**Unit Goal Revisions**

**2016 - 2017**

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.

Following the first year each unit submits a goal progress report and revises their unit goals for the second year.

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

**2015-2016 Accomplishments:**

* JSCC student named one of the “top 20 community college students” in the nation as a member of the 2016 USA Today Community College All-Academic Team. Additionally, the same student also named “Alabama’s Coca-Cola New Century Scholar.” This program awards a scholarship to one student from each state with the highest All-USA Community College Academic Team application score.
* Completed a re-creation of the iconic 1965 Selma March. High school students from over twenty area high schools participated.
* Helped implement the greater Birmingham Youth Leadership Development Program.

Received International Awards:

1. Distinguished College Project
2. Distinguished Honors in Action Theme
3. Distinguished Honors in Action Project
4. Distinguished Project

* Team competed at the Phi Rho Pi National Forensics Tournament in Costa Mesa, California
* Organizational group won first place at Regional Competition held in Atlanta, GA.
* Organizational members assisted with *Wingspan*, published a newsletter each semester, held fundraisers, attended readings, and entered writing contests. In Spring 2016, the College began offering Humanities 298S, a leadership class for SKD officers.
* Clubs and groups co-sponsored two Black History Trivia events in colloboration with the the Black History Month Committee.
* Attended the Student Leadership Institute at the 4-H Center, sponsored by the Alabama Deans of Student Affairs Association, in Columbiana, AL.
* Student Group organized the Annual Art Exhibition that includes an art show, as well as an awards ceremony. High School students participated in the event and one student received a scholarship opportunity to attend Jeff State.
* One club saw an increase in membership from from 24 to 104 members.
* Competed at annual meeting of the Alabama Society of Radiologic Technologists for the past 5 years and winning three different years: 2012, 2015, 2016; it is a competition that competes against other two-year colleges in the state.
* Successfully performed at several events including: Graduation, Honor’s Convocation, Honor Society Inductions, collegiate choral festivals and other community events.
* Volunteerism and Joint Organizational Events:

International Education Week

Mission Hugs, Red Mountain Series, Local Library Children’s reading initiatives

Birmingham International Street Fair which is a city wide event promoting the multicultural community of Birmingham.

Introduced intramural games and interactive activates

Hosted tables and booths at New Student Orientation/JSCC Preview Day

Hosted booths at Get on Board Day

**Revised Unit Goals (plans for the unit for the second year of the two year plan):**

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.**

**Revised Unit Goals for 2016-2017**

**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
2. Student Activities, as a unified group, will create engaging, informative activities that are student friendly, service-driven, and displays school spirit.
3. Members of student clubs and groups will continue to work collaboratively with the Enrollment Services Division and other departments in assisting all students with Campus Visits, New Student Orientation, fall and spring registration, and serve as tutors and mentors.
4. Individual Student clubs and groups will take an active role in promoting activities on each campus such as: Trivia and Movie nights, Spoken Word night, Creative Writing Workshops, Art & Animation Exhibition, Bake Sales, Food Drives, Angel Tree, and other campus –friendly events.
5. Method of Assessment
6. Closely monitor organizational reports, sign-in and/or interest sheets, and the number of activities held through out the year.
7. Assess feedback from involvement in the Advising Center, tutoring labs, tours, Dual Enrollment sessions, and phone calls related to student retention and graduation.
8. Track the number of events hosted and requested by Student Clubs and groups.
9. Additional Funding Requests
   1. Funding is needed to promote events such as International Awareness Week, Intramural Sports, Spring Fling Week (food, interactive games, inflatables, giveaways, radio dj, promotional items, etc). = $8,000

Funding for hosting Fall Get On Board Day at each campus:

* $1,200 = Jefferson
* $1,200 = Shelby
* $800 = Pell City
* $800 = Clanton
  1. There is no funding needed to complete this objective.
  2. Funding is estimated for this objective.
* $1,500 – Jefferson
* $1,500 = Shelby
* $500 = Pell City
* $500 = Clanton

**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
2. Student Groups will continue to participate in campus events such as: Pioneer Day, Annual Judy M. Merritt 5 K, Honor’s Convocation, Graduation, Black History Week, Veteran’s Program, International Week, and other campus-wide events.
3. Develop relationships with local, regional, or community partners to collaborate with Jefferson State students.
4. Student Activity Coordinators will continue to meet and work toward increasing student activities that are relevant to the students experience and their prospective.
5. Methods of Assessment
6. Number of student groups that annually participate in campus events.
7. Assessment of the number of collaborations and community service hours performed through out the year.
8. Number of meetings and feedback obtained from Advisors, Student Leaders and best practices.
9. Additional Funding Requests
   1. There is no cost associated with this objective.
   2. Funding in the amount of $2,000 for travel cost, T-Shirts, and name badges.
   3. There is no cost associated with this objective.

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

1. Objective

* 1. Student groups will continue to attend leadership training opportunities, workshops, and seminars, and obtain memberships with regional and national organizations such as:

ASGA (American Student Government Association)

SROW (Student Regional Orientation Workshop)

SLI (Student Leadership Institute)

All – Alabama Academic

Alabama Regional Leadership Conference

The Alabama State Convention

International Convention

International Honors Institute

* 1. Students will continue to participate and compete in academic, service-oriented, theatrical, leadership-driven, and performance activities.

1. Method of Assessment
   1. Overall number of workshops and conferences attended.
   2. Honors and awards will be acknowledged through the College Website, Social Media, and special programs, along with facilitation of events.
2. Additional Funding Requests
3. Approximately $25,000.00 is needed for overall trainings, conferences, student organizations travel and membership dues for student organizations.
4. Approximately $6,000 is needed to facilitate special student recognition programs, pageants, van rentals, etc.

**Goal 4: Implement the President’s Trophy Cup Award that will allow student clubs and groups to compete in a series of events through involvement in philanthropic service, intramural competitive activities, and organizational activities.**

1. Objective
2. Conduct several meetings with Organizational Advisors regarding the criteria, marketing strategies, and assessments that will determine the winning group.

1. Recognition of the “Outstanding Jefferson State Student Group” and present the President’s Trophy Cup in honor of the groups commitment, hard work, leadership achievements, and service involvement, etc. President’s Trophy Cup will be presented at Honor’s Convocation April of 2017.
2. Method of Assessment
3. Number of groups that participate in activities related to the President’s Trophy Cup Award.
4. Evaluation of winner will be determined by earned service hours, competitive games contests, leadership projects, and civic engagement etc.
5. Additional Funding Requests
6. Approximately $7,5000.00 is needed to successfully implement the President’s Trophy Initiative: Trophy, planning materials, food, music, intramural supplies, and other miscellaneous resources.
7. The Trophy was purchased during the Spring 2015 semester; therefore, no other funding will be needed at this time.

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

* + 1. Objective

1. Student groups will continue to make available up-to-date information regarding student organizations by preparing creative brochures, flyers, and folders informing students of existing student organizations and how to join.

* + 1. Method of Assessment

1. Comparison of number of current members of student organizations to newly added members.
   * 1. Additional Funding Requests
2. 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
2. Continue to volunteer and work in partnership with local community initiatives, and non-profit organizations such as March of Dimes, International Education Awareness, Mission Hugs, Inc., Community Food Drives, Community College-Day, YLDP, Disaster Relief, Veteran’s Assistance, GED prep, and peer tutoring in the elementary schools, etc.
3. Method of Assessment
4. Number of partnerships developed by Student Groups and attendance of student leaders and members, along with the number of documented community service hours.
5. Additional Funding Requested
6. Funding in the amount of $6,0000 is needed for travel to transport student groups to various local volunteer initiatives, performances, and events.

**Goal 7: Reestablish Athletics to further engage and enrich student life to reflect the overall mission of the College.**

* + - 1. Objective
         1. Add a Men and Women’s Golf Program for the 2016-2017 academic year to compete in the Alabama Community College Conference and National Junior College Athletic Association.

2. Method of Assessment

a. Closely monitor the number of student athletes’ interest and participation in tournament

competitions and evaluation of the overall program.

3. Additional Funding Requested

* 1. Funding is estimated in the amount of $85,000 to cover the following costs, not limited to:

Contractual Agreement with the Golf Academy at Oxmoor Valley Golf Course, Membership Dues, Insurance Fees, Men and Women’s Travel Expenses, Golf Equipment and Supplies, Student Per Diem, Coaches, etc.