

Vernon College
Student Success by the Numbers Initiative at a Glance

| Prior to start of Student Success by the Numbers Initiative | |
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| Summer 2009 | Reviewed and revised for improvement the registration process (Registration Task Force) |
| Fall 2009 | <p>-Formal implementation of Quality Enhancement Plan, VConnected with the goal to increase student learning through improved engagement by:</p> <ul style="list-style-type: none"> • Transforming curriculum and instruction • Training faculty and staff in engagement techniques through professional development opportunities • Creating a technology-rich environment for instructional and student support services. <p>-Survey of Entering Student Engagement (SENSE) administered for first time at Vernon College</p> <p>-Financial Aid began participating in New Student Orientation</p> <p>-Began administering Student Instructional Report (SIRII) survey</p> |
| Academic Year 2009-2010 | <p>-Began review and improvement of strategic planning process and oversight including:</p> <ul style="list-style-type: none"> • Enhanced charge and expanded membership of the College Effectiveness Committee • Revised Planning Calendar • Creation of Assessment and Report Calendar with reporting framework • Creation of General Glossary • Review of Philosophy, Vision, Values, and Mission • Creation of Long Term Objectives, Primary Goals and Priority Initiatives • Revised planning documents to include statement of need, enhanced data reporting and use of results for improvement • Creation of planning process and documents to ensure college wide input and oversight of Facilities, Institutional Improvement, Personnel and Technology <p>-VC Foundation decided to continue and expand College Connections Dual Credit Scholarships</p> |
| February 2010 | <p>-Organization of Academic Advising Task Force</p> <p>-Initial Key Performance Indicators of Accountability (KPIAs) selected by College Effectiveness Committee</p> |

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| June 2010 | -Purchased Student Success Module software with implementation November 2010 (Academic Advising Task Force recommendation) -Began Course Schedule Advising (CSA) process (Academic Advising Task Force recommendation) -Developed extensive CSA Resource Guide (Academic Advising Task Force recommendation) |
| August 2010 | Organization of Retention and Completion Task Force |
| Fall 2010 | -Implemented End of Semester Course Reviews (ESCR) -STARRS online scholarship application launched |
| March 2011 | Student Success Resolution adopted by the Vernon College Board of Trustees |
| Spring 2011 | -Began Course Schedule Advising (CSA) process -Catching the Future Dual Credit Scholarship Awards -Increased marketing of scholarship and use of STARRS (Retention Task Force recommendation) -Began offering online tutoring for face to face and distance education students |
| May 2011 | Vernon College accepted the invitation to participate in the Student Success by the Numbers initiative supported by the Greater Texas Foundation and directed by the Community College Leadership Program at the University of Texas. |
| Summer 2011 | Financial Aid launched Chap Assistance TV |
| June 2011 | Began including Data Facts as part of Dr. Johnston's Monthly News |

Student Success by the Numbers Project goals:

- To build the capacity of Vernon College staff and faculty to understand and communicate about data depicting student progress, engagement and success
- To identify improvements in data targeting and monitoring enhancements at Vernon College in regard to post-secondary preparation, access, persistence and completion
- To build increasingly powerful culture of evidence to support and promote an effective student success agenda at Vernon College

Phase I

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| September 2011 | Over 50 people representing Vernon College student support services, faculty, administrative team and President's team participated in group discussions |
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| | with Dr. John Cooper, Dr. Luzelma Canales, (project consultants) and April Juarez (SSBTN project liaison for the Community College Leadership Program) to assess current Vernon College data use and the culture of evidence that supported effective student success. As part of the process, each participant completed The Culture of Evidence survey. |
| Fall 2011 | <p>-Launched new website</p> <p>-Implemented Early Alert student notifications (Academic Advising Task Force recommendation)</p> <p>-Eliminated late registration (Retention Task Force recommendation)</p> <p>-Rubric for Online Instruction developed (Distance Education Committee recommendation)</p> <p>-Began administering eSIR II survey for online courses</p> |

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| Phase II | |
| October 2011 | Vernon College was invited to participate in SSBTN Phase II. |
| February 2012 | <p>-Organization of Phase II Team comprised of volunteers representing student support services, faculty, staff, and administration (18 members)</p> <p>-Site visit from Dr. Luzelma Canales:</p> <ul style="list-style-type: none"> • SSBTN goals and expectations for Phase II • SSBTN presentation to Board of Trustees |
| April - May 2012 | Administered a Vernon College Effectiveness Questionnaire via the website to gather constituent input regarding student experience and institutional performance (ex. current, future and former students, employees, community members, colleagues, ISD partners, elected officials...); marketed the survey through website homepage, email, letters and newspaper ads |
| May 2012 | <p>-Phase II Team meeting</p> <ul style="list-style-type: none"> • Review team charge • Review Vernon College SSBTN Planning Template • Discuss Student Cohort Tracking webinar • Review Key Performance Indicators of Accountability (KPIAs) • Discuss August 2012 All Staff Development Training <p>-Business Office launched Live Chat Pilot</p> |
| June 2012 | <p>-Phase II Team meeting</p> <ul style="list-style-type: none"> • Review schedule training for Fall Faculty and Staff Development |

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| <p>June 2012</p> | <ul style="list-style-type: none"> • Review Air Course participation <ul style="list-style-type: none"> ○ Data Management; Longitudinal Tracking for Institutional Research; Learning Outcomes – Betsy Harkey ○ Student Success through the Lens of Data – JoAnn Sharp, Criquett Lehman, Shana Munson, Lana Carter and Betsy Harkey • Review and discussion of data resources necessary to track student preparation, access, persistence and completion • Begin development of Data Management Dictionary • Identify Gateway and Barrier courses • Continue discussion of KPIAs and mapping to student success measures (preparation, access, persistence and completion) <p>-Created the Vernon College Data Brief as a comparative study of the Community College Survey of Student Engagement (CCSSE), Survey of Entering Student Engagement (SENSE) and the Vernon College Effectiveness Questionnaire (VCEQ)</p> <p>-Creation of Integrated Marketing Task Force (name changed to Integrated Marketing and Recruiting Task Force)</p> <p>-Gateway and Barrier courses identified by Instructional Services</p> |
| <p>August 2012</p> | <p>-Fall Semester Kickoff Trainings (all employees)</p> <ul style="list-style-type: none"> • Student Engagement at Vernon College (CCSSE/SENSE Data Review), April Juarez; participants were ask to share <i>One thing I will commit to do during the first week of the fall semester to connect with students...</i> and <i>What I want to know about Vernon College students that will help me help them...</i> • Utilizing Focus Groups to Acquire/Drill down Data Training, Dr. Luzelma Canales <p>-Phase II Team meeting with Dr. Luzelma Canales and April Juarez to review project progress and set goals for future site visits</p> <p>-Campus offices extended hours (until 6:00 p.m.) to provide services for evening students (Retention Task Force recommendation)</p> |
| <p>September 2012</p> | <p>-Began process of freezing data (first day of class, count day and final semester grades are posted)</p> <p>-Began process of providing Count Day Data Facts</p> <p>-Began identifying and tracking students who applied but did not enroll</p> |

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| Fall 2012 | Admissions and Records Office began student success related email and notifications |
| November 1, 2012 | Phase II and Institute Team meeting <ul style="list-style-type: none"> • Review and discuss CCSSE results and complete the CCSSE Data Review |
| November 13, 2012 | Phase II and Institute Team meetings with Dr. Canales <ul style="list-style-type: none"> • Discuss specific roles, responsibilities, and preparation for the Institute • Finalize the CCSSE Data Review Template homework • Overview of Student Cohort Tracking Data Review Template homework |
| January 2013 | Selection of Key Performance Indicators of Accountability Benchmarks |
| March 2013 | Combined College Effectiveness, Phase II Team and Institute Team meeting with Dr. Canales <ul style="list-style-type: none"> • Review and discuss SSBTN Institute homework <ul style="list-style-type: none"> ○ CCSSE Data Review ○ Student Cohort Data Review ○ Culture of Evidence Inventory Survey ○ Key Findings ○ Vernon College Data Brief • Group training: selecting interventions/strategies, developing strong evaluation plans (logic models), building sustainability and scaling new interventions/strategies |
| April 2013 | -SSBTN Institute <ul style="list-style-type: none"> • Best practice trainings concerning student progress, engagement and success) • Review and discussion of SSBTN Institute homework • Identification of Vernon College Priorities for strengthening our student success agenda <p>-Student Success Data Facts added to Board of Trustees as standard agenda item</p> |
| May 2013 | -Air Course additional opportunity <ul style="list-style-type: none"> • Linda Haney and Mark Holcomb began AIR course participation. Each in two AIR courses. <p>-Received first endowed dual credit scholarship</p> |
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| <p>July 2013</p> | <p>-New KPIAs added for Milestones/Success Points</p> <ul style="list-style-type: none"> • Math, Reading and Writing Readiness • Students who complete 15 SCH • Students who complete 30 SCH • Students who transfer to a 4-year institution • Students who pass first college-level math, reading, and writing course • Degrees, core curriculum or certificate completion • Degrees or certificates in critical fields <p>-Phase II and Institute Team meeting with Dr. Canales (July 29-30)</p> <ul style="list-style-type: none"> • Begin mapping the Vernon College student success agenda and purposeful experience. Establish a communication plan using common language. |
| <p>August 13, 2013</p> | <p>Greater Texas Foundation Site visit to review and gain insight in small rural community college student success agenda efforts</p> |
| <p>Fall 2013</p> | <p>-Two site visits by Dr. Luzelma Canales</p> <ul style="list-style-type: none"> • Focus Group Training • Planning for scale and sustainability <p>-SSBTN Phase II Team becomes Student Success by the Numbers Standing Committee</p> <p>-Integrated Marketing and Recruiting Task Force becomes Integrated Marketing/Recruiting Standing Committee</p> <p>-Student Success Course (Learning Frameworks) begins</p> <p>-S3 Grant for Developmental Math begins</p> <p>-Addition of book rental kiosks by Vernon College bookstores</p> <p>-The PASS Department began offering “tutor perks” at the CCC Tutoring Center in the form of private tutoring lessons to students who received regular tutoring in an effort to encourage consistent attendance at tutoring sessions.</p> <p>-The PASS Department increased tutor salaries in an effort to acquire and retain better tutors and to encourage more faculty referrals.</p> <p>-Began offering extended weekend hours of operation in the library at CCC</p> |

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| | -The Financial Aid Office started sending second notice letters to all students that had not responded to a status letter. |
| Spring 2014 | <p>-Final site visit by Dr. Luzelma Canales</p> <ul style="list-style-type: none"> • Student Success by the Numbers Review Presentation • Focus Group 101 Training <p>-Development of a 4 hour orientation pilot program called Chap Express to be implemented in August 2014. Developed by Student Services and focusing on:</p> <ul style="list-style-type: none"> • Available resources to students • Differences between high school and college • Exploration of VC • Introduction to VC technology including VC email and the Blackboard platform <p>-The PASS Department Director began receiving training and setting up Accudemia Centers in order to pilot Accudemia Tracking Software for Tutoring Centers and OSD Quiet Testing Centers in Fall 2014.</p> |
| Summer 2014 | <p>-College recruiting functions transferred to Institutional Advancement and integrated into marketing efforts</p> <p>-The Financial Aid Office began sending letters to all admission applicants explaining that financial aid is available to assist with their educational expenses. This same letter was made available at NSO and the CSA centers.</p> <p>-The Financial Aid Office began sending text messages or emails to students who had been awarded financial aid but were not enrolled and to students who were enrolled and had applied for financial aid but had not been awarded.</p> <p>-Piloted GradCast</p> |
| July 2014 | <p>-Created and staffed the Student Success Specialist position to focus on:</p> <ul style="list-style-type: none"> • Helping students navigate the application and registration process • Implementing Chap Express Orientation • Academic Coaching of students as determined by Early Alerts |
| August 2014 | <p>-Chap Express Orientation is piloted to 3 sessions of students on the Vernon Campus and Century City Center.</p> <p>-The library utilized a more user friendly and professional looking interface, Flipping Book, for posting the library handbooks online.</p> |
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| September 2014 | <p>-Alumni quarterly E-newsletter begun in September 2014</p> <p>-Implemented GradCast for help with retention and graduation tracking. GradCast allows the student/graduate to search our entire database of employers and instantly send their resume to hundreds of companies with just a couple of clicks. In seconds, they're able to market themselves to virtually every single potential employer in their field of study and geographic area...anywhere in the United States</p> <p>-Pathways to Progress Team participated in Texas Association of Community Colleges, Texas Success Center Institute</p> |
| Fall 2014 | <p>-Email recruiting newsletter created and sent to all prospective students who applied but did not enroll for fall 2014 who have provided email addresses as part of on-going recruiting communications efforts to prospective students.</p> |