SCC by phone, as well as by letter. ➤ Continue to call students who previously registered for classes, but either did not pay and were purged or did not show up to class throughout the drop/add period. ➤ Work with PIO's to promote college fair events, and other recruitment activities in local media outlets. ➤ Distribute prospective student information to SCC Faculty so they can contact prospects interested in their academic programs. This includes prospect and no-show lists. ➤ Program faculty should write a general letter that introduces themselves and describes their program that can be included in information packets distributed by the Office of Admissions. ➤ Program flatsheets will continue to be updated to reflect the latest curriculum information and will continue to be mailed to all students requesting specific program information.
7	2. Further integrate SCC Faculty into the high school recruitment initiative by getting them into classrooms	<ul style="list-style-type: none"> • SCC faculty members receive more requests to visit and present 	<ul style="list-style-type: none"> ➤ Utilize the SCC Speakers Bureau as a means of getting faculty into the high school

	to give presentations and speak with prospective students.	to high school subject classes. Requests over the next nine months will be compared to previous years data.	<p>classrooms.</p> <ul style="list-style-type: none"> ➤ Solicit the help of high school guidance counselors by having them ask teachers about available times and dates for SCC faculty to present. ➤ Contact teachers with whom relationships are already developed about letting SCC faculty speak with classes in addition to the Admissions Officer. ➤ Speak with teachers who know they will be absent and request that SCC faculty be able to present to their classes with the assistance of the designated substitute teacher. (Note that SCC Faculty will not be allowed to substitute in lieu of the regular teacher unless previously certified to do so.)
7	3. Improve communications with suspect and prospect students in an effort to improve the suspect to matriculant ratio. a.k.a. Follow-up	<ul style="list-style-type: none"> • Communication techniques and initiatives are successfully implemented. • Enrolled students are surveyed to evaluate the level(s) of communication they received from SCC. 	<ul style="list-style-type: none"> ➤ Integrate the SCC Student Ambassadors into the communication plan, having them contact prospective students through telemarketing campaigns, follow-up with students from their campus tours by letter and phone, and include them in admissions recruitment plan for high school & adult students. ➤ Continue to follow-up with students who have completed “Student Information Cards” and/or requested information from the website by mailing information packets within two business days of receiving requests. After two weeks, prospects should receive a phone call asking if information was received and if they have questions about it. ➤ Spend less time initiating high school visits during lunch periods and spend more time working with faculty to get them into the high schools, as stated in goal #2. Plug the ambassadors into high school lunch visit opportunities when available.

			<ul style="list-style-type: none"> ➤ Continue mailing postcard reminders to prospective students with regard to information pertaining to registration & financial aid dates, new program information, etc. ➤ Continue to contact students who have submitted applications to SCC by phone, as well as by letter. ➤ Continue to call students who previously registered for classes, but either did not pay and were purged or did not show up to class throughout the drop/add period. ➤ Work with PIO's to promote college fair events, and other recruitment activities in local media outlets. ➤ Distribute prospective student information to SCC Faculty so they can contact prospects interested in their academic programs. This includes prospect and no-show lists. ➤ Program faculty should write a general letter that introduces themselves and describes their program that can be included in information packets distributed by the Office of Admissions. ➤ Program flatsheets will continue to be updated to reflect the latest curriculum information and will continue to be mailed to all students requesting specific program information.
<p>7</p>	<p>4. Further integrate SCC Faculty into the high school recruitment initiative by getting them into classrooms to give presentations and speak with prospective students.</p>	<ul style="list-style-type: none"> • SCC faculty members receive more requests to visit and present to high school subject classes. Requests over the next nine months will be compared to previous years data. 	<ul style="list-style-type: none"> ➤ Utilize the SCC Speakers Bureau as a means of getting faculty into the high school classrooms. ➤ Solicit the help of high school guidance counselors by having them ask teachers about available times and dates for SCC faculty to present.

			<ul style="list-style-type: none">➤ Contact teachers with whom relationships are already developed about letting SCC faculty speak with classes in addition to the Admissions Officer.➤ Speak with teachers who know they will be absent and request that SCC faculty be able to present to their classes with the assistance of the designated substitute teacher. (Note that SCC Faculty will not be allowed to substitute in lieu of the regular teacher unless previously certified to do so.)
--	--	--	---

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing this form:	Jan Smith	Curriculum/Department:	Testing/Enrollment Counseling
Purpose/Mission Statement		Vision Statement, 3-5 years	
To identify, recruit, enroll and retain students through effective student-centered programs and services. (Student Services Dept.)		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. (Student Services Dept.)	
Departmental Strengths		Departmental Weaknesses	
<ul style="list-style-type: none"> • Experienced staff member • Up-to-date equipment 		<ul style="list-style-type: none"> • Only 1 person coordinates all testing • Uncertainty in the procedures to use in to test college students seeking to enroll in advanced math courses 	
Departmental Opportunities		Departmental Threats	
<ul style="list-style-type: none"> • Work with the service area high schools is getting more students tested prior to their taking SCC courses • Work with high school students serves as a recruiting function as well 		<ul style="list-style-type: none"> • High school personnel allowing students to take repeat tests to make “better” scores • Uncertainty in the procedures to use in to test high school students seeking to enroll in advanced math courses 	
College Goals	2005-2006 Department Outcomes/Goals	Success Criteria <small>(e.g. outcomes, enrollment increases)</small>	Plan of Action <small>(including resources needed)</small>
2	Learn more about Accuplacer Administrative Duties and the capabilities of the system.	Greater familiarity with Accuplacer and flexibility in its use.	Check with College Board for workshops. Read Technical Manual.
7	Coordinate with area High Schools on testing Dual/Huskins Students	Meetings take place and an increase in testing sessions occurs	Meet with Guidance Counselors at SHS,SMHS,FHS
2	Improve advising to the under prepared students (10%)	Implementation of the underprepared student advising plan	Review plans and resources
2	Communicate with NCS Seniors to better prepare them for Fall Semester	Communication is improved	Mail letters and follow up with NCS Seniors who are applying to SCC.

Criteria Results Be sure to utilize most current data available	End of Year Analysis <small>(Goals achieved, impact of equipment purchased, improvements to program or service, contingencies, etc.). Describe how you used the results to improve your program/department.</small>
1. More familiar with the Accuplacer System’s capabilities. Administrative duties are understood.	Utilization of the Accuplacer Technical Manual and the Technical Support Help Line increased knowledge of the system and the administrative duties.

2. Improved high school testing schedule.	Increased communication between Counselors at the high schools resulted in a better utilization of time on site.
3. Advising to under prepared students (10%) improved.	Sent letters to all advisee's to register early. Sent letters to all advisees with available support contact information included. Advised one on one when student registered.
4. Mailed letters to New Century Scholars graduating from high school.	Results not known. Criteria not met.

College Goals	2006-2007 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
	1. Accuplacer training on their new platform.	Increase familiarity with the new changes in the Accuplacer Test.	Attend training workshops. Read material when it becomes available.
	2. Improve policies and communication between off campus testing sites.	Update procedures on off campus testing and inform all test administrators.	Review policies and procedures communicate them to all off campus testing sites.
	3. Decrease number of long distance testing proctor sessions.	Lower the number of test sessions in the testing center, but maintain it as service to the community.	Check with areas of the college to see their availability to assist with proctoring.
	4. Increase New Century Scholars awareness of transfer requirements needed.	Student understanding of what is required to transfer and keep their NCS eligibility.	Send letters to NCS students with requirement information. Send email advisors who advise in these programs.
	5. Learn the testing factors associated with the conversion to Colleague.	Familiar with the new Colleague System.	Attend training sessions when available.

Budget Item Description (Budget items requested from college funds)	Current Year Budget:	Ongoing Operational Budget:	Expansion Budget:
Supplies-		\$ 751	
Equipment-		0	Keyboards \$ 340
Travel-		\$ 1,150	
Program Accreditation-		0	
Other- Tests		\$ 2,375	
TOTALS		\$ 4,276	

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing this form:	Christy Deaver, Registrar	Curriculum/Department:	Registrar's Office
Purpose/Mission Statement		Vision Statement, 3-5 years	
To identify, recruit, enroll and retain students through effective student-centered programs and services. (Student Services Dept.)		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. (Student Services Dept.)	
Departmental Strengths		Departmental Weaknesses	
<ul style="list-style-type: none"> • Well organized with well-trained staff • Good working relationship with the faculty and staff • Paper student records secured in a fire-proof cabinet 		<ul style="list-style-type: none"> • Imaging process inadequate for needs 	
Departmental Opportunities		Departmental Threats	
<ul style="list-style-type: none"> • New student information system will provide greater flexibility in record-keeping, registration and report production. 		<ul style="list-style-type: none"> • New student information system training and implementation will be time consuming and reduce the department's overall efficiency in the initial stages. 	
College Goals	2005-2006 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
	1. Continued elimination of paper files with the use of an optical scanning system	<ul style="list-style-type: none"> • Continued the reduction of paper with full implementation of the optical scanning system • Scanned documents are more easily accessible by users of IIPS 	<ul style="list-style-type: none"> a. Continued working with Network Administrator to identify and select a new system more compatible with IIPS and Colleague b. Continued to convert to optical system for state record keeping
	2. Continued to work with IT in identifying new imaging software for implementation.	<ul style="list-style-type: none"> • Identify, acquire and implement software. 	<ul style="list-style-type: none"> a. Identify the best software for the price b. Acquire and implement the software
	3. Cleanup with student data in preparation for conversion to Colleague	<ul style="list-style-type: none"> • Continue cleaning student data before converting to new system 	<ul style="list-style-type: none"> a. Eliminate paper copies of CPT scores, duplicate copies of college transcripts, and any other unnecessary documentation in the student file
	4. Continue preparation for transition to new student information system	<ul style="list-style-type: none"> • Have gained more knowledge on Colleague 	<ul style="list-style-type: none"> a. Have attended trainings to learn more about software
	5. Continue to improve the security of the paper records	<ul style="list-style-type: none"> • Purchased, installed and used. 	<ul style="list-style-type: none"> a. Purchased three fire-proof cabinets

Criteria Results Be sure to utilize most current data available	End of Year Analysis (Goals achieved, impact of equipment purchased, improvements to program or service, contingencies, etc.). Describe how you used the results to improve your program/department.
Continued development on Registrar Webpage	Registrar Office information and forms available online to better service students' needs.
Registration processes working more efficiently	More faculty and staff are aware of IIPS procedures.
Maintaining the accuracy of data and statistical reports	Have a more accurate count of student enrollment.

College Goals	2006-2007 Department Outcomes/Goals	Success Criteria <small>(e.g. outcomes, enrollment increases)</small>	Plan of Action <small>(including resources needed)</small>
	1. Continue preparations for transition to new student information system	Gain further knowledge of new software	<ul style="list-style-type: none"> • Attend workshops on Colleague system • Serve coordinator of transition • Work with the IT coordinator
	2. Continue to redesign forms used by the Registrar's Office to be consistent with the new student information system	Have more appropriate forms to match the new software system	<ul style="list-style-type: none"> • Develop forms that are essential and eliminate where necessary • Work with faculty and staff to improve processing
	3. Work with IT in identifying new imaging software for implementation.	Identify, acquire and implement software	<ul style="list-style-type: none"> • Identify the best software for the price • Acquire and implement the software
	4. Improve the security of the paper records	Purchased, installed and used	<ul style="list-style-type: none"> • Purchase additional fireproof cabinet

Budget Item Description (Budget items requested from college funds)	Current Year Budget:	Ongoing Operational Budget:	Expansion Budget:
Supplies-		\$ 2,159	
Equipment-		\$ 4,400	Fireproof Cabinet \$2,500 Laptop Computer \$1,900
Travel-		\$ 4,900	
Program Accreditation-		0	
Other- Printing, Subscriptions, Memberships, etc		\$ 2,793	
TOTALS		\$ 14,252	

PLANNING/OUTCOMES DOCUMENT 2006-07

Name of person(s) completing this form:	Barrie Rogers	Curriculum/Department:	Career/Enrollment Counselor-CATS
Purpose/Mission Statement		Vision Statement, 3-5 years	
Career Services seeks to support and encourage student/alumni to successfully fulfill their career/life goals.		Will be a recognized presence in the SCC community/service area as a quality job placement resource and a superior one-stop career resource center.	
Departmental Strengths		Departmental Weaknesses	
<ul style="list-style-type: none"> • The counselor in this department: <ul style="list-style-type: none"> ○ Is globally certified as a Career Development Facilitator, ○ carries an active Myers-Briggs Certification & ○ has 5 years experience as a Vocational Counselor • The department also has the most up-to-date Career tests and resume software available. 		<ul style="list-style-type: none"> • This department is understaffed when compared to other Community Colleges of similar size. 	
Departmental Opportunities		Departmental Threats	
<ul style="list-style-type: none"> • Community businesses are very supportive of the office and provide access to available jobs. 		<ul style="list-style-type: none"> • The condition of the local economy can have a serious impact on available jobs. 	

College Goals	2005-2006 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
2, 5	1. Build working/productive relationship w/each program head & their students.	50 % of our curriculum programs will meet w/me & utilize CATS services in their classrooms.	Meet with them as requested. Become a well known face to faculty and students applications.
2	2. Implement educational workshops for students	Successfully have one workshop series for etiquette, interviewing, and choosing a major.	Utilize local and statewide speakers & incorporate faculty/SLA and certain programs for assistance.
2	3. Launch more intensive marketing of CCN web portal to stu alumni & increase local/statewide & regional employer awaren	By July 2006, employer contacts have grown even more by 25% over the 130 registered & we have set updates for regular job fairs.	Continue mailings, emails, & calls to students and alumni; also make appearances in classrooms & visual aids. To implement a job fair, arrange for recruitment sessions and interviewing times for employers.

Criteria Results	End of Year Analysis
Be sure to utilize most current data available	(Goals achieved, impact of equipment purchased, improvements to program or service, contingencies, etc.). Describe how you used the results to improve your program/department.
CCN had 222 re-occurring employers using site regularly and 110 students to register.	Goals for employers were achieved and even though 10% of the total student body was not registered w/CCN, we did see a sizeable increase in its usage.
Career Counselor successfully integrated her services in classrooms.	Awareness of CATS services was increased to mostly all developmental students and

	others.
Career Counselor was able to assist several students in selecting a career path/major.	CATS will continue to be a major presence in an undecided student's selection of a major. Stronger follow-up will continue.

College Goals	2006-2007 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
2	1. Build working/productive relationship w/ local HR, Mental Health, and Counseling Professionals.	A successful relationship with at least 10 major community resources for referral and learning purposes.	Meet with them as requested. Become a well known face to local, practicing professionals.
2	2. Continue implementing more educational workshops for students.	Successfully have one workshop series for etiquette, interviewing, and choosing a major.	Utilize local and statewide speakers & incorporate faculty/SLA and certain programs for assistance.
2, 5, 7	3. Launch more intensive marketing of CCN web portal to students & alumni.	By August 2007, 20% of student population to be registered on CCN portal.	Continue mailings, emails, & calls to students and alumni; also make appearances in classrooms & visual aids.
5, 7	4. Successfully implement and integrate new online career testing with CPP, inc.	Students will be regularly using the online testing service at all satellite locations.	To market the new service, go to each satellite location and speak with students. Add testing icon/shortcut to all computers.
	5. Hold campus wide career fair in Spring 2007 that would include major employers/companies.	A successful event that will have a minimum of 40 employers present and approximately 10% of the student population to attend.	Actively recruit major local and regional companies; expansive mailings, emails, phone calls, etc.

Budget Item Description (Budget items requested from college funds)	Current Year Budget:	Ongoing Operational Budget:	Expansion Budget:
Supplies-		\$2,857.00	
Equipment-		\$2845.00	Video equipment, blinds \$580.00
Travel/Professional Development-		\$ 1,700	
Program Accreditation-		0	
Other- Printing, Portal fees and Strong fees		\$4,530.00	
TOTALS		\$11,932.00	

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing this form:		Melody Lawrence	Curriculum/Department:	Financial Aid
Purpose/Mission Statement			Vision Statement, 3-5 years	
To identify, recruit, enroll and retain students through effective student-centered programs and services. (Student Services Dept.)			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. (Student Services Dept.)	
Departmental Strengths			Departmental Weaknesses	
<ul style="list-style-type: none"> Well trained and experienced staff. Staff extremely hard working and dedicated to serving students. 			<ul style="list-style-type: none"> Access to private scholarships and grants limited. Department is understaffed, so time for administrative activities to assure compliance is extremely limited. 	
Departmental Opportunities			Departmental Threats	
<ul style="list-style-type: none"> Access to all federal and state financial aid resources. Good support from CFNC. 			<ul style="list-style-type: none"> Changes in the federal aid programs could have negative consequences for students. 	
College Goals	2005-2006 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)		Plan of Action (including resources needed)
6	1. Initiate process of writing Policies and Procedures and continue reviewing the NASFAA Self-Evaluation Guide.	<ul style="list-style-type: none"> The required sections of Policies and Procedures Manual are written. The Self-Evaluation process is completed. 		<ol style="list-style-type: none"> Start the process of writing the Financial Aid Policies and Procedures Manual. Using this process as a guide, initiate the NASFAA Self-Evaluation Guide to review all financial aid office functions and processes.
2	2. Improve timeliness of department outputs.	<ul style="list-style-type: none"> A departmental working calendar will be implemented. 		<ol style="list-style-type: none"> Start awards by May and w/in 1 week after backlog worked Establish FAO annual calendar of events to include all beginning and end of semester activities and all reporting deadlines
2	3. Continue cross-training of FAO staff.	<ul style="list-style-type: none"> Back-up to all major FA functions in place. 		<ol style="list-style-type: none"> Train FA Officer on loans Train all FA Officer on R2T4 process notifications

2	4. Track Financial Aid processing statistics	<ul style="list-style-type: none"> Maintain statistics on all aspects of the FA process 	a. Record and track processing by date.
---	--	--	---

Criteria Results Be sure to utilize most current data available	End of Year Analysis (Goals achieved, impact of equipment purchased, improvements to program or service, contingencies, etc.). Describe how you used the results to improve your program/department.
1. Required sections of Policies and Procedures manual have not been completed, and a complete self evaluation of department has not done	This project was not completed due to lack of Director's time for administrative and compliance activities. With Colleague implementation in 2007, this should not be considered again as a goal this year.
2. Either maintained or improved timeliness of department outputs, but did not utilize a departmental working calendar.	<ul style="list-style-type: none"> First document tracking letters were sent in March. Award letters began in July and not May as planned since staff attempted to avoid overtime. All state and federal reports were filed on time. R2T4 notifications were more timely. Establishment of an annual calendar not implemented but much of the pertinent data was collected.
3. Cross training occurred in some, but not all needed areas.	<ul style="list-style-type: none"> FA Officer was trained and took over processing R2T4. Cross training has not occurred on student loan processing due to time constraints.
4. Some Financial Aid statistics were collected, but not those measuring processing time.	<ul style="list-style-type: none"> Multi-year spreadsheet of total number of awards and dollars was created. Decided to wait to track processing statistics until conversion to Colleague to see if new software has more robust capability.

College Goals	2006-2007 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
	1. Implement conversion to Colleague software.	<ul style="list-style-type: none"> System is set up and processing 2007-08 financial aid by Spring 2007. New workflows have been designed and implemented. 	<ol style="list-style-type: none"> Attend all training and participate in all system tests and conversions. Customize setup to meet local requirements.
	2. Work with SCC Webmaster to update FA section of web site.	<ul style="list-style-type: none"> Site has been updated and simplified. Site is more student-friendly. 	<ol style="list-style-type: none"> Develop a plan with the Webmaster for updating site. Make majority of FA forms available on-line.

Budget Item Description (Budget items requested from college funds)	Current Year Budget:	Ongoing Operational Budget:	Expansion Budget:
Supplies-		\$ 1,500	
Equipment-		\$ 1,800	
Travel/Professional Development-		\$ 7,000	
Program Accreditation-		0	
Other- Membership and fees		\$ 900	
TOTALS		\$ 11,200	