

## PLANNING/OUTCOMES DOCUMENT

<b>Name of person(s) completing this form:</b>		<b>Philip Weast, Dean</b>	<b>Curriculum/Department:</b>	<b>Student/Enrollment Services</b>
<b>Purpose/Mission Statement</b>		<b>Vision Statement, 3-5 years</b>		
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.		
<b>Departmental Strengths</b>		<b>Departmental Weaknesses</b>		
<ul style="list-style-type: none"> <li>• A dedicated, well-trained staff.</li> <li>• A staff that is enthusiastic about their work and energized by new ideas for working with students.</li> </ul>		<ul style="list-style-type: none"> <li>• Offices are not designed to accommodate students' needs or facilitate efficient service in meeting those needs.</li> <li>• Staffing is at minimal levels overall.</li> </ul>		
<b>Departmental Opportunities</b>		<b>Departmental Threats</b>		
<ul style="list-style-type: none"> <li>• Enjoys a good reputation for its level of service.</li> </ul>		<ul style="list-style-type: none"> <li>• Uncertainty over enrollment affected by various external events including the economy.</li> </ul>		
<b>College Goals</b>	<b>2007-2008 Department Outcomes/Goals</b>	<b>Success Criteria</b> (e.g. outcomes, enrollment increases)	<b>Plan of Action</b> (including resources needed)	
3	<b>1. Continue year two of Colleague implementation that includes activating web advisor and the portal.</b>	<ul style="list-style-type: none"> <li>• Web Advisor – the online access to Colleague will be used by students to access their class schedule, transcripts, and invoices.</li> <li>• Web Advisor – the online access to Colleague will be used by faculty and staff to access class rosters, enter grades and access student transcripts.</li> </ul>	<ul style="list-style-type: none"> <li>• Design of the portal will be finalized in late Fall 2007.</li> <li>• Student and faculty access to student transcripts will be available by December.</li> <li>• Web Advisor will provide additional access to faculty during the Spring 2008. Training of faculty will take place during this period.</li> </ul>	
2,3	<b>2. Implement a campus-wide plan for improving student life.</b>	<ul style="list-style-type: none"> <li>• Student Life Committee assumes responsibility for planning and implementing student activity events and programs.</li> <li>• Students, faculty and staff work</li> </ul>	<ul style="list-style-type: none"> <li>• Form a college-wide Student Life Committee with faculty, staff and student representatives. The committee will have responsibility for overseeing the Student Activity Fee budget and planning campus student activity events.</li> </ul>	

		<p>together in student life programs.</p> <ul style="list-style-type: none"> <li>• Student Life events and programs will be more varied and diverse and impact more students and faculty.</li> </ul>	<ul style="list-style-type: none"> <li>• Form a Club Council to coordinate club activities and to disburse funds to clubs. Representatives from the Club Council will serve on the Student Life Committee.</li> <li>• The Club Council chairperson will serve as the student representative to the Board of Trustees.</li> </ul>
2	<b>3. Reactivate the Retention Committee.</b>	<ul style="list-style-type: none"> <li>• Committee develops strategies for improving persistence and retention.</li> <li>• Plan is in place for use during the Fall 2008 semester.</li> </ul>	<ul style="list-style-type: none"> <li>• The committee will meet in mid fall semester to discuss retention.</li> <li>• Plan will be developed during the spring semester for implementation during the 2008 Fall.</li> </ul>
2,7	<b>4. To keep the Office of Student Services focused on customer service and communication.</b>	<ul style="list-style-type: none"> <li>• Telephone calls are answered and voicemails are returned.</li> <li>• Prospects and applicants receive timely information through calls, emails and mail.</li> </ul>	<ul style="list-style-type: none"> <li>• Service workshop for staff.</li> <li>• Logging of voicemails and return calls.</li> </ul>
7	<b>5. To sustain the growth in enrollment.</b>	<ul style="list-style-type: none"> <li>• Enrollment continues to grow by 3-5% annually.</li> </ul>	<ul style="list-style-type: none"> <li>• Support the recruiting process.</li> <li>• Support the career planning process.</li> </ul>

<p align="center"><b>Criteria Results for 2007-08 Outcomes</b> Be sure to utilize most current data available</p>	<p align="center"><b>End of Year Analysis</b> (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><b>1. Continue year two of Colleague implementation that includes activating web advisor and the portal.</b></p> <p>a. Web Advisor – the online access to Colleague will be used by students to access their class schedule, transcripts, and invoices.</p> <p>b. Web Advisor – the online access to Colleague will be used by faculty and staff to access class rosters, enter grades and access student transcripts.</p>	<ul style="list-style-type: none"> <li>• WebAdvisor as mySCC was implemented for students in December 2007. Training was made available as well as instructions in the form of signs and bookmarks.</li> <li>• WebAdvisor as mySCC was implemented for faculty use beginning Spring 2008 with full access to advisee transcripts, schedules, and test scores. Training was made available to faculty on accessing and using this tool. By Summer 2008, access was opened to faculty class rosters and advisee degree-audit evaluation.</li> </ul>

	<ul style="list-style-type: none"> <li>• Training of staff continued but not at the pace of 2006-07.</li> </ul>
<p>2. <b>Implement a campus-wide plan for improving student life.</b></p> <ol style="list-style-type: none"> <li>Student Life Committee assumes responsibility for planning and implementing student activity events and programs.</li> <li>Students, faculty and staff work together in student life programs.</li> <li>Student Life events and programs will be more varied and diverse and impact more students and faculty.</li> </ol>	<ul style="list-style-type: none"> <li>• Student Life Committee was appointed with 7 faculty members, 5 staff and 5 students. The committee met 4 times during the year. It planned and implemented programs and activities on both the Jackson and Macon campuses. Programs included:  <u>Fall 2007</u>  August 22 – Welcome Event (Macon Campus)  September 5 – Welcome Back (Jackson Campus)  September 17 – Constitution Day  October – Mizero Performing Group Show  October 31 – Halloween Event - Costume Contest &amp; Carving Contest  November 12 – Veterans Day  <u>Spring 2008</u>  February 5 – Daniel Rogers/Walk Across America  February 12 – Club Council Leadership Training Lunch  February 28 – Spelling Bee – 1<sup>st</sup> Annual  February-April – Career Seminars &amp; Job Fair (Food for Events)  April 10 – Spring Fling Celebration  April 28 End of Year Cookout (Macon Campus)  April 29-May2 – Exam Breaks  <u>PROGRAMS &amp; SUPPORT</u>  <ol style="list-style-type: none"> <li>WCU Intramural Participation by SCC Students</li> <li>Club Council Allocation to all Campus Clubs</li> <li>Diploma Covers</li> <li>Milestone publication</li> <li>Music Copyright Reports &amp; Fees</li> <li>Orientation – Food</li> </ol> </li> <li>g. Club Council became active – coordinating the activities for campus clubs.</li> </ul>
<p>3. <b>Reactivate the Retention Committee.</b></p> <ol style="list-style-type: none"> <li>Committee develops strategies for improving persistence and retention.</li> <li>Plan is in place for use during the Fall 2008 semester.</li> </ol>	<ul style="list-style-type: none"> <li>• Committee met 1 time in the fall and reviewed retention data. Data indicated that retention had dropped.</li> <li>• Committee recommended that retention be a part of a new Title III grant.</li> <li>• No other activity is reported for the committee.</li> </ul>
<p>4. <b>To keep the Office of Student Services focused on customer service and communication.</b></p> <ol style="list-style-type: none"> <li>Telephone calls are answered and voicemails are returned.</li> <li>Prospects and applicants receive timely information through calls,</li> </ol>	<ul style="list-style-type: none"> <li>• Front desk staff change has resulted in an excellent staff member with outstanding customer service skills. The phone is answered and calls returned in a timely manner. Throughout the office, marked improvement was seen. Logs have been kept of voicemails and responses.</li> </ul>

<p>emails and mail.</p>	<ul style="list-style-type: none"> <li>Prospects and applicants received information through a variety of communications – mail, email, phone calls and personal contact. Improvement in the database is needed and will be worked on for next year.</li> </ul>
<p>5. <b>To sustain the growth in enrollment.</b>  a. Enrollment continues to grow by 3-5% annually.</p>	<ul style="list-style-type: none"> <li>Fall 2007 headcount was 2167, a 3.5% increase over Fall 2006, and the FTE was 833, a 6% increase. This set a college record as the highest enrollment ever.</li> <li>Spring 2008 headcount was 2094, 4% increase over Spring 2007, and the FTE was 803, a 4% increase.</li> </ul>

College Goals	2008-2009 Department Outcomes/Goals	Success Criteria <small>(e.g. outcomes, enrollment increases)</small>	Plan of Action <small>(including resources needed)</small>
2	<p><b>1. Expand the campus-wide plan for student life.</b></p>	<ul style="list-style-type: none"> <li>Leadership Training for Club officers is implemented and is well-received by students.</li> <li>Environmental programs and emphasis on green issues occur.</li> </ul>	<ul style="list-style-type: none"> <li>Add a component that emphasizes the environment and “green” issues</li> <li>Add leadership training workshops for club officers</li> <li>Diversity campus programs</li> </ul>
7	<p><b>2. To sustain the growth in enrollment.</b></p>	<ul style="list-style-type: none"> <li>Enrollment continues to grow by 5% annually.</li> </ul>	<ul style="list-style-type: none"> <li>Support the recruiting process.</li> <li>Support the career planning programs.</li> <li>Support the college access programs.</li> </ul>
2,3	<p><b>3. To implement additional services for students and faculty/staff through Colleague and WebAdvisor.</b></p>	<ul style="list-style-type: none"> <li>Expanded access to services for all through WebAdvisor is achieved.</li> <li>CFNC applicants are uploaded.</li> <li>Accuplacer Test Scores are uploaded.</li> <li>Com Mgt in Colleague is operational.</li> </ul>	<ul style="list-style-type: none"> <li>For faculty, add access to grading and pre-requisite checking thorough WebAdvisor.</li> <li>For students, add access to degree evaluation, financial aid summary, billing and document tracking.</li> <li>For staff, add FA Link to Colleague to facilitate and automate the charging of books in the bookstore based upon available financial aid award.</li> <li>Upload of CFNC admissions applications into Colleague.</li> <li>Upload of Accuplacer Test Scores into</li> </ul>

			<p>Colleague.</p> <ul style="list-style-type: none"> <li>• Use Colleague’s Communication Management to communicate with applicants.</li> </ul>
<p>2</p>	<p><b>4. To evaluate the workloads, workflows and staffing patterns of Student Services and realign them through the addition of staff and changes to workflows and services.</b></p>	<ul style="list-style-type: none"> <li>• 1 or more FT staff positions added to Student Services or a reduction in available services.</li> <li>• Workflows put in place for Student Services.</li> <li>• Quality service to the public continues as a high level.</li> </ul>	<ul style="list-style-type: none"> <li>• Study the workloads and staffing patterns of each area within Students Services – focusing on Financial Aid, Admissions and Records.</li> <li>• Conduct a comparison of similar-sized institutions on workloads and staffing patterns.</li> <li>• Create workflows in Student Services that are consistent with practice and need.</li> <li>• Continue to focus on “customer” service.</li> <li>• Schedule a training program for SS staff building.</li> </ul>

## PLANNING/OUTCOMES DOCUMENT

<b>Name of person(s) completing this form:</b>	<b>Dominique Benson</b>	<b>Curriculum/Department:</b>	<b>Admissions Officer/Recruiting</b>
<b>Purpose/Mission Statement</b>		<b>Vision Statement, 3-5 years</b>	
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.	
<b>Departmental Strengths</b>		<b>Departmental Weaknesses</b>	
<ul style="list-style-type: none"> <li>Experienced admissions personnel with marketing background and motivation to learn.</li> </ul>		<ul style="list-style-type: none"> <li>Very limited assistance received in developing and implementing marketing strategies.</li> <li>State no longer has includes funds for student give “aways” (pens, pencils, ect.).</li> </ul>	
<b>Departmental Opportunities</b>		<b>Departmental Threats</b>	
<ul style="list-style-type: none"> <li>Access to service area schools is open and welcomed.</li> <li>Access to community events and organizations is welcomed.</li> </ul>		<ul style="list-style-type: none"> <li>Successful recruiting is impacted by competition from other colleges and universities.</li> <li>Successful recruiting is influenced by the status of the local economy.</li> <li>We must plan ahead for the development of relevant recruitment/marketing materials. Each January, materials should be designed and bid out, with receipt by May 1 of each year.</li> </ul>	
<b>College Goals</b>	<b>2007-2008 Department Outcomes/Goals</b>	<b>Success Criteria</b> (Method for measuring extent to which outcome is achieved)	<b>Plan of Action</b> (including resources needed)
7	<ol style="list-style-type: none"> <li><b>Create new relevant recruitment publications for 2007-2009 academic years.</b></li> </ol>	<ul style="list-style-type: none"> <li>Money is allocated for printing of SCC Search Mailer, Viewbook, and other necessary publications.</li> <li>Publications are printed and delivered before the start of the next recruitment cycle (Aug – May).</li> </ul>	<ul style="list-style-type: none"> <li>➤ Search Mailer has been completed and initially approved. Bids have been received and once money is been allocated for production, we will proceed with printing.</li> <li>➤ New publications highlighting our rank of 4<sup>th</sup> nationally are being created and distributed with 07-08 recruitment materials.</li> <li>➤ Additional publications; postcards, viewbook, search mailer, etc, should be approved and sent for printing no later than March 1 of each year so that new publications will be received</li> </ul>

			by the start of the recruitment cycle.
7	<b>2. Initiate a more targeted recruitment process for designated programs with enrollment needs.</b>	<ul style="list-style-type: none"> <li>Enrollment increases with each program.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Coordinate the development of recruitment/marketing plans with program coordinators.</li> <li>➤ Utilize local media to promote programs, and get faculty into the high schools.</li> </ul>
7	<b>3. Continue to be a presence in the schools and local community.</b>	<ul style="list-style-type: none"> <li>Time should be allocated to school class presentations, lunch visits and other events.</li> <li>As available, participation in community events.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Schedule high school and middle school class presentations for Admissions staff and SCC faculty. Also, schedule lunch visits, On-site Admissions Day, and other activities to increase the presence in local schools.</li> <li>➤ As business see the need to improve their workforce, or to lay off their work force, be available to assist.</li> </ul>

<b>Criteria Results for 2007-08 Outcomes</b> Be sure to utilize most current data available	<b>End of Year Analysis</b> (Goals achieved, impact of equipment purchased, improvements to program or service, contingencies, etc.). <b>Describe how you used the results to improve your program/department.</b>
Create new relevant recruitment publications for 2007-2008 academic years.	<ul style="list-style-type: none"> <li>The viewbook was discarded and a new SCC Search Mailer was designed and printed. It was put in use in June 2008 for all communications with prospective students</li> <li>A Search Folder was designed and printed for use with prospective students. The folder was placed into use in July 2008.</li> </ul>
Initiate a more targeted recruitment process for designated programs with enrollment needs.	<ul style="list-style-type: none"> <li>The enrollment for Fall 2007 (833 FTE) and Spring 2008 (803 FTE) were the highest in the history of the institution.</li> <li>Recruitment plans were put into place for most departments whose enrollments have declined.</li> </ul>
Continue to be a presence in the schools and local community.	<ul style="list-style-type: none"> <li>High school class presentations, lunch visits and other events were scheduled.</li> <li>Early registration for graduating high school seniors was successfully implemented.</li> <li>Very visible in community events.</li> </ul>

College Goals	2008-2009 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
7	1. Further knowledge of all programs, their curriculum and key characteristics to market programs effectively and improve recruitment.	<ul style="list-style-type: none"> <li>• Knowledge of programs is presented through recruiting and marketing.</li> <li>• Implement and sustain recruitment based upon new recruiting plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Complete meeting faculty and staff of the college to better understand the organization and develop a working knowledge of all programs within the institution.</li> <li>• Visiting all high schools in SCC's service area and developing relationships with Counselors and teachers.</li> <li>• Plan CACARO College Fair.</li> <li>• Attend and speak at community events.</li> <li>• Implement and facilitate and Adult Population Outreach Plan.</li> <li>• Develop revised recruiting plan.</li> </ul>
7	2. Develop a new Orientation Plan for New Students to help with increasing number of students attending.	<ul style="list-style-type: none"> <li>• New Orientation plan/format occurs.</li> <li>• Survey from students and faculty that attend.</li> </ul>	<ul style="list-style-type: none"> <li>• Research what has been successful at other institutions</li> <li>• Coordinate a new Orientation Committee with faculty.</li> </ul>
7	3. Develop and improve communications with prospect students.	<ul style="list-style-type: none"> <li>• Begin to develop and implement communication techniques.</li> <li>• Survey enrolled students to evaluate communication they received from SCC.</li> </ul>	<ul style="list-style-type: none"> <li>• Developing an Admissions Office Recruitment Plan to implement throughout the Admissions Office.</li> <li>• Response to request from website or from "Student Information Cards" will be sent within a 1 week time period. (Fridays) then followed up with a phone call the following week.</li> <li>• Replace postcards with campus e-mail e-blast to all students.</li> </ul>

## PLANNING/OUTCOMES DOCUMENT

<b>Name of person(s) completing this form:</b>	<b>Christy Deaver, Registrar</b>	<b>Curriculum/Department:</b>	<b>Registrar's Office</b>
<b>Purpose/Mission Statement</b>		<b>Vision Statement, 3-5 years</b>	
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.)	
<b>Departmental Strengths</b>		<b>Departmental Weaknesses</b>	
<ul style="list-style-type: none"> <li>• Well organized with well-trained staff</li> <li>• Good working relationship with the faculty and staff</li> <li>• Paper student records secured in a fire-proof cabinet</li> </ul>		<ul style="list-style-type: none"> <li>• Imaging process inadequate for needs</li> <li>• Staffing inadequate for efficiency</li> </ul>	
<b>Departmental Opportunities</b>		<b>Departmental Threats</b>	
<ul style="list-style-type: none"> <li>• New student information system will provide greater flexibility in record-keeping, registration and report production.</li> </ul>		<ul style="list-style-type: none"> <li>• New student information system training and implementation will be time consuming and reduce the department's overall efficiency in the initial stages.</li> </ul>	

College Goals	2007-2008 Department Outcomes/Goals	Success Criteria <small>(e.g. outcomes, enrollment increases)</small>	Plan of Action <small>(including resources needed)</small>
2	1. Continued to streamline processes with Colleague.	<ul style="list-style-type: none"> <li>• Continued to attend trainings to help us be more proficient in the new student records software.</li> <li>• Looked for ways to become more paperless.</li> </ul>	<ul style="list-style-type: none"> <li>• Attended workshops on Colleague system</li> <li>• Continued to work with the IT coordinator</li> </ul>
2	2. Continued to work with IT in identifying new imaging software for implementation	<ul style="list-style-type: none"> <li>• Still identifying appropriate software to implement</li> </ul>	<ul style="list-style-type: none"> <li>• Still working toward identifying most cost effective software.</li> <li>• Continued to streamline our current process of imaging.</li> </ul>
2	3. Continue to train faculty on new software and better processes for obtaining student information.	<ul style="list-style-type: none"> <li>• Faculty has repeatedly stated that they are becoming more familiar with Colleague and have benefited from trainings.</li> </ul>	<ul style="list-style-type: none"> <li>• Continued workshops for faculty.</li> <li>• Continued to be readily available for in-office training for new and returning faculty.</li> </ul>

<b>Criteria Results</b> Be sure to utilize most current data available	<b>End of Year Analysis</b> (Goals achieved, impact of equipment purchased, improvements to program or service, contingencies, etc.). Describe how you used the results to improve your program/department.
Attended more trainings and workshops	Continued knowledge on Colleague better able us to be more efficient
Training on new processes in Colleague for faculty/staff	Faculty/Staff continue to learn new processes in Colleague

<b>College Goals</b>	<b>2008-2009 Department Outcomes/Goals</b>	<b>Success Criteria</b> <small>(e.g. outcomes, enrollment increases)</small>	<b>Plan of Action</b> <small>(including resources needed)</small>
2	<b>1. Discontinue use of registration and drop/add forms</b>	Only entering in schedules and not completing forms	<ul style="list-style-type: none"> <li>• Work with IT to have a schedule of term print out after advisor makes changes to student schedule.</li> </ul>
2	<b>2. Continue to identify and work toward obtaining new imaging software.</b>	New imaging software implemented for student records	<ul style="list-style-type: none"> <li>• Identify best software for the cost.</li> </ul>
2	<b>3. Work toward having faculty grade their own classes on Web Advisor.</b>	Faculty would be entering their own grades on Web Advisor no later than Spring 2008.	<ul style="list-style-type: none"> <li>• Begin trainings for faculty by end of fall term on how to enter grades on Web Advisor.</li> </ul>

## PLANNING/OUTCOMES DOCUMENT

<b>Name of person(s) completing this form:</b>		<b>Jan Smith</b>	<b>Curriculum/Department:</b>		<b>Testing/Enrollment Counseling</b>
<b>Purpose/Mission Statement</b>			<b>Vision Statement, 3-5 years</b>		
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.		
<b>Departmental Strengths</b>			<b>Departmental Weaknesses</b>		
<ul style="list-style-type: none"> <li>• A dedicated, well-trained staff.</li> <li>• A staff that is enthusiastic about their work and energized by new ideas for working with students.</li> </ul>			<ul style="list-style-type: none"> <li>• Only 1 person coordinates all testing</li> <li>• Uncertainty in the procedures to use in to test college students seeking to enroll in advanced math courses</li> </ul>		
<b>Departmental Opportunities</b>			<b>Departmental Threats</b>		
<ul style="list-style-type: none"> <li>• Enjoys a good reputation for its level of service.</li> </ul>			<ul style="list-style-type: none"> <li>• High school personnel allowing students to take repeat tests to make “better” scores</li> <li>• Uncertainty in the procedures to use in to test high school students seeking to enroll in advanced math courses</li> </ul>		
<b>College Goals</b>	<b>2007-2008 Department Outcomes/Goals</b>		<b>Success Criteria</b> <small>(Method for measuring extent to which outcome is achieved)</small>		<b>Plan of Action</b> <small>(including resources needed)</small>
3	1. <b>Continue learning about Accuplacer’s New Platform and its capabilities.</b>		<ul style="list-style-type: none"> <li>• Implement new changes and become more familiar with them.</li> </ul>		<ul style="list-style-type: none"> <li>• Review training CD and participate in electronic discussion group email to learn more about the updates and modifications to the system.</li> </ul>
3,7	2. <b>Teach all testing proctors the new administration duties of the Accuplacer Test.</b>		<ul style="list-style-type: none"> <li>• Ensure the change to the new platform is consistent with all proctors and that they can easily switch over and continue to test students.</li> </ul>		<ul style="list-style-type: none"> <li>• Meet with each proctor one-on-one for training. Provide a handout they can use.</li> </ul>
3	3. <b>Increase knowledge on student records in Colleague.</b>		<ul style="list-style-type: none"> <li>• Increase knowledge on how to find student information.</li> </ul>		<ul style="list-style-type: none"> <li>• Attend training sessions when available. Practice locating information in different menus.</li> </ul>

3	<b>4. Automatic score uploading for the Accuplacer test.</b>	<ul style="list-style-type: none"> <li>Coordinate with IT department for uploading of student test scores.</li> </ul>	<ul style="list-style-type: none"> <li>Meet with the IT staff. Become familiar with the process of uploading scores.</li> </ul>
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<b>Criteria Results for 2007-08 Outcomes</b> Be sure to utilize most current data available	<b>End of Year Analysis</b> (Goals achieved, impact of equipment purchased, improvements to program or service, contingencies, etc.). <b>Describe how you used the results to improve your program/department.</b>
Successful transition to the new Accuplacer Platform.	There was no interruption of testing service during the transition to the new system. Participation in the electronic discussion group allows for the program's continuous updates and changes to occur in a timely manner.
Met with all testing proctors and went over the new test administration directions.	All proctors continued to administer the test with no interruption in service.
Attended several Colleague training sessions. Increased knowledge 'by hands on experience' which increased awareness and familiarity with Colleague Menu's.	Became familiar with accessing student records in the different types of menu's which ensured a productive transition to a totally new program.
Began the process of automatic uploading of Accuplacer test scores. Still in the experimental phase.	Score reports are processed in a more efficient manor.

College Goals	2008-2009 Department Outcomes/Goals	Success Criteria <small>(e.g. outcomes, enrollment increases)</small>	Plan of Action <small>(including resources needed)</small>
3	<b>1. Continue to work on automatic uploading of test scores.</b>	Higher percentage of test scores uploading then what is currently loading.	Coordinate with the IT Department to work out the problems associated with scores not being uploaded.
3, 7	<b>2. Establish an Adobe Certification Testing Center and begin testing students who want to obtain their certification.</b>	Begin administration of the Adobe Certification Test so our students can become certified. Increases testing service to the community.	Contact Certiport to set up a testing account. Obtain instructions for administration of the test. Begin testing.
3	<b>3. Change over from paper/pencil test to online Health Occupations Exams.</b>	The availability of an online test will increase the number of test sessions and enable testing in small groups.	Complete the online training from Psychological Services Bureau, Inc. Order test. Administer test.
3	<b>4. Become familiar to the updates for the new version of the i3 Accuplacer Test.</b>	To increase the capabilities of the Accuplacer Program by learning the adjustments the system is undergoing. More student data can be extracted and the administration of the test will improve.	Attend any training sessions that Accuplacer offers. Participate in the Accuplacer Electronic Discussion Group to learn how other schools did their adjustments. Utilize any type of training materials College Board provides for training.
3,7	<b>5. Gather information on a Computer Literacy Test that will cover the information needed to assess students.</b>	Have a better understanding of student's computer skills so they can be properly placed into their level of computer classes.	Contact colleagues for names of testing instruments. Obtain sample test and examine them. Report results to Dean of Career Technology and Dean of Student Services.

## PLANNING/OUTCOMES DOCUMENT

<b>Name of person(s) completing this form:</b>	<b>Melody Lawrence</b>	<b>Curriculum/Department:</b>	<b>Financial Aid</b>
<b>Purpose/Mission Statement</b>		<b>Vision Statement, 3-5 years</b>	
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.)	
<b>Departmental Strengths</b>		<b>Departmental Weaknesses</b>	
<ul style="list-style-type: none"> <li>• Well trained and experienced staff.</li> <li>• Staff extremely hard working and dedicated to serving students.</li> </ul>		<ul style="list-style-type: none"> <li>• Access to private scholarships and grants limited.</li> <li>• Department is understaffed, so time for administrative activities to assure compliance is extremely limited. Overtime may lead to burnout.</li> </ul>	
<b>Departmental Opportunities</b>		<b>Departmental Threats</b>	
<ul style="list-style-type: none"> <li>• Access to all federal and state financial aid resources.</li> <li>• Good support from CFNC/NCSEAA.</li> </ul>		<ul style="list-style-type: none"> <li>• Changes in the federal aid programs could have negative consequences for students.</li> <li>• Addition of new federal and state aid programs bring increased challenges to effectively administer and manage.</li> </ul>	
College Goals	2007-2008 Department Outcomes/Goals	Success Criteria <small>(Method for measuring extent to which outcome is achieved)</small>	Plan of Action <small>(including resources needed)</small>
2	<b>1. Work with SCC Webmaster to update FA section of web site.</b>	<ul style="list-style-type: none"> <li>• Site has been updated and simplified.</li> <li>• Site is more student-friendly.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a plan with the Webmaster for updating site.</li> <li>• Make majority of FA forms available on-line.</li> </ul>
2	<b>2. Transition VA services out of FA Office.</b>	<ul style="list-style-type: none"> <li>• VA function resides elsewhere.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide training and materials to another office.</li> </ul>
2	<b>3. Document current processes and policies.</b>	<ul style="list-style-type: none"> <li>• Required sections of P&amp;P manual are complete.</li> <li>• Colleague processes are documented in a working format.</li> </ul>	<ul style="list-style-type: none"> <li>• Review departmental calendar and schedule weeks needed to write manual.</li> <li>• Assign to staff member.</li> </ul>
2	<b>4. Develop tracking data to measure volume and trends in FA applicants.</b>	<ul style="list-style-type: none"> <li>• Able to answer questions about application data and make</li> </ul>	<ul style="list-style-type: none"> <li>• Develop list of items to measure and meet with IT to write queries, reports.</li> </ul>

		predictions.	
2	<b>5. Achieve efficiencies in office through effective system utilization, appropriate organization of job duties, cross training, etc.</b>	<ul style="list-style-type: none"> <li>Processing is quicker, students receive products earlier, work loads are more balanced, staff is working less overtime.</li> </ul>	<ul style="list-style-type: none"> <li>Visit well-run FA offices.</li> <li>Set up office calendar to track deadlines.</li> </ul>

<b>Criteria Results for 2007-08 Outcomes</b> Be sure to utilize most current data available	<b>End of Year Analysis</b> (Goals achieved, impact of equipment purchased, improvements to program or service, contingencies, etc.). <b>Describe how you used the results to improve your program/department.</b>
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The web pages were kept up to date.	Time did not permit to undergo a revision.
VA services were transitioned to the Registrar at start of Summer '08 term.	Additional time was available to process increased financial aid applications.
Policies and Procedures manual initiated.	Template has been created to help with completion of manual.
Tracking data was not created.	Not created.
Office duties were realigned and cross training took place.	Cross training took place and responsibilities shifted for verification, loan processing, and SAP.

College Goals	2008-2009 Department Outcomes/Goals	Success Criteria <small>(e.g. outcomes, enrollment increases)</small>	Plan of Action <small>(including resources needed)</small>
1	<b>1. Increase effective use of technology in department.</b>	<ul style="list-style-type: none"> <li>Utilize FA Link or comparable software to connect FA students' accounts to bookstore.</li> <li>Implement document imaging for FA it software and equipment is purchased.</li> <li>Implement student access through WebAdvisor.</li> </ul>	<ul style="list-style-type: none"> <li>Implement FA Link or comparable software to connect FA student's accounts to the Bookstore.</li> <li>Prepare for Student Services transition to document imaging.</li> <li>Explore permitting students to access FA awards through WebAdvisor.</li> </ul>
1,2	<b>2. Increase both the level of service to students and the level of compliance with regulations.</b>	<ul style="list-style-type: none"> <li>Upgrade FA web pages.</li> <li>Develop system for providing more FAFSA support.</li> <li>Complete P&amp;P manual.</li> </ul>	<ul style="list-style-type: none"> <li>Consult with webmaster in October/November timeframe.</li> <li>To schedule a regular place and time for students to receive assistance in filing their FAFSA.</li> <li>Director will set benchmarks to ensure that manual is completed by June 30.</li> </ul>
3,4	<b>3. Realign services offered with staff available.</b>	<ul style="list-style-type: none"> <li>Present case for increased staff and review list of optional services.</li> <li>Make more FA support available</li> </ul>	<ul style="list-style-type: none"> <li>Quantify work load increases and provide list of services that could be cut or reduced to justify funding for a new position.</li> <li>Develop a schedule to provide on-site FA</li> </ul>

		for Macon campus.	assistance at Macon campus.
<b>3,4,6,7</b>	<b>4. Create tracking measures to target services to area of need</b>	<ul style="list-style-type: none"> <li>• Develop ability to track and forecast workloads.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop list of necessary metrics and queries to pull the data from the system.</li> </ul>

## PLANNING/OUTCOMES DOCUMENT

<b>Name of person(s) completing this form:</b>	<b>Patty Kirkley</b>	<b>Curriculum/Department:</b>	<b>Career Center</b>
<b>Purpose/Mission Statement</b>		<b>Vision Statement, 3-5 years</b>	
To offer a broad range of career services and resources that engage SCC students early in career planning activities so they are prepared to transition to productive academic endeavors and satisfying employment.		Create a comprehensive Career Center dedicated to empowering students as active participants in their own career development. Through career exploration and experiential opportunities, students will be motivated to expand their knowledge of themselves and the world of work in a dynamic global community.	
<b>Departmental Strengths</b>		<b>Departmental Weaknesses</b>	
<ul style="list-style-type: none"> <li>• Career counselor has built and continues to build relationships with faculty and staff and to make career resources available to students and alumni.</li> </ul>		<ul style="list-style-type: none"> <li>• Adding new tools requires budget that may not be available.</li> </ul>	
<b>Departmental Opportunities</b>		<b>Departmental Threats</b>	
<ul style="list-style-type: none"> <li>• Developing community partnerships</li> <li>• Enhancing interaction with area businesses</li> <li>• Engaging more student use of available resources</li> </ul>		<ul style="list-style-type: none"> <li>•</li> </ul>	
<b>College Goals</b>	<b>2007-2008 Department Goals</b>	<b>Success Criteria</b> <small>(Method for measuring extent to which outcome is achieved)</small>	<b>Plan of Action</b> <small>(including resources needed)</small>
7	<b>1. Conduct an outreach initiative to share career center services and plans with deans, faculty/staff, and students. Develop working relationships that engender student interest in using career services and resources.</b>	<ul style="list-style-type: none"> <li>• Presentations to at least 10-15 classes each semester.</li> <li>• Career-related seminars offered each semester (5 or more each semester)</li> <li>• Increased student appointments for assessment and counseling. Positive feedback on surveys.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Meet with each of the deans and ask to attend their division meetings.</li> <li>➤ Send e-mail to faculty/staff and students sharing Career Center services and resources.</li> <li>➤ Meet with key stakeholders such as Student Support Services, Foundation, Library, LAC, etc. to ensure their support and interest in career services.</li> <li>➤ Meet with faculty/staff who offered workshops or seminars previous year to</li> </ul>

			<p>develop collaborative relationships.</p> <p>Develop survey to give students opportunity to provide feedback on services/seminars.</p>
7	<p><b>2. Develop supporting information (both print and web) to give students rich and robust resources to facilitate career planning, preparation, and job placement.</b></p>	<ul style="list-style-type: none"> <li>Flat sheets about Career Center services and resources available across campus.</li> <li>Web information re-designed to facilitate student's access to career resources.</li> </ul>	<ul style="list-style-type: none"> <li>Work with PIO office to develop attractive "logo" with byline for the Career Center.</li> <li>Write verbiage for flat sheet.</li> <li>Print Career Center flat sheets. Distribute in strategic locations around campus.</li> <li>Evaluate resources and tools that would be valuable to SCC students.</li> <li>Work with web master to make the Career Center more visible and to add robust content.</li> <li>Notify students of resources available.</li> </ul>
7	<p><b>3. Build relationships with key employers and community organizations.</b></p>	<ul style="list-style-type: none"> <li>More employers participate in Career Fair.</li> <li>More employers post jobs than in the past.</li> </ul>	<ul style="list-style-type: none"> <li>Establish date of Career Fair and publish in early October.</li> <li>Send "hold the date" notice to employers who were targeted for last year's fair.</li> <li>Notify faculty and staff and encourage them to promote to students.</li> <li>Set up registration system for employers.</li> <li>Send e-mail to students.</li> <li>Obtain mailing list from local Chambers of Commerce and send out information encouraging employers to post positions.</li> <li>Follow up contacts with employers to ensure participation in the Career Fair.</li> </ul>
	<p><b>4. Evaluate tools and make decisions about assessment instruments, resource materials, and effective job board for students and alumni.</b></p>	<ul style="list-style-type: none"> <li>Wider array of tools and resources available to students in accessible location.</li> </ul>	<ul style="list-style-type: none"> <li>Review assessment tools to ensure SCC Career Center has broad range of tools to help our students transition into the world of work.</li> <li>Make resources and tools available on the web.</li> </ul>

<p><b>Criteria Results for 2007-08 Outcomes</b> Be sure to utilize most current data available</p>	<p><b>End of Year Analysis</b> (Goals achieved, impact of equipment purchased, improvements to program or service, contingencies, etc.). <b>Describe how you used the results to improve your program/department.</b></p>
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<p>Conduct an outreach initiative to share career center services and plans with</p>	<ul style="list-style-type: none"> <li>Met with deans and other key faculty/staff around campus.</li> </ul>
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deans, faculty/staff, and students. Develop working relationships that engender student interest in using career services and resources.	<ul style="list-style-type: none"> <li>• Visited 16 Fall classes and 11 Spring in addition to 17 career-related seminars.</li> <li>• Encouraged undecided majors to come in for career counseling.</li> <li>• Did not meet goal of developing student feedback survey.</li> </ul>
Develop supporting information (both print and web) to give students rich and robust resources to facilitate career planning, preparation, and job placement.	<ul style="list-style-type: none"> <li>• Developed and distributed Career Center flat sheet and bookmarks as well as making them available around campus.</li> <li>• Enriched information on the web and create a professional web presence.</li> </ul>
Build relationships with key employers and community organizations.	<ul style="list-style-type: none"> <li>• Successfully planned and executed Job Fair with more than 70 employers – a little discouraged by student and community participation.</li> </ul>
Evaluate tools and make decisions about assessment instruments, resource materials, and effective job board for students and alumni.	<ul style="list-style-type: none"> <li>• Evaluated several tools, add Vault On-line Career Library and made publications available in the library.</li> <li>• Added many more career resources to web site.</li> </ul>

College Goals	2008-2009 Department Goals	Success Criteria (Method for measuring extent to which outcome is achieved)	Plan of Action (including resources needed)
7	<b>1. Implement at least one major new tool that enhances/augments available Career Center services</b>	<ul style="list-style-type: none"> <li>• New tool implemented and integrated into college programs</li> </ul>	<ul style="list-style-type: none"> <li>➤ Issue purchase orders for tools within budget</li> <li>➤ Review tools and implement</li> <li>➤ Train faculty and encourage them to enhance their classes with their tools</li> <li>➤ Advertise tools to faculty/staff and to students</li> </ul>
7	<b>2. Revise and augment supporting materials.</b>	<ul style="list-style-type: none"> <li>• Updated flat sheets promoting Career Center services and resources available in strategic locations available across campus</li> <li>• Web information regularly updated and easily accessed by students.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Revise verbiage for flat sheet and other materials and distribute around campus</li> <li>➤ Work with web master to make the Career Center more visible and to continue to add content</li> <li>➤ Direct mail and e-mail to make students of services and resources available.</li> </ul>
7	<b>3. Enhance relationships with community employers and organizations; build more community interest in taking advantage of the Job Fair.</b>	<ul style="list-style-type: none"> <li>• Successful Job Fair</li> <li>• More community at large participation in Job Fair</li> </ul>	<ul style="list-style-type: none"> <li>➤ Meet with Job Fair committee and update plans</li> <li>➤ Send “hold the date” notice to employers who were targeted for last year’s fair.</li> <li>➤ Promote to faculty and staff and encourage them to encourage student attendance</li> </ul>

			<ul style="list-style-type: none"> <li>➤ Send direct mail and e-mail to students.</li> <li>➤ Make follow up contacts with employers to ensure participation</li> <li>➤ Send community wide post cards advertising Job Fair</li> <li>➤ Promote Job Fair in all available media</li> </ul>
	<p><b>4. Continue outreach efforts to share Career Center services with deans, faculty/staff, and students to engender student interest in and access to services and resources.</b></p>	<ul style="list-style-type: none"> <li>• Presentations to at least 10-15 classes each semester.</li> <li>• Career-related seminars offered each semester (5 or more semester)</li> <li>• Results of student survey feedback</li> </ul>	<ul style="list-style-type: none"> <li>➤ Request to attend early division meetings</li> <li>➤ Send e-mail to faculty offering class presentations</li> <li>➤ Develop student survey to garner feedback on services</li> </ul>