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| jscc logo | **Assessment Record** |

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| **Program:** | **Admissions & Retention Department** |  **Assessment period:** | **2017-2018** |

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| **Program or Department Mission:**  |
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The mission of Admissions and Retention Office is to effectively provide information to prospective and current students, faculty and staff and all other constituents of the college. The Admissions and Retention Office advances its mission by providing a caring, supportive and professional environment to enhance student confidence and success. Additionally, the Admissions and Retention Department is dedicated to supporting student learning and success by providing quality service through recruiting, admitting, advising and enrolling students.  |

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| **Service Unit Outcomes & Assessment Plan** |
| **Intended Outcomes** | **Means of Assessment** | **Criteria for Success** | **Summary & Analysis of Assessment Evidence** | **Use of Results** |
| 1. The Admissions & Retention Department will operate in full compliance of State Board policies and guidelines. Accurate processing of all student documents and records will be processed to support all reporting and audit requirements.
 | Assessment will be determined by the annual examination of student records, which will be completed by auditors. Assessment will include an extensive review of the Alabama Community College System Policies and Procedures.Assessment will include a review of the Admissions & Records Manual.  | The benchmark is to have no findings from the Alabama Department of Examiners of Public Accounts. The benchmark is to ensure that all manuals are continuously updated, and staff are informed and trained on the status of new policy and its implementation.  | Report will be available when the audit is finalized for the 2016-2017 academic year. Previous year has no findings from the Alabama Department of Examiners of Public Accounts.100% of all student records are accurately maintained and procedures are followed as defined by state guidelines and polices. 100% of students are accurately maintained as defined by the policy and procedures of revised Alabama Community College Policy: *801.01: Admissions: General*All revised policies and procedures have been updated in the Admissions & Records Manual, and in the College Catalog and Student Handbook. 100% of staff are informed of new and revised policy and appropriate staff receive adequate training to implement the policies in BANNER. | The Associate Dean and the Admissions and Records staff will continue to evaluate operational procedures and reports to verify compliance of all policies and guidelines.  The Associate Dean collaborates with the Associate Directors and the Dual Enrollment Coordinator to provide policy updates to each campus and train personnel on the implementation of Alabama Community College System Policy: *801.01: Admissions: General;* *801.02 Admission Accelerated High School Student; 801.03 Admission Dual Enrollment Dual Credit;**801.04 Admission International Students*The Associate Dean along with the Registrar provides policy updates to each campus and trains personnel on the implementation of Alabama Community College System Policy: *714.01 Standards of Academic Progress Policy**The Associate Dean will collaborate with the Registrar to ensure that Academic Bankruptcy;**713.03 Grading System-Academic Bankruptcy Policy;**713.04 Grading System - Student Course Overload Policy;**713.02 Grading System Repetition of Courses and Course Forgiveness Policy* |
| 1. Information is distributed to prospective students at high school visits, career and college fairs, and at community events.
 | The total number of recruiting initiatives will determine assessment. The total number of leads/inquiries will determine assessment. The number of Dual Enrollment recruiting initiatives will assist in assessment. The number of events hosted for high school counselors will assist with assessment. The development of a Recruiting Plan will provide assessment. The use of the number of JSCC APP campaign messages sent will assist in assessment.  | The benchmark is to attend 350 events during the academic year. The benchmark is to attend 85 personal high school visits.  | During the 2017-2018 academic year, college representatives attended and/or participated in 394 recruiting events. * 1 Campus events: 85
* Off Campus: 150
* College Fairs: 62
* Personal High school visits: 62
* Community events: 35

Total number of Recruiting leads/inquiries: 1,456.The unit hosted Find your Place Days for prospective students who submitted Fall 2018 admissions applications. (Jefferson Campus, Shelby-Hoover Campus, Chilton-Clanton Campus, and St. Clair-Pell City.Dual Enrollment p resented to prospective students and parents at 35 high schools.The unit hosted four counselors’ luncheon at each campus. A Recruiting Plan was developed.  | The Admissions & Retention Department will continue to recruit students within the service area. The department used Program Coordinators and Faculty, and Academic Advisors to recruit students, which ensured that the anticipated number of events would be covered. Results will be used to increase the number of recruiting events and the number of prospective students seen by 2 full-time Recruiters, the Career Coach, and the Dual Enrollment Coordinator.Results will be used to continually evaluate the recruiting plan.Through professional membership with Alabama Association of Collegiate Registrars and Admissions Officers, recruiting events are scheduled and will be attended by the Recruiting staff.Utilize the new JSCC APP to recruit and load prospective students.Work with IT to use BNNER and ARGOS to generate reports that track prospective students from initial point of contact to enrollment is available.Review the utilization of social media (Facebook, Twitter, etc.) as a recruiting strategy.Establish a benchmark for Social media in the Recruiting/Admissions process. |
| 1. Students will be informed and prepared to complete the enrollment process. The Admissions & Retention Department will provide students with the knowledge to complete the registration process. Students will receive academic advising and course selection for their prospective major.
 | Results of evaluation assessments from “The Student Experience Survey”Assessment of the JeffCoach Program will be utilized in assessment.The use of the number of JSCC APP campaign messages sent will assist in assessment. | The benchmark is to have 80% of students satisfied with the advising process. The benchmark is to have 80% of students satisfied with the registration process. The benchmark for the number of campaign messages reminding students who have enrollment within 3 semesters of the upcoming registration term will be 10,000.  | At least 78.9% of students surveyed indicated that they were satisfied with the Academic Advising process. 78% of students were satisfied with the availability of Academic Advisors. 79.3% of students were satisfied with the Advisor’s knowledge of program requirements. 86.5 %of students of surveyed indicated that they were satisfied with the convenience of the registration process. 84.6% of students surveyed indicated that they were satisfied with the admissions process. | An advising rotation schedule was continued to increase the availability of advisors at the Shelby campus and the Pell City and Clanton sites. The Pre-allied and Nursing Attend national, regional, and state meetings of National Association of Academic Advising to become better educated on academic advising and student success.Academic Advisors attended internal Advising information/training session to become familiar with the College’s new mobile JSCC APP which will allow communication with individual or groups of students. 2 Faculty Advising Sessions were hosted during the 2017-2018 academic year.Utilized Degree Works in each advising session to provide more effective academic advising to students who visited the College’s Advising Centers. Continue to improve New Student Orientation to ensure a more interactive experience for new students.Revamp the New Student Orientation Survey.Developed an Academic Advising Survey, which students will complete after each session with an Academic Advisor.Revised and Updated the Academic Advising ManualResearch current trends and challenges for the use and integration of technology into academic advising practices and workflow.Review Best Practices on the Intrusive (Proactive) Advising model and its effectiveness for use with community college students. The unit should fully develop and implement the JSCC APP through the College’s agreement with FME. FME is an analytics-driven student engagement platform that serves to enhance the student experience across the full lifecycle from admissions to graduation. This app can drastically diminish the communications gap with prospective and enrolled students. The full implementation of the Jefferson State Mobil app will utilize the technology to strengthen the advising process for our students. |
| 1. Through the use of technology, students will have the ability to complete the online admissions process.
 | Assessment will be determined by the number of online admissions application processed. Assessment will be determined by the number of applicants who receive unconditional admission to the College.Assessment will be determined by the number of DE students who successfully complete the admissions processAssessment will be determined by the number of Admissions applications completed and processed through the JSCC APP.  | The bench mark is to have at least 12,000 completed applications and accepted with unconditional admission..The benchmark is to have 80% of students satisfied with the admissions process.  | 21,905 web applications were processed.9,361 completed the applications and received unconditional admission to the College. 10, 477 students were admitted conditionally and eligible to register for classes.84.6% of students surveyed indicated that they were satisfied with the admissions process. | Review and revise admissions procedures to expedite processing of applications and required documents.Review and update methods for submitting Admissions documents, which include identification document, signature page, and transcripts.Revise and update Admissions and Records Manual.Review and revise all admissions forms such as the Signature Page, Change of Information form, etc. Utilized Atomic software in the admissions application process to increase the number of applications processed for the upcoming year.Utilized Atomic software in the admissions application process communications to students to decrease the number of incomplete applications.Continue to research current Best Practices and technology for the Admissions Office. The unit should fully develop and implement the JSCC APP through the College’s agreement with FME. FME is an analytics-driven student engagement platform that serves to enhance the student experience across the full lifecycle from admissions to graduation. This app can drastically diminish the communications gap with prospective and enrolled students. The full implementation of the Jefferson State Mobil app will utilize the technology to provide a seamless admission for our students.  |
| **Plan submission date: 10-8-2018** | **Submitted by: Lillian Y. Owens** |