

**Unit Strategic Plan**

**2015 - 2017**

**Name of Program/Department:**        **New Options**

**Mission Statement (for the program or department):**

The proposes of the New Options Program is to assist adults who are interested in beginning college for the first time or re-entering college after an interruption and to assist not-traditional students in their educational/career pursuits.

**Summary of Access, Productivity and Effectiveness (Including, but not limited to, program load, success rate, retention rate, completion rate, employer surveys, student surveys):**

The NEW OPTIONS Program serves adults and non-traditional students (single – 25 and older; married/divorced/widowed; single parents; and/or GED recipients). The program provides information, academic guidance, and referrals (both on and off campus) to these adults and students who are thinking about attending college, entering the workforce, or making a career change. These adults are frequently challenged with the need to provide a better life for themselves and their families. In most cases, they must update or learn new skills. They look to education as a means to progress from where they are (low paying, unskilled, minimum wage jobs or unemployment) – to where they wish to be (higher paying, skilled/career/professional jobs). Therefore, they begin or return to college.

The NEW OPTIONS Program recruits program participants through a variety of methods – on campus advertising (campus website article and campus-wide posting of flyers); off campus advertising (mailing program information to a contact list of 40+ community organizations and public agencies (including public libraries, local and state governmental services agencies, housing departments, churches, non-profit groups, etc.); community information/health fairs; and local newspaper articles. The program has a benchmark of enrolling 150 new participants annually. The program’s average enrollment for the past two years is 134 new participants. To increase program participation additional seminars have been added on the Jefferson Campus, a seminar was held at the Church of the Highlands-Dream Center, and the IT department has written two programs to identify new applicants and current students who meet the program qualifications. The students were contacted concerning the program seminars.

## **Internal Conditions:**

### **1. Technology**

New Options uses technology to advertise and promote the program on the college's website. Program information and dates for each semester's seminar/workshop are posted on the website to provide easier access to answers about the NEW OPTIONS Program and its services. Also technology helps to identify students who meet the program requirements. The IT department has written two programs which identify new applicants and current students who meet the program requirements.

### **2. Budget**

New Options received a Community Development Block Grant from the City of Birmingham. Funds in the grant are allocated for office supplies, textbook purchases for the Book Loan Program, tuition and fees for participants and a percentage of personnel costs. New Options uses budgeted funds in the manner which they have been approved. Amounts for materials and supplies have been sufficient to meet the office needs. Annual reviews will determine future budget needs and the appropriate requests will be made at that time.

### **3. Staffing**

The unit has one fulltime employee, the program director, and three part time employees (one H20 and two L19's) serving four locations. The staff is rotated to work various campus locations as needed to present seminars, disburse and collect loaned textbooks and to provide office appointments as needed.

### **4. Resources**

At the present time, resources are sufficient. The program works with many campus departments (Learning Resource Center, One Stop Career Center, Enrollment Office, GED & Adult Literacy Center, Financial Aid, Business Office, ADA Office, Learning Success Center, Student Organizations, WIA, IT, etc.) at each location to provide information and services available for its program and participants.

### **5. Enrollment**

The program's enrollment goal is to enroll one-hundred and fifty (150) new participants annually. The program's enrollment for the past two years has increased of 3.6%.

### **6. Facilities**

The NEW OPTIONS office is located on the Jefferson Campus in Fitzgerald Student Center – Room 301. At this location, the carpet is original to the building, quite worn, dirty, and has detached from the sub flooring in several places. The carpeting needs to be replaced with new flooring. The office space is approximately (730) seven hundred and thirty square feet in size. The office walls are in bad condition, they are dirty, peeling and need to be painted. Also, the unit needs three (3) desk chairs, at a total of \$500. At the Shelby, Pell City and Clanton campus locations, the staff shares space with the Enrollment Services office on an as needed basis. Currently the sharing of these spaces is sufficient. There are no other facility needs.

## **7. Equipment**

The unit's computers are currently sufficient for the staff. The current printer (11 years old) will need to be updated. The estimated cost of a replacement is \$717.17. The unit will make appropriate equipment request on an as need basis and in compliance with the college printer plan.

### **External Conditions (such as state funding, accrediting agencies, advisory committees, postsecondary policy changes):**

The program's director works with many people and contacts/agencies to help advertise, promote, and support the NEW OPTIONS Program. Some of these people and agencies (off campus) include the Alabama State Department of Education, the City of Birmingham – Community Development Department.

### **Accomplishments:**

#### **2013-2014**

- Received continued funding (\$21,285) from the City of Birmingham – Community Development Block Grant Department. Successful in meeting all their project goals.
- Held twenty-six (26) seminars/workshops which recruited new program participants and supported scholarship recipients.
- Awarded seventeen (17) scholarships.
- Provided textbook loans to program participants and other Jeff State students.(approximately 600)
- Continued partnership with both chapters of Jefferson State's PTK organizations in sponsoring the Annual "Christmas Tree" Project – gifts for children of NEW OPTIONS Program participants.

#### **2014-2015**

- Received continued funding (\$20,859) from the City of Birmingham – Community Development Block Grant Program. Successful in meeting all their project goals.
- Held twenty-five (25) seminars/workshops which recruited 136 new program participants and supported scholarship recipients.
- Awarded fifteen (15) scholarships.
- Provided textbook loans to program participants and other Jeff State students.(approximately 624)
- Continued partnership with both chapters of Jefferson State's PTK organizations in sponsoring the Annual "Christmas Tree" Project – gifts for children of NEW OPTIONS Program participants.
- Collaborated with IT to produce two lists to identify possible program participants.
- Developed a New Options brochure to mail to prospective program participants.
- Developed a partnership with the GED & Adult Literacy Center at Jefferson State to assist students.

### **Unit Goals (plans for the unit for the next two years):**

1. Objectives – the activities through which the goal will be achieved. Each Unit Goal should have at least one objective.
2. Method of Assessment – how the unit will determine if the objective has been met.
3. Additional Funding Requests – provide an estimate of the cost of achieving the objective. Also, include a description of how these funds will be used to accomplish the objective.

### **Unit Goals for 2015-2016**

#### **2015-2016**

#### **Goal 1: Recruit non-traditional adults/students to attend NEW OPTIONS seminars/workshops at each of the college's four locations.**

1. Objectives
  - a) On-campus advertising – prepare seminar/workshop flyers to distribute on all four campus locations in high traffic areas (Enrollment Services, GED Center, Financial Aid Department, Bookstore, Library, Campus Deli, etc.)
  - b) Off-campus advertising – prepare and mail seminar/workshop flyers to a list of 40 + community contacts/agencies.
  - c) College website advertising – post up to date seminar/workshop information and schedules on the college's website.
2. Method of Assessment
  - a) Review office forms (Department's Information Sheet) for response to question, "How did you hear about the program?"
  - b) Review office forms (Department's Information Sheet) for response to question, "How did you hear about the program?"
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3. Additional Funding Requests
  - a) No additional funding is needed outside of the current budget. Current grant fund allocations are sufficient. (Community Development Block Grant from the City of Birmingham)
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**Goal 2: Continue to seek off-campus funding to assist with supporting the NEW OPTIONS Program.**

1. Objectives
  - a) The unit will seek off-campus funding by contacting organizations currently supporting the program.
  - b) The unit will search for new agencies/organizations which emphasize educational pursuits.
  - c) The unit will continue to write grant proposals.
2. Method of Assessment
  - a) Responses received from contacting current organizations.
  - b) Written correspondences from new agencies/organizations who have been contacted.
  - c) Approved grant proposals received from awarding agencies/organizations.
3. Additional Funding Requests
  - a) Additional funding will be sought through the college Governmental Relations and Grants Management department. Additional funding will be used to reach participants.
  - b) Additional funding will be sought through the college Governmental Relations and Grants Management department. Additional funding will be used to reach participants.
  - c) Additional funding will be sought through the pending One Stop initiative. Additional funding will be used to reach participants.

**Goal 3: Increase the number of textbooks in the program's Book Loan Library.**

1. Objectives
  - a) When funding proposals are written, the unit will include textbooks in the budget.(\$1,000)
  - b) The unit will create and post "Book Donation Request" flyers at all four campus locations to notify students that books can be donated to the NEW OPTIONS Program, emphasizing that the donation is tax deductible.
  - c) The unit will seek additional funding for textbooks and will continue to write grant proposals.
2. Method of Assessment
  - a) Approved grants received with textbooks in the budget.
  - b) The staff's observation of completed Book Donations Forms.
  - c) Approved grant proposals received from awarding agencies/organizations.
3. Additional Funding Requests
  - a) The unit will seek additional funding for textbooks and will continue to write grant proposals. Additional funds will be used to purchase books to assist more students.
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## **Unit Goals for 2016-2017**

### **Goal 1: Recruit non-traditional adults/students to attend NEW OPTIONS seminars/workshops at each of the college's four locations.**

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  - b) Off-campus advertising – prepare and mail seminar/workshop flyers to a list of over 40 community contacts/agencies.
  - c) College website advertising – post up to date seminar/workshop information and schedules on the college's website.
  
2. Method of Assessment
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