

**Unit Mission:** In support of the institutional mission of the College, the Student Services Unit provides the supportive services (co-curricular and extra-curricular) that empower students to maximize their potential and excel in an innovative learning environment. The Student Services Unit embraces the holistic concept of student development and seeks to provide a campus environment that supports the needs of a diverse student population.

**Planning Facilitator(s):** Pamela M. Heglar and Deans of Student Services

**Unit Planning Process:**

The Student Services Unit follows the College's biennial planning process in establishment of the unit plan. The plan is based upon a comprehensive review that includes student satisfaction surveys, direct feedback from student focus groups, statistical data, staff surveys and review of best practices. The Student Services staff meets as a group and determines priorities. Following review and approval by Cabinet, the priorities are adopted as objectives for the coming years. These objectives are addressed biannually to ensure that progress is being made toward accomplishment.

**External Trends:**

**Trend or Event**

Pattern of Increasing Enrollment

Insufficient funds to increase number of full-time Student Services staff.

**Impact**

Increasing enrollment will require changes in service delivery methods to keep pace with growth.

Students should be encouraged to use self-service methods for certain services to decrease the demand for additional full-time staff.

**Constituent Needs:**

The Student Services Unit works to ensure that upon completion/graduation, HCC students will be competent to pursue baccalaureate degrees or go into the work force. Computer literacy is a skill employers expect of community college graduates and a skill that is commonly associated with a competent 21st century employee. Most colleges and universities require students to demonstrate computer proficiency and it is a requirement of HCC's General Education Program. In addition, approximately 80% of HCC's students work either full or part-time and on-line access to Student Services will save them time and inconvenience. Thus, it is in keeping with our mission to promote student use of technology to accomplish routine registration processes in a self-service format.

**Unit Objective:** 1. Increase student use of technology to accomplish routine registration processes and other services via technology.

Objective Type: Information/Com. Technology Facilities Diversity

Target date: 8/1/2006 Position responsible: Director of Student Services and SS Deans

***This unit objective supports achievement of the following:***

College Goal: 4. Provide the resources and skills necessary to prepare students, faculty, and staff to function effectively in a technologically-driven world.

State Performance Standard: None at this time. Development by the State is pending.

Priority Initiative: None at this time.

Review Recommendation: Responds to unit review recommendation #1: Empower students by providing anytime, anywhere, easy access to registration and other student services via technology. This objective also addresses College Goal 1, 2 and 3.

**Total cost to achieve this objective:** \$90,000

**Cost exceeds unit base budget:**

Full-time salaries	\$0	Professional development	\$0
Part-time salaries	\$30,000	Capital costs	\$20,000
Hourly salaries	\$40,000	Expenses	\$0
Contract salaries	\$0		

Describe costs: Part-time Salaries: Employment of student workers to serve as Peer Assistants for HawkNet. Hourly Salaries: Part-time Technicians to maintain computers located throughout the campuses in good working order. Capital Costs: Purchase of additional computers to be placed around the campuses for student use.

**Strategies:**

1. A committee will be formed to review process changes necessary to increase student use of on-line services by Fall 2005.
2. Each campus orientation will include instructions on on-line registration by Fall 2005.
3. Each ARR Office will select and train students to function as Peer Assistants for HawkNet by Spring 2006.
4. A committee will be formed to develop and implement the E-Advising System by Fall 2007.
5. The CampusCruiser Committee will market the system at all campuses by Fall 2005.

**Expected Outcomes/  
Success Criteria:**

**Means of Assessment:**

**Results of Assessment:**

1. The percentage of eligible students using the on-line registration system will increase each term.

1. Beginning Fall 2005, term by term reports will be developed tracking student use of on-line registration.

As of Fall 2005, OIT has developed a report that tracks student registration activity by type (on-line, telephone, etc.) Baseline data has been established for Fall 2005 which be compared to future terms.

2. By Fall 2006, eligible student use of HawkNet will increase 5% above Fall 2005 usage.

2. By Fall 2006, each campus will develop a report of the number of peer assistants, their hours worked and an assessment of the effectiveness of the peer training initiative.

This strategy will be evaluated in Fall 2006.

3. By Fall 2007, eligible student use of HawkNet will increase 5% above Fall 2006 usage.

3. Beginning Fall 2006, biannual reports on the status of the E-Advising System will be provided.

This strategy will be evaluated in Fall 2006. A Datatel Webinar on E-Advising is scheduled for November 30th. Staff will begin evaluating the process for implementation at that time.

4. By Fall 2006, the E-Advising System will be available to students.

This outcome will be evaluated in Fall 2006.

**Status:** In progress

**Use of Assessment  
Results:**

The results should have a two-fold effect. 1) Students should become more proficient in the use of technology which coincides with a College goal and a General Education requirement. 2) The Student Services staff should have more time to spend with students who have problems or major obstacles affecting their ability to be successful at the College. Our ability to provide better customer service will also improve as students access service in a self-service mode.

**Unit Objective:** 2. Improve communication to students by providing targeted, planned communication via CampusCruiser/email.

Objective Type: Information/Com. Technology Facilities Diversity

Target date: 8/1/2006 Position responsible: Director and Deans of Student Services

***This unit objective supports achievement of the following:***

College Goal: 3. Enhance access, flexibility, and responsiveness to meet the changing educational needs of the students and the community.

State Performance Standard: None at this time. Development by the State is pending.

Priority Initiative: None at this time.

Review Recommendation: Responds to Unit Review Recommendation #2, Engage students through planned, continuous communication. This objective also supports College Goal 1, 2 and 4.

**Total cost to achieve this objective:** \$90,000

**Cost exceeds unit base budget:**

Full-time salaries	\$0	Professional development	\$0
Part-time salaries	\$0	Capital costs	\$0
Hourly salaries	\$0	Expenses	\$80,000
Contract salaries	\$10,000		

Describe costs: Contract for Services: Consultant fees for assistance with integration of Datatel Communications Module into the student email system. Expenses: Student portion of CampusCruiser software licensure to be paid by Student Activity/Service Fees (\$80,000), recurring costs.

**Strategies:**

1. The Director of Student Services will work with various departments within the unit to develop targeted, planned email plans that will keep students informed of their status.
2. The Director of Student Services will establish a committee to work with Datatel consultants to implement the communications module and integrate it into CampusCruiser.
3. The OIT Department will provide the technical support necessary for the implementation of the Datatel communications module and integration into CampusCruiser.

**Expected Outcomes/  
Success Criteria:**

**Means of Assessment:**

**Results of Assessment:**

1. The communications module will be used to send strategically targeted and planned emails to students informing them of pertinent information beginning Fall 2006.	1. Copies of student emails will be produced for the record.	Results will be evaluated in Fall 2006. Currently all registered HCC students have been assigned an email account in Campus Cruiser. Pilot tests are being conducted to work out any bugs in the software.
2. OIT will provide technical assistance in implementation of the communications module as needed beginning Spring 2005.	2. OIT will provide periodic updates of their progress on the communications module implementation.	Results will be reported in Spring 2005. This strategy is in progress. Several planning meetings have been held with OIT.
3. Departments within Student Services will have an approved communication plan that will be executed by Fall 2006.	3. Copies of each department's communication plan.	This strategy will be evaluated in Fall 2006. Preliminary discussions have been held with Student Services Departments and an Operations Procedure for Student Email has been developed.
4. Staff within Student Services will be trained on the use of the communications module by Summer 2006.	4. Attendance records of staff training sessions.	This strategy will be evaluated in Summer 2006.

**Status:** In progress

**Use of Assessment**

**Results:**

Our ability to communicate with students will improve greatly; providing fast, efficient communication between students and staff of the college. Students will be given information in a very timely manner, thereby enabling them to react to deadlines and address their responsibilities. The College will save a considerable amount of money by eliminating postage and time and effort previously devoted to mailing correspondence.

**Unit Objective:** 3. Improve services to students by upgrading office technology, setting improved service benchmarks and enhancing the customer service skills of the student services staff.

Objective Type: Information/Com. Technology Facilities Diversity

Target date: 7/1/2006 Position responsible: Director and Deans of Student Services

***This unit objective supports achievement of the following:***

College Goal: 6. Continuously improve programs and services while aggressively seeking and effectively managing human, financial, physical, and technological resources.

State Performance Standard: None at this time. Development by the State is pending.

Priority Initiative: None at this time.

Review Recommendation: This objective responds to Unit Review Recommendation #2: Create a culture of excellence in customer service. This objective also supports College Goal 1, 3, and 5.

**Total cost to achieve this objective:** \$283,000 **Cost exceeds unit base budget:**

Full-time salaries	\$0	Professional development	\$8,000
Part-time salaries	\$0	Capital costs	\$275,000
Hourly salaries	\$0	Expenses	\$0
Contract salaries	\$0		

Describe costs: Professional Development: \$8,000 to purchase customer service training materials. Capital Outlay: Purchase a College-wide imaging system (cost provided is an estimate).

**Strategies:**

1. A committee will be established to review various imaging systems and make recommendations by Summer 2005.
2. Student services staff will identify areas where service benchmarks can/should be improved by Fall 2005.
3. Superior benchmarks for specified services will be implemented by Spring 2006.
4. A committee will assist in selecting a customer service program for all Student Services Staff by Spring 2006.
5. Customer Service enhancement training will be provided to all Student Services Staff by Fall 2006.
6. An imaging system will be selected and implemented by Summer 2006.

**Expected Outcomes/  
Success Criteria:**

1. Student Services offices will provide more efficient services to students by use of imaging technology.
2. Services to students will be improved by the adoption of superior service benchmarks wherever possible.
3. Student Services staff members' job skills will be enhanced following customer service workshops.

**Means of Assessment:**

1. Documentation of process changes will be recorded and reviewed after implementation of imaging.
2. Records of committee meetings and Student Services staff meeting will document changes in service benchmarks.
3. Pre and post workshop surveys will be used to document change in staff members' skill/knowledge.

**Results of Assessment:**

If imaging is funded by the College, we will be able to determine the time and effort that has been saved by using the imaging system vs. regular filing system.

If imaging is funded, Student Services Offices will be able to adopt improved service delivery standards, reducing time and complexity of various processes. Customer Service Training will be delivered in Spring 2006. The training manuals and the trainers have been selected. Assessment of skills gained will be documented at the end of training program and should be reflected in student satisfaction surveys.

**Status:** In progress

**Use of Assessment Results:** If the Imaging Project is not funded, this objective will need to be modified. The Imaging Project will enable Student Services to streamline many processes and improve efficiency of operations. Without imaging, we will not be able to make the desired progress in service delivery and quality.