

Fayetteville Technical Community College

Detailed Assessment Report 2008-2009 Counseling Services

Mission/Purpose

The primary mission of the Counseling Services at Fayetteville Technical Community Colleges is to provide counseling services that facilitate students' self exploration, understanding, and actions toward entry to the world of work.

Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

O 1: Assess & prevent student withdrawals

Counselors will be able to use information to analyze problems and make logical decisions in assessing and preventing student withdrawals from FTCC.

Associations:

Institutional Priorities:

- 1 STUDENTS-To provide educational and support programs within an open door context. To actively...

Strategic Plans:

Student Services

- 1.1.8.3.3 Hire (2) full time Retention Specialists.
- 1.11.1 Provide data on student retention and completion rates for publication as required by federal guidelines. (Ongoing)

Related Measures:

M 1: Withdrawal survey results

Why: Presently, there is no formal system to assess why students withdraw from FTCC. Furthermore, the majority of students withdraw electronically. The online or traditional student retention survey will help the counseling staff to accurately identify reasons for student withdrawal.

What and How: All students withdrawing from FTCC will complete an online or traditional student retention survey in counseling services before leaving college. Attached to the survey will be a list of workshops, services, and agencies available to the withdrawing students. Counseling Services will make contact with students who inquire about services.

When and Who: The data will be collected during the fall 2008 and spring 2009 semesters. The data will be analyzed by the Director of Counseling Services, Associate Vice President for Student Services, and the Director of Institutional Effectiveness and Assessment by June 30, 2009.

Source of Evidence: Client satisfaction survey (student, faculty)

Achievement Target:

50% of the students who meet with counselors before withdrawal will reverse their decision to withdraw.

O 2: Provide quality counseling service

Students will be satisfied with the quality of service received during counseling session with a counselor.

Associations:

Institutional Priorities:

1 STUDENTS-To provide educational and support programs within an open door context. To actively...

Strategic Plans:

Student Services

1.1.13 Review student satisfaction surveys to improve enrollment services for all students.

1.2.9.2 Increase Online Counseling Activities. (Ongoing) (Ref. 1.1.10.2 and 1.2.11.)

Related Measures:

M 2: Seven-item customer service survey

Why: Counselors are expected continuously to demonstrate proficiency and efficacy in understanding and interpreting the needs of students. The ability to meet these student expectations is directly dependent upon the timeliness and effectiveness of counselor responses.

What and How: A seven item customer service survey will be implemented during the fall 2008 semester to assess satisfaction. Students will complete the document once the counseling session has ended. Additional data will be gathered from the intake forms to determine average waiting time – time of arrival and time of file delivery to front desk

When and Who: Assessment will begin August 2008 and end May 2009. The data will be analyzed by the Director of Counseling Services, Associate Vice President of Student Services, and the Director of Institutional Effectiveness and Assessment by June 30, 2009

Source of Evidence: Client satisfaction survey (student, faculty)

Achievement Target:

85% of the students completing the survey will rate service received during a counseling session at the satisfied (4) or very satisfied (5) level.

O 3: Provide student sat. w/ revised student plan

Students will be satisfied with the format and content of the revised Student Educational Plan/checklist.

Associations:

Institutional Priorities:

1 STUDENTS-To provide educational and support programs within an open door context. To actively...

Strategic Plans:

Student Services

1.3.6.3 Promote the establishment of a student activities, advising, and professional development period. (Ref. 1.2.6. and 2.2)

Related Measures:

M 3: Five question survey on revised Student Ed. Plan

Why: Students must become fully engaged in the process of their education. The selection of courses, prerequisites/corequisites, and proper course sequencing are essential to a student's success. In order to facilitate a better understanding of the student's educational goals, a more user friendly version of the Student Education Plan (SEP), used in conjunction with Web Advisor, must be developed. Web Advisor has become a tool with the capability of providing valuable feedback to students and should be utilized to its fullest potential.

What: and How: Students will use a five question survey to rate the plans on the basis of the length, utility and readability. In addition to rating the new SEP, comparison and contrast of the current and proposed revised document will be included in the survey.

When and Who: The data will be collected during the fall 2008 and spring 2009 semesters. The data will be analyzed by the Director of Counseling, the Associate Vice President for Student Services and the Director of Institutional Effectiveness and Assessment by June 30, 2009

Source of Evidence: Client satisfaction survey (student, faculty)

Achievement Target:

85% of the students completing the survey will rate their satisfaction with the revised Student Education Plan by indicating a rating level of 4 (satisfied) or 5 (very satisfied).

Detailed Assessment Report 2008-2009 Student Financial Aid & Services

Mission/Purpose

The primary mission of the Financial Aid Office at Fayetteville Technical Community College is to promote the availability of Financial Aid to potential and current students.

Student Learning Outcomes, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

O 1: Financial Aid Training

The Financial Aid staff will use information gathered from staff development resources to analyze problems and make logical decisions to award financial aid to students per federal, state, and institutional regulations.

Associations:

Institutional Priorities:

1 STUDENTS-To provide educational and support programs within an open door context. To actively...

Strategic Plans:

Student Services

1.3.1.1 Maintain Financial Aid availability from 8 hour to 24-hour services by implementation of Web Advisor. (Ongoing)

1.3.3.1 Evaluate and revise the financial aid web page to enhance knowledge and further educate the current and prospective student body. (ongoing)

Related Measures:

M 1: FA staff participates in training sessions

What approach – All Financial Aid Staff will continue to attend training sessions, workshops and/or conferences to keep them updated with the changes and revisions in federal, state, and institutional regulations and enhance professional development.

Why selected – Staff will need to remain current with all revisions/updates to federal, state, and institutional regulations to ensure funds are distributed properly.

How measurement occurs – Track the attendance and participation in appropriate training sessions.

When and Who - Assessment periods ends – May 15, 2009. The Financial Aid Director and the Associate Vice President for Student Services.

Source of Evidence: Focus groups on teaching, learning, program value

Achievement Target:

Financial aid staff will be able to show attendance in training sessions applicable to their daily duties.

Findings (2008-2009) - Achievement Target: Met

Financial aid staff have participated in NASFAA (National Association of Student Financial Aid Administrators) webinars, CFNC (College Foundation of North Carolina) webinars, EdFund webinars, Elluminate communication management training, Elluminate financial aid rule writing training, reauthorization training, Datatel for financial aid training, query builder for financial aid training, annual set-up training, and default management training

O 2: monitor customer service

The Financial Aid staff will monitor customer service by creating and administering a customer service survey that will provide specific information about areas that need improvement.

Associations:

Institutional Priorities:

1 STUDENTS-To provide educational and support programs within an open door context. To actively...

Strategic Plans:

Student Services

1.3.1.1 Maintain Financial Aid availability from 8 hour to 24-hour services by implementation of Web Advisor. (Ongoing)

1.3.3.1 Evaluate and revise the financial aid web page to enhance knowledge and further educate the current and prospective student body. (ongoing)

1.7.1.3 Continue implementation of Web Advisor. (2008-2009) (Ongoing)

Related Measures:

M 2: Customer Service Survey

An online customer service survey will be created to determine what areas of service students feel the Financial Aid office needs to improve upon. The Financial Aid Director and AVP for Student Services will coordinate with the Office of Institutional Effectiveness and Assessment to create the survey. An email will be sent in the fall semester by the Financial Aid office to

students asking them to complete the survey. A paper survey may possibly be given to students during the spring semester after they complete their transactions in the Financial Aid office. Results will be compiled by the Office of Institutional Effectiveness and Assessment and reported to the Financial Aid office. The Financial Aid office will review the results and identify areas that need improvement. The assessment period will end on May 15, 2009.

Source of Evidence: Service Quality

Achievement Target:

The Director of Financial Aid will generate a report that summarizes student responses to the survey questions and makes recommendations for improvement. The report will provide baseline data for comparative use in subsequent assessment cycles.

Findings (2008-2009) - Achievement Target: Met

The survey was administered and a plan for continuous improvement was created and implemented. Please see attachment.

Document:

[Proposal for Continuous Improvement](#)

O 3: Outreach activities for financial aid

Students will be satisfied with the information shared during community events and workshops to enable them to complete their FAFSA in a timely manner.

Associations:

Institutional Priorities:

1 STUDENTS-To provide educational and support programs within an open door context. To actively...

Strategic Plans:

Student Services

1.3.1.1 Maintain Financial Aid availability from 8 hour to 24-hour services by implementation of Web Advisor. (Ongoing)

1.3.3.1 Evaluate and revise the financial aid web page to enhance knowledge and further educate the current and prospective student body. (ongoing)

Related Measures:

M 3: FA staff participates in outreach activities

Financial aid staff will participate in outreach activities to encourage students, parents, and faculty/staff at FTCC to have a better understanding of the financial aid process. The purpose is to make these parties aware of financial aid guidelines, timelines, and requirements. The outcome will be measured by the number of outreach activities the financial aid office participates in.

Source of Evidence: Project, either individual or group

Achievement Target:

Financial aid will increase their participation in outreach activities.

Findings (2008-2009) - Achievement Target: Not Met

Financial aid staff participated in three financial aid nights at area high schools, presented to faculty/staff at development sessions on financial aid requirements, presented to area guidance counselors on financial aid updates, and presented at each

new student orientation on "financial aid's top 7 things you need to know".

Related Action Plans:

Increase Visits with High Schools

Financial aid staff will continue to communicate with the area high school counselors to inform them of our availability to host workshops. The ultimate goal is to be present in at least five to ten high schools before these students graduate from high school. The ultimate goal is to make sure they are educated on all types of financial aid assistance that can assist them in making the transition to college smooth. For more information, see the *Action Plan Details* section of this report.

Details for Action Plans Established This Cycle

Increase Visits with High Schools

Financial aid staff will continue to communicate with the area high school counselors to inform them of our availability to host workshops. The ultimate goal is to be present in at least five to ten high schools before these students graduate from high school. The ultimate goal is to make sure they are educated on all types of financial aid assistance that can assist them in making the transition to college smooth.

Priority: High

Target Date: 08/2009

Planned for the month school reopens so we can possibly guarantee a date to host a workshop

Responsible Person/Group: Assistant Financial Aid Directors

Analysis Answers

What were the strengths of your assessment process?

We were able to get students acclimated to setting up their student email to receive correspondence from our office. By sending emails to students about their financial aid status decrease the time students spent waiting in the line.

What were the weaknesses of your assessment process?

A weakness suffered by the entire assessment plan is the changes in employment. Throughout one academic year we have lost two financial aid directors which resulted in the remaining staff assuming extra duties and responsibilities.

What was learned as a result of your assessment process?

Staff members must ensure they attend training sessions to stay abreast on changes and revisions in federal, state, and institutional regulations. With the recent budget cuts the staff has tremendously suffered from not being able to attend these workshops. A major business has agreed to allow us to train via the web which is convenient for the staff to attend.

How will what was learned impact the direction and emphasis of your academic or support unit?

Staff will continue to research for possible workshops and/or training that can assist them with enhancing their knowledge of all federal regulations. Additional training will not only enhance skills but will also help foster continuous improvement throughout the entire organization.