Student Services

Planning 2004-2010
Service, Department, and Program Planning Form
Northland Community and Technical College
East Grand Forks and Thief River Falls, MN
Key reference http://www.aqip.org

Service, Department, or Program
Student Services

Mission (Answers these questions: Whom does your service, department, or program serve? What are its outcomes? Why does it exist?)

I. STUDENT SERVICES MISSION STATEMENT
“Student Services at NCTC is committed to students, families, the college and greater community, and dedicated to student success through academic support, professional services, and consistent and informative assistance that embraces all.”

II. Philosophy (Answers these questions: What are your service, department, or program values? What guides decisions made?)
Student Services exists to guide students through the processes of enrollment to graduation in a consistent and helpful manner.

III. Description (Answers these questions: What is your service, department, or program history? What are its characteristics?)
Student Services provides services to students, families, the college and greater community. Student Services provides services in the main areas of recruitment, enrollment, retention, and placement. Enhanced recruitment and retention services including multicultural/diversity recruiting and advising, academic advising, counseling services, services to support special populations (single parents, displaced homemakers, and nontraditional students, low income, and first generation students).

IV. Markets Served (Answers these questions: What geographic, demographic, site, or other qualities are sought or exist in the people served by the service, department, or program? Are there new markets to be served?)
Northwest Minnesota and Western ND.

Online(Nationwide/Worldwide). Research being conducted through Marketing audit – will give updated information.

V. Views of Partners (Answers these questions: What do advisory committees, colleagues, employers, universities, stakeholders, or customers think about your service, department, or program? What are possible additional linkages to these partners?)
Student Services will receive updated information through the recent Marketing Audit (March/April 2004). Student Services also receives student views through Student Satisfaction Survey and Survey of Enrollment Experiences.

VI. Unique Attributes (Answers these questions: What sets your service, department, or program apart from others in the college and elsewhere? What unique attributes could be enhanced or shared? Why would any one choose your service, department, or program?)
Student Services exists to serve the academic arm of the college. Besides academic affairs, student services must coordinate and collaborate services with the business office or business services to achieve maximum or optimal service to all students and other interested parties. NCTC-EGF Student Services, through a special grant effort starting in 1992, coordinates through TRIO
programs at the University of North Dakota to provide special services to first generation, low income students. The partnership needs to be expanded to the Thief River Falls campus.

VII. Benchmark (Answers these questions: From what service, department, or program can your service, department, or program learn the most? What are current best practices for its processes and are these practices evident? What are your role models secrets for success?)

Both campuses need to continue to conduct satisfaction surveys - need to determine the survey that will be used for both campuses. The campuses have been using different surveys due to the fact of being a part of different colleges. Use the survey results to compare college and campus service ratings to other two-year college standards and make adjustments as part of continuous quality improvement. Identify state and national quality Student Service programs and modify services of the college or campus as part of a quality initiative.

VIII. Strengths (Answers these questions: What should be preserved and nurtured? What should be foundational building blocks for riskier ventures? What could be shared with the greater college community?)

- More options for students
- Very dedicated employees that go above and beyond
- Employees are very resourceful
- Efforts for cultural awareness
- Advising services
- Counseling services
- Excellent relationships with local media

Opportunities
- Team Building
- Make changes
- Programmatic Support
- More PR Opportunities
- Streamline our prospect and admissions process
- *user-friendly processes
- Exchange of personnel/resources
- Student Life(Cross campus activities/Campus family activities/EGF intramurals)
- Online student services

IX. Weaknesses (Answers these questions: What needs to be fixed? What must be accommodated?)

Weaknesses
- Communication of Information
- Duties/Responsibilities/Programmatic Information/Structural-Organization
- Decision-Making Flaw(lack of)
- Lack of or funding cuts
- Slow reaction to cultural changes
- Staff may not be technologically savvy to implement some online services
- Lack of being able to draw reports from both campuses with same data elements
- Staff may not be fully informed of offerings and services on each campus

Threats
- Decrease in population in our area
- Budget cuts
- Competition(external/external-which campus has what program)
- Some people are not willing to accept change or cultural diversity
- Affordability
X. STRATEGIC PLAN 2004-2010

A. Strategy  Northland Student Services will increase accessibility for under-served populations

1. Goal: (See attached Enrollment Management Plan, Advising/Counseling Plan)

2. Benchmark (What's/Who's the best; what/who do we want to be like?)

<table>
<thead>
<tr>
<th>a. Tasks or Steps to Accomplish Goal</th>
<th>b. Success Measures</th>
<th>c. Staffing and Responsible Team or Person</th>
<th>d. Professional Development</th>
<th>e. Budget, Marketing and Other Resources</th>
<th>f. Facility, Equipment, and Technology</th>
<th>g. Partners and Stakeholders</th>
<th>h. Timeline and Priority</th>
<th>i. Processes To Be Examined</th>
</tr>
</thead>
<tbody>
<tr>
<td>See Enrollment Management Plan #1, 3</td>
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<td>See Advising/ Counseling Plan #3, 4</td>
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</tbody>
</table>
Strategic Plan 2004-2010

Department/Discipline/Program/Service Area  STUDENT SERVICES

B. Strategy  Northland Student Services will improve effective communication to students, faculty, and staff.


2. Benchmark  (What’s/Who’s the best; what/who do we want to be like?)

<table>
<thead>
<tr>
<th>a. Tasks or Steps to Accomplish Goal</th>
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</tr>
</thead>
<tbody>
<tr>
<td>See Prospect Plan #1, 2</td>
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<td>See Enrollment Management Plan #2</td>
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<td>See Admissions Plan #1, 2</td>
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<tr>
<td>See Registration Plan #1, 2, 3, 4</td>
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<td>See Advising/ Counseling Plan #1, 2</td>
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<tr>
<td>See Financial Aid Plan #1, 2, 3</td>
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</tbody>
</table>

01/04
## Strategic Plan 2004-2010

### Department/Discipline/Program/Service Area  
STUDENT SERVICES

### C. Strategy  
Northland Student Services will develop a plan to improve e-services, including services for distance education.

1. **Goal:** Identify and implement an e-service in every department of Student Services by Spring 2005

2. **Benchmark** (What’s/Who’s the best; what/who do we want to be like?)

<table>
<thead>
<tr>
<th>a. Tasks or Steps to Accomplish Goal</th>
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</tr>
</thead>
<tbody>
<tr>
<td>See Registration Plan #2.4</td>
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</tr>
<tr>
<td>Coordinate Distance Education Services through a regional approach.</td>
<td>Attend regional meetings regarding D Ed</td>
<td>Dean of Students/Assoc, Dean of Students</td>
<td></td>
<td></td>
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<tr>
<td>Identify an e-service by department to implement</td>
<td>E-services identified</td>
<td>Departments Identify/Dean of Students</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td>Fall 2004</td>
</tr>
</tbody>
</table>

01/04
**Strategic Plan 2004-2010**

**Department/Discipline/Program/Service Area**  STUDENT SERVICES

**D. Strategy**  Northland Student Services will encourage professional development and team building opportunities for Student Service staff.

1. **Goal:**  Hold NCTC Student Service Inservice twice per year.

2. **Benchmark**  (What’s/Who’s the best; what/who do we want to be like?)

<table>
<thead>
<tr>
<th>a. Tasks or Steps to Accomplish Goal</th>
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<th>h. Timeline and Priority</th>
<th>i. Processes To Be Examined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify topics for Inservice through survey of needs.</td>
<td>Survey of needs conducted.</td>
<td>Dean of Students/Assoc. Dean of Students</td>
<td>Cost of Survey</td>
<td></td>
<td></td>
<td></td>
<td>Fall</td>
<td>Do not schedule Inservices during Faculty Inservices</td>
</tr>
<tr>
<td>Develop Inservice from needs identified</td>
<td>Inservice Agenda established</td>
<td>Dean of Students/Assoc. Dean of Students</td>
<td>Inservice</td>
<td>$3000-Fall $3000-Spring</td>
<td>EGF or TRF Campus</td>
<td></td>
<td>Fall</td>
<td>Spring</td>
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**Student Services**

**Strategic Plan 2004-2010**

**Department/Discipline/Program/Service Area**  STUDENT SERVICES

**E. Strategy**  Northland Student Services will encourage professional development and team building opportunities for Student Service staff.

1. **Goal**: Offer opportunities for staff for team building and professional development

2. **Benchmark** (What’s/Who’s the best; what/who do we want to be like?)

<table>
<thead>
<tr>
<th>a. Tasks or Steps to Accomplish Goal</th>
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<tr>
<td>See Registration Plan Goals #3, 4</td>
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01/04
**Student Services**

**Strategic Plan 2004-2010**

**Department/Discipline/Program/Service Area** STUDENT SERVICES

**F. Strategy** Northland Student Services will develop a continuous improvement of services process.

1. **Goal**: Implement a quality assessment of services tool to the Student Services departments within the college.

2. **Benchmark** (What’s/Who’s the best; what/who do we want to be like?)

<table>
<thead>
<tr>
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<th>b. Success Measures</th>
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<th>h. Timeline and Priority</th>
<th>i. Processes To Be Examined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research quality service assessment tools</td>
<td>Summary of assessment tools researched</td>
<td>Assessment Coordinator</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>May 2004</td>
<td>Best Practices in two-year college assessment of services</td>
</tr>
<tr>
<td>Identify quality assessment tool to be used across the campuses.</td>
<td>Assessment tool selected</td>
<td>Dean of Students/Assoc. Dean of Students/(Assessment Coordinator)</td>
<td>Cost of Assessment tool/cost of distribution and compilation of results</td>
<td></td>
<td></td>
<td></td>
<td>May 2004</td>
<td>Examine current assessments being given and processes to date implemented.</td>
</tr>
<tr>
<td>Implement Quality Assessment Process</td>
<td>Assessment given, results tabulated, follow-up plan developed</td>
<td>Dean of Students/Assoc. Dean of Students/Assessment Coordinator</td>
<td></td>
<td></td>
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<td></td>
<td>Fall 2004</td>
<td></td>
</tr>
</tbody>
</table>
### Strategic Plan 2004-2010

#### Department/Discipline/Program/Service Area

**STUDENT SERVICES**

#### G. Strategy

Northland Student Services will evaluate Student Life organizations/activities to improve and increase opportunities for all students.

1. **Goal**: Optimize Student Life opportunities for all students

2. **Benchmark**

   **a. Tasks or Steps to Accomplish Goal**
   - Evaluate opportunities that exist for students to date.
   - Identify activities/organizations that students identify as wanting to pursue
   - Identify barriers that exist in offering activities/organizations

   **b. Success Measures**
   - List of activities/organizations available to date
   - List of activities/organizations as requested
   - Barriers identified

   **c. Staffing and Responsible Team or Person**
   - Dean of Students/Assoc. Dean of Students
   - Dean of Students/Assoc. Dean of Students
   - Dean of Students/Assoc. Dean of Students

   **d. Professional Development**

   **e. Budget, Marketing and Other Resources**

   **f. Facility, Equipment, and Technology**

   **g. Partners and Stakeholders**

   **h. Timeline and Priority**

   **i. Processes To Be Examined**

   - Evaluate opportunities that exist for students to date.
   - Identify activities/organizations that students identify as wanting to pursue
   - Identify barriers that exist in offering activities/organizations

   - May 2004
   - May 2004
   - May 2004

   - Student Life Policies on each campus
   - Coordinate assessment with Student Life Committee or Student Senate
   - May 2004


**INDIVIDUAL PLANS AS IDENTIFIED IN OVERALL STUDENT SERVICES PLAN**

**Strategic Plan 2004-2010**

**Department/Discipline/Program/Service Area**  
Prospects

**H. Strategy**  
To build a comprehensive, efficient & centralized prospect pool for NCTC

1. **Goal:** Create a centralized prospect pool between both campuses

2. **Benchmark**  
(What's/Who's the best; what/who do we want to be like?)

<table>
<thead>
<tr>
<th>a. Tasks or Steps to Accomplish Goal</th>
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<th>h. Timeline and Priority</th>
<th>i. Processes To Be Examined</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Designate campus to head up prospect process (mailings, data entry, reports, communication module, etc.)</td>
<td>Campus designation</td>
<td>Dennis, Mary &amp; Gene to determine campus &amp; re-write job descriptions as appropriate</td>
<td>Additional monies maybe needed at time of designation</td>
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<td>7/1/04</td>
<td>End of fall semester 2004</td>
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</tbody>
</table>

| 2. Establish process of flow of information that is to be communicated to prospective students | Students are receiving info. in a timely manner | Enrollment management team | ISRS training Data Integrity, misc training | To be determined | | Students & enrollment management team | 7/1/04 | End of fall semester |

01/04
Strategic Plan 2004-2010

Department/Discipline/Program/Service Area: Admissions

1. Strategy: To build a comprehensive, efficient & common admissions process for NCTC

1. Goal: To create a uniform admissions process

2. Benchmark (What’s/Who’s the best; what/who do we want to be like?)

<table>
<thead>
<tr>
<th>a. Tasks or Steps to Accomplish Goal</th>
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<th>h. Timeline and Priority</th>
<th>i. Processes To Be Examined</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. One college application for all programs</td>
<td>Data integrity</td>
<td>Gene, Jenny, Carol, Mary Frendin &amp; Rita</td>
<td>Money for printing</td>
<td>Computers &amp; printers</td>
<td>Prospective students &amp; admissions</td>
<td>7/1/04</td>
<td>End of fall semester</td>
<td></td>
</tr>
<tr>
<td>2. Uniform admission requirements for college: Application Application fee Immunization records High school transcripts College transcripts</td>
<td>Data integrity</td>
<td>Admissions staff</td>
<td>Space, files technology</td>
<td>Prospective students and the entire college</td>
<td>7/1/04</td>
<td>End of fall semester</td>
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</table>
**Strategic Plan 2004-2010**

**Department/Discipline/Program/Service Area**: Enrollment Management

**J. Strategy**: To build a comprehensive enrollment management plan for NCTC

**1. Goal**: To have enrollment management plan that achieves fall 2006 enrollment goals

**2. Benchmark** (What’s/Who’s the best; what/who do we want to be like?)

<table>
<thead>
<tr>
<th>a. Tasks or Steps to Accomplish Goal</th>
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<th>h. Timeline and Priority</th>
<th>i. Processes To Be Examined</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Develop enrollment plans for students in targeted segments</td>
<td>Increased student headcount on both campuses</td>
<td>Director Enrollment Management, Recruiters, Director of Multi-Cultural Diversity</td>
<td>Recruitment and Retention meetings and conferences</td>
<td>Admissions budget, enrollment management budget, multi-cultural diversity budget</td>
<td>Office space, phones, technology, vehicles</td>
<td>Prospective students, applicants and NCTC</td>
<td>Fall of 2005</td>
<td>End of fall semester 2005</td>
</tr>
<tr>
<td>2. Increase image and awareness of NCTC in strategic market areas</td>
<td>Increased enrollment, applications, tours, inquiries, television, radio, print and publications</td>
<td>Enrollment management, recruiters, admissions reps, ambassadors, receptionist, multi-cultural diversity, marketing director</td>
<td>Recruitment and Retention meetings and conferences, team meetings</td>
<td>Recruitment budget, marketing budget</td>
<td>Office space, technology, vehicles</td>
<td>Area high schools, students, counselors, NCTC</td>
<td>Fall of 2005</td>
<td>End of fall 2005</td>
</tr>
<tr>
<td>3. Increase minority student population on both campuses</td>
<td>Overall minority student population of 11%</td>
<td>Director of Multi-Cultural Diversity, Recruiters, admissions representatives, Director of Enrollment, President, Provost, coaches</td>
<td>Career fairs, HS visits, tours, MnSCU conferences, MnACC</td>
<td>Multi-cultural Diversity budget, admissions budget</td>
<td>Space, technology and vehicles</td>
<td>NCTC, prospective students, applicants</td>
<td>Fall 2005</td>
<td>End of fall 2005</td>
</tr>
<tr>
<td>4. Set enrollment goals</td>
<td>Increased overall headcount by 3% yearly, increased enrollment by programs</td>
<td>Enrollment management team</td>
<td>Recruitment and retention conferences, MnSCU conferences</td>
<td>Enrollment budget, marketing budget, multi-cultural budget, program budgets (example: aviation, EMS)</td>
<td></td>
<td></td>
<td>NCTC</td>
<td>Fall 2005</td>
</tr>
</tbody>
</table>
**K. Strategy**  To provide consistent registration services between campuses

1. **Goal:** Maintain uniform student forms

2. **Benchmark** (What’s/Who’s the best; what/who do we want to be like?)

<table>
<thead>
<tr>
<th>a. Tasks or Steps to Accomplish Goal</th>
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<th>h. Timeline and i. Priority</th>
<th>j. Processes To Be Examined</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Review &amp; redesign student forms to implement college policy</td>
<td>Updated forms. Data integrity</td>
<td>Academic Affairs, Student Affairs, Registrars Office</td>
<td>Seminars, conferences</td>
<td>Unknown</td>
<td>Keep up to date Computer &amp; printer</td>
<td>Students Staff Faculty</td>
<td>Immediate &amp; ongoing</td>
<td>Review &amp; update annually to comply with policy change</td>
</tr>
</tbody>
</table>
### L. Strategy

To provide consistent registration services between campuses

#### 1. Goal:
Uniform & consistent registration information between campuses

#### 2. Benchmark
(What’s/Who’s the best; what/who do we want to be like?)

<table>
<thead>
<tr>
<th>a. Tasks or Steps to Accomplish Goal</th>
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<th>h. Timeline and Priority</th>
<th>i. Processes To Be Examined</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Align Registration dates</td>
<td>Student registration access</td>
<td>Academic Affairs, Student Affairs, Registrars Office</td>
<td>n/a</td>
<td>Time &amp; Academic calendar</td>
<td>Students Staff Faculty</td>
<td>Immediate &amp; ongoing</td>
<td>Review &amp; update annually</td>
<td></td>
</tr>
<tr>
<td>2. Uniform orientation information</td>
<td>Accurate information. Data integrity</td>
<td>Academic Affairs, Student Affairs, Academic Advisors, Counselors, Registrars Office</td>
<td>Seminars &amp; workshops</td>
<td>Time</td>
<td>Students Staff Faculty</td>
<td>Immediate &amp; ongoing</td>
<td>Review &amp; update annually</td>
<td></td>
</tr>
<tr>
<td>3. Alignment of ISRS codes</td>
<td>Data integrity</td>
<td>Registrar’s office</td>
<td>ISRS training</td>
<td>Time</td>
<td>Students Staff Faculty</td>
<td>Immediate &amp; ongoing</td>
<td>Review &amp; update when necessary</td>
<td></td>
</tr>
<tr>
<td>4. Alignment of e-services for registration/orientation</td>
<td>Student &amp; faculty accessibility</td>
<td>ITS staff &amp; Registrars office</td>
<td>ISRS training when needed</td>
<td>Time</td>
<td>Up-to date computers</td>
<td>Students Staff Faculty</td>
<td>Fall 2004/05</td>
<td>End of fall semester.</td>
</tr>
</tbody>
</table>
## Strategic Plan 2004-2010

### Department/Discipline/Program/Service Area
Registration #3

### M. Strategy
To provide consistent registration services between campuses

#### 1. Goal:
Maintain data integrity for student records & state reporting

#### 2. Benchmark
(What’s/Who’s the best; what/who do we want to be like?)

<table>
<thead>
<tr>
<th>a. Tasks or Steps to Accomplish Goal</th>
<th>b. Success Measures</th>
<th>c. Staffing and Responsible Team or Person</th>
<th>d. Professional Development</th>
<th>e. Budget, Marketing and Other Resources</th>
<th>f. Facility, Equipment, and Technology</th>
<th>g. Partners and Stakeholders</th>
<th>h. Timeline and Priority</th>
<th>i. Processes To Be Examined</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Uniform data entry/trained staff</td>
<td>State reporting &amp; student records</td>
<td>Registrar’s office, prospect &amp; admissions office</td>
<td>ISRS training for updates</td>
<td>Unknown</td>
<td>Keep up to date Computer &amp; printer</td>
<td>Students Staff Faculty State reporting office</td>
<td>Immediate &amp; ongoing</td>
<td>Review annually &amp; update as needed</td>
</tr>
<tr>
<td>2. Uniform reporting between campuses</td>
<td>Student reports for college &amp; State reports</td>
<td>Registrar’s office, prospect &amp; admissions office</td>
<td>Workshops &amp; Team building to share in reporting processes</td>
<td>Unknown/time</td>
<td>Keep up to date Computer &amp; printer</td>
<td>Students Staff Faculty State reporting office</td>
<td>Immediate &amp; ongoing</td>
<td>Review each semester</td>
</tr>
</tbody>
</table>
**N. Strategy** To provide consistent registration services between campuses

1. **Goal:** Uniform Transfer credit process and DARS

2. **Benchmark** (What’s/Who’s the best; what/who do we want to be like?)

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>1. Align campuses on transfer credit evaluation and data entry.</td>
<td>Data integrity &amp; student transferability</td>
<td>Academic Affairs, Transfer Specialist &amp; Registrars Office</td>
<td>Seminars, conferences, Teambuilding</td>
<td>Unknown</td>
<td>Keep up to date Computer &amp; printer</td>
<td>Students Staff Faculty Other colleges</td>
<td>Immediate &amp; ongoing</td>
<td>Review &amp; update process and change as needed</td>
</tr>
<tr>
<td>2. Implement DARS on both campuses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Strategic Plan 2004-2010

**Department/Discipline/Program/Service Area**: FINANCIAL AID

**L. Strategy**

To be the best we can be!

1. **Goal**: 1. All edits, forms, & processes are common on both campuses.  
   2. Achieve the simplest process for financial aid.  
   3. Be included in other departments’ decisions that impact financial aid processes.

2. **Benchmark** (What’s/Who’s the best; what/who do we want to be like?)

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<thead>
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</thead>
<tbody>
<tr>
<td>1. Meet monthly</td>
<td>Try to eliminate differences</td>
<td>All</td>
<td>Workshops</td>
<td>Funding for travel &amp; workshops</td>
<td>N/A</td>
<td>All FA people</td>
<td>End of Fall Semester 2004</td>
<td>End of Fall Semester 2004</td>
</tr>
<tr>
<td>2. Eliminate unnecessary steps</td>
<td>Stream-lined processes.</td>
<td>All</td>
<td>Dept. of Ed. Workshops</td>
<td>Funding for travel &amp; workshops</td>
<td>N/A</td>
<td>All FA people and students</td>
<td>June 30, 2005</td>
<td>End of Fall Semester 2004</td>
</tr>
<tr>
<td>3. Meet with other departments</td>
<td>No surprises</td>
<td>All</td>
<td>In-house meetings with other departments</td>
<td>N/A</td>
<td>N/A</td>
<td>Registration, Admissions, Web Development, Financial Aid</td>
<td>On-going</td>
<td>End of Fall Semester 2004</td>
</tr>
</tbody>
</table>

Donna Quam, Rhonda Hettervig, Marie Sandsmark, Allison Miramontes, Gail Johnson
### Strategic Plan 2004-2010

#### Department/Discipline/Program/Service Area
Advising and Counseling

#### O. Strategy

**1. Goal:**

**2. Benchmark** (What’s/Who’s the best; what/who do we want to be like?)

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</tr>
</thead>
<tbody>
<tr>
<td>1. Improve communication with students regarding both counseling and advising services</td>
<td>Counseling and Advising websites have been reviewed for accuracy and updated information. Update brochures regarding Advising and Counseling Services</td>
<td>Advising and Counseling staff</td>
<td>N/A</td>
<td>N/A</td>
<td>Will need technical support to enter information and create links on website.</td>
<td>Student Service Staff</td>
<td>May 2005</td>
<td>Information on website</td>
</tr>
<tr>
<td>2. Outreach</td>
<td>Will have provided opportunities for classroom instruction, agency involvement, PSEO involvement and community involvement</td>
<td>Counseling staff</td>
<td>Classes, seminars, conferences to update skills and network with area professionals</td>
<td>Regular Budget</td>
<td>Various instruments such as but not limited to MBTI, CISS, SDS, Colors</td>
<td>Other service agencies</td>
<td>Ongoing</td>
<td>N/A</td>
</tr>
<tr>
<td>3. Accessibility of Advising, Counseling and Consultation</td>
<td>Available via phone, in person and through internet to students and faculty.</td>
<td>Advisors and Counseling staff</td>
<td>N/A</td>
<td>Adequate staffing</td>
<td>N/A</td>
<td>Student Services Staff and Faculty</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>4. Retention</td>
<td>Advisors and Counselors are available to provide support to students who are experiencing academic/personal difficulties. Faculty may refer students through the Early Alert process on the TRF campus and the Counselor Referral Form on the EGF campus</td>
<td>Advisors and Counseling staff</td>
<td>Attendance at retention training opportunities</td>
<td>Regular Budget</td>
<td>Sufficient clerical support services</td>
<td>N/A</td>
<td>Students and Faculty</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
**Strategic Plan 2004-2010**

**Department/Discipline/Program/Service Area**  
PLACEMENT OFFICE

**P. Strategy**  
*To provide consistent services across the college utilizing best practice within resource constraints.*

**1. Goal:**  
*1. Deliver unified service on both campuses.*

**2. Benchmark**  
*(What’s/Who’s the best; what/who do we want to be like?)*

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<tbody>
<tr>
<td>Maintain a regular schedule for coverage of regular campus hours</td>
<td>Graduate follow-up report percentage for placed related.</td>
<td>Susy Dowers</td>
<td>Attend training sessions for follow-up</td>
<td>Additional budget to cover books, supplies, brochures etc. for both campuses</td>
<td>An office would be nice. Vehicle, cell phone, laptop,</td>
<td>Students, graduates, faculty, staff.</td>
<td>Immediately and on-going.</td>
<td>Can one person cover everything?</td>
</tr>
</tbody>
</table>

01/04
**Strategic Plan 2004-2010**

**Department/Discipline/Program/Service Area**  
PLACEMENT OFFICE

**Q. Strategy**  
To provide consistent services across the college utilizing best practice within resource constraints.

**1. Goal:**  
2. Maintain data integrity for state reporting and campus records.

**2. Benchmark**  
(What’s/Who’s the best; what/who do we want to be like?)

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>Confidentiality and data integrity are essential</td>
<td>Accurate reporting judged by state reporting office</td>
<td>Susy Dowers</td>
<td>Attend state training sessions</td>
<td>TIME</td>
<td>Secure computer and a place to store records</td>
<td>Administration, faculty, staff, prospective students, parents, anyone needing this information</td>
<td>Immediate -ate and ongoing</td>
<td>Confidential work area on both campuses.</td>
</tr>
<tr>
<td>Access allowed to only trained/designated staff</td>
<td>Complete &amp; accurate reporting done in a timely manner</td>
<td>Susy Dowers, Susan Snedker</td>
<td>Train Susan in follow-up reporting guidelines</td>
<td>Valuable Time</td>
<td>Same as above</td>
<td>Same as above</td>
<td>Immediate -ate and ongoing</td>
<td>Same as above</td>
</tr>
</tbody>
</table>

01/04
Student Services

**Strategic Plan 2004-2010**

**Department/Discipline/Program/Service Area**  
PLACEMENT OFFICE

**R. Strategy**  
To provide consistent services across the college utilizing best practice within resource constraints.

**Goal:**  
3. Increase employer outreach.

**Benchmark** (What’s/Who’s the best; what/who do we want to be like?)

<table>
<thead>
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<th>i. Processes To Be Examined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active member in community/employer groups/committees</td>
<td>Follow-up report</td>
<td>Susy Dowers</td>
<td>Attend conferences, seminars, job fairs and any place where I can meet new employers</td>
<td>TIME &amp; personnel to cover the Placement desk</td>
<td>N/A</td>
<td>Administration, faculty, staff, students</td>
<td>Immediate-ate and ongoing</td>
<td>More time in a day to accomplish everything</td>
</tr>
<tr>
<td>Be available to assist employers when they contact the campus.</td>
<td>Employer survey</td>
<td>Susy Dowers</td>
<td>Attend conferences, seminars, job fairs and any place where I can meet new employers</td>
<td>TIME &amp; personnel to cover the Placement desk</td>
<td>N/A</td>
<td>Administration, faculty, staff, students</td>
<td>Immediate-ate and ongoing</td>
<td></td>
</tr>
</tbody>
</table>
Student Services

---

**Strategic Plan 2004-2010**

**Department/Discipline/Program/Service Area**  
PLACEMENT OFFICE

5. **Strategy**  
To provide consistent services across the college utilizing best practice within resource constraints.

1. **Goal:**  
4. Individual campus connectivity

2. **Benchmark**  
(What’s/Who’s the best; what/who do we want to be like?)

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>Take time to meet with campus faculty to share information/Reports &amp; contacts</td>
<td>Good rapport with faculty</td>
<td>Susy Dowers</td>
<td>N/A</td>
<td>TIME &amp; personnel to cover the Placement desk</td>
<td>N/A</td>
<td>Administration, faculty, staff, students</td>
<td>Immediate-ate and ongoing</td>
<td>More time in a day to accomplish everything</td>
</tr>
<tr>
<td>Visit classrooms to speak to students about the Placement services</td>
<td>More contact from students seeking assistance</td>
<td>Susy Dowers</td>
<td>N/A</td>
<td></td>
<td></td>
<td>Administration, faculty, staff, students</td>
<td>Immediate-ate and ongoing</td>
<td></td>
</tr>
</tbody>
</table>