

**Vernon College Annual Action Plan 2017-2018
by Priority Initiative**

Priority Initiative #1:
Implement a centralized, unified and organized recruitment and retention effort.

Admissions, Records and Financial Aid

Admissions - Recruiting

Objective #2: Enhance Recruiting presence and marketing to prospective students through wrapped recruiting vehicle
Responsibility: Dean of Admissions and Financial Aid/Registrar, Recruiting Coordinator, Director of Admissions and Records
Statement of Need: Increased recruiting presence, professionalism, and marketing through wrapping of recruiting vehicle used for travel throughout 12 county service area to recruiting events and high school visits
Actions: <ol style="list-style-type: none"> 1. Purchase economical car for primary use as a recruiting vehicle Not Achieved 2. Wrap car with VC logos and Chaparral mascot in school colors Not Achieved
Resources and Approximate \$: Facilities: Car : \$25,000 Wrapping: \$1,500
Assessment Method: Vehicle purchased and wrapped Date: September 2017

Financial Aid

Objective #2 : Increase total financial aid awarded annually (as reported in KPIA) proportionally with credit enrollment increases
Responsibility: Director of Financial Aid
Statement of Need: 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
Actions: <ol style="list-style-type: none"> 1. Monitor enrollments, aid applicants, and processing time periodically throughout award year for improvement opportunities Achieved 2. Send second notice letter to all students who have not responded to their financial aid status letter Achieved 3. Research use of electronic forms to improve services for students and streamline application process Not Achieved
Resources and Approximate \$: Institutional Improvement: Financial Aid staff time, budget for paper, envelopes and postage
Assessment Method: Number of students awarded versus number of students applied. Second notification letter log. Amount of aid awarded per FISAP and CB Financial Aid reports. Reported as KPIA Date: November 2018

Office of the President

Athletics

Objective #2: Implementation of individualized recruiting plans for each sport to achieve enrollment expectations.
Responsibility: Head Coaches
Statement of Need: Vernon College athletic teams have been provided clear expectations of team enrollments by Vernon College administration.
Actions: <ol style="list-style-type: none"> Continue to meet team enrollment expectations with an aggressive recruiting plan by the head coach seeking out potential team members who understand the need for athletic abilities, academic commitment, and strong personal character. Complete/ongoing
Resources and Approximate \$: Institutional Improvement - Staff time
Assessment Method/Date: Written recruiting plan approved by the Athletic Director; enrollment data Date: October 2017

Objective #3: Maintain competitive sports teams in Region V of the National Junior College Athletic Association and the Northern Texas Junior College Athletic Conference to help brand a winning tradition in all Vernon College Sports.
Responsibility: Head Coaches
Statement of Need: Vernon College has produced national champion rodeo teams and volleyball teams that regularly made the post season tournaments with players recognized for athletic excellence. However, in recent years the baseball and softball teams have been unable to regularly advance to post season play.
Actions: <ol style="list-style-type: none"> Practice times and plans: Coaches notify week by week practice schedules/times to the Athletic Trainer/Assistant Athletic Director by utilizing Canvas by Fall 2017 for PHED1108/1109 to facilitate better communication between coaches, student/athletes and staff. Complete/ongoing
Resources and Approximate \$: Institutional Improvement - Coaches' time
Assessment Method/Date: Information submitted in Canvas to the Athletic Trainer/ Assistant Athletic Director Date: September 2017

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.

Admissions, Records and Financial Aid

Admissions and Records

Objective #1: Increase student retention and subsequent completion (graduate) success annually
Responsibility: Admissions and Records staff, ERP/SIS Coordinator
Statement of Need: Improve student completion rates as measured in KPJA's and Title III Measurements

Actions:
<ol style="list-style-type: none"> 1. Assign a catalog to be used for the degree audit program and enable degree shopping for all new students each semester. (The degree audit will show the student a clear outlined path to completion of their declared degree or certificate.) Achieved 2. Update the Degree Audit module each spring/summer with the degrees and certificates offered in current VC General Catalog Achieved 3. Increase awareness and use of Degree Audit as a pathway to completion by students and staff In Progress 4. Monitor and ensure training for students/faculty/staff for degree audit processes. In Progress
Resources and Approximate \$: Institutional Improvement
Assessment Method: As evidenced by THECB CBM009 and CBM00M, training/agendas/participation and assessment of participants.
Date: November 2018

Objective #2 : Maintain Admissions Office CCSSE and SENSE satisfactory rankings and improve annually
Responsibility: Dean of Admissions and Financial Aid/Registrar and Director of Admissions and Records
Statement of Need: Continual improvement of admissions services to students
Actions:
<ol style="list-style-type: none"> 1. Review CCSSE and SENSE results as related to Admissions and Records In Progress 2. Develop action plan and training as need to improve satisfaction rankings In Progress 3. Initiate additional correspondence methods to inform students of their application status In Progress
Resources and Approximate \$: Institutional Improvement
Assessment Method: As evidenced by CCSSE and SENSE satisfactory rankings, KPIA numbers, and training agendas and processes implemented
Date: November 2018

Financial Aid

Objective #1 : Maintain VC cohort student loan default rate as calculated by DOE at 15% or lower
Responsibility: Director and Assistant Director of Financial Aid and Loan Coordinator
Statement of Need: Default rate management is of primary concern for the continued participation in Title IV programs
Actions:
<ol style="list-style-type: none"> 1. Provide documented entrance and exit loan counseling opportunities for an increasing number of student loan borrowers Achieved 2. Contract with a default prevention servicer to provide grace counseling and services for delinquent student loan borrowers Achieved
Resources and Approximate \$: Institutional Improvement: Default prevention services fees of approximately \$40,000
Assessment Method: Entrance and exit counseling dates as documented in the student's file. Default prevention services contract and monthly statement. Cohort default rate per Department of Education Date: September 2018

Office of the President

Institutional Advancement

Objective #1: Utilize various fundraising methods to respond to and support improved education and student support services, particularly in the area of scholarship support and grantsmanship.
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 educational quality, support services, student learning, student retention, and certificate/degree completion or transfer by students. Grant proposals, with the assistance of appropriate faculty and staff, can be written and submitted for specific programs, departments, the College as a whole, and scholarship support. Additionally, current donors are solicited and alumni, prospective individuals and corporations can be identified, cultivated and solicited for philanthropic support.
Actions: <ol style="list-style-type: none">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 Dean 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. Raise \$250,000 annually to support College and Foundation Scholarships and other needs through fundraising programs aimed at all constituencies.3. Research on-line giving through the College website for implementation once U4SM is in place.4. 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.5. Work with the President, the Dean of Instructional Services, and the Associate Dean of Instructional Services to encourage faculty and staff to participate in grant writing on behalf of their programs and/or professional development opportunities.6. Continue to serve as the Grant Manager for the college's Title III Grant and the new USDA Grant.
Resources and Approximate \$: <ol style="list-style-type: none">1. Institutional Improvement: No \$2. Personnel: Advancement Specialist – Grant Developer -- \$35,000 - \$40,000
Assessment Method: Date: <ol style="list-style-type: none">1. Advancement Specialist—Grant Developer hired by August 2018.

2. \$250,000 raised from current donors and identified new donors, implementation of pilot affinity group, 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 2018**.
3. New grant opportunities identified and proposals submitted by **August 2018**.
4. On-line giving options researched, selected and ready for implementation when U4SM goes live by **August 2018**.
5. Annual submission of the Voluntary Survey for Aid to Education (VSE) report by **October 2017**. **Achieved**
6. Grant Management, including UGG compliance monitoring results in Title III Year 3 funds awarded by **October 2017**. **Achieved**
7. Grant Management, including UGG compliance monitoring results approval of Year 1 USDA grant annual report by **September 2017**. **Achieved**

Student Services

Student Activities

Objective #1: Renew student participation in Student Activities.
Responsibility: Student Activities Director
Statement of Need: The number of students participating in Student Activities continues to decrease. Students are unlikely to engage in planned events without the prospect of winning a monetary prize. Through the Office of Student Activities, the College continues to seek innovative ways to reinvigorate participation in this area.
Actions: <ol style="list-style-type: none"> 1. Survey Vernon College students, at all locations regarding their needs, desires, and interests with regard to Student Activities. 2. Explore other junior colleges and technical schools' student activities to identify best practices. 3. Present a Student Activities plan to the Associate Dean of Student Services, as well as the Dean of Student Services for approval.
Resources and Approximate \$: Institutional Improvement - no \$ - Time of Student Activities Director
Assessment Method: Date: <ol style="list-style-type: none"> 1. Student Survey completed, and results tabulated by November 2017. In Progress 2. Student Activities plan presented to the Associate Dean of Student Services, as well as the Dean of Student Services, in December 2017.

Priority Initiative #3:
Incorporate general education outcomes throughout the institution and develop assessment measures to evaluate their achievement.

Priority Initiative #4:
Develop an institutional Quality Enhancement Plan process for identifying key issues emerging from institutional assessment and focusing on learning outcomes and/or the environment supporting student learning and accomplishing the mission of Vernon College.

Instructional Services

Instructional Services – Quality Enhancement

Objective #3 : Ensure Compliance with SACSCOC
Responsibility: Director of Quality Enhancement
Statement of Need: Compliance requirements as directed by SACSCOC. CR 2.12; CS 3.3.2
Actions: <ol style="list-style-type: none"> 1. Continue the process for developing a QEP that meets the requirements of CR 2.12 & CS 3.3.2. 2. Produce QEP Annual Progress Report.
Resources and Approximate \$: Institutional Improvement no \$
Assessment Method: Annual Progress Report Date: submitted by October 2018. QEP Plan In Progress

Office of the President

Athletics

Objective #1: The Athletic Department will support each phase of the Quality Enhancement Plan process.
Responsibility: Athletic Department
Statement of Need: The importance of our athletes being a contributory segment of student learning and accomplishing the mission of Vernon College is vital.
Actions: <ol style="list-style-type: none"> 1. To support and help in any area that is needed by the Quality Enhancement Planning Committee. Complete/Ongoing
Resources and Approximate \$: Institutional Improvement
Assessment Method: Feedback from Quality Enhancement Planning Director Date: Due dates as given by the Director of Quality Enhancement Plan for 2017-2018.

Enterprise Resource Planning/Student Information System

Objective #1: Ensure U4SM integrates the institutional Quality Enhancement Plan within the system framework
Responsibility: Student Information System Coordinator, ERP/SIS Implementation Team
Statement of Need: Ensure full utilization, functionality, and satisfaction of the ERP/SIS system
Actions: <ol style="list-style-type: none"> 1. Meet with the Director of Quality Enhancement to ascertain the needs for the Quality Enhancement Plan 2. Meet with the QEP Development Team to ensure U4SM integrates the QEP into the learning framework
Resources and Approximate \$: Institutional Improvement
Assessment Method: Date: <ol style="list-style-type: none"> 1. Director of Quality Enhancement meeting notes uploaded into Canvas. November 2017 2. QEP Development Team meeting notes uploaded into Canvas. February 2018

Priority Initiative #5:

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

Admissions, Records and Financial Aid

Admissions and Records

Objective #1: Achieve 100% compliance with all State regulations in the admission and registration of students

Responsibility: Dean of Admissions and Financial Aid/Registrar and Director of Admissions and Records

Statement of Need: Staff development through professional organizations and conferences

Actions:

1. Attend state conferences and other professional development opportunities **In Progress**

Resources and Approximate \$: **Institutional Improvement:** Travel budget of approximately \$3,500

Assessment Method: As evidenced in budget, travel requests and travel expense reports **Date:** **Ongoing** annual review with summation by July 2018

Admissions - Recruiting

Objective #1: Achieve 100% compliance with all State regulations in the recruitment of students

Responsibility: Dean of Admissions & Financial Aid/Registrar, Director of Admissions and Records, and Coordinator of Recruiting

Statement of Need: Staff development through professional organizations and conferences

Actions:

1. Attend state conferences and other professional development opportunities **In Progress**

Resources and Approximate \$: **Institutional Improvement:** Travel budget of approximately \$3,500

Assessment Method: As evidenced in budget, travel requests and travel expense reports **Date:** **Ongoing** annual review with summation by July 2018

Office of the President

Institutional Advancement

Objective #1: Provide professional development opportunities for Institutional Advancement staff to learn, develop, and implement new and enhanced strategies and techniques to support the College.

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 gain knowledge about 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.

Actions:

1. Continue membership and participation in the Council for Advancement and Support of Education (CASE) Federal Funding Task Force and the annual Grants Conference; Texas Association of Community College Foundations (TACCF); the National Scholarship Providers Association (NSPA); and the Association of Advancement Services Professionals (ASP).
2. Continue to participate in the Council for Advancement and Support of Education (CASE) Federal Funding Task Force, serving as Task Force Chair for 2017 and 2018, and the Annual Grants Conference to develop relationships with Federal agencies on behalf of Vernon College, to gather the most up-to-date information about grant opportunities, and to build a network of colleagues that may facilitate grant collaboration.
3. Participate in the annual TACCF Conference.
4. Continue participation in relevant conferences focusing on Development/Fundraising, Grantsmanship, Alumni Relations, and Advancement Services to update and enhance skills.

Resources and Approximate \$: Institutional Improvement: Attend the CASE Federal Funding Task Force, serving as Task Force Chair in 2017 and 2018 and the Annual Grants Conference in Washington, DC and TACCF, Austin, TX -- \$6,000. Attend a Uniform Grant Guidance Compliance Conference -- \$4,000. Other relevant professional development conferences, seminars, workshops, and webinars to keep current with techniques and strategies to benefit Vernon College -- \$2,000. Membership dues in CASE, TACCF, NSPA, and ASP -- \$2,000

Assessment Method:**Date:**

1. Participate in the CASE Federal Funding Task Force, serving as chair 2017 and 2018, and annual Grant Conference, conference notes and funding agency notes by November 2017. **Achieved**
2. Participate in the TACCF Annual Conference, conference notes by **March 2017**.
3. Participate in other relevant training workshops, seminars, conferences, and webinars for management, grant training including compliance and monitoring, fundraising, alumni relations, marketing, and advancement services by **August 2018**.

Priority Initiative #6:

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

Administrative Services

Business Office

Objective #1: Provide scanners in multiple areas so the purchase requisition initiators can scan and attach documentation to be routed with the request.

Responsibility: ERP/SIS Implementation team

Statement of Need: Our new purchasing software, ReqLogic, will allow the on-line submission of all documentation from the pricing for the requisition to the receiving of the actual items. This will require all requisition initiators to have access to scanners in order to scan and attach pertinent documentation.

Actions:

1. Study the flow of requisitions to determine how many scanners are needed and the optimum location for them.
2. Request pricing options from Run-biz.
3. Provide training to the end user.

Resources and Approximate \$: Technology - \$3,500 - 7 @ \$500

Assessment Method: Train all end-users to the point where they and we are comfortable with making the switch. Begin processing purchase requisitions totally on-line **Date:** Fall 2017

Admissions, Records and Financial Aid

Financial Aid

Objective #1: Compliance with SACS COC Comprehensive Standard 3.9 Student Affairs and Services 3.9.3

Responsibility: Dean of Admissions & Financial Aid/Registrar, Director of Admissions and Records, and Director of Financial Aid

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 (SACS 3.9.3)

Actions:

1. Monitor admission application volume and unduplicated enrollments for adjustments or additions to staffing for Admissions and Records Office **Achieved**
2. Monitor FAFSA applicant volume and total dollars awarded for adjustments or additions to staffing for Financial Aid Office **Achieved**

Resources and Approximate \$:

Personnel: Classified II positions as needed per volume (Est. \$21,000) per position

Technology: Computer (\$1,000) Telephone (\$250) and Printer (\$250) per position

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

Assessment Method: Enrollment numbers from THECB 001 and 00A reports on credit and non-credit students
FAFSA volume and annual dollars of aid awarded

Date: March 2018

Date: November 2017

Office of the President

Athletics

Objective # 2: Continue to provide current state of the art athletic facilities for all Vernon College athletic teams

Responsibility: Athletic Director, Assistant Athletic Director, Softball Coach

Statement of Need: The Vernon College Wade Kirk Softball field is still in need of some renovations. In previous years the Baseball field and the rodeo facilities have both undergone extensive updates and enlargement. The softball field, field house, and scoreboard all are in need of the same modernization. Also, the King Physical Education Center needs updating in key visual areas.

Actions:

1. Softball Coach will develop a written, prioritized list of all needed renovations and any needed new features to be submitted to the Vernon College facilities plan.

2. Softball Coach will submit this written, prioritized list to the Athletic Director.
3. Athletic Director and Assistant Athletic Director will create and submit proposal for needed updates to the King Center.

Resources and Approximate \$: Facilities, Institutional Improvement - Time of staff

Assessment Method/Date: Written, prioritized list submitted to the President & Athletic Director **Date:** September 2017 **Complete/Ongoing**

Institutional Advancement

Objective #1: Respond to College funds 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 Dean 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. Raise \$250,000 annually to support College and Foundation Scholarships and other needs through fundraising programs aimed at all constituencies.
3. Research on-line giving through the College website for implementation once U4SM is in place.
4. 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.
5. Work with the President, the Dean of Instructional Services, and the Associate 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 software license -- \$10,600; Renewal of Foundation/Corporation search software – \$2,500; Implementation of on-line giving software -- \$5,000

Assessment Method:

Date:

1. Advancement Specialist—Grant Developer hired by **August 2018**.
2. \$250,000 raised from current donors and identified new donors, implementation of pilot affinity group, 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 2018**.
3. New grant opportunities identified and proposals submitted by **August 2018**
4. On-line giving options researched, selected and ready for implementation when U4SM goes live by **August 2018**.
5. Annual submission of the Voluntary Survey for Aid to Education (VSE) report by **October 2017. Achieved**
6. Grant Management, including UGG compliance monitoring results in Title III Year 3 funds awarded by **October 2017. Achieved**
7. Approval of Year 1 USDA grant annual report by **September 2017. Achieved**

Student Services

Security

Objective #1: Provide safe and secure Vernon College locations for all VC employees, students, and guests.

Responsibility: Dean of Student Services and Director of Campus Security

Statement of Need: Vernon College operates three full-time locations. The Vernon campus houses traditional dorms which are occupied 24 hours a day. The Century City Center and the Skills Training Center locations are commuter sites, and they do not offer housing options for students. The College currently employs two full time peace officers, one in Wichita Falls and the other in Vernon. Additional hours of needed security are provided through a third party, contract labor security company. Vernon College does not have input into the hiring, assignment, or training of the 3rd party contract labor security forces. These 3rd party, contract labor security forces have, at times, proven to be unreliable, poorly trained, and unable to operate without direct supervision. For the aforementioned reasons, VC Student Services recommends reallocating existing budget funds utilized for contract labor security forces, and transitioning to full-time and part-time VC college employees, trained by VC college police staff.

Actions:

1. Present a detailed security labor plan to the VC President showing how existing hours could be covered with additional VC security employees; this would eliminate the need for contract labor.
2. Upon approval of the Vernon College President, assist with presenting the plan to the VC Board of Trustees for consideration.
3. Implement the new (if approved) plan by hiring Vernon College licensed peace officers, and by training part-time Vernon College security personnel.

Resources and Approximate \$: Personnel \$110,000 (funds already in place designated for 3 rd party contract labor security forces.)
Assessment Method: Additional Officers hired, trained and on schedule as well as the elimination of the third party contract labor security forces in use for Vernon College security. Date: November 2017 Achieved

Priority Initiative #7:
Enhance the technological infrastructure of the institution.

Instructional Services

Objective #5: Enhance subject matter specific software for student educational & training purposes
Responsibility: Dean of Instructional Services, Associate Dean of Instructional Services, Division Chair – Industrial & Information Technologies, Program Coordinators, Faculty
Statement of Need: Provide relevant education and training utilizing current technologies as recommended by advisory committees and faculty.
Actions: <ol style="list-style-type: none"> 1. Recommendation to Technology Committee to investigate the following instructional technologies/software: <ol style="list-style-type: none"> a. BodyViz (potentially utilized by Biology and ADN, LVN, EMS, and Surgical Technology programs). b. 3D modeling software (potentially utilized by Machining, Industrial Automation, Welding, and Continuing Education). 2. Investigate the potential incorporation of advanced computer technology systems (Apple iPads & Mac Desktops) in the CIS program.
Resources and Approximate \$: \$? - Technology
Assessment Method: Technology Committee minutes and recommendations, recommendation of Division Chair – Industrial & Information Technologies. Date: September 2017

Objective #6: Enhance tracking of student clinical experiences by Allied Health instructors.
Responsibility: Associate Dean of Instructional Services, Program Directors and Coordinators
Statement of Need: External accreditation, Portable technologies needed and smart phones mostly disallowed by clinical facilities.
Actions: <ol style="list-style-type: none"> 1. Purchase 20 iPads for use by EMS, ADN, and LVN instructors
Resources and Approximate \$: \$10,000 less Perkins allocations - Technology
Assessment Method: Effectiveness/efficiency gains as reported by ADN, LVN, and EMS program Director/Coordinator. Date: October 2017

Office of the President

Athletics

Objective #1: Integrate current and readily available technology assets for: 1) improvement of fan experience and increasing athletic program visibility; and 2) increasing the opportunities for academic success among currently enrolled student athletes.
Responsibility: Athletic Director, Assistant Athletic Director, Softball Coach, Baseball Coach, Volleyball Coach, Rodeo Coach.
Statement of Need: The athletic department is commonly referred to as the gateway to an educational institution because the far reaching appeal of sports garners interest in the campus and stimulates inquiries about academic programs offered that lead directly to student enrollment. Additionally, there is direct correlation between the availability of appropriate educational technology and improved student athlete performance.
Actions: <ol style="list-style-type: none">1. Upgrade current computers of athletic department.2. Continue to provide the option of video recording of games (softball, baseball, and volleyball) and practices (softball, volleyball) for archiving, scouting, and the promotion of our student athletes to four year colleges/intuitions to continue their playing careers.3. Continue to utilize campus technology resources for the purposes of live stream broadcasting of games for improvement of fan accessibility and promotion of the Vernon College Athletics brand (bringing traffic to the Vernon College web site).4. Continue to utilize campus computer labs/classrooms to provide all team members online access during study hall sessions (softball, baseball, rodeo, and volleyball).5. Continue use of Verizon Jetpack wireless internet routers while on bus trips (softball, baseball and volleyball) and maintenance of a 30GB per/month subscription.
Resources and Approximate \$: Facilities/Technology- Campus facilities, camera equipment and memory cards, campus internet access, Verizon Jetpacks and monthly subscription divided amongst softball, baseball, and volleyball each month, previous Vernon College Foundation grant, Quality Enhancement department assets (iPads and broadcasting hardware). Incomplete/Ongoing
Assessment Method: Review of student athlete academic performance via GPA review/parent and fan feedback on the availability and quality of video content from home games. Date: Continuous throughout the academic year 2017-2018.

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.
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Office of the President

Institutional Advancement

Objective #1: Respond to College funding needs through various fundraising methods both private philanthropy and federal and state grant funding.
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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 educational quality, support services, student learning, student retention, and certificate/degree completion or transfer by students. Grant proposals, with the assistance of appropriate faculty and staff, can be written and submitted for specific programs, departments, the College as a whole, and scholarship support. Additionally, current donors are solicited and alumni, prospective individuals and corporations can be identified, cultivated and solicited for philanthropic support.

Actions:

1. Raise \$250,000 annually to support College and Foundation Scholarships and other needs through fundraising programs aimed at all constituencies.
2. Research on-line giving through the College website for implementation once U4SM is in place.
3. 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.
4. 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.
5. Work with the President, the Dean of Instructional Services, and the Associate Dean of Instructional Services to encourage faculty and staff to participate in grant writing on behalf of their programs and/or professional development opportunities.
6. Continue to serve as the Grant Manager for the college's Title III Grant and the new USDA Grant.
7. 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 Dean 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.

Resources and Approximate \$: **Institutional Improvement:** No \$ **Personnel:** Advancement Specialist – Grant Developer -- \$35,000 - \$40,000

Assessment Method:

Date:

1. Advancement Specialist—Grant Developer hired by **August 2018**.
2. \$250,000 raised from current donors and identified new donors, implementation of pilot affinity group, 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 2018**.
3. On-line giving options researched, selected and ready for implementation when U4SM goes live by **August 2018**.

4. Annual submission of the Voluntary Survey for Aid to Education (VSE) report by **October 2017. Achieved**
5. Grant Management, including UGG compliance monitoring results in Title III Year 3 funds awarded by **October 2017. Achieved**
6. Grant Management, including UGG compliance monitoring results approval of Year 1 USDA grant annual report by **September 2017. Achieved**

Priority Initiative #9:

Ensure institutional accountability through effective strategic planning and assessment processes.

Admissions, Records and Financial Aid

Admissions and Records

Objective #1 : Use SENSE and CCSSE data to increase survey driven scores for Admissions and Records Office	
Responsibility: Dean of Admissions & Financial Aid/Registrar and Director of Admissions and Records	
Statement of Need: Identify higher performing schools and compare and contrast standard operating procedure components to help identify possible changes for improvement	
Actions:	
<ol style="list-style-type: none"> 1. Review CCSSE and SENSE data to identify best practices in Admissions, Records, and Registration In Progress 2. Continued review and improvement to the registration process Achieved 	
Resources and Approximate \$: Institutional Improvement	
Assessment Method:	Date: ongoing annual review with summation by November 2018
<ol style="list-style-type: none"> 1. Development of training agendas for best practices 2. Comparison with previous CCSSE and SENSE scores 	

Financial Aid

Objective #1 : Use SENSE and CCSSE data to increase survey driven scores for Financial Aid	
Responsibility: Director of Financial Aid	
Statement of Need: Identify higher performing schools and compare and contrast standard operating procedure components to help identify possible changes	
Actions:	
<ol style="list-style-type: none"> 1. Review CCSSE and SENSE data to identify high performing schools in Financial Aid areas. Review those high performing schools processes, policies, procedures, practices, and programs In Progress 	
Resources and Approximate \$: Institutional Improvement: Staff time	
Assessment Method: Website pages from other schools	Date: CCSSE August /SENSE April

Instructional Services

Instructional Services – Quality Enhancement

Objective #1 : Administer, analyze, and share information for assessments to be used for benchmarking and comparability purposes.
Responsibility: Director of Quality Enhancement
Statement of Need: As originally outlined and directed in the Quality Enhancement Plan document and for use in assessment and benchmarking for the inquiry based learning Quality Enhancement Plan. Key Performance Indicators of Accountability (KPIA) assessment information needed for institutional accountability.
Actions: <ol style="list-style-type: none">1. Administer the Survey of Entering Student Engagement (SENSE). Analyze the SENSE data and information to prepare and present results and findings.2. Distribute the results and findings from the CCSSE (Community College Survey of Student Engagement), CCFSSSE (Community College Faculty Survey of Student Engagement) and SENSE (Survey of Entering Student Engagement), to faculty and staff through email, professional development meetings, and Canvas.3. Distribute the results and findings from the CCSSE, CCFSSSE and SENSE to students through email, student organization or focus group meetings, and campus TV monitors.4. Distribute the results and findings from other assessments; such as QERI Survey, Technology Committee Feasibility Reviews, and Professional Development; as needed.
Resources and Approximate \$: Institutional Improvement: Funding for SENSE Survey: \$4,200 Est. based on 2015 costs Date: ongoing with summation by July 2018
Assessment Method: Date: <ol style="list-style-type: none">1. Survey administration completion. October 2017 Achieved; Survey results for SENSE shared with each component of the college by August 2018 - dates, agendas, and participation.2. Dates, agendas, and participation. August 2018