



<b>Unit/Office 2014-2015 Goals &amp; Assessment Plan</b>  2014-2015 Closing the Loop Summary  2015-2016 Goals & Assessment Plan	<b>Unit:</b> Academic Advisement  <b>Director:</b> Deborah A. Birkins
<b>Unit Mission:</b> Is committed to complementing the recruitment of quality students who will persist with their academic, social, personal and career development,  Has the success of our students as its highest priority in achieving higher retention through excellent advisement services provided by an outstanding staff, and  Is committed to creative endeavors and service that benefit the College community, our graduates and the greater society by supporting staff involvement in cutting edge advisement forums, governance activities and committee work.	

## 2014-2015 Assessment Plan

This section summarizes the unit plans for progress toward strategic goals.

Strategic Plan Construct	Divisional Priority/Objective(s)	Unit Goal	Assessment Objective	Assessment Results	Resources Used	Outcome/Status
Co-curricular & Support Programs	Recruitment Strategies	Provide students with appropriate schedules to enable their degree completion	Determine if students are satisfied with the registration process & schedule	Students rated the overall registration experience: <b>Fall '14</b> 58.64% good-excellent 21.05% – average 20.30% - fair-poor	Survey for new transfers and readmitted students	Student satisfaction with this process declined from <b>Fall '13</b> 62.96% good-excellent 21.60% average 15.44% fair-poor
Co-curricular & Support Programs	Recruitment Strategies  Retention of Students	Provide students with accurate Degree audits for successful degree completion	Help student to complete their degree as soon as possible  Converting transfer articulation tables  Comprehensive Roll-out for Degree Works	Ability to provide degree audits within 2-4 weeks of acceptance: Fl'14 = 63.14% Sp'15 = 78%  Increase in the number of classes in the Banner database.  All students beginning Summer '14 and later are on Degree Works.	Banner  IT    Meetings w/academic departments	This is down slightly from the last 2 years: 12-13 = 85% 13-14 = 83% This can be attributed to a new system being implemented.  Our database grows daily as we input new coursed received on student transcripts.  Attended 15 departmental meetings for training. Provided 10 general workshops for faculty.

Strategic Plan Construct	Divisional Priority/Objective(s)	Unit Goal	Assessment Objective	Assessment Results	Resources Used	Outcome/Status
Co-curricular & Support Programs	Retention of Students	Increase the number of students meeting Satisfactory Academic Progress for Federal Financial Aid	Keep students in school to successful degree completion	<p>497 students are out of compliance for Federal Aid purposes.</p> <p>42 students were on academic plans. 50% of the students returned to good standing, 2.39% are continuing on their plans and 47.61% were dismissed or failed to keep their plan.</p>	<p>Banner reports</p> <p>Email</p> <p>IDEAS42 project</p>	<p>This is larger than last year .</p> <p>The number of students who need academic plans continues to decline.  11-12 = 107  12-13 = 98  13-14 = 57  14-15 = 42</p>

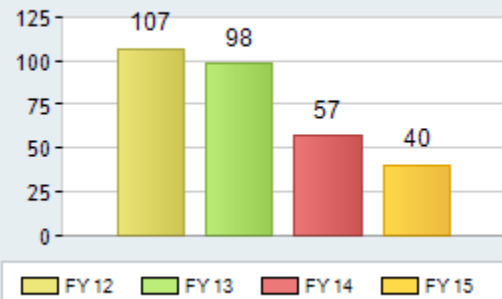
## Creating a Culture of Evidence & Continuous Improvement

The College at Brockport is committed to improving program effectiveness and the quality of the student experience through assessment data. The use of assessment data will contribute to the culture of evidence within each unit and the overall campus community. This section allows units to report administrative assessment data that might not necessarily be tied to a specific goal, but illustrates program or unit effectiveness.

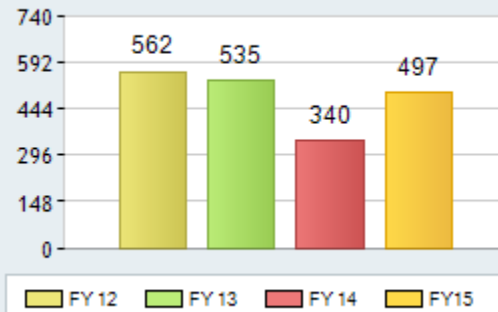
Assessment Objective	KPIs/Benchmark	Outcome/Results	Analysis
Increase the number of students meeting Satisfactory Academic Progress for Federal Financial Aid	Benchmark year: 11-12 = 562 out of Compliance	12-13 = 535 13-14 = 340 14-15 = 497*	This year is higher than last year but we have expanded the potential population. Previously we only included students with 6 or more hours. We have expanded to include all students. The 14-15 year should be our new benchmark for the future. It should be noted that even though we increased the size of pool, we are still below the original benchmark. The number of students out of compliance has dropped in previous years so our interventions must be making a difference.
	Benchmark year: 11-12 = 107 needed Academic Plans	12-13 = 98 13-14 = 57 14-15 = 40	The number of students on academic plans continues to decline. Interventions and diligence but the Academic Compliance Officer, have helped students to get back into good standing for federal aid. Hence the plans are no longer needed.
Provide students with accurate DARS reports by having all final transcripts ASAP	10-11 = 345 holds placed 11-12 = 349 holds placed	12-13 = 304 holds placed 13-14 = 305 holds placed 14-15 = 433 holds placed	This number is higher than in the past. We need to revisit procedures and practices to see how we can better communicate with students the necessity of getting these transcripts in as soon as possible.

Assessment Objective	KPIs/Benchmark	Outcome/Results	Analysis
Get students connected with the proper advisors as soon as possible	09-10 = 7844 10-11 = 8249 11-12 = 9213	12-13 = 8568 13-14 = 11,631 14-15 = 9028	We have streamlined some processes to make it easier for departments to assign advisors. There are still a number of students every semester without an advisor and this hole needs to be closed. A review of the entire Major Declaration process is underway as part of a strategic retention initiative. We should be looking at the number of students without advisors vs how many major declarations have been processed.
Provide information on transfer policies and individual articulation	Benchmark 11-12 = 72.5% of the time audits were provided to new students within 2 weeks of acceptance	12-13 = 85 % of the time audits were provided to new students within 2 weeks of acceptance  13-14 = 83% of the time audits were provided to new students within 2 weeks of acceptance	
		14-15 = audits provided to new students within 2-4 weeks of acceptance Fl'14 = 63.14% Sp'15 = 78%	Our total number is down for 2 reasons: (1) new process, and (2) streamlined processes/better prioritization. We needed to increase our window of time due to the implementation of a new process for processing degree audits and a new degree audit system. As you can see even with the increased window, our production was lower than in the past. Our goal is to get this back to the within 2 week window and to increase the timeliness of the audit once again.

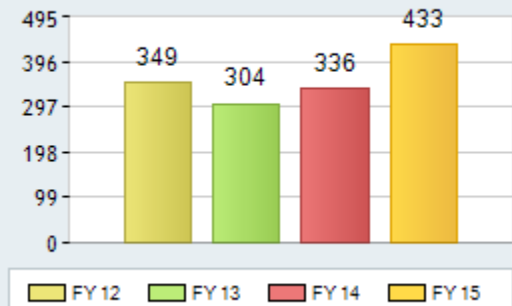
**Total # of Academic Plans**



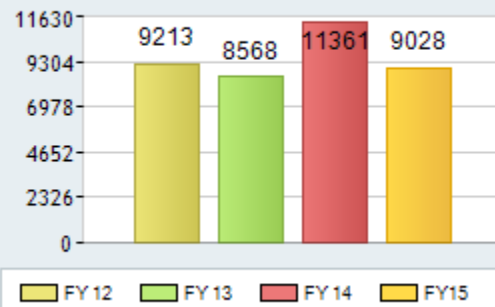
**Students Out of Compliance for Federal Aid**



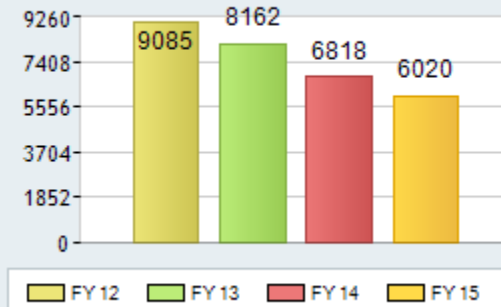
**Students Missing Transcripts**



**Major Declaration Forms Processed**



**Total # of Files Processed**



### **2014-2015 Closing the Loop Summary Report**

The following report outlines the assessment tools used and data compiled in regard to **no more than three** unit/office goals from 2014-2015. It will also highlight the proposed action items and recommendations for the next year. Please note that this information will be included in the EMSA Briefing Book.

**2014-2015 Goal:** Provide students with appropriate schedules to enable their degree completion.

**Tool Used:** the New Transfer and Readmit Survey thru Campus Labs.

**Data/Results:** All new Transfers and Readmitted students in the Fall 2014 were asked to complete a survey on the registration process

**Summary/Conclusions:** Student satisfaction with this process declined from last year (our initial year). 62.96% rated the process Good or Excellent in Fall '13 but only 58.64% in Fall '14. This process relies on the academic departments to reach out to the students and assist them with registration so it is hard for the AA office to control what happens and when. Some departments are very good and others have not taken to this relatively new process.

**Recommendations/Action Items for next year:** We need to explore a hybrid model for new transfer registration. The old mass registration days were not satisfying to the students, faculty or staff but this method does not appear to be working for everyone either. A hybrid model where students have an opportunity for in-person registration or doing it on-line, may be the way to go. Everyone has different learning styles and some students want to meet face to face for this process. This process of evaluation should also be done for the Spring semesters. It would be curious to see if the smaller numbers make a difference in the student satisfaction.

**Methods for disseminating results:** This information is shared with chairs and advisement coordinators via email and meetings.

**Sentence to be included in EMSA Briefing Book:** New Student Registration continues to be a challenge for Brockport and we are continually looking for ways to improve the processes.

**2014-2015 Goal:** Provide students with accurate Degree audits for successful completion.

**Tool Used:** Tracking of work processed and how quickly it is completed.

**Data/Results:** The completion rate for having a Degree Audit available for accepted students fell this year. The past 2 years it was over 80%. This year the Fall 2014 rate was 63.14% and the Spring 2015 = 78%.

**Summary/Conclusions:** This drop in production was caused by the implementation of a new degree audit system and having to convert all of our articulation tables from DARwin to Banner. Our new articulation tables continue to grow and this should help us to get back to the 80% range and providing the audits within 2-3 weeks of acceptance again next year.

**Recommendations/Action Items for next year:** The staff is now familiar with the new processes and our database has grown a great deal this academic year. This should allow us to go quicker next academic year. Part of the problem is whenever we get a school that is not in the database, it must be built from scratch and this slows us down a bit. There is no way around this.

**Methods for disseminating results:** This process has an impact on Admissions and their staff. Keeping the lines of communication open with the Admissions staff and providing them with constant updates is very important. To that end, a member of the Advisement Staff attends the weekly Admissions staff meeting.

**Sentence to be included in EMSA Briefing Book:** The implementation of Degree Works had an impact on overall production but we are now providing a better Degree Audit for our students. The transition had a few bumps along the way but we are definitely headed in the right direction for the future.

**2014-2015 Goal:** Increase the number of students meeting Satisfactory Academic Progress for Federal Financial Aid.

**Tool Used:** Banner reports and committee analysis of student records compared to Federal regulations

**Data/Results:** At the end of the Spring 2015 semester, there are 497 students out of compliance. There were 42 students on academic plans during the 14-15 academic year. 20 students returned to good standing, 2 will be continuing on their plans, 14 were dismissed and 6 failed to successfully complete their plans.

**Summary/Conclusions:** Our overall number for Spring 2015 is up from last year due to a change in our processes. Previously we only looked at students who had 6 or more credits. We are now looking at all students attending the institution.

**Recommendations/Action Items for next year:** We need to expand our assessment in this area to cover state regulations as well. While the regulations are different from the federal regulations, saving the state aid for students is just as important. In light of some information we received during the IDEAS42 study, we need to improve on some of our intervention efforts, specifically making contact with students more frequently throughout the semester. Their study showed a slight improvement in the students who participated in the study as opposed to those who were not part of the study.

**Methods for disseminating results:** This information is shared with the Enrollment Management Committee, the Office of Student Retention and the Financial Aid Office. The Academic Compliance Officer also works closely with faculty advisors for the individual students on academic plans.

**Sentence to be included in EMSA Briefing Book:** 50% or more of the students on academic plans continue to be successful at Brockport. This process is assisting students to obtain their goal of receiving a college degree.

### 2015-2016 Assessment Plan

This section summarizes the unit's future plans for progress toward strategic goals.

<b>Strategic Plan Construct</b>	<b>Divisional Priority/Objective(s)</b>	<b>Unit Goal</b>	<b>Assessment Objective</b>	<b>Assessment Measures</b>	<b>Resources Needed</b>	<b>Action Plan</b>	<b>Person(s) Responsible</b>
Co-curricular & Support Programs	Recruitment Strategies	Provide students with appropriate schedules to enable their degree completion	Determine if students are satisfied with the registration process & schedule	Survey – increase in satisfaction from last year	Baseline Academic Department support for the process LITS support for job submissions	Each semester	Deb Birkins
Co-curricular & Support Programs	Recruitment Strategies  Retention of Students	Provide students with accurate Degree audits for successful degree completion	Help student to complete their degree as soon as possible  Continue to add new classes to the transfer articulation tables  Degree Works for all students	Ability to get audits out for all accepts in a 2-4 week time frame    Get all students on to Degree Works within the next 2 years	LITS support	Continual	AA staff

<b>Strategic Plan Construct</b>	<b>Divisional Priority/Objective(s)</b>	<b>Unit Goal</b>	<b>Assessment Objective</b>	<b>Assessment Measures</b>	<b>Resources Needed</b>	<b>Action Plan</b>	<b>Person(s) Responsible</b>
Co-curricular & Support Programs	Retention of Students	Increase the number of students meeting Satisfactory Academic Progress for Federal Financial Aid	Keep students in school to successful degree completion	<p>Decrease in the number of students out of Compliance</p> <p>Decrease in the number of students on Academic Plans</p> <p>Increase in the percentage of students who successfully complete their plans</p>	<p>Academic Compliance Officer</p> <p>Cross train other advisors in the office</p>	Each semester	<p>Academic Compliance Officer</p> <p>AA staff</p>

### Points of Pride & Accomplishments

This section allows for you to identify points of pride and accomplishments throughout the 2014-2015 year. These points of pride may align with The College at Brockport's Strategic Plans Constructs (Academic Quality & Engagement, Co-curricular & Support Programs, Learning Environment & Quality of Place, Culture of Philanthropy & Alumni Connectedness), College Priorities, College Goals; Divisional Priorities; and Unit Goals. Also, note if the point of pride aligns with a unit goal.

<b>Point of Pride/Accomplishment (include data/results as applicable)</b>	<b>Applicable Strategic Construct/ College Priority/College Goal/ Divisional Priority/Unit Goal</b>	<b>Additional Notes</b>
Joyce Helf received the Adele Caitlin Award. This award seeks to pay tribute to an employee of our office support staff who emulates the following traits: loyalty to the goals and purpose of the College, approaches tasks with cheerful, positive and constructive attitude, takes initiative, exhibits a high level of proficiency in performing office tasks, is held in high esteem and assumes responsibilities that go beyond the usual requirements of the position. Joyce meets all of these traits and then some.	Learning Environment & Quality of Place	
Katelyn (Kate) Smith, student employee, received the Student Employee of the Year Award. Kate worked in Academic Advisement for 3 years and was an excellent Employee. We are so happy to have her as a member of our team.	Civic Engagement and Student Leadership  Learning Environment & Quality of Place	
Academic Advisement is an excellent training ground for Student Employees. These students continue to stay connected to the AA office once they have graduated. Here are some examples: Kate Smith – Student Employee of the Year Tia Kennedy – Currently working in the Student Support office at Genesee Community College Emily Masi (Koelle) – Currently working at RIT as an Academic Advisor Carrie Koneski – Currently working at RIT as an Academic Advisor	Civic Engagement and Student Leadership  Culture of Philanthropy & Alumni Connectedness  Learning Environment & Quality of Place	
Successful launch of Degree Works in conjunction with Registration and Records. Academic Advisement attended and presented on Degree Works at 15 departmental meetings and co-sponsored 10 campus wide workshops with Registration and Records.	Retention of our Students Technology Improvements	
Deb Birkins was elected to the NYSTAA Executive Board as a Member at Large representing 4 year public Institutions.		
Continuing to provide excellent customer service.	Learning Environment & Quality of Place	

Point of Pride/Accomplishment (include data/results as applicable)	Applicable Strategic Construct/ College Priority/College Goal/ Divisional Priority/Unit Goal	Additional Notes
Advisor in Residence programs – on and off campus MCC – 4 visits per semester FLCC – 2 visits per semester Residence Halls and Athletics – 2-3 per semester	Recruitment Strategies  Retention of our Students	

