

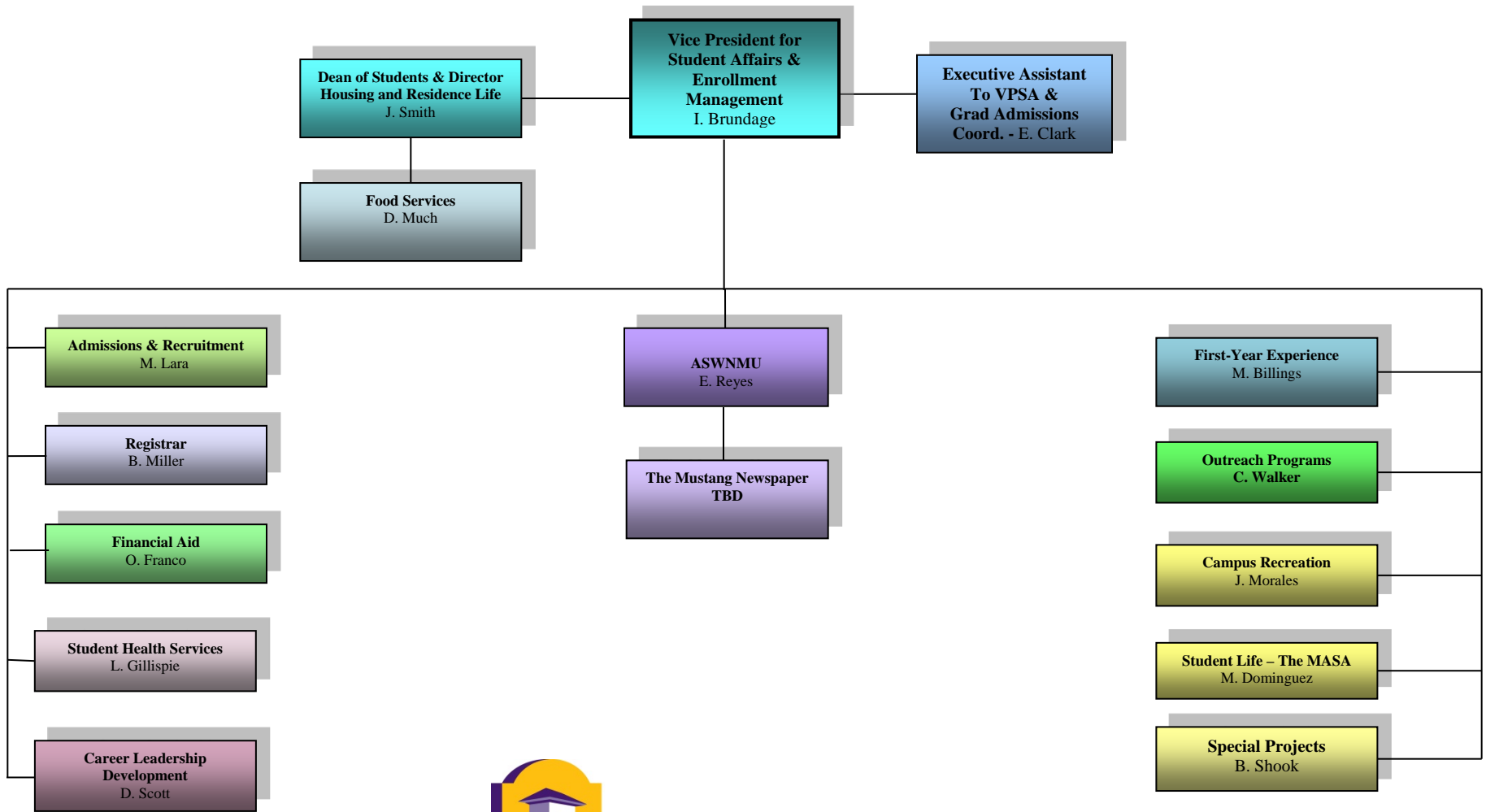


2013 – 2014 Operations Plan For
Student Affairs and Enrollment Management

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WNMU DIVISION OF STUDENT AFFAIRS
AND ENROLLMENT MANAGEMENT



WESTERN
NEW MEXICO UNIVERSITY

Transforming the Future Together

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Section 2 – Division Summary

Student Affairs and Enrollment Management began planning its strategic operations early in January 2012, when we all read Jim Collins' book *Good to Great* in order to understand where we were, where we needed to go, what principles we would use to get there, and who should be doing what work. Through many reports, projects, and group activities, we determined our next steps.

Our next step was taken during the summer of 2012, when all employees of the department gathered for a day-long retreat. During this event we used what we learned during our "Good to Great" projects and worked to select five key areas of focus based on needs we could address. The key areas then became Focus Groups charged with creating and implementing efforts to address the topics. The five focus groups are: Communication, Retention, Enrollment, Knowing Our Students, and Customer Satisfaction. Each group, composed of members from various departments within the Division, met regularly and developed team goals, strategies, and action plans.

After a year of work by the individual Focus Groups, a second retreat was held during July, 2013. At this point, we brought in Dr. Bailey to help us discuss our efforts in an informal assessment process that included the following for each group:

- Original goals, strategies, and action plans
- What was achieved
- What didn't work – and what might be done instead
- A realignment of members in each group, based on changes in personnel, members' interests, and members' abilities
- The inclusion of others outside the Division in each group (adding members from Academic Affairs, Extended Campus, Virtual Campus, Business Affairs, and students)

Section 3 – Division Goals

The groups have re-evaluated and re-established their goals as a result of the work during the 2013 retreat. The groups report their progress at a monthly All-Staff meeting for our Division. The current group goal and reporting charts follow.



Committee: Communication Committee

Goal: Our goal is to identify a list of common WNMU terms, resources, & processes that will increase stakeholder competency

- Members:
- Susan Garland
 - Cari Lemon
 - Dean Foster
 - Emma Bailey
 - Dr. Jason Smith
 - Karla Allensworth
 - Kenneth Leupold
 - Margaret Soucy
 - Vivian Myers
 - Francisco Damasio

- Strategies:
- 1 Compile a list of common terminology used within SA&EM division
 - 2 Resource map of campus-Lists different resources and a point of contact person. We may consider having a person to dial directly or see face-to-face or via technology to resolve student issues. Step by step procedures for every category of students to follow.
 - 3 More involvement for Advisors and Faculty members with students, not just declared majors. Have a 2 day advising session, no classes or meetings are held.

Actions:	<u>Item</u>	<u>Monthly Status</u>	<u>Date Assigned</u>	<u>Date Due</u>	<u>Responsible Person</u>
1	Identify resources to map			February ?	All
2	Expand training for off campus to improve efficiency				Margaret/Cari/Ken



Committee: Customer Satisfaction

Goal: Our goals are to (1) Develop a follow-up survey for the Extended Campuses, (2) develop focus groups to engage students in determining their overall satisfaction, and (3) develop a graduation survey for students.

Members: Daryl Scott
Andy Broyles
Ann Unrast
Devin Stroman
Elizabeth Dominguez
Karen Weber
Katherine Warren
Nathan Siqueiros
Onorino Franco
Diana Perea
Sylvia Sierra

Strategies: 1 Develop a survey for the staff at the Extended Campus Sites.
2 Develop focus groups for students to determine Student Satisfaction.
3 Develop a survey for graduating students to take prior to graduation.

Actions:	<u>Item</u>	<u>Monthly Status</u>	<u>Date Assigned</u>	<u>Date Due</u>	<u>Responsible Person</u>
1	Extended Campus Survey	on going	9/2/2013	10/1/2013	Andy Broyles
2	Focus Group	discussing	NA	NA	NA
3	Graduation Survey	tabled	NA	Na	NA



Committee: Enrollment

Goal: Our goal is to implement a personalized university checklist that will inform our students about where they are in the enrollment process

- Members:
- Betsy Miller
 - Margaret Medina
 - Matthew G. Lara
 - Rose Hagaman
 - Lucy Romo
 - Anna Howel
 - Stephanie Wilton

- Strategies:
- 1 Contact Ellucion Banner to set up student contact via text messeging
 - 2 Contact Shriner University for an example of their system checklist and automated process

Actions:

	<u>Item</u>	<u>Monthly Status</u>	<u>Date Assigned</u>	<u>Date Due</u>	<u>Responsible Person</u>
1	Regroup		10/4/2013	10/23/2013	The group
2	Contact Ellucion Banner		10/4/2013	10/23/2013	Betsy Miller
3	Contact Shriner University		10/4/2013	10/23/2013	Matthew Lara



Committee: Knowing Our Students

Goal: Our goal is to identify the needs of WNMU Students

Members: Laura Gillispie, Chair
Jessica Morales,
Sally Beckworth,
Vanessa Stroman,
Randy Woodard,
Alice Boughan
Maria Dominguez
Evelyn Alvarado
Dr. Linda Hoy
Steve Liebhart
Paulo Veltri
Shawna Arnold, Co-Chair

Strategies:
 1 Students given survey 4-17- 2013
 2 Evaluation of Survey
 3 Distribute information retrieved from survey
 4 Administer new Survey to extended campuses, and online

Actions:

	<u>Item</u>	<u>Monthly Status</u>	<u>Date Assigned</u>	<u>Date Due</u>	<u>Responsible Person</u>
1	Produce Flyer of Survey results		9/23/2013	10/30/2013	Laura/Dr. Hoy
2	Contact Deming Campus		9/23/2013	10/9/2013	Sally
3	Contact Lordsburg Campus		9/23/2013	10/9/2013	Randy
4	Contact Gallup Campus		9/23/2013	10/9/2013	Paulo
5	Contact T or C Campus		9/23/2013	10/9/2013	Shawna
6	Distribute information and survey out to satellite campuses as well as online student population		9/23/2013	10/9/2013	Steve



Committee: Retention Focus Group

Goal: Our goal is to increase retention of first- and second-year students to 70% by 2015.

Members: Eric Botts
Kelly Clark
JoBeth Erling
Miranda Goodman
Debbie Reyes
Jacqueline Rogo
Shirley Sias
Carey Walker
Katherine Warren
Mary Billings (Chair)

Strategies: 1 Improved follow-up with faculty advisors with academic alerts and complete withdrawals
2 Timely posting of grades in online classes (UPC Enrollment & Retention Committee)
3 Post course syllabus on the preview page: make this mandatory (UPC Enrollment & Retention Committee)
4 Create a specialized advising program for football players

Actions:	<u>Item</u>	<u>Monthly Status</u>	<u>Date Assigned</u>	<u>Date Due</u>	<u>Responsible Person</u>
1					
2					



Section 4 – Departmental Information

Admissions and Recruitment:

The Office of Admissions and Recruitment is responsible for the recruitment of domestic and international students. This may include the recruitment of both undergraduate and graduate students, transfer students, as well as non-degree bound students. The office also works with the Office of Outreach Programs by admitting dual credit and concurrent high school students.

<http://www.wnmu.edu/saem/admissions/>

Campus Recreation:

C-Rec

The Department of Campus Recreation serves as a vital and integral part of student life on campus. The department provides a broad spectrum of sports, recreation and leisure activities for students, staff and faculty, as well as members of the local community. The primary direction is to provide services and programs that stimulate growth, development and retention of students in a contemporary and safe environment that develops fitness and wellness, social interaction and leadership opportunities. C-Rec, as the department is more commonly known, seeks to promote healthy lifestyles and lifelong learning through the highest quality programs in the areas of recreation and wellness.

Intramurals

The Intramural Program provides all students with an opportunity to participate in organized sporting events and to take part in various leisure activities. This participation is governed only by the students' time and interest. In addition to providing activities, equipment and facilities for students, the program also provides the same amenities for faculty and staff members. Through participation, individuals will have an opportunity to develop an appreciation of the essential use of leisure time and a wholesome attitude toward sports, physical activity and fair play.

<http://www.wnmu.edu/crec/>



Career and Leadership Development:

The Office of Career and Leadership Development (formerly The Office of Career Services and Cooperative Education) provides assistance to students and alumni seeking employment both before and after graduation.

Students are assisted in writing résumés through an online résumé service specifically designed for WNMU students and graduates, creating job application letters and receiving help in developing appropriate job interviewing skills. Students and alumni are informed of current employment opportunities via campus bulletin boards, Mustang Express, the WNMU Career Services web page, and job search web sites. The Department hosts career fairs and other preparatory events around campus. We also collaborate with other universities in job fairs statewide.

Students are assisted in establishing credential files which are made available to prospective employers and include résumé information, grade records, and evaluations. Services are extended to graduates and current students. Graduating seniors establish a credential file at no cost, and alumni may establish or reactivate a file for a nominal fee. Current seniors, graduate students, and alumni with active credential files may participate in on-campus interviews.

The Cooperative Education program is a nationally recognized program that links the classroom with the workplace by offering students the opportunity to work and receive credits in jobs related to their majors. Students may earn up to six elective credits and may work part-time while attending school or full-time during a semester away from school.

<http://www.wnmu.edu/placement/careerservicesmain.shtml>

Financial Aid:

WNMU's financial aid program provides assistance to students who, without such aid, would be unable to attend. Financial assistance consists of scholarships, grants, loans, and employment, which may be offered singly or in various combinations to qualified students. Financial Aid information may be found online or in the catalog.

<http://www.wnmu.edu/financialAid/index.shtml>



First Year Experience:

Advising

The Office of First Year Experience (FYE) advises all new undergraduate students at WNMU and all undeclared sophomores. At the FYE, we strongly encourage students to meet with their advisors several times each semester. While it is required to meet with your advisor when registering for classes, it is equally important to meet with your advisor concerning your academic progress and goals throughout your academic career.

New Student Orientation

The New Student Orientation program is administered by the Office of the First Year Experience. It is intended to help new and potential students become acquainted with the faculty, staff, campus, and culture at WNMU.

New student orientations are held during the summer and in early January for freshmen who register in the spring. The two-day summer program includes one night in the residence halls, as well as an introduction to the WNMU Outdoor Experience Program. Orientation is also an opportunity for students to complete financial aid and housing applications, as well as finalize with the Business Office. In order to get the most out of the New Student Orientation, it is strongly recommended that students complete placement testing (COMPASS, eCOMPASS, ACT, or SAT) and register for fall classes prior to visiting campus for the two-day program.

Students who are new to WNMU are assigned an Orientation Leader (OL), who will lead and mentor freshmen at orientation and throughout the first year. OLs are also students at WNMU, and are selected and trained by WNMU staff. New Student Orientation activities are programmed throughout the fall and spring semester, in conjunction with Campus Rec, Residence Life, Student Activities, Career Services, and other offices on campus.

Testing

The Office of the First Year Experience administers all national standardized testing on campus. These tests include the General Educational Development (GED) test for individuals wishing to earn a high school equivalency degree; the American College Test (ACT); the College Level Examination Program (CLEP) for students wishing to receive college credit for prior life experience and learning; Computer Adaptive Placement Assessment and Support System (COMPASS); Praxis Specialty Exam; and the Student Aptitude Test (SAT). The



Center also administers other tests such as the National Counselors Exam (NCE) and the Dental Certification Exam. Other tests may be administered by special arrangement. Vocational interest inventories and personality testing are also available at variable fees.

<http://www.wnmu.edu/asc/>

Housing and Residence Life:

The Office of Housing and Residence Life is committed to providing a community where students live where they learn and learn where they live. WNMU Housing and Residence life focuses on developing community in the residence halls in order to provide students with the opportunity for holistic growth.

Housing and Residence Life is a place where students can expect to be active on campus, evolved in education, and contribute to student community development at WNMU and in Silver City.

Diversified student interest programs are provided by the Office of Housing and Residence Life to promote intellectual and physical growth through their college years.

<http://www.wnmu.edu/residencelife/>

Outreach Programs:

The WNMU Outreach Programs are designed to give students a college experience while they are still in high school at little or no cost to them or their parents. Dual Enrollment and Concurrent classes give these students both high school and college credit simultaneously. HERO (Higher Education Reaching Out) offers high school students in selected schools the opportunity to make campus visits, develop leadership skills, participate in service learning projects, etc. We are also offer a summer residential program, OYI (Outreach Youth Institute) to rising high school seniors from around New Mexico.

<http://www.wnmu.edu/duen/>

Office of the Registrar:

The Office of the Registrar at Western New Mexico University is the keeper of all student academic records. The Office is responsible for the oversight of all registrations and enrollments; including end-of-term grade processing, grade changes, class schedules, classroom scheduling, enrollment and degree



verification, transcript processing, ad hoc reporting, university catalog, degree audits, commencement ceremonies, and fulfilling many types of request from faculty, staff, and students.

Veterans Benefits

Veteran students and their dependents who receive VA Educational Benefits may find assistance within the Office of the Registrar. This sub-component of the Office of the Registrar is responsible for the administration of veteran's educational benefits programs and the necessary enrollment certification. We encourage veterans attending WNMU who receive benefits to contact us.

<http://www.wnmu.edu/admin/studentaff/registrar/>

Student Health Services:

WNMU Student Health Services are now open during fall, spring and summer semesters to provide continuous medical and counseling services. The availability of Student Health Services does not preclude students from making appointments at any time with other health-care providers of their choice. Such appointments are not covered by Student Health Services or by student fees. Any financial liabilities resulting from such appointments are the sole responsibility of the individual student. Contact us at 575-538-6014 for more information.

Counseling Services

Counseling Services are provided through Student Health Services in the Juan Chacon Building. Counseling services help students get through tough times, whether it is a crisis, mental health issues, stress, difficulty with public speaking, relationship problems, or anytime a WNMU Student needs to talk to someone. It is recommended to call to schedule a counseling appointment. Up to fifteen visits per semester for current students are covered by student fees. After the initial fifteen visits, \$15.00 per visit is due at the time of the appointment. Student ID must be presented at the time of each visit.

Disability Services

Services for students with disabilities are provided through Student Health Services in the Juan Chacon Building. Some examples of the assistance provided are: audio materials for the blind or dyslexic, note takers, readers, campus guides, audio recorders, and a quiet testing area. In order to qualify for these services, documentation must be provided by qualified professionals on an



annual basis. Disability Services forms are available in the Student Health Services Center. Disability Services is Western New Mexico University's liaison for students with disabilities. There is no fee for services.

Health Care Services

Health care is offered to current WNMU Students at the Student Health Services. Services include family planning, various testing procedures, and physical exams for athletics and employment. Up to five medical visits per semester are covered by student fees. After the maximum visits have been used, there is a fee for service of \$15.00, which is due at the time of the appointment. All medications, lab work, x-rays, referrals, etc., that are not covered by Title X are the responsibility of the student. Student ID must be presented at the time of each visit.

<http://www.wnmu.edu/studenthealth/>

Student Life – The MASA:

The Department of Student Life includes programs for both multicultural Affairs and student activities. Working closely with the entire WNMU community, it supports and encourages all students in achieving their educational goals.

The office maintains an active liaison with all student organizations and regional schools. Western New Mexico University understands and promotes the awareness of our diversity through the celebrating of but not limited to: African American/Black History, Mexican/Chicano/Hispanic, Native American, Asian American, Women's History, etc.

Student activities at WNMU are available year round. Social life on campus is nourished through a variety of activities, including dances, crafts, movies, tournaments, lectures, tailgate parties, and other signature events such as Spirit Week, Homecoming, and the Great Race.

<http://www.wnmu.edu/admin/studentaff/MASA/masa.shtml>



Section 5 – Goals and Assessment

Admissions and Recruitment:

Goals

1. Develop a more personalized method of notification of award for the tuition waivers. Use them more as a “buy-in” mechanism.
2. Assess and evaluate the WNMU Campus Tour to develop a pool of information on the tour’s strengths and weaknesses.
3. Develop and execute a marketing strategy for southern California market.
4. Recruiters develop a personalized communications plan for their strong prospective students.
5. Assist the President’s Office in a mail out to prospective students in NM, AZ, CA and El Paso County.
6. Develop and maintain a set of reports from data that we are collecting.
7. Understand how to use data that we are collecting or, should be collecting, to make decisions on recruitment areas and efforts.
8. Work with Financial Aid and Career Services to streamline our processes for the benefit of our students.
9. Establish and maintain weekly staff meetings
10. Complete training to be the PDSO (Primary Designated School Official) for the International Admissions program. Identify, and work with other division members to be designated as DSOs (Designated School Officials)
11. Recruit more students!!!

Assessment

Outcome: The Office of Admissions and Recruitment serves as the university’s front door and, in most instances, is the first point of contact for prospective students and their families. The Campus Tour is a very important aspect of our recruitment process and will be the focus of our assessment this year. Capture rates from campus tours will rise.

Objectives: Our department will develop, implement, and sustain a campus tour program that meets the needs and expectations of prospective students and their parents while showcasing the university’s programs and unique story.



Assessment: Our department will use pre-tour, post-tour, and real-time tools (“clickers”) to measure the satisfaction of campus tour participants. The tours will be conducted by trained Student Ambassadors.

Campus Recreation:

Goals

1. Create a comprehensive intramural schedule for the entire academic year
2. Create a non-credit Yoga class
3. Create a Student Intramural Advisory Committee (SIAC)

Assessment

Outcomes:

1. The C-Rec office will provide students with a comprehensive intramural schedule.
2. The department will expand the non-credit exercise program each year.
3. The Intramural Program will create a Student Intramural Advisory Committee to help create student buy-in and to enhance the program to meet the specific needs and desires of WNMU students.

Objectives:

1. The Director and Coordinator will create an intramural schedule for the semester and post it online and in other publications throughout campus.
2. The department will build an additional position in its budget and identify instructors willing to teach the class or classes.
3. Communication about the SIAC will go out to WNMU students and specific SIAC roles will be identified and established.

Assessment:

1. The comprehensive schedule was posted online during the first week of the fall 2013 semester and each event to-date has been held.
2. A Yoga instructor was hired; the class was offered to students, faculty, staff, and community members.
3. Evaluation will take place according to the number of student participants and spectators at each intramural event; this measurement will help show the committee.



Career and Leadership Development:

Goals

1. Have 100 students sign up for the College Central Network
2. Have 25 employers sign up for the College Central Network
3. Identify sponsors for College Fair, Etiquette Dinner, and Networking events
4. Have 10 students complete the inaugural Leadership Institute
5. Achieve a 75% response rate for graduate surveys
6. Establish a job-placement rate for WNMU graduates
7. Establish the Absent Professors Program
8. Engage faculty as partners in internship, graduation, and job-placement opportunities
9. Work with Graduate Admissions to promote post-graduation opportunities

Assessment

Outcomes:

1. The Office of Career and Leadership Development (OCLD) will provide evidence of its impact on the achievement of student learning and development outcomes in the following areas: intrapersonal development, intrapersonal competence, and humanistic and civic engagement.
2. The department will show that it is integrated into the life of the institution and that it is responsive to the needs of individuals, diverse and special populations, and relevant constituents.
3. The department will establish new programs and services that meet the needs of the campus community.

Objectives:

1. The OCLD will provide students with 25 personality and career indicators for intra- and interpersonal development.
2. Based on the number of year-end visits and consultations, the OCLD will see a 25% increase in student traffic, contact, and participation during the 2013-2014 academic year.
3. The OCLD will create three programs that address career exploration or leadership.

Assessment:



1. A roster will be kept of classroom and organizational presentations, student advising sessions, surveys, and participation in True Colors Day.
2. Tools that will be used to assess use of and participation in OCLD offerings include College Central Network registrations, classroom and organizational presentations, student advising sessions, and contacts made by office staff.
3. The successful creation of the three programs – the Student Leadership Academy, the Student Executive Institute, and Career Development Week – will be assessed via a summary of program evaluations and used for continuous improvement.

Financial Aid:

Goals

1. Provide group and one-on-one counseling sessions for first-time borrowers
2. Automate work-study time sheets online
3. Provide e-mails with more detailed financial aid information to students' personal and Mustang Express e-mail accounts
4. Create and implement a new process for submitting and scanning required documents
5. Enter into a default-prevention contract agreement with NMSL.

Assessment

Outcomes: Improve the verification process

Objectives: Have a 2% increase in our number of completed files by the first disenrollment for next fall term, *i.e.*, by August 22, 2014

Assessment: We will take the completion list from fall 2013 and compare it to the completion list for fall of 2014 in order to illustrate that our has been reached in to set a goal for next year.

First Year Experience:

Goals

1. Increase the retention of first-to-second-year and second-to-third-year students
2. Register every first year student oriented during the summer of 2013 for fall 2014 courses by the end of spring 2014.



3. Launch New Student Orientation program at the Gallup branch
4. Launch the Orientation Leader program at the Deming branch
5. Develop first-year and orientation programming in conjunction with the Director of Housing and Residence Life
6. Develop first-year and orientation programming in conjunction with the Director of Career and Leadership Development
7. Implement, in collaboration with the football coaching staff and the Dean of Students, a series of student success “mini clinics” for academically unprepared student athletes
8. Create, in collaboration with the Director of Admissions, a student call center to support outreach to prospective students

Assessment

Outcomes: FYE will produce results of increased retention of first-to-second-year and second-to-third-year students.

Objectives: FYE will continue to provide and to improve programs to support student success, including the Academic Alert tracking program for at-risk students, new-student orientation, and success coaching.

Assessment:

1. Successful completion of the semester
2. Retention to next academic year
3. Student feedback from orientation sessions and related programming
4. Feedback from Orientation Leaders and Success Coaches
5. Participation of faculty
6. Assessment and follow-up of complete withdrawals
7. Survey successful first- and second-year students

Housing and Residence Life:

Goal

Offer streamlined, efficient, student-friendly service through the development and implementation of user-friendly online forms for various processes within the Office of Housing and Residence Life.



Assessment

Outcomes: To offer streamlined, efficient, student-friendly service through the development and implementation of user-friendly online forms for various processes within the Office of Housing and Residence Life.

Objectives: 100% of the students that request service from the Office of Housing and Residence Life will use the newly developed online forms to access and to initiate various processes, procedures, and services.

Assessment: Success will be determined by the following:

1. The 18 various web-submittal forms will be created. Active URL's for each form will be collected and labeled in a Microsoft Word document for documentation purposes.
2. The forms will be advertised to the students. E-mails sent to the students will be archived for documentation purposes.
3. From the moment of implementation of each form, electronic files will be maintained, and the use of each form will be summarized in an Excel spreadsheet. The summary will include the date of implementation, the number of submissions since implementation, and the number of paper versions used since the implementation of the new online forms.
4. For comparison purposes, student housing files will be audited for the use of the old paper versions of the new forms. The use of the any older paper versions of the forms will be summarized in an Excel spreadsheet.

Outreach Programs:

Goals

1. Outreach Programs will increase dual credit participation to 850 students by the spring of 2014.
2. Outreach Programs will bring H.E.R.O. students (60 plus students) to the campus twice during the 2013-14 school year.
3. Outreach Programs will expand the O.Y.I. program to 20 students in the summer of 2014.
4. Outreach Programs will hire a new Program Manager to monitor our H.E.R.O. and O.Y.I. programs.
5. Outreach Programs will partner with HMS (Hidalgo Medical Services) to develop programs for high school students who are interested in entering the medical field.



6. Outreach Programs will work with the Lordsburg School District in planning a new high school that will better utilize space for the LHS-WNMU partnership.
7. Outreach Programs will work it Applied Technology and Deming School District to implement dual credit welding classes at the DHS (approximately 150 students) in spring 2014.

Assessment

Outcomes: Support students in our partner high schools with early preparation for post-secondary education

Objectives: H.E.R.O. will help students better prepare themselves for college life from both an academic and a social standpoint.

Assessment:

1. H.E.R.O. students will demonstrate better academic college readiness.
2. H.E.R.O. students will demonstrate better non-academic college readiness.
3. H.E.R.O. students will demonstrate better perceptions of service learning.
4. There will be an increase in the number of students who enroll in WNMU for one or more courses after attending the H.E.R.O. program.

Registrar:

Goals

1. Send transcripts out electronically
2. Rework the online graduation application
3. Make the 2013-2014 online catalog more interactive by creating hyperlinks
4. Work with the other departments involved to create a smoother dis-enrollment process
5. Review and update as needed the course inventory for prerequisites and equivalencies
6. Move the entire CRN "Add/Change Form" to Banner Workflow
7. Work on the Waitlist of course registration
8. Set up FERPA information on our web site for awareness and training
9. Research some type of room scheduler to allow us to make better use of our classroom space
10. Review and improve our current final exam schedule
11. Automate departmental and student processes to increase efficiency



12. Review procedures and forms in BANNER to make our operation more efficient
13. Work with IT to prevent students from registering until their address and e-mail information is confirmed
14. Deliver superb customer service
15. Set up automated telephone assistance
16. Define space needs
17. Continue to build strong working relationships with various offices
18. Find a way to increase staff at the front desk to handle phone calls, in-person registrations, and Veteran certifications.

Assessment

Outcomes: Reduce dis-enrollment for non-payment by 3%

Objectives: Communicate more effectively about dis-enrollment deadlines prior to dis-enrollment dates

Assessment: Use the dis-enrollment lists from the 2013-2014 academic year as a comparison to the dis-enrollment list for the 2014-2014 academic year to determine success in reducing dis-enrolled students. The comparison will be by term, *i.e.*, fall-to-fall, spring-to-spring, and summer-to-summer.

Student Health Services:

Goal

Provide quality care that promotes student success through education, support, and direct services

Assessment

Outcomes: Provide quality care that promotes student success through education, support, and direct services

Objectives: All staff members will be licensed within their professions and participate in ongoing training according to their fields

Assessment: All staff members will have current licensure by the end of the 2013-2014 academic year



Student Life – The MASA:

Goal

Assessment

Outcomes: Build and enhance the involvement and investment in the Great Race by all WNMU communities served

Objectives: Greatly increased participation in and satisfaction with Great Race

Assessment: Survey various constituents using Twitter or Instagram sites for promotion and feedback