



Unit Plan Annual Narrative

Directions: Use the "Unit Plan Narrative Guide Sheet" to complete this planning form. Be sure that under each section, you write a narrative which discusses all elements listed under each heading. If a particular element does not apply to your area, note that within your narrative. Again, this form should be completed as a narrative, not bulleted.

Department/Unit: Student Services

Unit Administrator: Dr. Cynthia Anthony

Date: June 16, 2008

A. Unit Description

The mission of the Student Services division is to provide an educational environment that maximizes the opportunity for student achievement by establishing provisions for personal, social, and intellectual growth collaboratively with the instructional division. Student Services emphasizes a student-centered approach to individual student success and offers comprehensive and diverse opportunities that enable students to attain stated goals.

The Student Services unit is comprised of the following functions and responsibilities: Admissions, Advising Services for Students, Counseling Services, Financial Aid, Records/Registration, Counseling/Services for Students with Disabilities, Student Recruitment, Student Support Services, Assessment Services, Upward Bound, and Upward Bound Math and Science.

Coordinated by the Dean of Students, these functions serve the students and complement classroom instruction by insuring that each student has the opportunity for success. The goal of Student Services is to offer comprehensive and diverse opportunities that facilitate individual student growth and development while maximizing student success and goal attainment.

Major achievements within the unit during this planning cycle include:

- Full implementation and integration of a document imaging system throughout Admissions and Records offices in conjunction with the college's student information system (ACCESS)
- Increased utilization of on-line applications, forms, and other processes/functions available through the college's web based student information system
- Began development of the Student Persistence through Assistance and Collaborative Efforts (SPACE) Center as a comprehensive venue for providing supportive services that enhance persistence, student learning, and overall student success. The center will provide a structured way to ensure that students are aware of and utilize the services and assistance provided
- Began the process of implementing and integrating a document imaging system in the Office of Student Financial Services in conjunction with the college's student information system (ACCESS)
- Continued to conduct a very successful financial aid initiative/partnership with Birmingham City Schools whereby LSCC personnel provided all seniors with financial aid information and assistance with completing the Free Application for Federal Financial Aid (FAFSA).

- Hired an additional full-time College Recruiter
- Expanded the college's recruiting and marketing area and promoted the "recruiting team" concept to include administrators, faculty, staff, student ambassadors, and others in the recruiting effort
- The Recruiting Department along with Counseling Services hosted the Annual Counselor's Day Informational Workshop and Luncheon. The department enhanced the new program format which was introduced last year. Survey results indicated that Counselors are pleased with the information provided and the format utilized.
- Additionally, Student Services staff participated in local in-service training sessions on the use of technologies, software programs, and other appropriate resources that enhance the quality of services to students as well as state and national professional development opportunities.

B. Unit Effectiveness

The Student Services division emphasizes a student centered approach to promoting individual student success. Student Services offices are operated under the guiding principle of showing dignity and respect for all students and co-workers. Staff is charged with the responsibility of creating a student environment which fosters interactions, provides support and respect, and challenges growth. A cooperative and integrated system is utilized to assist students with their needs. Successful linkages benefit students by providing a working alliance among all student services professionals and other programs/units at Lawson State Community College.

One of the major goals of the Student Services unit is to provide outstanding customer-driven services that meet the needs of students and provide opportunities for them to achieve their stated goals. College surveys indicate that 91% of students indicated an overall satisfaction with the level of customer service received in Student Services offices.

C. Value Added

The Student Services unit supports the instructional units of the college through its service to students by complementing classroom instruction to insure that each student has the opportunity for success. The strength of the unit lies in its commitment to student success. The following critical values are fundamental to the overall operation of Student Services: Integrity, Respect, Collegiality, Professionalism, Dependability, Customer Service.

Though much progress has been made as a merged unit, the Students Services will continually strive to make improvements in the areas of student recruitment and retention, student advising (in collaboration with the instructional division), providing additional financial assistance for students, and enhanced customer service.

D. Projections

Increasing enrollment and student persistence continue to be primary goals for the Student Services Division. Effective recruitment and retention of students are the vehicles through which this goal will be accomplished. The establishment of the SPACE Center will aid tremendously in these efforts.

The hiring of additional staff throughout Student Services in order to better provide quality, efficient service and to meet the overall needs of students and the college is viewed as the primary need of the unit. Resources to support professional development for all staff are continually needed. There is also a need to increase the availability of computers, kiosks, and other self-service technologies for student use in student services locations and common areas on both campuses.

Institutional Effectiveness Unit Plan (Phase I) for 2007-2008

Directions: Use 9 point font when completing this form. First, complete columns A-D. Make sure your Unit Outcomes are targeted, essential and measurable. Columns E & F (which serve to assess whether your goals were reached and how you intend to use the results) will *not* be completed until the end of the cycle in the spring.

Unit : Student Services

Unit Administrator: Cynthia Anthony

Unit's Mission: The mission of the Student Services Division is to provide an educational environment that maximizes the opportunity for student achievement by establishing provisions for personal, social, and intellectual growth collaboratively with the instructional division. Student services emphasizes a student-centered approach to individual student success and offers comprehensive and diverse opportunities that enable students to attain stated goals.

Number each Outcome in each column	A. Unit Outcomes (3-5)	B. Outcomes Link to Institutional Goals & Strategic Indicators	C. Methods of Assessing the Outcome	D. Budget Implications
	Should be measurable. Use percentages where possible. <u>Be brief.</u>	List the goal numbers and the corresponding Strategic Indicator letters (i.e., Goal 1; Indicators B & C; Goal 2; Indicators A-C, etc.)	List what methods you plan on using to measure each outcome (i.e., exit exam results, portfolios, surveys, board exams, etc.)	If your outcome has budget implications (costs that will exceed \$499), list them here.
	<p>1. 90% of students will indicate overall satisfaction with the level of customer service received in Student Services offices.</p> <p>2. 95% of students completing New Student Orientation class (PSY100) will indicate the course aided in their adjustment to college and preparation for academic success.</p> <p>3. 100% of designated Student Services staff will receive training in the development and documentation of Student Learning Outcomes appropriate to their specific units</p> <p>4. 60% of enrolling students will pre-register for the upcoming term.</p>	<p>1. Goal 2; Indicator A, E Goal 6; Indicator D, E</p> <p>2. Goal 1; Indicator B Goal 2; Indicator A, B, F</p> <p>3. Goal 1; Indicator B Goal 6; Indicator F</p> <p>4. Goal 2; Indicator B, E, F Goal 3; Indicator B, D Goal 5; Indicator C</p>	<p>1. Annual Student Perception Survey, Student Services Survey.</p> <p>2. Course Survey, Annual Student Perception survey, Orientation Survey</p> <p>3. Professional Development Documentation forms, Departmental meetings/trainings attendance documentation</p> <p>4. Registration data from AS 400 system,</p>	<p>1. None</p> <p>2. \$1,500 – Materials, supplies, copying costs</p> <p>3. \$500 - Minimal funds for training/professional development costs, resource materials, etc.</p> <p>4. None</p>

Unit Plan—Part II: Directions : As noted on page one of this plan, complete columns E & F at the end of the planning cycle in the spring. As you report under each column, be sure to carry over the numbers which represent each outcome you are addressing.

E. Actual Results Obtained—When you assessed and measured your stated outcomes, what results did you find? Be clear and concise in your reporting.

1. The December 2007 *Student Perception Survey* results indicate that students have varying levels of satisfaction with customer service in Student Services offices with an average of 91% indicating overall satisfaction (Excellent, Good, Adequate) across the six primary Student Services offices/functions. Specific results are as follows: Advising (94.4%), Counseling (88.4%), Financial Aid (87.2%), Tutorial Services (79.9%), Admissions (98.2%), and Registration (95.8%). December 2008 survey results will be reported when tabulated.

Graduating Student Survey (May 2008) results reveal that 92.8% of the 230 respondents indicate that Admissions and Records staff are knowledgeable and helpful while 81% say financial aid staff are knowledgeable and helpful. This represents a 1.3% increase (91.5% in 2007) in student satisfaction with regard to the Admissions and Records offices. Students registered an 8.8% decrease in satisfaction with Financial Aid office staff knowledge and helpfulness (down from 89.8% in 2007).

2. The *Student Services Orientation* survey results reveal that 91.1% of the 146 respondents indicated that Orientation class made it easy for them to adjust to college. 90.8% indicated that Orientation class taught them how to successfully reach their goals and 92% indicated that they would recommend this course to all new students. 91.3% of the 228 respondents to the May 2008 *Graduates Survey* reported that the Orientation class made the adjustment to college easier for them.

3. 100% of designated Student Services staff received assessment training in the development and documentation of Student Learning Outcomes. General assessment training was offered through scheduled faculty meetings and in-service workshops. Targeted training was provided for Student Services staff and focused specifically on SLOs appropriate to their specific units. The training was conducted by Dr. Sherri Davis on December 19, 2007.

4.

Term	# Pre-registered	Total Enrolled	% Pre-registered
Fall 2007-08	1992	3323	60%
Spring 2007-08	2191	3146	70%
Summer 2007-08	1758	2043	86%

F. Use of Results—Now that you have your results, how do you intend to use these results or, if implemented early, how have you used these results to improve your overall unit for the upcoming academic year? **NOTE:** After you list how you intend to use these results, be sure to include such improvements in your new Unit Plan for the upcoming academic year.

1. Continued efforts will be made to ensure quality customer service and student satisfaction. Staff training will continue with special emphasis on the areas rated lower than 90%. Training will provide the foundation for better customer service as well as improved efficiency and office operations. Comment/survey boxes will be utilized throughout Student Services to facilitate more immediate feedback from students regarding the level of service received.

2. The Orientation course is continually being modified to meet the needs of our students. Instructors will meet each semester to discuss strategies and instructional methods that will engage students and meet course objectives while ensuring quality instruction. Since this course will provide the foundation for the college's QEP major changes are forthcoming.

3. After training, staff had a better understanding of Student Learning Outcomes and their applicability to Student Services or non-instructional units. This was clearly indicated in the formulation and documentation of SLOs throughout the division.

4. The Student Services and Instructional divisions will continue to work encourage students to register early.