

# New Mexico Junior College



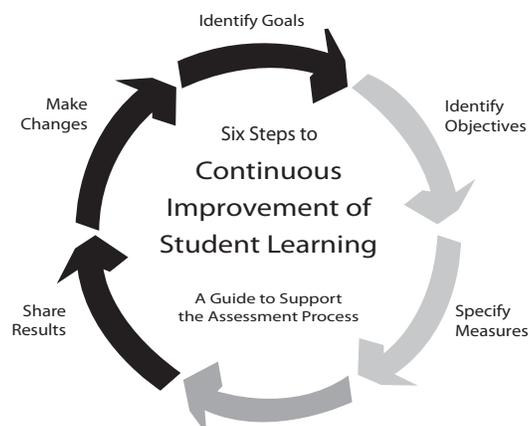
## Student Success Management Plan

# Student Success Management Plan

## Aligning the plan

Strategic Plan 2010-2016:

- Realities of the Future
  - Funding Pressure, reduction, and unpredictability
  - External requirements for accountability and effectiveness
  - Changing student demographic/profile
    - An open dialog among the NMJC Board, administration, staff, and faculty in regard to meeting the needs of a diverse student body is paramount.
  - 2015 HLC Self-Study re-accreditation
  - Turnover in senior leadership
- Strategic Objectives
  - Student Success
  - Communications
  - Resource Management
  - NMJC as a Learning Organization
  - Leadership and Faculty
  - Educational Quality
- Methods of Measurement and Benchmarking
- What, Who, When
- Alignment of Strategies and Activities



**Mission**

New Mexico Junior College, as a comprehensive community college, promotes success through learning.

**Vision**

New Mexico Junior College's mission will be achieved by building a culture which values and promotes excellence, effectiveness, access, responsiveness, and community involvement.

## Student Success Management Plan

Big Hairy Audacious Goal – (BHAG) – The student Success Management Plan will provide an enrollment and student support process that is rated as excellent, effective, and responsive and the process must meet the needs of the students

- Increase enrollment by 2-5% each year
- Increase yearly student retention by:
  - Year 1 = 10%
  - Year 2 = 10%
  - Year 3 = 10%
- Increase student graduation rate by:
  - Year 1 = 10%
  - Year 2 = 10%
  - Year 3 = 5%
- Prove that NMJC student services meets the needs of the students and supports the Mission and Vision of the College
- Prove that NMJC teaching and learning meets the needs of our students and supports the Mission and Vision of the College
- To facilitate The (SSMP) BHAG, the following partners will commit to an atmosphere of excellence, data driven decisions, continuous improvement, documentation, and cooperation:
  - Financial Aid
  - Counseling and Advising
  - Facilities and Technology
  - Course Scheduling
  - Library Services
  - Campus Housing
  - Recruiting
  - The Registration Process – Vice Presidents
  - Retention – Vice Presidents
  - Public Relations and Marketing
  - Student Support Services
  - Activities, Clubs, Organization
  - Teaching and Learning
  - Student Life

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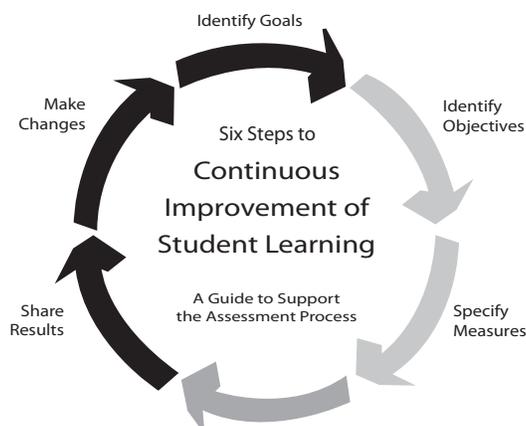
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## Financial Aid

Goal – To provide financial aid assistance to students so students can attain their educational goals, and work to support the NMJC Mission / Vision of the institution and the Student Success Management Goal (BHAG).

- On a quarterly basis, educate the NMJC Staff about financial aid such as FACTS Payment, FAFSA guidelines, 3% Scholarship, and Foundation Scholarships.
- All “Intrusive Advisors” will receive the Financial Aid Training two times per year.
- Develop and implement a campaign to stress “Financial Aid Satisfactory Progress”.
- Increase Student Financial Aid awards (students) by 5% per year. Emphasize outreach and early application and provide assistance and support for early application.
- Manage default rate.



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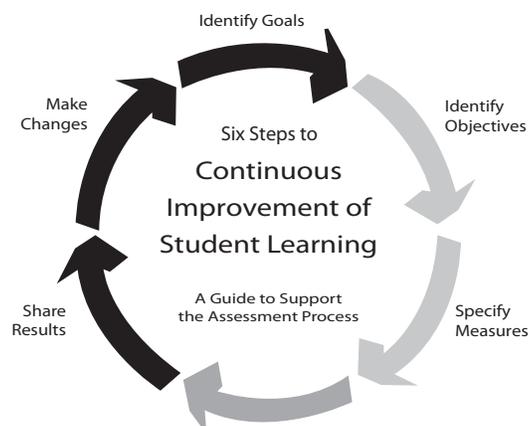
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## Counseling Advising

Goal- Counseling and Advising will provide competent caring guidance to allow students to reach educational goals, and work to support the Institutional NMJC Mission / Vision and the Student Success Management Goal (BHAG).

- Develop an “Intrusive Advising” Program.
  - By January 2011 train 24 Faculty to assist with “Intrusive Advising”. Monitor and encourage active engagement with the program.
  - By January 2011 train 24 Professional Staff to assist with “Intrusive Advising”. Monitor and encourage active engagement with the program.
  - By January 2011 train 10 Support Staff to assist with “Intrusive Advising”. Monitor and encourage active engagement with the program.
- Develop a one page “Intrusive Advising” document which incorporates the higher education advising best practices.
- Utilize NMJC Student data to serve as a guide to determine the most at risk NMJC population, and assign “Intrusive Advisors to this population. No more than 7-8 students will be assigned to each “Intrusive Advisor
- Develop a Marketing Campaign to emphasize Graduation
- Develop a Marketing Campaign to emphasize the importance of retention
- By the fall of 2011, sixty (60%) percent of the Faculty, sixty (60%) percent of the professional staff, and twenty-five (25%) percent of the support staff will be trained and actively engaged in “Intrusive Advising”.
- At risk students cannot add or drop without approval of “Intrusive Advisors”.
- By spring 2012, train “all” faculty to serve as program or course advisors. All faculty should be able to advise students within their subject matter or program.
- During the week of In-Service, faculty and staff should be available to advise students.



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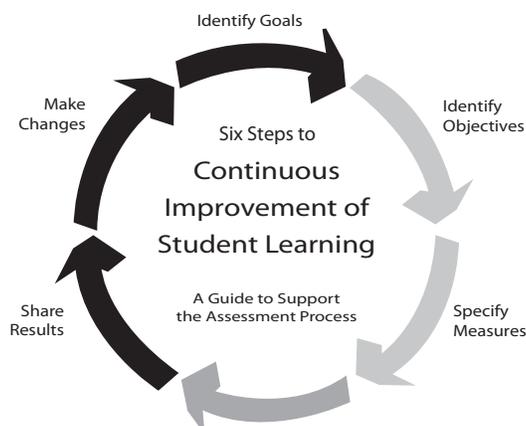
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## Facilities and Technology

Goal – Provide facilities and technology that meets the needs of the students, and work to support the Institutional NMJC Mission / Vision and the Student Success Management Goal (BHAG).

- Develop a feedback system to help determine the cleanliness of indoor facilities and the immediate surrounding outdoor space.
- Utilize institutional data to determine what students want / expect for NMJC Facilities.
- Utilize institutional data to determine what students want / expect for institutional technology.
- Utilize the above data to develop a three year plan for technology and facilities management.
- Repeat the process above every three years.



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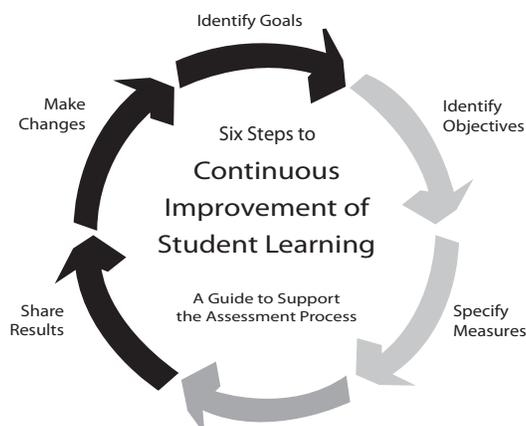
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## Course Scheduling

Goal – Develop a schedule that utilizes data / feedback to meet the needs of the students, and work to support the Institutional NMJC Mission / Vision and the Student Success Management Goal (BHAG).

- Utilizing data, provide a schedule that allows student to get an AA, AS, and AAS degrees in a timely manner for day / night / or on-line students.
- Utilizing data, develop a course schedule that provides classes when the students want the classes, i.e. night, evenings, weekends, two days versus three, or on-line.....
- Utilize Degree Audit to help craft the course schedule.
- Eventually, utilize Add Astra Platinum to help build, analyze, and design a comprehensive data / information driven course schedule.
- Utilize three years of data to:
  - Provide information for scheduling inefficiencies
  - Provide information to increase offerings that address the potential to reach more students, i.e. night students
  - Provide information to determine the course scheduling needs of the students



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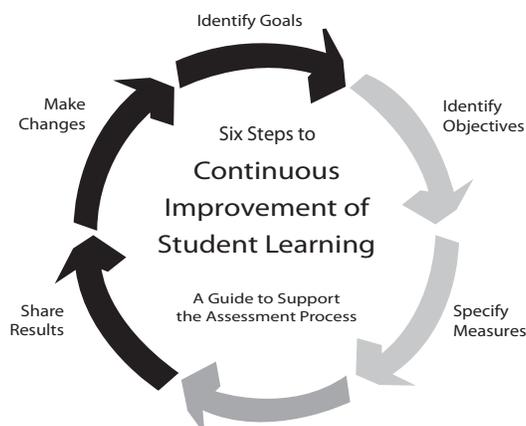
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## Library

Goal – The Library should be a welcoming environment / atmosphere where students convene to support educational goals or enhance life-long learning, and work to support the Institutional NMJC Mission / Vision and the Student Success Management Goal (BHAG).

- Provide and establish the use of a coffee bar.
- Create a welcoming environment for students, staff, and public.
- Provide a suggestion box that utilizes information specific to the Library.
- Provide quarterly intensive introduction of the Library to students, faculty, and staff.



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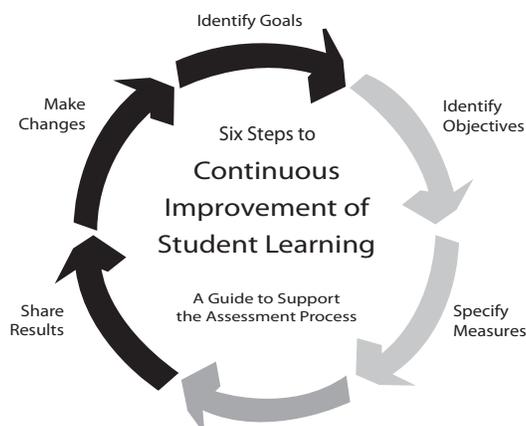
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## Housing

Goal – Housing will develop and provide a safe, attractive, clean, secure student housing to accommodate students while they attend NMJC or University Center, and work to support the Institutional NMJC Mission / Vision and the Student Success Management Goal (BHAG).

- Provide robust activities geared toward resident students,
- Provide a focused campaign on alcohol and drug prevention.
- Provide quarterly educational training to enable resident students to understand residential living.
- Develop a plan to get maintenance to respond to work orders and improve maintenance services at the student housing. Utilize data to track and provide information to the Maintenance department.
- Utilize data / information to help meet the needs of the students.
- The cafeteria needs to utilize data / information to meet the needs of the students.



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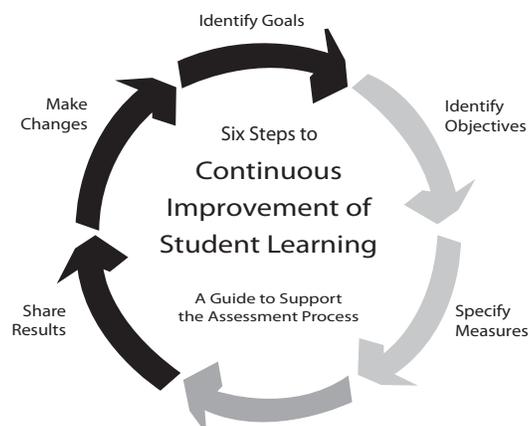
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## Recruiting

Goal – Recruiting will provide a recruiting department that meets the needs of potential students, and works to support the Institutional NMJC Mission / Vision and the Student Success Management Goal (BHAG).

- By December 1, 2010 develop a strategic plan for recruiting.
- Set measurable goals for recruiting traditional, non-traditional, on-line, University Center and parents.
- Set measurable goals to make frequent contact with high school counselors.
- Fill student apartments to 85-90% occupancy.
- Increase yearly enrollment by 2-5%.
- Each Recruiter will make 10 successful recruiting (first time to contact) calls per day.
- Each Recruiter will send 20 successful recruiting texts messages per day.
- An on-line log will be established for maintaining information gathered during the calls and texts. The logs should be utilized to provide information for follow up recruiting efforts. (Bill Kunko will work with Dr. Organ and Dr. Clingman to develop the on-line log.)



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## Registration

### Vice Presidents

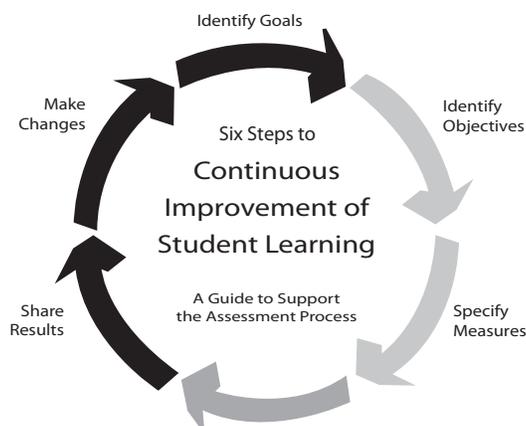
Goal – The NMJC Registration process will develop and provide a student user friendly, effective, efficient registration process to meet the needs of students, and work to support the Institutional NMJC Mission / Vision and the Student Success Management Goal (BHAG)

- Analyze / map the registration process (consultant).
- Utilize information from above to:
  - Create a welcoming environment
  - Make the process less cumbersome
  - Utilize the information to fix the gap analysis
  - Streamline the registration process
- Provide a 360 degree “Triage” center
- Utilize test scores for registration of degree seeking students
- Absolve the requirement for students to provide high school transcripts
- By January 2011, implement and begin training and use of Degree Audit
- Prior to registration, train key departments on the institutional use of a course “Wait List”.
- Develop a one page document for the dos’ and don’ts of the “Wait List”.
- Provide electronic prompts for closed classes. (Kunko, Clingman)
- Strategically align faculty for promptly providing new sections when courses close. Recruit adjunct faculty who have completed all paperwork.
- Disenrollment Process –

Goal – The Disenrollment Process will provide an accurate portrayal of enrollment, foster an atmosphere which encourages students to plan, and eliminate unintended consequences of the “Purge”.

- Students will be given 48 hours to pay or make arrangement through Financial Aid, loans, FACTS, Waivers, etc. Further study and attention should be placed on: “How to include meal and dorm payment”?
- Beginning summer of 2011 the disenrollment process will begin. The process of communicating the disenrollment process to students will begin in the EARLY spring of 2010.
- Develop a one page glossy handout that informs all students of the disenrollment policy change, and develop a marketing campaign that helps communicate, communicate, and communicate the change.
- Increase the outreach to the area schools

- Athletic Registration –
  - Goal – The goal of athletic registration is allow the institution, athletic department, and parents to adequately position student athletes to enroll, provide proof of payment, and graduate.
    - By mid-summer each signed student athlete and parent will be sent a coaches and athletic director letter of explanation and an estimated bill. The bill should include the NMJC Scholarship commitment and the amount that the student athlete/parent is responsible for. The letter and bill should clearly indicate the date for which verification of payment must be made. The above will be repeated immediately after a signee is registered for class. All signees should be registered for class immediately after the signing. The letter and Bill should not be sent as a part of the Athletic Packet that is sent to Athletes / Parents.
    - Student athletes will be held through the last Friday prior to the beginning of class, and arrangements must be made by the students to address school charges or balances.
    - The responsibility of inputting grant and aid awards into the system is the responsibility of the coaches or athletic office.
    - Prior to the start of classes, coaches will accompany their student athletes through a verification of payment process with the financial aid and business office. This could be done in the gym.





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## Public Relations and Marketing

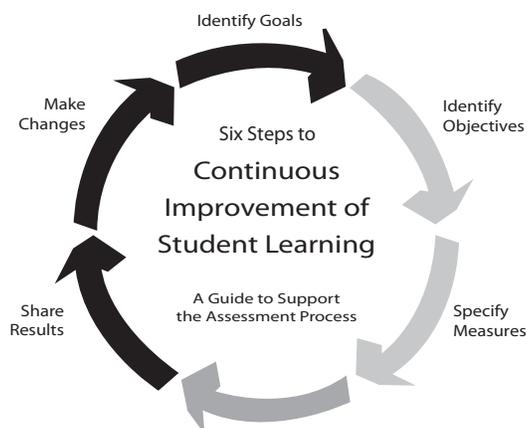
Goal – Public and Relations and Marketing will develop and provide an effective, efficient Public Relations and Marketing Department that meets the needs of the institution, and work to support the Institutional NMJC Mission / Vision and the Student Success Management Goal (BHAG).

### Public Relations and Marketing: Strategic Initiatives

- Provide a monthly publication
  - The Monthly Publication will be 2 pages
  - Contributors will be provided guidelines for copy and pictures
  - Contributors will be named in articles
  - The Monthly publication will be distributed electronically
- Provide a quarterly and yearly report
  - The Quarterly Publication will be Glossy
  - The Quarterly Publication will be mailed to influential stakeholders and former students. (Bullets 2-4 of the above apply.)
- Media Relations
  - Public Relations and Marketing will maintain continuous contact with the media.
  - Public Relations and Marketing will host quarterly media breakfasts
- Public Relations and Marketing will create a public relations guide for faculty and staff (2-3 pages)
- Public Relations and Marketing will coordinate 2-3 public presentations weekly throughout the county
  - 5-7 minutes
  - Utilize good presenters

## Events/Marketing: Strategic Initiatives

- Individuals “own” their events
- An annual events calendar will be maintained by Public Relations and Marketing.
- Event organizers should submit their events one year in advance.
- Events will be prioritized based on global institutional need/value.
- A planning shell for marketing individual events will be provided by PR and Marketing. Individuals must own their event and the content of the publicity.
- PR and Marketing will own the larger institutional marketing.
- To enhance Media Relations, the local media will be given a list of upcoming events and the event organizer.
- Face book will continue to be used to market events. Approved individuals may utilize this media and are responsible for content.



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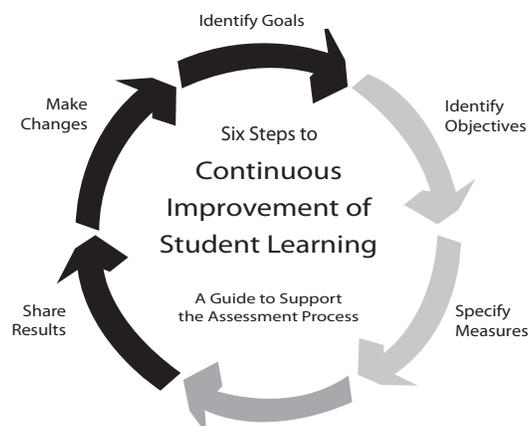
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## Teaching and Learning

Goal – Recruit, employ, train, support, and expect excellent Teaching and Learning. Utilize data / feedback to determine the quality of Teaching and Learning, and work to make incremental and measurable improvements.

- Excellence –
  - Engage students
  - Address multiple learning styles
  - Competent content expertise
  - Meet the needs of a diverse student body (age, gender, ethnicity, academic ability)
  - Practice innovative delivery methods (ITV, Technology, adult learning methodology)
  - Develop rapport with students
  - Possess a willingness for self improvement every semester
  - Meet or exceeds the institutional, course, departmental and student learning outcomes
  - Promotes success through learning
- Excellence – 50% of students who declare graduation as a goal will graduate from NMJC.
- Class Success Measures – The current 76.2 % rate of students passing classes with a “C” or above will increase by 2% a year until the institutional goal of 80 % is reached
- Class Success Measures – The first-time freshmen failure (“D” or “F”) of 33.2 % will be lowered by 2% per year until the institutional goal of 27.2% is reached.
- Class Success Measures – The online failure (“D” or “F”) of 36% will be lowered by 2% per year for the next four years or until the goal of 30% < is reached.
- Academic Excellence – The Assessment of Student Learning will serve as the litmus test for determining academic excellence. The following questions must be Proved:
  - Are students learning?
  - Are students learning what they should be learning?
  - Do we utilize the information from the Assessment Plan to improve on student learning outcomes?
  - How?
- Access, Effectiveness, Responsiveness, Community Involvement – “Teaching and Learning”.
  - Promote and provide professional development
  - Promote and provide a “Teaching Academy”.

- Utilize CCSE, Noel Levitz, and other information to measure access, responsiveness, effectiveness, and community involvement.
- Promote “Service Learning Projects”.
- Promote Co-Op experiences
- Access, Effectiveness, Responsiveness, Community Involvement – “Tutoring and Learning Support Services”.
  - Measure the following services: Library, tutoring center, study halls, labs, placement services, advising services, testing center, degree audit, technology, student services, student life, clubs, housing, Service Learning projects.
  - Utilize the above information to improve on “Learning Support Services”.
  - Tutoring – To provide an array of support services to allow students to attain their educational goals, and support the Mission / Vision of the college and the goals of “Teaching and Learning”.



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## Student Life

Goal – Student Life will provide opportunities for connection and engagement to the college for all students (Traditional, Non-Traditional, On-Line, Training and Outreach, ABE, GED, ACT Academy, TRIO), etc, and work to support the Institutional NMJC Mission / Vision and the Student Success Management Goal (BHAG)

- Develop a signage plan for the campus that looks at efficient ways to advertise student life events.
- Engage students by requiring them to utilize their student Identification Cards.
- Provide a robust intramural program that meets the needs of all students: (Traditional, Non-Traditional, On-Line, Training and Outreach, ABE, GED, ACT Academy, TRIO)
- Increase student participation by 5% per year for clubs, intramurals, student activities, and student life.
- Utilize data / information to determine the student life needs of the students.
- Revitalize the outside recreation area (old tennis courts), and implement a plan to utilize this area and the courtyard for student activities.
- Measure the effectiveness of the current student clubs.
- Increase student participation in all clubs by 5% per year.
- Develop and implement 2-3 “Service Learning Projects” for students, and increase participation by 5% per year.

