

College Effectiveness Committee

Draft Minutes

July 25, 2013 / 2:00 p.m.

Vernon 204 and CCC 712

- Call meeting to order – The meeting was called to order by Betsy Harkey at 2:03 p.m.
- Welcome and review of committee attendance
 - College Effectiveness Committee members:

Vernon College Position	Member	Present	Not Present
Director of Institutional Effectiveness	Betsy Harkey, Chair	X	
Dean of Administrative Services	Garry David	X	
Dean of Admissions and Financial Aid/Registrar	Joe Hite	X	
Dean of Instructional Services	Dr. Gary Don Harkey	X	
Dean of Student Services/Athletic Director	John Hardin III		X
Assistant to Dean of Instructional Services	Sharon Winn	X	
Associate Dean, Career and Technical Education	Shana Munson		X
Associate Dean of Student Services	Kristin Harris	X	
Division Chair - Communications, English Instructor	Joe Johnston	X	
Division Chair - Behavioral and Social Sciences, Government Instructor	Greg Fowler		X
Division Chair- Information Technology, Industrial Automation Instructor	Mark Holcomb	X	
Division Chair- Math and Science, Math Instructor	Dr. Karen Gragg		X
Director of Continuing Education	Michelle Wood	X	
Director of Financial Aid	Melissa Elliott		X
Director of Human Resources	Haven David	X	
Director of Institutional Advancement Executive Director, Vernon College Foundation	Michelle Alexander	X	
Institutional Support Specialist	Jim Binion	X	
Director of Library Services	Marian Grona	X	
Director of Special Services	Deana Lehman	X	
Director of Quality Enhancement	Criquett Lehman		X

Instructor/ Instructional Design and Technology Coordinator	Roxie Hill		X
Counselor	Clara Garza		X
Faculty Senate Representative	Jeff Feix		X
Faculty Senate Representative	Darlene Kajs		X
Student Forum Representative	Jackie Polk /		X
Student Government Representative	SjohOnton Fanner/		X
Classified Staff	Sandy O'Dell		X
Classified Staff	Rosa Alaniz		X
President	Dr. Dusty Johnston	X	

- Approval of June 27, 2013 minutes (Exhibit A, Action Item) – Deana Lehman made the motion to approve the June 27, 2013 minutes, Joe Hite seconded, the motion passed.
- Student Learning Measures Update: Dr. Gary Don Harkey – Dr. Harkey shared that Instructional Services are working to put the End of Semester course Reviews on a common drive in order to compile in a meaningful and easy to articulate format.
- Director of Institutional Effectiveness Update:
 - College Effectiveness Committee Annual Report will be completed in August. Suggested changes in membership should be emailed to Betsy by August 1.
 - Reminder -SACS COC Fifth Year Interim Report draft narratives are posted in a shared drive for review and enhancement. Using the SACS COC Resource Manual, Betsy developed checklists for each standard. Writers are asked to continue to review and update the narratives. All writers are reminded to continue to move forward with any needed policies and processes identified while writing the draft narratives in order to ensure approval and to meet any printing guidelines.
 - Student Success by the Numbers
 - Update of AIR Course participation – Linda Haney has completed her two courses and Mark Holcomb should be finished with his two courses by the end of August.
 - Next visit with Dr. Luzelma Canales, July 29 and 30 on the Vernon Campus. Primary activity will be to map our student success agenda and purposeful experience. A reporting framework will also be drafted which could help to add to/enhance our KPIAs. The Phase II and Institute Teams along with other component representatives have been invited to participate in the working meeting from 1:00 to 4:30 on July 29 in room 204 of the Wright Library. Resources provided by Dr. Canales to prepare for the meeting are from Completion by Design (Exhibits B and C)
 - Greater Texas Foundation site visit, August 13 on the Vernon campus. The agenda is currently being developed and will include presentations of processes, practices, interventions... that are part of our student success agenda.
 - Reminder – The SSBTN Phase II Team will become a Standing Committee for the 2013-2014 academic year. Suggestions/additions for charge and membership should be emailed to Betsy by August 1. (Exhibit D)

- KPIAs
 - Next update for KPIAs will be run in August following development of the student success agenda reporting framework.
 - KPIA review will be conducted by the Student Success by the Numbers Team in August and September with recommendations to be presented to the College Effectiveness Committee.

- Planning Calendar Update –
 - 2013-2014 Final College Operating Budget will be presented to the Board of Trustees for approval during the August 21, 2013 meeting
 - 2013-2014 Planning Calendar review and approval (Exhibit E, Action Item) – Dr. Gary Don Harkey made the motion to approve the 2013-2014 Planning Calendar, Haven David seconded, the motion passed.

- 2013-2014 Assessment and Report Calendar review and approval (Exhibit F, Action Item) – Joe Hite made the motion to approve, Michelle Wood seconded, the motion passed.
- 2013-2014 Glossary review and approval (Exhibit G, Action Item) – Michelle Alexander made the motion to approve, Garry David seconded, the motion passed.
- Reminder - Mission Statement review and change/s to be adopted during September 2013 meeting (Exhibit H)

- Assessment Activity - Report Communication and Change completed forms as posted in Blackboard and on the web site:

June					
CAHIIM Annual Program Assessment	Health Information Technology	HIT Coordinator	Program Revision & Accreditation	July	Report
National Student Clearinghouse Transmission (15 th)	Admissions and Records	Lana Carter		July	Report
Texas Success Initiative Report Spring CMB 002	Admissions and Records	Sarah Davenport/Joe Hite		July	Report
Con Ed Student Report Summer I CBM 00A – clarified as Spring reports	Admissions and Records	Lana Carter/Joe Hite		July	Report
Con Ed Class Report Summer 1 CBM 00C – clarified as Spring reports	Admissions and Records	Lana Carter/Joe Hite		July	Report
THECB Year End TEXAS Grant Report	Financial Aid	Melissa Elliott		July	Report
THECB Year End LEAP, SLEAP, State	Financial Aid	Melissa Elliott		July	Report

Work-Study and Nursing					
Faculty Report Spring CBM 008 moved to June	Admissions and Records	Lana Carter/Joe Hite		July	Report
Student Schedule Report CBM 00S	Admissions and Records	Lana Carter/Joe Hite		July	Report
Student End of Semester Reports CBM OEI	Admissions and Records	Lana Carter/Joe Hite		July	Report

- Working Timeline progress of activities – Betsy reminded the group that working timeline information for the months of July and August will be reported as part of the 2012-2013 Annual Action Plan summaries. She included the information on this agenda as a reminder.

June

Administrative Services

Physical Plant

1. Meet with Facilities Planning committees for all campuses to review prior plan **Achieved**
2. Present recommendations to Administrative Team **Achieved**
3. Update and distribute Master Plan **Achieved**

Student Services

1. Begin a program evaluation of all athletic teams judging not only GPA but also completion of certificates and degrees. **In progress**

-Reminder – July and August Working Timeline information will be reported as part of the Annual Action Plan Final Summary which will be presented to College Effectiveness Committee in October and Board of Trustees in November.

July

Admissions, Records and Financial Aid

Admissions

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

Financial Aid

1. Council 100% of financial aid students who are reducing their course load or withdrawing regarding their financial aid consequences
2. Contact students who receive first letter of concern regarding attendance and explain financial aid consequences for non-attendance

Student Records

1. Send progress reports to notify students of their academic status
2. Notify students of President or Dean List honors each Fall and Spring semester.

Instructional Services

1. Monitor progress of THECB developmental education plans including placement, course content, sequencing, and delivery methods.
2. Investigate the creation of a centralized developmental education program.
1. Continue to encourage the use of Blackboard course shells by faculty teaching F2F/ITV courses as a course supplement / backup.
2. Review the use of non-blackboard platforms currently used by VC instructors.

Office of the President

Human Resources

1. Participate in any benefit conference/training available.
2. Participate in TACCHRP conference.
3. Participate in other appropriate professional training available.
4. Participate in Title IX Coordinator training.

President/Effectiveness

1. Appoint a task force for recruitment
2. Review and implement recommendations of Student Success by the Numbers
1. Review and revise Enrollment Management Committee purpose and responsibilities to include retention and completion oversight
2. Review and implement recommendations of Student Success by the Numbers

<ol style="list-style-type: none"> 1. Monitor and ensure the instructional component of the College adequately meets to assess student learning outcomes 2. Monitor and ensure the Assessment Calendar is followed by all components of the College 3. Participate in Student Success by the Numbers initiative
<ol style="list-style-type: none"> 1. Through direct contact with faculty and division chairs, monitor and ensure that the instructional component of the College implements multiple measures of student learning 2. From the established Assessment Calendar, monitor and ensure measures of student learning
<ol style="list-style-type: none"> 1. Support and encourage innovative, creative and consistent assessment activities 2. President will insist that all program decisions are based on appropriate data 3. Monitor the Assessment Calendar for completion
<ol style="list-style-type: none"> 1. Through direct contact with staff, monitor and ensure that the student support services components of the College implement multiple measures of assessment to ensure student learning 2. From the established Assessment Calendar, monitor and ensure assessment of student support services
<ol style="list-style-type: none"> 1. Monitor and ensure implementation of and adequate resource allocation for approved recommendations from the Student Academic Advising Task Force 2. Monitor and ensure implementation of and adequate resource allocation for approved recommendations from the Retention/Completion Task Force
<ol style="list-style-type: none"> 1. Monitor and ensure the development of general education outcomes
<ol style="list-style-type: none"> 1. Through direct contact with faculty and division chairs, monitor and ensure that the instructional component of the College implements multiple measures of assessment to validate the general education outcomes.
<ol style="list-style-type: none"> 1. Ensure adequate resource allocation decisions through budget process 2. Monitor annual QEP report
<ol style="list-style-type: none"> 1. Will initiate a review process and review QEP pilot projects on an annual basis
<ol style="list-style-type: none"> 1. Ensure resource allocations for proven successful projects 2. Follow up and evaluate previous QEP pilot projects for feasibility and integration
<ol style="list-style-type: none"> 1. Ensure resource allocation for faculty, staff and students through the budget process 2. Ensure resource allocation for curriculum and technology
<ol style="list-style-type: none"> 1. Ensure resource allocation for administrators, faculty and staff through budget process
<ol style="list-style-type: none"> 1. Recognition through institutional service awards 2. Ensure recognition through news articles of those participating in professional development
<ol style="list-style-type: none"> 1. Participate in SACS preconference and conference (Dallas, TX) 2. Participate in TAIR preconference and conference (Galveston, TX)
<ol style="list-style-type: none"> 1. Monitor and ensure that the Assessment Calendar and planning processes are followed.

<ol style="list-style-type: none"> 1. Provide formal and informal opportunities for input 2. Utilize community focus and advisory groups
<ol style="list-style-type: none"> 1. Monitor and ensure that the planning process drives the budget process and is completed within appropriate timelines
<ol style="list-style-type: none"> 1. Monitor and ensure that Assessment and Planning calendars are followed 2. Ensure production of Annual Technology Action Plan
<ol style="list-style-type: none"> 1. Require each component of the College to submit a three to five year plan
<ol style="list-style-type: none"> 1. Ensure development of a Technology Plan 2. Monitor and ensure budget development 3. Continue utilization of third party IT vendor to ensure successful IT infrastructure and operations
<ol style="list-style-type: none"> 1. Coordinate task force to review fund raising activities to enhance external funding
<ol style="list-style-type: none"> 1. Support alumni newsletter and meetings 2. Encourage participation of alumni through personal contact
<ol style="list-style-type: none"> 1. Review use of software purchased during Fall 2010 2. Coordinate task force to review processes and personnel 3. Produce and distribute Annual President's Report
<ol style="list-style-type: none"> 1. To annually review mission documents in meetings
<ol style="list-style-type: none"> 1. Monitor, update and ensure the adherence to assessment, planning and budgeting cycle calendars
<ol style="list-style-type: none"> 1. Participate in local and regional focus groups 2. Participate in state and national conferences 3. Budget for journals and newspapers
<ol style="list-style-type: none"> 1. Review and update standing committees

Quality Enhancement

<ol style="list-style-type: none"> 1. Ensure completion of Quality Enhancement Plan assessment objectives including pilot project integration feasibility. 2. Maintain Quality Enhancement Resource Inventory to ensure completion of QEP objectives. 3. Oversee the Quality Enhancement Plan reporting process.

August

Administrative Services

Business Office

1. Enroll 4 staff members in conference and make travel arrangements

Physical Plant

1. Quarterly reviews by Dean of Administrative Services to make sure we're on target to complete projects – Vernon and Wichita Falls

Admissions, Records and Financial Aid

Admissions

1. Increase accessibility to and awareness of on-line Application for Admissions and enrollment requirements through participation in the "Apply Texas" (Common Application) initiative. Continuously maintain "Apply Texas" website information for changes
1. Hire and train additional personnel as needed due to enrollment increases
1. Purchase 2 replacement scanners for Admission staff of 12
2. Purchase 2 replacement printers for Admission staff of 12

Financial Aid

1. Participate in New Student Orientation
2. Outreach to financial aid applicants with personalized letter from VC President
3. Provide Financial Aid outreach presentations to high school students/parents and counselors
1. Purchase 3 replacement laptops and projectors for Financial Aid staff of 9
2. Purchase 2 replacement printers for Financial Aid staff of 9
1. Review CCES and SENSE data to identify high performing schools in Financial Aid areas. Review those high performing schools processes, policies, procedures, practices, and programs.

Student Records

1. Continued improvement to the registration process
2. Review CCSSE and SENSE data to identify high performing schools in Records and Registration areas. Review those high performing schools processes, policies, procedures, practices, and programs.

Instructional Services

<ol style="list-style-type: none">1. Develop a template of common elements to be included on web pages to ensure uniformity and consistency of required information.2. Incorporation of Texas Genuine advertising campaign.
<ol style="list-style-type: none">1. Continue to refine and develop processes for faculty use of the Early Alert and Student Success modules.2. Review usage and effectiveness of student success courses at cohort colleges.3. Review policies and practices relating to student withdrawals.
<ol style="list-style-type: none">1. Continue to refine and develop processes for faculty use of the Early Alert and Student Success modules.2. Review usage and effectiveness of student success courses at cohort colleges.3. Review policies and practices relating to student withdrawals.
<ol style="list-style-type: none">1. PASS Centers and Math Faculty work together on exam to be given to potential math tutors. This exam will identify several levels of expertise for tutoring, including College Algebra, Contemporary Math, Intermediate Algebra, Elementary Algebra, and Pre-Algebra.2. Math instructors will invite PASS Center Coordinators into their rooms for a 5-minute orientation session for PASS Center tutoring.3. Math instructors will send students who want to tutor or who have the ability to be a tutor to the PASS Centers to take the tutor math exam.4. Tutor pay levels will be raised to \$16.00 per hour for professional tutors in order to attract more quality math tutors, as well as all subject content tutors.
<ol style="list-style-type: none">1. Design and develop database and catalog tutorials using Adobe's Captivate.2. Purchase additional software license for laptop.3. Study video training CD to learn advanced features of Captivate.4. Implement measures for assessing the library tutorials. Develop assessment strategies which determine the helpfulness and effectiveness of content delivered through software simulations. Obtain assessment data through surveys, quizzes, and informal discussions with a focus group of students.5. Complete and submit mid and end of year reports to QEP Director.
<ol style="list-style-type: none">1. Update email flyer with new layout, design, and photo gallery. The flyer is sent to all students at the beginning of each semester.2. Redevelop and post new student orientation to library services using Camtasia software. The original orientation used screen capture video taken from the old website to illustrate how to access databases, online reference assistance, and the library catalog. A new screen capture video is needed to reflect the new homepage design and arrangement of access points/links to resources and services.3. Redevelop faculty orientation which reflects the library's new homepage design.4. Continue to email faculty brief notifications of library services as recommended by the Library Committee.5. Capitalize on the new library homepage to promote databases and online assistance. Use product buttons and search box builders for promoting databases.6. Purchase new bookcase for displaying and promoting new and featured titles.

<ul style="list-style-type: none"> 7. Post link to brief point of contact survey on library homepage. 8. Organize library open houses in Vernon and Century City. Provide door prizes, refreshments, and promotional materials to help promote services. 9. Develop and post virtual tours of libraries in Vernon, Century City, and STC.
<ul style="list-style-type: none"> 1. Travel to Wichita Falls and outlying areas as needed to provide ADA and New Beginnings services, including travel to all open registrations. 2. Allocate adequate travel budget for researching and delivering grant proposals and for attending site visits mandated by foundations.
<ul style="list-style-type: none"> 1. Recommend & adopt courses to be utilized in Foundational Component Areas of the Core. 2. Research/develop/adopt both direct & indirect assessments for each Core Objective. 3. Continue to improve documentation and articulation of the achievement of SLO's, including Core Objectives.
<ul style="list-style-type: none"> 1. Conduct professional development workshops on specific instructional strategies. 2. Select and implement appropriate instructional strategies. 3. Document the effect of collaborative interventions on student learner outcomes and report on ESCR. 4. Maintain demonstrative artifacts for internal and external use.
<ul style="list-style-type: none"> 1. Design and develop database and catalog tutorials using Adobe's Captivate. 2. Purchase additional software license for laptop. 3. Study video training CD to learn advanced features of Captivate. 4. Implement measures for assessing the library tutorials. Develop assessment strategies which determine the helpfulness and effectiveness of content delivered through software simulations. Obtain assessment data through surveys, quizzes, and informal discussions with a focus group of students. 5. Complete and submit mid and end of year reports to QEP Director.
<ul style="list-style-type: none"> 1. Conduct professional development workshops on specific instructional strategies relative to active and collaborative learning. 2. Conduct professional development workshops on utilizing SIR II data/results for instructional improvement. 3. Continue to provide training on outcomes based assessment.
<ul style="list-style-type: none"> 1. Research and attend professional development conferences and management institute
<ul style="list-style-type: none"> 1. Research online resources.
<ul style="list-style-type: none"> 1. Review Load & Listing and prioritize new full-time faculty positions by program / discipline. <ul style="list-style-type: none"> a. Biology-2 b. Music/Fine Arts c. COSC/Math d. Speech e. Math/Reading/Writing (developmental education) f. Allied Health clinical coordinator g. ADN

- | |
|--|
| 2. Maintain a 70% to 30% full time to part time faculty ratio based on load hours and/or contact hours. |
| 1. Hire clerical support to assist Surgical Technology, Pharmacy Technician, EMS, and Health Information Technology. |
| 1. Assist IT department in identifying applicable computer labs for conversion to “virtualized”/thin-client labs. |
| 2. Assist IT department in identifying priority replacement of faculty/staff, classroom, and lab computers. |
| 3. Research utilization of new classroom presentation technologies. |
| 1. Utilize and present the results of ESCRs to internal and external stakeholders. |

**Office of the President
Human Resources**

- | |
|--|
| 1. Research training opportunities/materials to be developed in the areas of faculty, supervisors, staff, etc... |
| 2. Begin developing training programs in these areas for Vernon College. |
| 3. Offer training to all VC employees and/or individual groups as needed. |

Information Technology

- | |
|---|
| 1. Purchase 136 faculty PCs, 128 Lab use PCs, and 15 spares |
| 2. Roll out 20 faculty and staff PCs per month and replace 1 to 2 labs per month. |
| 1. Form software selection committee and assess need |
| 1. Work with cabling contractor and architect to ensure cabling meets the college’s needs |
| 1. Purchase, Configure, Test, and Install appropriate switching and wireless equipment |
| 1. Meet periodically to brainstorm/assess |
| 1. Inventory current equipment and develop a replenishment plan based on findings |
| 1. Review Plan and publish for input and changes from college management |
| 2. Approve plan as final |

Institutional Advancement

- | |
|---|
| 1. Continue to utilize the STARS On-Line Scholarship Application process to facilitate scholarship applications. |
| 2. Enhance the scholarship page on the Vernon College website with STARS information and its link and links to other outside scholarships that Vernon College students can apply for. |
| 3. Continue to develop multiple access points within the Vernon College website that will provide access to the STARS program as well as other scholarship information. |
| 4. Review each scholarship’s criteria and build an information file about these scholarships to help students determine their applicant eligibility. |
| 5. Continue the “Vernon College/Vernon College Foundation Scholarship Office” within the Office of Institutional Advancement as a one-stop |

shop to assist students with scholarship applications: College, Foundation, and non-College/Foundation scholarships that are open to Vernon College students.

6. Participate in any informational webinars presented by scholarship funders to obtain the current information about their scholarship programs in order to better serve our students.
7. Manage the Vernon College Foundation Catching the Future dual credit scholarship program and the Archer City ISD and Iowa Park ISD College Connections scholarship programs.
8. Review and select an on-line scholarship application software that can be used for dual credit and College Connections scholarships as a process improvement.
9. Work with the Early College State Coordinator and College Recruiter to maintain contacts with high school counselors to distribute information about the Vernon College/Vernon College Foundation Scholarship Program.
10. Make presentations to area high schools to assist students with their STARS applications.
11. From September to December review STARS student application progress on a bi-weekly basis to determine which applications are incomplete. Contact each student with an incomplete application to help them finish the application prior to the March 1 deadline.
12. In January and February, review student application progress on a weekly basis and encourage students with incomplete applications to complete the application by the March 1 deadline.
13. Continue to seek increased funding, in both the private and public sectors, for all College and Foundation scholarships, including dual credit scholarships.
14. Continue research to find other scholarship sources for our students and add to Scholarship page on the website.
15. Develop a scholarship brochure that provides the highlights of Vernon College/Vernon College Foundation Scholarships for distribution to area high schools and for use as a solicitation tool.
16. Work with the Directors of Student Activities, SGA, Student Forum and other student groups to promote the scholarship program and encourage applications.
17. Add a staff position, which could be initially part-time, Advancement Services Specialist for Scholarship Support, to manage and update the STARS information; add new scholarship and criteria to the database. Review all scholarship criteria information for completeness and make changes to existing criteria if the scholarship is revised. Prepare STARS reports including the student application progress report; contact students who have not completed their application and assist them. Respond to student applicant questions. Maintain all paper scholarship files. Make STARS presentations to area high schools and assist students with their applications on-site. Make presentations to Vernon College student groups about the availability of scholarships including STARS. Maintain the scholarship Excel reports adding new gifts received and scholarships awarded each year. Assist with researching other scholarship opportunities available for Vernon College students, gather the information and update the information on the Scholarship Page on the website. Assist with the preparation and distribution of all scholarship offers to students and the subsequent annual scholarship 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 and Excel scholarship reports as need.

1. Enhance existing philanthropy efforts utilizing the Raiser's Edge (RE) software to design and implement various segmented philanthropy programs such as annual giving, major and leadership gift programs, a planned giving program, and grant program.
2. Research federal and state grant programs to determine viability for Vernon College support. Send the information to the Dean of Instructional Services for dissemination to the faculty that may be interested in pursuing a grant and contact support service components of the College about potential grant opportunities.
3. Work with faculty and staff to assist in the preparation and the electronic submission of proposals through grants.gov, Fastlane, etc.
4. Using the Metasoft Foundation/Corporation Funding software, research potential foundations and corporations to determine viability for Vernon College support. Send information to the Dean of Instructional Services for dissemination to faculty and initiate contact with support service components of the College about potential grant opportunities.
5. Assist faculty and staff in the preparation and submission of proposals to private funding agencies.
6. Develop new scholarship opportunities, both endowed and non-endowed, and continue to work with the donors of the "building" endowed scholarships (those under the \$10,000 minimum threshold) to bring the funds either to the minimum award level or incorporate those funds into another fund so that awards can be made.
7. Continue to participate in the Council for Resource Development Federal Funding Task Force and the Annual Conference to develop relationships with Federal agencies on behalf of Vernon College, to gather the most up-to-date information about grant opportunities, and to build a network of colleagues that may facilitate grant collaboration.
8. Work with the President, the Dean of Instructional Services, and the Associate Dean for Career and Technical Education to encourage faculty and staff to participate in grant writing on behalf of their programs and/or professional development opportunities.
9. Attend relevant training programs in grantsmanship including grant management, budgeting and evaluation methods.
10. Utilize consulting services in the preparation of major grant proposals as needed.

1. Utilize the Vernon College website effectively by researching and implementing innovative strategies for interaction, promotion, and enhancement as the premier information source for the College.
2. Coordinate with the website Component Administrators to ensure that their respective departmental webpages are up to date.
3. Continue the implementation of a strong case for support utilizing various marketing strategies centered around the "Did You Know . . ." points and the tagline "Your Community College . . . your community partner!" to educate the citizens of Wichita County and the other 11 counties in our service area about the value and economic impact of Vernon College in this region.
4. Use the Wichita County Advisory Committee and Foundation members as strong advocates for the College.
5. As funds are available take advantage of enhanced marketing/communication opportunities to support the College's visibility.
6. Continue the annual President's Report to all constituencies as well as all media outlets in the 12 county service area and other selected areas.
7. Utilize the services of a professional photographer/videographer, on an as-needed basis, to enhance the website and other marketing materials to better showcase Vernon College to its constituencies and current and potential students.
8. Develop a new general College promotional marketing CD, utilizing a marketing firm, to showcase the college. This CD can be added to the Vernon College website and distributed throughout the 12 county service area.

- | |
|---|
| <ol style="list-style-type: none"> 1. Continued membership and participation in the Council for Resource Development Federal Funding Task Force, the annual conference and other leadership opportunities within the organization. 2. Continued membership and participation in the Council for Advancement and Support of Education (CASE), CRD, and NCMPR. 3. Continued participation in relevant conferences focusing on Alumni Relations, Marketing and Advancement Services. 4. Participate in at least one comprehensive grant writing conference annually. |
| <ol style="list-style-type: none"> 1. Research grant opportunities such as the National Endowment for the Humanities Summer Institutes for Education personnel. 2. Through the College email system and the Dean of Instructional Services, send notices of funding opportunities as the information is publicized on agency websites. 3. Assist faculty and staff in the preparation and submission of grant proposals to support faculty/staff development. |
| <ol style="list-style-type: none"> 1. Enhance existing philanthropy efforts utilizing the Raiser's Edge (RE) software to design and implement various segmented philanthropy programs such as annual giving, major and leadership gift programs, a planned giving program, and grant program. 2. Research federal and state grant programs to determine viability for Vernon College support. Send the information to the Dean of Instructional Services for dissemination to the faculty that may be interested in pursuing a grant and contact support service components of the College about potential grant opportunities. 3. Work with faculty and staff to assist in the preparation and the electronic submission of proposals through grants.gov, Fastlane, etc. 4. Using the Metasoft Foundation/Corporation Funding software, research potential foundations and corporations to determine viability for Vernon College support. Send information to the Dean of Instructional Services for dissemination to faculty and initiate contact with support service components of the College about potential grant opportunities. 5. Assist faculty and staff in the preparation and submission of proposals to private funding agencies. 6. Once all old giving records are in RE, review, revise, and relaunch the annual giving clubs and aggregate giving societies including a Heritage Club to recognize those who have included the College and/or the Foundation in their estate plans. 7. Using RE, identify donors by lifetime giving and launch a new presidential-level annual event to recognize lifetime giving and planned gift donors. This event will excite the donors who will be honored as well as serve as a cultivation event to encourage current aggregate donors to "move up" to the next society as well as encourage other donors and prospects to increase their giving so that they can be "inducted" into a lifetime giving society. 8. Develop new scholarship opportunities, both endowed and non-endowed, and continue to work with the donors of the "building" endowed scholarships (those under the \$10,000 minimum threshold) to bring the funds either to the minimum award level or incorporate those funds into another fund so that awards can be made. 9. Continue to build support for the Vernon College Foundation Annual Auction. 10. Continue to participate in the Council for Resource Development Federal Funding Task Force and the Annual Conference to develop relationships with Federal agencies on behalf of the Vernon College, to gather the most up-to-date information about grant opportunities, and to build a network of colleagues that may facilitate grant collaboration. 11. Attend and participate in the annual National Council for Marketing and Public Relations (NCMPR) Conference to network with marketing and |

webmaster colleagues and learn about the most up-to-date techniques and strategies to benefit Vernon College.

12. Attend other relevant training workshops, seminars, conferences, and webinars for management, grantsmanship, fundraising, alumni relations, marketing, and advancement services.
13. Work with the President, the Dean of Instructional Services, and the Associate Dean for Career and Technical Education to encourage faculty and staff to participate in grant writing on behalf of their programs and/or professional development opportunities.
14. Keep all software licenses current to ensure that the most advanced technology to benefit our students and the College as a whole is being utilized.
15. Research additional software tools and evaluate for potential implementation to enhance Institutional Advancement efforts on behalf of the College and Foundation.

1. Enhance existing philanthropy efforts utilizing the Raiser's Edge (RE) software to design and implement various segmented philanthropy programs such as annual giving, major and leadership gift programs, a planned giving program, and grant program.
2. Using the Metasoft Foundation/Corporation Funding software, research potential foundations and corporations to determine viability for Vernon College support.
3. Keep all software licenses current to ensure that the most advanced technology to benefit our students and the College as a whole is being utilized.
4. Research additional software tools and evaluate for potential implementation to enhance Institutional Advancement efforts on behalf of the College and Foundation.
5. Assist faculty and staff with the preparation and submission of proposals to public and private funding agencies. Private funders will be researched through the Metasoft funding search software. Public funders will be researched through various search engines such as grants.gov.
6. Assist students with the completion of their STARS applications.
7. Research and implement a similar software license to facilitate dual-credit scholarship applications.
8. Attend training sessions about website development to increase awareness of new technologies and assist in the continued enhancement to the College's website.

1. Enhance existing philanthropy efforts utilizing the Raiser's Edge (RE) software to design and implement various segmented philanthropy programs such as annual giving, major and leadership gift programs, a planned giving program, and grant program.
2. Research federal and state grant programs to determine viability for Vernon College support. Send the information to the Dean of Instructional Services for dissemination to the faculty that may be interested in pursuing a grant and contact support service components of the College about potential grant opportunities.
3. Work with faculty and staff to assist in the preparation and the electronic submission of proposals through grants.gov, Fastlane, etc.
4. Using the Metasoft Foundation/Corporation Funding software, research potential foundations and corporations to determine viability for Vernon College support. Send information to the Dean of Instructional Services for dissemination to faculty and initiate contact with support service components of the College about potential grant opportunities.
5. Assist faculty and staff in the preparation and submission of proposals to private funding agencies.

6. Once all old giving records are in RE, review, revise, and relaunch the annual giving clubs and aggregate giving societies including a Heritage Club to recognize those who have included the College and/or the Foundation in their estate plans.
 7. Using RE, identify donors by lifetime giving and launch a new presidential-level annual event to recognize lifetime giving and planned gift donors. This event will excite the donors who will be honored as well as serve as a cultivation event to encourage current aggregate donors to “move up” to the next society as well as encourage other donors and prospects to increase their giving so that they can be “inducted” into a lifetime giving society.
 8. Develop new scholarship opportunities, both endowed and non-endowed, and continue to work with the donors of the “building” endowed scholarships (those under the \$10,000 minimum threshold) to bring the funds either to the minimum award level or incorporate those funds into another fund so that awards can be made.
 9. Continue to build support for the Vernon College Foundation Annual Auction.
 10. Continue to participate in the Council for Resource Development Federal Funding Task Force and the Annual Conference to develop relationships with Federal agencies on behalf of the Vernon College, to gather the most up-to-date information about grant opportunities, and to build a network of colleagues that may facilitate grant collaboration.
 11. Attend and participate in the annual National Council for Marketing and Public Relations (NCMPR) Conference to network with marketing and webmaster colleagues and learn about the most up-to-date techniques and strategies to benefit Vernon College.
 12. Attend other relevant training workshops, seminars, conferences, and webinars for management, grantsmanship, fundraising, alumni relations, marketing, and advancement services.
 13. Work with the President, the Dean of Instructional Services, and the Associate Dean for Career and Technical Education to encourage faculty and staff to participate in grant writing on behalf of their programs and/or professional development opportunities.
 14. Keep all software licenses current to ensure that the most advanced technology to benefit our students and the College as a whole is being utilized.
 15. Research additional software tools and evaluate for potential implementation to enhance Institutional Advancement efforts on behalf of the College and Foundation.
1. Utilize the Vernon College website effectively by researching and implementing innovative strategies for interaction, promotion, and enhancement as the premier information source for the College.
 2. Coordinate with the website Component Administrators to ensure that their respective departmental webpages are up to date.
 3. Continue the implementation of a strong case for support utilizing various marketing strategies centered around the “Did You Know . . .” points and the tagline “Your Community College . . . your community partner!” to educate the citizens of Wichita County and the other 11 counties in our service area about the value and economic impact of Vernon College in this region.
 4. Use the Wichita County Advisory Committee and Foundation members as strong advocates for the College.
 5. As funds are available take advantage of enhanced marketing/communication opportunities to support the College’s visibility.
 6. Continue the annual President’s Report to all constituencies as well as all media outlets in the 12 county service area and other selected areas.
 7. Utilize the services of a professional photographer, on an as-needed basis, to enhance the website and other marketing materials to better

showcase Vernon College to its constituencies and current and potential students.

8. Develop a new general College promotional marketing CD, utilizing a marketing firm, to showcase the college. This CD can be added to the Vernon College website and distributed throughout the 12 county service area.
1. Continue to utilize the STARS On-Line Scholarship Application process to facilitate scholarship applications.
 2. Enhance the scholarship page on the Vernon College website with STARS information and its link and links to other outside scholarships that Vernon College students can apply for.
 3. Continue to develop multiple access points within the Vernon College website that will provide access to the STARS program as well as other scholarship information.
 4. Review each scholarship's criteria and build an information file about these scholarships to help students determine their applicant eligibility.
 5. Continue the "Vernon College/Vernon College Foundation Scholarship Office" within the Office of Institutional Advancement as a one-stop shop to assist students with scholarship applications: College, Foundation, and non-College/Foundation scholarships that are open to Vernon College students.
 6. Participate in any informational webinars presented by scholarship funders to obtain the current information about their scholarship programs in order to better serve our students.
 7. Manage the Vernon College Foundation Catching the Future dual credit scholarship program and the Archer City ISD and Iowa Park ISD College Connections scholarship programs.
 8. Review and select on-line scholarship application software that can be used for dual credit and College Connections scholarships as a process improvement.
 9. Work with the Early College State Coordinator and College Recruiter to maintain contacts with high school counselors to distribute information about the Vernon College/Vernon College Foundation Scholarship Program.
 10. Make presentations to area high schools to assist students with their STARS applications.
 11. From September to December review STARS student application progress on a bi-weekly basis to determine which applications are incomplete. Contact each student with an incomplete application to help them finish the application prior to the March 1 deadline.
 12. In January and February review student application progress on a weekly basis.
 13. Continue to seek increased funding, in both the private and public sectors, for all College and Foundation scholarships, including dual credit scholarships.
 14. Continue research to find other scholarship sources for our students and add to Scholarship page on the website.
 15. Develop a scholarship brochure that provides the highlights of Vernon College/Vernon College Foundation Scholarships for distribution to area high schools and for use as a solicitation tool.
 16. Work with the Directors of Student Activities, SGA, Student Forum and other student groups to promote the scholarship program and encourage applications.
 17. Add a staff position, which could be initially part-time, Advancement Services Specialist for Scholarship Support, to manage and update the STARS information; add new scholarship and criteria to the database. Review all scholarship criteria information for completeness and make

changes to existing criteria if the scholarship is revised. Prepare STARS reports including the student application progress report; contact students who have not completed their application and assist them. Respond to student applicant questions. Maintain all paper scholarship files. Make STARS presentations to area high schools and assist students with their applications on-site. Make presentations to Vernon College student groups about the availability of scholarships including STARS. Maintain the scholarship Excel reports adding new gifts received and scholarships awarded each year. Assist with researching other scholarship opportunities available for Vernon College students, gather the information and update the information on the Scholarship Page on the website. Assist with the preparation and distribution of all scholarship offers to students and the subsequent annual scholarship 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 and Excel scholarship reports as need.

President/Effectiveness

1. Distribute institutional accountability report
 2. Distribute President's Annual Report
 3. Conduct review and update of the strategic planning process and document
-
1. Review SACS compliance criteria and update policies, practices, processes and procedures as necessary

Quality Enhancement

1. Review pilot project documentation and provide support and training for incorporation of General Education Outcomes and development of assessment measures.
 2. Organize and conduct trainings/consultations, oversee pilot mentor program, participate in NISOD convention.
 3. 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.
-
1. Provide training opportunities and technical support through the pilot mentor program and the online VC Innovation Center in Blackboard.
 2. Administer satisfaction surveys during the academic year.
 3. Assess the Quality Enhancement Resource Inventory list to determine utilization and necessary upgrades.
 4. Assess the QEP Implementation Committee's feasibility recommendations to determine utilization, necessary upgrades and the addition of new resources.
-
1. Administer the Community College Survey of Student Engagement (CCSSE) and the Community College Faculty Survey of Student Engagement (CCFSSE). Analyze the CCSSE & CCFSSE data and information to prepare and present results and findings.
 2. Distribute the results and findings from the CCSSE, CCFSSE, and SENSE (Survey of Entering Student Engagement) to faculty and staff through email, professional development meetings, the Quest newsletter and Blackboard.
 3. Distribute the results and findings from the CCSSE, CCFSSE, and SENSE (Survey of Entering Student Engagement) to students through email,

student organization or focus group meetings, the Chap newsletter and campus TV monitors.

- Meeting schedule: August will be an electronic update; Betsy also reminded committee members that the meetings will be moved to Fridays in the fall.
- Adjournment – the meeting was adjourned at 2:35 p.m.