Vernon College Technology Annual Action Plan 2019-2020 by Priority Initiative

Priority Initiative #1:

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

Priority Initiative #2

Improve the quality of educational and student support services to increase student learning, student retention, and certificate/degree completion or transfer by students.

Office of the President

President/Institutional Effectiveness

Objective #3: The College will continue to develop appropriate assessment data for course and programmatic decision making.

Responsibility: President and Director of Institutional Effectiveness

Statement of Need: Utilization of results from Assessment/Report Calendar for improvement

Actions:

- 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/Report Calendar for completion
- 4. Implementation of new ERP/SIS to make data more easily accessible.

Resources and Approximate \$: Institutional Improvement, no \$; Technology, Title III funds

Assessment Method/Date: As evidenced by agendas, minutes and meeting notes from division, department and committee meetings; Communication Reports as part of Assessment Calendar process; Creation and utilization of dashboards and reports as part of the ERP/SIS **Date:** Ongoing annual review with summation by July 1

Student Services

Career Services

Objective #1: Increase use of the Vernon College electronic job board by potential employers and students.

Responsibility: Career Services Coordinator

Statement of Need: Utilize technology and the Vernon College website to improve and increase job postings for current students and graduates and provide faster, friendlier, easier services for potential employers.

Actions:

1. Create a clear and easy link for employers to list jobs electronically for students and graduates

- 2. Create a clear and easy link for students and graduates to view job postings
- 3. Track hits to both employer and student/graduate portions of the VC website
- 4. Develop 3 emails to send to students to encourage them to utilize the electronic job board
- 5. Survey employers who utilize the electronic job board to determine ease of use, satisfaction with postings, and probability of future use

Resources and Approximate \$: Institutional Improvement employee time and technology support with placement on VC website and tracking hits

Assessment Method: All actions completed and compilation of results from September 2019 to May 2020 sent to the Vice President of Student Services **Date:** June 2020

Priority Initiative #3:

Ensure the assessment for continuous improvement of general education, program, and student learning outcomes.

Priority Initiative #4:

Implement the SACSCOC approved Quality Enhancement Plan that focuses on Success through Inquiry.

Instructional Services

Library Services

Objective #2: Support the QEP by providing information resources and services to assist students with Inquiry Based Learning and the research process.

Responsibility: Director of Library Services, Library Staff

Statement of Need: The College has adopted Inquiry Based Learning (IBL) as the QEP. Research is a central component of inquiry based learning as students seek to locate information that answers questions and leads students to a greater understanding of the topic or issue. The library will provide the resources needed to facilitate the research process and to accommodate group study and collaboration, key components in IBL.

Actions:

- 1. Develop web tours to assist students in locating library resources.
- 2. Equip group study rooms in Vernon and CCC with multimedia/collaboration stations to facilitate group work on projects and presentations in support of IBL. Consider purchasing a new table or converting an existing table to a multimedia unit. Technologies needed for converting an existing table include a TV monitor, 4-6 HDMI "Show Me" cables, a 4-6-input HDMI switcher, an IPL T System Controller and a surface power unit. The approximate cost for the technology will be \$350.00 for each table.

Resources and Approximate \$: Technology, \$700.00 This amount is needed to equip two group study rooms with the collaborative technology.

Assessment Method: Collaborative technologies will be installed in two group study rooms by August 2019. Library services will be promoted as evidenced by email notifications to faculty and by presentations to faculty/staff during staff development. One-hundred percent (100%) of full time library employees will complete training in IBL by August 2020.

Date: Collaborative Technologies installed and training completed by August 2020

Student Services

Financial Aid

Objective #1: Improve financial aid advising services to both prospective and enrolled students

Responsibility: Director of Financial Aid

Statement of Need: Benchmarks from CCSSE and SENSE indicate a need for improved financial aid advising and outreach services to prospective and enrolled students

Actions:

- 1. Participate in New Student Orientation (NSO)
- 2. Participate in Chap Express
- 3. Outreach to financial aid applicants with personalized letter from the VC President
- 4. Provide financial aid outreach presentations to high school students/parents, counselors, and community members
- 5. Review CCSSE or SENSE scores and results with staff and discuss ideas for improvement of financial aid advising and services
- 6. Explore additional texting of students in order to improve communications
- 7. Explore creation of Financial Aid Webinar

Resources and Approximate \$: Institutional Improvement: Time, effort and supplies \$1,250 Technology: Texting software \$3,000

Priority Initiative #5:

Support opportunities for professional development for all Vernon College employees through appropriate funding.

Office of the President

ERP/SIS

Objective #1: Provide students, faculty, staff, and administration with the necessary information and data needed to make informed decisions by scheduling training with the ERP provider

Responsibility: Student Information Software Director, ERP/SIS Task Force

Statement of Need: Replacement of legacy system funded through the Title III grant

Actions:

- 1. Migration of data into the new ERP System
- 2. Migrated Data validated I the new ERP system

Resources and Approximate \$: Technology/ Title III Grant Funding

Assessment Method:

All Data Migration. November 2019

Validation of migrated of data completed. May 2020

Institutional Advancement

Objective #2: Where possible research and identify professional development opportunities that are available to Vernon College faculty and staff.

Responsibility: Director of Institutional Advancement/Executive Director, Vernon College Foundation; Advancement Services Specialist; Advancement Specialist -- Grant Developer

Statement of Need: Professional development opportunities are essential in order to learn about new strategies and techniques that will enhance employee efforts on behalf of Vernon College. 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.

Actions:

- 1. Research grant opportunities such as the National Endowment for the Humanities Summer Institutes for College and University Teachers.
- 2. During the Federal Funding Task Force in Washington, D.C. meet with Federal Agency personnel to discuss and learn about professional development opportunities that are available for the coming year. This helps keep the College's name in "front" of agency personnel.
- 3. Through the College email system and the Vice President of Instructional Services, send notices of funding opportunities as the information is publicized on agency websites.
- 4. Assist faculty and staff in the preparation and submission of grant proposals to support faculty/staff development to private and public funding agencies.

Resources and Approximate \$:

- 1. Institutional Improvement: No \$
- 2. Technology: Renewal of Foundation/Corporation search software \$2,500

Assessment Method:

Date:

- 1. Potential sources researched and publicized to Vernon College community by August 31, 2020.
- 2. Proposals written and submitted by August 31, 2020.

Priority Initiative #6:

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

Administrative Services

Bookstores

Objective #4: Point Of Sale (POS) System for Vernon and Wichita Bookstores

Responsibility: Kim Bateman, Garry David

Statement of Need:

1. POS efficiently tracks inventory. By having up-to-date data regarding merchandise for sale we could increase our bottom line.

- 2. Bookstore will be better positioned to service the customers quickly.
- 3. Ensures accuracy by scanning products sold.
- 4. Allow the bookstores to be more competitive in buying and selling new and used textbooks.

Actions: Purchase and install a new Point of Sale system at both stores. Update all inventory data and train all employees.

Resources and Approximate \$: Technology, \$40,000

Assessment Method: Scanning all incoming shipments into the system and scanning all sales. Date: June 30, 2020

Office of the President

ERP/SIS

Objective #: Provide students, faculty, staff, and administration with the information they need to make data informed decision

Responsibility: SIS Director, ERP/SIS Task Force, SIS Implementation Team

Statement of Need: Replacement of the legacy system funded through the Title III grant

Actions:

- 1. Training videos of new SIS developed
- 2. Training Manual of new SIS developed

Resources and Approximate \$: Technology/Title III Funds

Assessment Method:

Training videos of new SIS Completed. March 2020 Training Manual of new SIS Completed. March 2020

Institutional Advancement

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

Responsibility: Director of Institutional Advancement/Executive Director, Vernon College Foundation; Advancement Services Specialist; Advancement Specialist – Grant Developer

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.

Actions:

- 1. Hire an **Advancement Specialist** -- **Grant Developer** to research, coordinate the preparation of, and write grants for the benefit of specific programs and/or the college. This individual will research both private and public grant opportunities as well as develop policies, procedures, and processes specific to grantsmanship. Utilize consulting services in the preparation of major grant proposals as needed. Using Foundation/Corporation Funding Search software as well as other available grant research tools, research potential foundations and corporations to determine viability for Vernon College support. Send information to the Vice President of Instructional Services for dissemination to faculty and initiate contact with support service components of the College about potential grant opportunities. Knowledge of grant guidelines and federal regulations about grants.
- 2. Continue to raise \$275,000 (new benchmark) annually to support scholarships and other needs through fundraising programs aimed at all constituencies.
- 3. Based on the results of the 2018-2019 Voluntary Survey for Aid to Education (VSE) Report, review total dollars raised over three-year period to evaluate setting a new benchmark.
- 4. Explore limited database segmentation for solicitation of various constituencies in order to increase philanthropic dollars raised beyond the original benchmark.
- 5. Continue the annual on-line auction to raise funds for departmental grants.
- 6. Research federal and state grant programs to determine viability for Vernon College support. Send the information to the Vice President 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.
- 7. Work with the President, the Vice President of Instructional Services, and the Dean of Instructional Services to encourage faculty and staff to participate in grant writing on behalf of their programs and/or professional development opportunities.

Resources and Approximate \$:

- 1. Institutional Improvement: No \$
- 2. Personnel: Advancement Specialist Grant Developer -- \$35,000 \$40,000
- 3. Technology: Renew annual Raiser's Edge NXT (RE NXT) -- \$30,000; Renewal of Foundation/Corporation search software \$2,500; Renewal of MaestroSoft Pro Auction Software -- \$3,000

Assessment Method: Date:

- 1. Advancement Specialist—Grant Developer hired by August 31, 2020.
- 2. \$275,000 raised from current donors and identified new donors, implementation of pilot affinity groups, other giving strategies, and grants as evidenced by reports provided for monthly Board of Trustees meetings and Foundation quarterly meetings and the Voluntary Survey for Aid to Education (VSE) by August 31, 2020.
- 3. New grant opportunities identified and proposals submitted by August 31, 2020.
- 4. Annual submission of the Voluntary Survey for Aid to Education (VSE) report by October 1, 2020.

Marketing and Community Relations

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

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

Statement of Need:

With ever changing technology and ease of search it is essential that Vernon College have up to date technology to support student learning, retention, and certificate/degree completion or transfer by students. A SmartCatalog available on the Vernon College website would meet the needs the of today's students and potential students. A readily available catalog that is searchable and quickly lets a student see the program they are interested in quickly will help retain their interest in higher education.

Actions:

1. Renewal of SmartCatalog on the Vernon College website. June 1, 2020

Resources and Approximate \$:

1. Technology: Implement/Renew annual Smart Catalog -- \$8,000

Assessment Method:

Date:

1. Annual software licenses/maintenance contracts renewed by August 31, 2020.

President/Institutional Effectiveness

Objective #4: The College will provide appropriate technological resources to monitor compliance of standards and submission of SACSCOC Compliance Certification Report.

Responsibility: President and Director of Institutional Effectiveness

Statement of Need: To meet expected SACSCOC criteria

Actions:

1. Maintain Compliance Assist software license

Resources and Approximate \$: Technology, \$7000 approx.

Assessment Method/Date: As evidenced by budget, license renewal and submitted report Date: November

Student Services

Student Success/Title III

Objective #1: Support Title III Initiative, Strategy 1: Provide students, faculty, staff, and administration with the information they need to make data informed decisions

Responsibility: ERP/SIS Coordinator, Implementation Team

Statement of Need: Replacement of the legacy system funded through the Title III grant

Actions:

- 1. Continue to serve on the Implementation Team in a leadership capacity.
- 2. Assist with communication, training, and assigned tasks as they relate to the installation of the new ERP System.

Resources and Approximate \$: Technology/Title III Funds

Assessment Method:

Date:

1. Agendas, Minutes, Scheduled Trainings July 2020

Priority Initiative #7:

Enhance the technological infrastructure of the institution.

Administrative Services

Information Technology

Objective #1: Adhere to Best Practices IT Replenishment Strategy

Responsibility: Run Business Solutions

Statement of Need: Purchase as necessary to bring the college to a best practice's IT replenishment plan for all computing equipment.

Actions:

- 1. Update Replenishment List and submit to Vice Presidents for approval.
- 2. Purchase 90 faculty computers, 100 lab use computers.
- 3. Roll out 10 faculty and staff computers per month and replace 1 Lab per holiday break.

Resources and Approximate \$: Technology \$ 137,871.30

Assessment Method: Documentation of purchases via the VC IT Budget and Replenishment Completion Schedule. **Date:** Purchases made by July 31, 2020.

Objective #2: Internal Project Coordinator / Trainer

Responsibility: Run Business Solutions

Statement of Need: Coordinate and manage internal projects. Develop training material for customers on new applications and any area of need.

Actions:

- 1. Define areas of need.
- 2. Prepare training materials.
- 3. Schedule and execute training.

Resources and Approximate \$: Technology – No \$\$

Assessment Method: Complete training sessions. **Date:** August 31, 2020

Objective #3: Multi-Factor Authentication

Responsibility: Run Business Solutions

Statement of Need: Multi-Factor Authentication protect against login attempts to public facing applications

Actions:

- 1. Define applications of need.
- 2. Prepare / Implement MFA rollout
- 3. Create training materials.
- 4. Schedule and execute training.

Resources and Approximate \$: Technology - \$18k - \$28K

Assessment Method: Define public facing applications, implement MFA
Date: August 31, 2020

Objective #4: Runbiz Professional Development Training for Faculty and Staff

Responsibility: Run Business Solutions

Statement of Need: Raise the level of technical education to increase productivity.

Actions:

- 1. Define areas of need.
- 2. Prepare training materials.
- 3. Schedule and execute training.

Resources and Approximate \$: Technology – No \$\$

Assessment Method: Complete training sessions. **Date:** August 31, 2020

Office of the President

Athletics

Objective # : Create centralized and unified game streaming capabilities with collaboration from Office of Distance Education and Learning Technology

Responsibility: Head Coaches, Associate Athletic Director

Statement of Need: Provide parents opportunity to view games and increase Vernon College athletic exposure.

Actions:

- 1. Meet with Roxie Hill as a department for discussion of proposal.
- 2. Implement successful live streaming capabilities for athletic programs.

Resources and Approximate \$: Personnel and technology (Quotes for dollar figures being pursued by Director of Distance Education and Learning Technologies)

Assessment Method: Count total hits to website. **Date:** December 2020

ERP/SIS

Objective #: Ensure full integration and updates of U4SM

Responsibility: ERP/SIS Director

Statement of Need: Ensure full utilization, functionality, and satisfaction of the ERP system

Actions:

- 1. Provide oversight of system integration and compatibility for Dynamics GP
- 2. Provide oversight of system integration and compatibility for U4SM

Resources and Approximate \$: Technology as funded through the Title III grant

Assessment Method:

Dynamics GP integration and compatibility tested and functional. March 2020 U4SM integration and compatibility tested and functional. March 2020

Institutional Advancement

Objective #1: Utilize existing software tools to support College, student, and alumni needs.

Responsibility: Director of Institutional Advancement/Executive Director, Vernon College Foundation; Advancement Services Specialist; Advancement Specialist – Grant Developer

Statement of Need: Software such as Raiser's Edge NXT; AcademicWorks -- the College's on-line scholarship application; the Foundation/Corporation Funding search engine; MaestroSoft Pro Auction software and on-line giving assists in College and Foundation development/advancement efforts such as donor identification, cultivation, recognition, and solicitation; scholarship support for our students; and grantsmanship. Additionally, as College and student needs continue to increase it is necessary to research other software and technology that can help Institutional Advancement develop and/or enhance its strategies to become even more effective and efficient. Updated technological equipment is also essential to the efficient and effective operations of the IA Department. This will aid in meeting the KPIA benchmarks: At or above 33% the number of twelve county high school graduates who attended college choose Vernon College; At or above small college group percent of full-time, first-time degree/certificate-seeking undergraduate students who received grant or scholarship aid from the federal government, state/local government, or the institution, or loans by type of aid; and At or above small college group percent of all undergraduates receiving aid by type of aid: Winter 2014-2015, 2013-2014,2012-2013, and 2011-2012.

Actions:

1. 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.

Resources and Approximate \$:

- 1. Institutional Improvement: No \$
- 2. Technology: Renew annual subscriptions/software licenses: Raiser's Edge NXT (RE NXT) -- \$30,000; Foundation/Corporation search engine software -- \$2,500; MaestroSoft Pro Auction Software -- \$3,000; AcademicWorks Software -- \$9,000

Assessment Method: Date:

1. Annual subscription/software licenses renewed by August 31, 2020.

Marketing and Community Relations

Objective # 1: Utilize existing software tools to support College, student, and alumni needs. Research new social media, on-line giving, email marketing and text messaging strategies as needed to benefit Vernon College students and the College as a whole as an aide to recruitment and retention. Continue enhancements to the website and social media as the primary "information source" for the College.

Responsibility: Director of Institutional Advancement/Executive Director, Vernon College Foundation, Coordinator of Marketing and Community Relations.

Statement of Need: Students rely on social media, text messages, and email as a main source of information and with the ever changing technology we need to be contacting and informing our students of College information through the communications media they currently use. Updated software and technology is essential to providing services to benefit the College and its students. As the college and student needs continue to increase it is necessary to research other software and technology that can help Institutional Advancement develop and/or enhance its strategies to become even more effective and efficient. This will aid in meeting the KPIA benchmarks: *At or above 33% the number of twelve county high school graduates who attended college choose Vernon College; At or above small college group percent of full-time, first-time degree/certificate-seeking undergraduate students who received grant or scholarship aid from the federal government, state/local government, or the institution, or loans by type of aid; and At or above small college group percent of all undergraduates receiving aid by type of aid: Winter 2012-2013 and 2011-2012.*

Actions:

- 1. 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.
- 2. Research additional software, technology, on-line giving tools and evaluate for potential implementation to enhance Institutional Advancement efforts on behalf of the College and Foundation.
- 3. Utilize targeted marketing strategies such as press releases, letters, social media, recruiting emails and postcards to service area high schools to promote county- and high school graduate-restricted scholarships in those counties and high schools.
- 4. Attend training sessions about website development to increase awareness of new technologies and assist in the continued enhancement to the College's website.

Resources and Approximate \$: (Facilities, Institutional Improvement, Personnel, Technology)

- 1. Personnel:
- 2. Technology:

Assessment Method: Date:

- 1. On-line giving tool implemented by August 31, 2020.
- 2. Targeted social media data analytics reports and on-line giving data reports by August 31, 2020 and on-going.
- 3. Training sessions attended and enhancement strategies developed, conference notes by August 31, 2020 and on-going.

Student Services

Financial Aid

Objective #: Maintain and enhance technology infrastructure of the Financial Aid Office

Responsibility: Director of Financial Aid

Statement of Need: Financial aid must continuously maintain and enhance technology in order to accomplish the primary responsibilities for the office, meets student expectations, and comply with Department of Education technology requirements

Actions:

- 1. Monitor IT "Replacement List" for desktop computers for Financial Aid staff of 10
- 2. Purchase replacement printers, as needed, for Financial Aid staff of 10
- 3. Purchase scanners, as needed, for replacement due to usage
- 4. Monitor Department of Education technology requirements for electronic processing

Resources and Approximate \$: Technology: Scanner \$1,000, Printer \$500, Computer \$1,500

Assessment Method: Purchase of the above before or during the academic year
Date: August 2020

Priority Initiative #8:

Sustain and intensify external fundraising to better support the College.

Office of the President

ERP/SIS

Objective #1: Ensure system integration of U4SM and Razor's Edge and Academic Works

Responsibility: ERP/SIS Director

Statement of Need: Ensure full utilization, functionality, and satisfaction of the ERP system

Actions:

- 1. Integrate U4SM and Razor's Edge
- 2. Integrate U4SM and Academic Works

Resources and Approximate \$: Technology as funded through the Title III grant

Assessment Method:

U4SM and Razor's Edge integrated and functional. June 2020

U4SM and Academic Works integrated and functional. June 2020

Priority Initiative #9:

Strengthen the alumni base to support the College.

Office of the President

ERP/SIS

Objective #1: Ensure integration of Razor's Edge into the SIS

Responsibility: SIS Director, Director of Institutional Advancement

Statement of Need: Ensure full utilization, functionality, and satisfaction of Razor's Edge into the SIS software

Actions:

- 1. Request API credentialing from Razor's Edge
- 2. Integrate API functioning into the SIS software
- 3. Test API functioning between Razor's Edge and the SIS

Resources and Approximate \$: Technology Institutional Impact/ Title III Grant Funding

Assessment Method:

Request API credentialing from Razor's Edge. December 2020

Integrate API functioning into the SIS software. March 2020

Test API functioning between Razor's Edge and the SIS. April 2020

Priority Initiative #10:

Ensure institutional accountability through effective strategic planning and assessment processes.

Office of the President

ERP/SIS

Objective #2: Assess the impact of ERP functions and stakeholder satisfaction

Responsibility: SIS Director, Director of Institutional Effectiveness, Student Success Pathway Coordinator

Statement of Need: Ensure full utilization, functionality, and satisfaction of the ERP system

Actions:

- 1. Administer formative and interim surveys, personal interviews, and focus groups
- 2. Dashboards configured and accessible within U4SM
- 3. Provide faculty and staff opportunities to review generated data

Resources and Approximate \$: Technology Institutional Impact/ Title III Grant Funding

Assessment Method:

Quantity of formative survey results posted in Canvas. December 2019

Dashboards configured. January 2020

Generated data reviewed and authenticated. January 2020