

Vernon College Personnel Plan 2011-2012

Admissions

Priority Initiatives:
#1 Improve the quality of educational and student support services to increase student learning and student retention.
#5 Provide fiscal, physical, human and technological resources to accommodate current and future needs.
Objective 2: Increase student service and dual credit enrollments by working with high school students in the College's service area.
Responsibility: Dean of Admissions and Financial Aid/Registrar
Statement of Need: High school students need additional assistance in applying for admissions, enrolling and understanding the process of attending college.
Actions:
<ol style="list-style-type: none"> 1. Contact each service area high school during early spring regarding "Campus Connect" on-line registration process for dual credit students. 2. Mail dual credit brochure and Campus Connect instructions to dual credit participating schools. 3. Follow up on dual credit applicants during June, July, and August to verify admission requirements, TSI status, and enrollment. 4. Provide contact point for dual credit registration and Campus Connect questions. 5. Work with VC College Connection program to provide presentations, admission information, application assistance, enrollment help, and automatic acceptance into VC for diploma graduates.
Resources and Approximate \$:
3. Personnel: Director of Admissions (Est. \$45,000)
Assessment Method/Date: Number of dual credit enrollments and percentage that enroll by Campus Connect. / July

Three to Five Year Goals:

Goal #1 Review and upgrade duties and responsibilities of classified positions to better reflect actual duties and align with other personnel.
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Financial Aid

Priority Initiatives:
#1 Improve the quality of educational and student support services to increase student learning and student retention.
#5 Provide fiscal, physical, human and technological resources to accommodate current and future needs.
#3 Enhance the technological infrastructure of the institution.
Objective 2: Increase total financial aid awarded annually proportionally with credit enrollment increases.
Responsibility: Director of Financial Aid
Statement of Need: Streamline and simplify the Federal Application process as much as feasible and reduce the internal processing time per ISIR to 5 business days. Maintain technology as required by Department of Education (DOE).

Actions:

1. Hire and train additional personnel as needed to serve VC students.

Resources and Approximate \$:

3. Personnel: Increase Classified II position to Full-Time on Vernon Campus (Est. \$10,000)
4. Technology: DOE required processing computer (Est. \$1,500)

Assessment Method/Date: Amount of aid awarded per FISAP and CB Financial Aid reports. / October

Three to Five Year Goals:

Goal #1 Increase personnel in proportion with volume of aid applications.

Student Records**Priority Initiatives:**

- #1 Improve the quality of educational and student support services to increase student learning and student retention.
- #5 Provide fiscal, physical, human and technological resources to accommodate current and future needs.
- #8 Implement a centralized, unified and organized recruitment and retention effort.

Objective 1: Increase student retention and success annually.

Responsibility: Admissions and Records staff

Statement of Need: Organized retention plan required by THECB and SACS.

Actions:

1. Run a degree audit on each degree or certificate seeking student as indicated on their application for admissions thus allowing them to track their status towards graduation through Campus Connect.
2. Send mid-term progress reports each semester over 7 weeks in length and notify students of their academic status each semester.
3. Notify students of President or Dean List honors each Fall and Spring semester.

Resources and Approximate \$:

3. Personnel: Classified II Staff position on Vernon Campus (Est. \$20,000)

Assessment Method/Date: Student retention as measured by CBM 004 vs. 006 and student success as measured by CBM 009 and 00M / Oct

Three to Five Year Goals:

Goal #1 Review and upgrade duties and responsibilities of classified positions to better reflect actual duties and align with other personnel.

Instructional Services

Priority Initiative #1:

Improve the quality of educational and student support services to increase student learning and student retention.

Objective 11: Increase student access to library resources/services as evidenced by increasing library hours of operation at Century City Center.

Responsibility: Director of Library Services, Dean of Instructional Services, Library Staff

Statement of Need: Only 78% of Century City students surveyed in the Spring 2010 agreed that the library was open sufficient hours to meet their informational needs. A total of 14 comments requested that the library remain open longer on weekends and weekdays. Of these comments, 5 specifically requested that the library open earlier in the morning.

Actions:

1. Open Century City Library 30 minutes earlier at 7:30am on weekdays.
2. Ensure staffing and funds are available to support extended weekday hours.
3. Advertise updated hours of operation.

Resources and Approximate \$:

3. Personnel: \$922.50 to compensate additional part time assistance at Century City

Assessment Method/Date: Hours will be extended at the start of the Fall Semester 2011. The library will monitor survey results to determine student satisfaction with library hours at Century City.

Priority Initiative #3:

Enhance the technological infrastructure of the college.

Objective 1: Continue to upgrade the classroom technology to ensure reliability and enhance student learning.

Responsibility: Dean of Instructional Services, Division Chairs, IT Department, and ITV Specialist

Statement of Need: Original classroom technology purchased by Title III is becoming obsolete.

Actions:

1. Create replacement schedule for classroom technology at all campuses.
2. Replace outdated technology as funds are available.
3. Request and contribute toward improved processes for routine maintenance of classroom technology by IT.
4. If #3 is not feasible, then add Instructional Services Technology Specialists to oversee classroom technology support and maintenance.

Resources and Approximate \$:

3. Personnel \$25,000-30,000 + benefits - dependent on possibility of reassignments of current employees.

Assessment Method/Date: Existence of replacement schedule, reduction of work orders related to classroom technology, faculty feedback. **Date:** August 31, 2012.

Priority Initiative #5:

Provide fiscal, physical, human and technological resources to accommodate current and future needs.

Objective 1: Meet the increasing demand of the service area by expanding the quality, flexibility, and number of course offerings through the hiring of additional full-time faculty.

Responsibility: Dean of Instructional Services and Division Chairs

Statement of Need: A review of the faculty load & listing indicates numerous full-time faculty routinely approach, and in some instances exceed maximum "overload" as set forth by VC policy. Additionally, numerous adjuncts routinely carry maximum course loads which approach the load normally carried by full-time faculty.

Actions:

1. Review Load & Listing and prioritize new full-time faculty positions by program / discipline.
 - a.) Speech
 - b.) Sociology
 - c.) Computer Information Sciences
 - d.) Government/Criminal Justice
 - e.) Industrial Automation Systems
 - f.) Mathematics/Computer Science
 - g.) Biology
 - h.) English
 - i.) Pharmacy Technician
 - j.) A D N
 - k.) L V N
 - l.) Cosmetology
2. Maintain a 70% to 30% full time to part time faculty ratio based on load hours and/or contact hours.

Resources and Approximate \$:

3. Personnel: \$39,188.00 + benefits per Instructor

Assessment Method/Date: Faculty load & listing; Class schedules; Survey of Instruction Report **Date:** July 31, 2012.

Objective 5: Hire a full-time PASS Center Coordinator to manage the new PASS Center at Skills Training Center

Responsibility: Director of Special Services

Statement of Need: Full-time coordinator needed to hire tutors, schedule tutoring, administer tests and other accommodations for qualified ADA students, collect student information and enter it into POISE, supervise equipment and facilities, and monitor students.

Actions:

1. Create job description for STC PASS Center Coordinator
2. Advertise job via website and Wichita Falls Newspaper
3. Hire Coordinator

Resources and Approximate \$:

3. Personnel: \$25,000.00 + benefits for salary
3. Personnel: Work with personnel to advertise and hire new PASS Center Coordinator

Assessment Method/Date: New Coordinator hired by 09/01/2011

Office of Institutional Advancement

Priority Initiatives #8

Implement a centralized, unified and organized recruitment and retention effort.

Objective #1: Continue to increase scholarship availability for Vernon College students.

Responsibility: Director of Institutional Advancement/Executive Director, Vernon College Foundation; Coordinator of Marketing and Alumni Relations; Advancement Services Specialist

Statement of Need: Financial difficulties can be a barrier to students, therefore, a strong scholarship program aids in both recruitment and retention efforts. The application process must be easy for students to complete. Since the implementation of the STARS On-Line Application Program scholarship applications rose 177% in one year. This is projected to continue to increase. There is also a need to provide information about other non-Vernon College and Foundation scholarships that are available for Vernon College students. Further students must have a place to go and an identified person(s) to speak with for help with scholarship applications. The SENSE Survey indicated that students do not feel that there is anyone identified at Vernon College that can assist them with scholarship questions, i.e., Question 18i -- "The College provided me with adequate information about financial assistance and Question 18j-- "A college staff member helped me determine whether I qualified for financial assistance." Therefore, in the area of scholarships which this Office handles we must do a better job of assisting our current and future students take advantage of all scholarship opportunities.

Actions:

1. Continue to utilize the STARS On-Line Scholarship Application process to facilitate scholarship applications.
2. Establish a "Vernon College/Vernon College Foundation Scholarship Office" within the Office of Institutional Advancement as a one-stop shop to assist students with scholarship applications both College, Foundation, and non-College/Foundation scholarships that are open to Vernon College students.
3. Develop a scholarship page on the Vernon College website that links to the STARS application process and provides information and links to other scholarships open to Vernon College students.
4. Develop multiple access points on within the Vernon College website that will provide access to the STARS program as well as other scholarship information.
5. Continue to improve and enhance program brochures, including dual credit, as marketing pieces for the College and its course offerings.
6. Develop a new marketing recruiting video, utilizing a marketing firm, to showcase the College.
7. Work with the Early College Start Coordinator and the College Recruiter to maintain contacts with the high school counselors and prepare scholarship presentations for their seniors.
8. Manage the Vernon College Foundation Catching the Future dual credit scholarship program and the Iowa Park Vernon College Connections Scholarship program.
9. Continue to seek increased funding, in both the private and public sectors, for all College and Foundation scholarships, including dual credit scholarships.

10. Add a staff position, Advancement Services Specialist for Scholarship Support, to manage and update the STARS website; add new scholarships to the database; review information for completeness and make changes in existing scholarship criteria if it is revised; prepare STARS reports including, student application progress reports and communicate with students who have not completed their application process; respond to student applicant questions and assist in the application process; maintain all scholarship files; maintain the Scholarship page on the Vernon College website; under the direction of the Director of Institutional Advancement/Executive Director, Vernon College Foundation, prepare and send scholarship offers to students and scholarship recipient reports to donors; assist with the annual Scholarship Banquet; respond to inquiries from donors regarding the status of their scholarship funds; update scholarship information in the RE database and run RE scholarship reports as needed.

Resources and Approximate \$:

3. **Personnel:** Advancement Services Specialist for Scholarship Support -- \$25,000 - \$28,000

Assessment Method/Date: "Vernon College/Vernon College Foundation Scholarship Office" established by September 1, 2011 and marketed to students and high school counselors September 2011-March 1, 2012. Advancement Services Specialist for Scholarship Support hired by August 31, 2012. STARS Annual License renewed by January 12, 2012. Increased scholarship applications through the STARS program utilizing the reporting mechanisms available through the program by March 1, 2012. Number of students who seek personal application assistance with both College and Foundation and non-College and Foundation scholarships using a tracking report; report prepared by August 31, 2012. Program brochures redesigned and video developed and disseminated throughout the 12 county service area by August 31, 2012. The video will also be used in marketing efforts to educate Wichita County citizens about the importance of Vernon College to them by August 31, 2012. Scholarship presentations in area high schools tracked by August 31, 2012. Increased funding for scholarships achieved by August 31, 2012.

Office of President/Effectiveness

Priority Initiative #5:

Provide fiscal, physical, human and technological resources to accommodate current and future needs.

Objective 4: The College will add at least one additional leadership position at Century City Campus in Wichita Falls.

Responsibility: President

Statement of Need: To provide increased coordination of all component services to students in Wichita Falls and to provide coordination of activities for employees.

Actions:

1. Develop a specific job description and hire someone to fill the leadership position.

Resources and Approximate \$:

3. Personnel, \$70,000 salary plus cost of benefits

Assessment Method/Date: As evidenced by budget and position filled **Date:** January 1

Office of President

Division of Institutional Effectiveness - Quality Enhancement

Priority Initiative:

#2 Integrate the Quality Enhancement Plan functions and activities into the infrastructure of the college.

Objective #3: Manage and provide support for the quality enhancement pilot program as prescribed by the Quality Enhancement Plan.

Responsibility: Criquett Lehman, Director of Quality Enhancement; Roxanne Hill, Instructional Design and Technology Coordinator

Statement of Need:

Compliance requirements as directed by SACS.

As outlined and directed in the Quality Enhancement Plan document.

Actions:

1. Recruit new pilot participants.
2. Review pilot project documentation and provide support and training for incorporation of General Education Outcomes and development of assessment measures.
3. Provide training and professional development to be completed each semester by December 2011 and May 2012.
Organize and conduct trainings, Oversee pilot mentor program, Schedule and conduct one-on-one meetings, Participate in NISOD convention.
4. Provide technical and operational support through purchase of software and equipment, completion of mid and end-of-year reports, providing oversight for pilot portion of the QEP timeline.

Resources and Approximate \$: QERI = available through Quality Enhancement Resource Inventory

3. Personnel: QEP Pilot Stipends - \$2,700.00 per pilot participant x 5 pilot participants = \$13,500.00

Assessment Method/Date:

1. Number of new pilot applications, completion of pilot project rubrics by the QEP Implementation Committee, meeting minutes reflecting the selection of the pilot participants for the 2012-2013 academic year. December 2011
2. List of "Objective" (General Education Outcomes) section and "Assessment Data/Evidence" (Assessment Measures) section of end-of-year reports for each pilot participant. July 2012
3. List of pilot mentor resources posted to website/Blackboard, log of one-on-one meetings, log of trainings, and number of pilots who participated in NISOD Convention. Review and complete December 2011, May 2012, and August 2012. Meeting minutes reflecting updates reported to QEP Implementation Committee. January 2012, June 2012
4. Budget spreadsheet and purchase requisitions reflecting equipment and software purchases (August 2012), Resource Inventory supply (August 2012), Resource Inventory check out log (August 2012), completion of pilot mid-year reports (December 2011), completion of pilot end-of-year reports (July 2012), Committee meeting minutes reflecting the completion of pilot objectives according to the QEP timeline (August 2012).

Student Services

Three to Five Year Goals:

Goal #1 Creation of a Student Success Specialist position to focus on retention and success of students.

Goal #2 A Vernon College police officer to provide security for Skills Training Center and Century City