Unit Planning during 2008/2009

Section I: Accomplishments from 2007—08

List your Unit's Accomplishments for last year. **Submit to the web by Oct. 10th.** Anna Kate has sent instructions.

Section II: Data Elements to Inform Planning.

Use data from 2007-8. <u>Discuss data with your divisions /departments and your Executive Dean.</u>

E-mail to Anna Kate with copy to your Exec. Dean by October 31st. .

Craig Taylor will provide direction on accessing data element information. Provide brief explanation where necessary.   Some elements may not be available or appropriate for your area.

INSTRUCTIONAL DATA ELEMENTS

- 5 year Enrollment History; Future trends
- Cost per FTE; comparison data when available and appropriate
- Revenue per FTE
- Course Completion Rates
- Capacity Analysis (class fill rates)
- Student FTE/Faculty FTE ratio
- Student enrollment in required courses (essential courses required for degree/certificate)
- Employment Department Data (for CT programs)
    - Availability of jobs
    - Wages
    - Job Placement

Note: Use data from 2007-08 to help you understand your unit's performance, accomplishments and areas that need attention (use data from prior years if those earlier data help you see trends or problems or opportunities). The data elements should help identify goals/initiatives in Sections III & IV.

OPTIONAL DEPARTMENT/DIVISION SPECIFIC DATA ELEMENTS

<u>DATA ELEMENTS FOR STUDENT AFFAIRS/STUDENT LEARNING</u> <u>Enrollment and Student Financial Services (See</u>	05/06	06/07	07/08

Financial Aid separate Unit Planning document)

Enhances Student Engagement

Number of service contacts Note: This represents a sample audit done one week each April and multiplied by 52 weeks representing phone and in person traffic only. We do not maintain records of the number served by Student Recruitment and Outreach, Veteran's, International, Student Records, Degree and Transcript Evaluation, Accounts Receivable or our General Administration staff *Because credit admissions has been reassigned to an employee not on the frontline/phones, this number has been removed from this weekly audit. (i.e. In 2007 there were 300 admissions hits in a week and this year there were 20)	109,668/year	123,760/year	80,288/year*
Number of unduplicated participants	Not available	Not available	Not available
Demographics of individuals served	All students who attend Lane must be served by Enrollment Services to attend	All students who attend Lane must be served by Enrollment Services to attend	All students who attend Lane must be served by Enrollment Services to attend
Other evidence of enhancing engagement	Necessary for attendance at Lane	Necessary for attendance at Lane	Necessary for attendance at Lane
Narrative	The very nature of our daily work includes student engagement and it is at the heart of what we do.		

Enhances Student Learning

Enhances one of the five CCSSE Benchmarks (Active & Collaborative Learning, Student Effort,	You can not learn if you are not	You can not learn if you are not	You can not learn if you are not

Faculty/Staff and Student Interactions, Academic Challenge, Support for Learners)	enrolled and you can not enroll unless you use processes managed by ES	enrolled and you can not enroll unless you use processes managed by ES	enrolled and you can not enroll unless you use processes managed by ES	
Enhanced student persistence				
Other learning enhancement data				
Narrative				
Enhances Student Satisfaction				
ACT student satisfaction data				
CCSSE satisfaction data				
Other evidence of enhancing satisfaction				
Narrative				

DATA ELEMENTS FOR STUDENT AFFAIRS/STUDENT LEARNING

	05/06	06/07	07/08
Unit Efficiency			
Faculty/Staff to student ratios relative to benchmarks	No faculty	No faculty	No Faculty
Demand/capacity analysis (i.e. waitlists, complaints about access, etc.)	We are still understaffed during the two weeks prior to the start of classes, but otherwise, thanks to	Technology shifts such as the advent of the credit, College Now and Health Careers On-line applications have shifted work, but in terms of	We are still understaffed in the areas of our Enrollment Services

	technology, we are closer to being appropriately staffed now	having enough staff in Enrollment Services to serve the number requesting our assistance in a timely manner, we are still understaffed, especially on the ES Advisor Team and in Student Records	Advisor Team and will need one more Degree and Transcript Evaluator to be able to implement Degree Works to meet the demands on our time
			ES w/out FA 1,677,517.43
Total general fund budget	1,589,098.99	1,585,856.18	
Budget from other sources			
(i.e., student fees, grants, etc.)			
Other evidence of efficient use of resources			
Narrative			
Unit Essentialness			
Essential to completing a business process with students	Yes	Yes	Yes
Essential to an effective educational experience	Yes	Yes	Yes
Legally mandated	FERPA	FERPA	FERPA
Other evidence of essential service			
Narrative			

Section III: Unit Planning Goals /Initiatives (by Division)

List 08/09 and 09/10 goals for the division as needed. Please note that you already have 08/09 planning goals/ data from last year, so bring forward as appropriate. Use data elements to inform goals.

Complete this table with faculty/staff input by October 31, 2008 to Anna Kate with a copy to your Executive Dean. (Add list from 10/31/08 In-service)

Ideas generated by all Enrollment and Student Financial Services staff (minus Bert Logan and Financial Aid advisors'feedback, see FA Unit Plan separately) at fall in-service on 10/30/08

LIST GOAL-------------	ACTIVITIES------------	TIMELINE--------------	BUDGET IMPACT----
Implement an admissions deadline prior to the beginning of each term	Work with Student Affairs Managers to establish a date and put it into Aspire, on the on-line application and on our website	Have this in place by fall 2009	N/A
Review our refund policy and what we are refunding	Have Request for Refund Review Committee analyze this and send feedback to Helen	By July 2009	Could result in refunding fewer dollars in some cases and more in others, but if refunding creates retention it could equal out
Create a person to be at the front door of Building #1 to talk to students before they take a ticket	Practicing this with new Enrollment Services Advisors Team (ESAT) hire John Hamblin, fall 2008. Try out with other ESAT members	Spring term 2009	N/A
Streamline Sponsored Accounts processing	Use Banner more effectively	In progress October 2008, done by winter term 2009	N/A
Redesign physical layout of main lobby in Building #1	Create committee to propose changes; involve all Student Affairs Managers	Winter term 2009	Minimal. Maybe some plants, small lamps, toys and fun things for students to do while they are waiting
Allow more Financial Aid documents to be viewable by ESAT	Have conversation with Financial Aid to see what next steps we'd need to take for this	Spring term 2009	N/A
Create a touch-screen for students to log in needs when they enter lobby	Software creation for this with programmers	Fall term 2009	N/A
Expand Photo ID to entrepreneurial purposes to bring in revenue. Promote selling to students so they can get discounts	Would have to have ESAT weigh more work with more revenue potential by doing this	Summer term 2009	N/A
Closing ESFS for lunch hour	Explore with full team and Bert, include	Spring term 2009	N/A

	Student Affairs Managers			
Add trees to lobby to "green it up"	Add this to lobby redesign group's tasks	Fall term 2009	Cost of trees	
Create on-line tutorials for "How to Apply for Financial Aid" etc.	Establish who wants to work on this and partner with IT	Fall term 2009	N/A	
Increase general recruitment beyond Lane County	David Van Der Haeghen to evaluate	Fall term 2009	Gas mileage, possible hotel costs	
Hire College Work Study for general office help	Karen can explore this, but it is so hard to get them to stay on the job more than a week	Fall term 2009	N/A	

Please note that this list is from last year's Unit Plan and includes the items that are either in progress or on our goals list, so we wanted to include this again for 2009-2010

1. <u>Efficiencies and Productivity: (Include impact, consequences, and comments)</u>

At our 2007 fall in-service, the Enrollment Services' team met and talked about what we could do to improve how we are serving students. We summarized our thoughts and I allowed the staff to identify what they thought were the top priorities for 2008-2009.

- Focus on how we are serving students in the lobby of Building #1 as a part of the Student Services' Redesign process and collaborate more effectively with Counseling and Advising primarily and then the Student Services' departments on the second floor. We need to improve how we message out on the web and in our verbal directions to students how they are to manage their initial enrollment processes and then every process that occurs through to their achieving their desired goals at Lane. Impact: The easier we make it for students to navigate our processes with no or little assistance, the more we can free human contact to help those who can not. We must make it extremely obvious on our front page of our website how to apply and enroll and when classes begin!
- Through the work being done with the Peer to Peer Group support a process by which staff and faculty can track policies and procedures changes more efficiently and message out to students critical information such as refund deadlines and other enrollment processes. Impact: If a student or staff member can easily know how a process is currently functioning to perform their own job to advise students on what they need to do we will waste less time on the phones and passing students or staff from person to person. If someone can know the answer correctly the first time, we spend less time and that activity and can focus on the rest that require our attention.
- Create a tool on the front page of Lane's website that will also be on one or two computers when students first enter Building #1 near the parking lot that lists what it is they might need to do and provides two columns: 1) How they can serve themselves and 2) Where they can go for help. We would also provide printers so they could print this out anytime the building is open. By putting this on the front page of our website we make this literally accessible to everyone. Impact: Will provide one location for students and staff to

know where to go for assistance and will take students out of the lobby and phones from Enrollment Services.

- Require orientation for enrollment. Impact: If students were required to know basic information, deadlines, regulations, etc. about enrolling at Lane at the start of their experience and perhaps have opportunities for required refreshers annually, we would avoid having to respond to problems and issues after the fact. Impact: This would take time to create and would off-set a certain percentage of the population who believe that they already know "how to go to college" or just want a credit class for enrichment, but it would have a significant impact on decreasing the amount of time we spend explaining information at the beginning of a student's enrollment or after a problem has occurred.
- Change Administrative Withdraw practice so that students WILL be dropped if they do not attend 50% of first week of classes. Impact: Increase faculty work to track this and it would have to be reported to departments to process. However the number of refund requests would drop astronomically, better good will for students who will forever believe that if they do not show up they will not be charged and it will make way for more students to pick up spots in classes vacated by those who were no shows.
- Continue to analyze how we are presenting information on student's credit billing statements within ExpressLane and the printed statement for non-credit students and those credit students opting out to paper to make sure that the information is clear and concise. Impact: The less time that students need to take to call or come to Enrollment Services for assistance on understanding their account, the more time staff has to concentrate on other student needs.
- Work with Student Financial Services to improve the letters sent out regarding financial aid to use words and terms that are more clear and understandable to the students. Impact: If we could spend less time having to reinterpret these letters or explain what it is writing, we would be free to respond to other student needs.
- Attempt to improve the Address Change functionality with ExpressLane to make it more clear and understandable for students. Impact: Better addresses and less time having to help students understand the tool clears the way for service to other students.
- Create interactive forms for Financial Aid and for the Degree Application process that feed directly into Native Banner. Impact: Less time spent on data entry from paper forms.
- Improve messaging between Continuing Education and Credit students on where to go with billing and registration questions. Impact: Less bouncing of students back and forth between our two departments.
- Improve messaging within ExpressLane or through post-registration letter generation to let students know what they have done with their registration and the exact amount owed. Impact: Clearer messaging will result in fewer surprises regarding enrollments not dropped in time for refunds and providing students with the ability to drop classes in time when the costs are higher than anticipated.
- Automate refunds which occur within the same day as we had done in CoCo. Impact: Decreasing the number of refund requests that must be reviewed.

2. **Revenue Enhancements: (Include impact, consequences, and comments)**
- Increase the $5.00 Photo ID fee to $10.00. This is not required to attend Lane and is used primarily for students to obtain discounts in the

community. We would suggest keeping the fee at $5.00 for staff and Health Professional students who must have this to attend Lane.

- Instead of returning funds to students with refunds follow models used at other schools which provide vouchers for future enrollment. Impact: More revenue for the college, because we would not be returning charges and we would increase FTE for another term.

Section IV: Initiatives - targeted use of the three available funding sources for 2009-10.

How could you use Carl Perkins, Student Technology Fee, Curriculum Development dollars towards initiatives that complete your planning goals (where appropriate). Prioritize by division.

This is a web-based submission and should be completed by January 30th, 2009. Anna Kate will supply instructions.

Timelines:

- ASA (Office of Academic and Student Affairs) will review the requests and provide feedback for the Perkins, Tech Fee and Curriculum Development Committees during the first two weeks in February 2009.

- The Perkins, Tech Fee and Curriculum Development Committees will complete their work between February 16th ad March 16th 2009.