


# Student Services Plan 2020-2025

## Strategic Priority 1 – Student Success

### Goal 2 – Increase student persistence, retention, and completion

#### Objective 1

Increase conversion rate of applicants to enrollees.


Action(s)	Status
1. Research and/or implement technology to automate/enhance tracking and outreach to prospective students and to newly admitted students. 	In Progress ▾
2. Assign students to appropriate Advising Specialists based on program of study selection upon application to the College and implement communication strategies using Guided Pathway resources.	Ongoing ▾
3. Develop an Onboarding Task Force to review processes and make recommendations.	Completed ▾
4. Help students and families to identify resources to finance the student's education.	Ongoing ▾

#### Assessment and KPIs:

- Conversion rates of applicants to enrollees for each semester
- Percentage of FAFSAs completed each semester

#### Objective 2

Assist students in discovering their career path.

Action(s)	Status
1. Explore appropriate avenues to increase student awareness of career options.	Ongoing ▾
2. Host informational sessions in collaboration with the Instructional Division. 	In Progress ▾
3. Explore updating the language used to identify undecided students.	In Progress ▾
4. Explore the option of requiring students to declare their program of study after a certain number of credit hours have been completed.	Not Started ▾



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## Assessment and KPIs:

- Number/percentage of undecided students each semester

## Objective 3

Increase conversion rate of dual credit, dual enrollment, and ATS students enrolling after high school completion.

Action(s)		Status
1.	Collaborate with Instruction to explore additional pathways for ATS and dual credit students to matriculate into college-level programs; support Instruction with exploring college-level options for programs that are currently only ATS/high school level. 	Not Started ▾
2.	Develop a targeted survey for ATS, dual credit, and dual enrollment students to discover students' needs and educational goals. Utilize the survey results to link students to appropriate staff and campus resources. 	In Progress ▾
3.	Enhance communication with ATS students to assist them with transitioning to college level programs.	Not Started ▾
4.	Explore options for incorporating Guided Pathways into Early College programming.	Not Started ▾

## Assessment and KPIs:

- Aggregate annual dual credit and dual enrollment students
- Conversion rates of dual enrolled and ATS students to regular admission students

## Objective 4

Increase conversion rate of applicants who have completed FAFSA to enrollees.

Action(s)		Status
1.	Implement communication strategies with FAFSA completers to encourage submission of applications and subsequent enrollment.	Ongoing ▾
2.	Target A+ scholarship recipients to assist with explaining the value of the scholarship when used at Jefferson College vs. what it typically means at a 4-year college/university.	Not Started ▾
3.	Promote collaboration between Financial Aid and Advising staff to proactively assist students and their families with understanding financial aid awards/options.	Not Started ▾

## Assessment and KPIs:







- Conversion rates of FAFSA completers and applicants to enrollees each semester

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- Number/percentage of unduplicated students dropped for nonpayment per semester

## Objective 5

Increase persistence and retention rates.

Action(s)	Status
1. Incorporate appropriate case management and degree audit software solutions to help students build a pathway to degree completion (Academic Plan) and to enhance communication between students and campus resources, including the development of an academic plan for each degree/certificate-seeking student. 	In Progress ▾
2. Enhance the early alert system to include students providing self-reports. 	Completed ▾
3. Survey students on why they withdraw; analyze data and determine strategies for retaining at-risk students. 	In Progress ▾
4. Implement a student-driven recognition program, similar to the College's employee Pat on the Back program.	Completed ▾
5. Develop intentional engagement strategies targeted to students with midterm deficiencies and incorporate lessons learned from the SEM/R Psychology 1st Quarter Feedback (1QFB). 	In Progress ▾
6. Refer eligible students to Project SUCCESS and assign students to the Academic Skills Coordinator for recruitment.	In Progress ▾
7. Refer students to the Academic Success Center, including online labs, where they could receive professional or peer tutoring.	Completed ▾
8. Develop intentional strategies to utilize the Academic Success Center, such as housing the Coordinator of Retention Services in the same building during peak times, to promote use of the Academic Success Center. 	In Progress ▾
9. Create a Canvas module for probation/suspension students and a program where they must utilize or are incentivized to use the Academic Success Center and tutoring.	Completed ▾
10. Increase interaction and communications between faculty and Advising Specialists to promote academic integration. 	In Progress ▾

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11.	Investigate a virtual and in-person peer mentor program. 	Not Started ▾
12.	Increase outreach efforts for checking on students throughout the semester.	In Progress ▾
13.	Promote student social integration by encouraging attendance at Jefferson College hosted events.	Not Started ▾
14.	Explore food service offerings. 	In Progress ▾
15.	Promote use of the Early Childhood Center and increase the number of students who use the Center.	In Progress ▾
16.	Research the addition of an infant/toddler program at the Early Childhood Center. 	In Progress ▾
17.	Collaborate with Instruction to explore scheduling formats that meet the needs of our students. 	Not Started ▾
18.	Educate the campus community (employees and students) about the services available through Disability Support Services.	In Progress ▾
19.	Explore the option of adding intramural sports, including Esports.	In Progress ▾

**Assessment and KPIs:**

- Persistence rates (fall-to-spring) for full-time and part-time students (IPEDS and NCCBP)
- Retention rates (fall-to-fall) for full-time and part-time students (IPEDS and NCCBP)
- Percentage of students with early alerts who persist each semester
- Percentage of students on Academic Probation who persist each semester (comparison between students who participate in the Academic Success Center and those who do not)
- Percentage of students receiving midterm deficiencies each semester
- Percentage of students using the Early Childhood Center for child care each semester
- Percentage of students successfully recruited into Project SUCCESS
- Percentage of students utilizing the Academic Success Center, including online labs, each semester
- Persistence rate for those students utilizing the Academic Success Center, including online labs




## Objective 6

Increase graduation rates.

Action(s)

Status

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1.	Explore Exit Exam options to increase opportunities for completion, such as allowing for the exit exam to be completed online in addition to the Testing Center.	 Completed ▾
2.	Provide technology that allows students to create personalized academic plans and monitor courses needed for degree completion, such as Degree Works, and provide training for advisors and students.	  In Progress ▾
3.	Implement additional completion initiatives that encourage students to complete degrees, such as the Degrees When Due and Finish Line Degree Completion grants.	In Progress ▾

**Assessment and KPIs:**

- Graduation Rate IPEDS (full-time and part-time students)
- Graduation Rate NCCBP (full-time and part-time students)

## Objective 7







Increase transfer rates.

Action(s)		Status
1.	Explore and/or promote software that allows students the ability to check transferability of courses, including making the transfer equivalency tool a public tool and promoting the Journey to College Transfer Tracker Tool.	Not Started ▾
2.	Revise the College's transfer web page to be more informative and user friendly.	Not Started ▾
3.	Provide and promote opportunities for students to meet transfer representatives, including working with the Coordinator of Advising Services to seek opportunities for transfer fairs, recruitment events, etc.	Ongoing ▾
4.	Explore opportunities for developing a Transfer Center for our four-year partners.	 In Progress ▾
5.	Explore additional 2+2 transfer opportunities with our four-year partners.	 In Progress ▾

**Assessment and KPIs:**

- Transfer Rates IPEDS
- Number of active transfer agreements

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Strategic Priority 1 – Student Success		
Goal 3 – Cultivate a culture of inclusiveness that supports the success of a diverse student body.		
Objective 1		
Increase the persistence, retention, and completion rates of our diverse students.		
Action(s)		Status
1.	Explore English proficiency options to streamline the international student application process.	Not Started ▾
2.	Identify faculty and staff who are bilingual to support our diverse student population. 	Not Started ▾
3.	Join the Post-Secondary Equity Network (PEN) to help identify and implement strategies to increase completion rates for Pell eligible and Black students. 	Completed ▾
4.	Network with other colleges and universities in the St. Louis metropolitan area regarding best practices and strategies for supporting diverse student populations. 	In Progress ▾
5.	Develop intentional engagement strategies targeted to diverse students. 	In Progress ▾
6.	Sponsor listening sessions with focus groups on campus to get a sense of their feelings about campus climate. 	In Progress ▾
7.	Collect and evaluate data on underserved student populations to promote the engagement of best practices for retention of diverse students. 	In Progress ▾
<b>Assessment and KPIs:</b> <ul style="list-style-type: none"> <li>Percentage of diverse student enrollment</li> <li>Persistence, retention, and completion performance of subset populations, including students of color, students identified as disabled, and students without parents</li> </ul>		



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## Strategic Priority 3 – Operational Excellence

**Goal 5 – Implement new branding and marketing strategies to maximize enrollment and increase support from the community.**

### Objective 1

Enhance social media and online marketing to ensure the College is promoting all programs and services and to reach a wider audience.

Action(s)	Status
1. Create a process for standardizing, reviewing, and updating program information on the website. 	Not Started ▾
2. Promote current student/alumni successes.	In Progress ▾
3. Provide promotional items to prospective/high school students and determine strategies for engaging these students on social media.	Ongoing ▾
4. Enhance use of social media to promote Athletic events and to highlight team and individual achievements.	In Progress ▾
5. Promote available services that are identified as being most important to students on the Noel Levitz Student Satisfaction Inventory.	In Progress ▾
6. Partner with staff in the AEL program to educate HiSET completers about their transition options to non-credit and credit programs. 	Ongoing ▾

#### Assessment and KPIs:

- Unduplicated headcount of students enrolled at comparable census dates
- Number of individuals accessing the College's website and social media pages
- Number of individuals who transition from AEL to non-credit and credit programs each semester

### Objective 2

Involve current students in the recruitment process.

Action(s)	Status
1. Partner with student clubs and organizations to research options for more student involvement in the recruitment process.	Not Started ▾
2. Explore student referral programs.	Not Started ▾



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## Assessment and KPIs:

- Unduplicated headcount of students enrolled at comparable census dates
- Percentage of Jefferson County High School Graduates attending Jefferson College

## Objective 3

Increase percentage of adult learners enrolling.

Action(s)		Status
1.	Collaborate with Instruction to research the needs of adult learners to determine schedule options that work best. 	Not Started ▾
2.	Host events targeting adult learners to increase awareness of career opportunities/pathways available. 	In Progress ▾
3.	Provide marketing materials/have presence at employment agencies and VA offices for people looking for a new start.	Not Started ▾
4.	Explore traveling Pre-Admission Student Sessions (PASS), including but not limited to, local libraries, career centers, and businesses and organizations with adult learners.	In Progress ▾

## Assessment and KPIs:


- Unduplicated headcount of adult learners enrolled at comparable census dates
- Persistence rates (fall-to-spring) for full-time and part-time students (IPEDS and NCCBP)
- Retention rates (fall-to-fall) for full-time and part-time students (IPEDS and NCCBP)

## Strategic Priority 4 – Community Engagement

**Goal 1 – Promote involvement of community residents in college programming and activities.**



## Objective 1

Bring the community to the College.

Action(s)		Status
1.	Host more open houses (virtual, campus-wide, program-specific) at all Jefferson College locations. 	In Progress ▾
2.	Promote the option of auditing a class.	Not Started ▾



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3.	Develop promotional strategies to increase attendance at intercollegiate Athletics home events and host more tournaments and clinics on campus.	In Progress ▾
4.	Host community events, such as Taste of Jefferson College, outdoor movie and food truck night, fall festival, etc.	In Progress ▾
5.	Research the potential to add some continuing education programs, such as camps for children, basic technology courses (computer skills, cell phones, social media), lunch and learn, driver's education, and consider opportunities for summer residential camps. 	Not Started ▾
6.	Develop additional camps and workshops for secondary students to interact with Jefferson College faculty and facilities to provide quality educational experiences and encourage them to choose Jefferson College as a post-secondary educational choice. 	Not Started ▾
7.	Collaborate with Instruction to promote the PACE series.	In Progress ▾
<p><b>Assessment and KPIs:</b></p> <ul style="list-style-type: none"> <li>• Unduplicated headcount of students enrolled at comparable census dates</li> <li>• Number of participants in events and subsequent enrollment</li> <li>• Number of events held each academic year</li> </ul>		