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| jscc logo | **Goal Progress Report** |

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| **Program:** | **Admissions & Retention** | **Report period:** | **2015-2016** |

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| **Goals** | **Request & Justification/Resources** | **Goal Progress** | **Strategies Implemented & Follow-up** |
| **1. Continue to implement an effective communication plan between the college and prospective students to enhance and increase students’ knowledge of college policies and procedures.** | The utilization and expansion of current technological recourses e to identify and implement interactive technology processes that share services and information among campuses and departments.  Resources are vital in order to enable the Admissions & Retention staff to disseminate the College’s policies and procedures to all students. | The area is continuously providing personalized communications via a series of electronic messages to enhance students' transition to the College.  The department continues to review all student forms to ensure that there is 24-hour online access from the College's homepage.  Continue to utilize Banner and Argos to improve the response time for student inquiries and processing of admissions applications.  This goal will continue to focus on assisting walk-in students, responses to e-mails, and return phone calls in a timely manner.  This goal will also focus on improving communication of college policies and procedures to prospective students. | Continued to collaborate with the Enrollment Services Technology Task Force to ensure that policies and procedures are effectively communicated to prospective students.  Continued to perform ongoing reviews of the advising, admissions, dual enrollment, and records email requests to ensure prompt response time and accuracy of information provided.  Continuous review of student access to online forms and services.  Continue to yes  Collaborate with the IT Student Administrator to utilize Banner and ARGOS to introduce processes that enhance student communications in all areas.  Continued to evaluate customer services in each area and work with Human Resources to create opportunities for Customer Service training for the unit's staff.  Work with IRIR to review, analyze, and produce data that will result in an increase in efficiency of and access to policies and procedures.  This goal will continue to require follow-up strategies to deal with the ongoing challenges of providing enhanced communication during high volume enrollment periods.  Continue to evaluate best practices of higher education vendors in order to communicate to students via text to students’ smartphones and tablets. |
| **2. Continue to strengthen the use of technology within the Admissions & Retention Office staff** | Resources to maintain memberships in professional organization and to attend professional development conferences at the state, local and national level are necessary. Funds are requested through the strategic plan.  Resources to update computers utilized by processors is necessary. | The Admissions and Retention Procedural Manual is continuously reviewed and updated as new policies and procedures are implemented.  The area provided BANNER orientation sessions for all new staff.  Collaboration with the unit's IT Student Administrator continues to be ongoing in an effort to develop the technology in ARGOS to its fullest.  Collaborated with IT to implement and integrate fully the usage of Atomic (UC4) software in the Admissions and Records office. Atomic allows Banner processes to run at scheduled times.  Attending national, regional, and state conferences (AACRAO, Ellucian BANNER Summit, NACADA, SAACRAO, ALACRAO and ALBUG).  A training session for all Admissions & Retention staff was held at the end of the fall and the spring terms, which allows an opportunity to provide consistent implementation of technological processes within the unit. Training was available on Internet Native Banner Processes and ARGOS discrepancy reports.  Funding resources were reevaluated and increased funding is being requested in the strategic plan in order to complete this goal. | Staff attended additional conferences at the regional and national levels to ensure continued professional development in the knowledge and utilization of technology.  Collaborated with the Admissions and Retention staff to implement an Annual Cross-training workshop. The Director reviewed the Discrepancy Reports to determine BANNER technological areas in which the staff needs additional training.  Designated staff attended on-site training for the Automic software implementation in Admissions & Records. The training provided information on how to implement, manage, and monitor daily operations Banner batches in Automic.  Utilize Atomic for running automated jobs/batch processes. Theses processes included daily processing of web applications, admissions communications plan, Grade roll, and enrollment and degree verify reporting to National Student Clearing House  Staff attended national, regional, and state conferences (NACADA, SAACRAO, ALACRAO, and ALBUG).  The unit should continue to research best practices which engage technologically savvy students. As students become more digitally connected, it is imperative that the unit develop a plan to utilize new technology to connect instantly to students and to adapt communications to the changing needs of our student population. |
| **3. Continue to ensure that all students have access to reliable and valid academic advising services at all times throughout the academic year** |  | The Advising Staff were instrumental in the testing of DegreeWorks to ensure that audits were accurate and  Advisors are thoroughly familiar with the college and the support services and programs that are available for students.  The Advising staff kept regular office hours (8:00 am to 4:30 pm, Monday - Friday) and an academic advisor is always available to assist students in understanding:   * Degree Requirements for a student's selected major; * College policies and procedures including financial aid; * Appropriate course selection for the major; * Plan their educational program in order to earn the associate degree in a timely manner.     Based on feedback from the students and the advising staff, students understood degree requirements, the registration process and other college policies and procedures, as outlined in the *Jefferson State Community College Catalog and Handbook* that impact advising.  Advisors participated in Advisor-training and updated sessions. Advisors participated in Degree Works testing and training sessions. Academic Advising Plans were implemented to assist Financial Aid students in the appeals process.  Feedback from students demonstrate that they receive valid and reliable services from Academic Advisors throughout the year. | Academic Advising staff attended a Transfer Workshop at the University of Alabama at Birmingham.  The Advising Center at the Shelby Campus was relocated to advise students more effectively.  Academic Advisors provide support to the Shelby Campus Advising Center on a regular basis.  Collaborated with Career and Transfer Program Coordinators and Faculty Advisors as a resource for advising students.  Collaborated with the Financial Aid Staff to understand requirements necessary for students to be complete in Financial Aid.  Collaborated with the Offices of Articulation, Admissions, Records, New Student Orientation, and Financial Aid, which ensured that general information was disseminated to the Advising Staff.  Began the process of reevaluating and updating the Academic Advising Manual.  Continue to research Best practices for successful advising of undecided, first generation, and developmental education students.  Research Best Practices to provide specialized training for academic advisors.  Training for academic advisors should be ongoing. A part of the professional development for Academic Advisors might include maintain Master Advisor Certification.  Implement a plan to consistently assess advisement within the Advising Centers. |
| **4. Equip new students with the knowledge to become proficient in the use of JSCC resources and ease their transition to college.** | Continued funding is necessary and justified to ensure that new student experiences are positive which encourages students to persist to degree completion.  Resources for providing refreshments and college paraphernalia to new students should also be continued as it promotes a welcoming environment. Funding request is $10,000. | Evaluate the New Student Orientation Plan to increase participation and attendance at New Student Orientation (NSO).  NSO was moved to an earlier date to allow services that are more efficient to new students to complete the advising and registration process following the opening session.  Revised Student Check-in to which allowed Admissions Specialist to assist students with admissions problems prior to the start of the NSO session.  Student organizations participated in each NSO session.  Utilized the JSCC Ambassadors at various food and activities booth to create active engagement of new students.  Self-service Banner was used to assist students in registering for NSO sessions. | Continue to evaluate he effectiveness of the enrollment process from admissions to registration and navigation of the College’s website. This will include creating an ad-hoc committee which will include the director, the associate directors, the admissions supervisor, the dual enrollment coordinator the financial aid director and the ADA director and the college recruiters.  Evaluated the New Student Orientation process. The PowerPoint presentation was revised so that the flow of information was more effective.  Faculty and staff from across the College were invited to set up tables and be available for questions regarding services in their area.  Food, games, and activities were provided which continued to enhance the new students’ overall experience.  Additionally, registration was held in the computer labs with Advisors and Student Ambassadors available to assist students in the registration process. |
| **5. Continue to collaborate with Financial Aid to research the development of an Enrollment Resource Information Center** | Funding will support extensive training in all areas of Enrollment Services for both full-time and part-time staff. The resources will develop specialized Enrollment Services staff members with the expertise to resolve in-depth inquiries by phone, email, or in-person in an effective and timely manner.  Funding estimate for one manager at $45,000 and one assistance manager at $35,000 and two L-19s at $20, 000 at a total of $100,000. | Evaluated feedback from the College’s Faculty and staff.  Continue to monitor the number of phone calls; admissions emails; records emails; JSCC pipeline PIN resets; and student walk-in visits.  Update the admissions and records manual for all L-19 personnel. | Strategies were implemented to compare the maximum potential for effective and efficient service.  Provide cross-training sessions for L-19 staff from Financial Aid and the Admissions and Retention units.  The Dean of Enrollment Services, the Director of Financial Aid and the Director of Admissions, IT, and Facilities Management met to formulate a plan of implementation for the Enrollment Resource Information Center. |
| **Submission date: 8-26-2016** | | **Submitted by: Lillian Owens** | |