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

Business Services

Financial Aid

District CFO
The End Result

Student Services Assessment Council

- Lakeland Campus
- District SS
- Winter Haven Campus
- Lake Wales Center

- 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.