

Linkages from Outcome to Activities

Office of Admissions & Registrar

The Office of Admissions & Records assists in fulfilling the mission of the College by providing quality service to: -Students from admissions through graduation, -Ensure record integrity and assist student retention by educating, refining, and training the STCC community, -All by utilizing technology in an innovative and proactive manner.

Intended Outcomes	Performance Indicators	Year	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
1 Student Success	1A Enrollment Verification	1	100% of student enrollments will be verified.	Student Contact, Faculty feedback	Instruction, Information Systems , OIRE	20041 (Fall 2003)	Conduct staff training to ensure the integrity of data entry.	Operating costs only
	1B Re-enrollment of Stop Out students		10% increase in the enrollment of stop out students from Fall to Fall, Spring to Spring, and Summer to Summer enrollment counts.	Focus reports, ad hoc reports.	OIRE, Information Systems, Outreach	20041 (Fall 2003)	Conduct mailouts and telemarketing efforts to this segment of the student population	Operating Costs Only
	1C Implement Developmental Initiatives		100% of students affected by the STC Board approved Developmental Initiatives will be in compliance.	Focus Reports and Ad hoc reports.	OIRE, Information Systems, Counseling & Advising.	20041 (Fall 2003)	Work with Information Systems to automate the Developmental Initiatives. Train staff on the initiatives.	Operating Costs
2 Access & Equity	2A WEB/Voice		20% increase in student utilization of Voice/Web registration functions, measured from Fall to Fall, Spring to Spring, & Summer to Summer.	Focus reports and ad hoc reporting	Instruction, Information Systems, OIRE, ITS	20041 (Fall 2003)	Work with Information Systems to enhance availability of self-serve products including on-line grading for faculty.	Operating Costs.

Intended Outcomes	Performance Indicators	Year	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed			
2 Access & Equity	2B Kiosks	1	15% of the student population will use Kiosks for information, registration, add/drop, and payment functions. 100% of campuses will have kiosks available for students.	Focus Reports and ad hoc reports.	Information Systems, ITS, OIRE, Business Office	20041 (Fall 2003)	Continue to market kiosks to student population. Implement reporting mechanism.	Operating costs.			
						2C First Time in College Students (FTIC)	Increase FTICs 10% from previous Fall	Information Systems, ITS, Testing Office	20041 (Fall 2003)	Work with the Office of Institutional Research and Effectiveness to tabulate FTIC and enrollment composition	Operating Costs
									20042 (Spring 2004)	Work with Outreach Department to develop strategy to increase the number of FTICs enrolled at STC.	Operating Costs Only.
	2D Dual Enrollment Marticulations as FTIC	Increase Dual enrollment FTIC by 10% from previous Fall.	Focus Reports, Census Date Rosters, Grade Rosters	Information Systems, OIRE, Instruction	20043 (Summer 2004)	Create Ad Hoc reports to monitor progress of FTICs enrolled at STC	Focus Analyst Time				
					20041 (Fall 2003)	Work with the Office of Institutional Research and Effectiveness to tabulate FTIC and enrollment composition	Operating Costs Only				
								20042 (Spring 2004)	Work with Outreach Department to develop strategy to increase the number of Dual enrollment FTICs enrolled at STC.	Operating Costs.	
	2E Transcript Access	EDI fully implemented and utilized in order to send and receive transcripts from UTPA.	Reports	ITS	20043 (Summer 2004)	Monitor Progress of Dual Enrollment FTICs at STC.	Operating Costs				
					20041 (Fall 2003)	Work with Information Systems to test, implement, and monitor EDI with UTPA	Operating costs and time and effort of Transcript Evaluator and computer analysts.				

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2 Access & Equity	2E Transcript Access	1	EDI fully implemented and utilized in order to send and receive transcripts from UTPA.	Reports	ITS	20042 (Spring 2004)	Monitor the progress of electronic transcript submissions and receptions between UTPA and STC	Operating Costs.
	2F Kiosks at area High Schools		Plan for implementing kiosks at area high schools.	Information request evaluation form	All units, OIRE	20041 (Fall 2003)	Work with Information Systems to determine feasibility of kiosks at area high schools.	Time
						20042 (Spring 2004)	Work with local ISD to determine possibility of implementing kiosks at area high schools.	Time and operating costs.
3 Community Service	3A Community service projects.		Determine area community service project for enrollment services to participate.			20043 (Summer 2004)	Work with Student Activities and Valley Scholars programs to determine project.	Time
5 Compliance	5A CBM Reports		100% of THECB Reports will be submitted, edited, and certified within the appropriate timelines.	THECB	Information Systems, OIRE, Office of Instruction, Human Resources	20041 (Fall 2003)	Adhere to reporting deadlines.	Information Systems and Compliance Specialists time and effort.
		20042 (Spring 2004)				Adhere to reporting deadlines.	Information Systems and Compliance Specialists time and effort.	
		20043 (Summer 2004)				Adhere to reporting deadlines.	Information Systems and Compliance Specialist time and effort.	
	5B Census & Grade Rosters		Electronic Grade Rosters	Exception Reports	Instruction, Information Systems	20041 (Fall 2003)	Work with Information Systems to pilot electronic grade rosters.	Operating Costs.
						20042 (Spring 2004)	Implement electronic grade rosters.	Time to train faculty.

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5	Compliance	5D	Residency requirements	1	Residency Review	Departmental Records/SIS	Students	20042 (Spring 2004)	Request that the Office of Accountability and Management Services conduct a review of residency controls for the Office of Admissions and Records.	Controls analyst and OAR staff time and effort.
		5E	Legal and regulatory policies		100% compliance with all legal and regulatory policies, right to privacy, accuracy of records, etc.	Departmental Records	Office of Accountability and Management Services	20041 (Fall 2003) 20042 (Spring 2004)	Work with the Office of Accountability and Management Services to determine Enrollment Services areas to be reviewed. Conduct review of determined area.	Operating costs. Operating costs.
6	Research	6A	Strategic Enrollment Management Plan		An update will be submitted to the Texas Higher Education Coordinating Board by December 2003.	SEM Steering Committee, Planning Groups, Work Groups	OIRE, Information Systems, President's Cabinet	20041 (Fall 2003)	Conduct research to submit updated report.	Dean of Enrollment Services time and effort.
1	Student Success	1A	Enrollment Verification	2	100% of student enrollment will be verified.	Student Contact, system reports	Instruction, Information Systems, OIRE, National Clearing House	20051 (Fall 2004)	Implement National Clearinghouse software in order to automate enrollment verifications.	Operating Costs only.
		1B	Re-enrollment of Stop Out students		10% increase in the enrollment of stop out students from Fall to Fall, Spring to Spring, and Summer to Summer enrollment counts.	Focus reports, ad hoc reports.	OIRE, Information Systems, Outreach	20051 (Fall 2004)	Conduct mailouts and telemarketing efforts to this segment of the student population	Operating Costs Only
		1C	Implement Developmental Initiatives		100% of students affected by the STC Board approved Developmental Initiatives will be in compliance.	Focus Reports and Ad hoc reports.	OIRE, Information Systems, Counseling & Advising.	20051 (Fall 2004)	Continue to develop focus reports to ensure compliance with the initiatives. Continue to train staff.	Operating Costs
2	Access & Equity	2A	WEB/Voice		20% increase in student utilization of Voice/Web registration functions, measured from Fall to Fall, Spring to Spring, & Summer to Summer.	Focus reports and ad hoc reporting	Information Systems, Instruction, PR & Marketing	20051 (Fall 2004)	Continue to market self-serve products.	Operating Costs.

Intended Outcomes	Performance Indicators	Year	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
2 Access & Equity	2B Kiosks	2	20% of the student population will use Kiosks for information, registration, add/drop, and payment functions. 100% of campuses will have kiosks available for students.	Focus Reports and ad hoc reports.	Information Systems, OIRE, Business Office	20051 (Fall 2004)	Continue to expand payment options for students via kiosks.	Operating costs.
						20051 (Fall 2004)	Work with the Office of Institutional Research and Effectiveness to tabulate FTIC and enrollment composition	Operating Costs
	2C First Time in College Students (FTIC)	Increase FTICs 10% from previous Fall.	20051 (Fall 2004)	Formulate Recruitment Committee to provide recommendations in order to increase FTICs at STC	Operating Costs.			
			20051 (Fall 2004)	Draft Strategic Plan to increase FTICs at STC.	Dean of Enrollment Services Time			
			20052 (Spring 2005)	Work with Outreach to Implement Strategic Plan to increase FTICs at STC.	Operating Costs			
			20053 (Summer 2005)	Monitor progress of Strategic Plan to increase FTICs at STC	Focus Analyst Time.			
			2D Dual Enrollment Marticultations as FTIC	Increase Dual enrollment FTIC by 10% from previous Fall.	20051 (Fall 2004)	Work with the Office of Institutional Research and Effectiveness to tabulate dual enrollment FTIC and enrollment composition	Operating Costs	
					20051 (Fall 2004)	Work with the Office of Institutional Research and Effectiveness to tabulate FTIC and enrollment composition	Operating Costs.	

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2 Access & Equity	2D Dual Enrollment Marticultations as FTIC	2	Increase Dual enrollment FTIC by 10% from previous Fall.			2051 (Fall 2004)	Create Recruitment Committee made up of Faculty and Staff to provide recommendations for increasing dual enrollment FTICs at STC	Operating Costs	
						2052 (Spring 2005)	Implement Recruitment Committee recommendations as budget allows.	Operating Costs of recommendations.	
						2053 (Summer 2005)	Monitor progress of Dual enrollment FTICs at STC and tweak plan accordingly.	Dean of Enrollment Services Time.	
	2E Transcript Access			Research and determine second university to participate in EDI			2051 (Fall 2004)	Research and determine the university that STC sends the second most transcripts.	Focus analyst time.
							2052 (Spring 2005)	Contact identified institution and begin dialogue to implement EDI with the institution.	Informations Systems programming needs.
							2053 (Summer 2005)	Begin pilot implementation of EDI with identified university.	Operating Costs.
	2F Kiosks at area High Schools			Kiosks will be piloted at area high schools.			2051 (Fall 2004)	Work with Information Systems to implement/pilot kiosk at McAllen ISD, Rio Grande City CISD, and Weslaco ISD.	Operating Costs.
							2052 (Spring 2005)	Monitor use of kiosks at area high schools.	Focus analyst time.
							2053 (Summer 2005)	Plan for expanding kiosks to other ISD.	Operating costs.

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3 Community Service	3A Community service projects.	2	Participate in determined project.			20051 (Fall 2004)	Work with Outreach and Student Activities in order to participate in community service project by donating time.	Operating Costs.
5 Compliance	5A CBM Reports		100% of THECB Reports will be submitted, edited, and certified within the appropriate timelines.			20051 (Fall 2004)	Adhere to reporting deadlines and train additional staff on reporting procedures.	Information Systems and Compliance Specialists time and effort.
						20052 (Spring 2005)	Adhere to reporting deadlines.	Information Systems and Compliance Specialist time and effort.
						20053 (Summer 2005)	Adhere to reporting deadlines.	Information Systems and Compliance Specialist time and effort.
	5B Census & Grade Rosters		Electronic attendance rosters.			20051 (Fall 2004)	Work with Information Systems to develop electronic attendance rosters.	Information Systems and Compliance Specialists time.
						20052 (Spring 2005)	Implement electronic attendance rosters.	Information System and Compliance Specialist time and effort.
	5D Residency requirements		100% of Residency review recommendations will be implemented.			20051 (Fall 2004)	Conduct residency training with OAR staff.	Coordinator of Admissions time and effort.

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5 Compliance	5D Residency requirements	2	100% of Residency review recommendations will be implemented.			20051 (Fall 2004)	Respond to Residency Review recommendations.	Coordinator of Admissions and Dean of Enrollment Services time and effort.	
						20052 (Spring 2005)	Update OAR handbook of operating procedures on residency requirements.	Coordinator of Admissions time and effort.	
						20052 (Spring 2005)	Monitor residency determinations.	Focus analyst time and effort.	
	5E Legal and regulatory policies			100% compliance with all legal and regulatory policies, right to privacy, accuracy of records, etc.			20053 (Summer 2005)	Refresh staff on residency requirements via continuous training.	Coordinator of Admissions time and effort.
							20051 (Fall 2004)	Implement policy review recommendations.	Operating costs.
							20052 (Spring 2005)	Work with the Office of Accountability and Management Services to determine next area for review.	Time and effort.
6 Research	6A Strategic Enrollment Management Plan		Revise SEM Plan			20051 (Fall 2004)	Work with Coordinator of Outreach to revise and implement new recruitment plan in order to increase FTIC at STC.	Time and effort.	
						20051 (Fall 2004)	Establish a Recruitment Committee consisting of faculty and staff.	Operating Costs only.	
						20052 (Spring 2005)	Implement recommendations of Recruitment committee as the budget permits.	TBD.	