

South Texas Community College
2002 - 2003 Institutional Effectiveness Plan

Linkages from Outcome to Activities

Vice President for Student Services & Development

The Division of Student Services and Development provides accessible, quality, district-wide support services consistent with the Mission of South Texas Community College. These services contribute to the cultural, social, economic, ethical, physical, and intellectual development of our students and the community.

Intended Outcomes	Performance Indicators	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
1 Student Success	1A Students Report Support Needs are Met	75%, overall, of students will be satisfied with the Division of Student Services and Development	ACT Student Opinion Survey	OIRE	Fall	Create Spring Surveys	SSD & OIRE Personnel
						Administer ACT Student Opinion Survey	Staffing plan Increased budget allocation
						Hire additional Financial Aid personnel to staff Pecan and offsites. Hire additional Placement Center personnel.	
	Spring	Administer Student Satisfaction & Awareness survey in randomly selected ENGL 1301 classes.	OIRE				
	Summer	Analyze data and draw conclusions from results of ACT Student Opinion Survey	Results of Student Opinion Survey				
	Summer	Evaluate SSD services and develop departmental action plans in response to results of ACT Student Opinion Survey	SSD & OIRE Personnel Survey results SSD Personnel				
	1B Faculty Advisement	20% of students, majoring in academic programs, will be advised by Faculty	List of Faculty members, Student Information System.	VP of Instruction, Division Deans, Program Chairs, Faculty, and Counseling and Advising Center	Fall	Promote Faculty Advisement Program	Faculty, Counselors, Advisors

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1 Student Success	1B Faculty Advisement	20% of students, majoring in academic programs, will be advised by Faculty	List of Faculty members, Student Information System.	VP of Instruction, Division Deans, Program Chairs, Faculty, and Counseling and Advising Center	Spring	Continue to promote Faculty Advisement program	Faculty, Counselors, Advisors				
					Summer	Evaluate Faculty Advisement program	Students, Faculty, Counselors, Advisors				
	1C Retention	The retention rate will increase by 3% from prior fall term to equal a retention rate of 55%	Retention Rates	OIRE, Counseling and Advising Center, VP of Instruction, and President's Cabinet	Fall	Implement strategies as identified in retention plan Submit the College Recruitment & Retention Plan to the Texas Higher Education Coordinating Board as an official document.	Counselors, Advisors, and other divisional personnel Recruitment and Retention Committee, PDC, Administrative Staff, President's Cabinet				
					Spring	Continue to implement strategies as identified in retention plan	Counselors, Advisors, and other divisional personnel				
					Summer	Evaluate effectiveness of retention plan and make necessary revisions to the retention plan.	Recruitment & Retention Committee, SSD and OIRE personnel				
					1D Graduation rates	Graduation rates will increase by 10% over the 2001-2002 rate	Graduation rates	OIRE, Office of Admission and Registrar	Fall	Run reports to determine if we were successful in meeting the 10% graduation rates. Identify & implement initiatives that would effect graduation rates at STCC.	Graduation Task Force, SSD personnel, OIRE, and Budget
									Spring	Continuation of Fall activities	Graduation Task Force, SSD personnel, OIRE, and Budget
									Summer	Continuation of Spring Activities	Graduation Task Force, SSD personnel, OIRE, and Budget

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1 Student Success	1E Transfer Articulation Plan	The Transfer Articulation Plan will be updated to outline STCC's strategy for expanding articulation agreements with additional universities and program by program articulation	Articulation Agreements, Articulation Plan	VP of Instruction, Division Deans, Student Services & Development leaders	Fall	Review & Revise current Articulation Plan and monitor implementation.	None needed.
					Spring	Continue implementation of the Plan and monitor progress	None needed.
					Summer	Assess effectiveness of the Plan and modify as necessary	None needed.
	1F Participation in Concurrent Enrollment	The number of participants in concurrent enrollment will increase by 10% over the preceding year	Enrollment Reports from Office of Admissions	OIRE, Admissions & Records	Fall	Admit, enroll, and matriculate all concurrent enrollment students by assigned schools.	Admissions, Outreach, Office of School Relations, Business Office
					Spring	Admit, enroll, and matriculate all concurrent enrollment students by assigned schools.	Outreach, Admissions, Office of Public School Relations, Business Office
					Summer	Monitor Concurrent enrollment courses entered into the IA system, plan strategy for July/August implementation of Concurrent enrollment plan.	Outreach, Admissions, Office of School Relations.
	1G Return Rate of Stop-outs	The number of returning stop-outs will increase by 15% more than the previous year.	Enrollment Report prepared by Office of Admissions.	OIRE, Outreach, Admissions	Fall	Admit, enroll, and matriculate stop-out students.	Wage pool for part-time workers.
					Spring	Admit, enroll, and matriculate stop-out students	Wage pools for part-time staff.
					Summer	Target Stop-Out students via letters, postcards, and telephone calls	Postage costs, material, and wage pool for telemarketers.

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1 Student Success	1H Retaining Concurrent Enrollment Graduates as First Time in College Students.	10% increase in retention of Concurrent enrollment graduates matriculating as First Time-Full Time students the following Fall proceeding High School Graduation.	Concurrent Enrollment Task Force Recommendations. Focus reports, OIRE Fact book.	All SS&D staff, OIRE, Program Chairs, Division Deans	Fall	Conduct concurrent enrollment day on Pecan, Starr, and Mid-Valley Campuses	Outreach Operating budget.
					Spring	Send Concurrent enrollment students, who will graduate from high school at the conclusion of the term, acceptance letters from STCC.	Admissions operating budget.
					Summer	Follow up phone calls to encourage concurrent enrollment graduates' matriculation into STCC. Conduct STCC orientation for concurrent enrollment graduates	Telemarketing operating budget. Outreach and Counseling & Advising staff and operating budgets.
2 Access & Equity	2A Access to Services	A member from each department will be available to students at each campus/site.	Results of Needs Assessment, Copies of Staff schedules.	OIRE and all SS&D departments.			
					Fall	Hire additional personnel for the Office of Financial Aid and Office of Placement to address current understaffing.	Additional Financial Aid & placement personnel.
						Include additional interpreters on Divisional Staffing Plan	Additional budget to finance added Financial Aid, Placement.
					Spring	Revisit the staffing plan	SSD department heads
	Summer	Continuation of Spring Activities	SSD department heads				

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2 Access & Equity	2B Access to Electronic Information	Kiosks will be located at 80% of STCC campuses/sites. 15% of student body will utilize Voice, Web, or kiosk platforms.	Report on locations and use of electronic platforms.	Information Systems, Office of Admissions and Registrar, Business Office, Instruction, President's Cabinet.	Fall	Update information on electronic platforms Distribute pamphlets on Voice, Web, & Kiosk.	Office of Admissions & Records Personnel
					Spring	Continue to update information on electronic platforms and continue to distribute pamphlets.	Office of Admissions & Records Personnel
					Summer	Continue to update information on electronic platforms and continue to distribute pamphlets.	Office of Admissions & Records Personnel
	2C Access to Services	100% of staff vacancies will be filled.	Staffing Plan and Budgets	Office of Human Resources	Fall	Continue to Advertise any vacancies in the Division of Student Services & Development	None
					Spring	Continue to advertise any vacancies within the Division of Student Services & Development	None
					Summer	Continue to advertise any vacancies within the Division of Student Services & Development	None
	2D Access to college education	Enrollment targets for each term will be met.	Enrollment reports, action plans, minutes from meetings.	OIRE, President's Cabinet, Office of the Associate Dean of Instruction, Registration and Marketing Team.	Fall	Establish targets for next year and Identify strategies to reach targets	Office of Admissions and Records personell Outreach personnel
					Spring	Implement strategies	Office of Admissions and Records personell Outreach personnel
					Summer	Continue to implement strategies	Office of Admissions and Records personell Outreach personnel

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2	Access & Equity	2E 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 manage the Student Enrollment Plan to accommodate planned growth	College & SEM Team personnel
						Spring	Continue to implement strategic plan	College & SEM Team personnel
						Summer	Evaluate SEM Plan, Plan enrollment strategy for Fall 2003.	College & SEM Team personnel
3	Community Service	3A Department heads will be asked to volunteer their time in community based projects	50% of department heads	Self-reporting	none	Fall	Encourage SSD personnel to participate in community-based boards and volunteer projects.	None
						Summer	Continuation of Spring Activities	None
						Summer	Continuation of Fall Activities	None
		3B Improved coordination and planning with other VPs and Division Deans	Integrated planning efforts will be completed.	Retreat Agenda and documentation of results.	Other VPs, Division Deans	Fall	Continue joint meetings with Instruction, expand to have joint meetings with ITS and FAS.	None.
						Spring	Conduct Planning Retreat with each of the other respective Divisions	Accommodations for retreats.
						Summer		
		3C Improved customer service provided to students.	Satisfactory results on student evaluation of customer service.	Results of student evaluation	OIRE, All SS&D Units.	Fall	OIRE will develop and conduct customer service survey	OIRE staff.
						Spring	Develop action plan based on results of survey.	Resources will need to be allocated
						Summer	Implement and monitor corrective action	Resources will need to be allocated

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4 Fiscal Responsibility	4A Completion of Training	All Department Heads and Account Managers will attend appropriate Business Office training regarding accounts managed	Reports from Business Office	Business Office	Fall	Encourage Department Heads and Account Managers to attend trainings held by Business Office	None.
					Spring	Monitor reports of trainings	None
					Summer	Continue to monitor Business Office reports regarding training	None
	4B Dramatic enrollment growth funding.	\$500,000 in dramatic enrollment growth appropriations will be received by May 2003.	FRS report	All SS&D Units, Instruction, Business Office, OIRE.	Fall	Monitor enrollment and determine eligibility.	None
					Spring	Monitor enrollment and determine eligibility.	None.
					Summer	Monitor enrollment and plan for Fall 2003.	None.
	4C State Contact Hour Funding	Base Year contact hour enrollment will exceed previous base year by 15%.	Contact hour data, enrollment data.	OIRE, all SS&D units.	Fall	Implement and evaluate contact hour enrollment plan.	None.
					Spring	Implement and evaluate contact hour enrollment plan.	None
					Summer	Implement and evaluate plan to maximize enrollment for Fall 03	None.
5 Compliance	5A TASP Compliance	No exceptions to the TASP law will be found after Census date of each term.	Focus reports, Exception reports, CBM reports	OIRE, Office of Testing	Fall	Run reports to identify students not in TASP compliance	Testing Office
						Contact students not in TASP compliance	Counselors Advisors
						Enroll noncompliant students in Dev. Ed. Courses	Office of Admissions and Records personnel Information systems reports

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						Contact students not in TASP compliance	Counselors
						Enroll noncompliant students in Dev. Ed. Courses	Advisors
							Office of Admissions and Records personnel
							Information systems reports
	5B Departmental Evaluation Process	25% of divisional programs will be reviewed annually and revised if necessary.	Results of Departmental reviews.	Office of Accountability	Fall	Office of Accountability will conduct internal audits of randomly selected departments	Testing Office
							Counselors
							Advisors
							Office of Admissions and Records personnel
5C Legal and regulatory compliance	No incidence of non-compliance with any legal or regulatory requirements in any student development departments.	Departmental Records	Office of Accountability, All Student Development Departments	Spring	Run reports to identify students not in TASP compliance	Information systems reports	
					SSD & Office of Accountability staff		
				Spring	Analyze data from audits	SSD & Office of Accountability staff	
				Summer	Implement changes where necessary	SSD & Office of Accountability staff	
				Fall	Remind Department Heads of all compliance issues at regularly scheduled staff meetings	None	
				Spring	Continue to monitor and remind Department Heads of all regulatory and compliance issues.	None	

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5 Compliance	5C Legal and regulatory compliance	No incidence of non-compliance with any legal or regulatory requirements in any student development departments.	Departmental Records	Office of Accountability, All Student Development Departments	Summer	Dedicate a portion of annual department head retreat to compliance/regulatory issues.	None.	
					Fall	Remind Department Heads, at regularly scheduled meetings, to review and revise policies that pertain to their respective areas.	None	
	5D Policy	No incidence of non-compliance with any policy requirements in any student development departments.				Spring	Continue to monitor/remind Department Heads to review policies that are relevant to their respective areas.	None
						Summer	Provide policy training time during annual planning retreat.	None.
						Fall	Promote compliance and professional standards at regularly scheduled staff meetings.	None.
	5E Professional Standards	No incidence of non-compliance with NASPA, NASFAA, or ACPA professional standards in any student development departments.				Spring	Promote compliance and professional standards at regularly scheduled staff meetings.	None.
						Summer	Devote a portion of annual retreat to reviewing professional standards with Department Heads.	None.
						Fall	Complete evaluation of Administrative staff.	None.
	5F Performance assessment of SS&D administrative staff.	The annual administrative performance assessment for all SS&D administrative staff will be satisfactory or better.		Performance appraisals	All SS&D units.	Spring	Implement any corrective action as necessary	None.
						Summer	Continue corrective action as necessary.	None.