

South Texas Community College
2002 - 2003 Institutional Effectiveness Plan

Linkages from Outcome to Activities

Advising

The Advisement Center at South Texas Community College is committed to providing quality district-wide advising services to assist students in developing an educational plan consistent with their goals.

Intended Outcomes	Performance Indicators	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
1 Student Success	1A Accurate Academic Advising	5% improvement in student satisfaction with academic advisement received, based on prior year from ACTSOS	Department reports and academic advisement evaluations, ACTSOS results published by OIRE	Counseling, Admissions, Testing, Program Chairs, Faculty, NACADA, National Academic Advising Association	Fall	Ongoing training for faculty and professional advisors. Onsite professional development sessions.	Adequate financial support, ALL STCC publications, degree plans, standards for advising, program information.
					Spring	Develop and include questions for supplemental page for ACTSOS	None
	1B Use of Advising Services.	Percentage of students using academic advisement service in 2002-2003 will increase 5% over 2001-2002.	Sign-in sheets, Departmental Records, Advisement forms and checklists.	Admissions, Outreach, Student Information, Testing, Special Programs, Student Activities	Fall	Present the "Setting The Stage for College Success" workshop at the beginning of each semester beginning in Fall 2002.	Copied materials, including catalogs, flyers, current student handbook, degree plans and other informational items. Ongoing training.
					Fall	Develop and distribute an Academic Advisement brochure to all first year students at STCC in new student orientation sessions and in every College Success class in the fall.	Office supplies, copies, handouts, etc.

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					1C Faculty Advisement	Develop and implement a "Lead Faculty Advisor" program.	List of faculty members, Student Information System.	VP of Instruction, Division Deans, Program Chairs, Faculty.
						Fall	Encourage "Oncourse" SIS module initiation as soon as possible.	None.
						Fall	Provide and promote ongoing advisement training and technical support.	Advisors, Faculty and Counselors.
						Fall	Assist and support the implementation of a faculty mentor pilot program in the Academic Business program.	None.
						Spring	Continue to promote the Faculty Advisement and Training Program.	Faculty, Counselors and Advisors.
						Summer	Revise and present faculty the Faculty Advisement and Traing Program.	Faculty, Counselors and Advisors.
		1D Course Completion Rate.	Each academic year will realize a 5% increase in course completion by STCC students who have been advised by professional academic advisors contrasted by student who have not been advised.	Class Grade sheets, Add/Drop forms, OIRE reports, advisement documents and academic probation & suspension records.	Admissions, Testing, Counseling, IT, OIRE	Fall	Students will be advised of Senate Bill 345 at every advisement session, be encouraged not to drop classes, and to seek academic tutoring for any subject in which they are struggling .	Appropriate advisment documents, ongoing training, and a mandatory advisement session content checklist.
	Fall					A postcard will be developed and mailed to all "At Risk of Failure" students after mid-term exams each semester.	Adequate financial support, office supplies, follow-up telecare assistance.	

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					Spring	Place a bulletin board at or near all advisement offices.	Six bulletin boards, staffing.
	1E Graduation Rate	5% increase in the numbers of students graduating from their program of study.	OIRE Reports, departmental records, graduation applications.	Admissions and Records, Instructional Divisions, Program Chairs, Faculty, Public Relations.	Spring	Contact all students eligible to graduate to assist in the graduation application.	Telecare workers, lists of potential grauates, office supplies, promotional materials.
	1F Transfer Success Rate	Achieve a level of course transferability that is comparable to other undergrads.	Advising documents, ACTSOS, Career and Transfer sign-in sheets, Graduation applications, upper level class enrollment records.	Career/Transfer office, Admissions, OIRE, four year institutions.	Fall	Create a degree plan for every student including course sequence and transferability of all core curriculum classes.	Catalogs, schedules, degree plans, graduation and transfer applications, articulation agreements, transcripts, communication with four year institutions.
	1G Retention	The retention rate will increase by 3% from prior fall term to equal a retention rate of 55%.	Retention Rates.	OIRE, VP of Instruction, and President's Cabinet.	Fall	Implement strategies from the College Recruitment & Retention Plan submitted to THECB, as appropriate to academic advising.	Counselors and other divisional personnel. SEM committee, Administrative staff, and President's Cabinet.
2 Access & Equity	2A Academic Advisement Services Use	Percentage of students enrolled at each campus who utilize service will increase 5% over the prior year and all STCC locations will attain equitable rates.	Departmental records, sign-in sheets, activity reports	Admissions, Student Activities, Public Relations, Student Activities, Career Center, Testing Office, Program Chairs and Faculty	Fall	Using the core elements of academic advising, continue to develop and implement a departmental advising model involving professional academic advisors and "Lead Faculty Advisors".	Instructional Divisions, Program Chairs, Lead Faculty Advisors.

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					Fall	Develop Email and Web Based Advising and Online resources with the assistance of IT	IT Support, Advising training for the Counseling and Advising Departments.
					Fall	Create a pamphlet detailing email and web academic advisement and registration at STCC	IT Support and Resources
					Fall	Create an "Online Evaluation" of online academic advising.	IT Support and resources.
					Fall	Develop and present web advisement "How To" workshops for staff training purposes.	IT Support, Publications, Advisors
					Fall	Create and implement a brief academic advisement student evaluation form.	Office supplies.
					Spring	Specific training sessions for all advisors in each academic area to allow for cross-training in academic program details.	Advising publications, professional development directed toward an academic area.
					Spring	Ongoing classroom presentations on advising resources and availability each semester.	Publications, outreach recruiters, faculty.
					Spring	Dissemination of Advisement Information to student government and all other official clubs	Access to Student Government Officers and Student Activities Staff.

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	2B Email, Web-based and Distance Learning Academic Advisement.	Email, Web and Distance Learning advising will be utilized by a percentage of students by the end of the current academic year. Establish benchmark.	Departmental records, online counters.	Admissions, STCC Computer Center, Counselors, ITS Web technician, STCC Public Relations assistants	Fall	Continue to develop and implement complete email advisement and/or web advisement with a FAQ section.	Designated advisor and staffing appropriate to monitoring and responding to email and web based queries.
					Fall	Develop a "Mini" online Jaguar Orientation and email links to all academic advisors.	IT Support, staffing, adequate financial support
					Spring	Develop and implement complete email, web and distance learning advisement site with a FAQ section and email response.	Designated advisor and staffing appropriate to monitoring and responding to email and web and distance learning based queries.
	2C Access to Professional Advisors	Maintain an Advisor/Student ratio that is comparable to other two year colleges in Texas.	Admissions enrollment records, Advisors Sign-in Sheets	Admissions Office, Human Resources, Advising Office	Fall	Staff the Academic Advising office with the appropriate quantities of professional advisors.	Appropriate staffing expenditure and planning.
2D Implementation of a Peer Advisor/Mentor program.	Students will be enrolled to participate in the Peer Advisor/Mentor program. An eight student case load for each student peer mentor/advisor.	Instructional Divisions, Admissions and Records, OIRE	Valley Scholars, Admissions, Counseling, Student Activities, New Student Orientation.	Spring	Assign Peer Mentor/Advisors to each STCC location to provide peer mentoring services.	Staffing and adequate financial resources.	
2E Access to Electronic Information.	15% of the student body will use Kiosks and Voice registration platforms.	Reports on Kiosk and Voice registration usage.	Information Systems, OAR, Business office, Instruction, President's Cabinet.	Fall	Advise all students of the availability of Kiosk and Web registration.	OAR personnel.	

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2 Access & Equity	2F Access to Services	100% of staff vacancies will be filled.	Staffing Plan and Budgets.	Office of Human Resources.	Fall	Continue to advertise and vacancies in the Division of Student Services and Development.	None
					Spring	Continue to advertise and vacancies in the Division of Student Services and Development.	None
					Summer	Continue to advertise and vacancies in the Division of Student Services and Development.	None
	2G Strategic Enrollment Management.	Implement and effectively manage established Enrollment Management Plan for South Texas Community College. Student enrollment will meet or exceed the established growth targets for Fall, Summer and Spring.	Enrollment Projections/Targets, Minutes from meetings, SEM Plan, SIS and Internal documentation.	OIRE, President's Cabinet, OAR, Instruction.	Fall	Plan, develop and effectively integrate the Strategic Enrollment Plan to accommodate planned growth.	College and SEM Team personnel.
3 Community Service	3A Community Involvement in services offered by the office of Academic Advisement.	A 5% increase in participation of STCC-offered services by residents in the two county area.	Flyers, newspaper ads, radio publicity, sign-in sheets and participant evaluations.	Instructional division, Public Relations, Student Activities, Continuing Education	Fall	Promotional campaign in STARR and HILDALGO counties of the STCC services that are available to all community members.	Adequate financial provision, flyers, posters, mail outs, telecallers, electronic sign usage, radio promotion and interviews.
	3B Community Awareness	All advisors will participate in community awareness events.	Time sheets, sign-in sheets, departmental documents.	Admissions, Counseling, Outreach, Testing, Student Information, Public Relations.	Fall	Participation in "Parent Nights" and "One Stop Shops" in high schools and community venues.	Staffing and scheduling, promotional materials and handouts.
	3D Improved customer service to students and community.	Satisfactory results on student and participant evaluations of customer services.	Results of evaluation.	OIRE to develop survey and tabulate results. All SS&D Units.	Fall	Develop and conduct customer service evaluation.	Clerical staff and wage pools for part-time staff.
					Spring	Develop action plan based on results of survey.	Resources will need to be allocated.

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3 Community Service	3D Improved customer service to students and community.	Satisfactory results on student and participant evaluations of customer services.	Results of evaluation.	OIRE to develop survey and tabulate results. All SS&D Units.	Summer	Implement and monitor corrective action.	Resources will need to be allocated.
5 Compliance	5A Legal Regulatory (e.g. right to privacy, record retention and accuracy)	No instances of failure to comply.	Departmental Records, NACADA, NASPA/ACPA or FERPA standards.	Advisors, professional academic, and faculty.	Spring	Provide adequate facilities appropriate to standard and expertise in the appropriate regulations to ensure compliance of standards.	Private office space and professional development for standards.
	5B Professional standards for student personnel and professionals in advising.	No instances of failure to comply with NACADA, NASPA and/or ACPA standards.	Departmental Records, NACADA, NASPA/ACPA, or FERPA standards.	Instructional divisions, Admissions, Testing, Financial Aid, NACADA, NASPA, ACPA.	Fall	Advisors will attend one Regional or National conference annually in an area of advising expertise.	Budget allocation for professional development expenditure.
	5C Performance assessment of advising staff.	The annual administrative performance assessment for all advising staff will be satisfactory or better.	Performance appraisals.	SS&D Administrative personnel.	Spring	Complete evaluation of all advising staff.	None.
					Summer	Implement any corrective action as necessary.	None.