

South Texas Community College
2002 - 2003 Institutional Effectiveness Plan

Linkages from Outcome to Activities

Counseling

The Counseling Office of South Texas Community College is committed to improving the academic and personal success of students.

Intended Outcomes	Performance Indicators	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
1 Student Success	1A Counseling Services Use	5% increase in the number of students using counseling services based on the previous year's contacts.	Counseling documentation, activity reports, case loads, workshop evaluations, probation contracts.	Academic advising, faculty, ITS, Public Relations, Special Programs.	Fall	Class Presentations of Counseling Services and information booths at student activities events.	Handouts, data projectors.
					Fall	Personal and Academic Developmental Workshops	As above.
					Fall	College Wide Screening Days: National Counseling Awareness Issues.	Materials, assessments.
					Fall	Completing, compiling and maintaining activity reports for individual counselors.	Materials, clerical assistance.
	1B ADA Awareness.	10% increased participation in the ADA Awareness Days.	Counseling evaluation forms, focus groups, Activity reports, Student records	Student Support Programs, Facilities, ITS, Public Relations, Community agencies.	Fall	ADA Awareness Day in the Fall and Spring semesters.	Data projector, Guest speakers, Books/ Research materials, Agencies: TRC, VAIL, etc.
					Fall	Direct referrals to ADA counseling for services	ADA referral documents.
					Spring	ADA awareness workshops at all STCC professional development days, and for all new and adjunct faculty orientation sessions	Public Relations assistance, materials.

Intended Outcomes	Performance Indicators	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
1 Student Success	1C Academic Probation/Suspension Student Retention.	Percentage of counseled students retained will increase over previous academic year.	Activity Reports, Sign-in Sheets, Academic probation and suspension lists.	Student Development Division, OIRE, Admissions, Outreach,	Fall	Process STCC student probation contracts. Personal interviews and contract followup.	Probation Counselor, Probation contact
					Fall	Fall and Spring Academic Check Postcard mailing to all students identified as "at risk" for academic difficulty.	Counselor designed mail out cards, staffing, clerical assistance.
					Fall	Develop and implement an intrusive Academic Suspension procedure using case management by counselors and including administrative and intervention supporting documents.	Suspension contracts, clerical support.
	1D Career Counseling Use.	10% increase in the utilization of district-wide career services over previous year.	Surveys, Sign-in Sheets, Number of Referrals, Web page, Activity Reports, Counseling Office Documents.	Student Development Division, Admissions, OIRE, Student Activities, Job Placement.	Fall	Career Choices 2002.	Personnel, Postage, Materials, Public Relations, Flyers, Poster, duplication costs.
					Fall	Completing, compiling and maintaining activity reports for career counseling activities.	Materials and clerical assistance.
					Fall	Direct referral to Career Center for use of Discover and career exploration.	Career referral forms.
					Fall	Information booths to advertise career and transfer services.	Materials, brochures, clerical support.
	1E Academic Success in Developmental Classes and TASP completion.	10% increase of students passing in corresponding TASP section.	Course completion data, class grade reports, TASP completion data.	Developmental studies faculty.	Fall	Counselor assigned a developmental class and attends three times each semester providing intensive access to students.	Adequate staffing, class materials.
	1F Student Transfer Success Rate	Comparable to other undergraduates	Degree plans, sign-in sheets, referrals, institutional contact sheets, activity reports, referrals, ACTSOS.	Admissions, Public Relations, OIRE, Educational Institutions.	Fall	Transfer Track Visits	Posters, flyers, media supplies, facilities support, conference supplies.

Intended Outcomes		Performance Indicators	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed	
1	Student Success	1F	Student Transfer Success Rate	Comparable to other undergraduates	Degree plans, sign-in sheets, referrals, institutional contact sheets, activity reports, referrals, ACTSOS.	Admissions, Public Relations, OIRE, Educational Institutions.	Spring	Transfer Track Day	Posters, flyers, media supplies, facilities support, conference supplies.
		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 appropriate strategies as identified in retention plan.	Counselors, Advisors and other divisional personnel
2	Access & Equity	2A	Equity of Access to Counseling Services	Percentage of students enrolled at each campus who utilize counseling services will increase over the prior year	Counseling Evaluation forms, Focus Groups, Activity Reports, Sign-in Sheets, Campus Enrollment Records	OIRE, Student Development Division, Admissions, Site Coordinators	Fall	Career planning assessments with currently trained staff available at all sites	MBTI, CDMs, ability assessments, duplication and supplies
							Fall	Attendance at training seminars appropriate to career counseling & development resources	Travel, registration costs, materials.
							Fall	Provision of appropriate career and transfer resources and materials for each site	Occupational Outlook handbook, Encyclopedia of Careers, Peterson's Guides
		Spring	Installation of Career assessment software at all sites.	Computers, copies, materials, printers, technical support, supplies					
		2B	Provision of ADA Adaptive Equipment	15% Annual Increase in purchase of adaptive equipment, and other ADA materials for provision of reasonable accommodations.	ADA inventory and current fiscal year purchasing requisitions.	Business office, IT, Custodial.	Fall	Assess current equipment inventory.	Inventory database, clerical support.
Fall	Assess ADA equipment needs and develop equipment purchase requisitions.						Equipment inventories, identification materials.		
Fall	Tag and place all new equipment at designated locations.						Student workers, identification materials.		

Intended Outcomes	Performance Indicators	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
2 Access & Equity	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 department of Counseling and Advising.	None
	2D Access to Electronic Information	15% increase in student access to Kiosks and Voice registration.	Reports on locations and the number of locations.	Information Systems, Office of Admissions and Registrar, business Office, Instruction, President's Cabinet.	Fall	Include information about Kiosks and Voice Registration on all new student orientation and all College Success presentations.	None.
	2E Strategic Enrollment Management	Implement and effectively manage established Enrollment Management Plan for South Texas Community College.	Enrollment Projections/Targets, SEM Plan, SIS and internal documentation.	OIRE, OAR, Instruction.	Fall	Plan, develop and effectively integrate the Student Enrollment Management Plan to accommodate planned growth.	College and SEM Team personnel.
3 Community Service	3A Counseling services available to community on a regular schedule.	Monthly scheduled workshops and/or national public awareness events at STCC locations in both Starr and Hidalgo counties during evening or weekend hours.	Sign-in sheets, workshop evaluations	Public Relations, Instruction.	Fall	Fall and Spring: Actively promote STCC personal development and life skills workshops scheduled throughout the week.	Public relations, posters and flyers, appropriate scheduling for counselors.
					Fall	Utilize electronic message board (Pecan) to promote counseling activities.	None
	3B Improved customer service provided to students.	Satisfactory results on student evaluations of customer service.	Results of student evaluation.	OIRE	Fall	Revise and implement the Counseling Services student evaluation and workshop evaluation forms.	Clerical assistance and materials.
5 Compliance	5A Legal	No instances of failure to comply with laws and regulations regarding counseling services, relationships or privacy, ADA, etc.	Departmental Records.	Public Relations, Student Development, Admissions, Site Coordinators, Office of Accountability, FERPA, ACA, or The LPC Board.	Fall	Conduct workshops on regulations and counseling law & standards.	Guest speakers, Conferences, Presentation Materials.
					Fall	National Public Awareness days presentation	Guest Speakers, Presentation Materials

Intended Outcomes	Performance Indicators	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
5 Compliance	5B Professional	No instances of failure to comply with professional standards, code of ethics, etc.	Departmental Records	Professional Associations, Office of Accountability, FERPA, ACA, ADA, The LPC Board.	Fall	Counselors will attend one regional or one national professional conference annually.	Adequate financial resources and association membership fees. Training facilities, handouts and materials.
					Spring	Departmental training in customer service (Advance Connections)	Counselors, Advisors, Staff Support and Implementation Materials.
	5C Performance assessment of Professional and Support staff.	The annual administrative performance for all counseling professional and support staff will be satisfactory or better.	Performance Appraisals.	Administrative offices of SS&D division.	Spring	Complete evaluation of all counseling and support staff.	None.
					Summer	Implement any corrective action.	None
5D ADA Compliance	Documented complaints (Ombudsperson, other Departmental Records)	Grievance forms, ADA evaluation forms, Services provided report forms.	Student Services, Public Relations, faculty, Community agencies, ie: TRC etc.	Fall	Conduct policy training workshops on laws and regulations pertaining to ADA in education.	Training facilities and materials, promotional materials and public relations support.	