

St. Petersburg College

2010 Outcomes Assessment Review Report

Report Completion Date: December 15, 2010

Introduction

While the institutional effectiveness and planning process is a continuous endeavor, operationally the process begins with a series of meetings by four oversight groups (Student Services, Educational Support Services, Administrative Services, and Educational Oversight Groups) at the beginning of the calendar year.

The four oversight groups are charged with the following key tasks: (i) evaluate whether the institution successfully achieved its desired outcomes from the previous institutional effectiveness and planning cycle, (ii) identify key areas requiring improvement that were identified in the assessment analysis, and (iii) develop strategies and recommendations to formulate quality improvement initiatives for the next institutional effectiveness and planning cycle.

x	Student Services Oversight Group
	Educational Support Services Oversight Group
	Administrative Services Oversight Group
	Educational Oversight Group

Student Services Oversight Group

The Student Services Oversight Group (SSOG) is an ad hoc working group. Their focus area is to review key information concerning the effectiveness of student services at the College. The group leader/chairperson is the Vice President of Academic and Student Affairs.

Student Affairs Mission

“Provide best practice Student Affairs services to our increasingly diverse student body. Encourage and promote student engagement and active learning for every student. Cultivate a culture of collaboration and accountability among all student affairs practitioners.”

2010 was a year of discovery and transformation for student affairs practitioners. Emphasis was placed on the student experience, the delivery of quality student services and support, and academic success and graduation. For 2010, the SSOG established four goals according to the College’s Institutional Strategic Directives and Initiatives. While some objectives identified to achieve those goals were accomplished, many are still ongoing initiatives.

At SPC, we must improve student engagement efforts, track our students and address the following: Who is enrolled at SPC and why; who is persisting and why; who is failing and why; and who is succeeding and why.

Table I
2010 Action Plan Objective Status

2010 Objectives	Status	Comments
<p>Improve the year-over-year success rate of academically under-prepared students through the development, implementation, and evaluation of successful intervention strategies.</p> <ul style="list-style-type: none"> • Enhance student success by improving the enrollment process and identifying “gaps” in service so students can understand deadlines, options, and their responsibility. • Develop application and financial assistance deadlines to enhance the workflow and produce better prepared students at the beginning of each term. • Develop a plan to communicate with male students throughout the term to improve student engagement and increase retention. 	<ul style="list-style-type: none"> • Ongoing • Completed • Completed – ongoing initiative 	<ul style="list-style-type: none"> • The implementation of Point of Service (POS) surveys for all Student Services offices & departments was successful. The Student Affairs team also held a student focus group regarding services and communication. • Application priority dates (deadlines) for the Fall 2010 term were successfully applied. • The use of CommGen significantly improved student communication and understanding of their status in the FAS process. • A plan was developed to communicate with male students and improve retention throughout the term with the restructure of services to male students by providing a stand-alone MOI Program. • Male enrollment and retention rates were reviewed and effective September 4th, the Male Outreach Initiative coordinator positions were filled. • The plan for this initiative is under review and needs improvement.
<p>Develop strategies for refining the operations and outcomes of My Answer Place (MAP) One Stop centers and other student affairs departments.</p> <ul style="list-style-type: none"> • Continue to identify and implement improvements in career counseling and online career services, student employment services and other initiatives. 	<ul style="list-style-type: none"> • Ongoing 	<ul style="list-style-type: none"> • Improvements are needed in this area. Career Services initiatives must be both campus based and online. Students must be engaged early on in the process and throughout the process until graduation or program completion has been accomplished.

<ul style="list-style-type: none"> Expand and improve selective admissions programs and other initiatives designed to enhance student diversity. Develop dynamic web services to improve and student/customer service and communication. 	<ul style="list-style-type: none"> Ongoing Completed 	<ul style="list-style-type: none"> The admissions process for selective admissions programs is almost all electronic and easier to track. HEC staff visit campuses and offering student sessions to enhance enrollment. A pre-anatomy & physiology course was recently approved to provide students with the fundamentals of anatomy & physiology and increase success rates. HEC staff strive to better educate and prepare under prepared students for health program admissions and rigor. Dynamic web services are utilized to communicate with students, such as – Communication Generator, Content Management System (CMS), Student Email (Live.edu) and InformaCast.
<p>Standardize the student appeal process across all campuses/sites.</p> <ul style="list-style-type: none"> Continue training for associate provosts on student appeal processing. Continue the evaluation and standardization of forms used in the appeal process. Recommend a BOT rules review process to ensure that all student affairs BOT rules are reviewed and updated regularly. 	<ul style="list-style-type: none"> Completed Completed Ongoing 	<ul style="list-style-type: none"> BOT Rule 4.36 was totally rewritten with clear guidelines and processes – has been officially approved. There is still a need to enhance student awareness of the appeal process and how to share complaints and concerns. Forms for the appeal process are standardized. The BOT rules review process is being considered.
<p>Create a Culture of Excellence in Student Affairs</p> <ul style="list-style-type: none"> Achieve college-wide, a year-over-year increase in the retention rate of non-graduating students until SPC retention ranks in the top quartile of student retention for Florida Community Colleges. Achieve improvement in the customer satisfaction rating on the Enrolled Student Survey to achieve a minimum level of 5 on a scale of 7 and conduct follow-up evaluation on those areas of greatest need. 	<ul style="list-style-type: none"> Ongoing Ongoing 	<ul style="list-style-type: none"> Fall 2010 First Time In College (FTIC) data was presented to the Board of Trustees, Provosts, Deans, faculty and student affairs staff. Each fall and spring this data will be collected and reported. Student Affairs staff will utilize the data to enhance student services and support. The Community College Survey of Student Engagement (CCSSE) and the Survey of Entering Student Engagement (SENSE) assessments will be administered in 2011. These instruments will help SPC faculty/staff understand student opinions of their relationship with faculty/staff and methods of retaining students and helping them earn a degree/certificate.

<ul style="list-style-type: none"> • Provide during the fall and spring terms professional development training for all student affairs staff. 	<ul style="list-style-type: none"> • Completed 	<ul style="list-style-type: none"> • Professional development training were provided to all student affairs staff during the Fall 2010 and Spring 2011 terms. Career staff learning plans are important in addressing technical skills and abilities. • Learning plans for student affairs career services staff is under development.

Student Services Oversight Group 2011 Goals and Action Plan

I. Areas Needing Improvement: *Focus on the Student Experience*

Objective for Upcoming Year: Thoroughly review the MAP and student enrollment process and develop strategies to refine the operation and outcomes of My SPC Answer Place (MAP) and other student affairs departments.

Action Steps:

- A. Review MAP processes and identify barriers deterring student self-service actions.
- B. Develop mandatory orientation for students who tested into two or more developmental courses – phase I.
- C. Assess online support services to students and identify recommended changes.
- D. Start the beginning phase of developing an individual Student Learning Plan
- E. Enhance career services to students and integrate career services early in the enrollment process and through graduation.

II. Areas Needing Improvement: *Increase Out of Classroom Support*

Objective for Upcoming Year: Utilize national standards and principles as a benchmark to demonstrate learning and student success.

Action Steps:

- A. Design an annual review process of all student services departments/operations – similar to CAPR’s.
- B. Develop Mandatory Orientation - phase II (online) and expand mandatory on campus orientation to all new SPC students.
- C. Begin initial development of mandatory advising policies and processes.
- D. Complete the second phase of the PASS Early Alert System implementation.
- E. Build strong community partnerships with K-12 to help students through the pipeline.
- F. Expand the Developmental Education Initiative (DEI) Program.
- G. Enhance make-up testing and testing accommodations for students with disabilities.

II. **Areas Needing Improvement:** *Create a “One College” Environment*

Objective for Upcoming Year: Develop systems and practices that support a united institution of higher learning.

- A. Coordinate the associate/baccalaureate admissions and enrollment processes and where ever possible – including staff training.
- B. Cross train associate/baccalaureate student affairs staff on all program admissions and enrollment criteria.
- C. Streamline the associate/baccalaureate student services and activities budgets and initiatives.
- D. Develop enhance support for distance students as well as local students enrolled in online/blended formats.

This Outcomes Assessment Review report was prepared by: Tonjua Williams on December 15, 2010