

# **Vernon College**

**2019-2020**

## **Institutional Effectiveness Plans**

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### **Summary**

**July 2019**

Approved by the College Effectiveness Committee on \_\_\_\_\_

Approved by the Board of Trustees \_\_\_\_\_

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## **Administrative Services**

### **Department/Program: Business Office**

#### **Department/program purpose in support of the Vernon College Mission:**

The Business Offices provide support services for all educational programs and college-related activities including –

- Processing, calculating, billing and collecting student tuition and fees.
- Disbursing excess financial aid to students.
- Processing payroll and all other college expenditures.
- Providing budgetary and fiscal review and oversight.

#### **Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. All revenues and expenditures will be processed and recorded according to approved policies and procedures. (PG 1 & 2)
2. Clean audit report with no findings or questioned costs and no management letter comments. (PG 1)
3. Actual revenues and expenses will fall within budgeted guidelines. (PG 1)
4. Reduce the number of checks printed and mailed to students by educating them on the security and timing benefits of using direct deposit. (PG 1)

#### **Assessments used to measure expected outcomes:**

1. The annual financial audit will include tests of internal controls and tests of transactions to ensure that all transactions are processed in accordance with established policies and procedures and College assets are being properly safeguarded. (EO 1 & 2)
2. Financial statements are reviewed with the Board of Trustees on a monthly basis and operating adjustments are made as deemed necessary to stay within budget constraints. (EO 3)
3. The Business Office maintains a spreadsheet that tracks the number of checks written vs. direct deposits for each student refund cycle. (EO 4)

Submitted by: Garry David, Vice President of Administrative Services

Date: July 1, 2019

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### **Department/Program: Information Technology**

#### **Department/program purpose in support of the Vernon College Mission:**

The IT Department is responsible for supporting and maintaining the network infrastructure, as well as providing technical support and consulting to faculty and staff.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. To Support and maintain Vernon College's network infrastructure. (PG # 2)
2. Support of core applications used by faculty/staff and students (Ex. Student E-mail & Vernon College Website) (PG # 2 and 3)
3. Providing training, support, and consulting to faculty/staff and students. (PG # 1 and 3)

**Assessments used to measure expected outcomes:**

1. IT Strategic Plan - The goal of the IT Strategic Planning process is to develop a comprehensive plan that will help both to enhance and to coordinate the IT resources and activities of the entire campus. This document is intended to be a work in progress. It shall from time to time be reviewed and updated. It is intended to give a current view of the status of Information Technology at Vernon College. It will also state an overall direction in terms of core philosophies and list current budgeted projects. (EO # 1)
2. IT Management Support Metrics - Data to support Faculty/Staff user support requests as well as student email/Blackboard/POISE/Website support email requests. (EO # 2)
3. Vernon College IT Budget – Detailed IT Budget that includes standard hardware replenishment for faculty/staff/labs as well as network server replenishment. (EO # 3)

Submitted by: David Tittle, vCIO

Date: July 10, 2019

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**Department/Program: Physical Plant**

**Department/program purpose in support of the Vernon College Mission:**

The Vernon College physical plant department will provide support services for educational programs and college-related activities by overseeing and managing all maintenance, construction and custodial needs of all College facilities, grounds and equipment.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. All Vernon College facilities, grounds and equipment will be maintained in a manner that will keep everything operational and visually appealing to promote a culture of learning for all students and employees. (PG 1, 2 and 4)
2. Future needs must also be anticipated and planned for. (PG 2)

**Assessments used to measure expected outcomes:**

1. All aspects of the physical plant are continuously monitored and evaluated by all College employees. Any issue with performance, functionality, safety, cleanliness or general appearance of any College property can be brought to the attention of the physical plant managers at any time by any College employee. (EO 1 and 2)

2. Future needs of the College are evaluated each spring during a meeting of the Facilities Planning Committee. A diverse group from all areas of the College meet and review the progress of any previously identified needs as well as to discuss other future needs. The Dean of Administrative Services and the Physical Plant managers review the plan at least quarterly to discuss ongoing projects. (EO 2)
3. To help ensure that we are providing facilities that meet the needs of the students, the College includes a question on the end of semester Student Instructional Report (SIR II) regarding the adequacy of College facilities. Results of those surveys are reviewed appropriate management.

Submitted by: Garry David, Vice President of Administrative Services

Date: July 8, 2019

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## **Recruiting, Admissions, Records, and Financial Aid**

### **Department/Program: Admissions and Records**

#### **Department/program purpose in support of the Vernon College Mission:**

The Admissions and Records Office works to ensure that all persons who may benefit from higher education have access to the educational opportunities offered, by assisting students through the inquire, admissions, registration, and completion processes.

#### **Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. State and Federal reports will be submitted on time as indicated by the Annual Reporting Calendar (PG 1 and 5).
2. Increase number of ApplyTexas online application submission by 10% as compared to the 2018-2019 submissions. Prospective students will be provided instructional brochures/flyers as well as instructional YouTube videos (PG 1, 4 and 5).
3. Demonstrate timely processing of all admissions documentation in order to promote student success. Status letter will be issued no later than two weeks after submission of application (PG 1, 4 and 5)

#### **Assessments used to measure expected outcomes:**

1. Texas Higher Education Coordinating Board (THECB) status of reports webpage and IPEDS website. (EO 1)
2. Run semester reports of online applications versus paper applications. Utilize the [www.applytexas.org](http://www.applytexas.org) (online application software) versus manual count of paper applications. Survey will be administered on the effectiveness of instructional brochures/flyers and YouTube videos (EO 2)
3. Run monitoring report of all Admissions and Records processing activity. (EO 3)

Submitted by: Amanda Raines, Director of Enrollment Management/Registrar

Date: July 14, 2019

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**Department/Program: Financial Aid**

**Department/program purpose in support of the Vernon College Mission:**

It is the mission of the Financial Aid Office to provide eligible students with the financial support they need to afford their education.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. The SENSE financial aid benchmark mean will meet or exceed the comparative group mean, and 100% of all eligible students will be awarded. (PG 3)
2. A successful reconciliation with the Business Office and U.S. Department of Education at year end, and an unmodified annual independent audit. (PG 1)

**Assessments used to measure expected outcomes:**

1. Survey of Entering Student Engagement (SENSE) (EO 1)
2. Number of students awarded aid and the dollars awarded (EO 1)
3. Annual Independent Audit (EO 2)
4. Reconciliation reports (EO 2)

Submitted by: Melissa Elliott, Director of Financial Aid

Date: July 10, 2019

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**Department/Program: Recruiting**

**Department/program purpose in support of the Vernon College Mission:**

The Recruiting Office works to ensure that all persons who may benefit from higher education have access to the educational opportunities offered by assisting students through the inquire and admissions processes.

1. Prospective students will utilize the new *Admit Me VC!* pre-admissions program and benchmarks will be established for 2019-2020 (PG 1, 2 and 5).
2. Promote engagement of potential minority and non-traditional students by increasing participation in recruitment activities and events that target individuals from diverse backgrounds in comparison to 2018-2019 efforts indicated by Year-End Recruitment Report data (PG 1, 2 and 5).

**Assessments used to measure expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Annual Year-End Recruitment Report (EO 1 and 2)
  - Number and type of recruiting events attended by recruitment staff

- Recruiting event evaluation summaries
  - Total application and enrollment of students engaged through recruiting efforts
2. Admit Me VC! Pre-Admissions Program Report (EO 1)
    - Number of Admit Me VC! sessions offered at each location
    - Total number of participants attending Admit Me VC! sessions
    - Admit Me VC! session evaluation summaries

Submitted by: Rachel White, Recruiting Coordinator  
Date: 07.11.19

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## **Instructional Services**

### **Continuing Education – Avocational/Public Service**

#### **Continuing Education – Avocational/Public Service purpose in support of the Vernon College Mission:**

The Avocational/Public Service component of the Continuing Education department supports the mission of the college by providing personal enrichment courses and activities.

#### **Continuing Education - Vocational expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Enroll a minimum of 550 students in Kids College per academic year with satisfaction rates of 90% or better. (PG #3, #4, #5)
2. Enroll a minimum of 2900 students in avocational courses with satisfaction rates of 90% or better. (PG #3, #4, #5)

#### **Assessments used to measure expected outcomes:**

1. Enrollment data as reported on Continuing Education Annual Reports. (EO#1, #2)
2. Student course evaluations. (EO#1, #2)

Submitted by: Nina Feldman  
Date: July 12, 2019

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### **Continuing Education – Business & Industry**

#### **Continuing Education – Business & Industry purpose in support of the Vernon College Mission:**

The Business and Industry Component of the Continuing Education department supports the mission of the college by responding to specific requests of service area business and industry for employee acquisition of upgraded skills and knowledge.

**Continuing Education – Business & Industry expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Achieve a minimum of 90% satisfaction ratings by employers. (PG #3, #4, #5)
2. Achieve a minimum of 90% satisfaction ratings by participants in contracted classes. (PG #3, #4, #5)
3. Offer a minimum of 375 contracted courses to be business and industry. (PG #3, #4, #5)

**Assessments used to measure expected outcomes:**

1. Employer evaluation of training. (EO#1)
2. Student course evaluations. (EO #2)
3. Course data as reported on Continuing Education reports (EO #3)

Submitted by: Nina Feldman

Date: July 12, 2019

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**Continuing Education - Vocational**

**Continuing Education – Vocational purpose in support of the Vernon College Mission:**

The Vocational Component of the Continuing Education department supports the mission of the college by providing fast track, short-term, career and technical training which enables students to gain skills and certifications necessary to enter the workforce.

**Continuing Education - Vocational expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Enroll a minimum of 1800 students per academic year with satisfaction rates of 90% or better. (PG #3, #4, #5)
2. Achieve a minimum average licensure pass rate of 85%. (PG #3, #4)

**Assessments used to measure expected outcomes:**

1. Enrollment data as reported on Continuing Education Annual Reports. (EO#1)
2. Student course evaluations. (EO#1)
3. Licensure data as compiled by the Office of Institutional Effectiveness. (EO#2)

Submitted by: Nina Feldman

Date: July 12, 2019

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**Distance and Learning Technologies – as approved by the Vice President of Instructional Services**

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**Department/Program: Early College Start - Dual Credit/Concurrent Enrollment****Department/program purpose in support of the Vernon College Mission:**

The Early College Start program supports the Mission of the College by effectively serving our service area high schools with their dual credit/concurrent enrollment needs. The Early College Start program also provides the institution with significant recruiting opportunities and visibility while enhancing the “college- going” culture of our service area.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Provide “Spring Forward” Presentations and/or present information to a minimum of 70% of our service area high school and 100% of our service area high schools actively participating in dual credit/concurrent enrollment. Spring Forward presentations and the information packets serve as a guide to the prospective students, parents, and high school administration through Vernon College’s admissions and registration requirements and processes. (PG #1, #2, #4, #5)
2. Provide and or attend events to promote dual credit/concurrent enrollment and Vernon College as a whole. (PG #1, 3, & 5)
3. Enroll a minimum of 600 unduplicated dual credit/concurrent students for the 2019 fall and 2020 spring semesters. (PG #5)
4. Achieve a dual credit student persistence rate at or above the state average as reported in the annual Texas Public Higher Education Almanac. (PG #2, 3, 4, and 5)
5. Achieve a dual credit college graduation rate at or above the state average as reported in the annual Texas Public Higher Education Almanac. (PG #2, 3, 4, & 5)

**Assessments used to measure expected outcomes:**

1. Annual presentation log, including all events attended and/or hosted. (EO #1 and EO#2)
2. Semester count day reports. (EO #3)
3. THECB state reporting percentages. (EO #4 and 5)

Submitted by: Melissa Moore

Date: July 9, 2019

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**Department/Program: Instructional Assessment****Department/Program purpose in support of the Vernon College Mission:**

Instructional Assessment promotes planning and assessment to ensure accountability and continuous improvement of instructional services.

**Department/Program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**



1. Monitor and ensure comprehensive communication regarding instructional assessment measures within the institution and with outside stakeholders (including SACSCOC and the THECB) (PG 1, 2, 3, 4, 5).
2. Establish and implement a new benchmark level of attainment for the core curriculum assessment process (PG 1, 2, 3, 4).
3. Increased emphasis on attainment of program-level and general education outcomes as reported on the End of Semester Course Reviews (ESCR) and Discipline/Program Reviews (PG 1, 2, 3, 4).
4. Monitor and ensure development/implementation of assessment of the Quality Enhancement Plan progress and results within the institution and with outside stakeholders (PG 1, 2, 3, 4, 5).

**Assessments used to measure expected outcomes:**

1. Levels of attainment of outcomes as reported on the ESCR, program/discipline reviews, THECB Core Curriculum Report, and SACSCOC reporting (EO 1, 2, 3, 4).
2. Sharing of results from year-end core curriculum results, ESCR reports, course evaluation reports, and Program/Discipline reports with faculty and staff at semester kick-off events, the College Effectiveness Committee, Student Success Data Committee, and Academic Council. Number/percentage of completed ESCRs and program reviews (EO 1, 2, 3, 4).

Submitted by: Brad Beauchamp

Date: July 15, 2019

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**Department/Program: Library Services**

**Department/program purpose in support of the Vernon College Mission:**

The library supports the Mission of the College by providing the informational resources, services, and facilities needed to assist students in successfully reaching their educational goals. The library provides equitable services to all student irrespective of the geographical location of the student or mode of instructional delivery, i.e., online, ITV, dual credit, hybrid, on-site, concurrent enrollment.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Ensure library resources, services, and facilities meet the needs of students and faculty as evidenced by approval ratings of at least 85%. (PG 3)
2. Ensure student and faculty awareness of the library's resources, services, and facilities as evidenced by data collected through library assessments. (PG 3)
3. Increase awareness of library services by at least 5% among students enrolled in the nursing program at the Seymour Learning Center. (PG 3)

4. Increase awareness of library services by at least 5% among faculty. (PG 3)
5. Ensure library hours of operation are above the average number of hours offered by cohort institutions of higher education. (PG 3)
6. Increase the number of database trainings scheduled during the year by 60%. (PG 3)

**Assessments used to measure expected outcomes:**

1. Student Survey of Library Services (on-site students in Vernon, Century City Center, Skills Training Center, and Seymour (EO 1, 2, and 3)
2. Library Survey of Online Students (EO 1 and 2)
3. Library Survey of Dual Credit/Concurrent Enrollment Students (EO 1 and 2)
4. Faculty Survey of Library Services (EO 1, 2, 4)
5. Comparison of Library Hours: Benchmark hours of operation to cohort institutions of higher education. (EO 5)
6. Professional Development Tracking Form (EO 6)

Submitted by: Marian Grona

Date: July 2, 2019

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PASS Department: Office for Students with Disabilities

PASS Department: New Beginnings Program

PASS Department: Tutoring Centers

As approved by the Vice President of Instructional Services

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**Department/Program: Professional Development (in-house)**

**Department/program purpose in support of the Vernon College Mission:**

The Professional Development initiative at Vernon College is in place to support the mission of the college through the development and presentation of various in-house workshops, seminars, and educational opportunities for all college employees. Like student success, an emphasis is placed on a growth mindset for all college employees in an attempt to develop both professional and personal skills for job performance improvement.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Monitor and ensure development, implementation, and assessment of ongoing in-house staff development/training related to Vernon College mission initiatives (PG #1, 4).

2. Collaborate with the Office of Quality Enhancement to ensure a well-developed college-wide awareness training and development initiative involving all Quality Enhancement Plan developments/activities throughout 2019-2020 (PG #1, 2, 4, 5).
3. Monitor and ensure development and implementation of an online Educational Technology Implementation process to include the Quality Enhancement Resource Inventory (QERI) in collaboration with both the Technology Committee and the Distance Education Committee (PG #1,2,4).

**Assessments used to measure expected outcomes:**

1. Governance thru Committees Membership List, professional development policy, calendar, college-wide e-mail notification tracking, and any related follow-up assessments (EO #2).
2. Governance thru Committees Membership List, professional development calendar, and any related follow-up assessments (EO #2).
3. Governance thru Committees Membership List, written process and online form approved by the Technology Committee, agendas and minutes noting approval of the request process (EO #3).

Submitted by: Donnie Kirk, Coordinator of Professional Development (in-house)

Date: July 15, 2019

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**Department/Program: Office of Quality Enhancement**

**Department/program purpose in support of the Vernon College Mission:**

In support of the Vernon College Mission, the Office of Quality Enhancement serves to enhance student learning/success by providing leadership and assistance to improve institutional culture, procedures, processes, and learning environments through data-informed decision-making, continuous improvement approaches, and ongoing staff development and training.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

4. Year One: Faculty training, classroom implementation, and assessment of the now-approved SACSCOC QEP initiative ("Success through Inquiry"). (PG #1,2,4).
5. An enduring, well-developed college-wide awareness training initiative via the Professional Development Department that involves all Quality Enhancement Plan developments/activities throughout 2018-2019 (PG #1, 2, 4, 5).
6. Continued comprehensive communication regarding all Quality Enhancement Plan initiatives, progress, and results within the institution as well as outside stakeholders (such as SACSCOC) throughout 2018-2019 (PG #1,2,4).

7. Continued development, improvement, replenishment, training/support and implementation of the Quality Enhancement Resource Inventory (QERI) in association with the Technology Committee throughout 2018-2019 (PG #1,2,4).

**Assessments/artifacts used to measure expected outcomes:**

4. All record and documents related to the training, implementation, and assessment of the “Success through Inquiry” QEP initiative; any and all agenda and minutes noting appropriate approvals by the QEP Planning/Implementation Committee; agenda and minutes noting appropriate approvals by any additional appointed QEP Task Force(s) (EO #1).
5. Governance thru Committees Membership List—specifically the QEP Planning and Professional Development Committees; professional development policy/procedures; QEP/PD Calendar of events (EO #2).
6. Institutional/College Effectiveness posted documentation; SACS-COC transmitted documentation; QEP Planning Committee Session minutes/documentation, college-wide e-mail notification tracking; QEP related professional development documentation; assorted QEP promotional materials (EO #3).
7. Governance thru Committees Membership List, requests and approvals by the Technology Committee, agendas and minutes noting approval of the request process; QERI related professional development documentation (EO #3).

Submitted by: Donnie Kirk, Director of Quality Enhancement

Date: July 15, 2019

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## **Office of the President**

### **Department/Program: Athletics**

#### **Department/program purpose in support of the Vernon College Mission:**

Athletics will recruit students and provide engagement opportunities through student activities, athletics and student support services to promote persistence, completion and a culture of success. The Athletic Department will produce competitive teams in both the classroom and on the field.

#### **Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Meet eligibility guidelines as specified by the National Junior College Athletic Association (NJCAA) for baseball, softball and volleyball and through the National Intercollegiate Rodeo Association (NIRA) for rodeo. (PG 1 and 4)
2. Produce athletes who meet academic requirements to progress, persist and complete higher education certificates and degrees. (PG 1 and 4)

3. Utilize scholarship dollars effectively to maximize recommended student/athlete numbers. (PG 2)

**Assessments used to measure expected outcomes:**

1. NJCAA Eligibility Report
2. Athletics GPA Report to the Vernon College Board
3. Athletic Scholarship Report

Submitted by: Julie A. Myers-Kuhn, Director of Athletics

Date: July 29, 2019

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**Department/Program: Cyber Security**

**Department/program purpose in support of the Vernon College Mission:**

The Cyber Security office outlines Vernon College guidelines and provisions for preserving the security of Vernon College's data and technology infrastructure.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. The Cybersecurity Officer will facilitate at least one employee training on Cyber Security. (PG 1)
2. The Cybersecurity Officer will facilitate at least one all-student training on Cyber Security. (PG 1)

**Assessments used to measure expected outcomes:**

1. The Safe Colleges employee training log will be used to measure successful Cyber Security employee training for 100% of all full-time Vernon College employees. (EO 1)
2. The Online Awareness Email Campaign will be used to educate 100% of students on appropriate Cyber Security awareness and practices. The Online Awareness Email Campaign will be released during the Spring 2020 semester. (EO 2)

Submitted by: Ivy Harris, Cyber Security Officer

Date: 07.15.2019

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**Department/Program: Enterprise Resource Program/Student Information System (ERP/SIS)**

**Department/program purpose in support of the Vernon College Mission:** The ERP/SIS provides students, faculty, staff, and administration with the information they need to make informed decisions.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. The ERP/SIS Coordinator will have Unit 4 Solutions Management software installed, fully functional, and accessible online. Dynamics GP software will be monitored and stabilized for Vernon College functions. (PG 2 and 3)
2. The ERP/SIS Coordinator will facilitate the migration of data from POISE to U4SM and DGP. (PG 2 and 3)

**Assessments used to measure expected outcomes:**

1. The updated Implementation Timeline as submitted will be met to ensure the timely installation of U4SM and DGP software. (EO 1)
2. The Evaluation Plan will be followed as described in the Title III Grant to meet the needs of the grant and Vernon College's expectations. (EO 2)

Submitted by: Ivy Harris, ERP/ Student Information Software Director

Date: July 15, 2019

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**Department/Program: Human Resources**

**Department/program purpose in support of the Vernon College Mission:**

Assure the most qualified and best suited administrators, staff and faculty are hired for Vernon College programs, disciplines, and departments to provide leadership for the institution and to fulfill its mission. Guide individuals of Vernon College in following policies and procedures set forth for Vernon College that provide clearly defined structure for the leadership of the institution.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Follow policies/procedures set forth for Vernon College in hiring and maintaining qualified administrators/faculty/staff with 100% of faculty having Statements of Qualifications and official transcripts on file; and 100% of administrators/staff having resume or application on file reflecting qualifications for current position . (PG#1)
2. Review policies/processes for areas of improvement and keep 100% of employees abreast of current policies. (PG#1)

**Assessments used to measure expected outcomes:**

1. Annual audit of 20% of personnel files with checklist of audit. (EO#1)
2. SafeColleges online training report of employee completion of Employee Handbook training.  
Employee Handbook Committee agendas/minutes/reports documenting the review process for policies and procedures and identified areas of improvement posted on the Vernon College website. Updated Employee Handbook approved by the Employee Handbook Committee and the Vernon College Board of Trustees. (EO#2)

Submitted by: Haven David

Date: July 10, 2019

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**Department/Program: Institutional Advancement**

**Department/program purpose in support of the Vernon College Mission:**

The Office of Institutional Advancement engages Vernon College and the Vernon College Foundation's internal and external constituencies to secure the resources required to help advance the educational mission. Activities such as fundraising and alumni relations are conducted to support the College and Foundation.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Raise \$275,000 annually to support College and Foundation Scholarships and other needs through fundraising programs aimed at all constituencies. (PG 1, 2, 3, 4, 5)
2. Alumni contacts and engagement to a least 2%, as measured by social media analytics and compared to 2018-2019 results, of the contactable alumni of record in the database to develop an involved and supportive constituency. (PG 1, 2, 3, 4, 5)

**Assessments used to measure expected outcomes:**

1. The Annual Voluntary Survey of Aid to Education (VSE) reports total philanthropic dollars raised by independent schools, two-year and four-year colleges and universities that participate in the survey. (EO 1)
2. Raiser's Edge NXT (RENXT) database analytics to track and review giving by constituency and donor designation (EO 1)
3. Track the number of alumni interactions with Vernon College Assessment Tools: (EO 2)
  - Track the number of alumni interactions and records increases as measured by social media analytics
  - Vernon College Effectiveness Questionnaire Alumni Question
  - RENXT Data Health Center reports.

Submitted by: Michelle A. Alexander, Director of Institutional Advancement/Executive Director,  
Vernon College Foundation

Date: July 10, 2019

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**Department/Program: Marketing**

**Department/program purpose in support of the Vernon College Mission:**

The Marketing Department exists to promote the educational opportunities to prospective students, as well as display Vernon College's connection and work inside the community.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Through advertising we will show our constituents the value of Vernon College to the community. (PG 5) Ads specifically targeting how we improve our service area, through workforce education, enrichment classes and successful transfer to other colleges. As well as working showing our work with nonprofits in our community.
2. Continue to engage more people through the use of interactive social media posts (through photos and videos), entertain (through memes and funny topics) and inform (posting of dates, timelines, and program information). (PG 4)
3. Vernon College will showcase our community involvement through sharing photos and information on social media and broadcast as well as attending and hosting community events. (PG 4)

**Assessments used to measure expected outcomes:**

1. Social media analytics will be the assessment tool.
2. Evaluate total amount of dollars spent for broadcast as compared to previous year.

Submitted by: Holly Scheller, Coordinator of Marketing and Community Relations

Date: June 27, 2019

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**Department/Program: President/Institutional Effectiveness**

**Department/program purpose in support of the Vernon College Mission:**

The President and Office of Institutional Effectiveness promote planning and assessment to ensure accountability and continuous improvement of the Vernon College Mission focused processes and practices.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Monitor and ensure the development, distribution and 100% implementation of an Annual Planning Calendar (PG 1-5)
2. Monitor and ensure the development, distribution, and 100% implementation/communication of an annual Assessment/Report Calendar (PG 2 and 3)  
This expected outcome includes a review of the communication process to increase efficiency.
3. Monitor and ensure development and/or 100% updated information, distribution, and review of Key Performance Indicators of Accountability (KPIAs) and related Benchmarks (PG 2 and 3)

**Assessments used to measure expected outcomes:**

1. Developed and completed Annual Planning Calendar activities/tasks and tracking as approved by the College Effectiveness Committee and as evidenced by agenda and minutes  
Vernon College Effectiveness Questionnaire responses to “promotes planning and assessment to ensure accountability and continuous improvement to the Vernon



College mission focused processes and practices.” Scheduled to be administered August – September 2019 and 2020. (EO 1)

2. Developed and completed Annual Planning Calendar and tracking as approved by the College Effectiveness Committee and as evidenced by agenda and minutes.  
The number (percentage) of completed communication forms shared with committees and posted to the Vernon College website. (EO 2)
3. Developed and/or updated Key Performance Indicators of Accountability and related Benchmarks (assessment tools) approved by the Student Success Data Committee as evidenced by agenda and minutes  
Tracking of timeline (assessment tool) of updated KPIAs and Benchmarks (EO 3)

Submitted by: Dr. Dusty R. Johnston, President  
and Betsy Harkey, Director of Institutional Effectiveness  
Date: July 11, 2019

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## **Student Services**

### **Department/Program: Career Services**

#### **Department/program purpose in support of the Vernon College Mission:**

Student Services will advise and counsel students as well as provide engagement opportunities through student activities and student support services that promote commitment to education, persistence, completion and a culture of success. Career Services at Vernon College will seek to aid students in identifying career goals early in their college career and expose students to potential employers near completion of their academic goals.

#### **Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Encourage students to consider career goals early in their academic career by utilizing services provided by Career Services Coordinator. Career Services Coordinator will be in attendance at New Student Orientation in order to promote use of Career Coach interventions prior to enrollment. (PG 3)
2. Host job fairs at the Vernon Campus, Skills Training Center and Century City Center. (PG 3)
3. Provide resume' writing and job application workshops to Vernon College career and technical students. (PG 3)

#### **Assessments used to measure expected outcomes:**

1. Calendar of New Student Orientations attended by Career Services Coordinator. Also, tracking students utilizing Career Coach and services provided by Coordinator of Career Services. (EO 1)
2. Calendar of Vernon College Job Fairs and number of students, and business and industry in attendance. (EO 2)
3. Calendar of resume' writing and application workshops presented. (EO 3)

**Department/Program: Counseling**

**Department/program purpose in support of the Vernon College Mission:**

Student Services will advise and counsel students as well as provide engagement opportunities through student activities and student support services that promote commitment to education, persistence, completion and a culture of success. Counseling at Vernon College endeavors to create informed students and to provide timely interventions and options to alleviate barriers and encourage academic and personal achievement.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Conduct New Student Orientations to meet the needs of potential and incoming Vernon College students verifying that incoming students get information concerning student support services, Texas Success Initiative Laws, advising/registration procedures, course descriptions, and the Vernon College catalog. (PG 3)
2. Identify how much counselor time is spent in direct student contact through advising/counseling on demand (walk-ins), appointments, and degree audits. (PG 3)
3. Evaluate student perception of counseling staff performance through a direct survey of students who utilized counseling services. (PG 3)

**Assessments used to measure expected outcomes:**

1. New Student Orientation Report (EO 1)
2. Counseling and Degree Audit Report (EO 2)
3. Counseling Client Satisfaction Survey (EO 3)

Submitted by: Kristin Harris, Dean of Student Services  
Date: July 10, 2019

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**Department/Program: Housing**

**Department/program purpose in support of the Vernon College Mission:**

Student Services will advise and counsel students as well as provide engagement opportunities through student activities and student support services that promote commitment to education, persistence, completion and a culture of success. Vernon College Housing seeks to offer affordable, safe, and clean student housing on the Vernon Campus.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Measure student satisfaction with housing and food service through the use of student surveys. (PG 2)
2. Provide a safe living environment through regular health and safety inspections each semester. (PG 3)
3. Provide engagement and social opportunities through Student Activities designed around students busy schedules. (PG 3)

**Assessments used to measure expected outcomes:**

1. Housing and Food Service Survey (EO 1)
2. Resident Hall Health and Safety Inspections Fall 2017 and Spring 2018 (EO 2)
3. End of Semester Student Activities Survey Fall and Spring (EO 3)

Submitted by: Jesse Dominguez, Housing Director

Date: July 10, 2019

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**Department/Program: Security**

**Department/program purpose in support of the Vernon College Mission:**

Student Services will advise and counsel students as well as provide engagement opportunities through student activities and student support services that promote commitment to education, persistence, completion and a culture of success. Security at Vernon College will provide students, faculty, and staff a safe environment through comprehensive communication, interaction, and response.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Maintain updated data on Vernon College emergency preparedness through annual review of policy, practices, programs and procedures carried out by Vernon College. (PG1)
2. Provide informed and current security and emergency preparedness to the Vernon College community by meeting all federal, state, and local guidelines for campus safety and best practice models. (PG 2)
3. Deliver security services through qualified staff. (PG2)

**Assessments used to measure expected outcomes:**

1. Vernon College Annual Campus Safety and Security Audit. (EO1)
2. The Director of Campus Security will attend the Texas Police Chief Leadership Series and the Texas Campus Security Conference. The Director of Campus Security will attend Clery Act webinars as they are available. (EO2)
3. Weekly/Monthly schedules of Campus Police and Security Personnel (EO3)

Submitted by: Kevin Holland, Director of Campus Security

Date: July 10, 2019

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**Department/Program: Student Activities****Department/program purpose in support of the Vernon College Mission:**

Student Services will advise and counsel students as well as provide engagement opportunities through student activities and student support services that promote commitment to education, persistence, completion and a culture of success. Student Activities at Vernon College offers well-rounded opportunities by immersing students in college society and helping students grow socially and interpersonally.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Determine student satisfaction with student activities to make considerations for future activities through surveys and questionnaires. (PG 2)
2. Measure student interest and track attendance patterns through a Student Activities Calendar. (PG 2)
3. Provide financial and staff support to the Student Government Association. (PG 2)

**Assessments used to measure expected outcomes:**

1. End of Semester Student Activities Survey Fall and Spring (EO 1)
2. Student Activities Calendar (EO 2)
3. Student Government Minutes (EO 3)

Submitted by: Jesse Dominguez, Director of Housing

Date: July 10, 2019

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**Department/Program: Student Success Pathway****Department/program purpose in support of the Vernon College Mission:**

In support of the Vernon College Mission, the office of Student Success/Title III serves to increase academic support through proactive and intrusive advising throughout the College. The office of Student Success/Title III strives to improve self-efficacy for learners resulting in increased student engagement, retention and persistence, and completion of educational goals.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Facilitate the final recommendation of the Student Success Pathway to ensure department policies, practices and programs are improved, updated and/or added. (PG #1)

2. Recommend the institutionalization of those student success programs deemed effective and having impact as outlined in the Strengthening Institutional Programs Title III Grant. (PG #2,5)
3. Provide ongoing faculty and staff development focused on student success while utilizing interactive activities and strategic scheduling. (PG #4)

**Assessments used to measure expected outcomes:**

1. Title III Oversight Committee meeting agendas, exhibits, minutes noting pathway recommendations (EO#1)
2. Title III Oversight Committee meeting agendas, exhibits, minutes noting student success program recommendations; Title III Annual Performance Report statistics, Student Success Annual Program Assessment Summaries (EO#2)
3. Number of workshops/trainings provided, participation, annual evaluation (EO#3)

Submitted by: Criquett Lehman, Student Success Pathway Director

Date: July 15, 2019

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**Department/Program: Testing**

**Department/program purpose in support of the Vernon College Mission:** Student Services will advise and counsel students as well as provide engagement opportunities through student activities and student support services that promote commitment to education, persistence, completion and a culture of success. Testing at Vernon College will provide a secure, consistent, and reliable testing environment that provides integrity for instructional, college entrance, academic, and licensure related testing.

**Department/program expected outcomes in support of the accomplishment of the Vernon College Primary Goals:**

1. Maintain the integrity and security of the testing environment. (PG 1)
2. Accommodate testers in a timely manner and measure client satisfaction. (PG 2)
3. Provide testing services needed by Vernon College students, as well as potential students and community members. Services include entrance testing, instructional testing, correspondence testing, licensure testing, and GED testing. (PG 2)

**Assessments used to measure expected outcomes:**

1. Log of Testing Center Complaints (EO 1)
2. Testing Center Client Satisfaction Survey (EO 2)
3. End of Year Testing Report (EO 3)

Submitted by: Tracy Catlin, Testing Coordinator

Date: July 10, 2019