A Student Services Assessment Story

GROWING PAINS

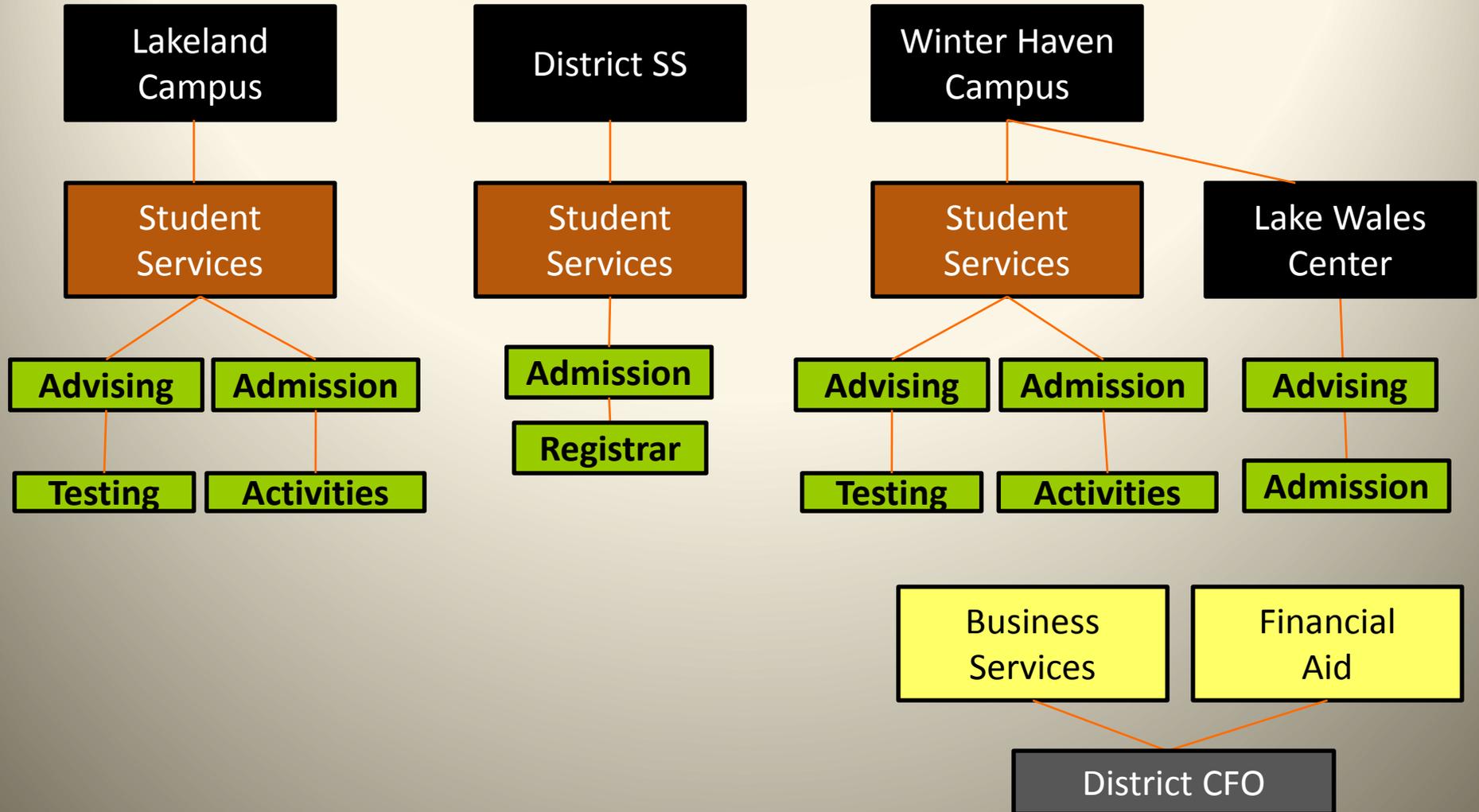**2010 – 10954**

2009 – 9835

2008 – 9108

2007 – 7,835

SACS

- **2.50**
  - The institution engages in ongoing, integrated, and institution-wide research-based planning and evaluation processes that incorporate a systematic review of programs and services that (a) results in continuing improvement and (b) demonstrates that the institution is effectively accomplishing its mission.

- **2.10**
  - The institution provides student support programs, services, and activities consistent with its mission that promote student learning and enhance the development of its students.

The Beginning

Lakeland Campus
- Student Services
  - Advising
  - Admission
  - Testing
  - Activities

District SS
- Student Services
  - Admission
  - Registrar

Winter Haven Campus
- Student Services
  - Advising
  - Admission
  - Testing
  - Activities

Lake Wales Center
- Advising
- Admission

Business Services — District CFO — Financial Aid

The End Result

Lakeland Campus

District SS

Winter Haven Campus

Lake Wales Center

Student Services Assessment Council

Advising | **Admission** | **Activities** | **Testing** | **Registrar** | **Fin Aid** | **Bus Serv**

Committee Purpose

- **Student Services Purpose**
  - Polk State College Student Services will use technology to provide student-friendly services by streamlining enrollment processes. We will be knowledgeable of students' needs and wants, responding with services that maximize student engagement and success.

- **Committee Purpose**
  - Develop broad goals to meet the purpose
  - Develop standard assessment measures
  - Communicate the plan
  - Evaluate the plan each year and iteratively adjust it

Getting Started

- **Setting the Committee Tone**
  - All are equal and have equal voice
  - Support of all administration
- **Identifying Key Performance Indicators**
  - How do we know we are doing a good job as a college?
  - What makes me feel good about my day's work at 5:00 pm?
- **Measuring Success – Setting the Plumb Line**
  - Appropriate metrics, reliable, repeatable,
- **Aligning with Goals**
  - State's Stepping Up Goals of the Florida College System
  - Polk State College's Strategic Plan

Setting the Committee Tone

- **Partnership with Stakeholders**
  - President, Vice Presidents, Provosts
  - All other Administrators
- **Inclusive and Diverse Committee**
  - Broad range of personnel
- **Limit Number of Meetings**
  - Limited the number of meetings the taskforce will hold to accomplish the task
- **Identify Tasks**
- **Set Expectations for Final Deliverable**

Key Performance Indicators

- **Brain storming session**

- **Subcommittee compiled groupings**

- **Four KPI's emerged**

  – Positive admission rate

  – Retention of first-time-in-college

  – Student perception of services

  – Successful graduation and transfer rate

Key Performance Indicators

- **Student Perception of Services**
  - 85% of students rate PSC average or excellent (A/E) in student responsiveness
  - CCSE data will show Polk equal to or higher than the two previously assessed years, or higher than Florida Schools.
  - 85% of students rate PSC A/E in accessibility
  - 85% of students rate PSC A/E in ease of information navigability
  - 85% of students rate PSC A/E in information accuracy and relevance

Key Performance Indicators

- **Retention of First-Time-In-College**
  - Each term, FTIC students who meet SOAP compared to FTIC students who don't (S1, S2 P1, P2, W1, W2) is less than 10%
  - FTIC students completing prep in 2 years compared to system-wide
    - Reading >2.70% above system
      Writing >3.60% above system
      Math > than system Percentage of FTIC/college prep students who complete or transfer within 4 years
      AA ≥ system, AS> 5% above system

The Plumb Line

- **Excel Spreadsheet**

- **Analyze Results**

- **Determine Benchmarks**

- **Select Targeted Focus Areas**

- **Write Goal for the Year**

Aligning with Goals

- Student Services 2010-11 Goals
  - Be responsive to students' individual needs, thereby increasing admission rate.
  - Make Student Services accessible and easy to navigate.
  - Contribute to timely completion of credentials that are valued in the marketplace or easily transferrable to continuing degrees.
  - Proactively remove barriers to success for students at risk.

Aligning with Goals

- **Stepping Up Goals**
  - 2- Increase completion rates
  - 3-Expand and maintain access
- **Polk State Strategic Plan**
  - 1.0 Enhance the College's contributions to Polk County through quality programs and services that ensure the highest level of student achievement.
    - 1.2. Increase student retention and annual FTE enrollment across credit and non-credit courses.
    - 1.3. Enhance student success, particularly across all levels of remedial education.
    - 1.4. Improve quality and effectiveness of internal business processes and support services.