

## 1998-99 Institutional Effectiveness Plan

**Department:** Division of Communications/Fine Arts/Humanities

**Submitted by:** Nicolas Gonzalez

### Unit Mission Statement

THE DIVISION OF COMMUNICATIONS/FINE ARTS/HUMANITIES PROMOTES THE DEVELOPMENT AND PREPAREDNESS OF OUR STCC COMMUNITY BY FOSTERING:

- \* AN UNDERSTANDING OF MAJOR HISTORICAL FORCES
- \* CRITICAL AND CREATIVE THINKING
- \* AWARENESS OF THE AESTHETICS
- \* EFFECTIVE COMMUNICATION, AND
- \* CULTURAL AWARENESS

IN ORDER TO ENCOURAGE CONTINUOUS LEARNING AND ENHANCE THE QUALITY OF LIFE.

### List of Clients:

Students

Faculty

Staff

Administrators and all supporting divisions-i.e., Admissions, OIRE, etc.

Community

## Intended Outcomes

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Department: Division of Communications/Fine Arts/Humanities

**Intended Outcome: 1**

Students completing their core curriculum at STCC will successfully transfer to a four-year institution.

**Intended Outcome: 2**

STCC CAH students will successfully complete their courses.

**Intended Outcome: 3**

**Intended Outcome: 4**

STCC CAH students will successfully progress through their degree plan.

**Intended Outcome: 5**

STCC students who take courses in CAH will incorporate the knowledge and skills learned in these courses into other classes.

**Intended Outcome: 6**

STCC students who take courses in CAH will incorporate the knowledge and skills learned in these courses into their daily lives.

## Performance Indicators

Department: Division of Communications/Fine Arts/Humanities

Intended Outcome 1 : Students completing their core curriculum at STCC will successfully transfer to a four-year institution.

<b>Performance Indicator A :</b>	Transfer Success. Students who leave STCC and transfer to a university will perform as well as that other institution's own students in terms of GPA. STCC transfers will be broken down into graduates and non-graduates for comparison purposes.
<b>Performance Standard:</b>	No significant differences between STCC and native student's GPAs.
<b>Data Sources: (most recent available unless otherwise noted)</b>	STCC and UTPA SIS Systems
<b>Supporting Units:</b>	Office of Institutional Research & Effectiveness.

<b>Performance Indicator B :</b>	
<b>Performance Standard:</b>	
<b>Data Sources: (most recent available unless otherwise noted)</b>	
<b>Supporting Units:</b>	

## Performance Indicators

**Department:** Division of Communications/Fine Arts/Humanities

**Intended Outcome 2 :** STCC CAH students will successfully complete their courses.

<b>Performance Indicator A :</b>	Student Retention. There will be an increase in fall to fall retention as compared to prior years.
<b>Performance Standard:</b>	On average, there will be at least a one-percent increase in student retention from the previous three-year average.
<b>Data Sources: (most recent available unless otherwise noted)</b>	Official fall enrollment reports as submitted to the Coordinating Board.
<b>Supporting Units:</b>	Office of Institutional Research & Effectiveness.

<b>Performance Indicator B :</b>	Grade Distributions. Each semester the grade distribution within the Division will show improvement. Grades will be measured as passing, nonpassing, and withdrawals.
<b>Performance Standard:</b>	< 65% passing, > 20% nonpassing, and >15% withdrawals
<b>Data Sources: (most recent available unless otherwise noted)</b>	Official grades as reported in the SIS system.
<b>Supporting Units:</b>	Office of Institutional Research & Effectiveness.

## Performance Indicators

Department: Division of Communications/Fine Arts/Humanities

Intended Outcome 3 :

<b>Performance Indicator :</b>	
<b>Performance Standard:</b>	
<b>Data Sources: (most recent available unless otherwise noted)</b>	
<b>Supporting Units:</b>	

## Performance Indicators

Department: Division of Communications/Fine Arts/Humanities

Intended Outcome 4 : STCC CAH students will successfully progress through their degree plan.

<b>Performance Indicator A :</b>	STCC students enrolled in CAH degree plans will complete their freshman and sophomore courses within three (3) years.
<b>Performance Standard:</b>	On average, 70% of our full time students will finish within three (3) years.
<b>Data Sources: (most recent available unless otherwise noted)</b>	Monitoring of students and comparison with past retention and transfer rates.
<b>Supporting Units:</b>	Office of Institutional Research & Effectiveness.

## Performance Indicators

Department: Division of Communications/Fine Arts/Humanities

Intended Outcome 5 : STCC students who take courses in CAH will incorporate the knowledge and skills learned in these courses into other classes.

<b>Performance Indicator A :</b>	CAH students will complete and pass other STCC courses taken in pursuit of their degree plan.
<b>Performance Standard:</b>	CAH students will perform in other STCC courses with < 65% passing, < 20% nonpassing & >15% withdrawals.
<b>Data Sources: (most recent available unless otherwise noted)</b>	Official grades as reported in the SIS system with a tracking component.
<b>Supporting Units:</b>	Office of Institutional Research & Effectiveness.

## Performance Indicators

Department: Division of Communications/Fine Arts/Humanities

Intended Outcome 6 : STCC students who take courses in CAH will incorporate the knowledge and skills learned in these courses into their daily lives.

<b>Performance Indicator A :</b>	Activities conducted by clubs and service organizations within the CAH Division will be appraised.
<b>Performance Standard:</b>	At least 80% of participants will report a positive experience(s).
<b>Data Sources: (most recent available unless otherwise noted)</b>	Survey and evaluation instruments developed by faculty.
<b>Supporting Units:</b>	Office of Institutional Research & Effectiveness/Faculty heads of clubs and service organizations.