

Unit Operational Plan

2024-2025

Name of Unit: Dual Enrollment

Mission Statement (for the unit): The mission of the Dual Enrollment Department is to expand equitable college access for students enrolled in our partner high schools; provide a way for students to jumpstart their college education or career training while earning both high school and college credit; and guide high school students as they navigate the college landscape.

Unit Goals

Unit Goals	Unit Outcome	Institution Strategic Plan	Fundamental Principles
Personnel request for a DE Advisor	Assist students in selecting courses that will help them reach their secondary and postsecondary goals	II. B. Growth and enrollment of DE students II. E. Increase awards and credentials earned	FP 2.3, 2.5, 2.6, 3.5 FP 2.2, 2.4
Recognize DE students at their high school awards days	Celebrate students at certain credit-hour production levels which will encourage other students to increase the number of credits they earn through DE.	II. B. Growth and enrollment of DE students II. E. Increase awards and credentials earned	FP 2.3, 2.5, 2.6 FP 2.2, 2.4
Acquire the DualEnroll registration software	Streamline the DE application and registration process and provide real time registration information with greater accuracy	II. B. Growth and enrollment of DE students II. C. Strategic Communication Plan	FP 2.5, 3.5 FP 3.4, 3.5
Pilot regularly scheduled DE information sessions at the Shelby Campus that take students and their families through the 5 stages of DE starting with gathering information about DE	Students and their families will be able to get information in smaller chunks at the times when they need it most.	II. B. Growth and enrollment of DE students II. C. Strategic Communication Plan II. E. Increase awards and credentials earned	FP 2.5 FP 3.4, 3.5

and ending with applying to JSCC as a first-time freshman			
Continue in-person NSO sessions in the summer	Provide an opportunity for students to come on campus and get the information they need to start strong in DE.	II. A. Increase Fall-to-Fall Retention II. B. Growth and enrollment of DE students II. C. Strategic Communication Plan II. E. Increase awards and credentials earned	FP 3.4 FP 2.5 FP 3.4, 3.5
Offer an opportunity for each CTE program to present program information to DE students	Students who may think college is not for them will see that CTE college programs are different from university parallel programs	II. B. Growth and enrollment of DE students II. E. Increase awards and credentials earned	FP 2.4, 2.5 FP 2.2, 2.4, 2.5
Develop printed materials for prospective DE students	Counselors will have printed materials that will give general information and point student to the DE web page	II. B. Growth and enrollment of DE students II. C. Strategic Communication Plan	FP 2.5 FP 3.4, 3.5
Create more video tutorials for the DE web page	The DE office will have a more personalized and efficient way to walk DE students through DE/college processes	II. B. Growth and enrollment of DE students II. C. Strategic Communication Plan	FP 2.5 FP 3.4, 3.5
Send more information to parents of DE students	DE parents will be more informed when we share information in accordance with the ACCS Parent Playbook	II. B. Growth and enrollment of DE students II. C. Strategic Communication Plan	FP 2.5 FP 3.4, 3.5
Offer at least 2 professional development opportunities for each employee	Staff will stay current on best practices in postsecondary education, in general, and in dual enrollment, specifically	IV. B Increase Professional Development	FP 3.3, 4.2, 4.3, 4.4

Begin planning for one CTE academy program to start on the Jefferson Campus.	Students who participate in the CTE academy will have the opportunity to participate in seminars and meet with industry partners	II. B. Growth and enrollment of DE students II. E. Increase awards and credentials earned	FP 2.4, 2.5 FP 2.2, 2.4, 2.5
Renew memberships in professional organizations	DE staff will stay current in best practices for dual enrollment, enrollment management, and recruiting	IV. B Increase Professional Development	FP 3.3, 4.2, 4.3, 4.4
Update/Increase Technology	DE staff will have up-to-date computers		

Unit Plan for the next year

1. **Goals** – The activities through which the outcome will be achieved. Each Unit Outcome should have at least one goal.
2. **Method of Assessment** – How the unit will determine if the objective has been met.
3. **Funding/Rationale** – 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.

Goal	Assessment	Funding/Rationale
Personnel request for a DE Advisor	Objective will be met once a qualified person is hired	C3 \$40,000-\$50,000
Recognize DE students at their high school awards days	DE office will track the number of students who earn various recognitions (i.e. certificate of participation, honor cords, college-awarded credentials and/or degrees)	<ul style="list-style-type: none"> • \$200 - Certificates • \$500 - Honor cords • \$600 - Travel to events
Acquire the Dual Enrollment registration software	Objective will be met once the purchase of the software is approved at both the college and system levels	\$73, 599 <ul style="list-style-type: none"> • \$42,599 – Annual License • \$31,000 – One Time Implementation
Pilot regularly scheduled DE information sessions at the Shelby Campus that take students and their families through the 5 stages of DE starting	DE office will track registration at these in-person events and gather data about these students (i.e. credit hours attempted, credit hours earned, GPA, academic alerts received)	<ul style="list-style-type: none"> • \$200 - Flyers • \$800 - bottled waters and small snack

with gathering information about DE and ending with applying to JSCC as a first-time freshman		
Continue in-person NSO sessions in the summer	DE office will track registration at these in-person events and gather data about these students (i.e. credit hours attempted, credit hours earned, GPA, academic alerts received)	<ul style="list-style-type: none"> • \$300 NSO pamphlet • \$2000 – DE branded swag (bigger ticket item)
Offer an opportunity for each CTE program to present program information to DE students	DE Office will support CTE program coordinators and instructors as they connect with	
Develop printed materials for prospective DE students	DE office will work with media relations to develop printed materials that can be distributed by counselors	
Create more video tutorials for the DE web page	DE office will work with media relations to create video content for the web page that will answer the most frequently asked questions we get via email.	No cost
Send more information to parents of DE students	DE office will track the communication that is sent to parents and any responses received by the office for email communication.	<ul style="list-style-type: none"> • Welcome to DE communication. • Scholarship Letter
Offer at least 2 professional development opportunities for each employee	The Director of DE will provide information about at least two professional development opportunities for employees.	<p>\$9,500</p> <ul style="list-style-type: none"> • \$4000 – 2 NACEP National Conference attendees • \$2500 - 2 ALACRAO Annual Conference attendees • \$2000 - 1 ALBUG Conference attendee • \$1000 - other professional development options (i.e. diversity)

<p>Start planning for one CTE academy program to start on the Jefferson Campus in Fall 2025.</p>	<p>Work with the CTE program coordinators to determine which program will be included in the academy, develop a pathway for students, and develop a schedule for Friday sessions that include visits from industry partners and sessions related to student success, resumé preparation, and interview skills.</p>	<p>No cost</p>
<p>Renew memberships in professional organizations</p>	<p>NACEP, ALACRAO</p>	<p>\$560</p> <ul style="list-style-type: none"> • \$560 – NACEP Institutional Membership • \$0 – ALACRAO Institutional Membership
<p>Technology and Furniture</p>	<p>Objective will be met once new computers are received to replace the director and instructional specialist laptops, 4 desktops are received for the 4th floor of FSC, 1 desktop is received for the DE office at Shelby, 1 small desk for the student, and a refrigerator for the kitchen on the 4th floor of FSC.</p>	<p>Total \$ 15,700.00</p> <ul style="list-style-type: none"> • \$5,000 for the 2 laptops • \$10,000 for the 5 desktops • \$500 student desk (Shelby) • \$200 refrigerator