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| jscc logo | **Goal Progress Report** |
| **Program:** | **Recruiting, Advising** | **Report period:** | **2019-2020** |

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| **What has your unit accomplished from the goals you proposed in the first year of your most recent Strategic Plan?**  |
| **Goals** | **Request & Justification/Resources** | **Goal Progress** | **Strategies Implemented & Follow-up** |
| **To increase student retention** | Purchasing retention software such as Education Advisory Board (EAB) will provide a partner so that the College can begin to provide clear expectations and guidelines while developing comprehensive planning, collaboration and support to strengthen and increase the College’s retention and completion rates. We are continuing to request cost information from various vendors/software companies.  | The Associate Dean of Enrollment Services at Shelby’s role was reorganized to support and develop institutional initiatives for increasing persistence among students. The College hired a full-time Retention Specialist to identify Expand the Jeff Coach Program. The program currently has 5 JeffCoaches. Program outcomes for 2019-2020:* JeffCoach students: 125
* Total student contacts: 1948
* Total number of Student Success attendees: 144
* 89% JeffCoach students were retained from Fall 2019 to Spring 2020

The Recruiting and Retention Committee had its inaugural meeting in the fall of 2019. Retention specialist met with fourteen student groups and followed up by email with 138 students. 18 of the contacted students have applied to graduate.Collaborated with FME to develop and implement the Early Alert Campaign in Fall 2019. Collaborated with Student organizations and their Advisors to promote and encourage scholarship students to complete their associate degree. Met with 8 (12 total) student groups and followed up by email with 123 students. Followed up with 5 organization advisors regarding scheduling meetings.Collaborated with Associate Dean of Enrollment Services and the Recruiting Office to create a Strategic Recruiting and Retention Plan.  | Reviewing current research on student retention and completion and utilized relevant information to establish initiatives.Collaborating with Institutional Effectiveness to analyze data and develop surveys for various at-risk student populations.JeffCoaches collaborate with the Retention and Student Success Specialist to ensure that students in this program receive specialized focus on their academic needs and serve as a point of contact through coaching and mentoring for success during the student’s first academic year. Developed JeffCoach Training Manual.Activated the Recruiting and Retention Committee. This committee should continue to work toward developing student retention initiatives and recommendations the College’s administration. Continue to enhance the Early Alert campaign to provide nudging communications at strategic times throughout the semester. These communications assist in providing suggestions which assist in promoting student success. Developed the Scholarship and Student Organization Student Retention Initiative.This group should work to ensure that the Strategic Recruiting and Retention Plan aligns with the College’s Strategic. |
| **To develop and implement effective communication plans for targeted populations** | Purchasing retention software will provide an avenue to communicate with students.  | Collaborate with the Media Relations Director to promote graduation campaign.Collect information from the Student Success Survey to target populations of students based on survey outcome | Develop and implement a way to communicate with and track students who visit the graduation tables for measurable outcomes.  |
| **Strengthen the use of technology for retention and completion purposes** | Purchasing retention software such as Education Advisory Board (EAB) will provide a partner so that the College can begin to provide clear expectations and guidelines while developing comprehensive planning, collaboration and support to strengthen and increase the College’s retention and completion rates. | Retention Vendors are being researched and evaluated prior to making a recommendation. This goal is in progress. |  |
| **To increase DE student retention and success** | Resources are vital and necessary to develop and print a comprehensive Dual Enrollment Handbook for students, counselors, and parents.The DE Program should continue to evaluate underserved populations with the college’s service area and work to implement creative projects and programs to transition these students into the DE program.Development of an orientation program for DE students will require funding for promotion and session materials as well as refreshments and JSCC DE paraphernalia in the amount of $5,000.00. As the Dual Enrollment Career and Technical Education continues to grow, student success and retention becomes critical for these students.  | This goal is on-going, and the Dual Enrollment Team will collaborate to develop increased advising opportunities for DE students as they begin earning College CreditThe Dual Enrollment Coordinator presented her resignation in December. The College created a new position, Dual Enrollment Instructional Specialist. Once a DE Coordinator is hired, the team will collaborate and be able to progress and move towards accomplishing this goal.The Dual Enrollment Coordinator and the Dual Enrollment Specialist and Career Tech Programs Coordinators can collaborate to provide a more comprehensive focus on the retention and success of CTE students.Jefferson State received  $733, 720.00 Career and Technical Education Workforce Development Award for 2020. Work Force Development Scholarships: Fall 2019 – 315 students; Spring 2020 – 251 students. Total DE students: Fall 2019- 1994; Spring – 1876The DE Coordinator should collaborate with Career Tech Program Chairs, Career Coach, and LEAs to increase the enrollment of CTE students. | Strategies have been developed but not implemented.Research the National Alliance of Concurrent Enrollment Partnerships for best practices which assist in the retention and success of Dual Enrollment students in our service area.Establish a required New Student Orientation (NSO) program for DE students to include on-campus, online, and high school session options. Additionally, students should receive guidance on academic success, and college resources.Partner with LEAs and instructors to determine how to systematically monitor and report student progress at mid-term.Research Best Practices for advising, tracking and reporting completion of coursework and credentials for DE students.Develop a plan to increase the enrollment of Dual Enrollment students into the Career and Technical Education Workforce Development programs. |
| To increase student enrollment by providing accurate and reliable information to prospective Jefferson State students at high schools, college fairs, and community events in our service area. | The following resources are needed: * $20,000 to update the JSCC view books.
* Funding of $3,000 to host the Counselor Appreciation luncheon/breakfast for all counselors in the College’s service area.
* Funding of $2,000 to host the JEFCOED Skills USA Navigation Cup event.
* Funding of $2.000 to support the Annual Health Sciences Fair at the Shelby Campus.
* Funding of $30,000 is requested for promotional items. This also Includes NSO, Dual Enrollment Orientation, and Find Your Place Days.

The unit should purchase a recruitment CRM (Customer Relationship Management), such as Ellucian Recruit, in order to provide a comprehensive, automated and streamlined process for moving prospective students through the recruiting/admissions process. | The JSCC viewbooks were updated to ensure the accuracy of information delivered to prospective students and other college constituents.Jefferson Preview Days are hosted by the Recruiting Office at each campus. The Recruiting Office attended and/or participated in 558 recruiting activities. The events are listed below:71 individual tours;9 large group tours;65 personal school visits;56 college fairs;80 personal visits via Zoom; and 62 fairs via Zoom. In addition, the office hosted 215 students for the College’s Preview Days.  | Collaborate with Media Relations to develop a Virtual Campus tour. Collaborate with Advising and Retention to develop a Virtual New Student Orientation for Fall 2020.Develop private Zoom visits with students.Collaborated with area colleges and universities to present online fairs which provided a unique opportunity for students to visit with JSCC after the panel discussion.Research Best Practices for the development of additional service activities, outreach opportunities, and recruiting strategies to better serve our prospective students and other constituents.Research and recommend a CRM that meets the needs of the College, prospective students, and the staff.The office has been working with one recruiter since December 2019 but is continuously collaborating and developing relationships with high school counselors in the College’s service area. |
| **Embrace and strengthen the use of technology through Professional Development.** | 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.Funding for 2020-2021 Memberships:* $440 for NAFSA membership
* $120 for SACRAO membership
* $225 for NACEP membership
* $600 for NACADA membership
* $1105 for AACRAO membership
* $100 for ALACRAO membership
* $100 for ALBUG membership
* $ 325 for NACAC membership

Professional Conferences for 2020-2021:* 1,600 for staff (4) to attend ALACRAO;
* $1,800 for staff (1) to attend SACRAO;
* $2,000 for staff (1) to attend AACRAO;
* $2,500 for staff (1) to attend NACADA;
* $2,000 for 6 advisors to attend the Alabama Advising conference; and
* $1500 for staff (3) to attend ALBUG conference;
* $1000 for staff (1) to attend regional conference for NAFSA
* $2500 for staff (1) to attend NACEP
* $700 for staff (1) to attend NOSS
* $500 to reward JeffCoach students who attend all JeffCoach meetings and seminars
* $462 ALADE annual membership and conference registration fee for JeffCoaches and the Student Success and Retention Specialist
 | Attending national, regional, and state conferences (AACRAO, Ellucian BANNER Summit, SAACRAO, ALACRAO and ALBUG).Develop local professional sessions at the end of the fall and the spring terms to allow an opportunity to provide consistent implementation of technological processes within the unit. | Staff will attend conferences appropriately related to their current position role and responsibilities. The unit should continue to research best practices which utilize the technology to engage and retain students. As students become more and more connected to technology, it is imperative that the unit develop a plan to utilize innovative technology to connect instantly to students and to adapt communications to the changing needs of our student population.The unit will collaborate and work closely with the Registrar and Director of Articulation to ensure that staff receives ongoing and local professional development.  |
| **Ensure that all students have access to academic advising services by implementing more intrusive advising practices.**  | Academic Advising for undeclared majors and pre-allied health majors is available in the Advising Center/Enrollment Services at each campus and from the College’s webpage. | Student access to academic advising requires appropriate tools. Since the implementation of OneACCS, advisors and students have had limited or no access to the College’s Degree Works System. This places time constraints on both the Advisor and the Advisee. Advisors are now using the catalog and student transcripts to ensure students enroll in the correct class.Updates from the Director of Articulation ensures us that the Degree Works system should be available before Fall 2020 registration. Access to advising has increased with the implementation of “Ask and Advisor” link and the Advising Chat technology.  | 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.Continue to research best practices for successful advising strategies of undecided, first generation, and at-risk students.Research Best Practices to provide specialized training for academic advisors and develop an intrusive advising cultureDevelop strategies to support retention and graduation rates. |
| **Equip new students with the knowledge to become proficient in the use of Jefferson State resources and ease their transition to college.****Collaborate with the Vice-president of Student Affairs, the Director of Financial Aid and the Registrar to purchase office furniture for the Enrollment Services area in the James Allen Library and painting enhancements for the Shelby-Hoover Enrollment Services area to promote a more engaging, cohesive, and comprehensive one stop service area for students.** | Enrollment Services in Allen Library at the Jefferson Campus is complete. The office space, work areas, and technology now adequately address the needs of current and prospective students.$5,000.00 is requested to complete the enhancements for the Shelby-Hoover Campus Enrollment Services area to promote a more engaging, cohesive and comprehensive one stop service area.  | This goal is complete at the Jefferson Campus.Additional enhancements are needed at the Shelby-Hoover campus to provide a physical space that adequately welcome and embraces current and prospective students as well as other college constituents. | The Associate Dean at the Shelby-Hoover Campus will collaborate with the Vice-President of Student Affairs and the Financial Aid Director, the Media Relations Director and the Director of Athletics, Recruiting and Student Activities to convert the main lobby of GSB into a welcome center for campus visitors.Collaborate with the Vice-President of Student Affairs and Financial Aid Director to ensure that the area is a one stop center which embraces the needs of the growing student population at the Shelby-Hoover Campus. |
| **Submission date: April 28, 2020** | **Submitted by: Lillian Owens** |