



Unit Assessment
At
Southwest Virginia Community College
2021-2022

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, Student
Services and Athletics

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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. New to this report is unit assessment for Athletics.

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 some 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 2021-22

October 1	All Unit Assessment Plans Due to Supervisor
October 15	Supervisor Reviewed Plans Due to the Assessment/IR Office
October - May	Work on Assessment Findings and Action Plans
December 22	Fall Unit Assessment Day
May 13	Spring Unit Assessment Day
June 3	Findings and Action Plans are due to the Supervisor
June 10	Findings and Action Plans Due to the Assessment IR Office
June 24	Draft of the Unit Assessment Report Shared with Unit Supervisors
July 15	Final Unit Assessment Report Submitted and Published to the Website

Summaries of 2021-22 Unit Assessment

Administration

The following administrative units submitted completed Unit Assessment Plans for the 2021-2022 assessment cycle.

Bluefield Center
Business Office
Campus Police
Communications and Marketing
Division of Arts and Sciences
Division of Business, Engineering and
Industrial Technology
Division of Health Technologies
Division of Student Success
Division of Workforce and Continuing
Education
Dual Enrollment
Educational Foundation, Grants and
Alumni
Human Resources
Information Technology
Institutional Research
Operations
Web Development

Bluefield Center

Goal 1: Along with the college deans, compile a potential listing of course offering for the Spring 2022 term.

Outcome Related to Goal 1: Beginning Spring 2022, have a tentative schedule of offerings at the center and therefore increase number of students enrolled at the site.

Goal Met. The Bluefield Center offered four (4) classes for the Spring term consisting of those in the HVAC program.

Goal 2: Work with outside agencies to develop a community knowledge of center and it's offering for future by the use of various resources including media. To include courses for businesses, meetings, and other activities.

Outcome Related to Goal 2: Increase usage of the center by community businesses and organizations.

Goal Met. The Graham Historical Society held one Board meeting at the Center.

Goal 3: Work with Work Force and others to develop new offering at the Bluefield Center. Which would include training for local business employees in fields of Customer service and office applications.

Outcome Related to Goal 3: Provide training for local businesses.

Goal Met. Workforce did trainings in Serve-safe and welding. Serve-safe for the Community Action Center and Welding for Lawrence Brothers.

Analysis/Use of Results

The Bluefield Center will do the following as a result of this cycle's assessment:

- 1) For Fall 2022 term, the Center will strive to have 8 classes on site using HyFlex classroom with others in on-line modality.
- 2) Increase contacts and use of Facebook page to inform local individuals of meeting space if needed.
- 3) Using Workforce and others, provide services again including the C.N.A and Phlebotomy programs as well as others.

As SWCC has developed and expanded offering at the center, we hope to achieve; A) increase number of course and program offerings. B) Workforce trainings increased in Certified Nursing Aid, Phlebotomy, IT and skills. C) Increase presence in local events and on boards. D) Increase Livin' in Southwest VA events but avoid winter months of January and February. E) Increase enrollment of students for the Bluefield Center and increase program offerings.

Campus Police

Goal 1: Complete distribution of SWCC Campus Police General Orders.

Outcome Related to Goal 1: To complete the distribution of general orders to be guidance for all employees in order to obtain and maintain a much higher level of professionalism and conduct.

Goal Met. There was not a set general orders in place covering the department and/or the officers. at the time of the last assessment. Since that date SWCC Campus Police has enlisted the services of Lexipol to write legally defensible General Orders that is kept up to date as laws and regulations change in the state. To date, nearly 50% of General Orders have been updated, approved, and Issued.

Goal 2: To ensure continuity of operations promote one officer to the rank of Sergeant.

Outcome Related to Goal 2: Promote one officer to the rank of Sergeant.

Goal Not Met. At this time there is not a supervisor other than this Chief at the SWCC Campus Police Dept. There is no one to assume responsibility or make decisions if this Chief is away or unreachable for any reason. The paperwork has been submitted and is awaiting full approval. Campus Police has to be approved for a new position per DHMR policy in order to promote. The promotion has to be open for the public to apply.

Goal 3: Continue professional growth to ensure up to date and trained police officers for the campus.

Outcome Related to Goal 3: Continue professional/career growth of all Officers in order to better serve this community

Goal Met. SWCC Campus Police has continued to seek professional development training. Many useful training courses have been completed by all sworn Officers.

Goal 4: To ensure the safety of all our students regardless of site.

Outcome Related to Goal 4: Employ strategies to bring Off-Site Campuses up to the same safety standards as our main campus.

Goal Not Met. This will be a lengthy project due to having a small staffed department. The CEMP plan has been reviewed and all off-site campuses fall under Emergency Management Plan guidelines. Fire Drills have been completed and we are currently in discussion and approval processes for installing emergency boxes. Being short staffed prevents daily walk throughs and/or visits.

Analysis/Use of Results

As a result of the findings from this assessment cycle Campus Police will:

- 1) General order update and approval is a lengthy process and this department will continue to push these out until completed.
- 2) Once the sergeant position is approved the department will utilize a committee-based hiring/promotion process to select the best candidate for this role.
- 3) The department will continue to search for and complete professional development for all its members.

- 4) Campus police will continue to work with off-site campus leaders to obtain more suggestions other than assigning Officers to that location.

Communications and Marketing

Goal 1: Ensure all produced materials are branded appropriately.

Outcome Related to Goal 1: Reduce number of inappropriate uses of our brand.

Goal Met. There is a noticeable increase in requests for the official logo/colors as well as reviewing materials before they are produced.

Goal 2: Grow the brand through organic and paid social media presence

Outcome Related to Goal 2: Increase social engagement.

Goal Partially Met. Follower counts have increased across all our social accounts. Except for some specific posts, overall engagement remains low.

Goal 3: Increase support of community events.

Outcome Related to Goal 3: We are support and sponsor community events and organizations.

Goal Met. We've increased the number of community groups and events through sponsorships and attendance.

Goal 4: Develop quarterly employee talking points for marketing, communications, and branding.

Outcome Related to Goal 4: Send talking points each quarter to employees.

Goal Not Met. Other initiatives took priority.

Goal 5: Increase awareness through paid advertising.

Outcome Related to Goal 5: Generate more student inquiries.

Goal Met. Inquiries have increased for FY21-22.

Analysis/Use of Results

As a result of the findings of this assessment cycle staff will:

- 1) Develop "brand updates" that can be shared campus-wide and feature great examples of our brand in action.
- 2) Look for ways to use these trends in ways that encourage engagement.
- 3) Grow our participation with community groups.
- 4) Better provide talking points quarterly or as needed.
- 5) Increase ad budget to grow more enrollment.

Division of Arts and Sciences

Goal 1: To begin to return courses to a face to face format.

Outcome Related to Goal 1: An increase in the number of courses taught face to face as compared to online.

Goal Not Met. We will continue to monitor the percentage of online versus on campus classes. One note of significance is that the Spring 2022 semester started out with a higher rate of on campus courses, but student demand drove those numbers in favor of online once again. A decision will need to be made as to what percentage of courses must be held face to face and how much online access will need to be limited.

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

Outcome Related to Goal 2: Assess faculty in their second and third years as to comfort in advising. New faculty will be assessed as to meeting expected standards.

Goal Not Met. Though one faculty member feels more comfortable as she has been very involved with Transfer VA and the associated process, the others do not feel as comfortable. As pointed out by the faculty, the lack of students on campus and the COVID pandemic have been a big part of the failure of this endeavor. Faculty have become used to seeking out the help of the advising staff for student needs instead of doing things by themselves. The main issue identified is comfort with pathway approaches.

Goal 3: To adjust DE contact approach from LMS presence to a more scheduled email approach.

Outcome Related to Goal 3: Try a scheduled email approach in maintaining a relationship with DE faculty.

Goal Not Met. The attempt to maintain a steady contact with Dual instructors resulted in a 30% success rate which fell far short of the desired 75% sought. An email database and DE course database was created and contact was made at regular intervals.

Goal 4: To ensure Transfer VA changes are kept up to date as far as Southwest and the division are concerned.

Outcome Related to Goal 4: Make sure Transfer VA changes are communicated and incorporated into the website.

Goal Partially Met. Work has been prepared and presented to C&I as of last year. However, as we begin to see the TVA portal become a reality, we have realized that the changes have not trickled down into the Peoplesoft/SIS. Other than this issue, the changes from the academic side have been presented in a timely manner. The issues that have arisen are a result of the process that follows the C&I process.

Analysis/Use of Results

Based upon the 2021/2022 assessment year, it is obvious more contact is needed when discussing faculty comfort in advising. Similarly, face to face options appear to be all that will work with Dual enrollment. Efforts will be made to determine the most impactful course whether that proves to be the

most efficient way or not. As things begin to return to normal, efforts to promote DoE requirements for online courses will be an important focus as well.

Division of Business, Engineering and Industrial Technology

Goal 1: Expand division program and course offerings (Bluefield Center and Weekend College).

Outcome Related to Goal 1: Expand division programs and course offerings by increasing programs and courses offered at the Bluefield Center and through weekend college to three.

Goal Met. For both Fall and Spring semesters, three programs of studies were offered at the Bluefield Center. HVAC was offered as a day program with Electrical and Mechatronics offered as evening options. The HVAC program had enrollment both semesters. Electrical had enrollment in the Spring. Mechatronics did not have enrollment.

Goal 2: Increase student access to experiential opportunities and student engagement through club competitions, internships and cooperative education.

Outcome Related to Goal 2: Increase experiential education and student engagement opportunities by two.

Goal Partially Met. Planned student engagement opportunities included MATE ROV Robotics and Skills USA – Machining. Skills USA – Machining competition was not held this year due to COVID. The MATE ROV Robotics team continues to meet regularly. They attended the regional competition in May and will travel to the World Championships the last week in June. New Internship/educational opportunities included, MAC197 in the Advanced Precision Machining Program. Five students completed Spring 2022. During Spring 2022, 3 internships were offered with 10 students completing. During Fall 2021, 2 internships were offered with 5 students completing. During Summer 2021, 2 internships were offered with 6 students completing.

Goal 3: Increase participation of underserved populations in the Engineering and Information Technology and Industry & Manufacturing pathway programs.

Outcome Related to Goal 3: Increase participation of underserved populations in the following targeted programs: HVAC, Electrical, Machining, Welding, IST, Cybersecurity.

Goal Met. The results of underserved populations from the targeted programs showed enrollment of 14% for both 2021-2022 and 2020-2021. Individually, welding showed a 4% increase and cybersecurity showed a 6% increase in enrollment from underserved populations. Overall enrollment was up by 2% for the targeted programs from underserved populations.

Goal 4: Implement BEIT G3 Pathways and increase enrollment in pathway programs (Information Technology, Advanced Manufacturing/Precision Machining, Trades) by 10%.

Outcome Related to Goal 4: Increase enrollment by 10% in G3 Pathways (AIR, ELE, MAC, ETR, MEC, ITN, ITP, ITE and WEL).

Goal Met. 2020-2021 FTEs for target prefixes was 303.2 for Summer, Fall and Spring.

2021-2022 FTEs for target prefixes was 331.26 for Summer, Fall and Spring. There was an increase of 9.25% for targeted course prefixes.

Analysis/Use of Results

Post-COVID education will continue to be a challenge as we deal with the new normal and new mindsets. An important component of future success will include strong engagement initiatives with students and employers. Opportunities exist to expand student engagement through program sponsored clubs and competitions. To help foster these opportunities, we will work with division faculty and faculty advisors to sponsor club activities as part of the newly defined Student Engagement Hours policy. The MATE ROV Robotics team will continue with most of the current team returning. We anticipate that faculty from Precision Machining and Automotive Technology will actively participate in Skills USA competition, Spring 2023. Program faculty were interested in reactivating Phi Beta Lambda (PBL) this year, for business students, but it was difficult to recruit students to participant who were exclusively taking online classes. With more face-to-face sections in the Fall, we are hopeful for more participation. COVID-19 interruptions also halted our honor society activities, Epsilon Pi Tau (EPT). In Fall 2022, we are planning an induction ceremony and to continue normal chapter activities.

CTE Honors College will begin in August 2022, with the Electrical/Electronics and Precision Machining programs. We will continue to build the program by bring in a couple of additional programs for August 2023, possibly Information Systems Technology and Outdoor Recreation.

Goals for 2022-2023 will include components of:

- Building program presence at off-campus site locations, on the fringes of our service area.
- Students' engagement opportunities (clubs and competitions) related to their selected programs of study.
- Targeting underserved and underrepresented populations to enroll and complete division programs.
- Building and nurturing employer engagement opportunities through initiative such as CTE Honors College, field trips, class presentations by employers, and partnering with Career Services.

Division of Health Technologies

Goal 1: Design and deliver two professional development sessions that focus on high-impact pedagogy and cultural competency by the end of the spring 2022 (2222) academic term that will be attended by 80% of DHT full- and part-time faculty.

Outcome Related to Goal 1: Design and deliver two professional development sessions that focus on high impact pedagogy and cultural competency by the end of spring 22 term that will be attended by 80% of the DHT fulltime and part-time faculty.

Goal Partially Met. The Division offered two professional development sessions that focused on high-impact pedagogy and cultural competency during the spring 2022 term. The attendance of full-time faculty was greater than 80% for both events. Unfortunately, part-time faculty attendance was low.

Goal 2: Develop a diversity, equity, and inclusion (DEI) committee for the DHT by the end of the spring 2022 (2222) academic term that includes one full- or part-time faculty member from each DHT program.

Outcome Related to Goal 2: Develop a diversity, equity, and inclusion (DEI) committee for the DHT by the end of the spring 2022 academic term that includes one full-or part-time faculty member from each DHT program.

Goal Met. The Division created a DEI Committee that began meeting in January of 2022. The committee included full- and part-time faculty. The committee worked to develop and offer two professional development sessions.

Goal 3: Increase enrollment of underrepresented minority students by 1% across the DHT programs by the beginning of fall 2022

Outcome Related to Goal 3: Increase enrollment of underrepresented minority students by 1% across the DHT programs by the beginning of fall 2022.

Pending Data. Data will be unavailable until after census date in fall 2022.

Goal 4: Design and install a virtual reality (VR) laboratory before the end of summer 2022 (2223) academic term for use by 30% of DHT students by fall 2022 (2224) academic term.

Outcome Related to Goal 4: Design and install a virtual reality (VR) laboratory before the end of summer 2022 (2223) academic term for use by 30% of DHT students by fall 2022 (2224) academic term.

Goal Met. The VR laboratory was fully installed in May 2022. Currently, all Practical Nursing students are completing VR simulations. EMS students will complete VR simulations in the fall 2022 term.

Goal 5: Review and modify program pathways to align electives and general education courses across DHT programs with the Transfer VA initiative by the end of fall 2021 (2214) academic term.

Outcome Related to Goal 5: Review and modify program pathways to align electives and general education courses across DHT programs with the Transfer VA initiative by the end of fall 2021 (2214) academic term.

Goal Met. The Division reviewed and modified program pathways to align electives and general education courses with the Transfer VA initiative during the fall 2022 term.

Analysis/Use of Results

The Division of Health Technologies will continue to seek ways to recruit, retain, and graduate students from underrepresented populations into the competitive healthcare programs. The Division anticipates that a future assessment goal will focus on implementation of two recruitment strategies identified by

the Division's Diversity, Equity, and Inclusion Committee. The Division will also explore alternative times for offering professional development opportunities in an attempt to increase attendance of part-time and clinical faculty.

Division of Student Success

Goal 1: Audit-ready enrollment processes & team-building. Use a collaborative approach to establishing and executing a comprehensive enrollment management timeline that will increase accountability for processes while growing collaboration and team work among internal stakeholders.

Outcome Related to Goal 1: Create an Enrollment Management Team comprised of the Registrar, IT support, Financial Aid, Advising, IR, Business Office & VP of A&SS's office.

Goal Met. The team was established and due dates for enrollment reporting were set up via group meetings and talking through potential overlap or deadline issues. The team also went into NSC together to update contacts and deadlines there to ensure accuracy. Deadline reminders now come in to several team members and group communication is performed around every submission deadline and execution. In addition, the bookstore was able to be opened for financial aid earlier than normal for the summer term based on the enrollment working calendar meetings, which gives students more time to secure their supplies and books.

Goal 2: Business continuity. To ensure all direct reports have a relevant and beneficial professional development plan, thus increasing their ability to perform and grow in responsibility.

Outcome Related to Goal 2: Create personalized professional development plans for direct reports.

Goal Partially Met. While these discussions were held, and a few employees did complete their training goals, professional development opportunities were somewhat limited in this transitional year out of travel restrictions.

Goal 3: DEI. To provide leadership for the division with regard to exploring diversity, equity and inclusiveness.

Outcome Related to Goal 3: Regular DEI topic discussion at division meetings.

Goal Met. Title III funds were utilized to provide institution-wide training on Diversity, Equity and Inclusion. A NISOD trainer was secured, and two different sessions were held. Post-training surveys indicate a high level of satisfaction with the content, and participants were very engaged during the sessions. In addition, division employees completed additional DEI trainings and a Coordinator of Engagement & Inclusion was hired in the division.

Analysis/Use of Results

More effort will need to be put into the professional development plans of direct reports, as folks tend to get busy and go into "survival mode". The other two goals were very successful, and discussion will be held on how to maintain these successes into the next year.

Division of Workforce and Continuing Education

Goal 1: Improve and expand workforce and continuing education programming opportunities, including classes, training, and workshops.

Outcome Related to Goal 1: Add targeted new programs/classes including CDL, diesel tech, welding, health sciences, etc.

Goal Met. We expanded on campus CDL capacity and have increased enrollments by 28 students versus the previous year. We also successfully launched both CNA and Phlebotomy from the Bluefield Center. Enrollment has been strong for both with a waiting list for Phlebotomy

Goal 2: Enhance student services, specifically for workforce and continuing education students, including taking steps that support “one door” and “no wrong door” and other VCCS student services initiatives and priorities, including the current strategic plan and DEI.

Outcome Related to Goal 2: Establish new student services protocol/SOP and implement.

Goal Met. We have added the G3 Success Coordinator to our team. We are currently adding best practices and building team capacity.

Goal 3: Improve communications and marketing of workforce and continuing education programs and opportunities to engage more prospective students, increase enrollment and credentials earned, and help communicate bigger picture that there are good jobs/careers in the region, and that SWCC is the premier training resource for those jobs/careers.

Outcome Related to Goal 3: Establish communications calendar/checklist to ensure key outreach occurs on a consistent basis.

Goal Met. Improved process and communication with calendar implementation and sharable spreadsheet of classes.

Goal 4: Expand workforce and continuing education opportunities at off-campus facilities throughout the region.

Outcome Related to Goal 4: Programming offered at the SGTLC, Bluestone, and Bluefield locations

Goal Partially Met. We have launched CNA and Phlebotomy at Bluefield. We have also launched Diesel Repair cohorts at SGTLC. We are in the process of expanding welding capacity at Bluestone.

Goal 5: Further develop SWCC’s career services to better bridge students to jobs/careers in the region, including enhancing work-based learning services and opportunities for SWCC students and employers.

Outcome Related to Goal 5: Work-based learning and/or employer engagement program implemented more widely

Goal Met. We have implemented Soft Skills, Digital Literacy, and other developmental classes in CNA, Phlebotomy, and Diesel Repair as suggested by employers and leadership.

Analysis/Use of Results

The division will do the following as a result of this cycle's assessment findings:

- Increase training program resources to accommodate expanded programing, including but not limited to expanded facilities, additional equipment, supplies, instructors, etc.
- Increase communications and marketing resources (budget, staff, etc.) to better reach prospective students, promote programs, etc.
- Enhanced inter-department communication to avoid overlap, duplicated resources, etc.
- Expand partnerships to leverage SWCC workforce and continuing education resources

Dual Enrollment

Goal 1: Dual Enrollment Coordinator will transition dual enrollment information from paper manual to the SWCC DE website

Outcome Related to Goal 1: Material will be transitioned from paper manual to online guide.

Goal Partially Met. Information for students has been added to the Website. Instructor information page needs to be added.

Goal 2: Dual Enrollment Coordinator will have an advising booklet and DE course calendar online.

Outcome Related to Goal 2: Advising Guide and De Course calendar will be online.

Goal Not Met. These items were not completed as the decision was made to direct students to information already available on website. Calendar to be added since semester was changed to 14-week class schedule. Though some adjustments to the advising booklet were made in Fall 2021 and other adjustments will be made in the 2022/2023 school year.

Goal 3: Dual Enrollment Coordinator will advance knowledge and use of Passport Program and completion of UCGS in dual enrollment classes

Outcome Related to Goal 3: Guidance Counselors and Career Coaches will be introduced to Passport and the Uniform Certificate of General Studies through at least two meetings.

Goal Met. With the use of Zoom meetings and school tours, this goal was met.

Analysis/Use of Results

As a result of the findings from this assessment cycle, the coordinator will:

- 1) Continue to monitor website to reflect changes in policy and update information.
- 2) Complete an advising narrative with links to pertinent information on the website. Course Calendar will be created for each county.
- 3) Work on plan to transition of DE Instructor files from paper to online site.

Educational Foundation, Grants and Alumni

Goal 1: Direct fundraising activities such as major gift campaigns, annual campaigns and planned giving campaigns to support the College mission on identified priorities.

Outcome Related to Goal 1: Increase the number of individuals who participate in planned and annual giving through ongoing fundraising efforts and outreach. Successful outcome to new \$10 Million Fundraising Campaign.

Goal Met. The educational foundation saw an increase in funding throughout the 2020 and 2021 academic years in the amount of 15%.

Goal 2: Direct the development of federal, state, local and corporate foundation grants to support College priorities and needs.

Outcome Related to Goal 2: Identify and make application for federal, state, and local grants that will support new initiatives and programs. Specifically, DEI initiatives, student housing support, and workforce programs.

Goal Met. Since the new grants' administrator was hired in May 2022, several new and innovative grants have been identified for research and application.

Goal 3: Promote an environment of philanthropy toward the College both internally and externally.

Outcome Related to Goal 3: Sponsor events to raise awareness and funding for new scholarships and programs on campus. Use events as opportunities to further diversify donor base.

Goal Not Met. No events were held during the 2020-2021 academic year as closure protocols were still in effect. Events will resume in the Fall of 2022 with Scholarship Banquet, Scholarship Golf Classic, Festival of the Arts (Spring 2023), and several donor lunches.

Goal 4: Encourage alumni engagement and future giving.

Outcome Related to Goal 4: Develop annual Alumni Friend-Raising and fundraising event(s).

Goal Met. Alumni Homecoming was planned and will be held in Fall 2022 to engage alumni and community members.

Analysis/Use of Results

As a consequence of this year's assessment, staff will:

- 1) Continue to work toward the \$10 Million Campaign Goal through outreach, visits, and partnerships.
- 2) Continue to monitor progress toward securing funding for new college initiatives.
- 3) Plan events and follow up with donors after events to cultivate relationships and encourage support of the institution.
- 4) Follow up with event attendees to cultivate new relationships and garner future college support.

Human Resources

Goal 1: Review hiring process to ensure candidates understand equity focus.

Outcome Related to Goal 1: Revised college description for each job posting that communicates the equity focus. Ensure every interview includes at least one quality equity-focused question to not only gauge the candidate's commitment to equity, and to communicate our equity focus.

Search committee members who understand what information they are seeking when they ask equity focused questions. Establish a baseline for how well we communicate our equity focus using a post-interview survey.

Goal Partially Met. There was no data from the post interview survey. However, 100% of all search committee members completed required training. Also 100% of fulltime job postings included an equity related focus point. In addition, 100% of full-time interview question lists included an equity related question

Goal 2: Evaluate and improve faculty recruitment and retention efforts to ensure hiring reflects demographics of college community.

Outcome Related to Goal 2: Instructional faculty that better reflects the demographics of the college community.

Goal Not Met. There was no change in faculty diversity.

Analysis/Use of Results

The post interview survey as a measure will be discontinued as institutional priorities have changed.

Information Technology

Goal 1: Upgrade outdated Cisco switches across campus and replace with new Meraki cloud-controlled switches.

Outcome Related to Goal 1: Upgrade end of life Cisco equipment with new cloud-based Meraki equipment that is current technology and has support coverage.

Goal Met. New equipment is faster and provides better service for customers. New equipment provides better management and alert notifications.

Goal 2: Expand the Wi-Fi across campus to include outside areas around buildings, parking lots, and athletic areas.

Outcome Related to Goal 2: Install new Wi-Fi access points across campus to provide Wi-Fi coverage around the outside of buildings, parking lots, and athletic field areas.

Goal Not Met. Project was delayed because of COVID and funding.

Goal 3: Upgrade outdated classroom equipment, and replace with new Hyflex classroom technology.

Outcome Related to Goal 3: Upgrade at least 10% of outdated instructional classroom technology to new HyFlex technology that will allow for greater flexibility in class delivery.

Goal Met. New HyFlex equipment allows instructors more flexibility in delivery of instruction to both in-person and remote students. New equipment is better quality and easier to use and provides more flexibility than traditional classroom equipment.

Analysis/Use of Results

As a result of this assessment cycles findings the department will:

- 1) Continue to replace older Cisco equipment with Meraki switches to have the same equipment in all locations.
- 2) Continue the expanded reach WiFi project in the coming year as funding comes available.
- 3) Continue to upgrade older classroom equipment to HyFlex equipment to provide instructors more flexibility in their instruction delivery.
- 4) Continue to support the other units of the college with their technology needs.

IT has ongoing responsibilities to the other units of the college. New goals may be tied to the security initiatives IT performs or to new VCCS initiatives.

Institutional Research

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

Outcome Related to Goal 1: The second general education competency report, Written Communication, will be published on the IR webpage and sent to SCHEV on or before April 30.

Goal Not Met. A new timeline has been established because the Chair of Committee was on Maternity Leave

Goal 2: Submit a successful Fifth Year Interim Report Response to SACSCOC by or before the April 1st deadline. Continued from 2020-2021 Unit Assessment.

Outcome Related to Goal 2: Response Report will be sent to SACSCOC before April 1.

Goal Met. Deadline met and report has been accepted with no revision by SACSCOC.

Goal 3: Learn PowerBI and build a dashboard using the product with real time updates.

Outcome Related to Goal 3: Dashboard using PowerBI will be published on the IR page of the website prior to July 1st.

Goal Not Met. Draft Dashboard has been sent to Dr. Wright. Publication to the website is problematic due to security standards.

Analysis/Use of Results

As a result of the findings of this year's assessment staff will:

- 1) Review all submission dates with committee for Gen Ed competencies. Revise accordingly.
- 2) Begin work on faculty credentialing process for Decennial Report.
- 3) Work with IT for data download for dashboard.

Web Development

Goal 1: In support of marketing initiatives, redevelop/redesign content areas to incorporate a cleaner more easily navigated design, and highlight placement of enrollment or financial assistance information.

Outcome Related to Goal 1: Improved layouts of pages which provide information about enrollment processes and financial assistance availability as processes and programs change.

Goal Met. Working with Dean of Students and Financial Aid Coordinator, the Admissions and Students content areas have been made more concise to match the onboarding flow of students.

Goal 2: Continue development of prospective student content areas to reflect changes to the advisement and enrollment process being implemented by the Student Success and Academic Divisions.

Outcome Related to Goal 2: Prospective and current students clearly understand sw.edu organization so that the activities program search, application and enrollment are easily accomplished using sw.edu, catalogs.sw.edu and the Navigate system.

Goal Not Met. The Main site needs to be restructured for navigation and content group presentation.

Goal 3: Maintain a high level of attention to coding and development of site content to maintain and improve SEOG Accessibility ratings, measured through our Monsido application.

Outcome Related to Goal 3: – Visitors to sw.edu using assistive technology to browse the site are successful with no content not browsable.

Goal Met. The 2022 ARMICS report found that Southwest website sw.edu is fully compliant with accessibility standards and requirements.

Analysis/Use of Results

As a result of this year's assessment efforts staff will:

- 1) Develop an Advising content section with the Advising group with the goal of making advising more visible and student friendly/accessible online.
- 2) Undertake a complete site review by the Web, Marketing and Communications dept, assisted by a consultant, to determine improved navigation and content presentation to make all content more user friendly.
- 3) Continue to monitor accessibility standards and implement corrections using Siteimprove.

Grants

The following grant related units submitted completed Unit Assessment Plans for the 2021-2022 assessment cycle.

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

Procurement Technical Assistance Center

Goal 1: Hold at least 700 hours of counseling during the period of performance.

Outcome Related to Goal 1: Hold 700 hours of counseling during the period of performance utilizing email, telephone, virtual meetings and in person meetings.

Goal Not Met. Achieved 646 hours of counseling, 92%.

Goal 2: Participate in at least 18 outreach events.

Outcome Related to Goal 2: Participate in, host and co-host 18 outreach events.

Goal Met. Hosted & Co-Hosted at total of 25 events, 1.39%.

Goal 3: Add 150 new clients to our database.

Outcome Related to Goal 3: Add 150 new clients to database

Goal Not Met. Obtained 81 new clients, 54%.

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

Outcome Related to Goal 4: Cost per counseling hour of \$416.28

Goal Met. \$410.52 per counseling hour.

Goal 5: Achieve 40 hours of training for FT staff members and 20 hours of training for PT staff member.

Outcome Related to Goal 5: 40 Hours of training

Goal Met. 100% was obtained for the required training of staff. Total hours needed – 100 hours, total hours achieved – 192.25, 1.95%.

Analysis/Use of Results

This year's assessment finding led staff to establish the following:

- 1) Moving forward the PTAC is monitoring its activities and monthly goals to help assure success in the coming PY23.
- 2) As the data above shows, the PTAC has a challenge with meeting the New Client goal of 150. The staff are working on new strategies to help with client outreach. With the reduction in COVID19 infections, staff members are more optimistic about travel in the region and meeting clients face to face when safe and appropriate. Each year the PTAC gains more counseling hours by being creative in ways to assist clients.
- 3) Even though the PTAC has had a slow start for the new program year of 2022-2023 due to illness, the staff has worked hard to obtain their first quarter goal for counseling which is 175 hours. The PTAC has currently obtained 89% of the 1st quarter goal and has 2 weeks until the

end of the quarter. The staff feels confident that the goal of 700 hours will be obtainable in the new PY23.

- 4) The staff will continue to 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).
- 5) Moving forward into the PY23 program year, the PTAC has evaluated its performance during the PY22 program year and has designed a strategy to assist it with meeting the new goals. The PTAC is optimistic that, with the proper monitoring and communication, the program goals for the 2023 program year can be met. The program year runs from April 1, 2022 – March 31, 2023. Currently the staff is opening the office throughout the week and utilizing the remote work schedule as well.
- 6) 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 2023 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.

Outcome Related to Goal 1: 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 Met. The Virginia SBDC – SWCC goals attained CY (Jan-Dec 2021) are as follows:

- 1) Unique Clients Served: 248
- 2) Long-term Clients Served: 32
- 3) New Business Starts: 27
- 4) Client Capital Investment: \$9,044,792

The Virginia SBDC-SWCC goals attained Jan-Apr 15, 2022 are as follows:

- 1) Unique Clients Served: 86
- 2) Long Term Clients: 10
- 3) Business Starts: 1
- 4) Client Capital Investment: \$10,000

Analysis/Use of Results

In the coming year SBDC staff will:

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

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 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.

Goal Met. The SSS Program identified 300 eligible students in which at least two-thirds were first-generation and low income 206 (69%) and one – third 94 (31%) were either first generation, low-income or disabled at the end of the spring semester 2020. Two hundred fifteen SSS students (85%) were in good academic standing.

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: 60% of SSS Participants will persist from one academic year to the next.

Goal Pending Data. The SSS program persistence/progression measures of 65% are from fall to spring. The current measure is from fall 2021 to spring 2022 with on-going fall 2022 registration. The SSS program will have a final measure in August 2022 (Along with 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: 21% SSS Participants will graduate and transfer within four years.

Goal Met. The SSS current cohort graduation rate is 50% and transfer rate is 36.1% for 2021-22. Final calculations will take place in September 2022 with the assistance of using the National Clearinghouse for updated information.

Analysis/Use of Results

The SSS program will conduct early and mid-point progress evaluations. The goals and objectives final tally will take place in September 2022. The goals and objectives should be met successfully. The delay in information and identification is due to adjusting to the COVID transition in having access to students. The SSS program will continue to make revisions as needed 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 will continue to help the SSS Program make formative and Summative Evaluations. It will also allow 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: Assist students to be successful in secondary and post-secondary education in the midst of a global pandemic.

Outcome Related to Goal 1: Assist students to be successful in secondary and post-secondary education in the midst of a global pandemic

Goal Not Met. Students seem to be more socially behind than academically; however, there were about 10% of the UB student populations whose grades were lower than before the pandemic.

Goal 2: Assist students with post-secondary enrollment.

Outcome Related to Goal 2: Assist students with post-secondary enrollment

Goal Met. Students attended zoom meeting with college admissions counselors by zoom September - April. All UB students (with the exception of one Hurley High student) completed their FAFSA and worked alongside UB for a plan after high school graduation.

Goal 3: Assist students to be career and college ready.

Outcome Related to Goal 3: Assist students with job shadowing opportunities to be college/career ready.

Goal Met. UB students have access to technology supports if Virtual Job Shadowing is needed; however, local businesses have agreed to allow rising seniors to job shadow in person for the Summer 2022. UB staff provide career enhancement in lesson plans, virtual job shadowing and career guest speakers during the summer program.

Analysis/Use of Results

Upward Bound's new goals based on these findings along with the alignment of the new priorities from the US Department of Education, social and emotional assessments will be added. Also June 2022 rising seniors will visit college campuses in person.

Learning Support

The following learning support units submitted completed Unit Assessment Plans for the 2021-2022 assessment cycle.

Distance Learning
Library

Distance Learning

Goal 1: To collect and present Nursing faculty and administration with ATI TEAS testing data to help identify and reduce barriers that students face during the application process.

Outcome Related to Goal 1: To collect and present Nursing faculty and administration with ATI TEAS testing data to help identify and reduce barriers that students face during the application process.

Goal Met. The TEAS testing data was sent to the program director and admissions coordinator at the end of the testing period for evaluation and barrier identification.

Goal 2: To ensure all Fall 2021 and Spring 2022 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 Not Met. The LMS Administrator and Unit Coordinator found that 75% of the Fall 2021 courses and Spring 2022 courses contained the requested content in their Canvas course.

Goal 3: To provide faculty with scheduled and ad hoc professional development that is added to the 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: To provide faculty with scheduled and ad hoc professional development that is added to the 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.

Goal Met. Provided approximately 25 professional development sessions and added the session materials to the SWCC Faculty Canvas repository.

Analysis/Use of Results

Each of the goals for this unit assessments is designed to monitor student satisfaction, course availability, and faculty support to maintain and promote the mission of equity and inclusion in online learning. As a result of data obtained from this assessment cycle staff will:

- 1) Use the data to collaborate with the dean, program director, and admissions coordinator to develop a process plan for the next cohort of testers as a new version of TEAS is going live June 3, 2022.
- 2) Collaborate with academic deans to continue to support faculty with training and begin-of-term reminders to achieve this outcome. It is a best practice and pedagogical approach to provide students with this information on the first day of class.
- 3) Discuss the provided content with deans and senior leadership to create a plan for the upcoming year regarding areas of need and ongoing support efforts.

Library

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

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

Goal Met. Program support: Purchased 77 Diversity, Equity & Inclusion print books; 101 Culinary Arts print books; 65 RN/LPN/CNA/ EMS/Radiology allied health print books; 43 Bluefield Center welding print books; 58 Southern Gap Center diesel/welding/CDL print books. General collection development: 110 new fiction and non-fiction popular print books; and 10 print reference books. Weeded target collections (Early Childhood, History, Social Science) by 3% of existing collections; weeded items were removed from collections as a Summer 2021 project.

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 2022 to students, faculty and staff, and community members March—April 2022.

Goal Met. General Library Survey 2022—Achieved 88% in overall customer service satisfaction (very good-excellent scale)—met 85% benchmark. Achieved 71-86% in other areas for very good/excellent user satisfaction in resources/services—did meet 85% benchmark in services satisfaction but did not meet 85% benchmark in resources satisfaction.

60 survey participants reported: (1) Purpose for visit: 18% class assignment; 15% other purposes such as attended sports study session; 11% used Library wi-fi for mobile devices; 10% used Library computers (2) Library resources used: 42% searched Internet; 10% used books in Library, 7% used online catalog; 26% other (used computers and printers, used Canvas for class content and test-taking, and used study rooms and study areas for quiet study). The General Library Survey 2022 was administered in March-April 2022.

Goal 3: Provide support for Diversity, Equity, and Inclusion (DEI) campus initiatives and Strategic Goals through collection development and maintenance of 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 and Strategic Goals.

Goal Not Met. Program support: Purchased 77 additional Diversity, Equity & Inclusion print books; some of these books are beginning to be requested for borrowing through the Interlibrary Loan system. DEI print books were labeled and shelved as a special collection. Library staff consulted with campus Coordinator for Student Engagement & Inclusion for purchase recommendations.

The DEI Resources libguide was launched for public use Summer 2021. Statistics for its use will be available beginning Fall 2021. URL: <https://sw.vccs.libguides.com/diversity-equity-inclusion>

The DEI Resources libguide has had 159 views since it was launched prior to Fall 2021.

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) Use findings to inform budgeting and collection development for new programs and initiatives as well as existing programs and courses and ongoing initiatives, and
- (3) Focus on Bluefield Center and Southern Gap Center with Library resources and services as well as instructional and budgetary support for new programming at these sites.

Student Services

The following student services support units submitted completed Unit Assessment Plans for the 2021-2022 assessment cycle.

Admissions and Disability Services

Advising

Career Coaches

Financial Aid

Great Expectations

Recruitment and Student Engagement

Admissions and Disability Services

Goal 1: Increase method of graduation degree delivery to include hard copy, electronic copy, and lifetime access to electronic portal through Parchment.

Outcome Related to Goal 1: To provide an electronic copy of degrees to graduates as well as continue to provide a hard copy.

Goal Met. Deadline was met with positive comments from students.

Goal 2: Create an individual application for all international students that will provide guidance on all required documents necessary to apply for an I-20.

Outcome Related to Goal 2: To simplify the process for international enrollment by creating an informative application to provide step-by-step guidance.

Goal Not Met. Updates are still needed through May 2023.

Goal 3: Establish set deadlines per semester for I-20 applications for international student enrollment.

Outcome Related to Goal 3: To ensure international students have adequate time to secure F-1 student visa.

Goal Met. Established deadlines have offered ample time for international students to complete the I-20 process to secure F-1 student visa.

Goal 4: Transition all accommodation services, including evaluations, approvals, and needed accommodations to be handled through the Admissions office.

Outcome Related to Goal 4: To offer a centralized location for all disability services provided through the Admissions office.

Goal Met. Transition was successful. Students have worked with the Director of Disability Services via email, phone, Zoom, and/or in-person.

Analysis/Use of Results

As a result of assessment findings staff will do the following:

- 1) Add the option of diploma replacement requests to Parchment
- 2) Develop the final packet of application requirements that includes in depth information regarding the I-20 process.
- 3) Continue to serve both international and students with disabilities.

Advising

Goal 1: Increase student awareness and access to resources on campus to improve student success and retention.

Outcome Related to Goal 1: Increase awareness and utilization of campus resources to improve overall success.

Goal Not Met. The goal was not met. The survey was completed and will be sent to students during the fall 22, and spring 23 semesters.

Goal 2: Increase usage of Navigate Registration tool by teaching self-registration.

Outcome Related to Goal 2: Increase student autonomy by using Navigate Registration to ensure accurate self-registration as suggested by the advisor planning tool.

Goal Met. The academic planning tool was utilized for 67 students from Fall 2020 to Spring 2021. The academic planning tool utilization increased in Fall 2021 to Spring 2022 semesters to 180 students. This is a 168% increase.

Goal 3: Develop strategic interventions for students in developmental courses to promote successful completion.

Outcome Related to Goal 3: Increase student success in developmental courses.

Goal Met. Students enrolled in developmental courses were retained at 49%.

Analysis/Use of Results

As a result of the findings for this assessment cycle staff shall:

- 1) Implement a student survey regarding campus resources fall 22.
- 2) Continue to grow use of Navigate and the self-registration tool.
- 3) Assign one advisor to work with students in developmental courses to focus on intervention, monitor progress and increase retention.

Career Coaches

Goal 1: The Career Coach unit will plan and execute a virtual information session and video in order to highlight the career coach role in the high school. The event/video will be shared with local high schools with the event having at least 10 students/parents attending.

Outcome Related to Goal 1: The Career Coach unit will plan and execute a virtual information session and video in order to highlight the career coach role in the high school. The event/video will be shared with local high schools with the event having at least 10 students/parents attending.

Goal Met. The career coaches have discovered during the 21-22 academic year that in-person sessions are more beneficial to the student than virtual sessions. Students and career coaches have more chances to communicate and engage while in-person than virtual. The career coaches did meet with

parents and students during open house events in order to promote the role of the career coach. A promotional video was created in October 2021 to promote the career coach's role for high school students. This video was shared with the students on Google Classroom and with guidance.

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 5-plus attendees per event.

Outcome Related to Goal 2: To administer financial aid workshops and SWCC information sessions at each high school in the SWCC service area with at least five participants at each event.

Goal Met. The career coaches have hosted the following FAFSA and information sessions:

Twin Valley HS – October 21
Grundy HS – October 21
Graham HS – November 4
Tazewell HS – November 18
Castlewood HS – October 5 and October 19
Lebanon HS – October 12 and October 26
Council HS – October 14
Hurley HS – October 18
Richlands HS – October 27
Honaker HS – October 28
RCCTC – December 2
BCCTHLC – December 6
TCCTC – December 7

The outcomes of the events were far more successful than the virtual events held last year. Parents like communicating with SWCC staff in person.

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

Goal Not Met. Career coaches work with freshman/sophomore students in regards to career plans and dual-enrollment plans individually, but a formal activity was not hosted inside the high schools for the 2021-2022 school year.

Analysis/Use of Results

- 1) Work with local high schools to create a session within the open house events at each school to showcase the career coach and the services provided.
- 2) Embed the video on the sw.edu/career-coach website and work toward including all career coaches in the video.
- 3) Continue offering in-person FAFSA and information sessions to seniors in local high schools in order to promote accessibility. Give out an incentive to encourage more participation.

- 4) A formal in-person event directed toward freshman/sophomore students will be created for the 2022-2023 academic year.

Financial Aid

Goal 1: Research and implement re-opening financial aid for bookstore charges for late starting classes in the Spring 2022 Semester. By opening the bookstore for late-starting classes, we will be able to contribute the overall success and retention of students in all terms offered.

Outcome Related to Goal 1: To allow all students the same opportunity to use financial aid in the bookstore to obtain books. This will reduce barriers for students starting late term classes.

Goal Met. This process worked well for the later starting terms and provided an equal opportunity to students in later starting classes to be successful.

Goal 2: Research and implement a process to allow the County Free Tuition students to upload their community service forms and program applications through SIS in order to better track and retain audit ready documentation.

Outcome Related to Goal 2: To create an SIS checklist item and personalize to the free tuition recipients.

Goal Met. After research, staff found there is not an effective way to implement the SIS checklist process for collecting community service forms. While researching we did recognize a better way of receiving applications. We implemented an online application that made a more effective and audit friendly file for all students applying for the free tuition program.

Goal 3: Develop and Implement a policy and procedures manual. With the help of NASFAA's policy and procedure builder financial aid will be able to develop a more audit ready, proactive approach to financial aid regulations.

Outcome Related to Goal 3: Prepare and Complete the NASFAA Policy and Procedure builder.

Goal Partially Met. Continued work and implementation of the NASFAA Policy and Procedure builder. We have purchased the same NASFAA Policy and Procedure builder again this year and will continue to update and implement updated policy and procedures.

Analysis/Use of Results

Staff will continue to open the bookstore process for later starting classes. The community service checklist item was untenable and staff have developed a workaround that will continue to be used.

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 by zoom and in the community to promote the program, recruit new students, and strengthen partnerships with other agencies in the community.

Goal Met. We had in excess of 10 events by zoom with outside agencies and in house to promote the GE 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 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.

Goal Not Met. 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.

Goal 3: Monitor the GE Housing Project that is funded 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 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.

Analysis/Use of Results

As a result of the findings of this assessment cycle staff will:

- 1) Schedule more in person events following post COVID guidelines.
- 2) Continue promoting group cohesion following distance guidelines and setting up a new plan for job shadowing in a different format if possible.
- 3) Research funding for housing stipends

Recruitment and Student Engagement

Goal 1: Recruitment and Student Engagement will conduct roadshow events with 100% high schools in the Southwest service region participating and have 25% of high school seniors registered by May 2022.

Outcome Related to Goal 1: Recruitment and Student Engagement will conduct SWCC roadshow events with 100% high schools in the Southwest service region participating and have 25% of high school seniors registered by May 2022.

Goal Met. Southwest roadshow events were scheduled for the dates below:

Mountain Mission – March 15
River View HS – March 18
Council HS – March 21
Ridgeview HS – March 22
TCCTC – March 23
Hurley HS – March 24
Buchanan County College Fair – March 24
Faith Academy – March 28
Keen Mountain Christian Academy – March 29
Grundy HS – March 30
Lebanon HS – April 1
Richlands HS – April 4
Castlewood HS – April 5
Tazewell HS – April 7
Graham HS – April 12
Honaker HS – April 13
Twin Valley HS – April 14

Goal 2: Recruitment and Student Engagement will contact new applications to increase the applicant yield over 40% for the Summer 2021, Fall 2021, and Spring 2022 semesters.

Outcome Related to Goal 2: Recruitment and Student Engagement will contact new applications to increase the applicant yield over 40% for the Summer 2021, Fall 2021, and Spring 2022 semesters.

Goal Not Met. The Recruitment team calls new applicants from the prior day (Friday/Saturday/Sunday on Monday) to ask the student if he/she needs assistance with advising/financial aid/etc. The same procedure is applied to the new inquiries received. Once a request for services is made, the recruitment team member refers the student to advising, financial aid, respective faculty member, or another department. The VCCS has not been sending a RUN report for yield since February 2022. Based on the last comparison, SWCC's yield rate was 42.21% (February 14, 2022).

Several "fake" applications have been submitted which has adversely affected the yield rate for Southwest.

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

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

Goal Met. The Recruitment/Student Engagement team hosted engagement events for students to participate in during the Summer, Fall and Spring 2022 semesters. Activities include resume/interview skill workshops, Kahoot! Trivia, bingo, etc. The virtual events were hosted along with some in-person engagement events (back to school bash, tie-dye t-shirt making

Athletics

Athletics

Athletics

Goal 1: Expand and enhance partnerships within the community, while also focusing strategically on areas of brand growth and fan experiences

Outcome Related to Goal 1: Expanding the fan experience through multiple options, technology, and broadcasting services & interactions.

Goal Met. Videos / live streams were posted to our YouTube channel. These are games hosted in our gym: volleyball and basketball (men's & women's). These videos gave us 8,816 views (and growing) expanding our audience outside of those who attend the games in person in our service region

Analysis/Use of Results

As a result of this assessment we tested a new play-by-play function and running commercials and it was successful. This will allow us to sell advertising to business and also allow the college to cross promote other academic programs and events on campus.

APPENDIX A1

Assessment Forms by Category

Administration

Administrative Unit Assessment: Southwest Virginia Community College				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
BLUEFIELD CENTER	DENVER RIFFE	Denver.riffe@sw.edu	Fall 2021	Spring 2022
Mission of the Unit The mission of the unit for the Fall 2021 and Spring 2022 terms is to develop the physical and academic aspects of the site and build within the community a knowledgeable relationship of the center.				
Program Goals				
<u>Goal 1:</u> Finish the physical preparations of the center for a variety of course offerings.				
<u>Goal 2:</u> Work with outside agencies to develop a community knowledge of center and it's offering for future by the use of various resources including media. To include courses for businesses, meetings, and other activities.				
<u>Goal 3:</u> Work with Adult education center to offer their classes at the center.				
<u>Goal 4:</u> Along with the college deans, compile a potential listing of course offering for the Spring 2022 term.				
<u>Goal 5:</u> Work with Work Force and others to develop new offering at the Bluefield Center. Which would include training for local business employees in fields of Customer service and office applications.				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
Beginning Spring 2022, have a tentative schedule of offerings at the center and therefore increase number of students enrolled at the site.	Increase number of offerings from the current two to 10 to include courses from several areas.	A schedule of 7 classes.	We were able to carry four (4) classes for the Spring term consisting of those in the HVAC program.	For Fall 2022 term, we will strive to have 8 classes on site using HyFlex classroom with others in on-line modality.
Increase usage of the center by community businesses and organizations.	Have at least 2 community organizations holding meetings on site.	Have at least 1 organizational meeting.	The Graham Historical Society held one Board meeting at the Center.	Increase contacts and use of Facebook page to inform local individuals of meeting space if needed.
Provide training for local businesses.	Have at least one business employee training session.	One business training scheduled.	Workforce did trainings in Serve-safe and welding. Serve-safe for the Community Action Center and Welding for Lawrence Brothers.	Using Workforce and others, provide services again including the C.N.A and Phlebotomy programs as well as others.
Analysis/Use of Results				
Comments (Goals tied to other unit activities, anticipate new goal based on findings.)				
As we have developed and expanded offering at the center, we hope to achieve; A) increase number of course and program offerings. B) Workforce trainings increased in Certified Nursing Aid, Phlebotomy, IT and skills. C) Increase presence in local events and on boards. D) Increase Livin' in Southwest VA events but avoid winter months of January and February. E) Increase enrollment of students for the Bluefield Center and increase program offerings.				

Administrative Unit Assessment: Southwest Virginia Community College				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
CAMPUS POLICE	J. MCCULLEY	justin.mcculley@sw.edu	Fall 2021	Spring 2022
Mission of the Unit				
Program Goals				
Goal 1: Complete distribution of SWCC Campus Police General Orders.				
Goal 2: Promote one officer to the rank of Sergeant.				
Goal 3: Continue professional growth.				
Goal 4: Employ strategies to bring Off-Site Campuses up to the same safety standards as our main campus.				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
Goal 1: To complete the distribution of general orders to be guidance for all employees in order to obtain and maintain a much higher level of professionalism and conduct.	This will require the continuance of reading, editing, and distributing the general orders written by Lexipol for SWCC Campus Police.	Success standard for this goal will be a physical and tangible SWCC General Orders book that will be kept up to date and adhered to by all Campus Police Personnel.	<p>There was not a set general orders in place covering the department and/or the officers. At the time of the last assessment. Since that date SWCC Campus Police has enlisted the services of Lexipol to write a legally defensible General Orders that is kept up to date as laws and regulations change in the state.</p> <p>Nearly 50% of General Orders have been updated, approved, and Issued.</p>	<p>This Chief will continue to read, edit, approve, and distribute each individual general order. These will be distributed a few at a time and an acknowledgement log will be kept from all sworn law enforcement personnel.</p> <p>This is a lengthy process and this department will continue to push these out until completed.</p>

<p>Goal 2: Promote one officer to the rank of Sergeant.</p>	<p>This will require will be the successful promotion of the most qualified Officer through a fair and thorough promotion process.</p>	<p>The success standard for this goal will be having a professional and well-trained Sergeant to step up in the absence of this Chief along with carrying our daily supervisory responsibilities over patrol.</p>	<p>At this time there is not a supervisor other than this Chief at the SWCC Campus Police Dept. There is no one to assume responsibility or make decisions if this Chief is away or unreachable for any reason.</p> <p>This has been submitted and is awaiting full approval. Campus Police has to be approved for a new position per DHMR policy in order to promote. The promotion has to be open for the public to apply.</p>	<p>At the desired time letters of intent along with a resume will be collected from interested officers. A promotion board/committee will be formed to review documents along with conduct testing and interviews on all qualified candidates. A decision will be made by the board/committee based on all information gathered.</p> <p>Once/if approved we will utilize a committee-based hiring/promotion process to select the best candidate for this role.</p>
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<p>Goal 3: Continue professional/career growth of all Officers in order to better serve this community</p>	<p>This will require Officers to attend more training both in person and online. Including motivating officers to take college courses that are offered as well.</p>	<p>The success standard will be a department that works together to increase both a professional appearance and providing professional service to this community by utilizing ever growing knowledge of Law enforcement and community policing skills.</p>	<p>This department is no different from others in the fact that this is a constant evolving profession. It is imperative that we train as much as possible.</p> <p>SWCC Campus Police has continued to seek professional development training. Many useful training courses have been completed by all sworn Officers.</p>	<p>To assign quality training courses to the Officers as often as possible and test their knowledge upon return. Also, to have the officers bring that knowledge back and share it with the department and all those that it may be applicable to. We will also challenge officers to search for other learning opportunities that they are interested in so that the department can help them achieve their fullest potential.</p> <p>We will continue to seek out training opportunities and growth.</p>
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<p>Goal 4: Employ strategies to bring Off-Site Campuses up to the same safety standards as our main campus.</p>	<p>This will require training and in-depth conversations with all personnel at off-site locations. It will also require employing more safety drills at each location.</p>	<p>The success standard of this goal will be for every off-site campus to first know that they have the same service from campus police/safety as the main campus does. Second it will be for every off-site Campus to go through the same drills and practical's/exercises that the main campus does.</p>	<p>It has been found that Off-site campuses are lacking the same services form campus police/safety that the main campus is provided on a daily basis.</p> <p>This too will be a lengthy project due to having a small staffed department. The CEMP plan has been reviewed and all off-site campuses fall under Emergency Management Plan guidelines. Fire Drills have been completed and we are currently in discussion and approval processes for installing emergency boxes. Being short staffed prevents daily walk throughs and/or visits.</p>	<p>Attend more training and have in depth conversations with other VCCS Police Leadership in order to gather as much information as possible that we can utilize to close all gaps (dealing with safety and police) with our off-site campuses. All information gathered will be reviewed, discussed, and all that is applicable to SWCC will be employed and documented.</p> <p>This department will continue to work with off-site campus leaders to obtain more suggestions other than assigning Officers to that location.</p>
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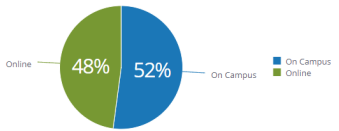
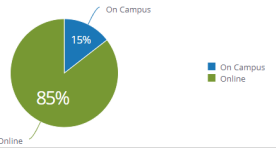
Analysis/Use of Results
Comments (Goals tied to other unit activities, anticipate new goal based on findings.)
Please see the <i>Action Plans</i> section on prior pages.

Administrative Unit Assessment: Southwest Virginia Community College				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Communications / Marketing	Dezember / Roberts	john.dezember@sw.edu travis.roberts@sw.edu	Fall 2021	Spring 2022
<p style="text-align: center;">Mission of the Unit</p> <p>The mission of the Marketing and Communications units at Southwest Virginia Community College is to support the college mission and vision by developing marketing and communications strategies in cooperation with college departments to increase brand awareness, support enrollment activities, promote achievements, and engage our community.</p>				
<p style="text-align: center;">Program Goals</p>				
<p><u>Goal 1:</u> <i>Ensure all produced materials are branded appropriately.</i></p>				
<p><u>Goal 2:</u> <i>Grow the brand through organic and paid social media presence.</i></p>				
<p><u>Goal 3:</u> <i>Increase support of community events.</i></p>				
<p><u>Goal 4:</u> <i>Develop quarterly employee talking points for marketing, communications, and branding.</i></p>				
<p><u>Goal 5:</u> <i>Increase awareness through paid advertising.</i></p>				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
<p>Goal 1: <i>Reduce number of inappropriate uses of our brand.</i></p> <p>Goal 2: Increase social engagement.</p> <p>Goal 3: We are support and sponsor community events and organizations.</p> <p>Goal 4: Send talking points each quarter to employees.</p> <p>Goal 5: Generate more student inquiries.</p>	<p>Goal 1: Inappropriate brand uses.</p> <p>Goal 2: Increase in engagement.</p> <p>Goal 3: How many community events and orgs did we work with.</p> <p>Goal 4: How many talking points were sent.</p> <p>Goal 5: Count inquiries through CRM.</p>	<p>Goal 1: Fewer inappropriate brand uses over time.</p> <p>Goal 2: An increase in followers and engagements.</p> <p>Goal 3: Sustain or grow the number of community events or orgs that we support.</p> <p>Goal 4: Employees are more knowledgeable of current Southwest happenings.</p> <p>Goal 5: More inquiries compared to previous year.</p>	<p>Goal 1: There is a noticeable increase in requests for the official logo/colors as well as reviewing materials before they are produced.</p> <p>Goal 2: Follower counts have increased across all our social accounts. Except for some specific posts, overall engagement remains low.</p> <p>Goal 3: We've increased the number of community groups and events through sponsorships and attendance.</p> <p>Goal 4: Other initiatives took priority.</p> <p>Goal 5: Inquiries have increased for FY21-22.</p>	<p>Goal 1: Develop "brand updates" that can be shared campus-wide and feature great examples of our brand in action.</p> <p>Goal 2: Social trends continue to change. Look for ways to use these trends in ways that encourage engagement.</p> <p>Goal 3: With relaxing covid restrictions we anticipate growing our participation with community groups.</p> <p>Goal 4: With new communication options we'll be able to better provide talking points quarterly or as needed.</p> <p>Goal 5: We have increased our paid ad budget and expect inquiries to increase more.</p>
Analysis/Use of Results				

Comments (Goals tied to other unit activities, anticipate new goal based on findings.)
See Action Plans Section on prior page.

Administrative Unit Assessment: Southwest Virginia Community College				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Arts & Sciences	Brian Wright	Brian.wright@sw.edu	Fall 2021	Spring 2022
Mission of the Unit				
Program Goals				
Goal 1: <i>To begin to return courses to a face to face format.</i>				
Goal 2: <i>To continue to work with newly hired faculty to ensure ease of transition into their new roles</i>				
Goal 3: <i>To adjust DE contact approach from LMS presence to a more scheduled email approach.</i>				
Goal 4: <i>To ensure Transfer VA changes are kept up to date as far as Southwest and the division are concerned.</i>				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
<p>Goal 1</p> <p>To see an increase in the number of courses taught face to face as compared to online.</p>	<p>A simple numeric comparison will be utilized.</p>	<p>To see an increase in the number of face to face classes compared to online.</p>	<p>Failure</p> <p>Spring 2020</p> <p>Section Count</p>  <p>Spring 2021</p> <p>Section Count</p>  <p>Spring 2022</p>	<p>We will continue to monitor the percentage of on line versus on campus classes. One note of significance is that the Spring 2022 semester started out with a higher rate of on campus courses, but student demand drove those numbers in favor of on line once again. A decision will need to be made as to what percentage of courses must be held face to face and how much online access will need to be limited.</p>

			<div>Section Count</div> <div><table><tr><th>Mode</th><th>Percentage</th></tr><tr><td>On Campus</td><td>21%</td></tr><tr><td>Online</td><td>79%</td></tr></table></div> <div>Based upon the data provided by Ad Astra, we can see that the first semester impacted by the pandemic saw a sort of parity between online and on campus courses. Spring 21 saw nearly a 30% drop in on campus classes. Spring 2022 has reversed that trend though only slightly (6%).</div>	Mode	Percentage	On Campus	21%	Online	79%	
Mode	Percentage									
On Campus	21%									
Online	79%									

<p>Goal 2</p> <p>To assess faculty in their second and third years as to comfort in advising. New faculty will be assessed as to meeting expected standards.</p>	<p>Each faculty member will be interviewed as to comfort levels and their understanding of changes brought by Transfer VA.</p>	<p>To receive an assurance that the faculty members feel comfortable advising in their respective areas and that new faculty feel comfortable with their roles as they prepare to advise.</p>	<p>Failure – Though one faculty member feels more comfortable as she has been very involved with Transfer Va and the associated process, the others do not feel as comfortable. As pointed out by the faculty, the lack of students on campus and the covid pandemic have been a big part of the failure of this endeavor. Faculty have become used to seeking out the help of the advising staff for student needs instead of doing things by themselves. The main issue identified is comfort with pathway approaches.</p>	<p>More time will be taken when things, hopefully, return to normal in the Fall of 2022. Face to face meetings will take place with faculty to help normalize advising procedures and processes. These will be face to face encounters with the dean and the faculty.</p>
<p>Goal 3</p> <p>To try a different approach in maintaining a relationship with DE faculty.</p>	<p>A database of active courses will be maintained with accurate teacher and contact information. Regular emails will be sent and monitored.</p>	<p>A response rate of 75% from DE faculty.</p>	<p>Failure. In attempting to maintain a steady contact with Dual instructors resulted in a 30% success rate which fell far short of the desired 75% sought. An email data base and DE course data base was created and contact was made at regular intervals.</p>	<p>Making positive contact with our DE faculty has proven difficult. As of the end of Fall Spring 2022, I have determined to maintain physical contact with the DE faculty. Thusly, I have already visited two High Schools, Grundy and Twin Valley) and met with DE faculty and have sat in classes. This will be the plan for the upcoming academic year.</p>

<p>Goal 4</p> <p>As a member of the DCRC, I am privy to many of these changes, so I hope to be able to make sure that division course changes are communicated</p>	<p>To see a seamless transition by the Fall of 2022 by effectively bringing changes to C&I and the faculty.</p>	<p>To see zero issues due to transfer VA in any area that was addressed by early Spring, 2022.</p>	<p>Semi-achieved. Work has been prepared and presented to C&I as of last year. However, as we begin to see the TVA portal become a reality, we have realized that the changes have not trickled down into the Peoplesoft/SIS. Other than this issue, the changes from the academic side have been presented in a timely manner. The issues that have arisen are a result of the process that follows the C&I process.</p>	<p>As more changes come down the pike, we will endeavor to make these changes to all systems in as timely a manner as possible.</p>
<p>Analysis/Use of Results</p>				
<p>Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)</p>				
<p>Based upon the 2021/2022 assessment year, it is obvious more contact is needed when discussing faculty comfort in advising. Similarly, face to face options appear to be all that will work with Dual enrollment. Efforts will be made to determine the most impactful course whether that proves to be the most efficient way or not. As things begin to return to normal, efforts to promote DoE requirements for online courses will be an important focus as well.</p>				

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 2021	Spring 2022
<p style="text-align: center;">Mission of the Unit</p> <p>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.</p> <p>The Business, Engineering and Industrial Technology Division reports to the Vice President of Academic and Student Services.</p>				
Program Goals				
Goal 1: Expand division program and course offerings (Bluefield Center and Weekend College).				
Goal 2: Increase student access to experiential opportunities and student engagement through club competitions, internships and cooperative education.				
Goal 3: Increase participation of underserved populations in the Engineering and Information Technology and Industry & Manufacturing pathway programs.				
Goal 4: Implementation of BEIT G3 Pathways and increase enrollment in pathway programs (Information Technology, Advanced Manufacturing/Precision Machining, Trades) by 10%.				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
Expand division programs and course offerings by increasing programs and courses offered at the Bluefield Center and through weekend college.	Number of programs offered and number of graduates.	Offer at least three complete division programs of study, during 2021/2022, have at least three graduates from each.	For both Fall and Spring semesters, three programs of studies were offered at the Bluefield Center. HVAC was offered as a day program with Electrical and Mechatronics offered as evening options. The HVAC program had enrollment both semesters. Electrical had enrollment in the Spring. Mechatronics did not have enrollment.	Continue to offer division programs at off-campus locations. Work with off-campus center staff to expand program and course offerings.

Increase experiential education and student engagement opportunities.	Number of opportunities and number of students participating.	Offer at least two opportunities to engage students in club-based competitions and offer at least two new internships/cooperative education opportunities.	<p>Planned student engagement opportunities included MATE ROV Robotics and Skills USA – Machining. Skills USA – Machining competition was not held this year due to COVID. The MATE ROV Robotics team continues to meet regularly. They attended the regional competition in May and will travel to the World Championships the last week in June.</p> <p>New Internship/educational opportunities included, MAC197 in the Advanced Precision Machining Program. Five students completed Spring 2022.</p> <p>During Spring 2022, 3 internships were offered with 10 students completing.</p> <p>During Fall 2021, 2 internships were offered with 5 students completing</p> <p>During Summer 2021, 2 internships were offered with 6 students completing.</p>	<p>Program changes were made to include an internship in the Electrical/Electronics program and two cooperative educational courses were added to the updated Business and Technology curriculum. These will be available Fall 2022.</p> <p>More opportunities exist for student-engagement/club activities with discipline related competitions. Opportunities include ENACTUS, The Wildlife Society, Phi Beta Lambda (PBL), Skills USA, and Epsilon Pi Tau (EPT).</p>
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<p>Increase participation of underserved populations</p> <p>Targeted Programs: HVAC, Electrical, Machining, Welding, IST, Cybersecurity</p>	<p>Percentage of Increase</p>	<p>Increase participation of underserved populations in at least two division programs of study by at least 10%. 2020/2021 enrollments used a benchmark.</p>	<p>The results of underserved populations from the targeted programs showed enrollment of 14% for both 2021/2022 and 2020/2021. Individually, welding showed a 4% increase and cybersecurity showed a 6% increase in enrollment from underserved populations. Overall enrollment was up by 2% for the targeted programs from underserved populations.</p>	<p>Explore alternative ways to reach underserved populations related to division programs. Collaborate on grant opportunities to promote high-wage, high-demand jobs to underserved and underrepresented populations.</p>
<p>Increase enrollment by 10% in G3 Pathways (AIR, ELE, MAC, ETR, MEC, ITN, ITP, ITE and WEL).</p>	<p>Percentage of FTEs by G3 course prefixes</p>	<p>Use the 2020-2021 FTEs by prefix as benchmarks for the 2021/2022.</p>	<p>2020-2021 FTEs for target prefixes was 303.2 for Summer, Fall and Spring.</p> <p>2021-2022 FTEs for target prefixes was 331.26 for Summer, Fall and Spring.</p> <p>Increase of 9.25% for targeted course prefixes.</p>	<p>Continue to offer G3 programs at off-campus locations. Continue to work with faculty and employers to increase program and course offerings. Continue to work with marketing to increase awareness of program offerings and opportunities.</p>

Analysis/Use of Results
<p>Comments (Goals tied to other unit activities, anticipate new goal based on findings.)</p> <p>Post-COVID education will continue to be a challenge as we deal with the new normal and new mindsets. An important component of future success will include strong engagement initiatives with students and employers. Opportunities exist to expand student engagement through program sponsored clubs and competitions. To help foster these opportunities, we will work with division faculty and faculty advisors to sponsor club activities as part of the newly defined Student Engagement Hours policy. The MATE ROV Robotics team will continue with most of the current team returning. We anticipate that faculty from Precision Machining and Automotive Technology will actively participate in Skills USA competition, Spring 2023. Program faculty were interested in reactivating Phi Beta Lambda (PBL) this year, for business students, but it was difficult to recruit students to participant who were exclusively taking online classes. With more face-to-face sections in the Fall, we are hopeful for more participation. COVID-19 interruptions also halted our honor society activities, Epsilon Pi Tau (EPT). In Fall 2022, we are planning an induction ceremony and to continue normal chapter activities.</p> <p>CTE Honors College will begin in August 2022, the Electrical/Electronics and Precision Machining programs, we will continue to build the program by bring in a couple of additional programs for August 2023, possibly Information Systems Technology and Outdoor Recreation.</p> <p>Goals for 2022-2023 will include components of:</p> <ul style="list-style-type: none"> • Building program presence at off-campus site locations, on the fringes of our service area. • Students' engagement opportunities (clubs and competitions) related to their selected programs of study. • Targeting underserved and underrepresented populations to enroll and complete division programs. • Building and nurturing employer engagement opportunities through initiative such as CTE Honors College, field trips, class presentations by employers, and partnering with Career Services.

Administrative Unit Assessment: Southwest Virginia Community College				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Division of Health Technologies	Clint Pinion	Clint.pinion@sw.edu	Fall 2021	Spring 2022
<p style="text-align: center;">Mission of the Unit</p> <p>The Division of Health Technologies supports the Mission, Vision, and Core Values of Southwest Virginia Community College (SWCC) through the provision of didactic, laboratory, and clinical education experiences that prepare students to enter the health technologies workforce. The mission of the Division of Health Technologies is to provide a supportive environment in which students receive personalized instruction, engage in hands-on experiences, and earn transferable credits.</p>				
<p style="text-align: center;">Program Goals</p>				
<p><u>Goal DHT1:</u> Design and deliver two professional development sessions that focus on high-impact pedagogy and cultural competency by the end of the spring 2022 (2222) academic term that will be attended by 80% of DHT full- and part-time faculty.</p>				
<p><u>Goal DHT2:</u> Develop a diversity, equity, and inclusion (DEI) committee for the DHT by the end of the spring 2022 (2222) academic term that includes one full- or part-time faculty member from each DHT program.</p>				
<p><u>Goal DHT3:</u> Increase enrollment of underrepresented minority students by 1% across the DHT programs by the beginning of fall 2022 (2224).</p>				
<p><u>Goal DHT4:</u> Design and install a virtual reality (VR) laboratory before the end of summer 2022 (2223) academic term for use by 30% of DHT students by fall 2022 (2224) academic term.</p>				
<p><u>Goal DHT5:</u> Review and modify program pathways to align electives and general education courses across DHT programs with the Transfer VA initiative by the end of fall 2021 (2214) academic term.</p>				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
Design and deliver two professional development sessions that focus on high-impact pedagogy and cultural competency by the end of the spring 2022 (2222) academic term that will be attended by 80% of DHT full and part-time faculty.	Number of faculty attending each professional development session.	80% of DHT full- and part-time faculty attend the two professional development sessions offered by the DHT.	The Division offered two professional development sessions that focused on high-impact pedagogy and cultural competency during the spring 2022 term. The attendance of full-time faculty was greater than 80% for both events. Unfortunately, part-time faculty attendance was low.	The division plans to explore training modalities and times that best work for part-time faculty. Future training sessions will be conducted accordingly to ensure participation of part-time faculty.
Develop a diversity, equity, and inclusion (DEI) committee for the DHT by the end of the spring 2022 (2222) academic term that includes one full- or part-time faculty member from each DHT program.	Number of faculty serving on the DHT DEI committee from each DHT program.	One (1) full- or part-time faculty member from each DHT program.	The Division created a DEI Committee that began meeting in January of 2022. The committee included full- and part-time faculty. The committee worked to develop and offer two professional development sessions.	The committee will continue to meet two times per semester to plan activities and to guide recruitment and retention efforts.
Increase enrollment of underrepresented minority students by 1% across the DHT programs by beginning of fall 2022 (2224).	Percent of DHT students who identify as a member of a diverse population.	One (1) percent of students enrolled in DHT programs identify as belonging to an underrepresented minority community.	No data are available to report.	The Division Diversity, Equity, and Inclusion Committee met during the 2222 term to brainstorm possible approaches for increasing enrollment of

				underrepresented student populations. The Division will implement two of the strategies discussed by committee members to implement during the 2022-2023 academic year.
Design and install a virtual reality (VR) laboratory before the end of summer 2022 (2223) academic term for use by 30% of DHT students by fall 2022 (2224) academic term.	<ul style="list-style-type: none"> a. Status of VR laboratory installation. b. Percent of DHT students utilizing VR laboratory. 	<ul style="list-style-type: none"> a. VR laboratory is installed. b. 30% of DHT students are utilizing VR laboratory by fall 2022 (2224) academic term. 	The VR laboratory was fully installed in May 2022. Currently, all Practical Nursing students are completing VR simulations. EMS students will complete VR simulations in the fall 2022 term.	The division will work with program coordinators to identify opportunities for using the laboratory for current students and the recruitment of future students.
Review and modify program pathways to align electives and general education courses across DHT programs with the Transfer VA initiative by the end of fall 2021 (2214) academic term.	Percent of electives in DHT program pathways that are transferable under Transfer VA program.	75% of DHT program pathway electives are listed as approved courses in the Transfer VA Passport program.	The Division reviewed and modified program pathways to align electives and general education courses with the Transfer VA initiative during the fall 2022 term. The goal was met.	The Division will continue to update courses in the official course catalog as Transfer Virginia provides updates.

Analysis/Use of Results
Comments (Goals tied to other unit activities, anticipate new goal based on findings.)
The Division of Health Technologies will continue to seek ways to recruit, retain, and graduate students from underrepresented populations into the competitive healthcare programs. The Division anticipates that a future assessment goal will focus on implementation of two recruitment strategies identified by the Division's Diversity, Equity, and Inclusion Committee. The Division will also explore alternative times for offering professional development opportunities in an attempt to increase attendance of part-time and clinical faculty.

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 2021	Spring 2022
<p style="text-align: center;">Mission of the Unit</p> <p>The mission of the dean of student success's office is to ensure that all student services are in alignment with the institutional mission while focusing on enrollment management and growth.</p>				
<p style="text-align: center;">Unit Goals</p>				
<p>Goal 1: Audit-ready enrollment processes & team-building. Use a collaborative approach to establishing and executing a comprehensive enrollment management timeline that will increase accountability for processes while growing collaboration and team work among internal stakeholders.</p>				
<p>Goal 2: Business continuity. To ensure all direct reports have a relevant and beneficial professional development plan, thus increasing their ability to perform and grow in responsibility.</p>				
<p>Goal 3: DEI. To provide leadership for the division with regard to exploring diversity, equity and inclusiveness.</p>				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
Goal 1: Create an Enrollment Management Team comprised of the Registrar, IT support, Financial Aid, Advising, IR, Business Office & VP of A&SS's office.	Goal 1: Use an online shared space to document and manage the merging of the Academic Calendar, SIS Working Calendar, Enrollment Reporting Calendar and Student Financial Calendar.	Goal 1: Timely enrollment reporting & accurate student billing, along with earlier student financial aid processes. (i.e. putting anticipated aid on student accounts earlier which allows the bookstore to open earlier.)	Goal 1: The team was established and due dates for enrollment reporting were set up via group meetings and talking through potential overlap or deadline issues. The team also went into NSC together to update contacts and deadlines there to ensure accuracy. Deadline reminders now come in to several team members and group communication is performed around every submission deadline and execution. In addition, the bookstore was able to be opened for financial aid earlier than normal for the summer term based on the enrollment working calendar meetings, which gives students more time to secure their supplies and books.	Goal 1: This process will be continued in the coming year as dates are set for the Academic Calendar to ensure that the enrollment working calendar and enrollment reporting calendars are also maintained in alignment.

Goal 2: Create personalized professional development plans for direct reports.	Goal 2: During employee annual reviews, identify a weakness or area of the professional role that needs to be developed. Create a plan over the year to pursue that development for the individual.	Goal 2: Employee perception of improvement in identified area of weakness.	Goal 2: While these discussions were held, and a few employees did complete their training goals, professional development opportunities were somewhat limited in this transitional year out of travel restrictions.	Goal 2: This goal will be revisited in the coming year.
Goal 3: Regular DEI topic discussion at division meetings.	Goal 3: Provide division staff with a topic prior to the meeting and request that they explore and come prepared to discuss DEI for the benefit of the division.	Goal 3: Improved employee perception of comfort with DEI topics and increased knowledge of how DEI can be incorporated into all processes and interactions.	Goal 3: Title III funds were utilized to provide institution-wide training on Diversity, Equity and Inclusion. A NISOD trainer was secured, and two different sessions were held. Post-training surveys indicate a high level of satisfaction with the content, and participants were very engaged during the sessions. In addition, division employees completed additional DEI trainings and a Coordinator of Engagement & Inclusion was hired in the division.	Goal 3: Additional opportunities to obtain DEI training will be scouted for the coming year as appropriate.
Analysis/Use of Results				
Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)				
More effort will need to be put into the professional development plans of direct reports, as folks tend to get busy and go into “survival mode”. The other two goals were very successful, and discussion will be held on how to maintain these successes into the next year.				

Administrative Unit Assessment: Southwest Virginia Community College

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Workforce & Continuing Education	Randall Rose	Randall.rose@sw.edu	Fall 2021	Spring 2022
<p style="text-align: center;">Mission of the Unit</p> <p>The mission of the SWCC Workforce & Continuing education unit is to provide in-demand workforce and continuing education training and other learning opportunities to the wider region, including to citizens, businesses, organizations, and governments, all to support economic development and improve the quality of life of the region. As a key part of the unit's mission, providing student, career, and employer/partner services as feasible, including through partnerships, is priority.</p>				
<p style="text-align: center;">Program Goals</p>				
Goal 1: Improve and expand workforce and continuing education programing opportunities, including classes, training, and workshops.				
Goal 2: Enhance student services, specifically for workforce and continuing education students, including taking steps that support “one door” and “no wrong door” and other VCCS student services initiatives and priorities, including the current strategic plan and DEI.				
Goal 3: Improve communications and marketing of workforce and continuing education programs and opportunities to engage more prospective students, increase enrollment and credentials earned, and help communicate bigger picture that there are good jobs/careers in the region, and that SWCC is the premier training resource for those jobs/careers.				
Goal 4: Expand workforce and continuing education opportunities at off-campus facilities though out the region.				
Goal 5: Further develop SWCC's career services to better bridge students to jobs/careers in the region, including enhancing work-based learning services and opportunities for SWCC students and employers.				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
1.1 Addition of targeted new programs/classes including CDL, diesel tech, welding, health sciences, etc.	\$35,000 in funding for CNA and phlebotomy program equipment/supplies secured; all targeted classes offered during the spring semester	Classes conducted/completed	We expanded on campus CDL capacity and have increased enrollments by 28 students versus the previous year. We also successfully launched both CNA and Phlebotomy from the Bluefield Center. Enrollment has been strong for both with a waiting list for Phlebotomy	Expand training opportunities at SGTLC and other offsite locations including CDL, Diesel Repair, Welding, and other potential programs to be added (medical, etc.)
2.1 Establish new student services protocol/SOP and implement	SOP revisited and updated by the end of the FY; new SOP implemented by spring semester	Mirror best practices of other colleges and VCCS; improve onboarding process and time	We have added the G3 Success Coordinator to our team. We are currently adding best practices and building team capacity	Build staffing and team capacity to better accomplish divisional goals. This will be achieved with expansion of programs and recruiting
3.1 Establish communications calendar/checklist to ensure key outreach occurs on a consistent basis	Calendar developed; 90% of tasks on calendar completed by all staff on a monthly basis	Calendar system implemented	Improved process and communication with calendar implementation and sharable spreadsheet of classes.	Will implement more forms of sharable data that all team members have access to. This will ensure real-time communication and up to date data is being shared.
4.1 Programming offered at the SGTLC, Bluestone, and Bluefield locations	Consistent program offered at all sites in the spring semester; 10% of workforce enrollment attributed from off-campus sites in FY22	Classes offered at all targeted sites	We have launched CNA and Phlebotomy at Bluefield. We have also launched Diesel Repair cohorts at SGTLC. We are in the process of expanding welding capacity at Bluestone.	Expand current programs and seek Fast Forward approval for any other in-demand training when applicable.
5.1 Work-based learning and/or employer engagement program implemented more widely	Work-based learn plan developed during FY; employer-engagement program expanded to include welding during the FY; pilot program with employer established in 2022	Work-based learning plan approved by leadership; employer engagement in CDL, diesel tech, and welding programs	We have implemented Soft Skills, Digital Literacy, and other developmental classes in CNA, Phlebotomy, and Diesel Repair.	Continue to expand embedded classes that "add value" to new and existing programs. This must be done both in house and collaboratively through partnerships we have established.
Analysis/Use of Results				
Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)				
<ul style="list-style-type: none"> - Increase training program resources to accommodate expanded programing, including but not limited to expanded facilities, additional equipment, supplies, instructors, etc. - Increase communications and marketing resources (budget, staff, etc.) to better reach prospective students, promote programs, etc. - Enhanced inter-department communication to avoid overlap, duplicated resources, etc. - Expand partnerships to leverage SWCC workforce and continuing education resources 				

Administrative Unit Assessment: Southwest Virginia Community College				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Academic Outreach & Dual Enrollment	Christina Rimmer	Christina.rimmer@sw.edu	Fall 2021	Spring 2022
<p style="text-align: center;">Mission of the Unit</p> <p>The Coordinator of Academic Outreach and Dual Enrollment works collaboratively with the SWCC administration and faculty to provide quality educational opportunities to off-campus students including those taking dual enrolled classes. Current Coordinator of Academic Outreach and Dual Enrollment is Christina Rimmer. Ms. Rimmer reports to the Vice President of Academic and Student Services.</p>				
Program Goals				
Goal 1: Dual Enrollment Coordinator will transition dual enrollment information from paper manual to the SWCC DE website				
Goal 2: Dual Enrollment Coordinator will have an advising booklet and DE course calendar online.				
Goal 3: Dual Enrollment Coordinator will advance knowledge and use of Passport Program and completion of UCGS in dual enrollment classes				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
Goal 1: Dual Enrollment Coordinator will transition information from paper manual to DE website Goal 2: Dual Enrollment Coordinator will have an advising booklet and DE course calendar online. Goal 3: Dual Enrollment Coordinator will advance knowledge of Passport and UCGS	Comparison of information in old paper dual enrollment manual to information available on website	If more than 50% of the information has been developed and placed on the dual enrollment website by Spring 2022	Information for students has been added to the Website. Instructor information page needs to be added.	Review website and make sure information on the student side of website is accurate due to changes made yearly. Review instructor information and update as needed.
	Completion of advising booklet and DE Course Calendar online	If there is a preliminary booklet and calendar online by end of Fall 2021 Semester and completed by Fall 2022	These items were not completed, decision was made to direct students to information already available on website. Calendar to be added since semester was changed to 14 week class schedule.	Create narrative for students that includes links to the needed information. Calendar for each county will be added to website
	Meetings with high school guidance counselors and career coaches to discuss Passport. Discussion with VP and deans about class offerings available to students. Information on dual enrollment website	At least two meetings with guidance counselors and career coaches per semester. Adjustment in class offerings in Fall 2021 and further course changes in Spring 2022 Information and links on dual enrollment website by end of Fall 2021 with adjustments to advising booklet to reflect the information by Spring 2022	With the use of Zoom meetings and school tours, this goal was met. Some adjustments were made in Fall 2021 and other adjustments will be made in the 2022/2023 school year.	Plan to continue Zoom meeting with guidance counselors and Career Coaches. Work on Course Offerings will continue every school year.

Analysis/Use of Results
Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)
Goal 1: DE Coordinator will continue to monitor website to reflect changes in policy and update information. Goal 2: DE Coordinator will complete an advising narrative with links to pertinent information on the website. Course Calendar will be created for each county. Goal 3: DE Coordinator will work on plan to transition of DE Instructor files from paper to online site

Southwest Virginia Community College Administrative Unit Assessment 2021-2022				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Educational Foundation/Grants/Alumni	Susan Lowe	Susan.lowe@sw.edu	Fall 2021	Spring 2022
<p style="text-align: center;">Mission of the Unit</p> <p>The mission of the Educational Foundation is to raise funds and manage private resources to support the educational mission of the College to provide opportunities for students to enhance institutional excellence in ways that would not be possible with state funds alone.</p> <p>Reports to: President</p>				
<p style="text-align: center;">Annual Unit Goals</p>				
Goal 1: Direct fundraising activities such as major gift campaigns, annual campaigns and planned giving campaigns to support the College mission on identified priorities.				
Goal 2: Direct the development of federal, state, local and corporate foundation grants to support College priorities and needs.				
Goal 3: Promote an environment of philanthropy toward the College both internally and externally.				
Goal 4: Encourage alumni engagement and future giving.				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
Increase the number of individuals who participate in planned and annual giving through ongoing fundraising efforts and outreach. Successful outcome to new \$10 Million Fundraising Campaign.	Maintain records of both current and new donors through Raiser's Edge software and personal contact. Determine Percentage change from year to year.	Annual 10% increase in donor/funds raised	The educational foundation saw an increase in funding throughout the 2020 and 2021 academic years in the amount of 15%.	Continue to work toward the \$10 Million Campaign Goal through outreach, visits, and partnerships.

Outcome Sought	Measures	Success Standard	Findings	Action Plans
Sponsor events to raise awareness and funding for new scholarships and programs on campus. Use events as opportunities to further diversify donor base.	Monitor gifts to compare numbers annually.	Increase scholarship numbers by 5 new annually & Program funding by 10% over last year. Increased diversity of donor base and community support.	No events were held during the 2020-2021 academic year as closure protocols were still in effect. Events will resume in the Fall of 2022 with Scholarship Banquet, Scholarship Golf Classic, Festival of the Arts (Spring 2023), and several donor lunches.	Plan events and follow up with donors after events to cultivate relationships and encourage support of the institution.

Outcome Sought	Measures	Success Standard	Findings	Action Plans
Identify and make application for federal, state, and local grants that will support new initiatives and programs. Specifically, DEI initiatives, student housing support, and workforce programs.	Monitor the number of grants applied for each year.	Additional \$1 million dollars in grant dollars secured for new initiatives.	Since the new grants administrator was hired in May 2022, several new and innovative grants have been identified for research and application.	Continue to monitor progress toward securing funding for new college initiatives.

Outcome Sought	Measures	Success Standard	Findings	Action Plans
Develop annual Alumni Friend-Raising and fundraising event(s)	Schedule Events	Increase current number of approximately 50 alumni donors averaging around \$10,000 gifted annually by 10%	Alumni Homecoming planned for Fall 2022 to engage alumni and community members.	Follow up with attendees to cultivate new relationships and garner future college support.

Analysis/Use of Results
Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)
See Action Plans Above.

Administrative Unit Assessment: Southwest Virginia Community College				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Human Resources	Kim Steiner	Kim.steiner@sw.edu	Fall 2021	Spring 2022
<p style="text-align: center;">Mission of the Unit</p> <p style="text-align: center;">To provide an equity-minded strategic and tactical partnership to the SWCC community in all human resource functions.</p>				
Program Goals				
<p><u>Goal 1:</u> Review hiring process to ensure candidates understand equity focus</p>				
<p><u>Goal 2:</u> Evaluate and improve faculty recruitment and retention efforts to ensure hiring reflects demographics of college community</p>				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
<p>Revised college description for each job posting that communicates the equity focus. Ensure every interview includes at least one quality equity-focused question to not only gauge the candidate's commitment to equity, and to communicate our equity focus. Search committee members who understand what information they are seeking when they ask equity focused questions. Establish a baseline for how well we communicate our equity focus using a post-interview survey.</p> <p>Instructional faculty that better reflects the demographics of the college community.</p>	<ul style="list-style-type: none"> • Survey outcome • Training participation • Percentage of job descriptions that include an equity-related focus point • Percentage of interview question lists that include an equity related question • Percentage increase of instructional faculty diversity 	<ul style="list-style-type: none"> • 50% or more of interviewed applications will recognize the equity focus of the position • 90% of search committee members will complete equity related search committee training • 90% of job descriptions will include an equity related focus-point • 90% of interview question lists will include at least one equity related question • Increase of faculty diversity by 2% 	<ul style="list-style-type: none"> • No data from the post-interview survey. • 100% of search committee members completed training • 100% of full-time job postings included an equity related focus point • 100% of full-time interview question lists included an equity related question • No change in faculty diversity 	<ul style="list-style-type: none"> • Removing the post-interview survey as a measure as our institutional priorities have changed.
Analysis/Use of Results				
Comments (Goals tied to other unit activities, anticipate new goal based on findings.)				
Both goals listed are Institutional Priorities for 2021-2022				

Administrative Unit Assessment: Southwest Virginia Community College 2021-2022				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Information Technology	Charles Musick	Charles.Musick@sw.edu	Fall 2021	Spring 2022
<p style="text-align: center;">Mission of the Unit</p> <p>The mission of the Information Technology department is to support the college's vision, mission, and values by providing computers, networking, telecommunications, data analysis, and security services utilized by the faculty, staff, and students of SWCC.</p> <p>Reports to: The Information Technology Department reports to the Vice President of Administration and Finance.</p>				
Program Goals				
Goal 1: Upgrade outdated Cisco switches across campus and replace with new Meraki cloud controlled switches.				
Goal 2: Expand the Wi-Fi across campus to include outside areas around buildings, parking lots, and athletic areas.				
Goal 3: Upgrade outdated classroom equipment, and replace with new Hyflex classroom technology.				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
1. To upgrade end of life Cisco equipment with new cloud- based Meraki equipment that is current technology and has support coverage.	1. Old equipment has been replaced and new equipment is installed and functional.	1. New equipment is installed, configured, and operational.	1. New equipment is faster and provides better service for customers. New equipment provides better management and alert notifications.	1. Continue to replace older Cisco equipment with Meraki switches to have the same equipment in all locations.
2. Install new Wi-Fi access points across campus to provide Wi-Fi coverage around the outside of buildings, parking lots, and athletic field areas.	2. New Wi-Fi Access Points are installed and functional. Pre-defined coverage areas have coverage.	2. New equipment is installed, configured, and operational.	2. Project was delayed because of COIVD and funding.	2. Plan to continue this project in the coming year.

3. Upgrade at least 10% of outdated instructional classroom technology to new HyFlex technology that will allow for greater flexibility in class delivery.	3. 10 % if old equipment is replaced, and new Hyflex technology is installed and operational.	3. New equipment is installed, configured, and operational.	3. New HyFlex equipment allows instructors more flexibility in delivery of instruction to both in-person and remote students. New equipment is better quality and easier to use and provides more flexibility than traditional classroom equipment.	3. Continue to upgrade older classroom equipment to HyFlex equipment to provide instructors more flexibility in their instruction delivery.
Analysis/Use of Results				
Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)				
IT has ongoing responsibilities to the other units of the college. IT will continue to support the other units of the college with their technology needs. New goals may be tied to the security initiatives IT performs or to new VCCS initiatives.				

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 2021	Spring 2022
Mission of the Unit 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 second general education competency report to SCHEV.				
Goal 2: Submit a successful Fifth Year Interim Report Response to SACSCOC by or before the April 1st deadline. Continued from 2020-2021 Unit Assessment.				
Goal 3: Learn PowerBI and build a dashboard using the product with real time updates.				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
1. The second general education competency report, Written Communication, will be published on the IR webpage and sent to SCHEV on or before April 30. 2. Response Report will be sent to SACSCOC before April 1. 3. Dashboard using PowerBI will be published on the IR page of the website prior to July 1 st .	1. Publication and Completion dates 2. Assignment of standards completed 3. Drafts completed and approved with improvements made as suggested	1. Publication of the report by April 30 th . 2. Report sent prior to April 1 st . 3. Dashboard published and updated in realtime.	In Process. Chair of Committee is on Maternity Leave Deadline met and report has been accepted with no revision by SACSCOC Draft Dashboard has been sent to Dr. Wright. Publication to the website is problematic due to security standards.	Date for submission reset to October 2022. Work will begin on Decennial Report next year. 2023 orientation date has been set. Work with IT to see what can be done to download information weekly to be ported to PowerBI.
Analysis/Use of Results				
Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)				
Review all submission dates with committee for Gen Ed competencies. Revise accordingly. Begin work on faculty credentialing process for Decennial Report. Work with IT for data download for dashboard.				

Southwest Virginia Community College Administrative Unit Assessment 2021-2022				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Web Development	Teresa Pruett	webmaster@sw.edu	Fall 2021	Fall 2022
<p>Mission of the Unit</p> <p>The mission of web development is to promote the image, programs and services of the college by providing easily accessible, accurate and timely web content to all website visitors to sw.edu.</p> <p>Reports to: VP of Institutional Advancement</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				
Goal 1: In support of marketing initiatives, redevelop/redesign content areas to incorporate a cleaner more easily navigated design, and highlight placement of enrollment or financial assistance information.				
Goal 2: Continue development of prospective student content areas to reflect changes to the advisement and enrollment process being implemented by the Student Success and Academic Divisions.				
Goal 3: Maintain a high level of attention to coding and development of site content to maintain and improve SEOG Accessibility ratings, measured through our Monsido application.				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
Goal 1 – Improved layouts of pages which provide information about enrollment processes and financial assistance availability as processes and programs change.	. Enrollment and financial aid reporting	Students easily find enrollment and financial aid info or assistance information.	Working with Dean of Students and Financial Aid Coordinator, the Admissions and Students content areas have been made more concise to match the onboarding flow of students.	An Advising content section is being developed working with the Advising group, with the goal of making them more visible and student friendly/accessible online.
Outcome Sought	Measures	Success Standard	Findings	Action Plans
Goal 2 – Prospective and current students clearly understand sw.edu organization so that the activities program search, application and enrollment are easily accomplished using sw.edu, catalogs.sw.edu and the Navigate system	Google analytics measurement of bounce rate, entry/exit traffic and application/Navigate access	Browsers are successfully directed into needed content areas for program selection, application and enrollment.	The Main site needs to be restructured for navigation and content group presentation.	A complete site review is underway by the Web, Marketing and Communications dept, assisted by a consultant, to determine improved navigation and content presentation to make all content more user friendly.

Outcome Sought	Measures	Success Standard	Findings	Action Plans
Goal 3 – Visitors to sw.edu using assistive technology to browse the site are successful with no content not browsable.	Web reporting, Google Analytics and the Scanning tool Monsido will be used to identify and perform any corrections needed	Sw.edu and subwebs are at least 90% error free when browsing using assistive technology.	The 2022 ARMICS report found that Southwest website sw.edu is fully compliant with accessibility standards and requirements.	Continue to monitor accessibility standards and implement corrections using Siteimprove.
Analysis/Use of Results				
Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)				
These goals will coordinate with other unit PR initiatives by the communications and marketing directors.				

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	4/1/2021	3/31/2022

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 700 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 for FT staff members and 20 hours of training for PT staff member.

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
<p>Achievement of all Goals:</p> <p>GOAL 1: Hold 700 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 646 hours of counseling, 92%.</p> <p>Hosted & Co-Hosted at total of 25 events, 1.39%.</p> <p>This goal was changed to 150 new clients. Obtained 81 new clients, 54%.</p> <p>\$410.52 per counseling hour.</p> <p>100% was obtained for the required training of staff. Total hours needed – 100 hours, total hours achieved – 192.25, 1.95%.</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, since 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 PY23. Events are planned for PY23 to obtain the new goal of 30 events. With a reduction in program costs and increase in counseling hours, the PTAC anticipates meeting the \$416.28 cost per hour for PY23. Staff training is scheduled to insure the 40 hours/FT staff and 20 hours/PT staff is met for PY23.</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 PY23.

As the data above shows, the PTAC has a challenge with meeting the New Client goal of 150. The staff are working on new strategies to help with client outreach. With the reduction in COVID19 infections, staff members are more optimistic about travel in the region and meeting clients face to face when safe and appropriate. Each year the PTAC gains more counseling hours by being creative in ways to assist clients.

Even though the PTAC has had a slow start for the new program year of 2022-2023 due to illness, the staff has worked hard to obtain their first quarter goal for counseling which is 175 hours. The PTAC has currently obtained 89% of the 1st quarter goal and has 2 weeks until the end of the quarter. The staff feels confident that the goal of 700 hours will be obtainable in the new PY23.

The staff will continue to 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).

Moving forward into the PY23 program year, the PTAC has evaluated its performance during the PY22 program year and has designed a strategy to assist it with meeting the new goals. The PTAC is optimistic that, with the proper monitoring and communication, the program goals for the 2023 program year can be met. The program year runs from April 1, 2022 – March 31, 2023. Currently the staff is opening the office throughout the week and utilizing the remote work schedule as well.

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 2023 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	Spring 2022	Fall 2022
<p style="text-align: center;">Mission of the Unit</p> <p>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.</p> <p>Reports to: Dr. Tommy Wright, President</p>				
<p style="text-align: center;">Program Goals</p> <p>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.</p> <p>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.</p> <p>Goal 3: Stay abreast of regulatory compliance for the SBDC-SWCC organization.</p>				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
<p>Meet or exceed state guidelines and goals for the SBDC-SWCC through one-on-one client meetings and group workshops during the designated term.</p> <p>Please note: Goals are based on a calendar year of January-December through the State SBDC Office</p>	<p>Number of unique and long-term clients served, amount of capital investments</p>	<p>The Virginia SBDC established the following goals for the SBDC at SWCC for CY 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 Virginia SBDC – SWCC goals attained CY (Jan-Dec 2021) are as follows:</p> <p>Unique Clients Served: 248</p> <p>Long-term Clients Served: 32</p> <p>New Business Starts: 27</p> <p>Client Capital Investment: \$9,044,792</p> <p>The Virginia SBDC-SWCC goals attained Jan-Apr 15, 2022 are as follows:</p> <p>Unique Clients Served-86</p> <p>Long Term Clients: 10</p> <p>Business Starts: 1</p> <p>Client Capital Investment: \$10,000</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				
<p>Comments (Goals tied to other unit activities, Anticipate new goal based on findings.)</p> <p>Continue to utilize technology to maximize efficiency of SBDC office.</p> <p>Encourage staff to stay abreast of regulatory guidance, funding opportunities, best management practices, marketing initiatives and financial management through continuing education/workshops/professional development.</p> <p>Incorporate thoughtful processes to encourage respectful, engaging inclusivity.</p> <p>Provide substantive workshops and training to clients.</p>				

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 2021	Summer / Fall 2022
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				
<u>Goal 1:</u> 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 .				
<u>Goal 2:</u> SSS Students identified by the program will persist at a rate equal to or higher than those set by the grant.				
<u>Goal 3:</u> 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
<p>Goal One:</p> <p>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 identified 300 eligible students in which at least two-thirds were first-generation and low-income 206 (69%) and one – third 94 (31%) were either first generation, low-income or disabled at the end of the spring semester 2020. Two hundred fifteen SSS students (85%) were in good academic standing.</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 presence in all academic buildings as well as implementing an email campaign to faculty to do class and other presentations.</p>

<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 65% are from fall to spring. The current measure is from fall 2021 to spring 2022 with on-going fall 2022 registration. The SSS program will have a final measure in August 2022 (Along with 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>
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Goal Three: 21% SSS Participants will graduate and transfer within four years.	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.	21% of each SSS Student Cohort will Graduate and Transfer within four years.	The SSS current cohort graduation rate is 50% and transfer rate is 36.1% for 2021-22. Final calculations will take place in September 2022 with the assistance of using the National Clearinghouse for updated information.	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.
Analysis/Use of Results				
Comments (Goals tied to other unit activities, anticipate new goal based on findings.)				
<p>The SSS program will conduct early and mid-point progress evaluations. The goals and objectives final tally will take place in September 2022. The goals and objectives should be met successfully. The delay in information and identification is due to adjusting to the COVID transition in having access to students. The SSS program will continue to make revisions as needed 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.</p> <p>The use of the results and findings will continue to help the SSS Program make formative and Summative Evaluations. It will also allow 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.</p>				

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 2021	Spring 2022
<p>The mission:</p> <p>To assist secondary students to enroll, persist and complete postsecondary education.</p> <p>Upward Bound reports to the Dean of Student Success</p>				
Program Goals				
Goal 1: Assist students to be successful in secondary and post-secondary education in the midst of a global pandemic				
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 be successful in secondary and post-secondary education in the midst of a global pandemic	Obtain grade cards each 6-9 weeks (depending on the high school) to ensure student success. Verbally survey students weekly with in person meetings restart and continue as deemed safe by SWCC and the target schools.	Grades higher than a D in all classes.	Students seem to be more socially behind than academically; however, there were about 10% of the UB student populations whose grades were lower than before the pandemic.	<p>Tutoring was offered each night of the week by zoom and mandatory for all students with grades lower than C. Stipend money was provided for those who attended.</p> <p>Provided opportunities to engage in person through the school year to increase social awareness.</p>

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 attended zoom meeting with college admissions counselors by zoom September -April.</p> <p>All UB students (with the exception of one Hurley High student) completed their FAFSA and worked alongside UB for a plan after high school graduation.</p>	<p>June 2022 rising seniors will visit college campuses in person.</p> <p>Continue to work with school counselors, career coaches and parents to ensure FAFSA completion.</p>
3. Assist students with job shadowing opportunities to be college/career ready	Provide virtual job shadowing, career component in every summer class taught and career guest speakers during the virtual summer program.	Participation in the virtual summer program.	<p>UB students have access to technology supports if Virtual Job Shadowing is needed; however, local businesses have agreed to allow rising seniors to job shadow in person for the Summer 2022.</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>Virtual job shadowing technology was purchased.</p> <p>Contacts made to secure in-person job shadowing placements.</p> <p>Secure guest speakers who have a bachelor's degree or higher.</p>

Analysis/Use of Results
Comments (Goals tied to other unit activities, anticipate new goal based on findings.)
UB's new goals based on these findings along with the alignment of the new priorities from the US Department of Education, social and emotional assessments will be added.

APPENDIX A3

Assessment Forms by Category

Learning Support

Southwest Virginia Community College Administrative Unit Assessment 2021-2022				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Distance Learning	Melissa Stiltner	Melissa.stiltner@sw.edu	Fall 2021	Spring 2022
<p>Mission of the Unit: The mission of Distance Learning and Testing 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.</p> <p>Reports to: Dean of Student Success</p>				
Annual Unit Goals SMART—Specific, Measurable, Achievable, Relevant, Time-based				
<p>Goal 1: To collect and present Nursing faculty and administration with ATI TEAS testing data to help identify and reduce barriers that students face during the application process.</p>				
<p>Goal 2: To ensure all Fall 2021 and Spring 2022 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.</p>				
<p>Goal 3: To provide faculty with scheduled and ad hoc professional development that is added to the 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>				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
1. To collect and present Nursing faculty and administration with ATI TEAS testing data to help identify and reduce barriers that students face during the application process.	1. A spreadsheet with ATI TEAS data will be developed and presented to Nursing faculty and administration by March 1, 2022.	1. Goal is to develop, maintain, and present TEAS testing information that will be evaluated by Nursing faculty and administration to identify barriers to students applying to the program.	1. Goal met. The TEAS testing data was sent to the program director and admissions coordinator at the end of the testing period for evaluation and barrier identification.	1. To use the data to collaborate with the dean, program director, and admissions coordinator to develop a process plan for the next cohort of testers as a new version of TEAS is going live June 3, 2022.
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 2021 and Spring 2022 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 75% of the Fall 2021 courses and Spring 2022 courses contained the requested content in their Canvas course.	2. To collaborate with academic deans to continue to support faculty with training and begin-of-term reminders to achieve this outcome. It is a best practice and pedagogical approach to provide students with this information on the first day of class.

Outcome Sought	Measures	Success Standard	Findings	Action Plans
3. To provide faculty with scheduled and ad hoc professional development that is added to the 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.	3. Build and present to faculty professional development sessions that are then added to the repository of SWCC teaching and learning resources.	3. Success will be achieved by presenting at least two professional development sessions to faculty by the end of the Spring 2022 semester.	3. Provided approximately 25 professional development sessions and added the session materials to the SWCC Faculty Canvas repository.	3. To discuss the provided content with deans and senior leadership to create a plan for the upcoming year regarding areas of need and ongoing support efforts.
Analysis/Use of Results				
Comments (Goals tied to other unit activities, anticipate new goal based on findings.)				
Each of the goals for this unit assessments is designed to monitor student satisfaction, course availability, and faculty support to maintain and promote the mission of equity and inclusion in online learning.				

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 2021	Spring 2022
<p>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.</p> <p>The Library reports to the Vice President of Academic and Student Services.</p>				
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 and Strategic Goals through collection development and maintenance of 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 40-50 physical items to support each new or existing program or initiatives; complete weed target collections (Early Childhood and Social Sciences) by 3% of existing collection.	Program support: Purchased 77 Diversity, Equity & Inclusion print books; 101 Culinary Arts print books; 65 RN/LPN/CNA/EMS/Radiology allied health print books; 43 Bluefield Center welding print books; 58 Southern Gap Center diesel/welding/CDL print books. General collection development: 110 new fiction and non-fiction popular print	1. Apply for additional 2022-2023 budgeting to increase support for new or existing programs or initiatives. Support new Bluefield Center and Southern Gap Center. Support electronic resources and services through local funding along with FY23 funding from the Virginia Community College System (VCCS) and the

			books; and 10 print reference books. Weeded target collections (Early Childhood, History, Social Science) by 3% of existing collections; weeded items were removed from collections as a Summer 2021 project.	Virtual Library of Virginia (VIVA).
Outcome Sought	Measures	Success Standard	Findings	Action Plans
2. Administer the annual General Library Survey Spring 2022 to students, faculty and staff, and community members March–April 2022.	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.	<p>2. General Library Survey 2022—Achieved 88% in overall customer service satisfaction (very good-excellent scale)—met 85% benchmark. Achieved 71-86% in other areas for very good/excellent user satisfaction in resources/services—did meet 85% benchmark in services satisfaction but did not meet 85% benchmark in resources satisfaction.</p> <p>60 survey participants reported: (1) Purpose for visit: 18% class assignment; 15% other purposes such as attended sports study session; 11% used Library wi-fi for mobile devices; 10% used Library computers (2) Library resources used: 42%</p>	<p>2. Plan to administer the pen-and-paper General Library Survey early in Spring 2023.</p> <p>Work with campus IT webpage designer to post an online version of the General Library Survey beginning Fall 2022 through Spring 2023; gather findings from online survey results.</p>

			<p>searched Internet; 10% used books in Library, 7% used online catalog; 26% other (used computers and printers, used Canvas for class content and test-taking, and used study rooms and study areas for quiet study). The General Library Survey 2022 was administered in March-April 2022.</p>	
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Outcome Sought	Measures	Success Standard	Findings	Action Plans
3. Provide resources and services support for DEI campus initiatives and Strategic Goals.	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, and Inclusion (DEI) Resources libguide.	3. Maintenance 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 additional print books for DEI special collection to support these DEI topics.	<p>3. Program support: Purchased 77 additional Diversity, Equity & Inclusion print books; some of these books are beginning to be requested for borrowing through the Interlibrary Loan system. DEI print books were labeled and shelved as a special collection. Library staff consulted with campus Coordinator for Student Engagement & Inclusion for purchase recommendations.</p> <p>3. The DEI Resources libguide was launched for public use Summer 2021. Statistics for its use will be available beginning Fall 2021. URL: https://sw.vccs.libguides.com/diversity-equity-inclusion</p> <p>The DEI Resources libguide has had 159 views since it was launched prior to Fall 2021.</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>

Analysis/Use of Results
<p>Comments (Goals tied to other unit activities; anticipate new goal based on findings.)</p> <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) Use findings to inform budgeting and collection development for new programs and initiatives as well as existing programs and courses and ongoing initiatives, and (3) Focus on Bluefield Center and Southern Gap Center with Library resources and services as well as instructional and budgetary support for new programming at these sites.</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 & Disability Services	Alta Lewis & Dionne Cook	alta.lewis@sw.edu dionne.cook@sw.edu	Summer 2021	Spring 2022
<p>The mission: Ensure that all admissions and records are processed and maintained to satisfy VCCS and legal compliance standards, in accordance with SWCC enrollment goals.</p> <p>Admissions reports to the Director of Admissions & Disability Services under the direction of the Dean of Student Success.</p>				
Program Goals				
<p>Goal 1: Increase method of graduation degree delivery to include hard copy, electronic copy, and lifetime access to electronic portal through Parchment.</p> <p>Goal 2: Create an individual application for all international students that will provide guidance on all required documents necessary to apply for an I-20.</p> <p>Goal 3: Establish set deadlines per semester for I-20 applications for international student enrollment.</p> <p>Goal 4: Transition all accommodation services, including evaluations, approvals, and needed accommodations to be handled through the Admissions office.</p>				
Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
1) To provide an electronic copy of degrees to graduates as well as continue to provide a hard copy.	Utilized Parchment for degree processes to include digital and hard copies. Students started receiving electronic copies of diplomas in August 2021 with hard copies mailed soon after	1) December 2021	Deadline was met with positive comments from students.	To continue utilizing Parchment for graduation processes to ensure fast delivery of diplomas to students. Will add the option of diploma replacement requests for students who graduated prior to Parchment to allow the electronic copy for them as well.

To simplify the process for international enrollment by creating an informative application to provide step-by-step guidance.	Student data checklist has been updated with current information including transcript evaluation resource list. Student data form has been updated to reflect more current financial estimate.	January 2022	Updates are still needed through May 2023.	This process needs to be continued through the following year in order to develop a final packet of application requirements to include more in-depth detailed information of the I-20 process.
To ensure international students have adequate time to secure F-1 student visa.	Deadlines were established and implemented for both new international students and transfer international students.	December 2021	Established deadlines have offered ample time for international students to complete the I-20 process to secure F-1 student visa.	Continue to enforce the set deadlines for international processes.
To offer a centralized location for all disability services provided through the Admissions office.	The Disability Services has been transitioned fully within the Admissions Office. Students report to the new identified location to seek assistance with the process of accommodation approvals.	January 2022	Transition was successful. Students have worked with the Director of Disability Services via email, phone, Zoom, and/or in-person.	Continue offering assistance for students who have approved accommodations on file in the Disability Services office.
Analysis/Use of Results				
Comments (Goals tied to other unit activities, anticipate new goal based on findings.) Please see Action Plans Above.				

Administrative Unit Assessment: Southwest Virginia Community College				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Advising Center	Lisa Haywood	Lisa.haywood@sw.edu	Fall 2021	Spring 2022
<p style="text-align: center;">Mission of the Unit</p> <p>The Advising Center is dedicated to student success, intervention, retention, and completion by meeting students where they are and identifying strategic interventions tailored to student needs.</p>				
Program Goals				
Goal 1: Increase student awareness and access to resources on campus to improve student success and retention				
Goal 2: Increase usage of Navigate Registration tool by teaching self-registration				
Goal 3: Develop strategic interventions for students in developmental courses to promote successful completion				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
1: Increase awareness and utilization of campus resources to improve overall success.	A student survey will be issued at the beginning and end of the semester to gauge student awareness and usage of resources. If a student requests more information they will be connected through an automated link. Data will be calculated at the end of the semester based on survey results.	Student awareness and utilization of campus resources will increase by 5%	The goal was not met. The survey was completed and will be sent to students during the fall 22, and spring 23 semesters.	Continue goal-implement in the fall
2: Increase student autonomy by using Navigate Registration to ensure accurate self-registration as suggested by the advisor planning tool.	Students will meet with their student success advisor to create an academic plan. The student will log into their Navigate site to approve, make changes, and self-register.	Transfer student use will increase by 5%	The academic planning tool was utilized for 67 students from Fall 2020 to Spring 2021. The academic planning tool utilization increased in Fall 2021 to Spring 2022 semesters to 180 students. This is a 168% increase.	The goal will continue with a projection of a 5% increase in usage and self-registration.
3: Increase student success in developmental courses.	Students enrolled in developmental courses will be identified by their assigned student success advisor. The advisor will have weekly check-ins with the students to identify and connect with resources such as tutoring, time management, and connecting with their instructor.	Successful completion of developmental courses will increase by 2%.	Students enrolled in developmental courses were retained at 49%.	Students enrolled in developmental courses will be assigned to one advisor to focus on interventions, monitor progress, and increase retention.
Analysis/Use of Results				
Comments (Goals tied to other unit activities, anticipate new goal based on findings.)				
Increase strategic planning and advising tools in Navigate to promote student success and increase engagement.				

Southwest Virginia Community College Administrative Unit Assessment 2021-2022				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Career Coaches	Mandy Barrett	Mandy.Barrett@sw.edu	Summer 2021	Summer 2022
<p>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.</p> <p>Reports to: Career Coaches unit reports to the Coordinator Recruitment and Student Engagement.</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				
Goal 1: The Career Coach unit will plan and execute an virtual information session and video in order to highlight the career coach role in the high school. The event/video will be shared with local high schools with the event having at least 10 students/parents attending.				
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 5-plus attendees per event.				
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 plan and execute an virtual information session and video in order to highlight the career coach role in the high school. The event/video will be shared with local high schools with the event having at least 10 students/parents attending.	Video created Virtual information session created	The participation rate of the information session will be the measure of success. The number of views of the video will be the measure of success.	The career coaches have discovered during the 21-22 academic year that in-person sessions are more beneficial to the student than virtual sessions. Students and career coaches have more chances to communicate and engage while in-person than virtual. The career coaches did meet with parents and students during open house events in order to promote the role of the career coach. A promotional video was created in October 2021 to promote the career coach's role for high school students. This video was shared with the students on Google Classroom and with guidance.	Work with local high schools to create a session within the open house events at each school to showcase the career coach and the services provided. Embed the video on the sw.edu/career-coach website and work toward including all career coaches in the video.

Outcome Sought	Measures	Success Standard	Findings	Action Plans
To administer financial aid workshops and SWCC information sessions at each high school in the SWCC service area with at least five participants at each event.	<p>Number of financial aid workshop/SWCC information sessions administered.</p> <p>Number of students participating</p>	The number of financial aid workshop/SWCC information sessions and the number of students participating will be used as the benchmarks to determine success.	<p>The career coaches have hosted the following FAFSA and information sessions:</p> <p>Twin Valley HS – October 21 Grundy HS – October 21 Graham HS – November 4 Tazewell HS – November 18 Castlewood HS – October 5 and October 19 Lebanon HS – October 12 and October 26 Council HS – October 14 Hurley HS – October 18 Richlands HS – October 27 Honaker HS – October 28 RCCTC – December 2 BCCTHLC – December 6 TCCTC – December 7</p> <p>The outcomes of the events were far more successful than the virtual events held last year. Parents like communicating with SWCC staff in person.</p>	<p>Continue offering in-person FAFSA and information sessions to seniors in local high schools in order to promote accessibility.</p> <p>Give out an incentive to encourage more participation.</p>

Outcome Sought	Measures	Success Standard	Findings	Action Plans
The Career Coach unit will host at least one activity or seminar(virtual or in-person) 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 a formal activity was not hosted inside the high schools for the 2021-2022 school year.	A formal in-person event directed toward freshman/sophomore students will be created for the 2022-2023 academic year.
Analysis/Use of Results				
Comments (Goals tied to other unit activities, anticipate new goal based on findings.)				
Efforts to inform students, parents, and the school community about the career coach services will continue to be enhanced during the 22-23 school year. Resources to help strengthen the career coach services will also be provided.				

Southwest Virginia Community College Administrative Unit Assessment 2021-2022				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Financial Aid	Lindsay Salyers	Lindsay.Salyers@sw.edu	Fall 2021	Spring 2022
<p style="text-align: center;">Mission of the Unit</p> <p>The mission of the Financial Aid office is to provide qualified students with financial aid for which they are eligible. In addition to, offering students resources, opportunities and access to a quality education that SWCC offers.</p> <p>Reports to: Dean of Student Success</p>				
<p style="text-align: center;">Annual Unit Goals</p> <p style="text-align: center;">SMART—Specific, Measurable, Achievable, Relevant, Time-based</p>				
<p>Goal 1: Research and implement re-opening financial aid for bookstore charges for late starting classes in the Spring 2022 Semester. By opening the bookstore for late-starting classes, we will be able to contribute the overall success and retention of students in all terms offered.</p>				
<p>Goal 2: Research and implement a process to allow the County Free Tuition students to upload their community service forms and program applications through SIS in order to better track and retain audit ready documentation.</p>				
<p>Goal 3: Develop and Implement a policy and procedures manual. With the help of NASFAA's policy and procedure builder financial aid will be able to develop a more audit ready, proactive approach to financial aid regulations.</p>				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
1.To allow all students the same opportunity to use financial aid in the bookstore to obtain books. This will reduce barriers for students starting late term classes.	Use the SIS function of anticipated aid and bookstore allowability to control the opening and closing of the bookstore in coordination with the academic calendar for late starting classes	Coordination with Financial Aid, Business Office, and Bookstore to allow students to use their financial aid in the bookstore for later starting classes.	This process worked well for the later starting terms and provided an equal opportunity to students in later starting classes to be successful.	We will continue to open the bookstore for the later starting classes to help engagement and enrollment.
2. To create an SIS checklist item and personalize to the free tuition recipients.	Work with SIS Checklist process and Systems Office to establish a trackable checklist item for upload in SIS and upload into Perceptive Content to better track and serve the Free tuition programs	Effective implementation and planning within Financial aid to develop a process to manually monitor and add checklist to students in SIS and successful audit ready files.	After research found there is not an effective way to implement the SIS checklist process for collecting community service forms. While researching we did recognize a better way of receiving applications. We implemented an online application that made a more effective and audit friendly file for all students applying for the free tuition program.	No longer work on an SIS checklist item for community service but continue to utilize the online application for more efficiency and auditable files.

Outcome Sought	Measures	Success Standard	Findings	Action Plans
3. Prepare and Complete the NASFAA Policy and Procedure builder.	Completion of Policy and Procedure manual to include all financial aid office functions and federal regulations.	Improved and proactive approach to financial aid, audit ready processes, and access for others to be able to read manual for better understanding of all financial aid processes and federal regulations.	Continued work and implementation of the NASFAA Policy and Procedure builder. We have purchased the same NASFAA Policy and Procedure builder again this year and will continue to update and implement updated policy and procedures.	Continued work.
Analysis/Use of Results				
Comments (Goals tied to other unit activities, anticipate new goal based on findings.)				
See Action Plans above.				

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
<p>The mission:</p> <p>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.</p>				
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>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>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>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>2-At least 3-4 Student group meetings per semester and 2 community project participation opportunities. And 5 student participants in Job Shadowing.</p> <p>3- Enroll 20 student participants (doubled from last year).</p>	<p>2-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>3-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>2-Continue promoting group cohesion following distance guidelines and setting up a new plan for job shadowing in a different format if possible.</p> <p>3-Hopefully we will have another opportunity to receive money to offer a housing stipend.</p>
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Analysis/Use of Results

Comments (Goals tied to other unit activities, anticipate new goal based on findings.) Please see Action Plans column.

Southwest Virginia Community College Administrative Unit Assessment 2021-2022				
Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Recruitment and Student Engagement	Mandy Barrett	Mandy.Barrett@sw.edu	Summer 2021	Spring 2022
<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>				
Annual Unit Goals SMART—Specific, Measurable, Achievable, Relevant, Time-based				
Goal 1: Recruitment and Student Engagement will conduct roadshow events with 100% high schools in the Southwest service region participating and have 25% of high school seniors registered by May 2022.				
Goal 2: Recruitment and Student Engagement will contact new applications to increase the applicant yield over 40% for the Summer 2021, Fall 2021, and Spring 2022 semesters.				
Goal 3: Recruitment and Student Engagement will create virtual engagement opportunities for students participating in distance learning classes with at least five students participating each month.				

Assessment Categories				
Outcome Sought	Measures	Success Standard	Findings	Action Plans
Recruitment and Student Engagement will conduct SWCC roadshow events with 100% high schools in the Southwest service region participating and have 25% of high school seniors registered by May 2022.	Number of SWCC Roadshow events administered Class of 2022 SWCC enrollment data	Summer 2022 and Fall 2022 pre-registration enrollment information will be the benchmark used to determine success.	Southwest roadshow events were scheduled for the dates below: Mountain Mission – March 15 River View HS – March 18 Council HS – March 21 Ridgeview HS – March 22 TCCTC – March 23 Hurley HS – March 24 Buchanan County College Fair – March 24 Faith Academy – March 28 Keen Mountain Christian Academy – March 29 Grundy HS – March 30 Lebanon HS – April 1 Richlands HS – April 4 Castlewood HS – April 5 Tazewell HS – April 7 Graham HS – April 12 Honaker HS – April 13 Twin Valley HS – April 14	Continue to offer the roadshow events completely in person for the 2022-2023 academic year in order to connect with more seniors. Offer incentives (t-shirts) for attending

Outcome Sought	Measures	Success Standard	Findings	Action Plans
<p>Recruitment and Student Engagement will contact new applications to increase the applicant yield over 40% for the Summer 2021, Fall 2021, and Spring 2022 semesters.</p>	<p>Yield rate provided by the VCCS System Office.</p>	<p>Referring students to the advising office for registration and using the yield rate provided by the VCCS will determine success.</p>	<p>The Recruitment team calls new applicants from the prior day (Friday/Saturday/Sunday on Monday) to ask the student if he/she needs assistance with advising/financial aid/etc. The same procedure is applied to the new inquiries received. One a request for services is made, the recruitment team member refers the student to advising, financial aid, respective faculty member, or another department. The VCCS has not been sending a RUN report for yield since February 2022. Based on the last comparison, SWCC's yield rate was 42.21% (February 14, 2022).</p> <p>Several "fake" applications have been submitted which has adversely affected the yield rate for Southwest.</p>	<p>Continue to outreach to new applicants and inquiries to promote registration. Combine personal calls with e-mails and texts. Continue the Admitted Student Experience to increase yield.</p> <p>Continue to screen new applications for "suspicious" applications. Criteria for determining a "suspicious" app is address and phone number.</p>

Outcome Sought	Measures	Success Standard	Findings	Action Plans
Recruitment and Student Engagement will create virtual engagement opportunities for students participating in distance learning classes with at least five students participating.	Number of virtual engagement events administered Number of students participating	The number of students participating in each virtual engagement activity will be used as the benchmarks to determine success.	The Recruitment/Student Engagement team hosted engagement events for students to participate in during the Summer, Fall and Spring 2022 semesters. Activities include resume/interview skill workshops, Kahoot! Trivia, bingo, etc. The virtual events were hosted along with some in-person engagement events (back to school bash, tie-dye t-shirt making	The engagement activities at Southwest will now be coordinated through the Coordinator of Engagement and Inclusion. The Recruitment and Enrollment Management office will partner with the Coordinator of Engagement and Inclusion to provide support for the activities.

Analysis/Use of Results
Comments (Goals tied to other unit activities, anticipate new goal based on findings.)
The recruitment/enrollment management office will create strategies and tasks in order to assist with recruitment, FACA, enrollment cancellation, and other enrollment management items for the 22-23 school year.

APPENDIX A5

Assessment Forms by Category

Athletics

Administrative Unit Assessment: Southwest Virginia Community College

Administrative Unit	Unit Coordinator	Email Address	Beginning Term	Ending Term
Athletics	Jason Vencill	Jason.Vencill@sw.edu	Fall 2021	Spring 2022

Mission of the Unit

The SW Athletic Department presents student athletes with an opportunity to develop skills in teamwork, leadership, and to increase the various types of connections that student life presents. These opportunities are developed through both on and off the field campus engagement activities.

The Athletic Department reports to the Vice President of Academic & Student Services

Program Goals

Goal 1: Expand and enhance partnerships within the community, while also focusing strategically on areas of brand growth and fan experiences

Assessment Categories

Outcome Sought	Measures	Success Standard	Findings	Action Plans
Expanding the fan experience through multiple options, technology, and broadcasting services & interactions.	Increase viewing/tracking options for those both inside and outside of our service region. Tally the number of end users using these tools to determine if the new methods are efficient.	Track interactions with various platforms and see our reach has expanded beyond those who physically attended. By offering these options and seeing an increase in attendance through the offerings, we will see our reach expand to individuals, schools, and possible recruits. These options also allow us to eventually see advertising spots for the sports that have broadcasting capabilities, thus increasing revenue to the institution.	Videos / live streams were posted to our youtube channel. These are games hosted in our gym: volleyball and basketball (men's & women's). These videos gave us 8,816 views (and growing) expanding our audience outside of those who attend the games in person in our service region.	We tested a new play-by-play function and running commercials and it was successful. This will allow us to sell advertising to business and also allow the college to cross promote other academic programs and events on campus.

Analysis/Use of Results
Comments (Goals tied to other unit activities, anticipate new goal based on findings.)
Please see Action Plan above.

APPENDIX B

Assessment Status Matrix

Unit	Unit Coordinator	Reports to	Mission	Plans	Outcome	Measure	Benchmark	Findings	Action Plan	Analysis/Use
Off Campus and DE	Rimmer	Brandon	X	X	X	X	X	X	X	X
IR	Smith-Cox	Brandon	X	X	X	X	X	X	X	X
Athletics	Vencill	Brandon	X	X	X	X	X	X	X	X
Dean A&S	Wright	Brandon	X	X	X	X	X	X	X	X
Dean HT	Pinion	Brandon	X	X	X	X	X	X	X	X
Dean BEIT	Dye	Brandon	X	X	X	X	X	X	X	X
Dean WF	Mullins	Brandon	X	X	X	X	X	X	X	X
Dean SS	Lester	Brandon	X	X	X	X	X	X	X	X
Library	Yearout	Brandon	X	X	X	X	X	X	X	X
Bluefield Center	Riffe	Brandon	X	X	X	X	X	X	X	X
Admissions/Disabilities	Cook	Lester	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								
Career Coaches	Barrett	Lester	X	X	X	X	X	X	X	X
Recruitment	Barrett	Cook	X	X	X	X	X	X	X	X
Great Expectations	Miller	Haywood	X	X	X	X	X	X	X	X
DDL/Testing	Stiltner	Lester	X	X	X	X	X	X	X	X
Financial Aid	Salyers	Lester	X	X	X	X	X	X	X	X
Advising/Success Coaches	Haywood	Lester	X	X	X	X	X	X	X	X
Business Office	Stevens	Rose	X	X	X	X	X			
Facilities	Bales	Rose	X	X	X	X	X			
Campus Police	McCully	Rose	X	X	X	X	X	X	X	X
Accounts	VACANT	Rose								
IT	Musick	Rose	X	X	X	X	X	X	X	X
Grants	VACANT	Lowe								
Web Page	Pruett	Lowe	X	X	X	X	X	X	X	X
Com and Marketing	Dezember	Lowe	X	X	X	X	X	X	X	X

Unit	Unit Coordinator	Reports to	Mission	Plans	Outcome	Measure	Benchmark	Findings	Action Plan	Analysis/Use
VP Admin	Rose	Wright								
VP A&SS	Brandon	Wright								
VP Foundation	Lowe	Wright	X	X	X	X	X	X	X	X
Human Resources	Steiner	Wright	X	X	X	X	X	X	X	X
SBDC	Douglas	Wright	X	X	X	X	X	X	X	X
PTAC	Vandyke	Wright	X	X	X	X	X	X	X	X
President's Office	Wright	Wright								

Report Compiled by
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Institutional Research Officer and Director of Assessment
Southwest Virginia Community College
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