2018-21 Strategic Priorities

# Stronger Together

# **Progress Report for Academic Year 2018-2019**





**Mission:** We provide affordable, accessible learning opportunities to promote student success and strengthen our community.

**Vision:** Through our service as an academic and economic leader, we will empower students and our community to succeed through business and industry partnerships, cultural enrichment, and educational programming.

## STRATEGIC PRIORITY #1: FOSTER STUDENT

**SUCCESS** through retention, completion, and student-friendly processes, policies, and procedures.

## STRATEGIC PRIORITY #2: INCREASE ENROLLMENT through

community and business outreach, focused marketing and recruitment, new or expanded use of modern marketing and recruitment tools, and long- and short-range planning.

## STRATEGIC PRIORITY #3: IMPROVE COMMUNICATIONS

between College and community, College and students, and intradepartmentally within the College.

August 2019

## **Letter from the President:**

I believe an institution is either going forward or falling behind; there is no such thing as standing still. The year following the Board of Trustees' adoption of our institutional Strategic Priorities saw EACC make many advances forward.

This document is the first ever report on *Stronger Together*, our plan to achieve our Strategic Priorities for 2018-2021.

I am proud to present our progress to students, faculty, staff, the community, and the Board of Trustees. We stayed on task, and our accomplishments fit our stated priorities.

As impressive as this list of accomplishments is, we are not stopping or even slowing down. Even as I write this, we continue to achieve and improve.

This document perfectly illustrates our theme of Stronger Together. Look at what we have accomplished by working as one!

EACC's advances toward achieving our strategic priorities would not be possible without everyone at this institution. To each of you, I offer a sincere thank you. Leading you is the most incredible experience of my life.

I look forward to continuing to achieve great things together as we work toward fulfilling our mission.

At times it is hard work, **but it is hard work that matters**. Congratulations to the entire campus! <u>YOU</u> made it happen.

Sincerely,

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Cathie Cline, Ed.D. President, East Arkansas Community College

## **STRATEGIC PRIORITIES PROGRESS REPORT 2018-2019**

## **Completed Initiatives and Deliverables**

Strategic Priority #1: Foster student success
Strategic Priority #2: Increase enrollment
Strategic Priority #3: Improve communications

## **Student Success Division**

	Behavior Intervention Team (BIT) developed, utilized, and a regional certification course attended.
	A Career and Transfer Fair was added to fall semester in addition to the existing spring fair providing students with more opportunities to meet their educational and employment goals.
	Revised admissions processes based on student needs. For example, some program admissions were amended to allow students without a high school diploma or GED to register for courses toward a CP. The goal is to help students earn an employment credential.
	Advising processes are under redevelopment to utilize student advising groups, which will significantly streamline the self-registration process. This supports student success and enrollment goals by tailoring the student registration experience to include only those courses that build toward a specific degree pathway.
	Awareness campaigns for Title IX and Suicide Prevention were conducted.
	Brochure created for all programs with same program information as College website. Brochures designed to be visually similar to program web pages. Same design also used in redesigned College catalog. This consistency should help current and prospective students better understand degree requirements and opportunities.
	Career and Transfer Services was restructured resulting in a more collaborative effort across campus
	Completed Alumni Survey with a 14.9% response rate.
	Completed three-year Closing the Loop report and submitted for review.
	Created graphics for academic portions of website to communicate benefits and successes of an education at EACC (Examples: low tuition and fees, employment statistics on academic program pages).
	Developed fully mapped and articulated linkages between course, discipline, and institutional learning goals to better understand how student learning is facilitated across academic and non-academic services.
	Each online course checked for consistency across four categories (Syllabus, Assignments/Dropbox, Content, and Discussion). Results from this assessment were reviewed during faculty professional development training to discuss best practices in online learning.
	An institutional researcher was assigned as a regular job duty the creation and maintenance of an Excel database compiling student learning outcomes for institutional, discipline, and course learning objectives.
	Graphs generated from Excel assessment database depicting all outcomes levels for all programs and departments to support the assessment plan and enhance the committee's reporting and discussion.
	Plan for the Assessment of Student Learning and Engagement revised based on aggregated three- year report.
	Began new traditions to recognize students graduating with honors. In a Cording Ceremony, students received cords in colors corresponding to summa, magna, or cum laude; they could choose to wear both or share one with someone important to them. Increased focus on students at honors breakfast by allowing them to invite a faculty or staff member who had been influential in their success.

	One of 5 Arkansas community colleges chosen for Holistic Student Supports grant-funded program, designed to provide additional training and resources to improve student support.
	Began planning and implementation of holistic student support model, which aims to provide academic and non-cognitive supports to reduce student frustrations that lead to stop out and drop out.
	Opened 5 semesters of schedules and allowed student to enroll in multiple semesters to facilitate goal setting and long-range degree planning.
	Researched student account holds based on age, gender, and race, and improved policies to ensure equitability, including changes to late fees policy and balances.
	Increased social media presence of career and transfer services.
	Career Services and Transfer Education event surveys were held to improve co-curricular assessment and quality.
	Students with over 30 credit hours, but who have not completed a degree program were sent personal emails and text messages to encourage enrollment and completion.
	Students who were enrolled in the fall but not in the spring were sent text messages before the first week of classes to encourage persistence and retention.
	A new outreach initiative sent birthday cards to students.
	Student enrollment process revised to allow students to build their own schedules pending advisor approval through the myEACC web portal.
	Betty Jo Hodges Building traffic flow was significantly re-designed to improve admissions, registration, and financial aid processes; building renovations support the redesign with the goal of enhancing the building as the hub for holistic student support.
	Added two new positions Data Analyst and Coordinator of Institutional Research – to determine strategies for improving enrollment, retention, and completion based on student data and to enhance culture of continuous improvement by translating admissions and registration data into actionable process changes.
	Associate Vice President of Student Success position was added to support College's mission.
	Annual events honoring diversity and inclusion experienced record attendance including the Taste of Soul Luncheon and the UAPB Vesper Choir Concert.

## Vocational, Occupational, & Technical Education

## **Completed Initiatives and Deliverables**

Strategic Priority #1: Foster student success

Strategic Priority #2: Increase enrollment

Strategic Priority #3: Improve communications

	Arkansas Department of Career Education approved additions of Automotive Service Technology, Industrial Equipment Technology, and Residential Heating & Air Conditioning programs to high school Career Center.
	Automotive Service Technology moved from old lab into a larger, more modern facility at the Transportation Technology Center. This increased capacity and provides students a better learning environment.
	Dean of Vocational, Occupational, & Technical Education was added to improve student success, program review, assessment, and other divisional priorities, and to represent the College at student and community events.
	Began successful new partnerships with FCHS Alternative Learning Environment students that was recognized by a visit from the Governor and local elected officials.

	Business and Industry Training staff served 454 students for a total of 2,992 hours. Partners included 9 businesses and industries, 3 school districts, and several regional organizations.
	Commercial Driver Training increased capacity by adding a full-time instructor and a third truck.
	Cosmetology added a second full-time faculty member to increase capacity and improve instruction.
	Developed plan for a new CDL training range to increase capacity and improve instruction.
	Diesel Technology, Auto Body Technology, and Automotive Service Technology began preparing for NATEF accreditation. Industrial Equipment Technology began preparing for NCCER and MSSC certification. Construction Technology and Residential Heating & Air Conditioning are working toward NCCER certification.
	Established industry partnership with Core-Mark to provide CDL training for incumbent workers.
	Increased interaction with high schools through career campus, tours, and on-campus events designed specifically for each group.
	EMT certification embedded in Paramedic program; first program in Arkansas to make this innovation.
	Plans were completed for renovating a building for Cosmetology and renovations began.
	Hosted camps for young manufacturers and welders with a \$2,500 grant from Nuts, Bolts, and Thingamajigs.
	New equipment purchased to improve student learning and attract students: Auto Body Technology purchased a Precision Measuring System for frame and alignment machine; Automotive Service Technology purchased a computerized wheel alignment system; IET purchased an Advanced Logic Control trainer.
	Over 175 professionals attended the first campus-wide program Advisory Committee meeting.
	Practical Nursing developed and implemented a new curriculum.
	Practical Nursing moved into the Allied Health building; all Allied Health programs are now located in one building with the goals of promoting student success and increasing enrollment.
	Radiology updated instructional lab and purchased a new digital x-ray trainer providing students with the best training simulation in the region.
	Residential Heating and Air Conditioning partnered with industry and advisors to purchase duct free split-air units and a geo-thermal unit at a significantly reduced price. Industry representatives also donated tools, equipment, and delivered lab instruction to students.
	Secondary Career Center hired a full-time coordinator and piloted twice-per-day training allowing students from the FC Alternative School to attend.
	Welding training facility increased by 150% to provide a fully functioning manufacturing welding training lab. The expansion required major work and expenditures in renovations and new equipment.
	Career Coaches held High School Career Exploration Camp; all VOTE professionals spoke to students about careers and did hands-on activities. Students learned how to do IVs, x-rays, and triage patients in the Allied Health building. They created birdhouses, welded seams, and ran an HVAC system.
	Worked in a consortia with other Arkansas Delta community colleges to apply for a \$2.5 million grant through the Delta Regional Authority to provide training and education for hard-to-employ populations such as the very impoverished, those with a criminal record, or formerly incarcerated.

## **Transfer Education**

## **Completed Initiatives and Deliverables**

#### Strategic Priority #1: Foster student success

#### Strategic Priority #2: Increase enrollment

Strategic Priority #3: Improve communications

	ASU-Jonesboro Transfer Coach joined EACC's campus with regular hours to assist students with transfer.
	ASU-Jonesboro agreed to include GPA for EACC transfer coursework in calculating honors graduation from ASU.
	2+2 MOUs with private, faith-based institutions, John Brown University Online and Williams Baptist University. JBU will transfer up to 19 hours <i>beyond</i> the AA/AS from EACC for credit toward corresponding Bachelor's degree.
	Director of Nursing, Dean of Transfer Services, and education faculty attended transfer events at UCA meeting with faculty, administrators, and students.
	Developed new partnership with FCHS for first ever Summer Concurrent Credit.
	Dean of Transfer Education was added to improve student success, program review, assessment, and other divisional priorities, and to represent the College at student and community events.
	Dean of Transfer Education attended events including: Eastern Arkansas Regional Career and Job Expo, Wynne High School "Get Real: Here's the Deal", 2+2 Symposium, ACC Institute, Holistic Student Supports Institute, Holistic Student Services Site Visit, ACC/ADHE English Co-Req Workshop, ACC/ADHE Math Co-Req Workshop, CrossRoads Coalition Banquet, FC Top 10% Banquet, BIT Foundations Certification Course.
	Math/Science and Humanities participated in Arkansas Strong Start to Finish Initiative (AR SStF), which emphasizes the importance of clear degree pathways and the completion of gateway courses in English and math within first year of college.
	Dean of Transfer Services attended a transfer event at the University of Arkansas at Pine Bluff to strengthen relationship with the state's largest HBCU.
	Math curriculum was redesigned as part of the Math Pathways initiative more quickly than originally planned to become a true co-requisite pathway model.
	New role of Lead Faculty was designed and were chosen for Social Sciences, Humanities, Math- Science, and Developmental departments to provide faculty a larger role in shared governance and better serve students.

## **Public Relations, Community Programs, and Recruitment**

## **Completed Initiatives and Deliverables**

- Strategic Priority #1: Foster student success
- Strategic Priority #2: Increase enrollment
- Strategic Priority #3: Improve communications

#### <u>SP1 SP2 SP3</u>

	Recruited statewide including: Paragould High School Career Fair, Anna Strong Elementary Career Fair, Trumann High School Career Day, Career/Job Expo Forrest City High School, Community Health Fair in Marianna, Wynne Farm Fest, Forrest City Downtown Arts Festival, Brinkley Back to School Event, Boar's Head Health and Benefits Fair, Area High School Financial Aid Nights, and L'Anguille River Fest.
	Fine Arts Center hosted meetings, trainings, and events such as: District 4-H O'Rama, ASU Super Saturday Childhood Services Education Training, FC Chamber of Commerce Banquet, and Boar's Head Employee Appreciation event. From July 2018-May 2019, 41 events were held in the FAC with over 12,500 total attendance.
	High School tailgates were a big success during the fall for community outreach and student recruitment.
	Improved signage on the interstate and the digital sign on Highway 1 resulted in much positive public comment and increased sales of performance season tickets.
	Second annual Concurrent Credit Convocation held recognizing the accomplishments of high school students who take College classes. One direct result of the event was the addition of a Summer Concurrent Credit initiative.
	Student events and activities included: Fall Fest, Spring Fest, Student Leadership Day at the Capitol, Student Leadership Academy at 4-H Training Center, Intramurals (Volleyball, Flag Football, Basketball), African-American Heritage tour to Civil Rights Museum, and Men of Color Conference at ASU-Mid South. A new "Kudos to You BBQ" celebrating first-generation college students was held.
	New "Priority" registration for Spring and Fall was held; students received a t-shirt for registering early.
	New Wynne HS registration event where seniors completed online applications to EACC and registered for summer and fall classes. EACC faculty and staff assisted students and they received an acceptance letter on site.
	Hosted Arkansas Economic Development Commission (AEDC) meeting in November
	First Community Open House held Spring 2019. Attendees were able to complete EACC applications, meet with advisors, speak with financial aid representatives, learn about all programs, meet instructors, and register for summer and fall classes. Each area had a booth and many were quite elaborate. It was a very unifying event for the campus, and resulted in enrolled and registered students.
	Museum exhibit featuring shared history of the LPN and RN programs at St. Francis Co. museum in May to celebrate National Nurses Week; exhibit was featured in a Chamber of Commerce "Business After Hours" event.
	Completed major redesign of College Catalog to make it more student friendly including consistency with website, visually and in the information presented.
	Quarterly marketing report was created and distributed campus wide, to the Board of Trustees, and to local media.
	EACC SnapChat account was created to communicate better with younger students by connecting with them on the media they like to use.
	Added new student recruitment position to bring total number of recruiters to 2 in order to focus on the different needs of traditional versus non-traditional students.

## **Finance and Administration**

## **Completed Initiatives and Deliverables**

#### Strategic Priority #1: Foster student success

#### Strategic Priority #2: Increase enrollment

Strategic Priority #3: Improve communications

	Completed installation of new digital voice-over-IP Telephone System providing linked telecommunications for all EACC facilities, achieving significant cost savings over the use of the old phone system.
	Conversion of CEC-9 Lab into Computer Services operational space to accommodate combined Computer Services staff following the merger.
	Conversion of office space in the Fine Arts Center for programming staff.
	Integrated former CRTI campus into EACC computing network, including installation of over 26,000 feet (almost 5 miles) of copper network cable and over 4,000 feet of fiber optic cable. The entire campus required rewiring, replacing of networking equipment, and installing wireless network access points. All CRTI computers were replaced with new or newer machines.
	Installed new computers in the Adult Education building and a new computer lab for the IET Program.
	Installation and migration of new Microsoft Exchange mail server to increase speed and capacity for combined College email systems.
	Updated Wynne computer labs.
	Completed conversion and installation of new EACC Signage at the TTC, in Wynne, on the former CRTI campus, and at the I-40/Newcastle Road exit in conjunction with the Arkansas Highway and Transportation Department.
	Installed Boxlight interactive touch screens in 20 classrooms.
	Continued expansion of the Security Camera system for all campuses and facilities.
	Renovated and converted former Auto Service Shop into a new lab/shop for the Welding Program. (See entry under Vocational, Occupational, & Technical Education section for more elaboration.)
	Converted unused shop space at the TTC to house the Auto Service Tech Program. (See entry under Vocational, Occupational, & Technical Education section for more elaboration.)
	Completely renovated the Hodges Student Services Building. (See entry under Student Success section for more elaboration.)

## **Other Areas**

## **Completed Initiatives and Deliverables**

#### Strategic Priority #1: Foster student success

#### Strategic Priority #2: Increase enrollment

#### Strategic Priority #3: Improve communications

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		Comprehensively reviewed and revised board and administrative policies and updated Faculty and Staff Handbook and the College Catalog.
		Drafted, reviewed, and revised first-ever plan for Shared Governance at the College.
		Held two employee weekend fellowship events: a cookout in the fall and a fish fry in the spring.
		President ate regularly in the cafeteria to informally get to know staff members better.
		Gave "Stronger Together" bracelets to all faculty and staff.
		Increased the number of campus-wide Friday meetings with faculty and staff.
		Conducted leadership and team building training in planned groups of two departments at a time to facilitate getting to know one another better.
		Added new positions to improve students services and learning and to provide adequate staffing: two Dean positions, new fiscal support specialist, new Director of Counseling and Advising, new AVP of Student Success, two new data positions.
		Renamed Student Affairs Division to Student Success Division to support College's mission.
		Ad Hoc Committee of Professional Staff members reviewed evaluation processes and procedures for Professional Staff and a change was made based on their recommendations.
		Held "on location" in-service events at Library and Allied Health Building to familiarize faculty and staff with EACC facilities, services, and programs.
		Participated in the Eastern Arkansas Summer Employment Youth Initiative by hosting 6 interns and by providing training and hosting a campus visit for all interns.
		Board of Trustees approved new tuition waivers for law enforcement and firefighters, summer students within 6 hours of completing degree, summer concurrent credit students.

# **STRATEGIC PRIORITIES PROGRESS REPORT 2018-2019**

# **Evidence We Are Succeeding**

#### Strategic Priority #1: Foster student success

Strategic Priority #2: Increase enrollment

Strategic Priority #3: Improve communications

	EACC led Arkansas' 2-year colleges in 150% associate-degree graduation rate and came in 3 <sup>rd</sup> in highest 100% graduation rate.
	Adult Basic Education 5-year Program Review placed the program in the top 2 in the state in all performance measures. Program received incentive funding in AY 2019-2020 budget.
	RN program completed application process for, and was granted candidacy status by, the Accreditation Committee for Education in Nursing (ACEN).
	AY 18-19 student semester credit hours (SSCH) increased by 13.52% over AY 17-18.
	Summer II headcount for 2019, including special and regular terms, increased by 28.67% and SSCH increased by 24.28%. Humanities course enrollment increased by 88.16%, Math/Science 45.12%, Allied Health 11.84%, Business 1.79%, Vocational/Technical saw no increase, and Social Science decreased by 4.67%.
	Summer I headcount for 2019 increased by 25.4% and SSCH increased by 23.23%. Vocational/Technical course enrollment increased by 75.44%, Humanities 12.5%, Math Science 14.37%, Business 85.19%, Social Science 21.67%, and Allied Health 20%.
	Spring 2019 headcount, including special and regular terms, increased 5.8% over 2018 and SSCH increased by 9.85%.
	Fall 2018 headcount, including special and regular terms, increased 8.81% over 2017 and SSCH increased by 13.85%.
	Credentials awarded increased 14.87% in AY 2019 over AY 2018 and 36% over AY 2017.
	Developmental course success rate increased to 72% in AY 2019 from 68% in AY 2018.
	African-American enrollment increased from 37% to 43% of total enrollment in AY 2019 over AY 2018 – combined with the increase in overall enrollment at EACC, the College is serving substantially more minority students.
	African-American enrollment in high school programs increased from 21% to 24% of total high school enrollment.
	High school enrollment, including both career center and concurrent credit transfer classes, increased 4.24% in AY 2019 over AY 2018.
	94% of graduates surveyed agreed with the statement: "I am proud of my degree earned at EACC." In addition, 94% would also recommend EACC to others.
	90% of Alumni surveyed noted satisfaction with EACC support staff, Business Office, Financial Aid Department, and Student Affairs. 90% also said they were satisfied with EACC's instructors' professionalism and knowledge of material taught.
	92.75% of respondents to the end-of-season Fine Arts Center survey reported they were very likely to recommend the FAC to a friend or colleague. Remaining 7.25% said they were likely to recommend the FAC. Patrons reported an increase local spending, with 48% indicating they visited a restaurant, stayed in a hotel, retail shopped, or visited other area attractions while in town for show, compared to 35% last year.
	FAC sold a record 571 packages to the 2018-2019 season.

	EACC hosted Governor Asa Hutchinson and FCHS students to showcase partnership with local school district. The success of FCHS ALE students in the welding program was commended as evidence that the community is working together to provide opportunities to its citizens. Governor spoke to FCHS and EACC students commending the two schools' partnership and the students.
	44 <sup>th</sup> annual Commencement was first as a combined institution. It featured one of the largest graduating classes ever and awarding a total of 344 degrees and certificates. RN and PN nursing held their first combined Pinning Ceremony with a record attendance of over 650.
	AmeriCorps volunteers with the Eastern Arkansas Literacy Project received the "Tutor of the Year Award" and the "AmeriCorps Volunteer Tutor Award" at the Arkansas Adult Alliance Conference.
	Won a statewide "Closing the Gap Award" from the Arkansas Department of Higher Education for our Concurrent Credit Convocation.
	Practical Nursing program approved for 5 years by the Arkansas State Board of Nursing.
	Major Appliance Repair Technology students won Gold, Silver, and Bronze in statewide SkillsUSA competition; IET students won Silver in Residential Wiring. Major Appliance Repair Technology State Gold medal winner came in 4 <sup>th</sup> place in National SkillsUSA competition.
	Adult Education program exceeded benchmarks by 4% (state required benchmark 47%; our benchmark 51%) for the 2017-18 program year for Measureable Skills Gains.
	Adult Ed conducted RACE (Ready to Achieve College Entrance) Classes in 3 different schools (Clarendon, Brinkley, Palestine/Wheatley) 71% achieved Measureable Skills Gains on TABE; 71% tested out of at least one developmental course; and 86% applied to EACC.
	Student Support Services (Trio) program was notified about continued grant funding with an increase in funding and was commended for exceeding benchmarks.
	Number of students receiving Pell grants increased 34% over 17-18 and 43% over 16-17. There was an increase of 46% in awards over the prior year.

# **STRATEGIC PRIORITIES PROGRESS REPORT 2018-2019**

# **Evidence We Are Succeeding**

This summer, faculty and staff were asked to "brag" about their favorite thing we have done or accomplished this year. Here are <u>some</u> of their heartfelt responses:

"The open house was a great outreach to the community. It really showcased our programs."

"I think a very strong effort has been made toward bringing the two schools together as one."

"I really enjoyed the meetings on Fridays that Chris and Lindsay held to help us get to know each other. It was stress free and a lot of fun..... a great ending to a busy week."

"I have to brag on the fact that students can apply and enroll themselves in classes at EACC. In most cases, they can actually enroll in all the classes they need to [complete] their educational goal. Students also [now] have a broader range of choices."

"Being able to go to various high schools speaking with young adults in efforts to recruit to EACC and our respected programs."

"I really enjoyed the dual campus fellowships. Makes me proud to be associated with a class institution where everyone is appreciated."

"I am proud to brag the cosmetology program now has two instructors and it has been announced that the cosmetology department will be renovated. Thanks!!!!"

"We began a great year teaching [a] new curriculum to our really first EACC Practical Nursing class. And what a great year it was! In May we completed the move into a fabulous new classroom. We have been truly blessed."

"The career camp in April was a ton of fun. We thought they may be very reserved, but the students really jumped in to do the hands-on skills."

"The maintenance department believes that the removal of an eyesore is one of the top things for us. THE HEDGES BETWEEN CAMPUSES [are gone]."

"One of my favorite things was the two nursing programs helping each other out. A true blending occurred this year. I believe it will only continue now that the allied health programs are in one office building. To finish off the year, we had a combined pinning ceremony. We also were able to [work] with the rad tech instructors and EMT instructor."

"The [new] Writing Lab is working for our students. Wherever they go from here, these skills will better their lives."

"Our new imaging equipment is awesome and will help our students tremendously."

"I am proud that the merger has gone well. I am happy to be working with everyone."

"Employees are made to feel like they matter, their input/opinions are taken into consideration. I have to brag on the fact that no programs have been closed due to the merger."

"Since the merger, it seems that more people now think of the college as being [a] more "complete" college. The merger has changed a lot of opinions of how our college should work for the student and community."

"Things to brag about are the improvements of our programs. Some of those improvements are: Auto Service Tech. has moved to a much better location with state of the art equipment. Welding has doubled the size of their training area. They are better equipped with training areas and equipment. Practical Nursing has moved into a much nicer, modern building at the Allied Health Center. They now have access to a much larger lab. The capabilities of the simulation mannequins are amazing. It is awesome that the practical nursing students now have access to this. The Cosmetology department is housed in an old trailer type classroom/lab. There is not adequate room to allow each student to have their own station. The classroom is very small and students sit in small, old, desks. We are in the process of renovating a building to house Cosmetology in. Each student will have their own station. The lab will be equipped with modern, new equipment. There will be room for each instructor to have their office in the building. Parking will be so much better for not only the students, but their clients as well."

"I think the school is moving in such a positive direction."