

Student Success and Institutional Effectiveness

November 3, 2015

Administration

- Completed a second draft of Strategic plan. Still waiting on input from TBR on some items.
- Compiling progression data on fall entering cohorts for 2012, 2013, and 2014.
- Submitting a proposal to participate in an Echo360 Active Learning Platform study in Spring 2016
- Communicating with Assessment of Administrator committee to set up a meeting time and to review current assessment instrument

Communications

- Media Preferences Survey – As of Friday, October 30, there were 283 survey completions by students. The goal was to have 400. I will be sending out a plea to faculty and staff to take the survey as well to try and get closer to this number. The survey will remain active through Friday, November 6.
- JSCC Journal was distributed across campus Tuesday, October 27.
- MFG Day – West Tennessee Manufacturing Expo was deemed a success by the participants. There were 550 students that attended the event along with a number of walk-ins from around the community. Due to the last-hour planning of the event, there was no real promotion other than a flier that was distributed through business partners and area chambers. In total, there were 23 participants (5 educational and 18 manufacturing). Received good exposure through local media and many good ideas to begin planning for next year's event.
- Have begun working on new PR campaign. This will entail the creation of a minimum of 3-4 JSCC related stories that can be circulated/distributed through local media channels as well as social media channels. This content will consist of positive campus events and the involvement of faculty and staff in community related events and professional associations. The goal is to have regular, monthly content that will be routinely distributed, increasing visibility and awareness of JSCC in the communities of its service area.

Institutional Advancement

- Working with Business Service and others on using TouchNet for credit card payments for Institutional Advancement.
- Internal Giving campaign is ongoing. Breakfast was a success. Thanks to all for their participation.
- Working on detail for the Foundation Scholarship banquet

Institutional Research

- Reviewing withdrawal survey results
- Attending IR Director's meeting at TBR. Items of interest: timeline for the development of the "trajectories for each metric" in the remainder of strategic plan items, broader definition of under-represented minorities, and a presentation on a proposal to change tuition structure.