

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	Year	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
1 Student Success	1A Counseling Services Use	1	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.	20041 (Fall 2003)	Class Presentations of Counseling Services and information booths at Student Activities events.	Handouts, Data Projectors.
						20041 (Fall 2003)	Personal and Academic Development Workshops.	Handouts, Data Projectors.
						20041 (Fall 2003)	College wide Screening Days, National Counseling Awareness Issues	Materials, assessments.
	20041 (Fall 2003)	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.	20041 (Fall 2003)	ADA Awareness Day in the Fall and Spring Semesters at all locations.	Data projector, Guest speakers, Books / Research materials, Agencies: TRC, VAIL, TCB, TCDHH, etc.

Intended Outcomes	Performance Indicators	Year	Performance Standard	Data Sources	Supporting Units	Term	Activities	Resources Needed
1 Student Success	1B ADA Awareness.	1	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.	20041 (Fall 2003)	Direct Referrals to ADA counseling for services.	ADA referral documents.
						20042 (Spring 2004)	ADA awareness workshops at all STCC professional development days, and for all new and adjunct faculty orientaiton sessions.	Public Relations assistance, materials.
	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.	20041 (Fall 2003)	Process STCC student probation contracts. Personal interviews and contract followup.	Counselor, Probation Contract.
						20041 (Fall 2003)	Fall & Spring Academic Check Postcard mailing to all students identified as "at risk" for academic difficulty.	Counselor designed mail out cards, staffing, clerical assistance.
						20041 (Fall 2003)	Develop and implement an intrusive Academic Suspension procedure using case management by counselors and including administrative and intervention supporting documents.	Counselors, 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.	20041 (Fall 2003)	Career Choices 2003	Personnel, Postage, Materials, Public Relations, Flyers, Poster, duplication costs.
						20041 (Fall 2003)	Direct referral to the Career Center for use of Discover and career exploration.	Career referral forms.
						20041 (Fall 2003)	Completing, compiling and maintaining activity reports for career counsleing activities.	Materials and clerical assistance.

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1 Student Success	1D Career Counseling Use.	1	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.	20041 (Fall 2003)	Information booths to advertise career and transfer services.	Materials, brochures, clerical support.
						20042 (Spring 2004)	Direct referral to the Career Center for use of Discover and career exploration.	Career referral forms.
						20042 (Spring 2004)	Completing, compiling and maintaining activity reports for career counseling activities.	Materials and clerical assistance.
						20042 (Spring 2004)	Information booths to advertise career and transfer services.	Materials, brochures, clerical support.
2 Access & Equity	1F Student Transfer Information		10% higher number of students that access transfer information through the activities of the Career/Transfer office and activities.	Degree plans, sign-in sheets, referrals, institutional contact sheets, activity reports, referrals, ACTSOS.	Admissions, Public Relations, OIRE, Educational Institutions.	20041 (Fall 2003)	Transfer Track Visits.	Posters, flyers, media supplies, facilities support, conference supplies.
						20041 (Fall 2003)	Career planning assessments with currently trained staff available at all sites.	MBTI, CDMs, ability assessments, duplication and supplies.
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	20041 (Fall 2003)	Career planning assessments with currently trained staff available at all sites.	MBTI, CDMs, ability assessments, duplication and supplies.
						20041 (Fall 2003)	Attendance at training seminars appropriate to career counseling and developmental resources.	Travel, registration costs, materials.

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2 Access & Equity	2A Equity of Access to Counseling Services	1	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	20041 (Fall 2003)	Provision of appropriate career and transfer resources and materials for each site.	Occupational Outlook handbook, Encyclopedia of Careers, Perterson's Guides.
						20042 (Spring 2004)	Purchase and installation of Career assessment software at all sites.	Computers, software, 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 accomodations.		ADA inventory and current fiscal year purchasing requisitions.	Business office, IT, Custodial.	20041 (Fall 2003)	Assess current equipment inventory.	Inventory database, clerical support.
						20041 (Fall 2003)	Assess ADA equipment needs and develop equipment purchase requisitions.	Equipment inventories, identification materials.
						20041 (Fall 2003)	Tag and place all new equipment at designated locations.	Student workers, identification materials.
						20042 (Spring 2004)	Assess ADA equipment needs and develop equipment purchase requisitions.	Equipment inventories, identification materials.
						20042 (Spring 2004)	Tag and place all new equipment at designated locations.	Student workers, identification materials.
	2C Access to Services	100% of staff vacancies will be filled	Staffing Plan and Budgets.	Office of Human Resources	20041 (Fall 2003)	Continue to advertise any vacancies in the department of Counseling and Advising.	None	

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2 Access & Equity	2C Access to Services	1	100% of staff vacancies will be filled	Staffing Plan and Budgets.	Office of Human Resources	20042 (Spring 2004)	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.	20041 (Fall 2003)	Include information about Kiosks and Voice Registration in all new student orientation and all College Success presentations.	Handouts, materials.
	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.		Plan, develop and effectively integrate the Student 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.	20041 (Fall 2003)	Actively promote STCC personal development and life skills workshops scheduled throughout the week.	Public Relations, posters, flyers, appropriate scheduling for counselors.
						20041 (Fall 2003)	Utilize campus publications and electronic messaging boards at all locations to promote counseling activities.	None. Liason with Public Relations.
						20042 (Spring 2004)	Actively promote STCC personal development and life skills workshops scheduled throughout the week.	Public Relations, posters, flyers, appropriate scheduling for counselors.
						20042 (Spring 2004)	Utilize campus publications and electronic messaging boards at all locations to promote counseling activities.	None. Liason with Public Relations.

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3	Community Service	3B	Improved customer service provided to students.	1	Satisfactory results on student evaluations of customer service.	Results of student evaluation.	OIRE	20041 (Fall 2003)	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, Students Development Admissions Site Coordinators, Office of Accountability, FERPA, ACA, or The LPC Board	20041 (Fall 2003)	Conduct workshops on regulations and counseling law and standards.	Guest Speakers, Conferences, Presentation Materials			
							20042 (Spring 2004)	National Public Awareness Days Presentation	Guest Speakers, Conferences, Presentation Materials			
		5B					Professional	No instances of failure to comply with professional standards, code of ethics, etc.	Professional Associations, Office of Accountability, FERPA, ACA, ADA, The LPC Board	20042 (Spring 2004)	Departmental training in customer service (Advanced Connections)	Counselors, Advisors, Staff Support, and Implementation Materials.
										20042 (Spring 2004)	Counselors will attend one regional or national professional conference annually.	Adequate financial resources and association membership fees. Training facilities, handouts and materials.
5C	Performance assesment of Professional and Support Staff	Annual administrative performance for all counseling professional and support staff will be satisfactory or better.	Performance Appraisals	Administrative offices of SS&D division	20043 (Summer 2004)	Implement any corrective action.	None.					
					20043 (Summer 2004)	Complete evaluation of all counseling and support staff.	None.					

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5 Compliance	5D ADA Compliance	1	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.	20042 (Spring 2004)	Conduct policy training workshops on laws and regulations pertaining to ADA in education.	Training facilities and materials, promotional materials and public relations support.
1 Student Success	1A Counseling Services Use	2	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.	20051 (Fall 2004)	Class Presentations of Counseling Services and information booths at Student Activities events.	Handouts, Data Projectors.
						20051 (Fall 2004)	Personal and Academic Development Workshops.	Handouts, Data Projectors.
						20051 (Fall 2004)	College wide Screening Days, National Counseling Awareness Issues	Materials, assessments.
	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.	20051 (Fall 2004)	ADA Awareness Day in the Fall and Spring Semesters at all locations.	Data projector, Guest speakers, Books / Research materials, Agencies: TRC, VAIL, TCB, TCDHH, etc.	
					20051 (Fall 2004)	Direct Referrals to ADA counseling for services.	ADA referral documents.	
					20052 (Spring 2005)	ADA awareness workshops at all STCC professional development days, and for all new and adjunct faculty orientation sessions.	Public Relations assistance, materials.	

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						20051 (Fall 2004)	Fall & Spring Academic Check Postcard mailing to all students identified as "at risk" for academic difficulty.	Counselor designed mail out cards, staffing, clerical assistance.
						20051 (Fall 2004)	Develop and implement an intrusive Academic Suspension procedure using case management by counselors and including administrative and intervention supporting documents.	Counselors, 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.	20051 (Fall 2004)	Career Choices 2004	Personnel, Postage, Materials, Public Relations, Flyers, Poster, duplication costs.
						20051 (Fall 2004)	Direct referral to the Career Center for use of Discover and career exploration	Career referral forms.
						20051 (Fall 2004)	Completing, compiling and maintaining activity reports for career counseling activities.	Materials and clerical assistance.
						20051 (Fall 2004)	Information booths to advertise career and transfer services.	Materials, brochures, clerical support.
						20052 (Spring 2005)	Direct referral to the Career Center for use of Discover and career exploration.	Career referral forms.

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						2002 (Spring 2005)	Information booths to advertise career and transfer services.	Materials, brochures, clerical support.
	1F Student Transfer Information		10% higher number of students that access transfer information through the activities of the Career/Transfer office and activities.	egree plans, sign-in sheets, referrals, institutional contact sheets, activity reports, referrals, ACTSOS.	Admissions, Public Relations, OIRE, Educational Institutions.	20051 (Fall 2004)	Transfer Track Visits.	Posters, flyers, media supplies, facilities support, conference supplies.
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						20051 (Fall 2004)	Attendance at training seminars appropriate to career counseling and developmental resources.	Travel, registration costs, materials.
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2	Access & Equity	2E	Strategic Enrollment Management	2	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.	Plan, develop and effectively integrate the Student 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.	20051 (Fall 2004)	Actively promote STCC personal development and life skills workshops scheduled throughout the week.	Public Relations, posters, flyers, appropriate scheduling for counselors.
							20051 (Fall 2004)	Utilize campus publications and electronic messaging boards at all locations to promote counseling activities.	None. Liason with Public Relations.
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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, Students Development Admissions Site Coordinators, Office of Accountability, FERPA, ACA, or The LPC Board	20051 (Fall 2004)	Conduct workshops on regulations and counseling law and standards.	Guest Speakers, Conferences, Presentation Materials

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	5B Professional		No instances of failure to comply with professional standards, code of ethics, etc.				Professional Associations, Office of Accountability, FERPA, ACA, ADA, The LPC Board	20051 (Fall 2004)	Counselors will attend one regional or national professional conference annually.	Adequate financial resources and association membership fees. Training facilities, handouts and materials.	
	5C Performance assesment of Professional and Support Staff		Annual administrative performance for all counseling professional and support staff will be satisfactory or better				Performance Appraisals	Administrative offices of SS&D division	20053 (Summer 2005)	Departmental training in customer service (Advanced Connections)	Counselors, Advisors, Staff Support, and Implementation Materials.
									20053 (Summer 2005)	Complete evaluation of all counseling and support staff.	None.
5D ADA Compliance	Documented complaints (Ombudsperson, other Departmental Records)	Grievance forms, ADA evalutaion forms, Services provided report forms.	Student services, Public Relations, Faculty, Community agencies, ie: TRC etc.	20052 (Spring 2005)	Conduct policy training workshops on laws and regulations pertaining to ADA in education.	Training facilities and materials, promotional materials and public relations support.					