

**VALENCIA COMMUNITY COLLEGE
Student Affairs Department Action Plan**

This form provides a documentation template for annual Departmental Action Plans designed to describe unit outcomes that contribute to the College Strategic Plan and/or improve the educational programs and processes of Student Affairs at Valencia. Each Student Affairs Department will develop at least one department action plan annually. Initial information and projections describe the **PLANNING PHASE** of the process. At the conclusion of the project/activity time frame initial information and projections will be updated by completing an **EVALUATION PHASE** including modifications, outputs and outcomes. Both planning and evaluation information will be organized according to parallel criteria including: (1) a formal goal statement, (2) outcome measures, (3) collaboration with stakeholders, (4) evaluation methods and (5) use of results for improvement of unit performance in meeting established outcomes. The overall process will effectively review and document specific measures of educational effectiveness.

DEPARTMENT: Admissions & Records
LEADER(S): Lisa Stilke
TITLE OF PLAN: App and Int Student Improvements
START DATE: July 1, 2009

END DATE: June 30, 2010

| CRITERIA | IMPLEMENTATION OF PLAN Initial Information and Projections | EVALUATION OF PLAN Modifications, Outputs, Outcomes |
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| 1. Goal-principal purpose and objectives of plan | <ol style="list-style-type: none"> 1. Building Pathways: Enable applicants to view the status of their application for admission online throughout the admission process. <ol style="list-style-type: none"> a. View Admissions Decision status (admitted, pending, etc.) b. View missing documents/document received dates (transcripts, Permanent Resident /U.S. Citizenship documentation, Florida Residency documentation) 2. Building Pathways: Incorporate International Student Admissions into the Communication Plan <ol style="list-style-type: none"> a. Create International Student Admit Letter based on new Admission Decision Code 5 b. Create missing documents communications (letters and e-mails) notifying applicant of outstanding items needed to complete admission package) 3. Building Pathways and Investing in Each Other: Partner with International Student Services Office on refreshing/updating the International Student Services webpage <ol style="list-style-type: none"> a. Review International Student websites of | |

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| | <p>other institutions to identify other ways to set up the webpage in order to make it more dynamic</p> <p>b. Revise content of webpage to ensure accuracy of data, that data provided is comprehensive and necessary, and that data is informative and interesting (for example: identify all of the countries where our current International Students are from)</p> | |
| <p>2. Outcome Measures-how plan will be reviewed and measured outcomes</p> | <ol style="list-style-type: none"> 1. Applicant Status <ol style="list-style-type: none"> a. Count number of times applicant logs into online application after it has been submitted (to see if they are utilizing the feature to view where they are in the process) b. Identify in a report how many times an applicant visits the Answer Center or contacts Admissions & Records (via telephone or e-mail) regarding their admission process (number of contacts should be reduced if applicant is able to see their status online via received dates) 2. International Student Communication Plan <ol style="list-style-type: none"> a. Create Decision Code 5 Admit Letter and procedures for Admissions & Records staff to generate and mail the letters (track number of letters staff member mails out; look at number of times student contacts us about I-20 issuance since we will be directing the student to contact the International Student Services Office regarding their I-20; we should not receive many communications from students about their I-20 if the letter is doing its job). b. Create e-mails/letters addressing missing documents; track how many times the applicant is sent the letter/e-mail to determine how quickly they are responding to our requests for admissions documents (how effective are the | |

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| | <p>communications).</p> <ol style="list-style-type: none"> 3. International Student Services Webpage <ol style="list-style-type: none"> a. Compare our webpage with the Webpage's of other institutions (both before and after our changes) b. Identify number of times we are contacted by prospective students regarding admission to Valencia (to determine if information on webpage is sufficient/pertinent/well-written). | |
| <p>3. Collaboration with Stakeholders-individuals and groups involved in the planning and implementation</p> | <ol style="list-style-type: none"> 1. Applicant Status: Admissions & Records, Office of Information Technology 2. International Student Communication Plan: Admissions & Records Office, International Student Services Office, and Office of Information Technology. 3. International Student Services Webpage: Admissions & Records and International Student Services | |
| <p>4. Evaluation-process employed to evaluate effectiveness</p> | <ol style="list-style-type: none"> 1. Applicant Status <ol style="list-style-type: none"> a. Utilize technology to capture hits on online application webpage b. Utilize reports that identify number of times applicant visits or contacts Valencia regarding the Admission process 2. International Student Communication Plan <ol style="list-style-type: none"> a. Track number of letters staff member mails out; look at number of times student contacts us about I-20 issuance since we will be directing the student to contact the International Student Services Office regarding their I-20; we should not receive many communications from students about their I-20 if the letter is doing its job. b. Track how many times the applicant is sent the letter/e-mail to determine how quickly they are responding to our requests for admissions documents. 3. International Student Services Webpage <ol style="list-style-type: none"> a. Count hits on webpage and compare to number of times we are contacted by | |

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| | prospective International Students about admission. | |
| 5. Use of Results -how plan will/has impacted learning environment of VCC and improvement of the educational programs and/or processes | | |