

## 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	Year	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
1 Student Success	1A Accurate Academic Advising	1	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	20041 (Fall 2003)	Ongoing training for faculty and professional advisors. Onsite professional development sessions.	Adequate financial support, ALL STCC publications, degree plans, standards for advising, program information.
						20042 (Spring 2004)	Develop and include updated questions for supplemental page of the 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	20041 (Fall 2003)	Develop and distribute an Academic Advisement brochure.	Office supplies, copies, handouts.	

Intended Outcomes	Performance Indicators	Year	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
1 Student Success	1B Use of Advising Services.	1	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	20041 (Fall 2003)	Present the "Setting the Stage for College Success" workshop at the beginning of each semester.	Copied materials including catalogs, flyers, current student handbook, degree plans and other informational items. Ongoing training.
						20042 (Spring 2004)	Distribute an Academic Advisement brochure.	Office supplies, copies, handouts.
						20042 (Spring 2004)	Present the "Setting the Stage for College Success" workshop at the beginning of each semester.	Copied materials including catalogs, flyers, current student handbook, degree plans and other informational items. Ongoing training.
	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.	20041 (Fall 2003)	Revise and present faculty training workshops/networking opportunities each semester.	Staffing and materials.
						20041 (Fall 2003)	Encourage "Oncourse" SIS module implementation as soon as possible.	None.
						20041 (Fall 2003)	Provide and promote ongoing advisement training and technical support.	Advisors, Faculty and Counselors.
						20041 (Fall 2003)	Assist and support the implementation of a faculty mentor pilot program in the Academic Business program.	None.

Intended Outcomes	Performance Indicators	Year	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed	
1 Student Success	1C Faculty Advisement	1	Develop and implement a "Lead Faculty Advisor" program.	List of faculty members, Student Information System.	VP of Instruction, Division Deans, Program Chairs, Faculty.	20042 (Spring 2004)	Continue to promote the Faculty Advisement and Training program.	Advisors, Faculty and Counselors.	
						20043 (Summer 2004)	Revise and present faculty with the Faculty Advisement and Training Program.	Advisors, Faculty and Counselors.	
	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	20041 (Fall 2003)	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 that they are struggling with.	Appropriate advisement documents, ongoing training, and a mandatory advisement session content checklist.
							20041 (Fall 2003)	Provide divisional workstations in each academic advisement center to be used by faculty during heavy advisement periods.	Adequate financial support, workstations, office space.
							20041 (Fall 2003)	A postcard will be developed and mailed to all "At Risk of Failure" students after mid-term exams in each semester.	Adequate financial support, office supplies, follow-up telecare assistance.
							20042 (Spring 2004)	Place bulletin boards at or near all advisement offices to promote advising services.	Bulletin boards, public relations materials and 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.	20042 (Spring 2004)	Contact all students eligible to graduate to assist in the graduation application.	Telecare workers, lists of potential graduates, office supplies, promotional materials.	

Intended Outcomes	Performance Indicators	Year	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed	
1 Student Success	1F	Transfer Success Rate	1	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.	20041 (Fall 2003)	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.	20041 (Fall 2003)	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 the 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	20041 (Fall 2003)	Using the core elements of academic advising, develop and implement a developmental a departmental advising model involving professional academic advisors and "Lead Faculty Advisors"	Instructional Divisions, Program Chairs, Lead Faculty Advisors.
							20041 (Fall 2003)	Provide "Up to the Minute" advising information and support through department wide meetings.	Division, Departmental and Program meetings, access and participation.
							20041 (Fall 2003)	Develop Email and Web Based Advising and Online resources with the assistance of IT.	IT Support, Advising training for the counseling and advising departments.

<b>Intended Outcomes</b>	<b>Performance Indicators</b>	<b>Year</b>	<b>Performance Standard</b>	<b>Data Sources</b>	<b>Supporting Units</b>	<b>Term</b>	<b>Activities</b>	<b>Resources Needed</b>	
2	Access & Equity	2A	Academic Advisement Services Use	1	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	<p>20041 (Fall 2003) Create a pamphlet detailing email and web academic advisement and registration at STCC.</p> <p>20041 (Fall 2003) Create and "Online Evaluation" of online academic advising.</p> <p>20041 (Fall 2003) Develop and present web advisement "How To" workshops for staff training purposes.</p> <p>20041 (Fall 2003) Create and implement a brief academic advisement student evaluation form.</p> <p>20042 (Spring 2004) Specific training sessions for all advisors in each academic area to allow for cross-training in academic program details.</p> <p>20042 (Spring 2004) Ongoing classroom presentations on advising resources and availability each semester.</p> <p>20042 (Spring 2004) Dissemination of Advisement Information to student government and all other official clubs.</p> <p>20042 (Spring 2004) Develop a peer mentoring and advisement program using the Valley Scholars and Honors students.</p>	<p>IT Support and Resources.</p> <p>IT Support and Resources.</p> <p>IT Support publications, Advisors.</p> <p>Office supplies.</p> <p>Advising publications, professional development directed toward an academic area.</p> <p>Publications, outreach recruiters, faculty.</p> <p>Access to Student Government Officers and Student Activities staff.</p> <p>Office Space, student incentives, scholarships, training materials.</p>

Intended Outcomes	Performance Indicators	Year	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
2 Access & Equity	2B Email, Web-based and Distance Learning Academic Advisement.	1	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	20041 (Fall 2003)	Develop and further implement complete email academic advisement and/or web advisement with a FAQ section.	Designated advisors and staffing appropriate to monitoring and responding to email and web based queries.
						20041 (Fall 2003)	Develop a "Mini" Online Jaguar Orientation and email links to all academic advisors.	IT Support, staffing, adequate financial support.
						20042 (Spring 2004)	Develop and further implement complete email academic advisement and/or web advisement with a FAQ section.	Designated advisors and staffing appropriate to monitoring and responding to email and web based queries.
	2C Access to Professional Advisors		Maintain a n 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	20041 (Fall 2003)	Staff the Academic Advising offices with the appropriate quantities of professional advisors.	Appropriate staffing expenditure and planning.
						20042 (Spring 2004)	Staff the Academic Advising offices 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.	20041 (Fall 2003)	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.	20041 (Fall 2003)	Advise all students of the availability of Kiosk and Web registration.	OAR personnel.

Intended Outcomes	Performance Indicators	Year	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
2 Access & Equity	2F Access to Services	1	100% of staff vacancies will be filled.	Staffing Plan and Budgets.	Office of Human Resources.	20041 (Fall 2003)	Continue to advertise vacancies in the division of Student Services and Development.	None.
						20042 (Spring 2004)	Continue to advertise vacancies in the division of Student Services and Development.	None.
						20043 (Summer 2004)	Continue to advertise 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.	20041 (Fall 2003)	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	20041 (Fall 2003)	Promotional campaign in STARR and HIDAGO counties of the STCC services that are and will be available to ALL community members.	Adequate financial provision, flyers, mailouts, telecare workers, electronic sign useage, print, radio and television media promotions and interviews.

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3 Community Service	3A Community Involvement in services offered by the office of Academic Advisement.	1	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	20042 (Spring 2004)	Promotional campaign in STARR and HIDAGO counties of the STCC services that are and will be available to ALL community members.	Adequate financial provision, flyers, mailouts, telecare workers, electronic sign useage, print, radio and television media promotions and interviews.	
						20043 (Summer 2004)	Promotional campaign in STARR and HIDAGO counties of the STCC services that are and will be available to ALL community members.	Adequate financial provision, flyers, mailouts, telecare workers, electronic sign useage, print, radio and television media promotions 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.	20041 (Fall 2003)	Participation in "Parent's Nights" and "One Stop Shops" in high schools and community venues.	Staffing and scheduling, promotional materials, and handouts.
							20042 (Spring 2004)	Participation in "Parent's Nights" and "One Stop Shops" in high schools and community venues.	Staffing and scheduling, promotional materials, and handouts.
							20043 (Summer 2004)	Participation in "Parent's Nights" and "One Stop Shops" in high schools and community venues.	Staffing and scheduling, promotional materials, and handouts.

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3 Community Service	3D Improved customer service to students and community.	1	Satisfactory results on student and participant evaluations of customer services.	Results of evaluation.	OIRE to develop survey and tabulate results. All SS&D Units.	20041 (Fall 2003)	Develop and conduct customer service evaluations.	Clerical staff and wage pools for part-time staff.
						20042 (Spring 2004)	Develop an action plan based on the results of the survey.	Resources will need to be allocated.
						20043 (Summer 2004)	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.	20041 (Fall 2003)	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.
						20042 (Spring 2004)	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.	20041 (Fall 2003)	Advisors will attend one Regional or National conference annually in an area of advising expertise.	Budget allocations for professional development expenditures.
						5C Performance assessment of advising staff.		The annual administrative performance assessment for all advising staff will be satisfactory or better.
	20043 (Summer 2004)	Implement any corrective action as necessary.	None.					

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1 Student Success	1A Accurate Academic Advising	2	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	20051 (Fall 2004)	Ongoing training for faculty and professional advisors. Onsite professional development sessions	Adequate financial support, ALL STCC publications, degree plans, standards for advising, program information.
						20052 (Spring 2005)	Develop and include updated questions for supplemental page of the 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	20051 (Fall 2004)	Develop and distribute an Academic Advisement brochure.	Office supplies, copies, handouts.	
					20051 (Fall 2004)	Present the "Setting the Stage for College Success" workshop at the beginning of each semester.	Copied materials including catalogs, flyers, current student handbook, degree plans and other informational items. Ongoing training.	
					20052 (Spring 2005)	Present the "Setting the Stage for College Success" workshop at the beginning of each semester.	Copied materials including catalogs, flyers, current student handbook, degree plans and other informational items. Ongoing training.	
					20052 (Spring 2005)	Distribute an Academic Advisement brochure.	Office supplies, copies, handouts.	

Intended Outcomes	Performance Indicators	Year	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
1 Student Success	1C Faculty Advisement	2	Continue implementation of a "Lead Faculty Advisor" program.	List of faculty members, Student Information System.	VP of Instruction, Division Deans, Program Chairs, Faculty.	20051 (Fall 2004)	Revise and present faculty training workshops/networking opportunities each semester.	Staffing and materials.
						20051 (Fall 2004)	Encourage student use of "Oncourse" SIS module on an ongoing basis.	None.
						20051 (Fall 2004)	Provide and promote ongoing advisement training and technical support.	Advisors, Faculty and Counselors.
						20051 (Fall 2004)	Assist and support the implementation of a faculty mentor pilot program in the Academic Business program.	None.
						20052 (Spring 2005)	Continue to promote the Faculty Advisement and Training program.	Advisors, Faculty and Counselors.
						20053 (Summer 2005)	Revise and present faculty with the Faculty Advisement and Training Program.	Advisors, Faculty and Counselors.
	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	20051 (Fall 2004)	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 that they are struggling with.	Appropriate advisement documents, ongoing training, and a mandatory advisement session content checklist.	
					20051 (Fall 2004)	Provide divisional workstations in each academic advisement center to be used by faculty during heavy advisement periods.	Adequate financial support, workstations, office space.	

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						20052 (Spring 2005)	Place bulletin boards at or near all advisement offices to promote advising services.	Bulletin boards, public relations materials and 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.	20052 (Spring 2005)	Contact all students eligible to graduate to assist in the graduation application.	Telecare workers, lists of potential graduates, 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	Career/Transfer office, Admissions, OIRE, four year institutions.	20051 (Fall 2004)	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.	20051 (Fall 2004)	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 the President's Cabinet.			

Intended Outcomes	Performance Indicators	Year	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
2 Access & Equity	2A Academic Advisement Services Use	2	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	2051 (Fall 2004)	Using the core elements of academic advising, continue to develop and implement a developmental a departmental advising model involving professional academic advisors and "Lead Faculty Advisors"	Instructional Divisions, Program Chairs, Lead Faculty Advisors.
						2051 (Fall 2004)	Provide "Up to the Minute" advising information and support through department wide meetings.	Division, Departmental and Program meetings, access and participation.
						2051 (Fall 2004)	Continue to develop Email and Web Based Advising and Online resources with the assistance of IT.	IT Support, Advising training for the counseleing and advising departments.
						2051 (Fall 2004)	Assess and make necessary modifications to the pamphlet detailing email and web academic advisement and registration at STCC.	IT Support and Resources.
						2051 (Fall 2004)	Continue development of an "Online Evaluation" of online academic advising. Begin tabulating and evaluating evaluation data.	IT Support and Resources.
						2051 (Fall 2004)	Additionally develop and present expanded web advisement "How To" workshops for staff training purposes.	IT Support publications, Advisors.
						2051 (Fall 2004)	Continue to implement and develop a brief academic advisement student evaluation form.	Office supplies.

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						20052 (Spring 2005)	Ongoing classroom presentations on advising resources and availability each semester.	Publications, outreach recruiters, faculty.			
						20052 (Spring 2005)	Dissemination of Advisement Information to student government and all other official clubs.	Access to Student Government Officers and Student Activities staff.			
	20052 (Spring 2005)					Continue development of a peer mentoring and advisement program using the Valley Scholars and Honors students.	Office Space, student incentives, scholarships, training materials.				
	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 updated benchmark.	Departmental records, online counters.	Admissions, STCC Computer Center, Counselors, ITS Web technician, STCC Public Relations assistants	20051 (Fall 2004)	Develop and further implement complete email academic advisement and/or web advisement with a FAQ section.	Designated advisors and staffing appropriate to monitoring and responding to email and web based queries.
									20051 (Fall 2004)	Utilize a "Mini" Online Jaguar Orientation to inform students and provide email links to all academic advisors.	IT Support, staffing, adequate financial support.

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	2C	Access to Professional Advisors		Maintain a n 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	20051 (Fall 2004)	Ongoing evaluation of staffing at the Academic Advising offices with the addition of appropriate quantities of professional advisors.	Appropriate staffing expenditure and planning.
							20052 (Spring 2005)	Ongoing evaluation of staffing at the Academic Advising offices with the addition of 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.	20051 (Fall 2004)	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.	20051 (Fall 2004)	Advise all students of the availability of Kiosk and Web registration.	OAR personnel.
	2F	Access to Services		100% of staff vacancies will be filled.	Staffing Plan and Budgets.	Office of Human Resources.	20051 (Fall 2004)	Continue to advertise vacanciesin the division of Student Services and Development.	None.
20052 (Spring 2005)							Continue to advertise vacanciesin the division of Student Services and Development.	None.	

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	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	OIRE, President's Cabinet, OAR, Instruction.	20051 (Fall 2004)	Plan, Develop and effectively integrate the Strategic Enrollment Plan to accommodate planned growth.	College and SEM Team personnel.
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						20052 (Spring 2005)	Promotional campaign in STARR and HIDAGO counties of the STCC services that are and will be available to ALL community members.	Adequate financial provision, flyers, mailouts, telecare workers, electronic sign useage, print, radio and television media promotions and interviews.

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	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.	20051 (Fall 2004)	Participation in "Parent's Nights" and "One Stop Shops" in high schools and community venues.	Staffing and scheduling, promotional materials, and handouts.	
							20052 (Spring 2005)	Participation in "Parent's Nights" and "One Stop Shops" in high schools and community venues.	Staffing and scheduling, promotional materials, and handouts.
							20053 (Summer 2005)	Participation in "Parent's 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.	20051 (Fall 2004)	Develop and conduct customer service evaluations.	Clerical staff and wage pools for part-time staff.	
						20052 (Spring 2005)	Develop an action plan based on the results of the survey.	Resources will need to be allocated.	
						20053 (Summer 2005)	Implement and monitor corrective action.	Resources will need to be allocated.	

<b>Intended Outcomes</b>	<b>Performance Indicators</b>	<b>Year</b>	<b>Performance Standard</b>	<b>Data Sources</b>	<b>Supporting Units</b>	<b>Term</b>	<b>Activities</b>	<b>Resources Needed</b>
5 Compliance	5A Legal Regulatory (e.g. right to privacy, record retention and accuracy)	2	No instances of failure to comply.	Departmental Records, NACADA, NASPA/ACPA or FERPA standards.	Advisors, professional academic, and faculty.	20051 (Fall 2004)	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.
						20052 (Spring 2005)	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.	Insrtuctional divisions, Admissions, Testing, Financial Aid, NACADA, NASPA, ACPA.	20051 (Fall 2004)	Advisors will attend one Regional or National conference annually in an area of advising expertise.	Budget allocations for professional development expenditures.
						5C Performance assessment of advising staff.	The annual administrative performance assessment for all advising staff will be satisfactory or better.	Performance appraisals.
	20053 (Summer 2005)		Implement any corrective action as necessary.	None.				