

**USF SARASOTA-MANATEE
ASSESSMENT PLANNING RECORD
2012-2013**

UNIT:	Student Services
MISSION:	The Office of Student Services contributes to the overall mission of the University by providing critical support services to enrich the student experience, promote student learning; encourage intellectual, social and personal development; and to advocate for policies and programs that empower students to reach their personal, educational and professional goals. Emphasis is placed on strategic alignment within the department, with other university units, and the USF System.
2012-16 USFSM STRATEGIC PLAN GOALS:	<p>ACCESS: Expand access to a University education that benefits students and the local, national, and global community; and (Aligns with USF System Goals 1,2, 3, 4, 5; SUS Goals 2,3)</p> <p><u>Teaching & Learning</u></p> <p>(1a.) Expand academic programs in distinctive areas related to the Suncoast's needs and strengths and across disciplines, when feasible, including the ability for students to complete the full four-year bachelor's degree.</p> <p><u>Scholarship, Research, and Innovation</u></p> <p>(1b.) Promote innovative scholarship and community-engaged research.</p> <p>(1c.) Seek external funding from public grants, private foundations, and individual donors.</p> <p><u>Public Service & Community Engagement</u></p> <p>(1d.) Partner with a variety of organizations and stakeholders, including the USF System.</p> <p>(1e.) Build a University living and learning community, including residence halls, academic buildings, and student life facilities.</p> <p>SUCCESS: Enhance success of student outcomes, faculty productivity, and community impact (Aligns with USF System Goals 1,2,4,5; SUS Goals 1,2).</p> <p><u>Teaching & Learning</u></p> <p>(2a.) Produce continuous improvement in student outcome measures, including retention and graduation rates and student career results.</p> <p>(2b.) Earn professional accreditation and recognition, including AACSB and NCATE.</p> <p><u>Scholarship, Research, and Innovation</u></p> <p>(2c.) Track and promote faculty-developed measures of scholarship.</p> <p>(2d.) Identify student success predictors.</p> <p><u>Public Service & Community Engagement</u></p> <p>(2e.) Earn recognition as a Carnegie Community-Engaged University.</p> <p>(2f.) Track and share the value of the University's and graduates' economic and societal contributions.</p>

OUTCOMES	Unit Goal	Means of Assessment	Assessment Data	Plan Resulting from Analysis of Assessment	Administrative Response
UNIT GOALS:					
Increase conversion and yield percentage of applied-to-admitted-to-enrolled to increase <i>overall</i>	1-10	Enrollment Report: Weekly enrollment reports are compiled with information from Admissions, Registration, and IR. Information is communicated to Executive Council, Academic Council,	Enrollment reports were completed weekly during enrollment periods for Summer, Fall and Spring. Reports were shared with Academic Council, Executive Council, and	While some conversion and yield figures increased, and some decreased, continue to work on an OSS wide enrollment plan and	The Weekly Enrollment Reports continue to serve a variety of areas across campus.

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enrollment across the continuum.		and Student Services in a concise and timely manner.	Office of Student Services along with other stakeholders to increase awareness of Admissions and Enrollment goals and the status of each area to include FTIC, UG and GR areas.	collaboration to continue building new admits and SCH figures. Information on admissions requirements especially to lower-level applicants is critical. The first science major, Biology, will start in Fall 2014 and will be an excellent growth area for our institution. Involve all stakeholders to obtain input and develop plans for future steps and align with Marketing. Continue to strive for an increase of 1% for each enrollment figure.	Please continue to work on the conversion and yield percentages, particularly for transfer students. Outreach may also want to consider some special efforts at Biology outreach once the new advisor begins.
		Market Focus Groups: Develop market focus groups to problem solve. Issues impacting the applied-to-admitted-to-enrolled process will be discussed as they arise and solutions will be recommended.	Market focus groups gathered as issues or initiatives arose such as COE Graduate programs of MAT, Education MA, Freshman, and Hospitality MS. Ideas were generated and shared with cross-campus groups for possible implementation.		
		Admission of Lower Level Transfers: Preparations for the implementation of students with 45-59 credit hours for Fall 2012.	Qualified lower-level transfers were admitted starting in Fall 2012 per SUS minimum requirements and per remediation standards. Moving forward into the 2013-14 Enrollment year, all lower-level transfers (12 credits+) are able to submit an application to be considered for admission. Admissions will continue to fine tune the process of evaluation these applicants in regards to their high school credentials including GPA and standardized testing to ensure qualified applicants are being admitted.		
		Admission of all lower-level transfers who qualify to meet minimum admission standards.	Conversion and Yield Rates for 2012-13 lower-level applicants per InfoCenter data: Summer 2012 Preparing to admit lower level admits starting in Fall Fall 2012 Conversion= 19% (16		

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		<p>Conversion and Yield Percentage: Data collected and reviewed from USF INFOCENTER. Increase USFSM student academic year conversion and yield percentage by 1%.</p>	<p>admitted out of 85) Yield= 88% (14 enrolled out of 16 admitted) Spring 2013 Conversion= 23% (16 admitted out of 70) Yield= 69% (11 enrolled out of 16)</p> <p>From USF InfoCenter: Summer 2012 Transfer Conversion= 70% Transfer Yield= 72% Graduate Conversion= 45% Graduate Yield= 70% Fall 2012 Transfer Conversion= 69% Transfer Yield= 76% Graduate Conversion= 50% Graduate Yield=84% Spring 2013 Transfer Conversion= 69% Transfer Yield= 72% Graduate Conversion= 40% Graduate Yield=86%</p>		
<p>Increase retention rate with special attention to tracking students not yet registered four weeks prior to the start of each semester.</p>	<p>1-10</p>	<p>Still to Register: Continuous improvement of a communication plan for students not registered in the system by four weeks prior to the beginning of the semester. Electronic mail sent weeks 1, 2, & 3 to students not registered in OASIS. Phone calls are used in week 4 to make contact with students. Data will be collected weekly and include capturing the first week of classes and add/drop week enrollment. Data will show decrease by 1% the number of students that have to be contacted to register.</p>	<p>The number of students who were not registered decreased by an average of 15.83% each week that our communications were sent to the specific population. The range of the percentages of decrease is 8.51% - 23.86%, with the highest decrease in Fall 2012 and the lowest in Spring 2013.</p>	<p>Focus on registration yield will begin in the weeks preceding the students' registration periods via semester registration yield events. Communication content and communication plan to targeted students will be revised for effectiveness.</p>	<p>Good job continuing to refine the "Still to Register" process.</p>

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		Retention Rate: Data collected and reviewed from USF INFOCENTER. Increase USFSM student academic year conversion rate by 1%.	INFOCENTER report indicates a retention rate for USFSM 2008 cohort for AA Florida College System transfers: 2 yr = 68% 4 yr = 60%	Close review of retention rates for transfer students each semester. First freshman class will require closer attention as they transition to the following semesters. Continue to work with IR to collaborate with Decision Support in USF Tampa on identifying areas of concern.	Next year, please provide comparison of AA transfer retention rates to previous year and to SUS average for comparisons and analysis.
Increase services for International Students	1-10	With the anticipated increase in students from international countries, international student services will need expansion.	The College of Hospitality, Technology & Leadership created a new program to bring 9 Taiwanese students to USFSM to earn a certificate in Hospitality Management.	The funds generated from the Taiwanese program enabled us to hire an International Student Advisor who has a breadth of experience with F and J visas.	Congratulations on a significant partnership with CHTL on the international student needs.
		Tracking of international students in conjunction with the USF System.	Our number of international students went down slightly to 17. We are connected with the USF system through two databases: SEVIS and SEVIS Connection.	We anticipate growth with this population due to the addition of a new program in Germany next year and possible increase in numbers in the Taiwan program. The new hire of the International Advisor can assist USFSM in the growth of the international student population.	This is a good growth goal for 2013-14.
Expand access to 4-year by admitting Freshman students in Fall 2013.	1-10	Freshman Admissions Outreach: Strategic admissions outreach efforts will take place targeting High School Juniors along with the Transitions Team leadership to enroll at least 100 qualified FTIC for 13-14 academic year.	Outreach efforts including high school visits, college fairs, events, campus tours, and individual advising appointments were ongoing throughout the year. Follow-up phone calls and emails were completed for missing items	Continue to refine and implement strategic outreach plan in conjunction with marketing and all OSS departments in order to target and attract area high school seniors.	Splendid job by all in Student Services on this fine and significant accomplishment! Your hard work was rewarded. The

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			and reminders.	Strive to build a larger and diverse high achieving freshman class.	second year can sometimes be a let-down, so please work to make sure that is not the case at USFSM for Fall 2014.
Freshmen Admissions: Implement the freshman application to be open July 1 2012 and begin processing of documents for admitting the Fall 2013 freshman class.	Application for FTIC was opened in early July 2012. For Fall 2013 USFSM received close to 400 freshman applications and offered admission to 135, with a goal of enrolling 100.	USFSM enrolled 86 FTIC students through the drop/add period of Fall 2013. The profile of the class includes average HS GPA of 3.59, average SAT is 1100, and average ACT is 24. Eighty-eight percent of the class is from the Sarasota and Manatee counties.			
Freshman Advising: Review the general education and prerequisite courses needed for each USFSM major.	Advisors met with the Deans as well as the new faculty General Education Coordinator to review General Education courses and prerequisites. Bi-weekly meetings were set up with Institutional Research to go over curriculum progression ladders for each major offered at USFSM to pilot in the upcoming year.	Advising conducted preliminary research on our admitted freshman to determine what courses were commonly coming in from AP, IB and Dual Enrollment credit so we could plan general education course offerings accordingly. In Spring 2013, we hired a new Freshman Admissions/Academic Advisor to work specifically with our first freshman class.			
Freshman Financial Aid: Analyze USFSP sample group of students to determine feasibility of scholarship.	The USFSP sample group included 149 new admits for the 2010-2011 academic year and more than 50% qualified for Bright Futures. Based on this data, the USFSM Freshman Inaugural Scholarship was developed and awarded to 20 FTIC	USFSM is looking for growth in the area of FTIC students. Additional scholarships will benefit enrollment projections for FTIC students.			

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			for Fall 2013. The students will continue to receive the scholarship for four years.		
		Transition Team: Student services will support Transition Team meetings.	The work of the Transitions Team was completed by Sept 2012. Implementation was continued by staff in Student Services and Academic Affairs.	The solid work of the Transition Team was critical to begin the process of moving to a 4-yr institution.	
		Effective collaboration within student services and with other units in preparation of freshman.	Freshman Orientation includes June/July Academic Planning dates plus an August Welcome celebration before the start of the Fall 2013 term. Student Services collaborated with Deans, Academic Support Services, Business Office, Marketing, and other campus units for the schedule of events.	Orientation debrief meetings were held to discuss further improvements to further the transition to the university for the students and their parents. Changes to the schedule for events were made with discussion and input.	
Increase awareness and improve tracking of student engagement in campus life and their community contributions in order to become a Carnegie Community-Engaged University.	3-10	Co-curricular transcript: This year we will market the use of the Co-curricular transcript and collect baseline data.	The Co-curricular transcript provides an electronic method of collecting information on student involvement in clubs, organizations, and other community efforts. Instructions on how to use the Co-curricular transcript is available to students via email, printed in the student handbook, and in BlackBoard/Canvas.	Student Life and IR staff will continue efforts to promote and attend the first club and advisor meeting to stress the importance of tracking such information. The implementation of OrgSync Co-curricular transcript for our campus will allow for ease of reporting rather than using Tampa's version.	This effort will be helpful for our University goal of becoming a community-engaged campus by Carnegie. Please continue moving this system forward, and I think it was a wise decision to go to OrgSync.
Support student success by increasing course scheduling flexibility, efficiency, and time to degree.	3-10	Complete an ongoing process of continuous improvement in the analysis of the course schedule. (Semester meetings by academic areas to review the course schedule,	Complete an ongoing process of continuous improvement in the analysis of the course schedule. Meetings held every semester with academic areas to review the course	Registration will convene the course scheduling meetings. Colleges and advisors meet as needed to discuss enrollment and	I urge you to continue open discussions between Outreach, Advising, and the College

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		<p>discuss, and share ideas. Included are deans, schedulers, registration, academic advising.)</p>	<p>schedule, discuss and share ideas. The advisors and registration provided research and input to the schedule. Changes were made to the course schedule when appropriate.</p>	<p>admissions initiatives to suggest solutions or initiate new ideas for increasing enrollment as it relates to scheduling. Course cancellation meeting</p>	<p>Deans to ensure the best schedule possible for our students before and after the cancellation meetings. Pleased to see Registration taking the lead on coordinating this process.</p>
		<p>Ongoing collaborative efforts to discuss and work with all stakeholders in supporting a process of effective course scheduling.</p>	<p>During the course cancellation meetings held prior to the start of each semester, academic and student services representatives discussed under-enrolled, meeting times, and other concerns regarding budget, efficiency, and student request.</p>	<p>feedback will be included in the discussion.</p>	
<p>Students indicate they are satisfied with USFSM Student Services.</p>	<p>1-10</p>	<p>Student Satisfaction Survey is given by Institutional Research annually. The overall average/mean score for student service related items (Academic Advising, Admissions, Career Center, Financial Aid, OASIS – Course Registration, Student Activities, Student Government, Student Affairs, and Disability Services) on the USFSM Student Satisfaction Survey will be calculated and reviewed. Overall rating of satisfaction items will be at least a 4 on a scale of 1 to 5.</p>	<p>The overall satisfaction score (mean) for Student Services related items is 3.9 on the Spring 2013 survey. This score is slightly down from the previous year. Review of the student comments point out the changes and restructuring in the department personnel. In addition, some students may have used the “neutral” answer instead of “N/A” especially in the case of Disability Services where 84 students responded to the survey and 50 students are registered disability students.</p>	<p>Continue to work with IR on increasing survey respondents and communication of the survey results with Student Services staff.</p>	<p>Survey response rates are always a challenge, so I am glad to see that you will work with IR to increase them as much as possible. Having Career Services embedded in Student Services should also impact student placements.</p>
		<p>Students with Disabilities Satisfaction Survey sent to SDS student population annually. Comment section is available for descriptive feedback. Overall satisfaction with accommodation services will be 90% satisfied or very satisfied responses. Focus group with</p>	<p>The SDS student survey for Fall 12 and Spring 13 resulted in 86% satisfied or very satisfied responses. A total of 21 students responded over both semesters which approximated one-third of the registered Disability students. Focus</p>	<p>Continue to promote the Disability survey with personal emails prior to the survey roll out. Consider a paper reminder regarding the survey when students come to the office for</p>	

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		10% of registered students will be held to provide suggestions and feedback regarding disability services.	group was integrated into Disability Awareness Week with suggestions for increased accessibility and possible Disability Club.	testing or appointments. A new focus group will be formed next year during Disability Awareness week.	
		Satisfaction rates will demonstrate Career Services delivers comprehensive and quality services with ratings of “very satisfied” and “satisfied” with over 90% satisfaction rating.	The USFSM Student Satisfaction Survey Spring 2013 rated Career Services as 3.9 on a 5.0 scale with 37% responding “neutral”. The 2012-2013 Career Services Walk-In Student Satisfaction Survey rated Career Services as 94% satisfied to very satisfied with staff and resources.	Career Services will increase student awareness of career resources in an effort to reduce the number of “neutral responses” by being available in the Rotunda twice per semester.	
		Overall Academic Advising experience rating will indicate Strongly Agree or Agree satisfaction of at least a 3 on a scale of 1 to 4.	Overall satisfaction on the Academic Advising Survey was reported a 3.62 average/mean on the 2012-13 Academic Advising Survey.	During the 2012-13 year we had some turnover in academic advising which resulted in the hiring of new academic advisors. Now that our newer advisors have gained some additional experience at USFSM over the year I expect our student satisfaction ratings to rise for 2013-14.	
Review and increase customer service techniques by Student Services staff.	1,3	Each month the customer service focus will be discussed and accolades will be given to Student Service personnel that demonstrate the current months focus.	“Be Proactive, Be Proud” is a 12-month customer service program initiated to focus on one customer service opportunity a month.	Continue to promote Be Proactive, Be Proud campaign and develop new monthly goals for the coming year.	A major strength of Student Services continues to be the caring, one-on-one support of students.
<p>Executive Response (Dr. Guilford): I am pleased that Student Services is working closely with Institutional Research. I encourage you to maintain that involvement. You are doing a good job on assessing the functions of student services. Please continue to refine your assessment system.</p>					