

## Unit Strategic Plan

2013 - 2015

Every two years, during spring semester, programs/departments/service units are asked to develop Unit Strategic Plans. These plans need to be closely aligned with the Institutional Action Priorities, the College's Long Range Goals, and the College's five year strategic plan. The Strategic Plans incorporate and reflect the operation of that unit at all campuses and instructional sites. Each unit's budget needs to reflect the fiscal implications associated with the unit's identified goals and objectives.

**Name of Program/Department:**            **Student Organizations**

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

The mission of student organizations is to provide ways in which students can interact in a non-formal atmosphere, and allow students to strengthen their leadership and communications skills. Student organizations and activities exist to enhance and support the academic experience. They also provide opportunities for students to voice their comments and suggestions as well as to make positive contributions to both the community and the institution.

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

Jefferson State Community College currently has approximately 20 student organizations and clubs for students. Student organizations are open to all students of Jefferson State who qualify for membership. No student may be denied membership based upon age, sex, race, religion, national origin or disability. Organizations operate with the advice and consent of their advisors in conjunction with Recruiting/Student Activities Coordinators. Student Groups are dedicated to serving the student body, and representing the students to the highest of standards. Student organization membership and participation has increased.

**Student Organizations and Activities:**

Student Organizations contribute to learning, development, and retention through positively influencing retention and graduation rates by offering multiple opportunities for student involvement through student-led clubs and organizations. Students who are involved in clubs and organizations develop leadership skills, build friendships, enjoy healthy social activities, enhance communication skills, and gain experiences that translate into academic and career success. These experiences nurture campus pride and student achievement to advance an inclusive and equitable community. Many JSCC Student Leaders receive scholarships, participate and are successful in regional and national competitions, and many of them successfully transfer to four-year universities or professional careers.

September 2015

## **Internal Conditions:**

### **1. Technology**

Student Activities will continue to seek new ways to infuse technology in their daily operations to improve efficiency, effectiveness and accessibility. In order to stay up-to-date with current trends and technological advances, Student Organizations must continue to market themselves through the College's website and Social Media, which is the fastest way to connect with the student body. Student groups continue to have access to software to promote and share cultural awareness, campus initiatives, and campus events. Additional internet sources will be vital and effective for each campus location to ensure website information is relevant and current. Further efforts will be made, in collaboration with the Information Technology Department, to ensure that all JSCC students stay connected, obtain membership information, and are aware of events in advance. Student Groups have access to the JSCC website, Face book, Twitter, and other forms of social media.

### **2. Budget**

Continual funding in support of Student Activities is fundamental. The cost to create and sponsor student events is on the rise. In order to expand and meet the requests of all Student Organizations for each campus location, financial support is needed. Several new events are planned, and may be transformed, in the future such as Jefferson State Spirit Week, Get On Board Day, and the President's Cup for Student Organizations. This event provides the opportunity for student groups to participate in a series of contests where at the end, a trophy will be presented by the President to the winning organization. An event such as this will require funding support for each participating organization. Student activities promote unity and the physical development of Jefferson State students. Financial resources are also requested and utilized to assist with the following: travel to and from local, regional and national conferences, organizational membership fees, competition entries, student leadership workshops, organizational uniforms, name tags, food costs, brochure printing, campus event planning, and technology updates for all campus locations. Student Activities funding serves to enhance the educational experience of the student body through the engagement of social, civic, and leadership development of the total student. Budgeting for the different organizations is requested so that pertinent items can be purchased within a timely manner, managed by Advisors and at the discretion of the Dean of Enrollment Services.

### **3. Staffing**

In 2015, two Recruiter/Student Activities Coordinators were hired to assist Student Organization Advisors and Student Groups with the coordination and facilitation of college-wide events such as, but not limited too: Get On Board Day, New Student Orientation, student development initiatives, social and/or intramural activities. With four campus

locations, the objective is to work collaboratively with Organizational Advisors to explore best practices that can bridge the gap and expand the internal and external functions of all student groups. Recruiter/Student Activities Coordinators may also act as liaisons between students, administration, faculty, and community partners to help facilitate the success of student events. Currently, Organizational Advisors (faculty/ staff member) serve as the head of each individual student organization. JSCC currently has approximately 20 student organizations.

#### **4. Resources**

Future meetings are ongoing, in collaboration with the Information Technology Department, that research the possibility of Skyping with other campus advisors and students. The objective moving forward is to continue to research ways in how to improve effectiveness and accessibility with current and future resources. Continued funding and resources are needed to support: conferences materials and supplies, workshops, networking events, intramural activities, and enthusiastic student-led programs that further strengthen student organizations and clubs.

#### **5. Enrollment**

The entire student body are invited and encouraged to consider becoming a member of a Student Organization and Club. Student Organizations has steadily climbed as campus locations have increased. Two new Student Groups were added during the 2015-2016 academic year and several groups have implemented new strategies through Facebook in order to increase visibility and membership.

#### **6. Facilities**

Office locations in the Fitzgerald Student Center, Jefferson Campus, have been designated for the two new Recruiter/Student Activities Coordinators. The space will also serve to conduct small meetings with Student Leaders and Advisors for the purpose of planning college-wide campus events. If approved, student groups would also benefit from the use of additional space at other campus locations in order to conduct small group meetings to discuss campus events, conduct workshops, and provide trainings for students. The facilities will serve to sharpen student leadership skills, discuss logistics, and introduce new ideas and events that fit into the culture of Jefferson State.

#### **7. Equipment**

Office supplies are needed and would assist student organizations with the planning and facilitation of campus events: computers, a high-speed/ high functioning printer, and a laminating machine would be useful in creating professional advertisements for campus display.

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

The Jefferson State Community College Catalog & Student Handbook clearly defines policies governing the role of the institution over student activities. The institution also clearly expresses the student's role and participation in decision-making which indicates that "student organizations provide opportunities for students to voice their comments and suggestions as well as to make positive contributions to both the community and the institution." Elected officers and other student representatives serve on standing committees that recommend policies and make decisions on curriculum, planning, concerts, and lectures.

**2013-2014 Accomplishments:**

- Student Groups actively participated in New Student Orientation at each campus location: registration assistance, table displays, etc.
- Set-up Booths and Table Displays for "Get On Board Day" at each campus location during the fall academic term.
- Participated in Honor's Convocation, Black History Program, Constitution Day, and Graduation at Alabama Theatre
- Made and Delivered Fleece Tie Blankets to Veterans at the VA Hospital in Birmingham
- Assisted with *Wingspan*, a Newsletter publication.
- Attended several plays and readings, and entered several writing contests.
- Participated and attended Honor's Workshop, several speech contests, and Leadership Collaborations.

**2014-2015 Accomplishments:**

- Hired two new College Recruiters/Student Activities Coordinators
- Hosted New Student Orientation by setting up display tables with the addition of interactive games, scavenger hunt, registration assistance, etc.
- Participated in the The College's 50<sup>th</sup> Gala Celebration by highlighting special awards & projects
- Actively participated in the Judy Merritt 5K Run & Walk and the Miss Jefferson State Pageant
- Attended Honors Institute International Convention, in conjunction with a sister chapter from San Francisco, California, gave a presentation on their Honors in Action project
- Hosted the 2014-15 JSCC Student Art Exhibition for local high school students and provided a full scholarship for the 1<sup>st</sup> Place Winner of the exhibition
- Attended the Student Leadership Institute at Wallace Hanceville
- Chapter officers attended a Leadership Retreat at the 4-H Center in Columbiana, Alabama
- Approved the creation and/or inclusion of three new Organizations: International/Multicultural Student Organization, Queer Straight Alliance and the Miss Jefferson State Pageant

- Assisted with the Red Mountain Reading Series, which brings published authors to campus to read to the student body
- Partnered with the Birmingham Civil Rights Institute for a reading and workshop at the Jefferson campus.
- Student Groups held a Honors in Action Project, which was a liberty pilgrimage
- Students visited sites such as the Civil Rights Institute, the 16<sup>th</sup> Street Baptist Church, and Baptist Church of the Covenant and participated in a film documenting the advancement of liberty in the United States. Issues covered included racial justice, women's equality, and LGBT rights.

#### Considerations for Development of Unit Strategic Plans:

1. What can be done to improve the operation of the unit?  
 Quarterly or Semi-annual meetings are needed to bring Advisors and Sponsors together with the Dean of Enrollment and other administrative leaders to discuss and improve overall initiatives, special projects, and concerns related to Student Organizations. The goal of Student Activities is to provide a variety of activities, support student diversity in backgrounds, abilities, interest, and career goals; enhance academic success; and promote diplomacy, unity, self-discipline, physical and emotional well-being and leadership skills. By offering more activities, students will have the chance to promote a variety of events, showcase their artistic abilities, and participate in workshops and trainings that address student leadership on each campus location.
2. What are the desired Student Learning Outcomes/Program Learning Outcomes/Service Unit Outcomes for each unit?  
 Student organizations will be designed to enrich the students' educational experience through social and physical development and enhance the academic mission. Student organizations will increase membership at all locations. Based on students feedback, student organizations will seek new ways to promote cultural, social, and civic well-being. Organizations and activities are a vital part of the college's commitment to the total development of the individual student. All students are encouraged to contribute positively to the decision making process of the college. Jefferson State is dedicated to the total growth of the individual; therefore, many opportunities are available for co curricular activities.
3. What equipment/resources are needed to accomplish the unit's goals and objectives?  
 Maximize student availability for facility usage. Provide student development resources. Funding support is needed to meet student activities.
4. Are there any goals or objectives that were not completed from previous years that should be included in the new plan? The Dean of Enrollment Services is continuously meeting with student leaders and student activities to discuss changes, goals met, and to explore new ways student

organizations can become more active and vital on campus. The main concern is to continue to foster student participation and involvement in organizations and clubs along with increasing the presence of student leaders at all four campus locations.

5. Can the performance of the unit be addressed by professional development?  
More leadership training is necessary for student leaders to effectively organize and implement campus initiatives and to recruit and retain new members. Leadership development opportunities will be available through the Student Leadership Institute. Additionally, the plan will request an Orientation Workshop for student group members to learn leadership skills, volunteer initiatives, and campus event planning skills.

**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**

**Goal 1: Improve and strengthen student organizations to further assist with the total development of the individual student through social and physical development in keeping with the academic mission.**

1. Objectives
  - a. Student Groups will create inviting, service-focused, and informative displays during “New Student Orientation and Get on Board Day” at each campus location.
  - b. Establish a relationship and partnership with the Student Activity Coordinators and the community to develop more unified and well-promoted student events that enhance student life.
  - c. Student Clubs and groups will devise initiatives that will assist students with enrollment by providing mentoring and a schedule of tutorial appointments.
  - d. Student groups will maximize new and exciting ways to promote a sense of pride and school spirit on each campus location.
2. Method of Assessment
  - a. Number of student organizations and community involvement at each event: (Table Displays, Voter Registration, University Partnerships, Banking establishments, etc.)

(Voter Registration Drive, Banking Institutions, etc. )

- b. Evaluate success of collaborations (i.e. scavenger hunt contest, promotional gift cards, JSCC paraphenelia items during New Student Orientation and campus wide initiatives
  - c. Observe student traffic in the Advising Center, Tutoring labs, along with overall graduation and retention rates
  - d. Monitor student feedback from New Student Orientation, Fall Festival, Welcome Back Breakfasts and other events that determine student overall satisfaction and student interests.
3. Additional Funding Requests

**Goal 1** Objectives A – D.

Funding will be requested in the amount of \$2,000.00 to fully implement the objectives.

**Goal 2: Develop industry standards that target and promote the awareness of student organizations to faculty, staff, students, and the community as a whole.**

1. Objectives

- a. Create presentation opportunities throughout the academic semester that center around major annual events on the master academic calendar.
- b. Identify a Student Group to perform during the Welcome Back Breakfasts.
- c. Seek out local, regional, and community partners that are eager to work with JSCC students.
- d. Student Activity Coordinators will meet to discuss increasing student activities that are relevant to the student experience.

2. Methods of Assessment

- a. Overall assessment of Constitution Day, Black History Program, Annual 5K Race and Honor's Convocation etc.
- b. Overall feedback from attendees of the event.
- c. Review the number of community service hours performed.
- d. Evaluate feedback from Advisors, students, and student leaders and inquiries derived from best practices.

3. Additional Funding Requests

**Goal 2: Objectives A-D.**

Funding will be requested in the amount of \$1,000.00 to fully implement the objectives.

**Goal 3: Students leaders will be encouraged to participate in more professional development opportunities at local, regional, and national conferences.**

1. Objective

- a. Leadership training, travel, and membership opportunities with national organizations such as ASGA (American Student Government Association, SROW (Student Regional Orientation Workshop) is an ongoing objective.
- b. Continue to recognize and reward student leaders and organizations.

2. Method of Assessment

- a. Overall number of workshops and conferences attended.
- b. Review All- Alabama Academic participation.

3. Additional Funding Requests

- a. Approximately \$40,000.00 is needed for overall trainings, conference travel and membership dues for student organizations.
- b. An estimation of \$3,000.00 is needed to fulfil objective b to ensure student leaders can fully participate in the All-USA Academic Team competition.

**Goal 4: Strengthen overall efforts to maximize student participation in student organizations at all campus locations.**

1. Objective

- a. Student groups and advisors will prepare creative brochures, flyers, and folders informing students of the existing student organizations and how to join.

2. Method of Assessment

- a. Comparison of number of current members of student organizations to newly added members.

3. Additional Funding Requests

- a. Printing costs of \$2,000.00 for paper to create flyers and pamphlets for campus wide distribution.

**Goal 5: Student organizations will seek new and improved ways to promote cultural enrichment, social, and civic well-being.**

1. Objective

- a. Work in partnership with community and non-profit organizations to promote cultural and holistic events and programs. The new Multicultural Student Group will be hosting International Education Week to celebrate the diversity of Jefferson State.
- b. Encourage the active involvement of college personnel in campus and community events, such as March of Dimes, community food drives, and peer tutoring within the elementary schools, etc.

2. Method of Assessment

- a. Number of increased partnerships accumulated by group members and events.
- b. Monitor the number of participants at each event.

3. Additional Funding Requested

- a. Funding is estimated at \$2,000.00.
- b. Funding is estimated at \$2,000.00.

**Unit Goals for 2016-2017**

**Goal 1: Improve and strengthen student organizations to further assist with the total development of the individual student through social and physical development in keeping with the academic mission.**

1. Objectives

- a. Student Groups will continue to create inviting, welcoming, and service-focused settings table displays during “Get on Board Day” at each campus location.
- b. Infuse technology to improve effectiveness and accessibility. Remove outdated and irrelevant information related to the functions and offerings of Student Activities.
- c. Student Groups will continue to work collaboratively to devise initiatives that will assist students with registration by providing mentoring and tutorial opportunities.

- d. Student groups will continue to explore new and exciting ways to promote a sense of pride and school spirit on each campus location.

## 2. Method of Assessment

- a. Continual increase of the number of student organizations and community partner participants. (banking institutions, university partners, blood and food drives registrations)
- b. Periodic visual assessment of website information and Facebook.
- c. Monitor number of student traffic in the Advising Center, tutoring labs, and monitor Jeff State Retention and Graduation rates
- d. Monitor the addition of activities and giveaways at New Student Orientation: scavenger hunt contest, outside gaming stations, and promotional gift cards.

## 3. Additional Funding Requests

**Goal 1:** Objectives A-D.

Funding will be requested in the amount of \$4,000.00 to fully implement the objectives.

**Goal 2: Continue to develop industry standards that target and promote the awareness of student organizations to faculty, staff, students, and the college community as a whole.**

### 1. Objectives

- a. Strengthen and expand opportunities throughout the academic semester that center around major annual events scheduled on the academic calendar.
- b. Continue to identify Student Groups to perform during Welcome Back Breakfasts and other campus wide events.
- c. Research at least three local, regional, and community partners to collaborate with JSCC students.
- d. Student Activity Coordinators will continue to meet and work toward increasing student activities that are relevant to the students experience and their prospective.

## 2. Methods of Assessment

- a. Assessment of College-Wide Events such as presentations by the JSCC Choir, Art & Animation Guild, Speech Team , SKD, Scholar's Bowl, PTK, etc.
- b. Review previous methods and build on campus event accomplishments and feedback.
- c. Assessment of the number of collaborations and community service hours performed.
- d. Number of meetings and feedback obtained from Advisors, Student Leaders and best practices.

## 3. Additional Funding Requests

### **Goal 2: Objectives A-D.**

Funding will be requested in the amount of \$3,000.00 to fully implement the objectives.

### **Goal 3: Students leaders will be encouraged to participate in more professional development opportunities at local, regional, and national conferences.**

#### 1. Objective

- a. Leadership training, travel, and membership opportunities with national organizations such as ASGA (American Student Government Association, SROW (Student Regional Orientation Workshop) is an ongoing objective.
- b. Continue to recognize and reward student leaders and organizations.

#### 2. Method of Assessment

- a. Overall number of workshops and conferences attended.
- b. Review All- Alabama Academic participation.

#### 6. Additional Funding Requests

- a. Approximately \$50,000.00 is needed for overall trainings, conferences, student organizations travel and membership dues for student organizations.
- b. An estimation of \$3,000.00 is needed to fulfil objective b to ensure student leaders can fully participate in All-USA Academic Team competition annually.

**Goal 4: Student Organization Advisors and Student Activity Coordinators will create and host a leadership training and development workshop for student leaders, organizational members and the student body.**

1. Objective
  - a. Create an Orientation Seminar for Student Organizations: discussions will include the expectations and role of a Student Group, Effective Leadership & Governance, Student Leader/Administrator Roundtable, The New Student Experience, Professional Development, Student Travel and volunteer initiatives within the community.
  - b. Recognize "Outstanding JSCC Student Group" to honor their commitment, hard work, leadership achievements, and service involvement, etc. President's Cup will be presented at Honor's Convocation.
2. Method of Assessment
  - a. Number of attendees present at the Orientation Workshop.
  - b. Assessment of overall winner will be determined by earned service hours, interactive games contest, leadership projects, and civic engagement etc.
3. Additional Funding Requests
  - a. Approximately \$10,000.00 is needed to successfully host the event at either campus location: guest speaker honorarium, training & planning materials, food, music, and other resources.
  - b. Approximately \$1,000.00 is needed to fulfil this objective.

**Goal 5: Continue to strengthen overall efforts to maximize student involvement and participation in student organizations at all campus locations.**

1. Objective
  - a. Student groups will continue to provide up-to-date information regarding student organizations by preparing creative brochures, flyers, and folders informing students of existing student organizations and how to join.
2. Method of Assessment
  - a. Comparison of number of current members of student organizations to newly added members.

3. Additional Funding Requests

- a. Printing costs at \$1,000.00 is requested to create flyers and pamphlets for campus wide distribution on all campuses.

**Goal 6: Student organizations will continue to seek new and improved ways to promote cultural enrichment, social, and civic well-being.**

1. Objective

- a. Continue to work in partnership with campus events, local community initiatives, and non-profit organizations to successfully promote events and programs.
- b. Continue to encourage the active involvement of college personnel in campus and community events, such as March of Dimes, community food drives, and peer tutoring in the elementary schools, etc.

2. Method of Assessment

- a. Number of increased partnerships accumulated by group members and events.
- b. Monitor the number of participants at each event.

3. Additional Funding Requested

- a. Funding is requested at \$2,000.00.
- b. Funding is estimated at \$2,000.00.

**Goal 7: Provide academic and social support for non-traditional students and maintain an equitable balance of representation in all college affairs and recreational activities.**

1. Objective

- a. Identify programs and staff currently in place who work closely with non-traditional students i.e. New Options Program Director, Veteran Affairs Coordinator, Admissions & Retention Department, and Community and Corporate Education.
- b. Research ways to create intramural athletic competitions and associations.

2. Method of Assessment

- a. Poll non-traditional students during New Options Seminar and Community and Corporate Education Registrations.
- b. Survey student body in what activity would best fit their interests and schedule.

3. Additional Funding Requested

- a. Funding is requested at approximately \$1,000.00 for printing and refreshments to host an event.
- b. Approximately, \$3,000.00 is requested to participate in intramural activities.