Student Services and Enrollment Management Annual Report
September 2008

Dr. Kenneth Ray, Jr.
Vice President for Student Services and Enrollment Management

2007-2008
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Student Services and Enrollment Management

HCC’s Vision, Mission and Goals
HCC’s Vision, Mission and Goals

VISION
Hillsborough Community College will deliver education of the highest standards enabling a diverse community of life-long learners to achieve their maximum potential in a global society.

MISSION
Hillsborough Community College, a public, comprehensive institution of higher education, empowers students to excel through its superior teaching and service in an innovative learning environment.

GOALS
1. Advance student success through a focus on the achievement of learning outcomes for all students with the active involvement of all employees.
2. Foster partnerships with the local and global communities to position the College as a premier educational institution for college transfer, career workforce and economic development, lifelong learning, and community initiatives.
3. Enhance access, flexibility and responsiveness to meet the changing educational needs of the students and the community.
4. Provide the necessary human, financial, physical, and technological resources to ensure a high quality learning environment and an efficient organization.
5. Promote an institutional culture that values the individual; fosters diversity; and encourages professional development, action, creativity, and risk taking.
6. Continuously improve programs and services through a systematic and ongoing process of strategic planning, assessment, and review in which a “culture of evidence” guides our direction.

The division of Student Services and Enrollment Management works to enhance access to the College as well as provide an enriching college experience for students that will foster student success.
Student Services and Enrollment Management

Accomplishments
The District ARR office is staffed by three and a half positions (Enrollment & Student Success Officer, Senior Staff Assistant, Records Specialist and Academic Advisor. The Academic Advisor also assists in the transcript evaluation department) and the Transcript Evaluation department (Program Analyst and Academic Advisor).

- Online Degree Verify Process – report all graduates to the National Clearinghouse for faster turn-around time for employment verifications. 1,946 verifications have been completed with a turn around time of one day 21 hours. Revenue generated: $3,450.

- Implementation of imaging at all four campuses plus SouthShore Center and District Offices. Awarded the Process Management Excellence Award for the Imaging Implementation Project.

- New online admissions application – 5,000 submitted to date.

- Enabled HawkNet student address change: students now have the ability to update address online. This has reduced student traffic at windows for address changes.

- Reduced mailing costs in Admissions, Registration & Records and Financial Aid via better utilization of student HawkNet.
The Financial Aid Office provides federal and state financial support for students including college work student and scholarships.

Financial Aid Office awarded over 36 million dollars of grants, scholarships, student loans and employment opportunities to 13,406 students.

A. Six Grant Programs totaling over $18 million awarded to students

- **Federal Pell Grant**
  - The Federal Pell Grant comprises 84% of the total grants awarded to students.
  - 6,331 students received $15,501,510 Federal Pell Grant awards.
  - 12.46% increase from the 2006-2007 academic year.

- **Federal Supplemental Educational Grant (SEOG)**
  - 636 students received $558,472 Federal Supplemental Educational Grant awards.
  - 6.77% increase from the 2006-2007 academic year.

- **Federal Academic Competitive Grant (ACG)**
  - 147 students received $96,300 ACG funds.
  - 5.54% increase from the 2006-2007.

- **Florida Student Assistance Grant (FSAG)**
  - $1,927,162 FSAG awards were issued to 1,866 students.
  - 5.54% increase from the 2006-2007 fiscal year.

- **Florida First Generation Matching Grant**
  - Commencing Fall 2007, the State of Florida sponsored a new grant for students who are classified as first generation attendees in college.
  - Students were also required to enroll in a minimum of six credit hours and demonstrate financial aid need.
  - Most students were awarded the maximum of $500 for Fall 2007 and $1,000 for the Spring 2008 term.
  - 278 students received a total of $271,662 of the Florida First Generation Matching Grant.

- **Florida Public Career Education Assistance Grant**
  - The State of Florida introduced this grant initiative for students enrolled in PSAV programs.
HCC has four PSAV programs approved for awarding Financial Aid: Public Law Enforcement, Advanced Water Treatment, Dental Assisting, and Autobody Collision, Repair and Refinishing.

Students are required to be enrolled at least half time, demonstrate financial aid need, and enroll in one of the PSAV programs noted in the previous bullet.

34 students were awarded $33,015 Florida Public Career Education Assistance Grant.

The chart below is the comparison of the six Grants awarded to students over three academic years:

<table>
<thead>
<tr>
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<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<td>Pell Grant</td>
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<td>$1,703,901</td>
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<tr>
<td>SEOG</td>
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<td>$60,375</td>
<td>$1,820,386</td>
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<td></td>
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<tr>
<td>ACG</td>
<td>$15,501,610</td>
<td>$558,473</td>
<td>$96,300</td>
<td>$1,927,162</td>
<td>$33,015</td>
<td>$271,662</td>
</tr>
</tbody>
</table>

B. Scholarships: The Financial Aid Office administered 22 scholarship programs to 3,621 students. The total amount of scholarships awarded to students was $4,408,390.

- Florida Bright Futures Scholarships
  - Florida Bright Futures Scholarships comprise 64% of the total scholarships awarded by the Financial Aid Office.
  - $2,822,285 Florida Bright Futures Scholarship awards were issued to 1,985 students.
Total Bright Futures Scholarships increased by 25.97% from 2006-2007 academic year.

93% of the total Florida Bright Futures Scholarship awards consisted of the Florida Medallion Scholarships.

- Florida Medallion Scholarships increased by 38% from the prior year. This scholarship program pays 100% tuition and fees at Community Colleges.
  - 42,638,696 scholarships awarded to 1,794 students in 2007-2008
  - $1,909,786 scholarships awarded to 1,361 students in 2006-2007
- Florida Academic Scholarship awards increased by 14% from 2006-2007 academic year. This scholarship program pays 100% tuition and fees at Community Colleges.
  - $81,492 scholarships awarded to 49 students in 2007-2008
  - $71,908 scholarships awarded to 42 students in 2006-2007
- Florida Vocational Gold Seal Scholarship increased by 10% from prior year. This program pays 75% of tuition and fees.
  - $102,097 scholarships awarded to 92 students in 2007-2008
  - $92,974 scholarships awarded to 89 students in 2006-2007

- Institutional Scholarship Awards
  - $1,329,840 Institutional scholarships awarded to 1,180 students, increase of 3.8% from prior year.
  - 57.2% of the total institutional scholarships were awarded to students who demonstrated having financial aid need. (The “*” identifies scholarships that are financial aid need-based awards.)
- Types of institutional scholarships awarded and percentage of total awards:
  - Need-based scholarships* = $604,289 (46%)
  - Board of Trustees, Presidential, and Presidential Honors scholarships = $336,225 (25%)
  - Athletic Scholarships = $210,898 (16%)
  - Community Diversity Sponsored Scholarships* = $58,326 (4.4%)
  - Student Support Services* = $56,902 (4.3%)
  - Child Care Awards* = $22,000 (1.6%)
  - Minority/Incentive Scholarships = $20,500 (1.3%)
  - Disabled Student Scholarships* = $12,000 (.9%)
  - Cultural Arts Scholarships = $8,700 (.5%)

- Florida First Generation In College Scholarships
  - $256,215 First Generation in College Scholarships awarded to 265 students. This is a 5.96% increase from last year.
  - First generation is defined as students currently enrolled in college whose parents have not earned a four-year college degree.
  - Students were also required to be need based, enroll for the minimum of six credit hours.
  - Average award per year was $1,500.
The following graph displays the three year comparison of all scholarships awarded to students:

C. Three employment programs provide 261 students the opportunity to earn $471,207, 5.33% increase from prior year.

- **Federal Work-Study Program**
  - 232 students earned $430,348.90 Federal Work-Study funds in 2007-08.
  - This is a 6.53% increase from 2006-2007.

- **Community Service Work-Study Program**
  - 28 students earned $46,923.81 under the Community Service Work-Study Program.
  - The College is required to spend 7% of the Federal Work-Study allocation ($500,000) toward community service assignments. The College is in compliance with this requirement. Community service earnings are slightly over 9.35% of the total allocation.

- **$2,984 Earned from Florida Public Work Experience Programs (FPWEP)**
  - The College received $5,950 from the State of Florida for the Florida Public Work Experience Program.
The FPWEP affords students the opportunity to receive employment experience at off-campus locations. Off-campus employers are responsible for paying only 25% of the student’s earnings.

The District Financial Aid Office collaborated with the College’s Attorney’s Office to draft the Employment Contract that outlines the responsibilities of the employer, student, and the College.

The program started at a slow pace for which only one student accepted the assignment at Wilder Architectures.

The chart below illustrates a three year comparison of earnings received by students.

D. Over 13 million Federal Loans awarded to approximately 3,800 students.

- As of 6/13/08, $6,674,360 Federal Stafford Subsidized and $6,799,439 Unsubsidized Loans were disbursed to students in 2007-08.
  - 17.44% increase from the 2006-2007 academic year.
- Plus Loan awards issued $258,428, 12.5% increase from the 2006-2007 academic year.
The chart below displays a three year comparison analysis of loans disbursed to students.

E. Financial Aid Program Review

- The Financial Aid Office completed an internal program review.
- The Financial Aid Program Task Force members:
  - Charlotte Johns-Rich, Chair and Director of Financial Aid;
  - Niurka Arce, Enrollment Development Coordinator, BR;
  - Yolanda Archie, Admissions and Records Supervisor, YB;
  - Dr. Frank Babcock, Dean of Student Services, DM;
  - Maridru Clark, Director of MIS, District Office;
  - Maribel Garrett, Assistant Dean, Admissions and Records, DM;
  - Michele Menendez, Sr. Accountant, District Office;
  - Elizabeth Key-Raimer, Counselor, DM; and
  - James Wingate, Associate Director Financial Aid, St. Leo University.
- The Task Force met on several occasions throughout the Fall 2007 term. The charge to the Task Force was to identify strengths and weaknesses of the department as guided by empirical evidence. From the list of strengths and weaknesses, the Task Force developed recommendations for improvements that are relative to the weaknesses.
  - The recommendations were presented to President’s Cabinet on April 29th and modified for final acceptance on May 10, 2008.
- The final 11 recommendations were accepted by Dr. Stephenson on May 13, 2008. The recommendations are as follows:
✓ Improve financial aid resources to meet workforce demand and efficiencies:
   a. Create On-line financial aid forms;
   b. Automate validation process for program of study;
   c. Continue implementation of Image Now system;
   d. Improve efficiency via automation of daily batch processes;
   e. Improve efficiency via enhancing data retrieval (queries);
   and
   f. Provide on-line/call center services for students.
✓ Hire consultant to review all capabilities of financial aid product.
✓ Automate the process to alert students of awards and revisions of accounts.
✓ Provide query building training.
✓ Introduce Workforce Management product for financial aid services.
✓ Institute a collaborative approach to financial aid project requests.
✓ Provide team building opportunities for Financial Aid Manager, Student Services System Officer, and dedicated OIT Programmer.
✓ Adopt a Financial Aid Advisory Council.
✓ Ensure the development of quality customer service plan at the campuses.
✓ Hire Financial Aid Technician that supports Financial Aid Manager of technical processes.
✓ Hire Financial Aid Business and Technology Analyst.

F. Implemented Electronic Communications to Students

• In November, the Financial Aid Office commenced communicating to students via HawkNet.
  ✓ Marketing endeavors were utilized to inform students to read their respective HawkNet accounts for financial aid correspondences.
  ✓ Bookmarkers and flyers were sent to students, posted on the campuses, emailed to students, and linked on the Financial Aid Department’s webpage.
• Messages were sent to students regarding book charging and disbursement dates, Standards of Academic Progress results, Bright Futures deferments, Stafford Loan receipt or return of funds, financial aid de-registration courtesy alerts, and tracking notices.
  ✓ Over 50,000 correspondences were sent to students.

G. Zero Audit Findings

• The Financial Aid Department received recognition by the Board of Trustees and Dr. Stephenson for “Zero Audit Findings” for academic year 2006-2007. The audit was conducted by the State of Florida Inspector General’s Office. This is the first audit the Financial Aid Department received such an accomplishment.
This department serves targeted population of first generation, low-income and disabled students attending local high schools within the district and at the College.

- TRIO & Special Programs Unit (TSPU) submitted a major grant application to Florida Education Department, College Reach-Out Program (CROP) seeking $590,366 in State funds as part of the Tampa Bay Consortium of four postsecondary institutions, for fiscal year 2007-2008.

- CROP satisfied the Florida Department of Education criteria to provide program services to 350 middle and high school students in Academic Year 2007–2008.

- One hundred percent of the twenty-five high school seniors in College Reach-Out Program (CROP) successfully graduated from high school in academic year 2007-2008.

- TRIO & Special Programs had a very successful Graduation/Awards Ceremony with approximately 400 people in attendance on May 2008.

- Student Support Services Program successfully retained 80% of 200 first-generation and low-income students in academic year 2007-08.

- Twenty-five Student Support Services students met the graduation requirements and earned an associate degree in arts and or science in academic year 2007-2008.

- Student Support Services enhanced the College’s transfer efforts by taking 120 participants on visits to six of the eleven state universities in Florida.

- Student Support Services Program successfully assisted 110 students through its tutorial program to maintain good academic standing in 2007-08.

- Earned $302,472 for Student Support Services Program Continuing Grant Award from U.S. Education Department for Program Year 2006-2007.

- Educational Talent Search served 634 students in Hillsborough County Public Schools.

Educational Talent Search provided five extended educational and cultural tours for eighty participants to visit Alabama. Visits to Miles College, Alabama State University, Troy State University, Tuskegee University, Civil Rights Memorial Center, Rosa Parks Museum and Jazz Hall of Fame comprised an integral part of the tour.
Reorganized District Student Services and Enrollment Management to provide opportunity to enhance technological services to students, as well as, augment the transcript evaluation process and improve student success.

- Created Student Services Systems Officer and Enrollment & Student Success Officer positions.
- Upgraded the part-time assistant position to full-time academic advisor for transcript evaluation and student information.

(No additional budget was required)

Enhanced partnership with academic affairs:

- Collaborated with the Director of Academic Technology on the improvement of Campus Cruiser.
- Co-chaired the monthly Dean/Directors meeting with the Vice President for Academic Affairs.
- Membership on the Enrollment Planning Steering Committee involved faculty.
- The Director of Technical Programs is a member and district champion/liaison for the Career Resource Center Process Management Team. The director is also a member of the Student Services and Enrollment Management Leadership Committee.

Fulfilled the memorandum of understanding with 100 Black Men of Tampa Bay, Inc.:

- Three campuses (Brandon, Dale Mabry and Ybor City) have Collegiate 100 Chapters.
- The 100 Black Men of Tampa Bay, Inc. awarded a $500 scholarship to an HCC student.
- Collegiate 100 received funding for 2007-08 from the Student Activity/Service Budget Committee.
- Four students and an advisor participated in the 100 Black Men National Convention.
- Four advisors and five students attended the 100 Black Men of Tampa Bay, Inc., Juneteenth Celebration.
- Collegiate 100 students participated in mentor activities at Oak Park Elementary School.
• Facilitated the expansion to all campuses the Tampa Bay Workforce Alliance partnership with the College.

• Raised $14,000 for the American Heart Association as the HCC institutional captain for the heart walk.

• March 2008 a fully integrated online application went live for public use. To date 5000+ applications have been processed via this instrument.

• The preliminary enrollment management plan report was presented to the district Board of Trustees in June 2008.

• Successfully conducted the 2008 Commencement Ceremony and 505 students participated.

• The Imaging project for financial aid now includes an online forms mechanism—not complete.

• Continuously working on the Student Services and Enrollment Management web page to create a more user friendly document for current and future students. Working closely with the campus student services divisions to provide consistent information.

• Continue to update the advising guides to reflect changes approved for the 2009 academic year.

• Development and distribution of the Registration Guide to replace the printed credit course schedule completed.

• The Process Management Team (PMT) process has been fully implemented and the results reflected in the Student Services and Enrollment Management Annual Report.

• Collaborated with academic affairs in the improvement of Campus Cruiser.

• Assisted with the development of student services and the financial aid manager position for the SouthShore Campus.

• Implemented new system for within term grade changes (centralized to district). Imposed regularly scheduled monitoring to identify unauthorized grade changes.
• Provided a full day in-service for all student services staff members. The staff participated in two highly successful team building exercises.
Great minds at work

Building Bridges
Admissions, Registration and Records

- Kathy Jacobs is the first Truly Outstanding Performance & Service (TOPS) award recipient! She was presented with the award on June 28, 2007, by the Davis Islands Advisory Council; the Council members appeared at her desk and presented her with a bouquet of flowers, balloons, a crown, a certificate, gifts and donuts! The Advisory Council began this award to recognize those who go “above and beyond”—always willing to help others. Kathy has consistently shown this willingness to help and was chosen unanimously by the committee.
TRIO & Special Programs

• Successfully represented the College’s TRIO interests, presented and/or participated in the state, regional & national conferences.

• Departmental representative attended the Council for Opportunity in Education, Annual Policy Seminar and visited with members of Congress.

• Successfully represented the College in Washington D. C. at a seminar on “Improving Relations with the U. S. Department of Education.”

• Presented on Ethics in Management to the Emerging Leaders at the Southeastern Association of Equal Educational Opportunity Program Personnel (SAEOPP) Annual Conference in Atlanta, Georgia.


• Participated in and made a joint presentation on Collegiate 100 at the College’s highly successful summit “Black Brown & College Bound” on the plight of African-American and Hispanic Males in Postsecondary Education, November 2007.

• TRIO and Special Programs Department was represented at a majority of the general BOT meetings in academic year 2007-2008.

• TRIO and Special Programs Director currently chairs the screening committee for the selection of the Enrollment and Student Success Officer position at DAO.

• Supported and participated in the Presidential Showcase held on the Ybor Campus, May 2007.

• TRIO and Special Programs Department successfully launched Collegiate 100 Programs on three campuses.

• Successfully contributed and participated in Student Services and Enrollment Management In-Service Program in April 2008.

• TRIO and Special Programs Department representatives participated successfully in the Heart Walk, 2007.

• Actively participated and contributed to the success of the following district wide committees, College Enrollment Management Committee, Student Access and Student Retention Committees respectively.

• Actively participated and contributed to the college wide “Black Brown & College Bound” committee.
Vice President for Student Services and Enrollment Management

- Elected FACC Council of Student Affairs secretary for 2007-08.
- Elected FACC Council of Student Affairs President-Elect for 2008-09.
- Board of Director, 100 Black Men of Tampa Bay, Inc.
Student Services and Enrollment Management

Staff Training
Staff Training

**District Admissions/Registration/Records**

- Kathy Cecil: Datatel User’s Group Annual Conference (DUG), Campus Cruiser, Annual Reports Workshop
- Kathy Jacobs: Records Retention, P-Card, Word, Outlook I & II
- Shelia Menear: Excel I, Word I, Outlook I
- Bunny Napoli: Excel I, Word I, Outlook I, Image Now
- Teresa Rodriguez: Excel, Image Now, Novus, Outlook, PowerPoint, Word, Campus Cruiser

**District Financial Aid**

- National Association of Financial Aid Administrators Fall Regional Training Session:
  - ✔ Yaima Rodriguez
  - ✔ Carrol Holmes
  - ✔ Saleem Chaudhry
  - ✔ Kathy Jamison-Matthews

- Florida Association of Financial Aid Administrators' Region IV Fall Training Workshop:
  - ✔ Thomasine Banks

- Datatel User’s Group Annual Conference (DUG):
  - ✔ Tia Vickers

- Federal Department of Education Electronic Access Conference:
  - ✔ Tia Vickers
  - ✔ Nazaree Williams
  - ✔ Virginia Perez
  - ✔ Calixberto Fuentes

**TRIO & Special Programs**

**Derrick Brown:**
- ✔ SLS College Success – 2007
- ✔ Annual Performance Report Database Webinar
- ✔ SAEOPP Professional Development Training
- ✔ Policy Seminar Training
- ✔ Training on Improving Relations with U.S. Department of Education
Cynthia Brady:
✓ SLS College Success – 2007
✓ Microsoft Excel – 2007 – Module 2 & 3
✓ Microsoft Access – 2007 Module 1 & 2
✓ Access I & II – 2008
✓ Excel II & - III 2008
✓ SSS Grant Writing Workshop – 2008
✓ APR Overview Database Webinar

Beverly Martin:
✓ SAEOPP Professional Development Training on Record Keeping & Reporting, Student and Project Performance.
✓ Introduction to HR Custom Reports
✓ APR Overview Database Webinar
✓ Budget Training
✓ Lanier Copier Training
✓ Quality Enhancement Plan
✓ Outlook 2007
✓ Word 2007
✓ Excel I
✓ Access 1
✓ Safety Training
✓ Women’s Health Naturally
✓ Tips and Tricks for Datatel on line Requisitions
✓ The Art of Fine Dining: Table Etiquette 101

Gwynn Myers:
✓ Application online
✓ APR Overview Database Webinar
✓ Quality Enhancement
✓ Lanier Copier Training
✓ Developing a Curriculum
✓ Learning Styles
✓ Etiquette
✓ Dealing with Disasters
✓ The Needs of Haiti Children and their Families
✓ Volunteering for Community Development in Haiti
✓ The Needs of Orphanage Children Study Skills Financial Aid

Benita Snyder:
✓ Excel I
✓ Word I
✓ Outlook I
✓ PowerPoint I
✓ Access
✓ SAEOPP Professional Development
✓ SSS APR Overview Database Webinar
✓ Quality Enhancement Plan
✓ Safety Training
✓ Lanier Copier Training
✓ HP Designjet 5500 Training

**Teresa Rowe:**
✓ Novus 3.0
✓ Safety training
✓ Lanier Copy
✓ Learning Styles
✓ Supplemental Learning: Want the key to success?
✓ Tips and Tricks for Datatel Online Requisition
✓ The effects on the sun; Use of sun screen and when to worry and when not
✓ Volunteering for community development in Haiti
✓ APR Overview Database Webinar
✓ Quality Enhancement Plan
✓ Excel I
✓ Excel II
✓ Access I
✓ PowerPoint I
✓ PowerPoint II
✓ Word I
✓ Novus 4.5

**Fionna McGillivray:**
✓ Workshop on Blogging
✓ Workshop on Novus 4.5

**Vice President for Student Services and Enrollment Management**

Kenneth Ray: Attended the NASPA Student Mental Health Training with Elizabeth Key-Raimer, Angela Mick and Theresa Lewis.

Lori Simmons: Campus Cruiser, Novus 4.5, P-Card
Student Services and Enrollment Management

Process Management Teams
The purpose of the Process Management Teams is to assist the College with coordination, management and improvement of college-wide services for students.

The key objectives are:

- College-wide coordination
- Cross campus communication
- Continuous improvement
The Process Management Teams’ initial task is to discuss the campus procedural similarities and non-similarities among the campuses and develop common practices and procedures that will benefit students.

There are ten Process Management Teams (PMT) and each of them consists of a Champion, a Chair and at least one member from each campus. The teams are listed below:

<table>
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<th>PMT</th>
<th>Chairperson</th>
<th>Champion</th>
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<tr>
<td>Academic Advising</td>
<td>Richard Hopkins</td>
<td>Richard Hopkins</td>
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<tr>
<td>Admissions/Registration/Records</td>
<td>Kellie Geary</td>
<td>Kathy Cecil</td>
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<td>Athletics/Student Activities</td>
<td>Ken Turley</td>
<td>Frank Babcock</td>
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<td>Career Resource Centers</td>
<td>Laurie Ragsdale</td>
<td>Ginger Clark</td>
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<td>Counseling Cluster</td>
<td>Angela Mick</td>
<td>Angela Mick</td>
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<td>Disability Services</td>
<td>Joe Bentrovato</td>
<td>Joe Bentrovato</td>
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<tr>
<td>Enrollment Development Coordinator</td>
<td>Glorianna Rhodes</td>
<td>Linda Herlocker</td>
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<td>Financial Aid</td>
<td>Tia Vickers</td>
<td>Charlotte Johns-Rich</td>
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<td>International Student Policies &amp; Procedures</td>
<td>Linda Herlocker</td>
<td>Linda Herlocker</td>
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<td>New Student Orientation</td>
<td>Stacee Swilley Bender</td>
<td>Derrick Brown</td>
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<tr>
<td>Testing</td>
<td>Chuck Warnock</td>
<td>Lisandra De Jesus</td>
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</table>
October 26, 2007:

The first Process Management Team Excellence Award was presented to the Admissions, Registration & Records “Fab” Four PMT for Digital Imaging. Those recognized were: Kathy Cecil, Minnie Burrows, Delphina Broadnax-Taylor, Maribel Garrett and Kellie Geary.
April 10, 2008:


Pictured (left to right): Virginia Perez, Calix Fuentes, Thomasine Banks, Nazaree Williams, Charlotte Johns-Rich. Not pictured: Tia Vickers
The Academic Advising PMT consisted of the following representatives:
Richard Hopkins, Champion & Chairperson, Plant City Campus
Patti Mills, Dale Mabry Campus
Margaret Petway, Ybor City Campus
Landon Shephard, Brandon Campus
Sandy Strobel, Plant City Campus

The Academic Advising PMT collaborated on the draft Advisor Training Manual.

The purpose of the Advisor Training Manual:

- Define the role of the academic advisor
- Serve as a resource for advisors to use while working with students
- A guide for the advisor training program
- Provide developmental advising strategies to help advisors while working with students
- Provide information regarding the student support services available on campus
- Provide all the necessary tools an advisor needs to perform his/her job (policies, procedures, colleague screens, forms, etc.)

Additionally, the manual will provide details regarding academic programs, policies, and practices. All academic programs can be found in the college catalog.
The Admissions/Registration & Records PMT consisted of the following representatives:
Kathy Cecil, Champion, District Office
Kellie Geary, Chairperson, Brandon Campus
Delphinia Broadnax-Taylor, Ybor City Campus
Minnie Burrows, Plant City Campus
Maribel Garrett, Dale Mabry Campus
Steve Stancil, SouthShore Center

Alignment of procedures and practices between campuses:
Over the past twelve months the ARR PMT has worked to develop procedures that provide consistent practice of required outcomes across the college while aligning with both the mission of the College and the ARR department. The PMT has focused on creating procedures that are efficient and incorporate the changing technology that has been implemented throughout the college. Though the PMT is still working on creating many of the procedures, the impact of what has been completed thus far has already proven to enhance communication among the department across campuses. In addition, the students are experiencing improved service that is more efficient and consistent across all ARR departments.

Action items completed to date:

- Identified over 104 processes and sub processes to be reviewed
- Organized processes into a streamlined format that is easy to understand
- Reviewed all processes to find where efficiencies can be enhanced or developed
- Created a rough draft written summary of over 50 processes
- Created process flow diagrams for 15 of the 50 processes in rough draft format
- Worked to incorporate the functions of other departments to enhance the overall efficiency of each process
- Improved communication between department leadership and staff across campuses

New Initiatives or Projects:

- Complete rough draft of remaining procedures
- Develop inter-campus standardized communication practices (to eliminate student shuffle)
- Formalize the format for the final procedures
- Convert rough draft processes to agreed upon format
- Create supporting documentation that can be utilized as training material for new staff members
Other:

The admissions office works collaboratively with other departments within student services to ensure timely response to student’s needs. In an effort to streamline some of the ARR processes, the PMT has attempted to work with these departments in the development of the procedures. One process that still remains to be finalized, pending approval and coordination of efforts, is the graduation process. This process is handled differently at each campus and in order to standardize it, some campuses will have to significantly change the way in which the office functions. We will need the support from upper administration to accomplish this goal.
The Athletics/Student Activities PMT consisted of the following representatives:
Frank Babcock, Champion, Dale Mabry Campus
Ken Turley, Chairperson, Dale Mabry Campus
Darmien Bull, Plant City Campus
Edna Jones, Ybor City Campus
Earl Paul, Brandon Campus
Derrick Worrels, Dale Mabry Campus

Alignment of procedures and practices between campuses:

- Procedures in the Student Activities Handbook are followed and the new procedural manual is under review.

Improved coordination between campuses:

- District-wide Meetings with Student Activities Staff

Communication enhancements between campuses:

- Weekly communication via email and/or phone calls

New Initiatives or Projects:

- District-wide Leadership Training

Training/Education opportunities:

- Four campuses attended the APCA Leadership Conference in Savannah. Some will be attending the FJCCSGA District III meeting. The SouthShore SGA advisor has been included.
The Career Resource Centers PMT consisted of the following representatives:
Ginger Clark, Champion, District Office
Laurie Ragsdale, Chairperson, Dale Mabry Campus
   Randy Dicks, Brandon Campus
   GiGi Gilmore, TBWA, Ybor City Campus
   Alisa Keaton, Ybor City Campus

Alignment of procedures and practices between campuses:

- Completed a comprehensive review of the procedures and practices and identified areas where alignment needed to occur.
- Three areas where continued effort remains include: 1) tracking of usage patterns, 2) generating placement data for graduates, and 3) reviewing staffing patterns, responsibilities, and priorities.

Improved coordination between campuses:

- Monthly meetings have enhanced the coordination and scheduling of job fairs and student workshops to maximize offerings.
- Streamlined financial procedures by processing group memberships instead of individual memberships in professional associations (FCPA, NACE) and paying one organizational fee for online services (College Central Network job board, Vault Career Library, Vocational Biographies).
- Created one portal through which students can access campus-based employment opportunities.

Communication enhancements between campuses:

- Regular monthly meetings have encouraged the sharing of ideas, resources and best practices.

New initiatives or projects:

- Developing a new standardized Career Center brochure that will utilize the emerging graphic design and brand of the college.
- Revising the website for greater consistency and visual impact.
- Standardizing the informational content used in the FYE/College Success presentations.
- Beginning to explore the implementation of electronic portfolios for students.
Training/Education Opportunities:

- All three full-time staff members attend major professional conferences, and two participate in the FACC/Student Development Commission.
- In 2008, the Career Center coordinators made a joint presentation of the “Drive” program at the FCPA conference.
- In 2008-2009, staff members will attend professional development workshops specifically related to career counseling and/or coaching.
The Counseling Cluster PMT consisted of the following representatives:
Angela Mick, Champion & Chairperson, Dale Mabry Campus
Frances Cox, Ybor City Campus
Elizabeth Key-Raimer, Dale Mabry Campus
Theresa Lewis, Brandon Campus
Lou Lombana, Dale Mabry Campus
Vicki Schnurr, Dale Mabry Campus
Jamie Young, Plant City Campus & MacDill
Renee Washington, Ybor City Campus

Major Issues Identified:

- GPA holds/probation/suspension
  - Recommending a change in the terminology (Academic Intervention Level 1, 2, 3).
  - Recommending a more standardized process when students’ grade point average falls below 2.0.
  - Met with Kathy Cecil to discuss possibilities/capabilities of Colleague and past/current difficulties.
  - Angela Mick to discuss concerns from meeting with Kathy Cecil at next Counselor meeting (TBA).
  - Kathy Cecil and Angela Mick to meet after discussing concerns with Counselors.

- Petitions and the processing of petitions
  - Initial process seems to be consistent across campuses.
  - Area of concern: Petition form states, “If taking courses at multiple campuses, your home campus will process your petition.”

- Third time attempt fee waivers
  - Following and using the same form and process.
  - Need to standardize the requirements for approval – discrepancies amongst campuses of requirements. (Example: Extenuating circumstances on one attempt or need to have extenuating circumstances for both prior attempts).

- Fourth time attempt fee waivers
  - Following and using the same form and process.
✓ Need to standardize the requirements for approval – discrepancies amongst campuses of requirements (Example: Similar to above).

- Registration related issues
  ✓ Counselors follow guidance from campus decisions for course overloads.

- Other
  ✓ To have counselors shadow other counselors at different campuses to identify differences in practice and how processes differ among campuses.
The Disability Services PMT consisted of the following representatives:

Joe Bentrovato, Champion & Chairperson, Brandon Campus
Linda Freeman, Dale Mabry Campus
Mickie Hayes, Brandon Campus
Nicole Lambert, Brandon & Plant City Campus
Clara Lowe, Dale Mabry Campus
Jeanette Starks, Ybor City Campus

The Disability Services PMT has come together quite well this past year. In referencing the bullet points below, you will see the topics that we have addressed and are addressing. Communication has certainly been enhanced between the campuses resulting in more accurate and effective services being offered to students. During the PMT meetings, we not only discuss the topics for that day, but we have an opportunity to discuss issues that arise that we had not planned to discuss. Issues such as appropriate accommodations for certain disabilities, questions about documentation, issues with faculty, etc. The communication and collaboration is also enhanced as this PMT is comprised of true professionals who clearly have the student’s best interest in mind while at the same time adhering to policies and procedures that the institution has in place.

• Aligned Colleague disability coding with state reporting codes.
• Upgraded recordings for the Blind & Dyslexic to 100 book-subscriptions for all campuses.
• Purchased 44 digital recorders utilizing Perkins funds.
• Inventoried all adaptive hardware and software resulting in a comprehensive list of current needs. To be purchased with 2008-09 budget.
• Establishing disability documentation guidelines; currently in draft form and under review by members of the PMT.
• In collaboration with St. Pete College on a grant proposal: educating/training faculty on disability-related issues in the classroom to enhance the overall provision of services to students with disabilities.
• In collaboration with the School District of Hillsborough County on “Career Connections,” a week-long tour of each campus and their programs to high school seniors with disabilities. Scheduled the first week of June 2008.
• Nicole Lambert and Linda Freeman have requested District FSPD funds for the annual AHEAD (Association on Higher Education and Disability) conference in July 2008.

Items under discussion and review:
• Notetaker hiring and compensation process.
• Interpreter service options.
• Visual impairment accommodations.
The Enrollment Development Coordinator PMT consisted of the following representatives:
Linda Herlocker, Champion, Ybor City Campus
Niurka Arce & Glorianna Rhodes, Chairpersons, Brandon Campus
Barbara Calhoun, Ybor City Campus
Lauren Grinstead, Dale Mabry Campus
Sandra Guggino, Dale Mabry Campus
Sharlotte Henderson, Plant City Campus
Debra Hicks, Plant City Campus
Sandra Mendez, Dale Mabry Campus
Edwin Olmo, South Shore
Karla Walden, Dale Mabry Campus

Alignment of procedures and practices between campuses:

- Standardized uses of Colleague fields and value codes.
  - EDCs were not standardized on the way they entered data into Colleague. Fields, their uses, and the codes were not defined.

- Re-defined certain Colleague tables in order to enhance the usefulness of data in Prospect module.
  - Data tables in Colleague did not provide options that were meaningful and useful to EDCs.

- Defined a report to extract data for use by the EDCs. The report will be able to download to Excel to allow for filter and sort applications.
  - EDCs need to be able to extract data from Colleague in order to determine the effectiveness of various marketing strategies, and to determine contact to matriculation ratios.

- Requested a formalized procedure for implementing policy or procedural changes so that processes are standardized among campuses and changes occur simultaneously.
  - Ambiguous implementation procedures lead to inconsistent practices in the field. A standardized system for implementation of procedural changes will allow for a consistent message.
Improved coordination between campuses and among campus departments:

- Coordinated and implemented the “Go Higher; Get Accepted” initiative among five campuses.
  
  ✓ “Go Higher; Get Accepted” included six high schools: Jefferson, Leto, Middleton, Bloomingdale, Spoto, and Eastbay. The initiative provided students with onsite advisement, testing, and financial aid support.

- Coordinated and implemented the “CSI” event among three campuses.
  
  ✓ Coordinated this with the Hillsborough County School District Director of Career and Technical Education. This program brought 320 middle school students to three campuses for hand-on exposure to various HCC programs.

- Opened dialog with EDCs, district staff, and other student services departments regarding process flows.
  
  ✓ EDC identified a need to coordinate more closely with AS Deans, ARR Assistant Deans, and other college departments in order to facilitate a smooth flow for students during the recruitment and admission process.

Communication between campuses, among campus departments, and with district staff:

- Established an EDC bulletin board/blog.
  
  ✓ It was thought that a bulletin board/blog would provide for a technological alternative or enhancement to face-to-face meetings for EDCs.

- Maintained monthly PMT meetings, and included Honors Institute EDC/Advisor. Detailed minutes are disseminated after each meeting.
  
  ✓ Minutes of meetings assure that those not in attendance can gain access to information. Minutes also document decisions made and discussion topics so that group efforts remain on point.

- Established communication with AS Deans and Director of Technical Programs in order to enhance coordinated outreach and recruitment efforts.
  
  ✓ More effective communication and coordination of outreach efforts maximize efforts of all departments involved in recruitment activities.

- Established communication with Director of External Affairs regarding marketing materials and strategies.
EDCs have cooperated with Director of External Affairs in order to fine tune marketing materials. Previously, EDCs were not afforded the opportunity to provide input.

New initiatives or projects:

- Defined a report to extract data, as described above.
- Began writing the procedures manual for Enrollment Development. First draft due date – July 17th.

✓ A written set of procedures will help to standardize processes and will facilitate training of new EDCs.

Training/Education opportunities:

- Once the Enrollment Development report is available, training will be developed and provided to EDCs to show them how to use the report. This training will be specialized intermediate and advanced Excel training to elaborate on filter, sort, and count features; graphing options; and formula development.
The Financial Aid PMT consisted of the following representatives:
Charlotte Johns-Rich, Champion, District Office
Tia Vickers, Chairperson, District Office
Thomasine Banks, Dale Mabry Campus
Ann Birdsong, Plant City Campus
Calixberto Fuentes, Ybor City Campus
Virginia Perez, Brandon Campus

Alignment of procedures and practices between campuses:

The Financial Aid Office's (herein referred to as FAO) procedures and practices are the same at all locations. The department's Policies and Procedures Manual was distributed to each of the Financial Aid Managers and Counselors and are retained in the Financial Aid Office's public folder.

Improved coordination and communications between campuses:

As a means to enhance the communications between the campuses, the District FAO sends email correspondences to the Financial Aid Managers and Counselors alerting them when batch financial aid processes will occur with lists of students that are impacted. The campus financial aid staff is afforded the opportunity to review the students’ files prior to finalizing processes. In addition, the Financial Aid Managers are directly involved with scheduling the dates for each term's financial aid awards disbursements, SAPI processing, and transmittal of financial aid awards.

New initiatives or projects:

- The Financial Aid Department commenced sending 80% correspondences to students to their respective HawkNet accounts. Students received notices regarding disbursement and book charging dates for each semester, Standards of Academic Progress results, Financial Aid-De-Registration early alert messages, Bright Futures deferments, no disbursement of Stafford Loan funds, and Tracking Notices.
- The Financial Aid webpage was modified to be more informative to students. The front page was redesigned for immediate access of financial aid information and guidance for locating how financial aid is processed at HCC.
- Currently the PMT team is working on implementing the Imaging product for the department.
Training/Education opportunities:

Financial aid staff attended the following training seminars or conference.

- National Association of Financial Aid Administrators Fall Regional Training Session:
  - Yaima Rodriguez, Financial Aid Counselor, BR
  - Carrol Holmes, Financial Aid Counselor, DM
  - Saleem Chaudhry, Financial Aid Counselor, YB
  - Kathy Jamison-Matthews, Financial Aid Counselor, PC

- Florida Association of Financial Aid Administrators' Region IV Fall Training Workshop
  - Thomasine Banks, Financial Aid Manager, DM

- Datatel User’s Group Annual Conference:
  - Tia Vickers, Financial Aid Manager, District Office

- Federal Department of Education Electronic Access Conference:
  - Tia Vickers, Financial Aid Manager, GK
  - Nazaree Williams, Financial Aid Manager, GK
  - Virginia Perez, Financial Aid Manager, BR
  - Calixberto Fuentes, Financial Aid Manager, PC (previously YB)

Recognized Achievements:

The Financial Aid PMT received recognition by the Board of Trustees and Dr. Stephenson for receiving “Zero Audit Findings for 2006-2007 Audit”. This accomplishment was also observed at the Spring 2008 District Student Services and Enrollment Management In-Service Workshop for which each Financial Aid PMT member received the "Process Management Team Excellence Award".
The International Student Policies and Procedures PMT consisted of the following representatives:
- Linda Herlocker, Champion, Ybor City Campus
- Michael Brennan, District Office
- Delphinia Broadnax Taylor, Ybor City Campus
- Minnie Burrows, Plant City Campus
- Kathy Cecil, District Office
- Stephen Church, District Office
- Jeany-Louise Fernandez, Dale Mabry Campus
- Marjorie Fontalvo, Dale Mabry Campus
- Maribel Garrett, Dale Mabry Campus
- Kellie Geary, Brandon Campus
- Lenor Gordon, Dale Mabry Campus
- Yvonne Harris, Ybor City Campus
- Cynthia Hewett, Dale Mabry Campus
- Lydia Lyons, District Office
- April Muchmore-Vokoun, Dale Mabry Campus
- Steve Shields, District Office

Alignment of procedures and practices between campuses:

- Standardized procedures for handling incomplete application packets.
  - Some campuses maintained incomplete packets, while others returned them. Some were retaining the application and handling fees; others were not. This process has now been standardized.

- Standardized procedures for payment of application fee and international application handling fee.
  - It has been determined that applicants can provide one check or money order to cover both the application fee and the handling fee. Previously, some campuses were requiring two separate checks or money orders.

- Requested a formalized procedure for implementing policy or procedural changes so that processes are standardized among campuses and changes occur simultaneously.
  - Ambiguous implementation procedures lead to inconsistent practices in the field. A standardized system for implementation of procedural changes will allow for a consistent message.

- Standardized international student eligibility for academic year semester breaks.
There had been some confusion for international students entering in spring semester as to whether or not summer could be taken as a break. This procedure has now been clarified and standardized.

- Standardized procedures for which translation/evaluation services will be accepted.
  - It was agreed that only official translations/evaluations from a NACES approved service will be accepted.

- Standardized procedures for acceptance of translations/evaluations of international academic credentials.
  - It was agreed that if an official translation/evaluation from an approved NACES service is received, we no longer have to require or retain the original international transcript.

**Improved coordination between campuses and among campus departments:**

- Opened dialog with Director of International Education’s office to assure consistency of message to international students.
  - There was some concern regarding the consistency of the message going to students from the International Education office. There also were questions regarding consistency of the marketing message. A staff member from that department now sits on the PMT to assure full integration and sharing of information.

- Opened dialog with Accounts Receivable regarding Latin/Caribbean scholarships (still in progress) to assure eligible students are treated appropriately.
  - There is discussion and confusion regarding the viability of the Latin/Caribbean scholarship, and there are questions about its implementation. The PMT continues to address these issues.

**Communication between campuses, among campus departments, and with district staff:**

- Maintained monthly meetings, except during registration periods. Detailed minutes are disseminated after each meeting.
  - Maintaining regular meetings assures that progress maintains momentum. Detailed minutes assure that decisions and discussions are documented.

- Opened dialog with Honors Institute to assure that information to international students was current and accurate.
There was concern regarding the information the Honors Institute was posting for international students on their website. The PMT has made contact with the Director to assure that information is accurate.

New initiatives or projects:

- Redesigned International Student Application Form.
  
  ✓ The revised form is being forwarded for review and to press. The original target of fall 2008 has passed, and is now contingent upon a decision regarding International Student Health Insurance.

- Re-evaluated the international application handling fee so that it is only good for two academic semesters, after which it must be charged again.
  
  ✓ Most documentation in the international application packet is valid for only two academic semesters. That means that if a student should start a packet, but not complete it, s/he will have to resubmit documents. The resultant processing time creates overhead costs. Recharging the handling fee will allow for those costs to be covered.

- In the process of writing the procedures manual for International Student Admissions.
  
  ✓ Written procedures will enhance consistency and will facilitate training.

- Revised several portions of the International Student Handbook.
  
  ✓ Updating the handbook will provide international students with the most current information, enhance student accountability, and will mitigate confusion.

- Working on standards for international health insurance.
  
  ✓ International students are required to have health insurance, but there are no standards for it. The result is that international students may have issues and problems that result in costs to the institution. The PMT has crafted a recommendation to require one carrier in order to minimize the institution’s liability.

Training/Education opportunities:

- Some committee members attended the International Transcript Evaluation workshop and apprised the group of relevant training.
- Committee members continue to attend NAFSA training whenever it is available.
The New Student Orientation PMT consisted of the following representatives:
Derrick Brown, Champion, Ybor City Campus
Stacee Swilley Bender, Chairperson, Brandon Campus
John McNeil, District Office
Margaret Petway, Ybor City Campus
Jason Wilson, Dale Mabry Campus

The major charge or focus of the New Student Orientation PMT was to review the College’s current orientation procedures to streamline and make the procedures consistent on each campus, and to make recommendations for improving our college wide orientations. Accordingly, the PMT made presentations to the Vice President’s Leadership Group, and to two College wide committees on access and retention respectively.

PMT-Orientation made several innovative recommendations that became an integral part of the recommendations submitted by the access and retention committees to the college wide committee on Enrollment Management:

- Recommended a common set of learning outcomes for each orientation session, increased faculty involvement in orientations, and the use of Student Response Systems (Clickers) to ascertain student learning in each orientation session.
- Recommended that instead of providing an avalanche of information to new students, that presenters should design each orientation session to facilitate more intra group interactions and activities among new students.
- Recommended that a dedicated budget line item for orientation be established in the Deans of Student Services budgets.

**New Initiatives or Projects:**

- Acquisition of Student Response System (Clickers) for expanded use across the district.
- Increase use of post orientation surveys developed by Institutional Research Department.
- Acquisition of Orientation Workbooks for students to utilize.

**Training/Education Opportunities:**

- Train and retrain staff on using (Clickers) in orientation sessions.
- Register New Student Orientation PMT to attend Web Conference in November 2008, on “Developing an Online Orientation for Distance/Commuter Students.”
The Testing PMT consisted of the following representatives:
Lisandra De Jesus, Champion, District Office
Chuck Warnock, Chairperson, Dale Mabry Campus
Kathy Bryant, Plant City Campus
Bruce Nguyen, Brandon Campus
Margaret Petway, Ybor City Campus
Greg Fant, Alternate, Ybor City Campus

- The combined Test Centers are currently seeking funding to implement security cameras. Brandon is currently the only center that has cameras.

- The Dale Mabry center is currently over 42% on Accuplacer testing at this point last year.

- The big issue confronting the centers currently is who is actually paying for the placement tests. We are in the process of determining how many students have applied online, taken the College Placement Test (CPT) and requested those scores to be sent to another school, without having paid any fees. We have had to implement a procedure that requires a STAC screen view to determine whether the student has registered or taken a class, and if not then referred to ARR to pay a transcript fee to send scores. Perhaps we should have prospective students pay an application fee online; this would basically eliminate the problem, and reduce financial loss in Accuplacer units.

- Discussions are underway on the possibility of all test centers performing flex time; the Dale Mabry center is currently on flex time and has been since December 2006. Fuel costs and the availability for evening students have and continue to be a positive factor.

- CLAST pay continues to be a problem. The February pay for the CLAST took two months to the day to be paid. The current June 7th payment has yet to be received, and there is the possibility that it may appear on the 23rd pay date. This delay in payment is causing the loss of personnel to assist with the administration of the CLAST along with the “word” out about how long it takes to be paid for services rendered.

- There has been discussion regarding work study students and how long they may work during the summer months. We have lost several in the Dale Mabry center as they were full time summer, but told that funding for full time students was not available. This during the heavy registration period.

- We have coordinated with CLEP to update Department of Education guidelines for available tests and requirements for acceptance of credit, along with new implemented exams, as well as, the fee increases for testing.
• We continue to communicate via email and phone conversations between campuses, including SouthShore, to keep current on policy changes.

• A basic concern at Dale Mabry is the reduced availability of private testing areas for those with accommodations. We have to establish specific time periods for those requiring private rooms with readers or notetakers.
College Goal Sunday (CGS) is a free-of-charge service which helps perspective and current college students complete the Free Application for Federal Student Aid (FAFSA). HCC was the host institution for CGS in Hillsborough County and with Dale Mabry, Ybor City and Brandon serving as active sites. The three campuses hosted a total of 594 guests, 265 of which were students, who were given the opportunity to complete the 2008-2009 FAFSA Application. Each campus had a CGS Campus Coordinator, who graciously accepted the challenge of coordinating the event for the campus.

- **Dale Mabry Campus**
  - Thomasine Banks, Financial Aid Manager, Campus Site Coordinator
  - Tia Vickers, Financial Aid Manager, English Presenter
  - Digna De Losantos, Financial Aid Counselor, Spanish Presenter
  - Student Guests – 153
  - Family Guests – 216
  - Volunteers – 34
  - Volunteer Surveys Received – 25
  - Spanish Student/Family Surveys Received – 32
  - English Student/Family Surveys Received – 15
  - Release of Information Forms Received – 18
  - Scholarship Winner – Carlos J. Orges, Leto High School

- **Brandon & Plant City Campuses**
  - Theresa Lewis, Counselor (Faculty), Campus Site Coordinator
  - Charlotte Johns-Rich, Director, Financial Aid, English Presenter
  - Virginia Perez, Financial Aid Manager, Spanish Presenter
  - Student Guests – 73
  - Family Guests – 103
  - Volunteers – 21
  - Volunteer Surveys Received – 18
✓ Spanish Student/Family Surveys Received – 0
✓ English Student/Family Surveys Received – 31
✓ Release of Information Forms Received – 19
✓ Scholarship Winner – Ayo Selassie, Tampa Bay Technical High School

- **Ybor City Campus**
  ✓ Renee Washington, Counselor (Faculty), Campus Site Coordinator
  ✓ Kay Hecksher, Part-Time Staff, Financial Aid, Presenter
  ✓ Student Guests – 39
  ✓ Family Guests – 10
  ✓ Volunteers – 25
  ✓ Volunteer Surveys Received – 30
  ✓ English Student/Family Surveys Received – 31
  ✓ Scholarship Winner – Mercedes Paremore
Brandon Campus:

Niurka Arce, Enrollment Development Coordinator
Glorianna Rhodes, Enrollment Development Coordinator
Kellie Geary, Assistant Dean
Elizabeth Hanson, Records Specialist
Erika Jackson, Records Specialist
Jaime Sparrowhawk, Records Specialist
Thamineh Hamdallah, Student Ambassador

This Spring, the Brandon Campus coordinated recruitment efforts targeting Bloomingdale and Spoto High Schools for the Florida Department Of Education (FDOE) campaign, “Go Higher, Get Accepted.”

The components of this campaign included on-site College Placement Test (CPT) testing at the high schools, targeted career advising and program matching, assistance through the steps to enroll and academic advising. All activities took place during the months of March and April, with emphasis on going through all the steps to enroll by the end of April. The schools’ Guidance Resource Specialists were instrumental in opening doors for these activities to take place and connecting us to students that would benefit from this initiative. Almost all face-to-face time with prospective students was at their high school. We specifically targeted students that did not have any SAT/ACT scores and had not progressed in their college planning, but were still hoping to go to college. Many of the students were low-income, first generation or had little support systems at home (for example, having no transportation to get to a campus).

Every student received personalized attention, advising and encouragement to consider college as a major option for their future. Below are the results of the campaign. These numbers will be reported to the FDOE’s Go Higher Florida Initiative.

A total of 173 students were coded as “Go Higher” eligible participants. Out of those, 116 registered for classes, 33 applied, but did not register (some will be coming in the Spring), and 24 remained as prospects. Many of the students that registered participated in RoadTrip (we will have final numbers soon).
Ybor City Campus:

Representatives from the Ybor City Campus:
John Blue, Academic Advisor
Barbara Calhoun, Enrollment Development Coordinator
Calix Fuentes, Financial Aid Manager
Shannon Lewis, Admissions/Records/Registration Records Specialist

This Spring, the Ybor City Campus coordinated recruitment efforts targeting Middleton High School for the Florida Department Of Education campaign, “Go Higher, Get Accepted.”

- The College Placement Test was administered to 67 students (April 25, 2008)
- Decision Day was attended by 30 students (April 28, 2008)
- Paper and online applications were received from 28 of these students
- All 30 of the students received information from Career Planning
- All 30 students met with a financial representative.
- All 30 students met with an admissions representative
- All 30 students met with an advisor.

It should be noted that on the targeted date a number of students were suspended from school for an incident that happen at a school sponsored event the preceding weekend.
Dale Mabry Campus:

Representatives from the Dale Mabry Campus:
Karla Walden, Enrollment Development Coordinator
Sandy Mendez, Enrollment Development Coordinator

Dale Mabry Campus coordinated recruitment efforts targeting Leto High School for the Florida Department of Education campaign, “Go Higher, Get Accepted.”

- A total of 141 high school transcripts were collected
- 96 applications were submitted from the 141 transcripts collected
- 65 registered for classes
- Five registered into EAP classes
- Ten visits were made to Leto High School
- Two presentations were given to students in the guidance office at Leto High School
Thank you to the Student Services and Enrollment Management staff for their dedication to students, as well as, their contribution to the 2007-08 Annual Report:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td><strong>Student Services:</strong></td>
<td>Lori Simmons</td>
<td>Executive Staff Assistant</td>
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<td>Lisandra De Jesus</td>
<td>Student Information Coordinator</td>
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<td>Teresa Rodriguez</td>
<td>PT/Staff Assistant</td>
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<td><strong>Admissions, Registration &amp; Records (ARR):</strong></td>
<td>Kathy Cecil</td>
<td>ARR Officer</td>
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<td>Kathy Jacobs</td>
<td>Senior Staff Assistant</td>
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<td>Shelia Menear</td>
<td>Records Specialist</td>
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<td><strong>Transcript Evaluation Office</strong></td>
<td>Mary “Bunny” Napoli</td>
<td>Program Analyst</td>
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<td>James “Jim” Dow</td>
<td>Academic Advisor</td>
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<td>Jacqueline Wilks</td>
<td>Records Specialist</td>
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<td><strong>Financial Aid:</strong></td>
<td>Charlotte Johns-Rich</td>
<td>Director of Financial Aid</td>
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<td>Tia Vickers</td>
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<td>Nazaree Williams</td>
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<td>Nadge Cesar</td>
<td>Financial Aid Counselor</td>
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<td>Madeline Reyes</td>
<td>Senior Staff Assistant</td>
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<td><strong>TRIO &amp; Special Programs:</strong></td>
<td>Derrick Brown</td>
<td>Director/TRIO &amp; Special Programs</td>
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<td>Beverly Martin</td>
<td>Senior Staff Assistant</td>
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<td><strong>Student Support Services Program</strong></td>
<td>MacDonald Alexander</td>
<td>Academic Advisor</td>
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<td>Cynthia M. Brady</td>
<td>Program Analyst</td>
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<td>Benita Snyder</td>
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<td>Gwynn Myers</td>
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<td><strong>College Reach Out Program</strong></td>
<td>Warren “Tim” Smith</td>
<td>CROP Coordinator</td>
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<td>Brenda Johnson</td>
<td>Senior Staff Assistant</td>
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<td><strong>Educational Talent Search</strong></td>
<td>Natalie Powell</td>
<td>Project Manager</td>
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<td>Orchid Reyes</td>
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<td></td>
<td>Renee Howell-Brown</td>
<td>Academic Advisor</td>
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<td></td>
<td>John McNeill</td>
<td>Academic Advisor</td>
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