AQIP Annual Report – September 30, 2012
Action Project: Understanding and Meeting Our Students' Needs

Project Declaration Questions

1) Describe this Action Project's goal in 100 words or fewer:

The purpose of this project is to develop a student roadmap that defines a student's college experience from recruitment to becoming an alumnus. Strategies include the evaluation and improvement of student contact processes and the development of mechanisms for students to access services, tools, and technology. The goal is for students to be responsible for and empowered to follow a defined roadmap through their college experience, leading to improved persistence, graduation, student satisfaction, and continued relationship with the college after completion.

2) Describe briefly your institution's reasons for taking on this Action Project now -- why the project and its goals are high among your current priorities:

While some of Bay de Noc Community College's student contact processes have been defined, there isn't an integrated effort to evaluate overall effectiveness. Recent feedback from the Systems Appraisal team noted that Bay de Noc Community College has an opportunity to: 1) monitor the progress of underprepared students after developmental coursework, 2) address processes for meeting the needs of specific subgroups, 3) improve course scheduling, and 4) align academic and co-curricular efforts. The College considers this feedback important, and is committed to better understanding its student population to more effectively design academic support and services, improving student success and satisfaction.

3) List the organizational areas -- institutional departments, programs, divisions, or units -- most affected by or involved in this Action Project:

This project will involve full-time and part-time faculty for improvements in academic scheduling and advising, and both faculty and staff for improvements in student contact processes. Executive management involved will include the Vice President of Instruction and Student Learning, the College's three academic deans, the Chief Information Officer, the Executive Dean of Student Services, and the Directors of various academic support centers. Other individuals, departments, and committees will be consulted and involved as necessary.

4) Name and describe briefly the key organizational process(es) that you expect this Action Project to change or improve:

Student contact processes will be a major focus of this action project. While some important processes have been addressed through prior initiatives, many have not been systematically

evaluated. Understanding our student population begins during the recruitment process and continues throughout each educational stage. Determining distinguishing features of student sub-groups that lead to targeted process improvements will better position the College to identify and offer appropriate services to its diverse population. This project will give Bay de Noc Community College the opportunity to develop a systematic method for understanding our student population, identifying at-risk students/student populations, matching students with support networks, and assessing process change. Activities will involve better utilization of student data, improved academic support processes, and training for students and employees on implementing innovative tools and technology.

5) **Explain the rationale for the length of time planned for this Action Project (from kickoff to target completion):**

Given the magnitude of this action project, with emphasis on the improvement of student contact processes, the project is expected to be complete by September 30th, 2015. Increasing our understanding of the student population and improving student contact processes includes improving the process by which we offer support services. This may include the redefinition of responsibilities to reduce duplication of effort.

6) **Describe how you plan to monitor how successfully your efforts on this Action Project are progressing:**

An evaluation plan will be developed to periodically monitor project progress. We have learned from previous successful AQIP Action Projects that regular quarterly progress report meetings, along with reports presented to the President's Advisory Council (PAC), ensure project completion and we intend to follow that same practice with this project. Additionally, task force teams will be developed and will meet regularly to implement individual initiatives or interventions. Primary responsibility for this action project will belong to Institutional Research and Effectiveness department, who meet weekly to discuss ongoing projects. Progress will be monitored by the President and the Chief Information Officer. Quantitative and qualitative data will be gathered in addition to feedback about process development from those involved in the project to assess progress and provide input on future improvements.

7) **Describe the overall "outcome" measures or indicators that will tell you whether this Action Project has been a success or failure in achieving its goals:**

Evidence of success of this action project will be indicated by:

- Increased fall-to-fall persistence
- Increase in number of students receiving support services
- Increase in number of students participating in student activities
- Improvements in the processes by which students receive support services

- Improved satisfaction on student engagement surveys
- The addition of targeted student information to the existing data management system and the training of employees to utilize system data more effectively
- Reduction or elimination of redundant services and/or processes
- New mechanisms in place for addressing specific student groups with distinct needs
- The development of a student roadmap that will be used to guide students through their academic life cycle and serve as a guide for support services to understand the unique stages students experience