

<p>STUDENT SERVICES DIVISION ANNUAL REPORT 2008-2009</p>

MISSION STATEMENT

The Division of Student Services through each of its departments is committed to the following broad goals:

- 1) To provide services critical to the smooth functioning of the overall operation of the college;*
- 2) To teach students and provide opportunities to manage their lives;*
- 3) Offer curricular and co-curricular settings that will enable students to integrate knowledge from both settings.*

OVERVIEW

The 2008-2009 academic year was an exciting one for the Student Services Division! Technology changes, economic conditions, and enrollment increases all provided challenges and opportunities as staff throughout the division worked to provide excellent services for students.

The **first year of using the college's new ERP system (Banner)** saw a continuation of the adjustments that staff made in their work to accommodate the new computer system. Procedures are still being developed, particularly in the Admissions and Records and Financial Aid offices, to reflect changes brought about by Banner. In many cases, work responsibilities have shifted so that staff time is now increasingly spent working with updating and monitoring system processes rather than completing manual or paper processes. In many cases, the change in technology has allowed for better, and more cost effective, communication with students.

Economic conditions dominated the year in many ways. While the depressed job outlook contributed to a double-digit fall enrollment increase (the largest in the state), other economic events resulted in a **difficult budget picture** for the college and the division. Some vacant positions went unfilled or were deleted, while across-the-board cuts were made in both operating and travel budgets. Staff responded to these difficult times by curtailing spending wherever possible, while continuing to meet a growing demand for services.

In addition to the large fall semester **enrollment increase**, the college experienced the largest spring enrollment in its history, over 3100 students. Staff processed more applications for admission and financial aid than ever, and worked diligently to meet the needs of an increasingly diverse student body. Specialized programs, such as the Regents' Online Degree (RODP) program and Dual Enrollment, experienced significant increases in enrollment, with fall semester enrollments up more than 30% over 2007-08. Continued enrollment growth seems likely for the near future, a prospect that is complicated by budget difficulties.

The staff of the Student Services Division faced the challenges and opportunities of 2008-2009 by drawing on their sense of teamwork, commitment to the college, and dedication to serving the needs of our students. Staff in all departments continues to design programs and offer services that promote access to higher education and facilitate student success as we create opportunities for students to "Start Something Great!" at Cleveland State.

This report is a summary of the significant accomplishments of the Student Services Division during 2008-2009. Most of these accomplishments are grouped by the major areas of the college's strategic plan: Leadership, Access, Quality, and Resourcefulness. Other accomplishments are listed in the areas of accountability, college and community service, and staff development

C. Michael Stokes
Vice-President for Student Services

LEADERSHIP

Staff from Student Relations, the ACCESS Center, and Financial Aid recorded more than **75 visits to area high schools** to talk with students about continuing their education. Staff also participated in more than 40 school and community events in the services area, and recorded contacts with more than **2300 prospective students**.

Student Relations and ACCESS Center staff **hosted more than 1300 students from middle and high schools in the service area**. Programs included in these visits included Allied Health Career Day, CSCC College and Career Fair, and general recruitment programs focusing on college enrollment and financial aid information.

ACCESS Center staff coordinated **17 visits from 6 different four-year colleges**.

Testing Center staff coordinated the **Career Readiness Certificate** program for the 5 county service area, and established the college as an ACT WorkKeys Solutions provider. More than 200 persons completed **WorkKeys testing**.

Staff in Admissions and Records and Financial Aid completed the **first year using the new ERP system** and continued to refine processes to promote efficient use of Banner.

Dual Enrollment increased by over 30% with classes offered at 10 of the 11 service area public high schools and participation from students at 15 different schools. Dual

The Marketing and Public Information department continued to **promote the quality, access, convenience, transferability, and affordability of college programs through a variety of media resources**. Staff continued to support other departments with public relations, print and advertising services to help promote individual department programs and events.

ACCESS

Financial Aid staff conducted community workshops at high schools in 4 of the 5 service area counties. The college also served as a regional site for the statewide College Goal Sunday **financial aid awareness** program, with approximately 50 persons in attendance.

More than **2300 students** were awarded over **\$9.8 million dollars in federal, state, and institutional aid** through the financial aid office.

Several departments provided **services for students at Athens and Vonore sites**. Services included student success workshops, New Student Advising and Registration sessions, Allied Health Career Day, GED testing, student appreciation activities, and Registration events.

83 students were awarded over \$181,000 through the Access and Diversity Grant program. This program focuses on providing funding and support for students who are economically disadvantaged, first generation students, or reside outside Bradley County.

Staff sponsored 5 different **programs and events to promote diversity education and awareness**, with more than 350 participants.

Students at Sequoyah, Sweetwater, and Tellico Plains **high schools in Monroe County were able for the first time to take dual enrollment courses** through CSCC. 58 students enrolled for classes for Fall 2008.

Testing Center staff **partnered with the CSCC Foundation and Adult Education agencies** in each of the service area counties to make a scholarship available to during their graduation programs.

The ACCESS Center housed the college's RODP campus contact, and saw an **increase of 38% in RODP enrollment** for Fall 2008 over Fall 2007.

The ACCESS Center serves as the contact point for adults participating in programs such as the Workforce Investment Act and Trade Adjustment Act. **Fall 2008 enrollment of students in Department of Labor programs increased more than 40%** over Fall 2007.

Marketing and Public Information was fortunate to play a large role in the success of the **Young Entrepreneurship Seminar**. The event, sponsored by the Small Business Development Center, attracted over 250 attendees. Marketing and Public Information developed outdoor signage, posters, tent cards, email blasts, fliers/brochures, sidewalk collage signage and a website that directed students on how to register online.

QUALITY

More than 700 students registered to use SMARTHINKING, a new online tutoring program initiated by the ACCESS Center.

ACCESS Center staff recorded over **1500 contacts for career counseling and job placement assistance**. The annual **College and Career Fair had more than 500 students participating, along with 74 business/industry and college representatives**.

Student Relations staff continued to offer opportunities for **student involvement**. 2000 students participated in campus activities, including the Back-to-School Bash, Octoberfest, evening student appreciation, and 8 different intramural events. In addition, nearly 100 students participated in community service activities, and more than 300 students and 23 faculty/staff advisors were involved in 19 different student organizations.

The Testing Center administered **10,500 tests**, including 8000 course-related tests and over 1600 tests in 6 different standardized testing programs.

The Fitness Center offered opportunities for faculty, staff, students, and community members to improve their health. **More than 800 patrons recorded over 8000 visits to the fitness center**.

ACCESS Center staff recorded **contacts with 2100 students for advising, personal counseling, student success workshops, disability services, and retention counseling**. In a special initiative to promote retention, counselors called students who withdrew each

semester to learn more about why students withdrew and to offer encouragement and assistance to students who express interest in returning to school.

Athletic teams won 62% of their contests, with all 4 teams logging winning records. The men's basketball team finished their season as the NJCAA Region VII Tournament runner-up, while the baseball team recorded a second-place finish in the regular season. 19% of student-athletes received **TCCAA post season honors for the athletic achievements**.

Teams also demonstrated **outstanding academic performances** with a fall-spring retention rate of 80%. 27% of student-athletes earned **All-TCCAA Academic Awards**, recording cumulative GPA's of 3.0 or higher. The Women's Softball team was named an **NJCAA Academic Team of the Year**, with a 3.13 overall team GPA. **The overall GPA for all student-athletes for the year was 2.71.**

Testing Center staff administered the **ACT WorkKeys** test for 40 graduating students, enabling them to earn a **Career Readiness Certificate**, giving them an additional advantage in the job market.

Financial Aid staff converted to **electronic award notification and document tracking**, reducing postage costs by 63%.

Cleveland State hosted the **2009 TCCAA/NJCAA Region VII men's and women's basketball tournaments** in March. The athletic department coordinated this event with assistance from Marketing and Public Information and others throughout the campus. Even in a difficult economic environment, the tournament was successful and was held without additional expense to the college.

Staff reviewed requirements for the **SACS 5th year report** and submitted responses to accreditation items impacting student services.

To **improve communication with students**, Student Relations staff initiated a new service that allows the college to make automated, outgoing calls to students' home phone numbers with reminders about important events or deadlines.

Marketing and Public Information initiated the process to produce the **college catalog in an online format** through a contract with a vendor. Staff has participated in design and content updates, and is completing training in using the software. This change in production format will result in a net savings to the college.

RESOURCEFULNESS

The **Athletic department raised more than \$70,000** in donations, gate receipts, advertising, and other fundraising activities. These funds are used for program improvements, equipment, and facility upgrades, including the construction of a **new concession/restroom facility** for the baseball/softball complex. This facility was constructed entirely through external funding and donations.

A contract with the Southeast Tennessee Development District provided **\$4000 for the Testing Center to use in administering the ACT WorkKeys** to more than 200 students and community members, enabling them to earn Career Readiness Certificates.

ACCESS Center staff received notification of a **\$10,000 Access and Diversity Grant** to be awarded by the Tennessee Board of Regents for 2009-2010. This grant will be used to expand a mentoring program for students.

Fees from standardized testing programs brought in more than \$45,000 to offset program costs.

Staff from Student Relations and the ACCESS Center participated in groups developing proposals for **Perkins and Title III grants**.

Marketing and Public Information staff continued to **promote activities related to the Department of Labor Solar energy grant and Perkins grant**, and publicized other grant awards for the college.

The Testing Center received a **\$600 mini-grant from the CSCC Foundation** for software that allows staff to control and monitor computers used for testing.

ACCOUNTABILITY

The GED Testing program was **audited** by the state GED office **with no major findings**.

The ACCESS Center, Admissions and Records, Athletics, Financial Aid, and Veteran's Affairs all **completed all state and federal reporting in compliance** with requirements from outside agencies.

Department Directors continued to monitor and refine the divisions' **Risk Assessment Plan** to improve our ability to minimize risks associated with Student Services operations.

COLLEGE AND COMMUNITY SERVICE

More than **40% of staff** from the Student Services Division contributed to the college beyond the scope of their jobs, serving on various committees, Staff Senate, and employment selection committees.

Approximately **20% of staff participated in a variety of community activities**, including involvement in local Chamber of Commerce, United Way, Junior Achievement, and various community agency boards and activities.

STAFF DEVELOPMENT

100% of staff participated in one or more on-campus staff development activities, including campus-wide training events, credit and/or non-credit courses, and workshops related to new campus initiatives and procedures. 20 staff participated in a web conference on updated **FERPA regulations**.

Three staff in the Athletic Department served in **state and/or regional positions**, including TCCAA Athletic Director Committee Chair, TCCAA Men's Basketball Chair, and NJCAA Region VII Women's Director.

Staff in the Admissions and Records and Financial Aid offices **developed and conducted training for faculty and staff** in using Banner.

Almost half of all student services staff participated in some type of **off-campus staff development activity**. These ranged from credit courses toward advanced degrees to attendance at state, regional, and national conferences.