

## College Effectiveness Committee

Agenda  
November, 2014  
Electronic Meeting

- Welcome
- Review of committee membership and voting participation for this meeting
  - College Effectiveness Committee members:

<b>Vernon College Position</b>	<b>Member</b>	<b>Voted</b>	<b>Not Voted</b>
Director of Institutional Effectiveness	Betsy Harkey, Chair		
Dean of Administrative Services	Garry David		
Dean of Admissions and Financial Aid/Registrar	Joe Hite		
Dean of Instructional Services	Dr. Gary Don Harkey		
Dean of Student Services/Athletic Director	John Hardin III		
Associate Dean of Instructional Services	Shana Munson		
Associate Dean of Student Services	Kristin Harris		
Division Chair - Communications, English Instructor	Joe Johnston		
Division Chair - Behavioral and Social Sciences, Government Instructor	Greg Fowler		
Division Chair- Information Technology, Industrial Automation Instructor	Mark Holcomb		
Division Chair- Math and Science, Math Instructor	Dr. Karen Gragg		
Director of Admissions and Records	Amanda Raines		
Director of Continuing Education	Christina Feldman		
Director of Financial Aid	Melissa Elliott		
Director of Human Resources	Haven David		
Director of Institutional Advancement Executive Director, Vernon College Foundation	Michelle Alexander		
Institutional Support Specialist	Jim Binion		
Director of Library Services	Marian Grona		
Director of PASS Department/ Coordinator of Office for Students with Disabilities	Deana Lehman		
Director of Quality Enhancement	Criquett Lehman		
Faculty/ Instructional Design and Technology Coordinator	Roxie Hill		
Counselor	Clara Garza		

Faculty Senate Representative	Dr. Donnie Kirk		
Faculty Senate Representative	Dr. Adrien Ivan		
Faculty SACSCOC Representative	Bettye Hutchins		
Student Forum Representative	Jackie Polk /		
Student Government Representative	Sjohonton Fanner/		
Classified Staff	Sandy O'Dell		
Classified Staff	Rosa Alaniz		
President	Dr. Dusty Johnston		

- Approval of October 11, 2014 minutes (Exhibit A, Action Item)
- Student Learning Measures Update: Dr. Gary Don Harkey – tabled due to electronic meeting format
- Director of Institutional Effectiveness Update:
  - SACSCOC Fifth-Year Interim Report – patiently waiting to receive the letter of notification in January 2015
  - Student Success by the Numbers Committee - SSBTN Project at a Glance (Exhibit B)
- Planning Calendar
  - 2015-2016 Annual Action Plan – All necessary strategic plan components have been approved by the Board of Trustees and posted in shared drive: L and on website. Template posted in shared drive. Preliminary drafts posted in shared drive by December 11, 2014.
- Working Timeline Progress of Activities Review 2014-2015

## November

**Achieved, Not Achieved, In Progress**

### Priority Initiative #1:

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

### Financial Aid

**Objective #2:** Increase total financial aid awarded annually (as reported in KPIA) proportionally with credit enrollment increases

<b>Responsibility:</b> Director of Financial Aid
<b>Statement of Need:</b> Periodic meeting with staff to discuss methods to streamline and simplify the Federal Application process as much as feasible and reduce internal processing time per ISIR to 5 business days.
<b>Actions:</b> <ol style="list-style-type: none"> <li>1. Monitor and record enrollments, aid applicants, and processing time periodically throughout award year for improvement opportunities</li> <li>2. Send second notice letter to all students who have not responded to their financial aid status letter</li> </ol>
<b>Resources and Approximate \$:</b> Institutional Improvement – Time and Effort
<b>Assessment Method/Date:</b> Amount of aid awarded per FISAP and CB Financial Aid reports. Reported as KPIA / November Achieved

<b>Priority Initiative #2:</b> <b>Improve the quality of educational and student support services to increase student learning, student retention, and certificate/degree completion or transfer by students.</b>
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#### Admissions

<b>Objective #1:</b> Maintain Admissions Office CCSSE and SENSE satisfactory rankings and improve annually
<b>Responsibility:</b> Dean of Admissions & Financial Aid/Registrar and Director of Admissions and Records
<b>Statement of Need:</b> Continual improvement of admissions services to students
<b>Actions:</b> 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
<b>Resources and Approximate \$:</b> Institutional Improvement: Annual fee for participation in "Apply Texas" program \$ 1,700 (approximate)
<b>Assessment Method/Date:</b> Number of students applying on-line and meeting admissions requirements timely. / July CCSSE and SENSE satisfactory rankings / CCSSE August and SENSE April KPIA numbers / November Achieved

#### Records

<b>Objective #1:</b> Increase student completion success annually.
<b>Responsibility:</b> Admissions and Records staff

<b>Statement of Need:</b> Improve student completion rates as measured in KPIA's
<b>Actions:</b> 1. Create a "record" on new students every semester through a "batch" process which will assign a catalog to be used for the degree audit program and enable degree shopping. The degree audit will show the student a clear outlined path to completion of their degree or certificate. 2. Update the Degree Audit module each spring/summer with the degrees and certificates offered in current VC General Catalog.
<b>Resources and Approximate \$:</b> Institutional Improvement: Time and Effort
<b>Assessment Method/Date:</b> Student success as measured by CBM 009 and 00M / Nov <b>Achieved</b>

<b>Priority Initiative #5:</b> <b>Support opportunities for professional development for all Vernon College employees through appropriate funding.</b>
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### Institutional Advancement

<b>Objective #1 :</b> Provide professional opportunities for Institutional Advancement staff to learn, develop, and implement new and enhanced strategies and techniques to support the College.
<b>Responsibility:</b> Director of Institutional Advancement/Executive Director, Vernon College Foundation; Coordinator of Marketing and Alumni Relations; Advancement Services Specialist; Advancement Services Specialist for Marketing and Scholarship Support
<b>Statement of Need:</b> Professional development opportunities are essential in order to learn about new strategies and techniques that will enhance employee efforts on behalf of Vernon College and our Vernon College Foundation. At training sessions, best practices, new techniques and strategies are presented which enables staff to apply the new knowledge gained in order to improve job performance.
<b>Actions:</b> <ol style="list-style-type: none"> <li>1. Continued membership and participation in the Council for Resource Development Federal Funding Task Force and the annual conference and other leadership opportunities within the organization.</li> <li>2. Continued membership and participation in the Council for Advancement and Support of Education (CASE), CRD, and NCMPR.</li> <li>3. Continued participation in relevant conferences focusing on Development/Fundraising, Grantsmanship, Alumni Relations, Marketing and Advancement Services.</li> <li>4. Participate in at least one comprehensive grant writing conference annually.</li> <li>5. Participate in online webinars relevant to Advancement positions.</li> </ol>
<b>Resources and Approximate \$:</b> (Facilities, Institutional Improvement, Personnel, Technology) <ol style="list-style-type: none"> <li>1. <b>Institutional Improvement:</b> Funds to attend the CRD Federal Funding Task Force and the CRD Annual Conference -- \$7,000. NCMPR Annual Conference -- \$3,500. Other relevant professional development conferences, seminars, workshops, and webinars to keep current with techniques and</li> </ol>

strategies to benefit Vernon College -- \$4,000. Membership dues in CASE, CRD, and NCMPR -- \$3,000

**Assessment Method/Date:**

1. Participate in the CRD Federal Funding Task Force and Annual Conference, conference notes and funding agency notes – **November 2014, Achieved**
2. Participate in the NCMPR Annual Conference, conference notes by **August 31, 2015.**
3. Attend other relevant training workshops, seminars, conferences, and webinars for management, grantsmanship, fundraising, alumni relations, marketing, and advancement services.

**Priority Initiative #6:**

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

**Financial Aid**

**Objective #1 :** Compliance with SACSCOC Comprehensive Standard 3.9 Student Affairs and Services 3.9.3

**Responsibility:** Dean of Admissions and Financial Aid/Registrar

**Statement of Need:** The institution provides a sufficient number of qualified staff – with appropriate education or experience in the student affairs area – to accomplish the mission of the institution (SACSCOC 3.9.3)

**Actions:** Monitor applicant volume and dollars awarded for adjustments in staffing requirements

**Resources and Approximate \$:** Personnel: Classified II processing positions as needed by aid application volume (Est. \$20,000)

Technology: Computer (\$1,100) Telephone (\$250) and Printer (\$250) per position

Facilities: Desk and chairs for above position (\$500 est.) per position

**Assessment Method/Date:** Annual dollars of aid awarded **Date:** **November 1 (after FISAP report) Achieved**

**Institutional Advancement**

**Objective #1:** Respond to College funding needs through various fundraising methods.

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

**Statement of Need:** Philanthropic support provides increased funding for the “tools” that support student learning, retention, and certificate/degree completion or transfer by students. The Vernon College Foundation is the repository of philanthropic funds that will support College needs. These needs have

been identified in the areas of endowed and non-endowed scholarship support; endowed positions, and program and general fund support. New individual donors, both alumni and non-alumni, must be identified and cultivated, as well as current donors retained, and lapsed donors encouraged to renew their support. Donors and prospects respond to different methods of fundraising depending upon their social, cultural, and economic circumstances. Additionally, strong donor stewardship/donor relations program using donor recognition societies, both annual and aggregate, provide a visible means of recognizing and encouraging prospects to become donors. Grant opportunities, from both private and public funding agencies, can be pursued to support specific needs of the College such as faculty/staff professional development, program/department support, or equipment. These activities require travel to support off-site working.

**Actions:**

1. Enhance existing philanthropy efforts and, utilizing the Raiser's Edge (RE) software, 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 if being utilized.
15. Research additional software tools and evaluate for potential implementation to enhance Institutional Advancement efforts on behalf of the College and Foundation.

**Resources and Approximate \$:**

1. **Institutional Improvement:** Funds to create and implement an annual Presidential-level Donor Recognition Event -- \$6,500; Funds to purchase standardized donor recognition items for both Annual Giving Clubs and Aggregate Giving Clubs -- \$5,000; Funds to attend the CRD Federal Funding Task Force and the CRD Annual Conference -- \$7,000. NCMPR Annual Conference -- \$3,500. Other relevant professional development conferences, seminars, workshops, and webinars to keep current with techniques and strategies to benefit Vernon College -- \$5,000.
2. **Technology:** Renew annual software licenses and maintenance contracts: Raiser's Edge (RE) software license -- \$8,500; MaestroSoft Pro Auction Software license -- \$3,500; Metasoft Foundation/Corporate Funding search software license -- \$4,000; STARS annual software license -- \$7,700. Funds to obtain other relevant software licenses if determined that such as license will enhance/upgrade the ability of Institutional Advancement to support College funding needs.

**Assessment Method/Date:**

1. Sustained giving by current donors as well as new donors to the College and Foundation added as evidence by Annual Philanthropy Comparison Report, donor/prospect call reports, Foundation agendas, minutes, quarterly philanthropy update reports, and grant proposal submissions by **August 31, 2015**.
2. Submission of the annual Voluntary Survey for Aid to Education (VSE) by **October 1, 2014. Achieved**
3. New annual giving clubs, lifetime giving societies, and planned gift society revised and relaunched, depending upon the availability of funds, by **August 31, 2015**.
4. Presidential-level donor recognition event held and donor recognitions, depending upon the availability of funds, by **August 31, 2015**.
5. Move all old prospect, donor, alumni records into RE to enable donor solicitations segmented and targeted solicitations based on the aggregate information contained in the RE database, second phase completed by **August 31, 2015 and on-going**.
6. Prospects identified and donors and prospects cultivated using standard "moves management" plans as evidence by reports noted above by **August 31, 2015 and on-going**.
7. Increased items given to and participation in the Vernon College Foundation Annual Auction as evidenced by dollars raised and matched by the Foundation by **February 28, 2015 and on-going**.
8. New scholarships developed and more building scholarships either completed or status resolved as compared to the number of building scholarships at the end of the 2014-2015 fiscal year by **August 31, 2015**.
9. Grants submitted to funding agencies; grant research notes and communications with interested Vernon College employees regarding funding opportunities available; assist in the application process as appropriate by **August 31, 2015**.
10. Participate in the CRD Federal Funding Task Force and Annual Conference, conference notes and funding agency notes – **November 2014. Achieved**
11. Participate in the NCMPR Annual Conference, conference notes by **August 31, 2015**.

12. Develop best practices, policies, definitions, and procedures for utilizing the RE database by **August 31, 2015**.
13. Attend grant writing/management workshops, conferences, seminars, institutes, webinars; tools and techniques learned will be incorporated in the College grant program by **August 31, 2015**.
14. Annual software licenses/maintenance contracts renewed by **August 31, 2015**.
15. Research for possible incorporation into Institutional Advancement program new electronic/software tools that will enhance IA strategies effectively for the College by **August 31, 2015 and on-going**.

#### President/Effectiveness

<b>Objective #5:</b> The College will provide appropriate technological resources to monitor compliance of standards and submission of SACSCOC Fifth Year Report.
<b>Responsibility:</b> President and Director of Institutional Effectiveness
<b>Statement of Need:</b> To meet expected SACSCOC criteria
<b>Actions:</b> 1. Maintain Compliance Assist software license <b>Achieved</b>
<b>Resources and Approximate \$:</b> Technology, \$5500
<b>Assessment Method/Date:</b> As evidenced by budget, license renewal and submitted report <b>Date:</b> <b>November</b>

#### Priority Initiative #8:

**Develop processes for fundraising and alumni to better support the College's needs through more external funding and the building of a strong alumni base.**

#### Institutional Advancement

<b>Objective #1:</b> Respond to College funding needs through various fundraising methods
<b>Responsibility:</b> Director of Institutional Advancement/Executive Director, Vernon College Foundation; Coordinator of Marketing and Alumni Relations; Advancement Services Specialist; Advancement Services Specialist for Marketing and Scholarship Support
<b>Statement of Need:</b> Philanthropic support provides increased funding for the "tools" that support student learning, retention, and certificate/degree completion or transfer by students. The Vernon College Foundation is the repository of philanthropic funds that will support College needs. These needs have been identified in the areas of endowed and non-endowed scholarship support; endowed positions, and program and general fund support. New individual

donors, both alumni and non-alumni, must be identified and cultivated, as well as current donors retained, and lapsed donors encouraged to renew their support. Donors and prospects respond to different methods of fundraising depending upon their social, cultural, and economic circumstances. Additionally, strong donor stewardship/donor relations program using donor recognition societies, both annual and aggregate, provide a visible means of recognizing and encouraging prospects to become donors. Grant opportunities, from both private and public funding agencies, can be pursued to support specific needs of the College such as faculty/staff professional development, program/department support, or equipment. These activities require travel.

**Actions:**

1. Enhance existing philanthropy efforts and, utilizing the Raiser's Edge (RE) software, 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.
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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 if being utilized.
15. Research additional software tools and evaluate for potential implementation to enhance Institutional Advancement efforts on behalf of the College and Foundation.

**Resources and Approximate \$:**

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13. Attend grant writing/management workshops, conferences, seminars, institutes, webinars; tools and techniques learned will be incorporated in the

College grant program by **August 31, 2015**.

14. Annual software licenses/maintenance contracts renewed by **August 31, 2015**.

15. Research for possible incorporation into Institutional Advancement program new electronic/software tools that will enhance IA strategies effectively for the College by **August 31, 2015 and on-going**.

- Meeting schedule: December 12
- Adjournment