

Vernon College Annual Action Plan 2013-2014

by Priority Initiative

Priority Initiative #1:

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

Admissions, Financial Aid and Records

Admissions

Objective #1: Increase student services and dual credit enrollments by working with high school students in the College's service area

Actions:

1. Contact each service area high school during early spring regarding "Campus Connect" on-line registration process for dual credit students
2. Mail dual credit brochure and "Campus Connect" instructions to dual credit participating schools for distribution to participating students
3. Follow up on dual credit applicants during June, July, and August to verify admission requirements, TSI status, and enrollment
4. Provide contact point for dual credit registration and Campus Connect questions

Financial Aid

Objective #1: Improve student retention and student success annually

Actions:

1. Council 100% of financial aid students who are reducing their course load or withdrawing regarding their financial aid consequences
2. Contact students who receive "Early Alert" notices regarding attendance and explain financial aid consequences

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

Actions:

1. Monitor and record enrollments, aid applicants, and processing time periodically throughout award year for improvement opportunities

Records

Objective # 1: Improve student retention and success annually.

Actions:

1. Send progress reports to notify students of their academic status at semester end
2. Initiate and additions to "Student Success thru Communication" functions to educate students about College
3. Participate in "Early Alert" initiatives of POISE module
4. Notify students of President or Dean List honors each Fall and Spring semester

Instructional Services

Objective #1: Continue to develop and improve web pages for instructional programs and disciplines to enhance recruiting and meet informational needs of stakeholders.

Actions:

1. Develop and revise template of common elements to be included on web pages to ensure uniformity and consistency of required information and meet federal and/or state requirements.
2. Develop web pages for all instructional programs and disciplines.
3. Incorporate elements of Texas Genuine advertising campaign.

Objective #2: Actively engage Instructional Services in the planning, promotion, and delivery of Sophomore Round-Up to all locations.

Actions:

1. Plan event that features tours of facilities.
2. Host sessions which provide information regarding VC programs.
3. Guide sophomores from service area high schools.

Objective #3: Actively engage Instructional Services in planning, promotion, and delivery of Gender Equity recruiting opportunities.

Actions:

1. Select and develop recruiting activities targeting nontraditional students in gender biased programs.
2. Carry out selected recruiting activities.
3. Evaluate effectiveness of chosen activities.

Objective # 4: Provide systematic early intervention strategies for at risk/underperforming students

Actions:

1. Consider recommendations of Student Success Course Task force for implementation.
2. Consider recommendations of Faculty Senate regarding the implementation of student withdrawal policy.
3. Continue to refine and develop processes for faculty utilization of the Early Alert and Student Success modules.
4. Continue to refine and develop course schedule advising assessments as recommended by the THECB Assessment of Academic Advising Work Group.

Objective # 5: Develop general CTE brochure/view book to replace individual program brochures.

Actions:

1. Integrate recommendations of Marketing Task Force in the development and publication of a general CTE brochure which provides basic

Office of the President

Institutional Advancement

Objective #1: Continue to increase scholarship availability for Vernon College students.

Actions:

1. Continue to seek increased funding, in both the private and public sectors, for all College and Foundation current scholarships, including dual credit scholarships, and new scholarship opportunities.
2. Continue to work with donors and donors' heirs of building scholarships to completely fund the scholarship(s) or merge into the Vernon College Foundation General Scholarship.
3. Continue to utilize the STARS On-Line Scholarship Application to facilitate scholarship applications.
4. Enhance the scholarship page on the Vernon College website with STARS information and its link as well as links to other outside scholarships that Vernon College students can apply for.
5. Review each scholarship's criteria and build an information file about these scholarships to help students determine their applicant eligibility.
6. Continue the "Vernon College/Vernon College Foundation Scholarship Office" within the Office of Institutional Advancement as a one-stop shop to assist students with scholarship applications: College, Foundation, and non-College/Foundation scholarships that are open to Vernon college students.
7. Participate in any informational webinars presented by scholarship funders to obtain the current information about their scholarship programs in order to better serve our students.
8. Manage the Vernon College Foundation Catching the Future Dual Credit Scholarship Program and the Archer City ISD, Iowa Park CISD, and WFISD College Connections Scholarship Programs.
9. Work with other service area ISDs to promote the benefits of creating a College Connections Scholarship Program for their high school students.
10. Review and select cost effective on-line scholarship software that can be used for dual credit Catching the Future and College Connections scholarships as a process improvement in place of the current paper application system. After initial start-up costs, this should improve efficiency in the management of these programs. Further, today's high school students are familiar with on-line applications in place of paper which should be more cost effective and facilitate more efficient response times on the part of Vernon College personnel working with and managing the dual credit scholarship programs.
11. Work with the Early College Start Coordinator and the Director of Student Relations to maintain contacts with high school counselors to distribute information about the Vernon College/Vernon College Foundation Scholarship Program.
12. Make presentations to area high schools to assist students with their STARS applications.
13. From September to December review STARS student application progress on a bi-weekly basis to determine which applications are incomplete. Contact each student with an incomplete application to help them finish the application prior to the March 1 deadline.

14. In January and February review student application progress on a weekly basis.
15. Continue research to find other scholarship sources for our students and add to the STARS Scholarship page on the website.
16. Develop a scholarship brochure that provides the highlights of Vernon College/Vernon College Foundation Scholarships for distribution to area high schools and for use as a solicitation tool.
17. Work with the Directors of Student Activities, SGA, Student Forum and other student groups to promote the scholarship program and encourage applications.
18. Utilize targeted marketing strategies such as press releases and letters to service area high schools to promote county- and high school-graduate restricted scholarships in those counties and high schools.
19. Add a staff position, which could be initially part-time, Advancement Services Specialist for Scholarship Support, to manage and update the STARS information; add new scholarship and criteria to the database. Review all scholarship criteria information for completeness and make changes to existing criteria if the scholarship is revised. Prepare STARS reports including the student application progress report; contact students who have not completed their application and assist them. Respond to student applicant questions. Maintain all paper scholarship files. Make STARS presentations to area high schools and assist students with their applications on-site. Make presentations to Vernon College student groups about the availability of scholarships including STARS. Maintain the scholarship Excel reports adding new gifts received and scholarships awarded each year. Assist with researching other scholarship opportunities available for Vernon College students, gather the information and update the information on the STARS Scholarship Page on the website. Assist with the preparation and distribution of all scholarship offers to students and the subsequent annual scholarship reports to donors. Assist with the annual Scholarship Banquet. Respond to inquiries from donors regarding the status of their scholarship funds; update scholarship information in the RE database and run RE and Excel scholarship reports as need.

President/Effectiveness

Objective #1: The College will continue to emphasize student learning outcomes and consistently initiate effective assessment practices to demonstrate that it is fulfilling its mission.

Actions:

1. Monitor and ensure the instructional component of the College adequately meets to assess student learning outcomes
2. Monitor and ensure the Assessment Calendar is followed by all components of the College
3. Participate in Student Success by the Numbers initiative

Objective #2: The College will continue to initiate multiple measures of student learning.

Actions:

1. Through direct contact with faculty and division chairs, monitor and ensure that the instructional component of the College implements multiple measures of student learning
2. From the established Assessment Calendar, monitor and ensure measures of student learning

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

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 Calendar for completion

Objective #4: The College will develop and implement multiple assessment measures to review and improve student support services.

Actions:

1. Through direct contact with staff, monitor and ensure that the student support services components of the College implement multiple measures of assessment to ensure student learning
2. From the established Assessment Calendar, monitor and ensure assessment of student support services

Objective #5: The College will continue monitoring and implementation of approved task force recommendations (Community Involvement, Facilities, Integrated Marketing, Academic Advising, Student Success Class and Retention/Completion)

Actions:

1. Revisit each task force to monitor and ensure implementation of and adequate resource allocation for approved recommendations from all task forces

Student Services

Objective # 1: Prepare to satisfy Part 3 FR 4.4 and 4.6 of the SACS COC Fifth Year Interim Report.

Actions:

1. Maintain a current inventory list of all printed or web posted recruiting materials.
2. Create a twice yearly review of all recruiting materials by reviewing the catalog and by making individual contact with all program administrators.
3. Make sure that all printed materials produced by Student Services includes the estimated time to complete the program and a disclaimer referring potential students to the Vernon College website.

Objective # 2: Increase interest and enrollment at the Skills Training Center

Actions:

1. Develop a specific targeted recruiting plan to attract nontraditional students to the Skills Training Center and the programs housed there.
2. Work with area high school counselors to identify students who are interested in nonacademic Vernon College programming.
3. Coordinate with Division Chair of Information and Technology to develop a format to showcase Skills Training Center Programs

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, Financial Aid and Records

Admissions

Objective #1: Maintain Admissions Office CCSSE and SENSE satisfactory rankings and improve annually

Actions:

1. Increase accessibility to and awareness of on-line Application for Admissions and enrollment requirements through participation in the "Apply Texas" (Common Application) initiative. Continuously maintain "Apply Texas" website information for changes

Financial Aid

Objective #1: Maintain VC cohort student loan default rate as calculated by DOE at 15% or lower

Actions:

1. Provide documented entrance and exit loan counseling opportunities for increasing numbers of student borrowers
2. Contract with consulting firm to contact students approaching default status to explain options and consequences for increasing numbers of student borrowers

Records

Objective #1: Increase student completion success annually.

Actions:

1. Create a "record" on new students every semester through a "batch" process which will assign a catalog to be used for the degree audit program and enable degree shopping. The degree audit will show the student a clear outlined path to completion of their degree or certificate.
2. Update the Degree Audit module each spring/summer with the degrees and certificates offered in current VC General Catalog.

Instructional Services

Objective #1: Implement provisions of state wide developmental education plans designed to increase success and accelerate completion.

Actions:

1. Implement mandatory reviews before placement testing.
2. Revise course sequences of developmental courses.
3. Implement new cut scores for improved assessment with diagnostics.
4. Develop and offer NCBO based on afore mentioned diagnostics.

5. Document and report contact hour fractions generated by NCBO offerings.
6. Continue to adhere and present internet based instructional opportunities.
7. Identify funding sources for ABE.
8. Investigate the development of faculty assisted/lead non TSI advising.

Objective #2: Improve student access to library instruction through development of online tutorials. Tutorials are needed to assist students in searching article databases and the online catalog.

Actions:

1. Develop online tutorial to assist students in searching Ovid's Nursing Journals Collection. Ovid's search platform is less intuitive than those supported by Ebsco and Proquest. A tutorial is needed to assist students with the search functions, features, and capabilities of this helpful resource.
2. Develop video tutorial which demonstrates catalog search techniques. The library recently began authenticating remote users through a proxy server. This system was implemented as a means to allow direct access to e-books from the online catalog. The tutorial will help demonstrate the updated procedures for locating and accessing e-books easily and efficiently from the catalog. A video demonstration will also help reinforce and illustrate the concepts covered in the text/graphic tutorial currently posted online.
3. Refer to assessment data from QEP when developing the tutorials. Determine if students prefer content delivered through screen capture video exclusively or through the more interactive interface facilitated with Captivate.

Objective #3: Improve student access to library resources by extending weekend hours of operation at Century City. The library is currently open on Saturday from 8:00 AM to 2:00 PM. Additional weekend hours during the late afternoon and evening would afford students improved access to group study rooms and computer resources.

Actions:

1. Survey students during the spring 2013 to determine if students prefer weekend evening hours scheduled on Saturday or Sunday.
2. Request sufficient funds to compensate additional part time assistance at \$9.00 per hour. A total of \$2,331.00 is needed to compensate a weekend assistant working 7 hours on either Saturday or Sunday.
3. Interview and hire part time evening assistant to begin working at the start of the fall semester 2013.

Objective #4: Consider continuation of MW/TR class schedule (MW/TR schedule piloted Spring 2013, fully implemented Fall 2013 & Spring 2014).

Actions:

1. Solicit input from faculty, students and other stakeholders.
2. Work with service area high schools to alleviate potential schedule conflicts in regard to dual credit offerings.
3. Develop a Friday schedule of institutional activities (committee meetings, taskforces, division/department meetings, faculty development).

Objective #5: Review potential for implementing a pre-requisite for enrollment in online courses.

Actions:

1. Review and discuss Best Practices using Smarter Measure report.
2. Analyze current Smarter Measure usage including logistics of utilizing as a pre-requisite with POISE.
3. Consider implementation of recommendations of Distance Education committee.

Objective #6: Evaluate potential creation of Distance Education department.

Actions:

1. Review duties and responsibilities of current personnel with respect to Distance Education delivery and assessment.
2. Research alternatives for strengthening authentication of online learners.
3. Conduct personnel needs analysis with regard to distance education.

Objective # 7: Coordinate with Student Services and identify potential for Instructional Services involvement in and contributions to NSO.

Actions:

1. Review information currently provided by Student Services at NSO.
2. Determine additional information relevant to student success which could be provided by Instructional Services.
3. Identify Instructional Services representatives available to deliver information.

Objective # 8: In order to enhance student retention and success, PASS Center tutor salaries will be increased to attract and keep quality tutors.

Actions:

1. Increase peer tutor level to \$10.00 per hour
2. Increase professional tutor level to \$16.00 an hour

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 areas of grantsmanship and scholarship support.

Actions:

1. Enhance existing philanthropy efforts and, utilizing the Raiser's Edge (RE) software, design and implement various segmented philanthropy programs such as annual giving, major and leadership gift programs, a planned giving program, and grant program.
2. Research federal and state grant programs to determine viability for Vernon College support. Send the information to the Dean of Instructional Services for dissemination to the faculty that may be interested in pursuing a grant and contact support service components of the College about potential grant opportunities.

3. Work with faculty and staff to assist in the preparation and the electronic submission of proposals through grants.gov, Fastlane, etc.
4. Using the Metasoft Foundation/Corporation Funding software, research potential foundations and corporations to determine viability for Vernon College support. Send information to the Dean of Instructional Services for dissemination to faculty and initiate contact with support service components of the College about potential grant opportunities.
5. Assist faculty and staff in the preparation and submission of proposals to private funding agencies.
6. 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.
7. Continue to participate in the Council for Resource Development Federal Funding Task Force and the Annual Conference to develop relationships with Federal agencies on behalf of 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.
8. Work with the President, the Dean of Instructional Services, and the Associate Dean for Career and Technical Education to encourage faculty and staff to participate in grant writing on behalf of their programs and/or professional development opportunities.
9. Attend relevant training programs in grantsmanship including grant management, budgeting and evaluation methods.
10. Utilize consulting services in the preparation of major grant proposals as needed.

Objective #2: Enhance the visibility of Vernon College and the Vernon College Foundation to educate the residents of the 12 county service area about the value of their Community College and the economic impact it makes.

Actions:

1. Utilize the Vernon College website effectively by researching and implementing innovative strategies for interaction, promotion, and enhancement as the premier information source for the College; including the development of web pages featuring donors and students.
2. Coordinate with the website Component Administrators to ensure that their respective departmental webpages are up to date.
3. Continue the implementation of a strong case for support utilizing various marketing strategies centered around the “Did You Know . . .” points and the tagline “Your Community College . . . your community partner!” to educate the citizens of Wichita County and the other 11 counties in our service area about the value and economic impact of Vernon College in this region.
4. Use the Wichita County Advisory Committee and Foundation members as strong advocates for the College.
5. As funds are available take advantage of enhanced marketing/communication opportunities to support the College’s visibility.
6. Continue the annual President’s Report to all constituencies as well as all media outlets in the 12 county service area and other selected areas.
7. Utilize the services of a professional photographer, on an as-needed basis, to enhance the website and other marketing materials to better showcase Vernon College to its constituencies and current and potential students.
8. Develop a new general College promotional marketing CD, utilizing a marketing firm, to showcase the college. This CD can be added to the Vernon College website and distributed throughout the 12 county service area.
9. Enhance social media marketing by using Facebook ads, online advertisements and Google adwords.

10. Utilize target marketing strategies such as press releases and letters to service area high schools to promote county- and high school-graduate restricted scholarships in those counties and high schools.
11. Incorporate the recommendations of the Integrated Marketing Task Force as approved by the College Administration.

President/Effectiveness

Objective #1: The College will annually review policies, procedures, processes, practices and programs associated with recruitment efforts.

Actions:

1. Review and implement recommendations of Student Success by the Numbers
2. Monitor KPIA benchmark data
3. Monitor and ensure implementation of and adequate resource allocation for approved recommendations from the Integrated Marketing Task Force

Objective #2: The College will annually review policies, procedures, processes, practices and programs associated with retention/completion efforts.

Actions:

1. Review and revise Enrollment Management Committee purpose and responsibilities to include retention and completion oversight
2. Review and implement recommendations of Student Success by the Numbers
3. Monitor KPIA benchmark data

Quality Enhancement – Division of Institutional Effectiveness

Objective #1: Develop and implement a process for integration and oversight of professional development opportunities, as outlined in the Quality Enhancement Plan, into the infrastructure of the institution.

Actions:

1. Facilitate change in oversight of professional development opportunities from the QEP Implementation Committee to the Professional Development Committee.
2. Review and update the charge of the Professional Development Committee as needed.
3. Evaluate/Review the Professional Development Committee’s program and make recommendations for inclusion of QEP professional development initiatives.

Objective #2: Continue to develop and enhance the use of mentors including mentor professional development.

Actions:

1. Organize and conduct training opportunities and technical support.
2. Provide and encourage the opportunity for participation in the National Institute for Staff and Organizational Development (NISOD).
3. Plan and promote participation in internal professional development opportunities through the program outlined by the Professional

Student Services

Objective # 1 : Prepare to satisfy Part 3 CR 2.10 of the SACS COC Fifth Year Interim Report

Actions:

1. Produce a master list to document all Student Services initiated student support programming college wide so that it can be updated yearly and serve as a reference tool.

Objective # 2: Prepare to satisfy Part 3 CS 3.11.3 of the SACS COC Fifth Year Interim Report

Actions:

1. Review all Student Services initiated support services to ensure that they are promoted to and accessible by distance education students.

Objective # 3: Prepare to satisfy Part 3 FR 4.8 and Part 3 FR 4.3 of the SACS COC Fifth Year Interim Report

Actions:

1. Examine the Testing Center Policy and Procedure Manual to verify that it covers required topics and is addressing all Testing Center issues.
2. Review the comprehensive Instructional Testing Policy and Procedure Manual to insure that consistent, fair, and best practices are followed by Testing Center staff, faculty, and students.

Priority Initiative #3:

Incorporate general education outcomes throughout the institution and develop assessment measures to evaluate their achievement.

Instructional Services

Objective #1: Continue preparation for implementation of THECB mandated state core curriculum (42 SCH) including core objectives.

Actions:

1. Submit new 42 SCH core as approved through Academic Council to the THECB for approval (September 2013).
2. Revise degree plans for AA, AS, and AAS degrees as needed (October 2013) and submit to Academic Council/THECB for approval.
3. Publish changes in VC Catalog and on the website.
4. Continue to research, develop, and adopt both direct and indirect assessments for each of the 6 core objectives.
5. Continue to improve documentation and articulation of the achievement of SLO's, including core objectives, at the institutional, program, and course levels.

Office of the President

President/Effectiveness

Objective #1: The College will emphasize assessment activities and planning information from all components of the College to identify fiscal, physical, human and technological resources to accommodate current and future needs.

Actions:

1. Monitor and ensure that the Assessment Calendar and planning processes are followed.

Objective #2: The College will annually receive input from internal and external constituents to identify resource needs for the future.

Actions:

1. Provide formal and informal opportunities for input
2. Utilize community focus and advisory groups

Objective #3: The College will prepare for the future through appropriate resource allocation decisions in the annual budget development process.

Actions:

1. Monitor and ensure that the planning process drives the budget process and is completed within appropriate timelines

Objective #4: The College will add at least one additional leadership position at Century City Campus in Wichita Falls

Actions:

1. Develop a specific job description and hire someone to fill the leadership position

Student Services

Objective # 1: Follow all laws set forth by the State of Texas concerning the Texas Success Initiative as pertaining to Higher Education.

Actions:

1. Review and disseminate all information regarding the new Texas Success Initiative laws.
2. Set up new checks and balances systems to verify that Vernon College is adhering to the new Texas Success Initiative laws.

Objective # 2: Meet any statewide published standards concerning academic advising.

Actions:

1. Assist Instructional Services with implementation of the THECB recommendations on academic advising by identifying, documenting and explaining practices already in place through Student Services.
2. Support and cooperate with Instructional Services to implement evaluations to measure the effectiveness of academic advising.

Priority Initiative #4:

Integrate the Quality Enhancement Plan functions and activities into the infrastructure of the College.

Administrative Services

Business Office

Objective #1 : Integrate LiveChat feature college-wide

Actions:

1. Meet with the Administrative team to determine each offices responsibilities
2. Purchase more user licenses
3. Train other office personnel to use the LiveChat function

Admissions, Financial Aid and Records

Financial Aid

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

Actions:

1. Participate in New Student Orientation (NSO)
2. Outreach to financial aid applicants with personalized letter from VC President
3. Provide Financial Aid outreach presentations to high school students/parents, counselors, and community members
4. Review CCSSE scores and results with staff and discuss ideas for improvement of Financial Aid advising and services

Instructional Services

Objective # 1: Continue to implement active & collaborative learning and service strategies throughout the instructional component.

Actions:

1. Review results of 2013 CCSSE to determine progress and pinpoint areas in need of improvement.
2. Participate in and incorporate findings of SSBTN initiative.
3. Provide appropriate professional development workshops aimed at improving instructional & service strategies as related to student success.

Objective # 2: Support 2013-2014 QEP pilot projects and integrates practices of feasible QEP projects.

Actions:

1. Provide funds from classroom technology budget line for smart board technology project initiated by Dr. Brad Beauchamp (Mathematics).
2. Support place-based education project initiated by Misti Brock (English) for writing class.
3. Support “flipped classroom” project initiated by Jason Scheller (History).

4. Provide input and support to the resource inventory project initiated by Jane Robinson (Special Services)
5. Provide continued technical and operational support for instructional practices, identified as feasible by the QEP.

Office of the President

President/Effectiveness

Objective #1: The College will ensure that the instructional component of the institution will focus on the development and implementation of general education outcomes.

Actions:

1. Monitor and ensure the development of general education outcomes

Objective #2: The College will emphasize multiple measures of assessment to validate the general education outcomes.

Actions:

1. Through direct contact with faculty and division chairs, monitor and ensure that the instructional component of the College implements multiple measures of assessment to validate the general education outcomes.

Quality Enhancement – Division of Institutional Effectiveness

Objective #1: Facilitate communication regarding the Quality Enhancement Plan for the institution and outside entities (such as SACSCOC).

Actions:

1. Present/provide information to students through mass emails, the Chap newsletter, meetings with student leadership organizations, and TV monitors located on all campuses.
2. Present/provide information to faculty and staff through weekly emails, the Quest newsletter, as part of the annual planning process, and at the Spring Semester Kickoff.
3. Provide information to faculty and staff regarding the integration of the QEP including new or updated processes via the Quest newsletter, President's Monthly Update, email, and professional development weeks/days.

Objective #2: Chair Quality Enhancement Plan Implementation Committee

Actions:

1. Ensure completion of Quality Enhancement Plan assessment objectives including pilot project integration feasibility and transition of oversight for professional development and the Quality Enhancement Resource Inventory.
2. Maintain Quality Enhancement Resource Inventory to ensure completion of QEP objectives.
3. Oversee the Quality Enhancement Plan reporting process as defined by the timeline.

Objective #3: Manage and provide support for the quality enhancement pilot program as prescribed by the Quality Enhancement Plan.

Actions:

1. Review pilot project documentation and provide support and training for incorporation of General Education Outcomes and development of assessment measures.
2. Organize and conduct trainings/consultations.
3. Provide technical and operational support through purchase of software and equipment, completion of mid and end-of-year reports, providing oversight for pilot portion of the QEP timeline.

Objective #4: Ensure Compliance with SACSCOC

Actions:

1. Produce QEP Annual Progress Report.
2. Produce the Impact Report of the QEP for the SACSCOC 5th Year Interim Report.

Objective #5: Integrate and maintain innovative technologies, including hardware and software, as piloted through the Quality Enhancement Plan into the college infrastructure.

Actions:

1. QEP Implementation Committee determines/recommends feasibility of technology from pilot reports and forwards to Technology Committee for review and recommendations.
2. Using approved feasibility studies and Technology Committee recommendations, the Director of Quality Enhancement and the Instructional Design and Technology Coordinator will assess the Quality Enhancement Resource Inventory (QERI) to determine necessary upgrades, utilization, and the addition of new resources.
3. Provide training opportunities and technical support through the pilot mentor program and the online VC Innovation Center in Blackboard.
4. Administer satisfaction survey during the academic year.

Student Services

Objective #1: Provide a safe and secure educational environment for Vernon College students and staff.

Actions:

1. Generate a comprehensive plan for security training for Vernon College employees.
2. Utilize QEP resources and staff to determine the most effective delivery of security training to Vernon College employees.

Priority Initiative #5:

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

Administrative Services

Book Stores

Objective #1 : Send Book Store managers to the Southwest College Bookstore Association meeting in Dallas

Actions:

1. Include sufficient funds in the annual budget to allow managers to attend the Southwest College Bookstore Association meeting.
2. Attend educational sessions and meetings.
3. Specifically, seek out vendors offering ebooks and/or book rental programs.

Objective #2: Attend Campus Market Expo (CAMEX) – Kim Bateman

Actions:

1. Include sufficient funds in the annual budget to allow director to attend Campus Market Expo.
2. Attend educational sessions and meetings.
3. Attend buying show to purchase general merchandise for the upcoming year.

Objective #3: Send book store employees to Dallas Pen Show

Actions:

1. Include sufficient funds in the annual budget to allow employees to attend Dallas Pen Show.

Business Office

Objective #1: POISE User Group Training

Actions:

1. Enroll 4 staff members in conference and make travel arrangements

Admissions, Financial Aid and Records

Financial Aid

Objective #1: Achieve 100% compliance with all Federal and State regulations in the delivery of student financial aid

Actions:

1. Attend called THECB conferences, and other professional development opportunities

Instructional Services

Objective # 1: Enhance faculty and staff performance through appropriate internal & external professional development activities.

Actions:

1. Conduct internal professional development workshops which target the following: specific instructional strategies relative to active & collaborative learning, student engagement, and classroom technology; SIR II results; outcomes based assessment - including assessment of the core objectives identified in the new state core curriculum.
2. Target external professional development opportunities provided by TCCTA, TACTE, NTCCC, TAMU Assessment conference, C5 conference.
3. Effectively utilize Perkins funding to provide CTE specific professional development as recommended by Division Chairs and Directors.

Office of the President

Human Resources

Objective #1 : Research and develop training for faculty/staff through the HR area.

Actions:

1. Research training opportunities/materials to be developed in the areas of faculty, supervisors, staff, rules and regulations.
2. Begin developing training programs in these areas for Vernon College.
3. Offer training to all VC employees and /or individual groups as needed.

Objective #2: Participate in professional development appropriate to enhance knowledge and skills in job related responsibilities.

Actions:

1. Participate in any benefit conference/training available.
2. Participate in TACCHRP annual conference.
3. Participate in any other appropriate professional training available, including webcasts/webinars.

Institutional Advancement

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

Actions:

1. Continued membership and participation in the Council for Resource Development Federal Funding Task Force and the annual conference and other leadership opportunities within the organization.
2. Continued membership and participation in the Council for Advancement and Support of Education (CASE), CRD, and NCMPR.
3. Continued participation in relevant conferences focusing on Development/Fundraising, Grantsmanship, Alumni Relations, Marketing and Advancement Services.
4. Participate in at least one comprehensive grant writing conference annually.

5. Participate in online webinars relevant to Advancement positions.

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

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 Dean 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.

President/Effectiveness

Objective #1: The College will support the Quality Enhancement Plan functions and activities through adequate resource allocation decisions.

Actions:

1. Ensure adequate resource allocation decisions through budget process
2. Monitor annual QEP report
3. Monitor progress of integration into the infrastructure of the institution as outlined in the Quality Enhancement Plan

Objective #2: The College will continue to initiate processes for review of QEP projects and feasibility reports.

Actions:

1. Will initiate a review process and review QEP pilot projects/feasibility reports on an annual basis

Objective #3: The College will encourage implementation of successful innovative QEP projects or strategies.

Actions:

1. Ensure resource allocations for proven successful projects
2. Follow up and evaluate previous QEP pilot projects for feasibility and integration

Student Services

Objective # 1: Provide a safe and secure educational environment for Vernon College students and staff.

Actions:

1. Train Vernon College PBX operators how to identify emergency situations, which VC staff to notify of these situations, as well as how and when to utilize Vernon College notification systems

Priority Initiative #6:

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

Administrative Services

Book Stores

Objective #1: Purchase InSite System

Actions:

1. Use InSite to capture internet sales and defend against online competition.
2. Use Textbook Management System to allow faculty to browse titles and submit adoptions. Instructors can see many textbook options available by browsing/searching the MBS Faculty Center Network database. Textbooks can be adopted based off of the previous semester submissions (if books are not changing) without entering all of the information for each textbook used during that semester.
3. Students viewing their registration information and schedules can link directly to the textbook ordering section of the InSite online bookstore. Here they're able to view their courses and required texts. The InSite application automatically will import all of the required course materials.
4. The Bookstore InSite Website will allow the bookstores to help and support students by allowing them to access the online bookstore for information and resources.

Objective #2: Purchase GMOnline System

Actions:

1. Use GMOnline to capture internet sales for all general merchandise.
2. All general merchandise received will be entered into GMOnline as it is checked in, allowing a current and usable inventory worksheet at any given time. Also allowing us to integrate add-on inventory software. The add-on software would allow each item to be scanned during the year-end inventory. Reports can be generated instantly and accurately.

Business Office

Objective #1 : Institute a "check system" in the bookstore during book buybacks

Actions:

1. Business Office staff person in bookstore to check student accounts

Physical Plant

Objective #1 : Update 2013-2014 Facilities Master Plan for all campuses

Actions:

1. Meet with Facilities Planning committees for all campuses to review prior plan and make changes for the upcoming years.
2. Present recommendations to Administrative Team

3. Update and distribute Master Plan

Objective #2 Complete all approved projects by 08-31-14- Vernon

Actions:

1. Quarterly reviews by Dean of Administrative Services and Facilities Director to make sure we're on target to complete projects

Objective #3 Complete all approved projects by 08-31-14 – Wichita Falls

Actions:

1. Quarterly reviews by Dean of Administrative Services and Director of Physical Plant to make sure we're on target to complete projects

Objective #4 : Provide modern and adequate facilities for athletics.

Actions:

1. Install dug out railings at Vernon College baseball field.

Objective # 5 : Provide modern and adequate facilities for athletics.

Actions:

1. Purchase and install padding around the concrete backstop of the Wade Kirk softball field

Objective #6 : Provide modern and adequate facilities for athletic competitions on the Vernon College Campus

Actions:

1. Obtain bids to create a minimal yet permanent concession stand in the King Gymnasium that would provide electrical access, a counter and some way to secure the area when not in use.

Admissions, Financial Aid and Records

Admissions

Objective # 1: Maintain and improve student satisfaction ranking

Actions:

1. Hire and train additional personnel as needed due to enrollment increases

Financial Aid

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

Actions:

1. Monitor applicant volume and dollars awarded for adjustments in staffing requirements

Instructional Services

Objective # 1: Meet the student demand for courses and programs through the hiring of additional full-time and adjunct faculty.

Actions:

1. Review course enrollments and faculty load and listing and prioritize additional full-time faculty.
 - a. Biology – 1
 - b. Psychology - 1
 - c. Mathematics (including developmental) - 1
 - d. English (including developmental) - 1
 - e. Fine Arts (Music/Art) – 1
 - f. Government - 1
 - g. Speech – 1
2. Recruit qualified adjuncts (adjunct course load limited to 3 courses per long semester).
3. Maintain a 70%:30% full-time: part-time faculty ratio within disciplines/programs .

Objective # 2: Provide additional secretarial support to meet the increased student and faculty population at CCC.

Actions:

1. Hire secretarial support to assist faculty within the ADN program and Social/Behavioral Sciences division.

Objective # 3: Review and improve processes for effective utilization of CCC Fitness Center by students, faculty, & staff.

Actions:

1. Review usage of CCC Fitness Center including peak days/times to ensure appropriate and efficient staffing.
2. Investigate potential barriers to utilization through surveys, personal contacts, and personal observation.

Objective # 4: Increase Continuing Education personal enrichment courses and enrollment.

Actions:

1. Effectively utilize newly acquired space at CCC by providing a variety of activities and courses which appeal to VC students, VC employees, and the community.
2. Review recommendations of Community Involvement Task Force for potential implementations.

Objective # 5: Expand Cosmetology program at CCC.

Actions:

1. Investigate potential to more effectively utilize newly acquired space at CCC by expanding Cosmetology lab facilities to accommodate 25 additional students.

Office of the President

Human Resources

Objective #1: Enhance the background search process on perspective Vernon College employees.

Actions:

1. Research various options for more detailed and cost effective background searches.
2. Share best options with President
3. Have company/companies give presentation of services, if necessary.
4. Make final selection.
5. Change background search forms/policy, if needed.
6. Updates for Employee Handbook, if needed.
7. Implement use of new background search process.

Institutional Advancement

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

Actions:

1. Enhance existing philanthropy efforts and, utilizing the Raiser's Edge (RE) software, design and implement various segmented philanthropy programs such as annual giving, major and leadership gift programs, a planned giving program, and grant program.
2. Research federal and state grant programs to determine viability for Vernon College support. Send the information to the Dean of Instructional Services for dissemination to the faculty that may be interested in pursuing a grant and contact support service components of the College about potential grant opportunities.
3. Work with faculty and staff to assist in the preparation and the electronic submission of proposals through grants.gov, Fastlane, etc.
4. Using the Metasoft Foundation/Corporation Funding software, research potential foundations and corporations to determine viability for Vernon College support. Send information to the Dean of Instructional Services for dissemination to faculty and initiate contact with support service components of the College about potential grant opportunities.
5. Assist faculty and staff in the preparation and submission of proposals to private funding agencies.
6. Once all old giving records are in RE, review, revise, and relaunch the annual giving clubs and aggregate giving societies including a Heritage Club to recognize those who have included the College and/or the Foundation in their estate plans.
7. Using RE, identify donors by lifetime giving and launch a new presidential-level annual event to recognize lifetime giving and planned gift donors. This event will excite the donors who will be honored as well as serve as a cultivation event to encourage current aggregate donors to "move up" to the next society as well as encourage other donors and prospects to increase their giving so that they can be "inducted" into a lifetime giving society.
8. Develop new scholarship opportunities, both endowed and non-endowed, and continue to work with the donors of the "building" endowed

scholarships (those under the \$10,000 minimum threshold) to bring the funds either to the minimum award level or incorporate those funds into another fund so that awards can be made.

9. Continue to build support for the Vernon College Foundation Annual Auction.
10. Continue to participate in the Council for Resource Development Federal Funding Task Force and the Annual Conference to develop relationships with Federal agencies on behalf of the Vernon College, to gather the most up-to-date information about grant opportunities, and to build a network of colleagues that may facilitate grant collaboration.
11. Attend and participate in the annual National Council for Marketing and Public Relations (NCMPR) Conference to network with marketing and webmaster colleagues and learn about the most up-to-date techniques and strategies to benefit Vernon College.
12. Attend other relevant training workshops, seminars, conferences, and webinars for management, grantsmanship, fundraising, alumni relations, marketing, and advancement services.
13. Work with the President, the Dean of Instructional Services, and the Associate Dean for Career and Technical Education to encourage faculty and staff to participate in grant writing on behalf of their programs and/or professional development opportunities.
14. Keep all software licenses current to ensure that the most advanced technology to benefit our students and the College as a whole if being utilized.
15. Research additional software tools and evaluate for potential implementation to enhance Institutional Advancement efforts on behalf of the College and Foundation.

President/Effectiveness

Objective #1: The College will allocate resources to ensure that faculty, students and staff acquire, discover and apply knowledge.

Actions:

1. Ensure resource allocation for faculty, staff and students through the budget process
2. Ensure resource allocation for curriculum and technology

Objective #2: The College will support and make available professional development opportunities for administrators, faculty and staff.

Actions:

1. Ensure resource allocation for administrators, faculty and staff through budget process

Objective #3: The College will publically acknowledge administrators, faculty, staff and students who are recognized for acquiring, discovering and applying knowledge.

Actions:

1. Recognition through institutional service awards
2. Ensure recognition through news articles of those participating in professional development

Objective #4: Participate in professional development opportunities to enhance knowledge and skills in job related responsibilities.

Actions:

1. Participate in SACS preconference and conference (Atlanta, GA)
2. Participate in TAIR preconference and conference (Addison, TX)
3. POISE training/conference
4. Serve as THECB Liaison and Small College Group Representative
5. Explore process to become a SACS COC evaluator

Quality Enhancement – Division of Institutional Effectiveness

Objective #1: Ensure Compliance with SACSCOC

Actions:

1. Participate in SACSCOC pre-conference workshops and SACSCOC 2013 Annual Meeting.
2. Participate in 14th Annual Texas A&M Assessment Conference.

Student Services

Objective # 1: Use any opportunity to expose Vernon College students to available resources so that they may persist in their educational endeavors.

Actions:

1. Place television or computer monitors in each Student Services waiting rooms in Vernon and Century City so that specific information can be directed toward and available to students during waiting periods.

Objective #2: Provide modern and adequate facilities for athletics.

Actions:

1. Compile athletic needs so that a plan and potential cost can be created for the addition of locker rooms and athletic meeting rooms to the King Gymnasium.

Objective #3 : Provide modern and adequate facilities for athletics.

Actions:

1. Install dug out railings at Vernon College baseball field.

Objective #4: Provide modern and adequate facilities for athletics.

Actions:

1. Purchase a hayhook for the existing bobcat to make feeding livestock more time efficient.

Objective # 5 : Provide modern and adequate facilities for athletics.

Actions:

1. Purchase and install padding around the concrete backstop of the Wade Kirk softball field

Objective #6 : Provide modern and adequate facilities for athletic competitions on the Vernon College Campus

Actions:

1. Obtain bids to create a minimal yet permanent concession stand in the King Gymnasium that would provide electrical access, a counter and some way to secure the area when not in use.

Priority Initiative #7:

Enhance the technology infrastructure of the institution.

Administrative Services

Business Office

Objective #1 : Implement Chaparral Card terminals in the bookstores and in the dining areas

Actions:

1. Set up “wallets” within the HB Financial Payments software for meal plans
2. Purchase terminals for bookstores and dining areas
3. Train staff to use terminals

Admissions, Financial Aid and Records

Admissions

Objective #1: Maintain and enhance technology infrastructure of the Admissions Office

Actions:

1. Monitor IT “Replacement List” for desktop computers for Admission staff of 12
2. Purchase 2 replacement printers for Admission staff of 12
3. Monitor age of Scanners for replacement due to usage

Financial Aid

Objective #1: Maintain and enhance technology infrastructure of the Financial Aid Office

Actions:

1. Monitor IT “Replacement List” for desktop computers for Financial Aid staff of 9
2. Purchase 2 replacement printers for Financial Aid staff of 9
3. Monitor age of Scanners for replacement due to usage
4. Monitor Department of Education technology requirements for electronic processing

Instructional Services

Objective # 1: Improve effectiveness and reliability of ITV classrooms.

Actions:

1. Investigate alternatives and implement measures to improve sound quality in ITV rooms V204, V423, V425, CCC712, CCC715, & CCC717.
2. Equip ITV room CCC302 with open microphone system.

Objective #2: Implement classroom technologies based on efficient use of resources and compatibility with current technologies.

Actions:

1. Evaluate effectiveness of Smartboard technologies in replicating F2F classroom experiences for online learners.
2. Continue to expand iPad/Apple TV technologies to appropriate classroom and laboratory settings.

Objective #3: Ensure sufficient reliability/efficiency of computers.

Actions:

1. Assist IT department in identifying priority replacement of faculty/staff, classroom, and lab computers

Office of the President

Information Technology

Objective #1: Adhere to equipment replenishment standards according to the Vernon College IT Strategic Plan

Actions:

1. Purchase 136 faculty PCs, 128 Lab use PCs, and 15 spares
2. Roll out 10 faculty and staff PCs per month and replace 1 to 2 labs per month.

Objective #2: Explore updating phone system for the Vernon Campus

Actions:

1. Form a joint committee and begin exploration

Objective #3: Software selection for Campus Management system to assess the viability of the current campus management system and compare to other competitive products as well as current needs of the college.

Actions:

1. Form software selection committee and assess need

Objective #4: Consider Business Continuity Planning: POISE and Blackboard

Actions:

1. Engage respective vendors and explore options for high availability and redundancy

Objective #5: Consider Mass Notification System

Actions:

1. Form a committee, assess needs, and find a solution.

Objective #6: Explore Virtual Desktops for Labs

- Actions:**
1. Explore different VDI solutions from different vendors
 2. Setup test environment to measure viability
 3. Make decision

Objective #7: Windows Mobility Solutions

- Actions:**
1. Form group to research and test Windows 8 tablets

Objective #8: Bandwidth for Dorms

- Actions:**
1. Install dedicated firewall at dorms
 2. Allocate sufficient bandwidth from VC's current fiber internet connection

Objective #9: Meraki/Cisco Class

- Actions:**
1. Contact vendor for training facility requirements
 2. Implement program

Objective #10: Point to Point Connectivity for Softball, Rodeo, etc.

- Actions:**
1. Purchase equipment necessary
 2. Install equipment

Institutional Advancement

Objective # 1: Utilize existing software tools to support College, student, and alumni needs. Research new website technological tools and strategies as needed to benefit Vernon College students and the College as a whole as an aid to recruitment and retention. Continue enhancements to the website as the primary "information source" for the College.

- Actions:**
1. Enhance existing philanthropy efforts and, utilizing the Raiser's Edge (RE) software, design and implement various segmented philanthropy programs such as annual giving, major and leadership gift programs, a planned giving program, and grant program.
 2. Using the Metasoft Foundation/Corporation Funding software, research potential foundations and corporations to determine viability for

Vernon College support.

3. 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.
4. Research additional software tools and evaluate for potential implementation to enhance Institutional Advancement efforts on behalf of the College and Foundation.
5. Assist faculty and staff with the preparation and submission of proposals to public and private funding agencies. Private funders will be researched through the Metasoft funding search software. Public funders will be researched through various search engines such as grants.gov.
6. Assist students with the completion of their STARS applications.
7. Utilize targeted marketing strategies such as press releases and letters to service area high schools to promote county- and high school graduate-restricted scholarships in those counties and high schools.
8. Research and implement a similar software license to facilitate dual-credit scholarship applications.
9. Attend training sessions about website development to increase awareness of new technologies and assist in the continued enhancement to the College's website.
10. Increase ability of searching options on the Vernon College website.

President/Effectiveness

Objective #1: The College will support process review and recommendations for change of fundraising activities to enhance external funding.

Actions:

1. Coordinate task force to review fund raising activities to enhance external funding

Objective #2: The College will support efforts to strengthen alumni relations.

Actions:

1. Support alumni newsletter and meetings
2. Encourage participation of alumni through personal contact

Objective #3: The College will ensure focus on external fund raising through support of personnel, processes, and technology.

Actions:

1. Review use of software purchased during Fall 2010
2. Coordinate task force to review processes and personnel
3. Produce and distribute Annual President's Report

Quality Enhancement – Division of Institutional Effectiveness

Objective #1: Develop and implement a process for integration and oversight of the availability of technology tools, as outlined in the Quality Enhancement Plan, through the Quality Enhancement Resource Inventory (QERI).

Actions:

1. Chair Technology Committee.
2. Facilitate the change of oversight for the Quality Enhancement Resource Inventory (QERI) from the QEP Implementation Committee to the Technology Committee.
3. Review and update the charge of the Technology Committee as needed.
4. Provide technical and operational support at Board of Trustees meetings.

Student Services

Objective # 1: Prepare to satisfy Part 3 FR 4.3 of the SACS COC Fifth Year Interim Report

Actions:

1. Start a twice yearly review of all information on the Student Services portion of the Vernon College website.
2. Determine dates for reviews of Student Services website information and construct a system to verify that reviews have been completed.

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.

Office of the President**Institutional Advancement**

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

Actions:

1. Enhance existing philanthropy efforts and, utilizing the Raiser's Edge (RE) software, design and implement various segmented philanthropy programs such as annual giving, major and leadership gift programs, a planned giving program, and grant program.
2. Research federal and state grant programs to determine viability for Vernon College support. Send the information to the Dean of Instructional Services for dissemination to the faculty that may be interested in pursuing a grant and contact support service components of the College about potential grant opportunities.
3. Work with faculty and staff to assist in the preparation and the electronic submission of proposals through grants.gov, Fastlane, etc.
4. Using the Metasoft Foundation/Corporation Funding software, research potential foundations and corporations to determine viability for Vernon College support. Send information to the Dean of Instructional Services for dissemination to faculty and initiate contact with support service components of the College about potential grant opportunities.
5. Assist faculty and staff in the preparation and submission of proposals to private funding agencies.
6. Once all old giving records are in RE, review, revise, and relaunch the annual giving clubs and aggregate giving societies including a Heritage Club to recognize those who have included the College and/or the Foundation in their estate plans.
7. Using RE, identify donors by lifetime giving and launch a new presidential-level annual event to recognize lifetime giving and planned gift donors. This event will excite the donors who will be honored as well as serve as a cultivation event to encourage current aggregate donors to "move up" to the next society as well as encourage other donors and prospects to increase their giving so that they can be "inducted" into a lifetime giving society.
8. Develop new scholarship opportunities, both endowed and non-endowed, and continue to work with the donors of the "building" endowed scholarships (those under the \$10,000 minimum threshold) to bring the funds either to the minimum award level or incorporate those funds into another fund so that awards can be made.
9. Continue to build support for the Vernon College Foundation Annual Auction.
10. Continue to participate in the Council for Resource Development Federal Funding Task Force and the Annual Conference to develop relationships with Federal agencies on behalf of the Vernon College, to gather the most up-to-date information about grant opportunities, and to build a network of colleagues that may facilitate grant collaboration.
11. Attend and participate in the annual National Council for Marketing and Public Relations (NCMPR) Conference to network with marketing and webmaster colleagues and learn about the most up-to-date techniques and strategies to benefit Vernon College.
12. Attend other relevant training workshops, seminars, conferences, and webinars for management, grantsmanship, fundraising, alumni

relations, marketing, and advancement services.

13. Work with the President, the Dean of Instructional Services, and the Associate Dean for Career and Technical Education to encourage faculty and staff to participate in grant writing on behalf of their programs and/or professional development opportunities.
14. Keep all software licenses current to ensure that the most advanced technology to benefit our students and the College as a whole is being utilized.
15. Research additional software tools and evaluate for potential implementation to enhance Institutional Advancement efforts on behalf of the College and Foundation.

Objective # 2: Continue to develop an active Ex-Students Association that will increase alumni awareness about the College and the Foundation, participation in events, and philanthropic support.

Actions:

1. Create a culture of ownership among alumni/ex-students in support of Vernon College.
2. Research and identify ex-students and add to the Raiser's Edge (RE) database.
3. Contract with Blackbaud Target Analytics as need or at least every 2 years to secure current alumni address, email, and telephone information.
4. Implement a campaign through social networking media, such as the Vernon College Alumni Facebook page and Twitter, to maintain contact with identified alumni and as a recruiting vehicle for the Vernon College Ex-Students Association.
5. Using segmentation through the RE database, develop and implement affinity group annual events such as the Rodeo Alumni Event, athletic team events, and program specific alumni events.
6. Research different Distinguished Alumni Recognition Programs and develop and implement a plan for a program best suited to Vernon College's Ex-Students Association.
7. Obtain alumni recognition items for alumni events to use a cultivation/recognition activities aimed at strengthening alumni ties with Vernon College.
8. Develop and implement an Alumni specific communications vehicle using an E-Newsletter format distributed through an electronic communications vehicle such as Constant Contact.
9. Provide professional development opportunities for the Coordinator of Marketing and Alumni Relations to attend alumni training programs.

Objective # 3: Enhance the visibility of Vernon College and the Vernon College Foundation to educate the residents of the 12 county service area about the value of their Community College and the economic impact it makes.

Actions:

1. Coordinate with the website Component Administrators to ensure that their respective departmental webpages are up to date.
2. Continue the implementation of a strong case for support utilizing various marketing strategies centered around the "Did You Know . . ." points and the tagline "Your Community College . . . your community partner!" to educate the citizens of Wichita County and the other 11 counties in our service area about the value and economic impact of Vernon College in this region.

3. Use the Wichita County Advisory Committee and Foundation members as strong advocates for the College.
4. As funds are available take advantage of enhanced marketing/communication opportunities to support the College's visibility.
5. Continue the annual President's Report to all constituencies as well as all media outlets in the 12 county service area and other selected areas.
6. Utilize the services of a professional photographer, on an as-needed basis, to enhance the website and other marketing materials to better showcase Vernon College to its constituencies and current and potential students.
7. Develop a new general College promotional marketing CD, utilizing a marketing firm, to showcase the college. This CD can be added to the Vernon College website and distributed throughout the 12 county service area.
8. Utilize the Vernon College website effectively by researching and implementing innovative strategies for interaction, promotion, and enhancement as the premier information source for the College; including developing web pages with student and donor testimonials.
9. Develop and implement targeted marketing strategies to specific audiences such as press releases about county- and high school graduate-specific scholarships to be sent to media outlets in those counties and specific high schools;

Objective # 4: Continue to increase scholarship availability for Vernon College students.

Actions:

1. Continue to utilize the STARS On-Line Scholarship Application process to facilitate scholarship applications.
2. Enhance the scholarship page on the Vernon College website with STARS information and its link and links to other outside scholarships that Vernon College students can apply for.
3. Continue to develop multiple access points within the Vernon College website that will provide access to the STARS program as well as other scholarship information.
4. Review each scholarship's criteria and build an information file about these scholarships to help students determine their applicant eligibility.
5. Continue the "Vernon College/Vernon College Foundation Scholarship Office" within the Office of Institutional Advancement as a one-stop shop to assist students with scholarship applications: College, Foundation, and non-College/Foundation scholarships that are open to Vernon College students.
6. Participate in any informational webinars presented by scholarship funders to obtain the current information about their scholarship programs in order to better serve our students.
7. Manage the Vernon College Foundation Catching the Future dual credit scholarship program and the Archer City ISD and Iowa Park ISD College Connections scholarship programs.
8. Review and select an on-line scholarship application software that can be used for dual credit and College Connections scholarships as a process improvement.
9. Work with the Early College State Coordinator and College Recruiter to maintain contacts with high school counselors to distribute information about the Vernon College/Vernon College Foundation Scholarship Program.
10. Make presentations to area high schools to assist students with their STARS applications.

11. From September to December review STARS student application progress on a bi-weekly basis to determine which applications are incomplete. Contact each student with an incomplete application to help them finish the application prior to the March 1 deadline.
12. In January and February review student application progress on a weekly basis.
13. Continue to seek increased funding, in both the private and public sectors, for all College and Foundation scholarships, including dual credit scholarships.
14. Continue research to find other scholarship sources for our students and add to Scholarship page on the website.
15. Develop a scholarship brochure that provides the highlights of Vernon College/Vernon College Foundation Scholarships for distribution to area high schools and for use as a solicitation tool.
16. Work with the Directors of Student Activities, SGA, Student Forum and other student groups to promote the scholarship program and encourage applications.
17. Utilize targeted marketing strategies such as press releases and letters to service area high schools to promote county- and high school-graduate restricted scholarships in those counties and high schools.
18. Add a staff position, which could be initially part-time, Advancement Services Specialist for Scholarship Support, to manage and update the STARS information; add new scholarship and criteria to the database. Review all scholarship criteria information for completeness and make changes to existing criteria if the scholarship is revised. Prepare STARS reports including the student application progress report; contact students who have not completed their application and assist them. Respond to student applicant questions. Maintain all paper scholarship files. Make STARS presentations to area high schools and assist students with their applications on-site. Make presentations to Vernon College student groups about the availability of scholarships including STARS. Maintain the scholarship Excel reports adding new gifts received and scholarships awarded each year. Assist with researching other scholarship opportunities available for Vernon College students, gather the information and update the information on the Scholarship Page on the website. Assist with the preparation and distribution of all scholarship offers to students and the subsequent annual scholarship reports to donors. Assist with the annual Scholarship Banquet. Respond to inquiries from donors regarding the status of their scholarship funds; update scholarship information in the RE database and run RE and Excel scholarship reports as need.

President/Effectiveness

Objective #1: The College will utilize assessment data and planning information from all components of the institution to develop an Annual Technology Action Plan.

Actions:

1. Monitor and ensure that Assessment and Planning calendars are followed
2. Ensure production of Annual Technology Action Plan

Objective #2: The College will utilize assessment data and planning information from all components of the institution to develop a three to five year technology plan. The plan will include infrastructure needs as well as a well-defined PC replenishment plan.

Actions:

1. Require each component of the College to submit a three to five year plan

Objective #3: The College will support the technology infrastructure through appropriate resources allocation decisions.

Actions:

1. Ensure development of a Technology Plan
2. Monitor and ensure budget development
3. Continue utilization of third party IT vender to ensure successful IT infrastructure and operations

Objective #4: Maintain and enhance technology infrastructure of the President's Office

Actions:

1. Maintain hardware and software inventory, and anticipated replacement rotation list
2. Monitor and ensure budget development for efficient purchasing

Priority Initiative #9:

Ensure institutional accountability through effective strategic planning and assessment processes.

Admissions, Financial Aid and Records

Admissions

Objective #1: Use SENSE and CSSE data to increase survey driven scores for Admissions

Actions:

1. Review CCES and SENSE data to identify high performing schools in Admissions. Review those high performing schools processes, policies, procedures, practices, and programs.

Objective #2 : Compliance with SACS COC Comprehensive Standard 3.4 All Educational Programs 3.4.3

Actions:

1. Review Admissions Policies annually with VC Admissions Committee for consistency with the College mission

Financial Aid

Objective #1: Use SENSE and CCSSE data to increase survey driven scores for Financial Aid

Actions:

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.

Objective #2: Compliance with SACS COC Section 4: Federal Requirements 4.7

Actions:

1. Attend annual DOE conference and other professional development opportunities

Records

Objective #1: Use SENSE and CCSSE data to increase survey driven scores for records and registration

Actions:

1. Continued improvement to the registration process
2. Review CCSSE and SENSE data to identify high performing schools in Records and Registration areas. Review those high performing schools processes, policies, procedures, practices, and programs.

Objective # 2: Compliance with SACS COC Comprehensive Standard 3.9 Student Affairs and Services 3.9.2

Actions:

1. Monitor student record access allowed through the College's software system and compliance with FERPA

Instructional Services

Objective #1: Administer, analyze, and share information for assessments to ensure compliance and for benchmarking and comparability purposes.

Actions:

1. Further develop and enhance the use of instructional assessment processes to ensure compliance.
2. Administer and promote utilization of the End of Semester Course Reviews (ESCR), Rubric for Online Instruction (ROI), Student Instructional Report II (SIR II), and Faculty Evaluations as the basis for instructional improvement of individual faculty.
3. Analyze and distribute the results and findings to the division chairs as basis of instructional improvement.
4. Encourage faculty to embrace results of 2013 CCSSE as the basis for instructional improvement at the institutional level.

Office of the President

Human Resources

Objective #1 : Review/update policies in Employee Handbook

Actions:

1. Employee Handbook Committee will review for policies that need to be updated or amended on an annual basis.
2. Policies will be researched.
3. Update/amend policies.
4. Seek appropriate approvals.
5. Employee Handbook updated online.
6. Employee Notifications sent out via email.

President/Effectiveness

Objective #1: The College will annually review mission documents with the Board of Trustees, administration, faculty and staff to ensure the organization's commitments are clearly defined.

Actions:

1. To annually review mission documents in meetings

Objective #2: The College will update and adhere to KPIA benchmarks, an assessment activity calendar, planning calendar and budget cycle to ensure institutional accountability

Actions:

1. Monitor, update and ensure the adherence to assessment, planning and budgeting cycle calendars
2. Review and update KPIA data and benchmarks

Objective #3: The College will continually scan the local, regional, state and national trends and environments to realistically prepare for a future shaped by societal and economic trends.

Actions:

1. Participate in local and regional focus groups
2. Participate in state and national conferences
3. Budget for journals and newspapers

Objective #4: The College will develop, organize and publicize assessment data and strategic planning information to ensure institutional accountability

Actions:

1. Distribute institutional accountability report
2. Distribute President's Annual Report
3. Conduct review and update of the strategic planning process and document
4. Explore and recommend software technology to facilitate college wide planning, program review and assessment

Objective #5: The College will complete an institutional self-study to ensure ongoing SACS compliance.

Actions:

1. Review SACS compliance criteria and update policies, practices, processes and procedures as necessary
2. Utilize software technology to increase efficiency of completion and submission of SACS COC Fifth Year Interim Report

Objective #6: The College will review and update the responsibilities and members of standing committees.

Actions:

1. Review and update standing committee membership, purpose and responsibilities

Quality Enhancement – Division of Institutional Effectiveness

Objective #1: Administer, analyze, and share information for assessments to be used for benchmarking and comparability purposes.

Actions:

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 SENSE, CCSSE (Community College Survey of Student Engagement), and CCFSSSE (Community College Faculty Survey of Student Engagement) to faculty and staff through email, professional development meetings, the Quest newsletter and Blackboard.
3. Distribute the results and findings from the SENSE, CCSSE, and CCFSSSE to students through email, student organization or focus group meetings, the Chap newsletter and campus TV monitors.

Student Services

Objective # 1 : Prepare to satisfy Part 3 FR 4.5 of the SACS COC Fifth Year Interim Report

Actions:

1. Review the student grievance process at Vernon College.
2. Design a document that outlines the student grievance procedure as well as explains storage or records and documents, procedure review, forms, publication places, and publication dates.
3. Clearly define the difference between a “complaint” and a “grievance.”

Objective # 2 : Prepare to satisfy Part 3 FR 4.5 of the SACS COC Fifth Year Interim Report

Actions:

1. Identify and prepare two entire Student Grievances for posting to meet SACS requirements while not betraying confidentiality.

Objective # 3: Execute a comprehensive review of all varied policy and procedure manuals for Student Services and verify that these manuals are regularly reviewed and updated as well as guaranteeing they are accessible to Vernon College employees and students.

Actions:

1. Identify all Student Services policy and procedure manuals.
2. Originate a worksheet to document where these manuals are kept, when they are updated, who has the responsibility for updating and list all location and ways that they are posted.

Objective # 4 : Prepare to satisfy Part 3 CS 3.3.1.1 and CS 3.3.1.3 of the SACS COC Fifth Year Interim Report

Actions:

1. Establish annual departmental examinations for all Student Services departments.
2. Construct standardized formats and paperwork that will evaluate the purpose and actions of all Student Services departments.