

**STUDENT SERVICES DIVISION ANNUAL REPORT
2010-2011**

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.*

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OVERVIEW

The 2010-2011 academic year was again a challenging one for the Student Services Division! Changes in the external environment, economic conditions, and enrollment increases all provided challenges and opportunities as staff throughout the division worked to provide excellent services for students.

The **external environment**, including state and federal legislation and regulation, provided the impetus for change in a number of activities of the division. The shift in the state toward emphasizing student success and graduation was a topic of many discussions as staff offered initiatives aimed at increasing those measures. Continued changes to federal financial aid regulations again resulted in increased workloads for staff as they instituted processes to handle direct student loans and other changes brought on by federal and state regulations.

Economic conditions continued to play a major role in activities of the division and the college as a whole. Departments continued to look at how they might redesign their work to increase efficiency and effectiveness. Progress was made in designing the new Enrollment Services Center, which will combine Recruiting, Dual Enrollment, Admissions, Records, and Financial Aid functions all in one area to improve communication and provide for more seamless service for students.

The recent trend of **enrollment increases** continued, with the college again experiencing record enrollments for both fall and spring semesters. Staff processed more applications for admission and financial aid than ever, and worked diligently to meet the needs of an increasingly diverse student body. The Dual Enrollment program continued to experience an increase in enrollment.

The staff of the Student Services Division faced the challenges and opportunities of 2010-2011 by drawing on their sense of teamwork, commitment to the college, and dedication to serving the needs of our students. Staff in all departments continue to create and redesign programs and offer and evaluate services that promote access to higher education and facilitate student success as we provide 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 2010-2011. These accomplishments are grouped by the major areas of the college’s strategic plan: Access, Student Success, Quality, and Resourcefulness and Efficiency.

C. Michael Stokes
Vice-President for Student Services

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Key Priority 1: ACCESS

Staff from Student Relations, the ACCESS Center, and Financial Aid recorded more than **65 visits to area high schools** to talk with students about continuing their education. Staff also participated in more than **80 school and community events** in the services area, and recorded contacts with more than **2000 prospective students**.

Student Relations and ACCESS Center staff **hosted more than 600 students from middle and high schools in the service area for campus visits**.

ACCESS Center staff coordinated **49 visits from 13 different four-year colleges**.

Testing Center staff, as an ACT WorkKeys Solutions provider, coordinated the **Career Readiness Certificate** program for the 5 county service area. Nearly 300 persons completed **WorkKeys testing**.

Dual Enrollment continued to increase with classes offered at 10 of the 11 service area public high schools. Four hundred and sixty-eight students enrolled during Fall semester, and more than 500 students participated in the Spring. Twenty-nine courses were offered in high schools in the Fall semester, and 34 were offered during the Spring.

The Admissions and Records office and the Financial Aid office recorded **significant increases in applications for admissions (7%) and financial aid (10%)**.

Financial Aid staff hosted College Goal Sunday in February 2011, and conducted approximately **60 Financial Aid workshops** with Recruitment staff in area high schools.

More than **3400 students** were awarded over **\$20 million dollars in federal, state, and institutional aid** through the financial aid office. This was a 21% increase in number of students receiving aid as compared with 2009-2010.

One hundred and nineteen students were awarded nearly \$200,000 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.

Forty-eight new students were enrolled through **partnerships with the area Career Center and State Department of Labor**.

The Testing Center assumed GED Testing responsibilities for McMinn County, making CSCC the **only official GED Testing Center in the five county service area**.

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Key Priority 2: Student Success

Design work began on a **new Early Alert system** that will allow faculty to electronically communicate with students who are having attendance or academic difficulties. ACCESS Center staff and a group of faculty were involved in planning and testing this new system, which will be implemented for Fall 2011.

Staff worked in conjunction with Academic Affairs to offer a schedule of **compressed classes**, which started in October. These classes provided a means for students who missed regular fall registration deadlines to **enroll without waiting** until Spring semester, and also allowed current students to add additional classes to **accelerate their progression toward a degree**. More than 50 students took advantage of this program.

The college's **orientation program for new students was redesigned** to offer a combination of online, small-group, and large event activities. Three hundred and forty students, and a total of 700 persons, participated in the first **Freshman Frenzy event**, which brought new students to the main campus just before the start of Fall classes to assist them in making a successful transition to college.

The ACCESS Center continued to serve as the contact point for adults participating in programs such as the Workforce Investment Act and Trade Adjustment Act. **Staff recorded more than 600 contacts with adult students, primarily through WIA and TAA programs.**

Admissions/Records staff worked to streamline the graduation application process. Students are now able to access the Graduation Application process electronically, removing another barrier to student completion and graduation. This and other actions contributed to a **15% increase in graduation numbers** over 2009.

Staff in the ACCESS Center implemented a **new online orientation process** for incoming students, **and expanded the New Student Advising and Registration process to include students entering for Summer 2011.**

Key Priority 3: Quality

Student used more than 600 hours from SMARTHINKING, an online tutoring program managed by the ACCESS Center. This was an **increase of 28%** over 2009-2010.

ACCESS Center staff recorded over **700 contacts for career counseling and job placement assistance**, with **more than 300 students and 25 employers participated in the annual Career Fair**. Staff also introduced a **new Online Job Placement program**, which offers students access to jobs in the local area and beyond. More than 100 students registered for the new online service, and more than 50 local employers have posted available jobs.

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Financial Aid staff **implemented the federal direct lending program** for students. Along with this change, **student loan volume more than doubled.**

Services for Veteran students continued to increase, with more students being served through financial assistance programs and supportive services. Veterans were recognized with an appreciation luncheon in conjunction with Veteran's Day in November.

Improvements were made by ACCESS Center staff in **communication with RODP students** to increase their awareness of special issues associated with taking an online course. More than 5100 contacts were made through email, phone, or in-person visits.

Student Relations staff continued to offer opportunities for **student involvement**. More than 2000 students participated in campus activities both in Cleveland and at the Athens site, including the Back-to-School Bash, Octoberfest, evening student appreciation, and 7 different intramural events. In addition, more than 50 students participated in **community service activities**, providing more than 500 hours of service.

More than 250 students and 20 faculty/staff advisors were involved in 15 different student organizations, **offering students opportunities for engagement** through social, community service, and leadership programs.

The Testing Center administered **10,900 tests**, including 8900 course-related tests and over 2000 tests in six different standardized testing programs. The center also logged more than 1800 contacts for proctoring tests for students in RODP, Distance Learning, and Independent Study courses.

The Fitness Center offered opportunities for faculty, staff, students, and community members to improve their health. **Six hundred patrons recorded approximately 6000 visits to the fitness center** which was upgraded by adding new equipment and new flooring.

ACCESS Center staff recorded **contacts with 4770 students (a 70% increase over 2009-2010) for advising, personal counseling, student success workshops, disability services, and retention counseling**. Counselors continued to call 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 58% of their contests, with 3 of the 4 teams registering winning records. The women's basketball team finished fourth in the TCCAA regular season standings, and was ranked as high as ninth nationally during the season. Seven student-athletes received **TCCAA post season honors for the athletic achievements**, and one member of the women's basketball team was named **Honorable Mention NJCAA All-American**.

Teams also demonstrated **outstanding academic performances** with a fall-spring retention rate of 94%. Thirteen of the 31 sophomores (**42%**) **graduated with associate's degrees**.

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Twenty-seven percent of student-athletes earned **All-TCCAA Academic Awards**, recording cumulative GPA's of 3.0 or higher. One member of the men's baseball team received an **NJCAA Award for Distinguished Academic Achievement**.

Admissions/Records and Financial Aid staff continued to **increase electronic access** to forms and information for students. Progress has been made toward making the Banner on-line application functional, with roll-out expected for Spring Semester 2012.

The Athletic Department introduced live **web broadcasts** of athletic contests.

Key Priority 4: RESOURCEFULNESS AND EFFICIENCY

The **Athletic department raised more than \$70,000** in donations, gate receipts, advertising, and other fundraising activities. This figure represents a 16% increase over the previous year. These funds are used for program improvements, equipment, and facility upgrades.

Fees from standardized testing programs brought in more than \$38,000 to offset program costs.

The ACCESS Center was part of a group across campus that **received over \$200,000** (\$100,000 each year) from the **Perkins Basic Grant program for 2010-2012**. A portion of these funds were used to employ two AAS Advisors who worked particularly with students enrolled in Associate of Applied Science programs to offer supportive services to **encourage persistence and completion**.

The ACCESS Center received a \$20,000 **Perkins Reserve Grant** for a pilot program in Career Development for AAS Students.

The **Diversity Mentoring Program** was funded again through a TBR Access and Diversity Grant in the amount of \$8000. Thirty-two students participated in this program where they received additional support through a mentor from among the ACCESS Center staff.

A **new electronic imaging product**, Banner Document Management System (BDMS) was purchased and implemented. Temporary staff scanned and indexed approximately 12,500 hard copy transcripts and old student records for electronic archiving. This will better preserve the older documents, and will make them more accessible for staff. Financial Aid staff began using BDMS for incoming documents, reducing paper in the office and making documents more accessible for staff.

The **Financial Aid office** continued to **redesign processes, policies, and staffing to increase efficiency**. Staff began loading student information for the 2011-12 more than one full month earlier than in 2009-2010, and began the awarding processes earlier as well.

CLEVELAND STATE COMMUNITY COLLEGE

A new position, Enrollment Services Technical Specialist, was added and shared between the Financial Aid and Admissions/Records offices. This new position will assume some of the routine technical tasks in those two enrollment services offices, and can devote time to **streamlining processes and making greater use of technology resources** to assist staff and students in completing their tasks.

Implemented an **Enrollment Services Call Center**, which was operational for seven weeks in the summer and early fall. Staffed with temporary employees, the Center handled over 6500 phone calls for staff in the Admissions/Records and Financial Aid offices. This enabled staff in those offices to more efficiently process student files for enrollment and financial aid, and to provide better service for students who came into the offices.

The Banner Student Team, including representatives from Admissions/Records and Financial Aid offices, successfully implemented the **upgrade to banner 8.0** in December 2010.

Admissions/Records and Financial Aid staff completed on-site training with Strata Information Group. Consultants assisted staff in **improving processes using Banner**, which resulted in increased electronic access to transactions for students and the increased capacity for staff to manage increased student volume.

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