



Unit Assessment
At
Southwest Virginia Community College
2020-2021

A Report Compiled by
The Office of Institutional Research and Assessment
based on the work of the faculty and staff in
Administration, Grants, Learning Support and
Student Services

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The Unit Assessment Process

Formally, Unit Assessment is a latecomer into the assessment paradigm at Southwest Virginia Community College. Though individual units self-assessed on an ongoing basis, many times that assessment was not shared. The process was formalized in 2015 and is now a part of all units on campus. The units are separated into broad categories for the purpose of assessment reporting—Administration, Student Services, Grants and Learning Support.

As one of the pieces of Institutional Effectiveness, unit assessment ties together unit mission, goals and outcomes. Like programmatic assessment as the first step in the assessment process, unit staff craft the mission of the unit that is in step with the institutional mission statement and provides the groundwork for the unit's goals and outcomes. These are reviewed each assessment cycle. Unit goals are then formulated. Unit goals are general statements regarding the services each unit provides to the institution. These goals, in turn, are then the basis for more specific outcomes. Outcomes are incremental steps on the way to the attainment of a goal and change with each assessment cycle based on the findings of the prior cycle or changes in the unit's direction.

At SWCC all assessment is research based. Initially unit members set goals, identify outcomes to meet those goals and identify measures and success standards appropriate for the outcomes. The unit then gathers information, reports findings and makes action plans based on those findings. At the end of the assessment cycle year, units reflect on the process and formulate next year's plans based on this year's findings.

Included in this report are brief summaries of each unit's progress toward goal attainment. If the goal was met the text is blue, if the goal has results pending the text is green and if the goal was partially met the text is gold. In addition, if the goal was unmet the text is red. At the end of each synopsis are statements from the unit concerning the changes that will be made as a result of the assessment and plans for additional goals or outcomes.

Also included are appendices that contain the completed forms submitted by the units. These are ordered by category. As an additional item of information, the Assessment Matrix is included in Appendix B.

The reader will find that some of the plans continued to be affected by the COVID-19 pandemic and the restrictions of in-person interactions. With this unexpected continuation of restrictions many units could not complete their data collection due to lack of time, data, or in person student contact. These are marked as "not met" and in the explanation is a reference to COVID-19.

Unit Assessment Calendar 2020-21

August 10	All Unit Assessment Plans Due to Supervisor
September 1	Supervisor Reviewed Plans Due to the Assessment/IR Office
September-May	Work on Assessment Findings and Action Plans
December 20	Fall Unit Assessment Day
May 13	Spring Unit Assessment Day
June 2	Findings and Action Plans are due to the Supervisor
June 7	Findings and Action Plans Due to the Assessment IR Office
June 28	Draft of the Unit Assessment Report Shared with Unit Supervisors
July 12	Final Unit Assessment Report Submitted and Published to the Website

Summaries of 2020-21 Unit Assessment

Administration

The following administrative units submitted completed Unit Assessment Plans for the 2020-2021 assessment cycle.

Dean--Business, Engineering and
Industrial Technology
Dean—Humanities, Social Science
Mathematics, Science and Health
Technology
Dean—Student Success
Institutional Research
Quality Enhancement Plan
Title IX

Dean of Business, Engineering and Industrial Technology

Goal 1: Division program faculty attend conference related to program and implement at least one idea to increase enrollment by 10%. This is a two-year goal. The first-year the faculty will attend the conference and implement the idea. The second-year is when the enrollment increase is expected.

Outcome Related to Goal: All Division faculty will attend at least one conference and implement an idea to increase enrollment.

Goal Not Met. The COVID pandemic precluded conference attendance so this outcome was not met.

Goal 2: Implementation of BEIT G3 Pathways and increase enrollment in pathway programs (Information Technology, Advanced Manufacturing/Precision Machining, Trades) by 10%.

Outcome Related to Goal: Increase enrollment by 10% in G3 Pathways (Information Technology, Advanced Manufacturing/Precision Machining, Trades).

Goal Not Met. Due to COVID-19 G3 funding was not allocated by the state until July 2021.

Goal 3: Expand the use and class integration of Canvas in BEIT Division courses.

Outcome 1 Related to Goal 3: 100% of BEIT Division faculty (Adjunct and Full-Time) will log in to Canvas at least every week.

Goal Partially Met. 96% of Instructors Used Canvas. (1 evening adjunct did not).

Outcome 2 Related to Goal 3: Increase utilization of Canvas in BEIT Division Courses by 25%

Goal Partially Met. For Spring to Spring, course utilization of Canvas increased 24%.

Goal 4: Improve Program/Course Success Rate.

Outcome Related to Goal 4: Improve the success rates in a high-enrolled division course by 10%.

Goal Not Met. Changes integrated into ITE115 did not result in an increase in success rates. Average success rates since Fall 2015 is 54.8%. Average success rate for 2020/2021 is 54.1%.

Analysis/Use of Results

COVID-19 and the disconnect between faculty, staff, and students has proved to be an extreme challenge. Some instructors and classes have adapted to the online format more easily than others. The online hybrid components of the trade-based classes have not been received well by the students. These classes ran in a face-to-face format in condensed time periods when possible, with limited enrollment for social distancing. Additional training and coaching are needed for instructors to fully integrate the available technologies. Four of the five trade-based instructors were in their first year of full-time employment when we left campus for COVID-19.

The division will continue its efforts to increase program enrollment by 10% in the post COVID environment. Canvas will continue to be stressed in faculty development and more students will be trained on its use. This will hopefully increase both faculty use and student success. The division will also implement a new course, ITE 152, to replace both ITE 115 and 119. Through the initial course design, instructors will focus on the components and features of ITE 119 (as evidenced by student success rates in that course) and structure ITE 152 in a similar way.

In developing the unit assessment goals and outcomes for 2021/2022, the division will discuss the overall division needs and establish the goals and outcomes to better reflect the meeting of those needs.

Dean of Humanities, Social Science, Mathematics, Science and Health Technology

Goal 1: To work closely with MSHT to create a schedule that is conducive to General Education needs of students.

Outcome Related to Goal 1: Students will have a schedule of general education courses that meets their needs.

Goal Partially Met. Because of the Covid 19 Pandemic, which is ongoing, classes were and are routed to an asynchronous format. Fall 2020 saw 92% of all open seats online with only 8% face to face. This was a dramatic change from 57% of all seats being online with 43% being face to face. In Spring 2020. Spring 2021 saw classes in the division at 100% online. Online delivery meets the needs of some students but others prefer hybrid or in person delivery.

Goal 2: To work closely with newly hired faculty to ensure ease of transition into their new roles.

Outcome Related to Goal 2: New faculty will participate in a new faculty orientation program.

Goal Not Meet. A new faculty orientation plan with monthly events was not carried through because of Covid restrictions.

Goal 3: To closely monitor online class LMS presence to insure uniformity of presentation and feature usage as well as engagement.

Outcome Related to Goal 3: Faculty will utilize Canvas and its features to comply with the new standards set forth for online learning by the federal government.

Goal Met. In looking at HSS at the end of Spring 2021, removing all 51s, DE courses, and internships, we find through Canvas analytics that courses within HSS had an average of 29.87 graded items. There were also 25.29 average discussion boards in HSS courses. As Canvas is entering its third year of use at SWCC, these numbers are increased over previous semesters. However, the more concerning of the data mined is that HSS courses saw an average of only 3.65 announcements per course for the entire semester. MSHT courses saw an average number of announcements 2.6 and average discussion boards of 9.16.

Goal 4: To create a platform within Canvas for DE and Adjunct faculty to serve as a medium of

communication and professional development.

Outcome Related to Goal 4: 90% of DE and adjunct faculty will utilize the Canvas platform for communication and professional development.

Goal Not Met. 63% was achieved as of the previous assessment, but Covid made the situation first. As classes went online, and as the K12 went fully online, chaos ensued. Instructors were just trying to keep their heads above water

Analysis/Use of Results

Not only has Covid greatly impacted the division and institution, but life has dealt us some difficult blows. SWCC and the division lost Dr. Amanda Ellis-O'Quinn to a sudden death event. We then lost a valued member of the administrative team, Professor Jereial Fletcher who had taken up the post as the dean of Math, Science, and Health Technologies. As a result of the loss of Dean Fletcher, a reorganization took place. Humanities and Social Sciences will merge with Math and Science for a new Arts and Sciences Division. The goals presented here will stand as goals for the new unified division. Upon monitoring Canvas the division saw courses deployed without syllabi. Closer monitoring on behalf of the Dean is obviously necessary, so regular evaluations will be held.

Dean of Student Success

Goal 1: To increase efficiency and accuracy of enrollment verification in order to secure a stable enrollment picture as early as possible in each term and session.

Outcome Related to Goal 1: 90% of faculty will complete the enrollment census process in Navigate on time.

Goal Not Met. It is unclear what percentage of faculty completed the enrollment census on time, as there was not a master list to work from in Navigate. However, staff narrative indicates that the process was cleaner than in the past.

Goal 2: To increase enrollment by 1% for the academic year.

Outcome Related to Goal 2: Work with the strategic communication team and IR to ensure that messaging is unified and targeting common goals in a strategic way and time.

Goal Not Met: Weekly meetings are held with recruitment and engagement, communications, the dean of student success, and advising, in order to create clear alignment with internal and external messaging and to highlight important initiatives and programs. In a year of enrollment losses at community colleges nationwide due to the pandemic, SWCC maintained its level of enrollment from the prior year, however.

Analysis/Use of Results

As evidenced by the results of Goal 1, a baseline number of faculty who complete enrollment census in Navigate will be established and the percentage of increased use will be measured accordingly. In the next assessment cycle the focus will be around financial aid and how to utilize it strategically to support enrollment and student success.

Institutional Research and Assessment

Goal 1: Establish an updated timeline and submit the first general education competency report to SCHEV.

Outcome Related to Goal 1: The Critical Thinking Competency Assessment will be submitted to SCHEV

Goal Met. Thanks to the work of the CT committee, the Critical Thinking Competency assessment was completed and submitted to SCHEV in late summer/early fall 2021. Feedback was received and changes were incorporated into the report.

Goal 2: Submit a successful Fifth Year Interim Report to SACSCOC by or before the September 15th deadline.

Outcome Related to Goal 2: The report will be compiled by the IR office and sent to SACSCOC in a timely manner.

Goal Met. The Fifth Year Interim Report was submitted on time in spite of complications and delays. SACSCOC evaluation and results will be available in December 2021.

Analysis/Use of Results

The IR office has received updates for all of the general education competency reports with one exception—Civic Engagement. Efforts will continue to meet the data and reporting needs of both internal and external constituents.

Quality Enhancement Plan

Goal 1: To author a successful QEP Impact Report to be included in the SACSCOC Fifth Year Interim Report.

Outcome Related to Goal 1: The Impact Report will be submitted in a timely manner on or before the due date.

Goal Met. The report was a comprehensive evaluation of the project that was a result of efforts of all the QEP staff.

Analysis/Use of Results

This is the final year of the QEP project. It has been successful as evidenced by the QEP Impact Report. The staff will receive feedback on the report from SACSCOC in December 2021.

Title IX

Goal 1: Implement new regulations and policy changes in order to comply with VCCS and federal guidelines.

Outcome Related to Goal 1: Work with the Deputy Title IX Coordinator and Hearing Officer to secure training and successfully implement policy changes.

Goal Met. Policy was updated and posted online, in alignment with VCCS policy and federal regulations. New roles were identified and training was completed. Membership was purchased with SUNY Student Conduct Institute as part of a VCCS-wide contract. Training was secured for the TIX Coordinator, the TIX Deputy Coordinator, and the Hearing Officer, as mandated by federal regulation. Student training is up-to-date and posted online for all students, but was not revised as they were already appropriate and tailored to the SWCC policy.

Goal 2: Secure a system to more fully address online data reporting for TIX.

Outcome Related to Goal 2: Implementation of a new system that meets the needs of SWCC.

Goal Met. SWCC transitioned to Maxient, an online platform that allows for incident reporting, but also extensive case management including using communication templates that can be sent directly from the system. Maxient integrates with SIS so that student data is pulled into the system for more comprehensive tracking and documentation.

Analysis/Use of Results

Specifics regarding awareness campaigns need to be developed to create new goals for the 21/22 academic year. In addition, training will need to be completed on an annual basis. Staff will continue to monitor for any changes in the law or interpretation of it.

Grants

The following grant related units submitted completed Unit Assessment Plans for the 2020-2021 assessment cycle.

Procurement Technical Assistance Center
Small Business Development Center
Student Support Services
Upward Bound
Veteran's Upward Bound

Procurement Technical Assistance Center

Goal 1: Hold at least 600 hours of counseling during the period of performance.

Outcome Related to Goal 1: Six Hundred hours of counseling will be utilized by clients.

Goal Met. PTAC exceeded its goal for this program year. The Center staff completed 634 hours of counseling (105.67%).

Goal 2: Participate in at least 18 outreach events.

Outcome Related to Goal 2: PTAC will participate in, host or co-host 18 outreach events

Goal Met. PTAC hosted or Co-hosted 29 events (161.11%).

Goal 3: Add 150 new clients to the PTAC database.

Outcome Related to Goal 3: A minimum of 150 new clients will be added to the PTAC database.

Goal Not Met. PTAC obtained 87 new clients for this program year (58%). PTAC credits the shortfall of 63 clients below the program goal to COVID 19 travel restrictions that limited contact with constituents in the service district.

Goal 4: Achieve a lower cost per counseling hour.

Outcome Related to Goal 4: Lower the cost per counseling hour to \$416.28.

Goal Not Met. Costs were lowered to \$446.84 per counseling hour, \$30.56 more than the goal called for.

Goal 5: Staff will be well trained.

Outcome Related to Goal 5: Staff will receive 40 hours of training.

Goal Met. The outcome of 40 hours of training was achieved.

Analysis/Use of Results

PTAC will focus on obtaining the new goal of 150 new clients. Hopefully, when the COVID pandemic is less threatening, staff members can travel and be more active in the service region. Staff members will continue to focus on the goal for counseling hours which has been increased to 700 hours for 2022. Events are planned for 2022 to obtain the new goal of 20 events. With a reduction in program costs and increase in counseling hours, the PTAC anticipates meeting the \$417 cost per hour for 2022. Staff training is scheduled for the 2022 PY to insure the 40 hours/FT staff and 20 hours/PT staff. Moving forward the PTAC is monitoring its activities and monthly goals to help assure success in the coming PY. The PTAC staff will continue to telework from home during the COVID 19 pandemic. The staff will utilize

virtual media to obtain goals for events and training requirements. They will continue to use virtual media sources, telephone, email and in-person contact (when necessary and safe) to obtain counseling and client goals. The cost per counseling hour goal will be determined by the number of hours obtained during the past performance period of September 1 of the previous PY year to August 31 of the current PY.

Moving forward into the 2022 program year, the PTAC has evaluated its performance during the 2021 program year and has designed a strategy to assist it with meeting the new goals while maintaining the levels set during the 2021 program year. The staff meets biweekly to review progress for monthly and annual reporting and discusses event planning and training events for the program and for the staff members. The PTAC is optimistic about meeting the program goals for the new 2022 Program Year.

Small Business Development Center

Goal 1: The Small Business Development Center (SBDC) strives to enhance Virginia's economic growth by providing small business advising, specialized business training, and business resources that promote community and workforce development in the Commonwealth of Virginia.

Goal 2: Market available services, resources and programs through both Southwest Virginia Community College and Virginia Small Business Development Center to assure all small businesses within the SWCC footprint have the necessary tools to operate effectively, efficiently and profitably.

Goal 3: Stay abreast of regulatory compliance for the SBDC-SWCC organization.

Outcome Related to Goals 1-3: Meet or exceed state guidelines and goals for the SBDC-SWCC through one-on-one client meetings and group workshops during the designated term.

Goal Partially Met. The 2021 Virginia SBDC – SWCC goals attained (to date) are as follows: A) Unique Clients Served-211, Success Standard—110. B) Long-term Clients Served-15, Success Standard-18. C) New Business Starts-11, Success Standard-18. D) Client Capital Investment-\$5,026,273, Success Standard-\$3,100,000. Two of the four outcomes were greatly exceeded, while the remaining two missed the standard set by staff by three each.

Analysis/Use of Results

Based on this year's assessment the SBDC will continue to utilize technology to maximize efficiency of SBDC office. In addition, the director will encourage staff to stay abreast of regulatory guidance, funding opportunities, best management practices, marketing initiatives and financial management through continuing education/workshops/professional development. All staff will incorporate thoughtful processes to encourage respectful, engaging inclusivity. An finally, staff will provide substantive workshops and training to clients to assist individuals in their small business ventures.

Student Support Services

Goal 1: The SSS Program will identify 300 participants for their program and provide services to assist them to be in good academic standing at a rate equal to or higher than rates set by the SSS Grant.

Outcome Related to Goal 1: The SSS grant will identify 300 students for the program and provide services to assist them to be in good academic standing (70%) at a rate equal to or higher than those set in the grant.

Goal Not Met. The SSS Program identified 171 eligible students, 1/3 of whom were either first generation, low income or disabled.

Goal 2: SSS Students identified by the program will persist at a rate equal to or higher than those set by the grant.

Outcome Related to Goal 2: Sixty percent of students who receive services through the SSS grant will enroll in courses the following year.

Data Pending. The SSS program persistence/progression measure benchmark is 60% are from fall to fall. The current measure (65%) is from fall 2020 to spring 2021 with on-going fall 2020 registration. The SSS program will have a final measure in August 2021 (the last day for fall registration).

Goal 3: SSS Students identified by the program will graduate and transfer within four years at a rate equal to or higher than the rate set by the grant.

Outcome Related to Goal 3: Twenty-one percent of SSS participants will graduate and transfer within 200% of the time required for graduation.

Data Pending. The SSS current cohort graduation rate is 47.4% and transfer rate is 33.5% for 2020-21. Final calculations will take place in August 2021 with the assistance of the National Clearinghouse for updated information.

Analysis/Use of Results

The SSS program conducted early and mid-point progress evaluations. The goals and objectives final tally will take place in August 2021. The goals and objectives should be met successfully. The delay in information and identification is due to adjusting to the COVID19 transition having access to students. The SSS program continues to make revisions in order to meet stated goals and objectives. The services provided by the Student Support Services Program are in line to assist SWCC in meeting the goals in the areas of Entry, Connection, Progression and Completion.

The use of the results and findings continue to help the SSS Program make formative and summative Evaluations. It has also allowed for changes and adjustments in the SSS program to reach the Unit Objectives and goals set by the grant as well as improve the services provided to the SSS participants.

Upward Bound

Goal 1: Program students will obtain an Advanced Studies Diploma.

Outcome Related to Goal 1: Students will enroll in classes that lead to an Advanced Studies Diploma.

Data Pending. Per verbal accounts, students have shared they are on target to obtain an advanced diploma. However, due to COVID19, we have not obtained end of the year transcripts from schools.

Goal 2: UB students will enroll in post-secondary institutions.

Outcome Related to Goal 2: Participants will go on college tours and attend Senior Seminars.

Data Pending. Awaiting fall enrollment data.

Goal 3: UB students will be career and college ready.

Outcome Related to Goal 3: Students will job shadow.

Goal Met. UB staff provided technology support for the summer program and assisted with virtual job shadowing.

Analysis/Use of Results

Due to COVID19, some goals were not completed. Data will be collected and reported as it becomes available.

Veteran's Upward Bound

Goal 1: Establish a functional online presence to maintain contact and provide services for Veterans Upward Bound.

Outcomes Related to Goal 1: A) Maintain working relationships with each partner institution, MECC, WCC and VHCC. B) All VUB employees have the skills, services and hardware to maintain day-to-day activities following COVID protocols.

Goal Met. Working relationships have been established and the COVID emergency operations plan has been approved by MECC, WCC and VHCC. All Staff have the technology and the training to use it effectively.

Goal 2: To recruit/serve 125 eligible veterans during each grant period (September 1 – August 31)

Outcome Related to Goal 2: Conduct recruitment activities for veterans who applied but did not enroll.

Goal Not Met. All veterans who applied but did not enroll were identified (113) and contact information was provided. Contacts were made to assess reasons for not enrolling. Sixty veterans were contacted to determine why they did not enroll.

Goal 3: To retain Veterans Upward Program participants at a rate of 58% (defined in the grant proposal).

Outcome Related to Goal 3: Fifty-eight percent of VUB participants will enroll in the next semester.

Goal Met. Of the 67 veterans, dependents and spouses enrolled at SWCC, 61 were retained (91%) the next semester.

Analysis/Use of Results

Action Plans include 1) Continue to make contacts with potential students. 2) Send applicants information on High demand, high wage career tracks available. 3) Continue communication plan and resume one on one meetings when policy allows.

Learning Support

The following learning support units submitted completed Unit Assessment Plans for the 2020-2021 assessment cycle.

**Distance Learning, Testing, and Disability Services
Library**

Distance Learning, Testing, and Disability Services

Goal 1: To measure student satisfaction in online courses to ensure that student satisfaction rates of DLIT course delivery services stay at or above 90% satisfactory at the end of each academic semester.

Outcome Related to Goal 1: Measure student satisfaction with DLIT course delivery services and gain insight on ways to improve services and student success.

Goal Met. Our DLIT student survey reported a student satisfaction rate of 96%.

Goal 2: To ensure all Fall 2020 and Spring 2021 online courses are published to the learning management system, Canvas, by the course start date to ensure that online faculty and students have access to course materials on the first day of classes.

Outcome Related to Goal 2: Faculty will upload course syllabus, faculty contact information, and at least one module into Canvas by the course start date.

Goal Met. The LMS Administrator and Unit Coordinator found that 100% of the Fall 2020 courses and Spring 2021 courses contained the requested content in their Canvas course.

Goal 3: To provide faculty with a repository of SWCC teaching and learning resources to ensure that faculty have access to the most up-to-date LMS, educational technology, and pedagogy information when building quality online courses.

Outcome Related to Goal 3: A repository of information will be compiled for faculty use.

Goal Met. The repository was built in-house during the Fall 2020 semester and was presented as a part of the Spring 2021 In-Service activities.

Analysis/Use of Results

Based on findings, an anticipated goal for this unit is to evaluate faculty access and utilization of the repository to develop and deliver professional development opportunities that support faculty needs and interests. It is anticipated that this goal can support a goal of measuring and improving student satisfaction of online learning.

Library

Goal 1: Provide collection development services to support new and existing programs and new initiatives.

Outcome Related to Goal 1: Purchase new physical materials, review and weed existing collections, and relocate materials and collections as necessary.

Goal Met. Purchased 129 Diversity, Equity & Inclusion print books; 94 Early Childhood print books; 15 critical thinking print books; 54 RN/LPN/CNA/ EMS/Radiology allied health print books; 14 print dance books; 8 print welding books; and 29 print reference books. Weeded target collections (Early Childhood, History, Social Science) by 5% of existing collections; weeded items will be removed from collections as a Summer 2021 project. Purchased 11 print books for QEP development and Critical Thinking collection in final budgeted year.

Goal 2: Determine Library user use and satisfaction with library facilities, resources, and services.

Outcome Related to Goal 2: Administer the annual General Library Survey Spring 2021 to students and faculty and staff February--March 2021. Limited participation due to COVID-19 policies; only students and faculty/staff admitted to Library during Spring 2021.

Goal Met. General Library Survey 2021—Achieved 88% in overall customer service satisfaction (very good-excellent scale)—met 85% benchmark. Achieved 86-87% in other areas for very good/excellent user satisfaction in resources/services—met 85% benchmark in resources satisfaction. Fifty-three survey participants reported: (1) Purpose for visit: 21% class assignment; 16% use Library computers; 16% printing/copying; 4% use Canvas, SIS, student email (2) Library resources used: 35% searched Internet; 35% other (used study rooms and study areas, printing, student ID, Canvas).

Goal 3: Provide support for Diversity, Equity, and Inclusion (DEI) campus initiatives through collection development and creation of new DEI LibGuide for access to print and ebooks, articles, websites, and media.

Outcome Related to Goal 3: Provide resources and services support for DEI campus initiatives.

Goal Met. Purchased 129 Diversity, Equity & Inclusion print books; some of these books are beginning to be requested for borrowing through the Interlibrary Loan system. The DEI print books were labeled and as a special collection, and statistics for use will be available beginning Fall 2021. The DEI Resources libguide will not be launched for private use until Summer 2021 and for public use in Fall 2021. Statistics for its use will be available beginning Fall 2021. URL: <https://sw.vccs.libguides.com/diversity-equity-inclusion>

Analysis/Use of Results

Library staff will 1) Share findings of Library assessments, surveys, and questionnaires with the Vice-President of Academic and Student Affairs for alignment with SWCC Library, SWCC, and VCCS goals (2) Focus on SACSCOC QEP topic of Critical Thinking (SDV 100 sections) with Library resources and services as well as instructional and budgetary support (3) Report findings to special committees such as QEP Planning Committee and Diversity, Equity, and Inclusion (DEI) planning committee as requested (4) Use findings to inform budgeting and collection development for new programs and initiatives as well as existing programs and courses and ongoing initiatives.

Student Services

The following student services support units submitted completed Unit Assessment Plans for the 2020-2021 assessment cycle.

**Admissions
Advising
Career Coaches
Great Expectations
Recruitment and Student Engagement**

Admissions

Goal 1: Change the process of transcripts to give the ability to send electronic transcripts through Parchment.

Outcome Related to Goal 1: Transfer transcripts will be sent through Parchment.

Goal Met. Staff have been trained and Parchment has been implemented though there have been some small issues with automatic transcript release and archived transcripts.

Goal 2: Create an International Student Handbook to give quick answers to international student questions.

Outcome Related to Goal 2: A handbook for international students will be created.

Goal Not Met: Deadline was not met due to COVID. However, the handbook has been started and should be completed by December 2021.

Analysis/Use of Results

Students will be informed of the Parchment option through the Admissions page at sw.edu and through the MY Southwest portal. The VCCS is working on the archive issue. Ongoing meetings with the Department of Homeland Security SEVIS field representative will be held a minimum of two times a year in order to stay abreast of updates and changes to federal regulations. Furthermore, application and enrollment procedures will reflect any updates or changes to the international federal regulations.

Advising

Goal 1: Increase fall-to-fall retention rate for first-time, full-time students

Outcome Related to Goal 1: Development of targeted interventions for first-time, full-time students to include the advising syllabus, FYE activities and early alert.

Goal Partially Met. As of 6/15/21, 118 first-time, full-time students are registered for Fall 2021, which is currently 25.3% retention. Staff could not measure FYE activity due to covid-19 pandemic, however. Seventy-one percent of all fulltime faculty used the early alert system in Navigate.

Goal 2: Increase fall-to-fall retention rate for underprepared students.

Outcome Related to Goal 2: Underprepared students will visit the Advising Center for comprehensive services and follow up.

Goal Met. All underprepared students counseled in the Advising Center were assigned a student success advisor.

Goal 3: Increase the percentage of students who successfully complete program of study within 2 years.

Outcome Related to Goal 3: Targeted interventions will be developed for on time degree completion.

Goal Partially Met. The early alert intervention increased cumulative GPA by 21.8% and average attempted credits by 13.5%. No data was reported for two-year graduation rate.

Analysis/Use of Results

The Advising unit plans to further utilize Navigate and its expanded capabilities to improve student success.

Career Coaches

Goal 1: The Career Coach unit will create a virtual platform for each high school in the SWCC service region with a participation rate of 20% (high school student population).

Outcome Related to Goal 1: The virtual platform will be created and implemented through the Career Coaches.

Goal Met. The career coaches have created a Google Classroom site to post important information and announcements. The seniors are very familiar with Google Classroom, so the students are able to connect with the career coach easily and in one location. The Google Classroom site can also be observed by high school guidance and administration. All high school seniors in the service region use Google Classroom resulting in a 100% participation rate.

Goal 2: The Career Coach unit will plan and execute a financial aid workshop/SWCC information session for each high school in the SWCC service region with 10-plus attendees per event at 80% or higher satisfied/very satisfied response on content.

Outcome Related to Goal 2: Career Coaches will organize and host financial aid workshops and SWCC information sessions at each high school in the SWCC service area with at least ten participants at each event.

Goal Partially Met. Financial aid workshops and information sessions were held at the following times and locations:

Honaker HS – March 18

Grundy HS – March 5

Castlewood HS – February 11

Lebanon HS – February 4

Honaker HS – November 13

Tazewell HS – November 12

Honaker HS – November 10

Richlands HS – November 9

Lebanon HS – October 29

Castlewood HS – October 27

Grundy HS – October 22

Hurley HS – October 15

Graham HS – October 12

Council HS – October 6

No participant numbers or survey results were reported.

Goal 3: The Career Coach unit will host at least one activity or seminar for freshman/sophomore students in each high school in the SWCC service region with at least 25 student participants.

Outcome Related to Goal 3: Career coaches will host at least one activity for freshmen/ sophomores.

Goal Not Met. Due to COVID, a formal activity was not hosted inside the high schools for the 2020-2021 school year.

Analysis/Use of Results

COVID has made it difficult to obtain the outcomes defined for the 2020-2021 school year since many of the planned activities were to be in person. Efforts are being made for the students to attend more in-person for the 2021-2022 school year. If so, the outcomes will be completed during the school year.

Great Expectations

Goal 1: Increase recruitment and networking in the community, to encourage a greater number of Great Expectations program participants.

Outcome Related to Goal 1: Attend at least 10 events on campus or buy Zoom and in the community to promote the program, recruit new students, and strengthen partnerships with other agencies in the community.

Goal Met. Great Expectations staff held more than ten events via Zoom with outside agencies to promote the program.

Goal 2: Provide opportunities for the students in the program to be more involved with activities to enhance his/her college experience – Including the expansion of job shadowing opportunities.

Outcome Related to Goal 2: Promote group cohesion and participation through at least seven student meetings (Zoom option), activities, and the opportunity to participate in at least two community projects. Expand the job shadowing project to provide increased opportunity for students – having at least five each semester to participate.

Goal Not Met. Due to COVID restrictions, we are unable to do the job shadowing activity. Three workshops were offered as were two on campus events. Participation was not reported.

Goal 3: Initiate the GE Housing Project with funding provided by the Gilliam Foundation.

Outcome Related to Goal 3: Promote the success of Great Expectations students by providing a housing stipend each month to assist with living expenses. Completion of 20 applications for the program.

Goal Not Met. Throughout the year GE went from 18 housing spots filled down to 14 perhaps because of continued online classes. This grant will be ending in June of 2022 so we were not able to add any new students in the vacant spots.

Analysis/Use of Results

With the lessening of the pandemic GE is hopeful to have more in-person events and to do the job shadowing activities. Staff will also seek another funding source for the housing stipends.

Recruitment and Student Engagement

Goal 1: Recruitment and Student Engagement will conduct SWCC roadshow events with 100% high school participation and have 25% of high school seniors registered by May 2021.

Outcome Related to Goal 1: SWCC roadshow events will be implemented in all eleven public high schools in the SWCC service region with at least 25% of current high school seniors registering for classes at SWCC.

Goal Not Met. Sixteen percent of high school seniors participated in the roadshow events (Virtual/In Person). No data was reported regarding enrollment of attendees.

Goal 2: Recruitment and Student Engagement will host virtual information sessions each month (via Zoom) with at least ten individuals participating.

Outcome Related to Goal 2: Monthly virtual information sessions will be held.

Goal Partially Met. Eight virtual events were held in the summer to promote fall enrollment and nine events were held to promote spring enrollment. Virtual Q&A sessions were held each month beginning in March on the third Thursday of each month to promote summer and fall offerings. No data was reported for the virtual events. Three in person events were held in August with more than 250 students attending.

Goal 3: Recruitment and Student Engagement will create virtual engagement opportunities for students participating in distance learning classes with at least ten students participating.

Outcome Related to Goal 3: Virtual student activities will be held to promote student engagement.

Pending Data. Weekly engagement activities were held during the summer, fall and spring semesters. No participant data was recorded.

Analysis/Use of Results

COVID has made it difficult to obtain the outcomes defined for the 2020-2021 school year. Efforts are being made for the students to attend more in-person for the 2021-2022 school year.

APPENDIX A1

Assessment Forms by Category

Administration

Administrative Unit Assessment: Southwest Virginia Community College				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Dean of Business, Engineering, and Industrial Technology	James Dye	james.dye@sw.edu	Fall 2020	Spring 2021
The Business, Engineering and Industrial Technology division of Southwest Virginia Community College provides quality programs and education for workforce and economic development, professional and technical training, transfer readiness, and personal skill building. The Business, Engineering and Industrial Technology Division reports to the Vice President of Academic and Student Services.				
Program Goals				
Goal 1: Division program faculty attend conference related to program and implement at least one idea to increase enrollment by 10%. This is a two-year goal. The first-year the faculty will attend the conference and implement the idea. The second-year is when the enrollment increase is expected. Program Prioritizations				
Goal 2: Implementation of BEIT G3 Pathways and increase enrollment in pathway programs (Information Technology, Advanced Manufacturing/Precision Machining, Trades) by 10%. If implemented Spring 2021. Program Prioritizations				
Goal 3: Expand the use and class integration of Canvas in BEIT Division courses. (Added after COVID-19 Migration to Online Teaching) High-Impact Instructional Practice				
Goal 4: Improve Program/Course Success Rate: High-Impact Instructional Practice				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
1. Increase enrollment in programs by 10% implementing at least one idea from conference. Two-year goal. Year-One Attend conference and implement idea. Year-Two measure enrollment.	Percentage increase in enrollment for identified programs.	This is a two-year goal. Year-one will serve as the benchmark. Year-two will be measured for the results Increase by 10%. Cybersecurity Program: 1. Employer Engagement. 2. Complementary Stackable credential.	We did not meet this goal.	Re-evaluate the outcome and success standard once COVID-19 is past and we return to a more normal operating environment.
2. Increase enrollment by 10% in G3 Pathways (Information Technology, Advanced Manufacturing/Precision Machining, Trades).	Percentage of students enrolled.	Use the 2019-2020 Enrollments as benchmarks for the 2020/2021, once G3 funding begins.	Due to COVID-19 G3 funding did not begin.	G3 Funding and eligible programs will be a focus for 2021-2022.

<p>3. Obtain 100% of BEIT Division faculty (Adjunct and Full-Time) logging in to Canvas at least every week.</p>	<p>Percentage of division faculty.</p>	<p>100% of faculty documented through random sampling at least 3 times during the semester.</p>	<p>96% of Instructors Used Canvas. (1 evening adjunct did not)</p>	<p>Continue to encourage use of Canvas and training for hybrid and online instruction. Continue to coach trade-based programs to explore additional augmented reality for instruction, where appropriate.</p>																														
<p>4. Increase utilization of Canvas in BEIT Division Courses by 25%</p>	<p>Percentage increase in Canvas Analytics for: Courses, Teachers, Students, and Discussion Topics</p>	<p>An increase of 25% Canvas utilization from 2019/2020 to 2020/2021.</p> <table border="1" data-bbox="934 776 1197 1010"> <thead> <tr> <th>Criteria</th> <th>SP20</th> </tr> </thead> <tbody> <tr> <td>Courses</td> <td>86</td> </tr> <tr> <td>Teachers</td> <td>24</td> </tr> <tr> <td>Students</td> <td>273</td> </tr> <tr> <td>Discussion</td> <td>740</td> </tr> <tr> <td>Assignments</td> <td>3115</td> </tr> </tbody> </table>	Criteria	SP20	Courses	86	Teachers	24	Students	273	Discussion	740	Assignments	3115	<table border="1" data-bbox="1255 613 1623 841"> <thead> <tr> <th>FA20</th> <th>Criteria</th> <th>SP21</th> </tr> </thead> <tbody> <tr> <td>87</td> <td>Courses</td> <td>107</td> </tr> <tr> <td>20</td> <td>Teachers</td> <td>26</td> </tr> <tr> <td>493</td> <td>Students</td> <td>504</td> </tr> <tr> <td>808</td> <td>Discussion</td> <td>832</td> </tr> <tr> <td>3097</td> <td>Assignments</td> <td>3335</td> </tr> </tbody> </table> <p>For Spring to Spring, course utilization of Canvas increased 24%.</p>	FA20	Criteria	SP21	87	Courses	107	20	Teachers	26	493	Students	504	808	Discussion	832	3097	Assignments	3335	<p>Continue to encourage the use of Canvas with at least basic course information available. Encourage trade-based instructors to integrate into their classes and spend time working with students on how to use Canvas in the event they need to complete at least a portion of the class in an online format, where appropriate.</p>
Criteria	SP20																																	
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<p>5. Improve the success rates in a high-enrolled division course by 10%</p>	<p>Percentage of increase over benchmark. The benchmark will be the average success rate over the past five years.</p>	<p>An increase of 10% success rate in ITE 115 Introduction to Computer Applications and Concepts Strategy 1: Develop an Advisor Assistant Sheet to help place students in the correct computer class. Strategy 2: Add a video to ITE115 describing how the workflow is organized in Canvas.</p>	<p>Changes integrated into ITE115 did not result in an increase in success rates. Average success rates since Fall 2015 is 54.8% Average success rate for 2020/2021 is 54.1% By comparison ITE119 success rates since Fall 2015 is 70.14%</p>	<p>Transfer Virginia has resulted in the discontinuation of ITE115 and ITE119. The new class ITE152 will be offered starting Fall 2022. Through the initial course design, the instructors should focus on the components and features of ITE119 and create ITE152 in a similar way.</p>
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Outcome Sought	Measures	Success Standard	Findings	Action Plans
Analysis/Use of Results				
Comments (Goals tied to other unit activities, anticipate new goal based on findings.)				
<p>COVID-19 and the disconnect between faculty, staff, and students has proved to be an extreme challenge. Some instructors and classes have adapted to the online format easier than others. The online hybrid components of the trade-based classes have not been received well by the students. These classes ran in a face-to-face format in condense time periods when possible, with limited enrollment for social distancing. Additional training and coaching is needed for instructors to fully integrate the available technologies. Four of the five trade-based instructors were in their first year of full-time employment when we left campus for COVID-19.</p>				
<p>In developing the unit assessment goals and outcomes for 2021/2022, the division will discuss the overall division needs and establish the goals and outcomes to better reflect the meeting of those needs.</p>				

Academic Program Assessment: Southwest Virginia Community College				
Division	Program	Coordinator	Email	Academic Year
Humanities, Social Sciences, Mathematics, Natural Science and Health Technology	Entire Division	Brian Wright, Dean	Brian.wright@sw.edu	2020/2021
Program Mission Statement				
Program Goals				
Goal 1: To work closely with MSHT to create a schedule that is conducive to General Education needs of students.				
Goal 2: To work closely with newly hired faculty to ensure ease of transition into their new roles.				
Goal 3: To closely monitor online class LMS presence to insure uniformity of presentation and feature usage as well as engagement.				
Goal 4: To create a platform within Canvas for DE and Adjunct faculty to serve as a medium of communication and professional development				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
Goal 1: To work closely with MSHT to create a schedule that is conducive to General Education needs of students.	To create a more balanced schedule (percentage wise) of Gen Ed courses that will allow greater access to said Gen Ed courses in the morning and very early afternoon time periods that student's seek.	A successful schedule of Gen Ed courses will be reflected in future semester offerings based upon percentages of offerings during scheduled class times	Because of the Covid 19 Pandemic, which is ongoing, classes were and are routed to an asynchronous format. Fall 2020 saw 92% of all open seats online with only 8% face to face. This was a dramatic change from 57% of all seats being online with 43% being face to face. In Spring 2020. Spring 2021 saw classes in the division at 100% online.	As covid continues to plague the planet, efforts are being made to return to a normal approach to classes. Decreasing online classes from 100% online to 81% shows that some progress toward a return to normalcy is being made. Plans for greater normalcy in Spring 2022 is the main goal.
Goal 1 cont			Fall 21 is currently standing 81% online and 19% face to face	
Goal 2: To work closely with newly hired faculty to ensure ease of transition into their new roles.	To prepare new faculty for the challenges they will face related to college policies and as advisors through the use of	Success will be objectively measured by new faculty feedback as related to readiness to advise and properly conform to policy.	As we moved to 100% online instruction, regular contact was maintained with new faculty. Tragically, Dr. Ellis-Oquinn was lost to sudden death leaving an opening in Psychology. Professor April Hess chose to	Newly hired faculty will experience a new faculty orientation with monthly planned events. Recently hired faculty will be invited to attend.

	SIS/multi-measures		retire and the Human Services Position was left open. Professor Judy Casyle also retired leaving an opening in Speech. New faculty from the last assessment saw a baptism by fire, so to speak, because of covid, but the Dean was available at all times to the new faculty via email and cell phone. However, a new faculty orientation plan with monthly events was not carried through because of covid.	
Goal 3: To closely monitor online class LMS presence to insure uniformity of presentation and feature usage.	To gauge engagement, analytics will be viewed to ensure platform usage as a means to access course materials, assignments, and discussion boards.	An objective standard will be utilized that shows engagement with the platform and the faculty member's course content via the analytics feature offered in Canvas.	In looking at HSS at the end of Spring 2021, removing all 51s, DE courses, and internships, we find through Canvas analytics that courses within HSS had an average of 29.87 graded items. There were also 25.29 average discussion boards in HSS courses. As Canvas is entering	Though assignment and discussion rates appear to be increasing, the announcement usage is unacceptable. This number should increase by a factor of 10 to meet the minimal requirement of two announcements per week.

			it's third year of use at SWCC, these numbers are increased over previous semesters. However, the more concerning of the data mined is that HSS courses saw an average of only 3.65 announcements per course for the entire semester.	
Goal 3 cont				
Goal 3 cont				
Goal 4: To create a platform within Canvas for DE and Adjunct faculty to serve as a medium of communication and professional development	To ensure a monitor-able means of DE and Adjunct faculty engagement with the division.	90% of DE and Adjunct faculty will accept an invitation to the platform and will engage with content as added.	63% was achieved as of the previous assessment, but covid made the situation first. As classes went online, and as the K12 went fully online, chaos ensued. Instructors were just trying to keep their heads above water	Over the previous year, this goal was a complete failure. The complications brought by covid made it impossible. However, with the advent of Zoom, DE instructors and adjuncts were invited to regular meetings to discuss actions and issues related to the pandemic era. These meetings were held every two weeks in the Fall semester, and all DE and adjuncts were given the Dean's cell number.
Analysis/Use of Results				
Comments (Goals tied to other unit activities, Anticipate new goal				

based on findings.)				
<p>Not only has covid greatly impacted the division and institution, but life has dealt us some difficult blows. As already mentioned, we lost Dr. Amanda Ellis-Oquinn to a sudden death event. We then lost a valued member of the administrative team, Professor Jereial Fletcher who had taken up the post as the dean of Math, Science, and Health Technologies. As a result of the loss of Dean Fletcher, a reorganization took place. Humanities and Social Sciences will merge with Math and Science for a new Arts and Sciences Division. The goals presented here will stand as goals for the unified division as the MSHT division saw an average number of announcements 2.6 and average discussion boards of 9.16. Furthermore, both divisions saw courses deployed without syllabi. Closer monitoring on behalf of the Dean is obviously necessary, so regular evaluations will be held.</p>				

Administrative Unit Assessment: Southwest Virginia Community College

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Dean of Student Success	Dyan Lester	Dyan.Lester@sw.edu	Fall 2020	Spring 2021

The mission of the dean of student success's office is to serve and support a diverse community of students in the areas of connection (recruitment), entry (enrollment), progression (retention) and completion (success).

Program Goals

Goal 1: To increase efficiency and accuracy of enrollment verification in order to secure a stable enrollment picture as early as possible in each term and session.

Goal 2: To increase enrollment by 1% for the academic year.

Assessment Categories

Outcome Sought	Measures	Success Standard	Findings	Action Plans
1. Have 90% of faculty complete the enrollment census process in Navigate on time.	1. % of faculty using and completing the enrollment census on time.	1. New goal/outcome/process.	1. It is unclear what percentage of faculty completed the enrollment census on time, as there was not a master list to work from in Navigate. However, staff narrative indicates that the process was cleaner than in the past.	Determine a baseline number of faculty and measure the percentage accordingly.

<p>2. Work with the strategic communication team and IR to ensure that messaging is unified and targeting common goals in a strategic way and time.</p>	<p>2. Weekly meetings/emails conducted to align goals and resources.</p>	<p>1. New goal/outcome/process.</p>	<p>Weekly meetings are held with recruitment and engagement, communications, the dean of student success, and advising, in order to create clear alignment with internal and external messaging and to highlight important initiatives and programs.</p>	<p>The meetings have proven to be highly valuable to the staff that participate, and many small initiatives spring from the meeting discussions. While enrollment was essentially flat for the year, it was seen as a success due to the state of enrollment in other institutions of higher education during the pandemic.</p>
<p>Analysis/Use of Results</p>				
<p>Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)</p>				
<p>Focus in the coming year will be around financial aid and how to utilize it strategically to support enrollment and student success.</p>				

Administrative Unit Assessment: Southwest Virginia Community College

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Institutional Research and Assessment	Cathy Smith-Cox	cathy.smith-cox@sw.edu	Fall 2020	Spring 2021

The Office of Institutional Research and Assessment strives to provide relevant data and reports to all internal and external stakeholders with integrity and clarity.

Program Goals

Goal 1: Establish an updated timeline and submit the first general education competency report to SCHEV.

Goal 2: Submit a successful Fifth Year Interim Report to SACSCOC by or before the September 15th deadline.

Assessment Categories

Outcome Sought	Measures	Success Standard	Findings	Action Plans
The Critical Thinking Competency Assessment will be submitted to SCHEV.	Submission of the report	Submitted by date specified by SCHEV and post it on the SWCC website on the IR page.	The report was submitted before any deadline set by SCHEV. Due to COVID the submission deadline was moved to give extra time for completion. SWCC did not need the extra time.	Remind the GE Coordinators that there are activities each year to be completed for each competency.
Fifth Year Interim Report will be compiled by the IR office and the oversight committee and sent to SACSCOC in a timely manner.	Submission of the report	Submitted by September 15 deadline and received by SACSCOC on that date	The Fifth Year Interim Report was submitted on time in spite of complications and delays. SACSCOC evaluation and results will be available in December 2021.	Continued plans for this report are dependent on SACSCOC action in December 2021.

Analysis/Use of Results

Comments (Goals tied to other unit activities, Anticipate new goal based on findings.) The IR office has received updates for all of the general education competency reports with one exception—Civic Engagement. Efforts will continue to meet the data and reporting needs of both internal and external constituents.

Administrative Unit Assessment: Southwest Virginia Community College

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Quality Enhancement Plan	Cathy Smith-Cox	cathy.smith-cox@sw.edu	Fall 2020	Summer 2021

The Quality Enhancement Plan at Southwest Virginia Community College provides direction and resources to improve the critical thinking abilities of Southwest Virginia Community College students.

Program Goals

Goal 1: To author a successful QEP Impact Report to be included in the SACSCOC Fifth Year Interim Report.

Assessment Categories

Outcome Sought	Measures	Success Standard	Findings	Action Plans
The Impact Report will be submitted in a timely manner on or before the due date.	Submission of the report	Submitted by date specified by SACSCOC	The report was a comprehensive evaluation of the project that was a result of efforts of all the QEP staff. IT was submitted on time as a part of the Fifth Year Interim Report	Work with the Dean of Arts and Sciences for a smooth transition of SDV 100 to the division to continue the great work the QEP began. Deploy staff to other areas of the college.

Analysis/Use of Results

Comments (Goals tied to other unit activities, anticipate new goal based on findings.)

This is the final year of the QEP project. It has been successful as evidenced by the QEP Impact Report. The staff will receive feedback on the report from SACSCOC in December 2021.

Administrative Unit Assessment: Southwest Virginia Community College

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Title IX	Dyan Lester	Dyan.Lester@sw.edu	Fall 2020	Spring 2021

The mission of the Title IX unit is to promote education and awareness of Southwest’s Title IX policy in order to ensure an educational environment free from sexual harassment or discrimination. The Title IX Coordinator is also the Dean of Student Success.

Program Goals

- Goal 1:** Implement new regulations and policy changes in order to comply with VCCS and federal guidelines.
- Goal 2:** Secure a system to more fully address online data reporting for TIX.

Assessment Categories

Outcome Sought	Measures	Success Standard	Findings	Action Plans
1. Work with the Deputy Title IX Coordinator and Hearing Officer to secure training and successfully implement policy changes.	Revision of policy published online and in the student handbook. Post administrative staff training materials online and develop new student training materials.	Presence of policy. Presence of training materials.	Policy was updated and posted online, in alignment with VCCS policy and federal regulations. New roles were identified and training was completed. Membership was purchased with SUNY Student Conduct Institute as part of a VCCS-wide contract. Training was secured for the TIX Coordinator, the TIX Deputy Coordinator, and the Hearing Officer, as mandated by federal regulation. Student training is up-to-date and posted online for all students, but was not revised as they were appropriate and tailored to the SWCC policy.	Federal regulation changes are anticipated with the new governmental approach to Title IX. We will watch closely and adjust our practices accordingly and in alignment with VCCS policy.

<p>2. Secure a system to more fully address online data reporting for TIX.</p>	<p>Set up and implement new system.</p>	<p>Presence of system.</p>	<p>SWCC transitioned to Maxient, an online platform that allows for incident reporting, but also extensive case management including using communication templates that can be sent directly from the system. Maxient integrates with SIS so that student data is pulled into the system for more comprehensive tracking and documentation.</p>	<p>Extensive setup was needed to get the system live, with no interruption to the online reporting access points that college community members were accustomed to. Moving forward, an awareness campaign is needed to drive usage of the system as students, employees and community members return to campus after COVID-19.</p>
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Analysis/Use of Results
<p>Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)</p>
<p>Specifics regarding awareness campaigns need to be developed to create new goals for the 21/22 academic year. In addition, training will need to be completed on an annual basis.</p>

APPENDIX A2

Assessment Forms by Category

Grants

Administrative Unit Assessment: Southwest Virginia Community College

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
PTAC	Rhonda Vandyke	rhonda.vandyke@sw.edu	4/1/2020	3/31/2021

The mission of the PTAC's national program is to expand the number of businesses participating in Government contracting whether it be federal, state, or local government.

Program Goals

Goal 1: Hold at least 600 hours of counseling during the period of performance

Goal 2: Participate in at least 18 outreach events

Goal 3: Add 150 new clients to our database

Goal 4: Achieve a cost per credit hour of \$416.28.

Goal 5: Achieve 40 hours of training

Assessment Categories

Outcome Sought	Measures	Success Standard	Findings	Action Plans
<p>Achievement of all Goals:</p> <p>GOAL 1: Hold 600 hours of counseling during the period of performance utilizing email, telephone, virtual meetings and in person meetings.</p> <p>GOAL 2: Participate in, host and co-host 18 outreach events.</p> <p>GOAL 3: Add 150 new clients to database</p> <p>GOAL 4: Cost per counseling hour of \$416.28</p> <p>GOAL 5: 40 Hours of training</p>	<p>All are numeric.</p> <p>All are numeric.</p> <p>All are numeric</p> <p>All are numeric</p> <p>All are numeric</p>	<p>Achievement of 80% of the PY Goal</p> <p>Achievement of 80% of the PY Goal</p> <p>Achievement of 80% of the PY Goal</p> <p>Achievement of 90% of the PY Goal</p> <p>Achievement of 90% of the PY Goal</p>	<p>Achieved 634 hours of counseling, 105.67%.</p> <p>Hosted & Co-Hosted at total of 29 events, 161.11%.</p> <p>This goal was changed to 150 new clients. Obtained 87 new clients, 58%.</p> <p>\$446.84 per counseling hour.</p> <p>100% was obtained for the required training of staff.</p>	<p>Each staff member is charged with specific numeric goals to achieve each month for each program goal. Monthly goals will be monitored by the program director to assure that the program is on track to complete the PY with success for each Goal as well as reaching the goal for cost per counseling hour.</p> <p>Moving forward: The PTAC will focus on obtaining the new goal of 150 new clients. Hopefully, when the COVID pandemic is less threatening, staff members can travel and be more active in the service region. Staff members will continue to focus on the goal for counseling hours which has been increased to 700 hours for 2022. Events are planned for 2022 to obtain the new goal of 20 events. With a reduction in program costs and increase in counseling hours, the PTAC anticipates meeting the \$417cost per hour for 2022. Staff training is scheduled for the 2022 PY to insure the 40 hours/FT staff and 20 hours/PT staff.</p>

Analysis/Use of Results

Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)

Moving forward the PTAC is monitoring its activities and monthly goals to help assure success in the coming PY. The PTAC staff will continue to telework from home during the COVID 19 pandemic. The staff will utilize virtual media to obtain goals for events and training requirements. They will continue to use virtual media sources, telephone, email and in-person contact (when necessary and safe) to obtain counseling and client goals. The cost per counseling hour goal will be determined by the number of hours obtained during the past performance period of September 1 of the previous PY year to August 31 of the current PY.

Moving forward into the 2022 program year, the PTAC has evaluated its performance during the 2021 program year and has designed a strategy to assist it with meeting the new goals as well as achieving the same goals set during the 2021 program year. The staff meets by-weekly to review the progress for monthly and annual reporting and discusses event planning and training events for the program and for the staff members. The PTAC is optimistic about meeting the program goals for the new 2022 Program Year.

Administrative Unit Assessment: Southwest Virginia Community College

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Small Business Development Center	Margie Douglass	margie.douglass@sw.edu	Fall 2021	Spring 2022

Mission of the Unit

In accordance with the SWCC and Virginia SBDC goals and objectives, the Small Business Development Center (SBDC) at SWCC's mission is to provide small businesses and entrepreneurs, within the four-county footprint, substantive business counseling, research, training, and business resources.

Reports to: Dr. Tommy Wright, President

Program Goals

Goal 1: The Small Business Development Center (SBDC) strives to enhance Virginia's economic growth by providing small business advising, specialized business training, and business resources that promote community and workforce development in the Commonwealth of Virginia.

Goal 2: Market available services, resources and programs through both Southwest Virginia Community College and Virginia Small Business Development Center to assure all small businesses within the SWCC footprint have the necessary tools to operate effectively, efficiently and profitably.

Goal 3: Stay abreast of regulatory compliance for the SBDC-SWCC organization.

Assessment Categories

Outcome Sought	Measures	Success Standard	Findings	Action Plans
Meet or exceed state guidelines and goals for the SBDC-SWCC through one-on-one client meetings and group workshops during the designated term.	Number of unique and long-term clients served, amount of capital investments	<p>The Virginia SBDC established the following goals for the SBDC at SWCC for 2021:</p> <p>Unique Clients Served – 110</p> <p>Long-term Clients served 18</p> <p>New Business Starts: 18</p> <p>Client Capital Investment \$3.1 million</p>	<p>The 2021 Virginia SBDC – SWCC goals attained (to date) are as follows:</p> <p>Unique Clients Served: 211</p> <p>Long-term Clients Served: 15</p> <p>New Business Starts: 11</p> <p>Client Capital Investment: \$5,026,273</p>	<p>SBDC-SWCC will:</p> <p>Provide one-on-one counseling and group workshops</p> <p>Assist clients with business plan preparation</p> <p>Assist clients with financial projections for the purpose of obtaining financing</p> <p>Assist clients with marketing research, effective marketing tools</p> <p>Continue training relative to best business practices and regulatory guidelines</p>

Analysis/Use of Results

Comments (Goals tied to other unit activities, anticipate new goal based on findings.)

Continue to utilize technology to maximize efficiency of SBDC office.
 Encourage staff to stay abreast of regulatory guidance, funding opportunities, best management practices, marketing initiatives and financial management through continuing education/workshops/professional development.
 Incorporate thoughtful processes to encourage respectful, engaging inclusivity.
 Provide substantive workshops and training to clients.

Administrative Unit Assessment: Southwest Virginia Community College

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Student Support Services	Mike Henry	mike.henry@sw.edu	Fall 2019	Summer / Fall 2020

The mission of the Student Support Services Program (SSS) is to identify 300 SWCC students that are disadvantaged low-income college students, first-generation college students, and college students with disabilities to successfully complete a program of study at the postsecondary level as well as transfer to complete a baccalaureate degree.

Program Goals

Goal 1: The SSS Program will identify 300 participants for their program and provide services to assist them to be in good academic standing at a rate equal to or higher than rates set by the SSS Grant.

Goal 2: SSS Students identified by the program will persist at a rate equal to or higher than those set by the grant.

Goal 3: SSS Students identified by the program will graduate and transfer within four years at a rate equal to or higher than the rate set by the grant.

Assessment Categories

Outcome Sought	Measures	Success Standard	Findings	Action Plans
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<p>Goal One: The SSS Program will identify 300 participants for their program and provide services to assist them to be in good academic standing (70%) at a rate equal to or higher than rates set by the SSS Grant.</p>	<p>The SSS Program will identify 300 eligible students in which at least two-thirds of the participants (66%) served will be low-income and first-generation and student with disabilities. Good Academic Standing will be measured by using the SIS System for determining the participants cumulative GPA at SWCC.</p>	<p>At least 300 students will be identified in which 2/3s are first-generation and low-income or students with disabilities. 70% of all the SSS participants will be in Good Academic standing each year.</p>	<p>The SSS Program is continuing to identified 300 eligible students in which at least two-thirds will be first-generation and low income. Currently, 171 (60%) and one-third 73 were either first generation, low-income or disabled at the end of the spring semester 2021 with. Goal will be met by August 16, 2021. Two hundred ten (232) SSS students</p>	<p>Progression: The SSS Program provided Counseling, Intrusive Advising, Tutoring on-line and on-going contact with students to do early academic interventions as needed as well as acquaint students to the available resources on the SWCC campus. The use of instructor and student contact through various resources was used as an early intervention strategy as well as a collaborative effort with faculty to track student progress. The SSS Program needs to increase visibility of their program resources by establishing a</p>
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			(77%) were in good academic standing.	presence in all academic buildings as well as implementing an email campaign to faculty to do class and other presentations.
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Outcome Sought	Measures	Success Standard	Findings	Action Plans
<p>Goal Two:] 60% of SSS Participants will persist from one academic year to the next.</p>	<p>Progression and Persistence will be measured using the SIS system and Navigate each semester for enrollment and persistence in participants program of study.</p>	<p>60% of the identified SSS students will Persist from fall to fall each year of the grant.</p>	<p>The SSS program persistence/progression measures of 60% are from fall to fall. The current measure (65%) is from fall 2020 to spring 2021 with on-going fall 2021 registration. The SSS program will have a final measure in August 2021 (the last day for fall registration).</p>	<p>Progression: The SSS Program will provide Counseling, Intrusive Advising, Tutoring and on-going contact with students to do early academic interventions as needed as well as acquaint students to the available resources. The use of contact through various sources by the SSS Program will be used as an early intervention strategy as well as a collaborative effort with faculty to track student progress. SSS Program will assist in conducting and promoting registration Clinics with student incentives for early registration prior to the end of the term.</p>

Outcome Sought	Measures	Success Standard	Findings	Action Plans
<p>Goal Three: 21% SSS Participants will graduate and transfer within four years.</p>	<p>The SSS Program will use the SIS System and the SSS Programs Blumen Data Base to track each Student Cohort for progression and program completion of credits for graduation. The National Clearinghouse, Admissions office and contact with transfer institutions will be used for tracking.</p>	<p>21% of each SSS Student Cohort will Graduate and Transfer within four years.</p>	<p>The SSS current cohort graduation rate is 47.4% and transfer rate is 33.5% for 2020-21. Final calculations will take place in August 2021 with the assistance of using the National Clearinghouse for updated information.</p>	<p>Completion: The SSS program will conduct on-going checkups through the SIS system, Blumen Data Base, Navigate and Clearinghouse for progress toward graduation. The SSS Program will assist in implementing an SIS evaluation and Completion Campaign for students who have significant credits but who have not applied for graduation. The SSS program will continue to conduct transfer “ready” workshops, host transfer fairs online and campus with the four-year colleges and universities as well as provide transfer trips to four-year colleges and universities of choice.</p>

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Analysis/Use of Results

Comments (Goals tied to other unit activities, anticipate new goal based on findings.)

The SSS program conducted early and mid-point progress evaluations. The goals and objectives final tally will take place in August 2021. The goals and objectives should be met successfully. The delay in information and identification is due to adjusting to the COVID – 19 transition having access to students. The SSS program continues to make revisions in order to meet stated goals and objectives. The services provided by the Student Support Services Program are in line to assist SWCC in meeting the goals in the areas of Entry, Connection, Progression and Completion.

The use of the results and findings continue to help the SSS Program make formative and Summative Evaluations. It has also allowed for changes and adjustments in the SSS program to reach the Unit Objectives and goals set by the grant as well as improve the services provided to the SSS participants.

Administrative Unit Assessment: Southwest Virginia Community College				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Upward Bound	April Quesenberry	April.quesenberry@sw.edu	Fall 2020	Spring 2021
<p>The mission: To assist secondary students to enroll, persist and complete postsecondary education. Upward Bound reports to the Dean of Student Success</p>				
Program Goals				
Goal 1: Assist students to enroll in secondary classes to obtain an Advanced Studies Diploma				
Goal 2: Assist students with post-secondary enrollment				
Goal 3: Assist students to be career and college ready				
Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
1. Assist students to enroll in secondary classes to obtain an Advanced Studies Diploma	In the spring semester, assist UB students in class selections.	1. Graduate 50% of students with an advanced diploma	Surveying students verbally, most state they plan to obtain an advanced diploma.	Obtain transcripts from the school counselor at the end of the school year.

Outcome Sought	Measures	Success Standard	Findings	Action Plans
2. Assist students with post-secondary enrollment	<p>Provide College Tour opportunities or host Zoom calls with college admission representatives</p> <p>Either in person or virtually, provide opportunities to complete the FASFA, college applications, and answer parental questions.</p>	<p>Attendance at Senior Seminar.</p> <p>Completion of FAFSA and three college applications by December 1.</p>	<p>Students will begin the process of college tours upon entry into the program.</p> <p>Students will begin college applications and FAFSA conversations the summer before their senior year in ASPIRE.</p>	<p>Schedule senior seminar for the fall semester.</p> <p>Schedule college tours based on availability due to Covid19 or Zoom calls with admission representatives.</p>
3. Assist students with job shadowing opportunities to be college/career ready	<p>Provide virtual job shadowing, career component in every summer class taught and career guest speakers during the virtual summer program.</p>	<p>Participation in the virtual summer program.</p>	<p>UB students have the technology support to participate in the summer program.</p> <p>UB staff provide career enhancement in lesson plans, virtual job shadowing and career guest speakers during the summer program.</p>	<p>Review lesson plans turned in for summer program by each instructor.</p> <p>Purchase virtual job shadowing technology.</p> <p>Secure guest speakers who have a bachelor's degree or higher.</p>
Analysis/Use of Results				
<p>Comments (Goals tied to other unit activities, anticipate new goal based on findings.) Due to COVID19, some goals were not completed. Data will be collected and reported as it becomes available.</p>				

Veterans Upward Bound Unit Assessment - Southwest Virginia Community College				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Veterans Upward Bound	Gwendalyn Slone	Gwendalyn.Slone@sw.edu	Summer 2020	Summer 2021
<p>Veterans Upward Bound’s mission, as defined by the United States Department of Education is to motivate and assist veterans in the development of academic and other requisite skills necessary for acceptance and success in a program of postsecondary education. The program provides assessment and enhancement of basic skills through counseling, mentoring, tutoring and academic instruction in the core subject areas. The primary goal of the program is to increase the rate at which participants enroll in and complete postsecondary education programs.</p>				
Program Goals (grant-mandated by US Department of Education)				
Goal 1: Establish a functional online presence to maintain contact and services for Veterans Upward Bound				
Goal 2: To recruit/serve 125 eligible veterans during each grant period (September 1 – August 31)				
Goal 3: To retain Veterans Upward Program participants at a rate of 58% (defined in the grant proposal)				
Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action
Emergency Operations Objective 1A: Maintain working relationships with each partner institution: MECC, WCC and VHCC.	A COVID-19 emergency operations plan is developed and disseminated to the host institution and partner colleges	Partner institutions accept and approve the COVID emergency operations plan	Plan aligned well with operations of all partner institutions	Continue plan until institutions resume standard operations;
Objective 1B: All VUB employees have the skills, services and hardware to maintain day-to-day activities following COVID protocols.	Assess that all staff have quality internet access, updated laptop, access to a printer ; Train all staff members in Zoom and Canvas	All VUB staff were equipped with laptops, Ipad Pros, a printer and office supplies; 100% of staff trained in Zoom and have a personal Zoom Room address; Director is trained in use of Canvas and a Veterans Upward Bound Shell was established.	All standards are met and staff are fully operational;	Continue with plan until colleges resume pre-COVID function;

Outcome Sought	Measures	Success Standard	Findings	Actions
<p>Recruitment Objective 2A: Conduct recruitment for veterans who applied but did not enroll at SWCC;</p>	<p>Request query of veterans who applied but did not enroll at SWCC, MECC, VHCC, or WCC</p> <p>Create spreadsheet of all veterans, dependents and spouses with contact information</p> <p>Create a phone log to outline times, dates and students contacted;</p> <p>Create a standard script of questions to assess why veterans failed to attend after enrolling;</p>	<p>100% of veterans who applied but did not enroll were identified prior to summer semester 2020;</p> <p>Contact information for all veterans and military spouses and dependents are included on a spreadsheet;</p> <p>A phone log was created and disseminated to assess students' reasons and rationales for not attending classes;</p> <p>Standard transcript was designed to assess rationales for failed attendance;</p>	<p>113 veterans, National Guardsman and military spouses were identified.</p> <p>Letters were sent to all enrolled veterans encouraging them to contact VUB.</p> <p>Contact was made with 60 enrollees. Among that number, 41 got jobs, 9 had family demands, and 10 gave no reason.</p>	<p>Continue contacts with this potential population. Send information on high demand, above average career tracks available at SWCC.</p>

APPENDIX A3

Assessment Forms by Category

Learning Support

**Southwest Virginia Community College
Administrative Unit Assessment
2020-2021**

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Distance Learning and Testing	Melissa Stiltner	Melissa.stiltner@sw.edu	Fall 2020	Spring 2021

Mission of the Unit: The mission of Distance Learning, Testing, and Disability Services is to support the initiatives of the institution in its online instruction, research, and public service mission. In addition to, offering support services and equal access to all students in compliance with federal law. These services are fundamental to SWCC’s efforts to develop, implement, and deliver programs in non-traditional avenues.

Reports to: Dean of Student Success

Annual Unit Goals

SMART—Specific, Measurable, Achievable, Relevant, Time-based

Goal 1: To measure student satisfaction in online courses to ensure that student satisfaction rates of DLIT course delivery services stay at or above 90% satisfactory at the end of each academic semester.

Goal 2: To ensure all Fall 2020 and Spring 2021 online courses are published to the learning management system, Canvas, by the course start date to ensure that online faculty and students have access to course materials on the first day of classes.

Goal 3: To provide faculty with a repository of SWCC teaching and learning resources to ensure that faculty have access to the most up-to-date LMS, educational technology, and pedagogy information when building quality online courses.

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
1. Measure student satisfaction with DLIT course delivery services and gain insight on ways to improve services and student success.	1. Distribute the DLIT student survey at the end of the fall and spring terms via Canvas.	1. Goal is to maintain or increase a student satisfaction rate of at least 90% satisfaction. The survey will be reviewed at the end of the Spring 2021 term to determine if new questions and areas of service need to be added.	1. Our DLIT student survey reported a student satisfaction rate of 96%.	1. COVID-19 caused all of our Spring courses to transition to an online presence. As such, the unit coordinator provided professional development opportunities to faculty and staff. We used the data to develop a training course for online teaching. This data and the course were shared with the deans and VP of Academic and Student Services for feedback.

Outcome Sought	Measures	Success Standard	Findings	Action Plans
2. Faculty will upload course syllabus, faculty contact information, and at least one module into Canvas by the course start date.	2. LMS Administrator and Unit Coordinator will assess each Fall 2020 and Spring 2021 online course to determine if each course contains the desired materials.	2. Goal is that, with support, each online faculty will upload the desired materials in their course by the course start date.	2. The LMS Administrator and Unit Coordinator found that 100% of the Fall 2020 courses and Spring 2021 courses contained the requested content in their Canvas course.	2. Continue to support faculty with achieving this outcome because it is a best practice of online course pedagogy for students to have access to this information on the first day of the course.

Outcome Sought	Measures	Success Standard	Findings	Action Plans
<p>3. To provide faculty with a repository of SWCC teaching and learning resources to ensure that faculty have access to the most up-to-date LMS, educational technology, and pedagogy information when building quality online courses.</p>	<p>3. Build and present to faculty a repository of SWCC teaching and learning resources.</p>	<p>3. Success will be achieved by presenting the repository to faculty by the end of the Spring 2021 semester.</p>	<p>3. The repository was built in-house during the Fall 2020 semester and was presented as a part of the Spring 2021 In-Service activities.</p>	<p>3. This repository will be used as a landing page for our on-going professional development opportunities for online learning and instructional technology. It will be updated regularly to support faculty in staying up-to-date in these topics.</p>

Analysis/Use of Results
<p>Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)</p>
<p>Based on findings, an anticipated goal for this unit is to evaluate faculty access and utilization of the repository to develop and deliver professional development opportunities that support faculty needs and interests. It is anticipated that this goal can support a goal of measuring and improving student satisfaction of online learning.</p>

Administrative Unit Assessment: Southwest Virginia Community College

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Library	Dr. Teresa Yearout	Teresa.Yearout@sw.edu	Fall 2020	Spring 2021

The mission of the Southwest Virginia Community College (SWCC) Library is to serve as a focal point for research and study; to provide students, academic personnel and support staff, and community patrons access to informational resources; and to provide an up-to-date collection of library materials and electronic collections which support and enhance the educational programs of the college as well as lifelong learning of individuals using the Library.

The Library reports to the Vice President of Academic and Student Services.

Program Goals

Goal 1: Provide collection development services to support new and existing programs and new initiatives.

Goal 2: Determine Library User Use and Satisfaction With Library Facilities, Resources, and Services.

Goal 3: Provide support for Diversity, Equity, and Inclusion (DEI) campus initiatives through collection development and creation of new DEI LibGuide for access to print and ebooks, articles, websites, and media.

Assessment Categories

Outcome Sought	Measures	Success Standard	Findings	Action Plans
1. Focused collection development--Purchase new physical materials, review and weed existing collections, and relocate materials and collections as necessary.	1. Record acquisitions and cataloging for new materials in support of programs and initiatives; record deselection of materials, based on accuracy, currency, relevancy, and physical condition; tract relocation of materials and collections.	1. Purchase 20-30 physical items to support each new or existing program or initiative; weed target collections (Early Childhood & History) by 5-10% of existing collection.	1. Program support: Purchased 129 Diversity, Equity & Inclusion print books; 94 Early Childhood print books; 15 critical thinking print books; 54 RN/LPN/CNA/EMS/Radiology allied health print books; 14 print dance books; 8 print welding books; and 29 print reference books. Weeded target collections (Early Childhood, History, Social Science) by 5% of	1. Apply 2021-2022 budgeting to increase support for new or existing programs or initiatives. Support new Bluefield Center and Southern Gap Center. COVID-19 impact on VCCS libraries: Support electronic resources and services through local funding along with FY22 funding from the Virginia Community College

			existing collections; weeded items will be removed from collections as a Summer 2021 project. Purchased 11 print books for QEP development and Critical Thinking collection in final budgeted year.	System (VCCS) and the Virtual Library of Virginia (VIVA).
2. Administer the annual General Library Survey Spring 2021 to students and faculty and staff February--March 2021. Limited participation due to COVID-19 policies; only students and faculty/staff admitted to Library during Spring 2021.	2. Evaluate the findings for the General Library Survey for use of library resources and services and satisfaction with resources and services.	2. 85% very good/excellent user satisfaction for resources/services.	2. General Library Survey 2021—Achieved 88% in overall customer service satisfaction (very good-excellent scale)—met 85% benchmark. Achieved 86-87% in other areas for very good/excellent user satisfaction in resources/services—met 85% benchmark in resources satisfaction. 53 survey participants reported: (1) Purpose for visit: 21% class assignment; 16% use Library computers; 16% printing/copying; 4% use Canvas, SIS, student email (2) Library resources used: 35% searched Internet; 35% other (used study rooms and study areas, printing, student ID, Canvas). The General Library Survey 2021 was administered in February-March 2021.	2. Plan to administer the pen-and-paper General Library Survey early in Fall 2021 and Spring 2022, post COVID-19. Work with campus IT webpage designer to post an online version of the General Library Survey beginning Fall 2021 through Spring 2022; gather findings from online survey results.

<p>3. Provide resources and services support for DEI campus initiatives.</p>	<p>3. Record acquisitions and cataloging for new materials in support of programs and initiatives; record deselection of materials, based on accuracy, currency, relevancy, and physical condition; tract relocation of materials and collections. Trace use of Diversity, Equity, an Inclusion (DEI) Resources libguide.</p>	<p>2. Creation of Diversity, Equity, and Inclusion (DEI) resources LibGuide as a portal for access to all physical and electronic books, media, articles, websites, and videos for DEI topics such as racism, ethnicity, bias and prejudice, LGBTQIA+, gender, ageism, Black Lives Matter, ability, cultural competence, etc. Purchase print books for DEI special collection to support these DEI topics.</p>	<p>3. Program support: Purchased 129 Diversity, Equity & Inclusion print books; some of these books are beginning to be requested for borrowing through the Interlibrary Loan system. The DEI print books were labeled and as a special collection, and statistics for use will be available beginning Fall 2021.</p> <p>3. The DEI Resources libguide will not be launched for private use until Summer 2021 and for public use in Fall 2021. Statistics for its use will be available beginning Fall 2021. URL: https://sw.vccs.libguides.com/diversity-equity-inclusion</p>	<p>3. Continue building resources and resource access through bibliographies, the DEI libguide, collections development, etc. as state, VCCS, and campus initiatives are services and resources are assessed and reported.</p> <p>Track usage of DEI resources through circulation statistics, Interlibrary Loan usage, DEI Resources libguide usage, etc.</p>
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Outcome Sought	Measures	Success Standard	Findings	Action Plans
Analysis/Use of Results				
Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)				
<p>(1) Share findings of Library assessments, surveys, and questionnaires with the Vice-President of Academic and Student Affairs for alignment with SWCC Library, SWCC, and VCCS goals (2) Focus on SACSCOC QEP topic of Critical Thinking (SDV 100 sections) with Library resources and services as well as instructional and budgetary support (3) Report findings to special committees such as QEP Planning Committee and Diversity, Equity, and Inclusion (DEI) planning committee as requested (4) Use findings to inform budgeting and collection development for new programs and initiatives as well as existing programs and courses and ongoing initiatives.</p>				

APPENDIX A4

Assessment Forms by Category

Student Services

Administrative Unit Assessment: Southwest Virginia Community College

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Admissions	Alta Lewis	alta.lewis@sw.edu	Summer 2020	Spring 2021

The mission: **E**nsure that all admissions and records are processed and maintained to satisfy VCCS and legal compliance standards, in accordance with SWCC enrollment goals.

Admissions reports to the Coordinator of Enrollment Services under the direction of the Dean of Student Success.

Program Goals

Goal 1: Change the process of transcripts to give the ability to send electronic transcripts through Parchment.

Goal 2: Create an International Student Handbook to give quick answers to international student questions.

Assessment Categories

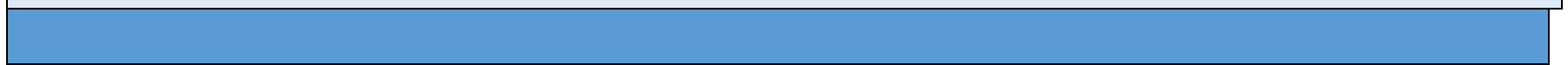
Outcome Sought	Measures	Success Standard	Findings	Action Plans
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<p>1) As request for electronic transcripts is increasing we see the need to make it available to our transferring students. At this point we have not had the capability to do so. We are working with Parchment to give the students the opportunity to request their transcripts to be sent electronically.</p>		<p>1) July 2021</p>	<p>1) The Admissions staff participated in training sessions through Parchment Services to learn the process of electronic transcript submissions.</p> <p>2) Due to Parchment being newly implemented and with the PeopleSoft 9.2 upgrade, the process has created slight issues with pulling student data for automatic transcript release. The archived students are delayed a minimum of 24 hours because their records have to be requested from archives.</p>	<p>Goal was met by March 2021.</p> <p>1) We will continue to inform students of electronic transcript option and provide direction on the SWCC Admissions webpage and the MySouthwest portal.</p> <p>2) The VCCS is aware of the delay for retrieval of the archived records and are working on a solution.</p>
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<p>3) Our international population is growing and we are continuing to get several questions from people interested in coming to our college. We feel that an International Student Handbook is a necessity and will assist our growing population.</p>		<p>1) July 2021</p>	<p>1) Research of multiple VCCS and other institutions have been completed to determine the correct enrollment policies are being implemented. 2) Information from the "Study in the States" website provided by the Department of Homeland Security is pulled and added to the policy manual.</p>	<p>Deadline was not met due to COVID. However, the handbook has been started and should be completed by December 2021.</p> <p>1) Ongoing meetings with Department of Homeland Security SEVIS field representative will be held a minimum of two times a year in order to stay abreast of updates and changes to federal regulations. 2) Application and enrollment procedures will reflect any updates or changes to the international federal regulations.</p>
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Analysis/Use of Results

Comments (Goals tied to other unit activities, anticipate new goal based on findings.) Students will be informed of the Parchment option through the Admissions page at sw.edu and through the MY Southwest portal. The VCCS is working on the archive issue. Ongoing meetings with the Department of Homeland Security SEVIS field representative will be held a minimum of two times a year in order to stay abreast of updates and changes to federal regulations. Furthermore, application and enrollment procedures will reflect any updates or changes to the international federal regulations.



Southwest Virginia Community College
Administrative Unit Assessment
2020-2021

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Career Coaches	Mandy Barrett	Mandy.Barrett@sw.edu	Summer 2020	Summer 2021

Mission of the Unit: The mission of the Career Coach unit at SWCC is to empower students to make informed decisions about their career and education plans and to prepare students for success in postsecondary education and training by providing career and academic assessments and other important information to school high school students in SWCC service area.

Reports to: Career Coaches unit reports to the Coordinator of Recruitment and Student Engagement.

Annual Unit Goals

SMART—Specific, Measurable, Achievable, Relevant, Time-based

Goal 1: The Career Coach unit will create a virtual platform for each high school in the SWCC service region with a participation rate of 20% (high school student population).

Goal 2: The Career Coach unit will plan and execute a financial aid workshop/SWCC information session for each high school in the SWCC service region with 10-plus attendees per event at 80% or higher satisfied/very satisfied response on content.

Goal 3: The Career Coach unit will host at least one activity or seminar for freshman/sophomore students in each high school in the SWCC service region with at least 25 student participants.

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
The Career Coach unit will create a virtual platform for each high school in the SWCC service region with a participation rate of 20% (high school student population).	Virtual platform created High school enrollment data	The participation rate of the virtual platform will be the measure of success.	The career coaches have created a Google Classroom site to post important information and announcements. The seniors are very familiar with Google Classroom, so the students are able to connect with the career coach easily and in one location. The Google Classroom site can also be observed by high school guidance and administration. All high school seniors in the service region use Google Classroom resulting in a 100% participation rate.	Continue using Google Classroom and utilize one other virtual platform to connect with students in the 21-22 school year.

Outcome Sought	Measures	Success Standard	Findings	Action Plans
<p>To administer financial aid workshops and SWCC information sessions at each high school in the SWCC service area with at least ten participants at each event.</p>	<p>Number of financial aid workshop/SWCC information sessions administered.</p> <p>Survey results from participants at each event</p>	<p>The number of financial aid workshop/SWCC information sessions and the surveys collected will be used as the benchmarks to determine success.</p>	<p>The career coaches have hosted the following FAFSA and information sessions:</p> <p>Honaker HS – March 18 Grundy HS – March 5 Castlewood HS – February 11 Lebanon HS – February 4 Honaker HS – November 13 Tazewell HS – November 12 Honaker HS – November 10 Richlands HS – November 9 Lebanon HS – October 29 Castlewood HS – October 27 Grundy HS – October 22 Hurley HS – October 15 Graham HS – October 12 Council HS – October 6</p> <p>The outcomes of the events were not as intended as hoped due to various reasons. Parents/students are hesitant to disclose important financial information through an online basis.</p>	<p>Continue offering both in-person and virtual FAFSA and information sessions to seniors in local high schools in order to promote accessibility.</p>

			<p>In addition, students who do not have reliable internet access at home were not able to connect after school hours.</p> <p>Each event had at least two to three students attend, but the goal of having ten students from each school to participate in the virtual event did not occur. The career coaches were able to connect with the students individually to answer questions and complete the FAFSA application.</p>	
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Outcome Sought	Measures	Success Standard	Findings	Action Plans
The Career Coach unit will host at least one activity or seminar for freshman/sophomore students in each high school in the SWCC service region with at least 25 student participants.	Activity/seminar presented Number of students participating.	The number of activities/seminars presented and the number of participants will be used as the benchmarks to determine success.	Career coaches work with freshman/sophomore students in regards to career plans and dual-enrollment plans individually, but due to COVID, a formal activity was not hosted inside the high schools for the 2020-2021 school year.	A formal event (virtual or in-person) directed toward freshman/sophomore students will be created for the 2021-2022 academic year.

Analysis/Use of Results

Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)

COVID has made it difficult to obtain the outcomes defined for the 2020-2021 school year. Efforts are being made for the students to attend more in-person for the 2021-2022 school year. If so, the outcomes will be completed during the school year.

Administrative Unit Assessment: Southwest Virginia Community College

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Advising	Jacob Richardson	jacob.richardson@sw.edu	Fall 2020	Spring 2021

The mission

The advising center provides advising practices that improve the experience and outcomes of students at SWCC. The advising center supports the dean of students, coordinator of advising, and vice-president of student services with the development of policies, resources, training opportunities, assessments, and strategic plans to ensure excellence in advising.

Program Goals

Goal 1: Increase fall-to-fall retention rate for first-time, full-time students

Goal 2: Increase fall-to-fall retention rate for underprepared students

Goal 3: Increase the percentage of students who successfully complete program of study within 2 years

Assessment Categories

Outcome Sought	Measures	Success Standard	Findings	Action Plans
Develop targeted interventions for first-time, full-time students	The number of students who register for Fall 2020 also register for Fall 2021	<p>New advising system and syllabus are utilized by 60% of advisors</p> <p>85% of freshmen students participate in at least one FYE activity</p> <p>60% of instructors are utilizing early alert system</p>	<p>As of 6/15/21, 118 first-time, full-time students are registered for Fall 2021, which is currently 25.3% retention</p> <p>Could not measure FYE activity due to covid-19 pandemic</p> <p>33 full-time faculty members used the early alert feature which is 71% utilization</p>	<p>The advising system and syllabus are discussed with the advisors on a weekly basis. EAB Navigate contains a rubric of the new advising system and is used by all of the student success advisors</p> <p>Increase number of adjuncts using the early alert system</p>

Outcome Sought	Measures	Success Standard	Findings	Action Plans
Develop targeted interventions for underprepared students	The number of students who register for Fall 2020 also register for Fall 2021	75% of underprepared students counseled in Advising Center to receive comprehensive services. Rate of follow through after registration increases by 2%.	All students were assigned a student success advisor in the academic year. Therefore, every student received comprehensive services as well as follow through after registration.	Continue to serve underprepared students and connect them to services to aid in their success. Continue to work closely with the tutorial coordinator and faculty members to provide support.

Outcome Sought	Measures	Success Standard	Findings	Action Plans
Develop targeted interventions for students to successfully complete their program of study within 2 years.	The number of students who successfully complete their program of study within 2 years.	Standardized protocol identifying critical points of intervention for student support is utilized by 60% of advisors, including early alert interventions 2-yr graduation rate increases by 1%.	The early alert intervention increased cumulative GPA by 21.8% and average attempted credits by 13.5%.	The early alert intervention increases both cumulative GPA and attempted credits which supports students to complete their program of study within 2 years. Increase the faculty usage of the early alert system.

Analysis/Use of Results
Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)
Increase usage of EAB Navigate for faculty and staff to promote student success.

Administrative Unit Assessment: Southwest Virginia Community College

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Great Expectations	Denise Miller	Denise.miller@sw.edu	Summer 2020	Spring 2021

The mission:

The SWCC Great Expectations Program’s mission is to provide ongoing support for the success of the program participants, who qualify because of their affiliation with foster care, kinship care, and adoption. The program provides wraparound services that promote success in the transition to college, overcoming obstacles and hardships, and increasing the likelihood of participant graduation. The program strives to increase the chance of participants obtaining sustainable employment and independence.

Program Goals

Goal 1: Increase recruitment and networking in the community, to encourage a greater number of Great Expectations program participants.

Goal 2: Provide opportunities for the students in the program to be more involved with activities to enhance his/her college experience – Including the expansion of job shadowing opportunities.

Goal 3: Monitor the GE Housing Project that is funded provided by the Gilliam Foundation.

Assessment Categories

Outcome Sought	Measures	Success Standard	Findings	Action Plans
1- Attend at least 10 events on campus or by zoom and in the community to promote the program, recruit new students, and strengthen partnerships with other agencies in the community.	1- Documentation logs of events attended.	1- 10 Events	We had in excess of 10 events by zoom with outside agencies and in house to promote the GE program	Hope to have more in person events to attend

<p>2- Promote group cohesion and participation through at least 7 student meetings (possibly zoom), activities, and the opportunity to participate in at least 2 community projects. Expand the job shadowing project to provide increased opportunity for students – having at least 5 each semester to participate.</p>	<p>2-Maintain sign in sheets to verify attendance. Complete student surveys for feedback about events. Also: Maintain documentation of students' job shadowing experiences. Have surveys completed by the agency and by the student.</p>	<p>At least 3-4 Student group meetings per semester and 2 community project participation opportunities. And 5 student participants in Job Shadowing.</p>	<p>We offered 3 different workshops to be done by a combination of zoom meeting and scheduled interaction. There were at least 2 different events offered on campus. Job shadowing was not expanded due to covid regulations</p>	<p>Continue promoting group cohesion following distance guidelines and setting up a new plan for job shadowing in a different format if possible.</p>
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<p>3- Promote the success of Great Expectations students by providing a housing stipend each month to assist with living expenses. Completion of 20 applications for the program.</p>	<p>3- Completion of Application process, required to regularly meet with their Great Expectations coach, participate in financial literacy activities., and surveys completed from students and mentors</p>	<p>3- Enroll 20 student participants (doubled from last year).</p>	<p>Throughout the year we went from 18 housing spots filled down to 14 due mostly to the continued on line classes. This grant will be ending in June of 2022 so we were not able to add any new students in the vacant spots.</p>	<p>Hopefully we will have another opportunity to receive money to offer a housing stipend.</p>
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**Southwest Virginia Community College
Administrative Unit Assessment
2020-2021**

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Recruitment and Student Engagement	Mandy Barrett	Mandy.Barrett@sw.edu	Summer 2020	Spring 2021
<p>Mission of the Unit: The mission of the Recruitment and Student Engagement Office at SWCC is to research, plan, and execute recruitment and engagement strategies to increase and retain enrollment by providing various recruitment and engagement activities/events and recruitment outreach to prospective SWCC students, current SWCC students, and community members.</p> <p>Reports to: Recruitment and Student Engagement reports to the Dean of Student Success.</p>				
<p>Annual Unit Goals SMART—<u>S</u>pecific, <u>M</u>easurable, <u>A</u>chievable, <u>R</u>elevant, <u>T</u>ime-based</p>				
<p>Goal 1: Recruitment and Student Engagement will conduct SWCC roadshow events with 100% high school participation and have 25% of high school seniors registered by May 2021.</p>				
<p>Goal 2: Recruitment and Student Engagement will host virtual information sessions each month (via Zoom) with at least ten individuals participating.</p>				
<p>Goal 3: Recruitment and Student Engagement will create virtual engagement opportunities for students participating in distance learning classes with at least ten students participating.</p>				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
Recruitment and Student Engagement will conduct SWCC roadshow events with 100% high school participation and have 25% of high school seniors registered by May 2021.	Number of SWCC Roadshow events administered Class of 2021 SWCC enrollment data	Summer 2021 and Fall 2021 pre-registration enrollment information will be the benchmark used to determine success.	Southwest roadshow events were scheduled for the dates below: Honaker – April 7 Grundy – April 9 Lebanon – April 13 Tazewell – April 14 Twin Valley – April 16 Castlewood – April 21 Council – April 23 Graham – April 28 Hurley – April 30 Richlands – May 5 143 students participated in the roadshow events out of 847 seniors total in the schools served (16%).	Offer the roadshow events completely in person for the 2021-2022 academic year in order to connect with more seniors.

Outcome Sought	Measures	Success Standard	Findings	Action Plans
<p>Recruitment and Student Engagement will host virtual information sessions each month (via Zoom) with at least ten individuals participating.</p>	<p>Virtual information session Number of students participating</p>	<p>The number of students participating in each virtual information session will be used as the benchmarks to determine success.</p>	<p>To promote Fall 2021 offerings, virtual advising/information sessions were held on July 1, July 7, July 15, July 21, August 4, August 5, August 18, and August 19.</p> <p>An in-person advising event was schedule on August 15, August 21, August 22 with over 250 students attending.</p> <p>To promote Spring 2021 registration, virtual advising/information sessions were held on November 17, December 4, December 7, December 12, December 16, January 4, January 5, January 6, and January 7.</p> <p>Recruitment and Student Engagement started hosting Virtual Q&A sessions to promote the Summer and Fall 2021 semesters on March 16. The events will be held the third Tuesday of each month until August 2021.</p>	<p>The virtual sessions did not have success compared to the in-person sessions. A hybrid schedule consisting of both in-person and virtual events will be created for 2021-2022.</p>

Outcome Sought	Measures	Success Standard	Findings	Action Plans
<p>Recruitment and Student Engagement will create virtual engagement opportunities for students participating in distance learning classes with at least ten students participating.</p>	<p>Number of virtual engagement events administered</p> <p>Number of students participating</p>	<p>The number of students participating in each virtual engagement activity will be used as the benchmarks to determine success.</p>	<p>The Recruitment/Student Engagement team hosted weekly engagement events for students to participate in during the Summer, Fall and Spring 2021 semester. Activities include resume/interview skill workshops, Kahoot! Trivia, pet shows, bingo, test taking skills workshop, etc.</p>	<p>Work with advising, strategic communications, and distance learning more to promote the engagement events we have on schedule in order to increase participation.</p>

Analysis/Use of Results

Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)

COVID has made it difficult to obtain the outcomes defined for the 2020-2021 school year. Efforts are being made for the students to attend more in-person for the 2021-2022 school year.

APPENDIX B

Assessment Status Matrix

Unit	Unit Coordinator	Reports to	Mission	Unit Goals	Outcome	Measure	Benchmark	Findings	Action Plan	Analysis/Use
Off Campus and DE	Rimmer	Brandon								
IR	Smith-Cox	Brandon	X	X	X	X	X	X	X	X
QEP	Smith-Cox	Brandon	X	X	X	X	X	X	X	X
Athletics	Vencill	Brandon								
Dean MSHT	Combined with Wright	Brandon	X	X	X	X	X	X	X	X
Dean HSS	Wright	Brandon	X	X	X	X	X	X	X	X
Dean BEIT	Dye	Brandon	X	X	X	X	X	X	X	X
Dean WF	Rose	Brandon								
Dean SS	Lester	Brandon	X	X	X	X	X	X	X	X
Library	Yearout	Brandon	X	X	X	X	X	X	X	X
Admissions	A Lewis	Cook	X	X	X	X	X	X	X	X
SSS	Henry	Lester	X	X	X	X	X	X	X	X
UB	Quesenberry	Lester	X	X	X	X	X	X	X	X
Vet UB	Slone	Lester	X	X	X	X	X	X	X	X
Career Coaches	Barrett	Cook	X	X	X	X	X	X	X	X
Recruitment	Barrett	Cook	X	X	X	X	X	X	X	X
Great Expectations	Miller	Lester	X	X	X	X	X	X	X	X
DLIT	Stiltner	Lester	X	X	X	X	X	X	X	X
Financial Aid		Lester								
Title IX	Lester	Brandon	X	X	X	X	X	X	X	X
Advising	Richardson	Lester	X	X	X	X	X	X	X	X
Business Office	Bales	Lewis								
Facilities	VACANT	Lewis	VACANT							
Campus Police	McCulley	Lewis								
Bookstore	Wright	Lewis	ANCILLARY VENDOR							
IT	Musick	Lewis								
Marketing	Roberts	Low								

Unit	Unit Coordinator	Reports to	Mission	Unit Goals	Outcome	Measure	Benchmark	Findings	Action Plan	Analysis/Use
Web Page	Pruett	Low								
PR	Dezember	Low								
VP Admin	C Lewis	Wright								
VP Foundation	Low	Wright								
Human Resources	Steiner	Wright								
SBDC	Douglas	Wright	X	X	X	X	X	X	X	X
PTAC	Vandyke	Wright	X	X	X	X	X	X	X	X

NOTE: Several units did not complete unit assessments due to COVID-19 and communication failures.

Report Compiled by

Cathy Smith-Cox

Institutional Research Officer and Director of Assessment

Southwest Virginia Community College

28 OCT 21