

Fall 2014

**Southwestern College
Winfield, Kansas**

**Division of Business
Unit Plan
2014-2015**

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Fall 2014

Southwestern College
Vision Statement

Southwestern College in Winfield, Kansas, is a learning community dedicated to

- Intellectual growth and career preparation
- Individual development and Christian values
- Lifetime learning and responsible citizenship, and
- Leadership through service in a world without boundaries

The Division of Business
Vision Statement

Real. World. Ready.

Division Connection to Institutional

The Business Division prepares students for the world of business by placing emphasis on the entrepreneurial spirit, critical thinking, career development, Charactership[®], and experiential “hands-on” learning while instilling reflective engagement of faith-based values, ethical reasoning, and social responsibility.

Division Personnel

Full-Time

- Kurt Keiser, PhD (Associate Professor and Business Division Chair)
- Kristen Pettey, MBA, ABD (Assistant Professor of Business)
- Patrick Lee, MS, CPA (Assistant Professor of Accounting)
- Saeed Yazdani, DBA (Associate Professor of Business Management)
- James McEwen, MPA (Internship Coordinator)
- Debbie McAlister, MSOD (MBA Program Director)
- Pam Olney (Faculty Assistant)

Part-Time

Dick Barnes, MA (Associate Professor of Management & Economics)

Affiliates

Chuck Wright (Business and Management)

John Murphy (Business and Management)

Jancye Sturd (Sport Management)

Beverly Grunder (Accounting)

Chris Smith (Business Law)

Arthur Smith (SC Professional Studies)

Pamela Thompson (publisher, editor, freelance writer, teacher, and consultant)

Business Division 2014-2015

In support of Southwestern College's relationship goals:

Division:

Collaborate with the Assessment Committee to define the student progression through the career preparation course sequence (PREP 100 "First Year Seminar for Business Majors", BUS 459 "Business Practicum", BUS 460 "Business Internship", and PREP 499 "Career Preparation and Planning"). Establish measureable assessment outcomes within and between each course/stage.

Collaborate with the campus and business communities to enhance PREP 100 "First Year Seminar for Business Majors" via guest speakers and special activities, such as financial literacy training. Invite at least one guest speaker to participate this fall.

Collaborate with Professional Studies (PS) on curricular improvement and alignment, uniformity of assessment practices, and exploration of specialized external accreditation.

Collaborate with Cowley County Community College to develop a 2+2 feeder program for SC business programs, with emphasis placed on the growth of the accounting program.

Resurrect the main campus Business Teacher Education emphasis. Cameron Carlson, Dean of Teacher Education, has set an ambitious goal of attaining five new students in this particular track this academic year. He will identify and recruit these students.

Develop new growth strategies for Southwestern College Academic Press (SCAP) by involving other academic divisions and stakeholders in an effort to broaden campus and community participation, increase titles published, and stabilize revenue. This year SCAP will publish Orville and Helen Strohl's "Fifty Years to Shape a Dream".

Accounting:

Develop and foster a close working relationship with the Kansas Society of Certified Public Accountants (KSCPA).

Develop a 2+2 accounting feeder program between Butler Community College, SC Professional Studies, and SC Main Campus.

Collaborate with PS on an exciting new accelerated accounting program that capitalizes on the unique features of the entry-level accounting labor market.

Collaborate with regional accounting firms to develop training and internship opportunities for our students. Patrick will establish one internship at a local or regional accounting firm and place one accounting graduate in a permanent job with said firm(s).

Business Administration and Business Administration with an Emphasis in Management:

Continue outreach to regional business community stakeholders for internship opportunities. Jim will establish one internship with a new or existing sponsor this year.

Collaborate with Allyson Moon, Director of Theatre, on the development of an Arts Management minor.

Collaborate with the SC Welcome Center and Marla Sexson, VP of Enrollment Management, to implement a more effective activity grant process for recruiting and retaining business majors.

Business Administration with an Emphasis in Finance:

Develop an Enactus Team to enhance the social and professional networking opportunities for students.

Business Administration with an Emphasis in Marketing:

Collaborate with marketing professionals in Cowley County and the surrounding region to coordinate sales training opportunities for our students. Dick will establish one such training opportunity this year.

Sport Management:

Collaborate with Athletic Director David Denly and Coach Ken Crandall on the continued development of the Sport Management degree, including exploring the feasibility of a Sport Management track within the MBA program.

In support of Southwestern College's educational goals:

Division:

Develop and offer PREP 100 for business, accounting, and sport management majors with an eye toward continuous refinement and improvement.

Implement the Strong Interest Inventory in PREP 100 to educate students about themselves and raise awareness of career development tools, practicums, and internships.

Implement Debbie McAlister's concept of Charactership® into the business curriculum through course development, informal seminars, and fireside chats. Debbie will offer one fireside chat on Charactership® this year.

Collaborate with Nathan Clements, SC's Intensive English Language expert, to develop successful strategies for engaging and integrating international students into our programs.

Explore the currency, relevance, and interdependence of the division's various emphases and courses with the aim of improving and streamlining our curriculum.

Develop an in-house Assessment Test for business, accounting, and sport management majors.

Accounting:

Evaluate and expand the accounting program curriculum to include 30 units of core accounting courses to ensure students are eligible to sit for the Certified Public Accountant (CPA) exam upon graduation.

Implement a revised accounting course rotation schedule to meet the above 30 units requirement as well as expand course offerings for General Education, such as financial planning courses.

Elevate the accounting program's academic level and rigor to fit the needs of students entering the accounting industry upon graduation and for those planning to attend graduate school. Patrick will devise a degree plan that enables accounting students to meet the industry's 150-credit hour requirement.

Business Administration and Business Administration with an Emphasis in Management:

Propose and develop an assessment regimen for the business program.

Propose and develop an accelerated 3+1 program (undergraduate business administration track plus MBA).

Business Administration with an Emphasis in Finance:

Invite at least one guest speaker per term to discuss engaging aspects of finance and banking.

Experiment with alternative materials for teaching Money and Banking this fall. Traditional textbooks on this topic tend to be dry, detail-laden, and overly technical.

Explore key aspects of the financial system to highlight the role of critical thinking and ethical reasoning in business and finance. Jim will highlight in his "Money and Banking" course this fall one high-profile current event involving ethics and finance.

Business Administration with an Emphasis in Marketing:

Mentor sales training internship students with role-play activities and advanced marketing techniques.

Sport Management:

Develop more internship opportunities in Sport Management.

Showcase successful internship student experiences using classroom visits and special presentations.

In support of Southwestern College's growth goals:

Division:

Develop an on-ground MBA orientation modeled on the best practices of top-tier programs.

Develop international student recruitment strategies and tactics for the MBA program.

Develop a unified and energetic culture of student success within the business division by stressing career preparation and planning. Educate and indoctrinate students to this mindset from the beginning of their SC experience to the end. Use this as a tool to recruit and retain students.

Explore the development of a Business Division Advisory Board consisting predominantly of entities that sponsor internships.

Track the conversion rates for Noel Levitz for Four Year Private Colleges to assess the effectiveness of PREP 100 and PREP 499.

Explore the feasibility of recruiting a full-time faculty assistant.

Accounting:

Repurpose our principles of accounting courses for screening and recruiting quality accounting majors.

Use the Enactus Team as a vehicle to attract competitive and motivated students who want to engage in professional development through the use of community empowerment projects.

Develop relationships with area high school accounting teachers to identify and recruit quality accounting majors. Patrick will make contact with one high school this year.

Business Administration and Business Administration with an Emphasis in Management:

Explore creating an additional student club within the business division, such as Toastmasters International, to engage students outside of class and help build a unified culture of success.

Collaborate with Cowley County Community College to develop a 2+2 feeder program for SC business programs, with emphasis placed on the growth of the accounting program.

Business Administration with an Emphasis in Finance:

Explore the feasibility of recruiting a full-time finance professor.

Explore with Jim McEwen the possibility of developing a public sector finance niche within the finance emphasis.

Business Administration with an Emphasis in Marketing:

Introduce sales and marketing interns to Fortune 500 marketing practitioners in Wichita.

Sport Management:

Explore the feasibility of recruiting a full-time Sport Management professor.

In support of Southwestern College's professional development goals:

Division:

Promote the development of an "idea exchange" between faculty and regional businesses regarding current trends and curriculum focus.

Participate in the Sales and Marketing Executive Club in Wichita.

Encourage attendance at the Midwest Chapter of the American Accounting Association's annual conference in October.

Encourage biennial or annual attendance at the National American Accounting Association conference in August.

Solicit faculty publications for SCAP.

In support of Southwestern College's facilities and technology goals:

Division:

Locate a more suitable office for Debbie McAlister commensurate with her elevated status as Director of the MBA Program.

Stimulate and foster a culture of student success by converting Mossman 104 into a business student lounge or hangout of sorts. This project might be organized and advanced as a class project within the undergraduate curriculum, MBA, or a special project of the Enactus Team.

Introduce new technology tools in the classroom designed to enhance the learning experience and stimulate student in-class participation.

Improve the promptness of reporting needs regarding maintenance and repairs of facilities, classrooms, offices, and room enhancements.

Purchase a sales and marketing training software package and tutor sales and marketing interns.

Improve student knowledge in accounting technology including QuickBooks, Enterprise Resource Management, and Microsoft Dynamics.

Fall 2014

2014-2015 Business Division Calendar

Division Meetings will be held on every Tuesday at 2:30 pm in Mossman 106

| | |
|-----------|---|
| August | Monday, Aug. 18 th Fall Term Starts |
| September | Wednesday, Sept. 17 th Assessment Day (No Classes) Assessment Test offered to freshmen and sophomore business, accounting, and sport management students at 9:00 am in Mossman 101. |
| October | Saturday, Oct. 4 th Homecoming Mon. Oct. 20 th & Tues. Oct. 21 th , Fall Break |
| November | Wednesday, Nov. 26 th to Friday, Nov. 28 th Thanksgiving Break |
| December | Monday, Dec. 8 th to Thursday, Dec. 11 th Finals Week |
| January | Monday, Jan 12 th Spring Term Starts |
| February | |
| March | Monday, Mar. 16 th to Friday, Mar. 20 th Spring Break |
| April | Friday, Apr. 3 th Good Friday (No Classes) Wednesday, Apr. 8 th Assessment Day (No Classes) |
| May | Monday, May 4 th to Thursday, May. 7 th Finals Week Saturday, May 9 th Honors Convocation Sunday, May 10 th Baccalaureate/Commencement |

Fall 2014

Budget Breakdowns for 2014-2015

Business Administration General Accounts:

1000-60900-1-0 Beech Chair

1000-65300-1-0 Photocopies

1000-68200-1-0 Supplies

1000-68500-1-0 Telephone

0420-42044-1-0 Southwestern College Academic Press Book Revenue

1000-65200-1-0 Other Expenses

Special Accounts:

0230-23000-1-0 Enactus

8000-68201-1-0 Business Department

End Year Report on 2013-2014 Goals

No goals were identified for AY 2013-2014 since this unit plan, effective AY 2014-2015, is the first of its kind in recent years for the business division.

In support of Southwestern College's relationship goals:

All relationship goals identified on pp. 6-7 of this unit plan are in progress and under evaluation.

In support of Southwestern College's educational goals:

All educational goals identified on pp. 8-9 of this unit plan are in progress and under evaluation.

In support of Southwestern College's growth goals:

All growth goals identified on pp. 10-11 of this unit plan are in progress and under evaluation.

In support of Southwestern College's professional development goals:

All professional development goals identified on p. 12 of this unit plan are in progress and under evaluation.

In support of Southwestern College's facilities and technology goals:

All facilities and technology goals identified on p. 13 of this unit plan are in progress and under evaluation.

Fall 2014

Student Headcount by Major as of Fall 2014:

Business majors (encompassing all emphases – finance, management, and marketing) = 88

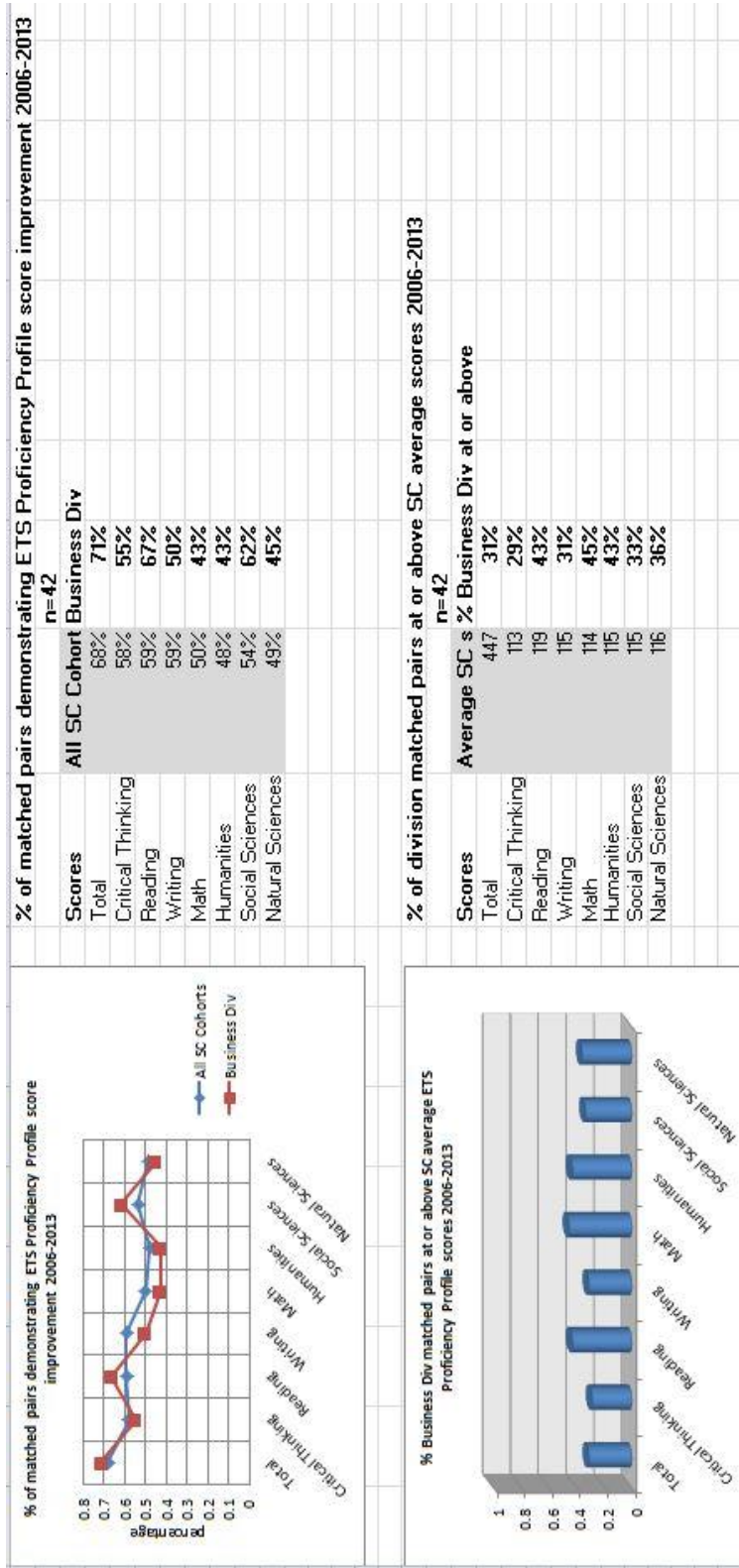
Accounting majors = 24

Sport Management majors = 25

Business and Computer Information Systems majors = 2

MBA students = 12

Appendix
Business Division Assessment Statistics 2006 to 2013



**Southwestern College
Winfield, Kansas**

**Division of
Communication
Computer Science
English
Unit Plans
2014-2015**

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Southwestern College
Vision Statement

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- Individual development and Christian values
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Division Connection to Institutional Vision

Overall Division Vision

The Communication, Computer Science and English Division of Southwestern College offers major fields of study and emphasis areas within them that, at their core, teach students analytic skills, critical thinking skills, and the ability to communicate clearly, cogently, and precisely in a variety of venues and contexts. In short, the Communication, Computer Science, and English Division is dedicated to preparing students for careers in their areas of interest and entrance into top graduate education programs.

Vision for Communication

The Communication major provides education in the ethical principles, theoretical concepts, general background skills, processes, aesthetics, responsibilities and effects of communication necessary for students wishing to pursue careers in communication and/or digital media.

Vision for Computer Science

The Computer Science major educates information technology leaders who will understand the cornerstones of productive organizational life and the impact of technology on human society. The program features emphasis on traditional skills such as programming, but within the context of communication and societal impact, designed to produce educated persons who can know why, not just technocrats who may only know how.

Vision for English

The English major provides education in the theoretical and practical aspects of literary analysis, critical thinking, literary history, and the development of the English language by surveying and analyzing a diverse range of texts in English and in translation, by developing the techniques of creative as well as critical writing, and by studying texts in relation to their social, cultural, and historical contexts. The English major provides the necessary skills for students pursuing graduate studies or careers in writing, teaching, and/or other fields.

Division Connection to Institutional Goals

The following goals have been developed to enhance the progress towards completion of the institutional goals (see appendix for Institutional goals).

In support of Southwestern College's (#1) Relationship Goals:

Division:

- Maintain contact with alumni to obtain employment, career and other feedback to assess/modify curriculum design.
- Provide opportunities for undergraduates to learn about internship, scholarly opportunities and jobs.
- Host regularly scheduled writing workshops open to the whole Southwestern College community.
- Encourage students to take advantage of study-abroad opportunities.

Communication:

- Sponsor guest professionals to campus to inform students about innovations in various communication fields. For example, Sue Sprenkle, international journalist.
- Coordinate a Walnut Valley segment of the Worldwide Photowalk.
- Develop graduate school relationships with graduate school representatives, for example, WSU etc.
- Investigate internship opportunities for Convergent Journalism, Broadcast, and Professional Communication students

Computer Science:

- Maintain strong relationships between SC programs and others with similar specialization in order to exchange knowledge and increase prospects for transfer students enrolling here. Example, Brad Matson, Director of Digital Media Institute at Northern Oklahoma College, Ponca City, Oklahoma.
- Continue to develop internship opportunities for example, with Lucas Goff at USD 465

English:

- Establish a seminar series open to SC community to discuss literary texts.
- Create a national literary journal, to be called the *Timber Creek Literary Review*.
- Continue to invite writers to the college to read their work.
- Host international conferences, following the model of the 2013 *The World We Have Imagined* conference, by collaborating with Jacob Goodson to host a conference in 2015.

In support of Southwestern College's *Educational* (#2) goals:

Division:

- Further develop New Student Orientation events.

Communication:

- Reserve enough funds from the 2013/2014 budget plus the 2014/2015 budget to increase the radio station's transmitter to a "low power" radio station in line with the approved application in hand.
- Invest funds to provide students with opportunities to attend state and national conferences and workshops.
- Review Communication Studies and Professional Communication curriculum.

Computer Science:

- Search for and hire a full time faculty member to teach "classic" computer science courses.
- Develop and maintain reliable adjunct faculty.
- Study effective supportive relationships with international students that, while not creating a double standard, will support them in ways they need for success.

English:

- Streamline course offerings and revise four-year plans.
- Explore the possibility of establishing a creative writing summer school.

In support of Southwestern College's (#3) *Enrollment* goals:

Division:

- Increase enrollment in the division.
- Publicize division academic programs and the career opportunities they offer.
- Utilize the "First Class" lab to help in retention.

Communication:

- Explore recruiting opportunities with local community colleges.
- Fine tune recruitment processes to include the division faculty assistant.

Computer Science:

- Maintain and enhance the relationship between Northern Oklahoma College and Southwestern to encourage transfer students from their two-year program to ours at the junior year. Brad Matson of NOC and Tom Jacobs at Southwestern are the contact persons in this relationship.

English:

- Undertake recruitment visits to local high school and community colleges.
- Develop the literary journal activity grant to increase enrollment.

In support of Southwestern College's (#4) *Financial* goals: N/A

In support of Southwestern College's (#5) *Faculty and Staff* goals (professional development):

Division:

- Encourage faculty to engage in scholarly/creative activity.
- Support faculty financially to attend conferences and workshops.
- Provide opportunities for intellectual faculty interaction.

Communication: See Division Goals

Computer Science: See Division Goals

English:

- Host international conferences, following the model of the 2013 *The World We Have Imagined Conference*.

In support of Southwestern College's (#6) *Facilities and Technology* goals:

Division:

- Paint and refurbish all classrooms and facilities.
- Re-carpet basement hallway
- Update all restrooms not on first floor of Christy
- Repair climate control in Christy Hall classrooms

Communication:

- Maintain all division hardware at adequate status and software at latest-edition status.

Computer Science:

- Maintain current/updates for all division hardware at adequate status and software at latest-edition status.
- Fix air conditioner water problem in Christy Hall 12 Computer Lab.

English: See Division Goals

In support of Southwestern College's (#7) *Administrative* goals: N/A

Report on previous year (2013/2014) Goals progress

Note: This method of assessment is new for this division as of 2014-15. Since it was not employed in the previous time period, there is no progress to report until next year.

Progress on goals in support of Southwestern and Division goal # 1 *Relationship*

Division: N/A

Communication: N/A

Computer Science: N/A

English: N/A

Progress on goals in support of Southwestern and Division goal # 2 *Educational*

Division: N/A

Communication: N/A

Computer Science: N/A

English: N/A

Progress on goals in support of Southwestern and Division goal # 3 *Enrollment*

Division: N/A

Communication: N/A

Computer Science: N/A

English: N/A

Progress on goals in support of Southwestern and Division goal # 4 *Financial: N/A*

Progress on goals in support of Southwestern and Division goal # 5 *Faculty & Staff*

Division: N/A

Communication: N/A

Computer Science: N/A

English: N/A

Progress on goals in support of Southwestern and Division goal # 6 *Facilities and Technology*

Division: N/A

Communication: N/A

Computer Science: N/A

English: N/A

Progress on goals in support of Southwestern and Division goal # 7 *Administrative*: N/A

Division Personnel

Full-Time

Alice Bendinelli, Associate Professor of English (2008). B.A., M.A., Ph.D., University of Verona-Italy.

Michelle E. Boucher, 1993. Associate Professor of English (1993). B.A., Southwestern College; M.A., Southwestern Oklahoma State University.

Bill D. DeArmond, Jr., Professor of Mass Communications and Film (1978). B.A., M.A., Western Kentucky University; Ph.D., Southern Illinois University.

Tracy H. Frederick, Professor of Speech (1998). B.A., East Central University; M.A., Wichita State University; Ph.D., Regent University.

Tom Jacobs, Professor of Computer Science and Communications (2002). Division Chair, Computer Science, Communication and English Division. B.A., M.F.A., University of Iowa.

Rafael Servantez, Instructor of Digital Arts (2013). B.A., Wichita State University.

John Scaggs, Professor of English (2007). B.A., M.A., University College Dublin; Ph.D., University of Limerick, M.F.A., Manchester Metropolitan University.

Stacy Sparks, Associate Professor of Journalism (2006). B.A., M.S., Fort Hays State University.

Cindy Stevens, 2014. Faculty Assistant (2014). B.A., University of Tulsa

Part-Time

N/A

Adjunct

Tommy Castor, Instructor of Communication/Radio (2009). B.A., M.S.M., Southwestern College.

Lucas Goff, Instructor of Computer Science (2013). A.A., Cowley Community College; B.S., Southwestern College; M.B.A., Southwestern College

Zak Larson, Instructor of Computer Science (2011). A.A., Cowley County Community College; B.A., M.C.O.T., Southwestern College.

Pam Thompson, Instructor of English (2014). B.A., Vassar College; M.S., University of Kansas.

Carl Titterington, Instructor of English (2014). B.A., University of Portsmouth; Cert. of Ed., University of Chichester

2014-2015 Communication, Computer Science, English Calendar

Division Meetings are held on the first Wednesday of every month at 12 noon in Christy Hall 201

- Thursday, Aug. 14: New Student Orientation, 11 a.m. – 1 p.m., Christy Hall 201
- Sept. 15-Nov. 1: Submission period for Albion Review (literary journal that showcases undergraduates' creative work)
- Wednesday, Sept. 10: Writers' Workshop, 5 p.m., Christy Hall 24
- Wednesday, Sept. 18: Assessment Day, 11 a.m. – 1:30 p.m., Mossman 101
- Monday, Sept. 22: First draft of spring schedule due to registrar
- Wednesday, Sept. 24: Writers' Workshop, 5 p.m., Christy Hall 24
- Friday, Sept. 26: Sigma Tau Delta Induction Ceremony/Elections, 6 pm
- Wednesday, Oct. 1: Final draft of spring schedule due to registrar
- Friday, Oct. 3: High Jinx Spoken Word/Slam Poetry Contest—Alumni Division, 2 - 4:30 pm, Christy Hall 201 - "The Courage to Persevere"
- Saturday, Oct. 4: Homecoming Brunch, 10:30 a.m. - Noon, Christy Hall basement
- Wednesday, Oct. 8: Writers' Workshop, 5 p.m., Christy Hall 24
- Friday, Oct. 10: Mid-term grades due
- Oct. 20 – 21: Fall Break
- Wednesday, Oct. 22: Writers' Workshop, 5 p.m., Christy Hall 24
- Monday, Oct. 27: Course selection for Spring 2015 begins
- Wednesday, Nov. 5: Writers' Workshop, 5 p.m., Christy Hall 24
- Wednesday, Nov. 19: Writers' Workshop, 5 p.m., Christy Hall 24
- Tuesday, Dec. 2: Sigma Tau Delta Winter Event, 6 pm
- Wednesday, Dec. 3: Writers' Workshop, 5 p.m., Christy Hall 24
- Dec. 8 – 11: Finals week

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- Dec. 10 – Jan. 15: Submission period for National Undergraduate Literature Conference at Weber State (accepts both critical and creative submissions)
- Monday, Dec. 15: Final grades due
- Monday, Jan. 5: Faculty returns from holiday break
- Monday, Jan. 12: Spring 2015 semester begins
- Monday, Jan. 19: Explore More Day
- Monday, Feb. 2: First draft of fall schedule due to registrar
- Monday, Feb. 2: High Jinx Spoken Word/Poetry Slam, 7:30-9 - “The Ever-Fixed Mark” (poems about love and courage)
- Monday, Feb. 16: Final draft of fall schedule due to registrar
- Friday, Feb. 27: Mid-term grades due
- Monday, Mar. 2: High Jinx Spoken Word/Poetry Slam, 7:30-9 “It is Better to Scream” (“I decided it is better to scream. Silence is the real crime against humanity.” Nadezhda Mandelstam, Russian writer, *Hope Against Hope*)
- Friday, Mar 6: Course selection for Fall 2015 begins
- Saturday, Mar 7: Scholarship Day
- Mar. 16 – 20: Spring break
- Monday, Apr. 6: High Jinx Spoken Word/Poetry Slam, 7:30-9 - “Jubilation and Remembrance”
- Wednesday, Apr. 8: Assessment Day
- April 24 – 25: High Jinx Bardcamp, Friday 6 pm –Saturday 9 pm, Camp Horizon - “Be Not Afraid of Greatness”
- Sunday, Apr. 26: Sigma Tau Delta/ English Honors Banquet, 6 pm
- Friday, May 1: Submission Deadline for Division Calendar 2015-16 (Theme: Freedom)
- Friday, May 1: Submission deadline for Sigma Tau Delta *Review* (critical work) and *Rectangle* (creative work)
- May 4 – 7: Finals week
- Sunday, May 10: Commencement

Monday, May 11: Final grades due

Communication, Computer Science, English Division
Employment Statistics for Students Graduating 2011 - 2013

Overall division graduate employment numbers

Response rate: Of 39 total division grads over 2011 – 2013, 35 responded or were located. That is a 90% rate.

Employment rate: Of 35 responding or otherwise located graduates in all division emphasis areas, 35 were employed or in graduate school at the time of polling. That is a 100% rate.

Field-related employment rate: Of 35 responding or otherwise located graduates in all division emphasis areas, 20 were employed in field-related areas at the time of polling (grad school attendance is counted as field-related). That is a 57% rate.

The above figures are in line or better than what other institutions report:

<http://www.theatlantic.com/business/archive/2012/04/53-of-recent-college-grads-are-jobless-or-underemployed-how/256237/>

<http://www.careers.wvu.edu/surveyapplicationX/statusdefaultXX.asp>

Graduate employment detail by major and emphasis

Communication Summary (12 of 13 graduates responded)

Of 12 responding graduates in the three Communication emphasis areas that had graduates during this time period, 12 were employed at the time of polling. That is a 100% rate. Of those responding graduates, 7 were employed in field-related areas or enrolled in graduate school at the time of polling. That is a 58% rate.

Communication Studies (N/A)

Convergent Journalism (7 grads, 7 responded, 7 employed, 5 in field-related)

2011 (5 grads, 5 responded, 5 employed, 4 in field-related)

- Paige Carswell: Winfield Courier. Now Marketing Assistant at Carolyn Pollack Jewelry
- Inger Marie Furholt: Journalist at Grimstad Adressetidende. Entering Comm Grad program in Norway Fall 2013
- Samantha Gillis: Art instructor assistant and private nanny
- Korie Hawkins: Admissions Office Southwestern College. Master's Program Southwestern College
- Alejandra Rojas: Multimedia Reporter KWCH 12. Now journalism/yearbook teacher at Dodge City High School.

2012 (1 grad, 1 responded, 1 employed, 0 in field-related)

- Erica Dunigan: U. S. Navy

2014 - 2015

2013 (1 grad, 1 responded, 1 employed, 1 in field-related)

- Clinton Dick: Staff writer at the Ottawa Herald

General Communication (2 grads, 2 responded, 2 employed, 1 in field-related)

2011 (1 of 1 responding)

- Kathryn Gomez: Waitress. Moved to Ireland with husband in summer 2014

2012 (1 of 1 responding)

- Caitlin Dyck: Graduate school at WSU, where she is a teaching assistant. Also working as day staff provider at Paradigm Services and assistant manager at CD Trading Post.

2013 (N/A)

New Media (N/A)

Radio/TV (4 grads, 3 responded, 3 employed, 1 in field-related)

2011 (2 grads, 2 responded, 2 employed, 1 in field-related)

- Blake Carter: Music Director, KJIL Radio
- Amelia Lutz: Assistant manager in human resources and marketing at Tower Loan

2012 (2 grads, 1 responded, 1 employed, 0 in field-related)

- Alissa Sheppard: Cheer coach, Southwestern College
- Leslie Ash Bowdich: Did not respond

2013 (N/A)

Computer Science Summary (9 of 12 graduates responding)

Of 9 responding graduates in the three Computer Science emphasis areas, 9 were employed at the time of polling. That is a 100% rate. Of those 9, 5 were employed in field-related areas or enrolled in graduate school at the time of polling. That is a 56% rate.

Computer Science (2 grads, 1 responded, 1 employed, 1 in field-related)

2011 (1 grad, 1 responded, 1 employed, 1 in field-related)

- Cory Talbott: Technician at USD 465

2012 (0 responded)

- Scott Rethorst: Did not respond

2013 (N/A)

Digital Arts (4 grads, 3 responded, 3 employed, 1 in field-related)

2011 (1 grad, 1 responded, 1 employed, 1 in field-related)

- Nishan Hovsepian: Self-employed at computer repair/service. Clerk at Atrium hotel, Arkansas City

2012 (2 grads, 1 responded, 1 employed, 1 in field-related)

- Morgan Constantine: Cannot locate
- Alyssa Harshfield: Southwestern College

2013 (1 grad, 1 responded, 1 employed, 1 in field-related)

- Lu Yu: Graduated with an MBA from Southwestern in Spring 2014, working in New York in her MBA-related field.

2014 - 2015

Video Games (6 grads, 5 responded, 5 employed, 3 in field-related)

2011 (4 grads, 4 responded, 3 employed, 2 field-related)

- Luke Garis: Graphic Designer at Enid News & Eagle
- David King: Customer Service Manager, Bank of the West
- C. Benjamin Stanfield: Wanted software design, programming, Unemployed. Enrolled in graduate work at Guildhall, but did not stay there
- Clint Wicker: Technical Illustrator at Ditch Witch in Perry OK. Launched MeadowHawk Media in May of 2013

2012 (2 grads, 1 responded, 1 employed, 0 in field-related)

- Kyle Budd: Did not respond
- Charles Zeik: Overnight stocker at Walmart

English Summary (14 of 14 graduates responding)

Of 14 responding graduates in the three English emphasis areas where there were graduates during this time period, 14 were employed at the time of polling. That is a 100% rate. Of those 14, 8 were employed in field-related areas or enrolled in graduate school at the time of polling. That is a 57% rate.

English (1 grad, 1 responded, 1 employed, 1 in field-related)

2011 (1 of 1 responding)

- Rosalina Train: Para-professional educator at Truesdale Middle School (USD 259 Wichita). Will be teaching beginning in the fall of 2012.

2012 (N/A)

2013 (N/A)

Literature (5 grads, 5 responded, 5 employed, 2 in field-related)

2011 (2 grads, 2 responded, 2 employed, 2 in field-related)

- John Badley: Grad school, Duke University
- Lea Johnson: Staff writer, Colorado Springs newspaper

2012 (3 grads, 3 responded, 3 employed, 0 in field-related)

- Tiffany Chilton: Night shift supervisor at Braum's Ice Cream Store. Applying to graduate school in English at OSU for Fall 2014
- Cassandra McGuire: General manager at Mitchell Theatres Cowley Cinema 8
- Stephanie Wilson: Front desk receptionist at Arkansas City Family Clinic

2013 (N/A)

Writing (4 grads, 4 responded, 4 employed, 1 in field-related)

2011 (1 of 1 responding employed. 0 of 1 responding employed in field-related)

- Stacy Harkness: Employed but says, "My job does not relate to my English degree. I can't find anything, or when I do I can't get past the application."
- Christina Prokopolis: Clinical secretary at St. Francis Hospital in Tulsa OK. She was accepted into Southwestern's MBA program upon graduation and is still completing classes

2012 (1 of 1 responding employed. 0 of 1 responding employed in field-related)

- Brodie Phillips: Sales Associate, Interstate Batteries

2013

- Colin Baker: Asst. soccer coach at Southwestern College

English Secondary Ed (4 grads, 4 responding, 4 employed, 4 in field-related)

2011 (1 of 1 responding employed. 1 of 1 responding employed in field-related)

2014 - 2015

- Jessica Johnson Langenwalter: English teacher at Winfield High School. Completing her Master of Arts in English at Morehead State University
- Kathryn McNett Richardson: Teaching middle school English at Coleman Middle School in Wichita
- Mariah Potts: Substitute teacher in USD 465 (Winfield)

2013

- Hannah Podschun: Teaching middle English at Brooks Magnet School in Wichita

English Theater Ed (N/A)

APPENDIX

SOUTHWESTERN COLLEGE GOALS AND DIRECTIONS
2013-2014

1) RELATIONSHIP GOAL

Southwestern's relationship with its alumni and friends will be in the spirit of long-term cooperation and mutual benefit.

The college will provide its faculty, staff, alumni and friends with multiple opportunities for service to the college through:

- financial support for students and programs,
- consultation with faculty and staff,
- providing internships, mentoring, and career development assistance for current students,
- support in recruiting new students,
- service on college boards and committees.

The college also will provide its constituencies opportunities for personal growth and development through:

- academic course work,
- performing arts presentations,
- public lectures and seminars,
- sporting events,
- social and professional networking

This goal's focus and the directions that follow are external in nature. Efforts in this area expand and deepen the college's stakeholders and works to build a wide variety of collaborative relationships.

3-YEAR DIRECTIONS

- Southwestern College will increase its positive impression and brand loyalty with college-bound students, current students and alumni.
- Southwestern College will expand its donor base by 5%.from the previous year
- Southwestern College will provide 1000 students with a summer camp experience, with 400 individuals spending at least one night.
- Southwestern College will continue to establish global initiatives; specific efforts include an Asian Association, the Center for Belarusian Studies and exploring opportunities with Latin America and other partnerships.
- Southwestern College will increase titles published and stabilize the revenue for the SC academic press.
- Southwestern College will enhance career development opportunities for students and learners.
- Southwestern College will expand and strengthen its alumni and friends professional affinity networks.
- Southwestern College will survey its Professional Studies graduates six months post-graduation to determine satisfaction with degree and indentify areas for improvement.

- Southwestern will implement business/industry focus groups for its Professional Studies degrees.

2) EDUCATIONAL GOAL

Southwestern will offer learning opportunities reflective of the college's distinctive objectives as reflected in its vision and mission.

Hallmarks of learning at Southwestern will include:

Critical Thinking: Analyzing information and complex issues from multiple perspectives to arrive at reasoned decisions.

Ethical Reasoning: Conscientiously practicing accepted standards of fairness and integrity.

Career Preparation: Applying knowledge and critical and creative skills to excel in one's chosen career.

Communication: Effectively exchanging meaning.

Leadership: Communicating a vision and fostering credible and collaborative relationships toward action.

This goal and the directions that follow focus on the core function of the college which involves understanding our students and helping them learn.

3-YEAR DIRECTIONS

- Southwestern College will implement a "Quality Matters" (QM) initiative for key PS courses expanding the QM course library.
- Southwestern College will assist students to increase their focus and preparedness for professions in STEM (Science, Technology, Engineering, and Mathematics) fields.
- Southwestern College will become a leader in online ministry related education.
- Southwestern College will develop a rural health care administration program within Professional Studies.
Southwestern College will invigorate its approach to prior learning assessment in Professional Studies in response to the multiple ways adult learners acquire and education.
- Southwestern College Professional Studies will hire four full-time faculty personnel as program managers for its academic programs in the next three years.
- Southwestern College will develop and implement a college-wide tutoring program.
- Southwestern College will assess common competencies within Professional Studies across all its disciplines.
- Southwestern College will develop a school of Education.
- Southwestern College will expand its bibliographic instruction and references services to support the master's and doctoral programs by increasing the library staff to 4 FTE staff who are qualified at the MLS level or above.

3) ENROLLMENT GOAL

Southwestern College will have a main campus student body reflective of:

- at least 650 full-time undergraduate and 50 graduate students,
- 425 residential students.
- key attributes will include the following: first-time, full-time freshmen class with an average high school GPA of 3.3, an average ACT of 23,
- retention rates for first-time, full-time freshmen as follows: more than 90% will return the second semester, 75% will return the third semester, and 60% will graduate within six years.

- meet or surpass 6% international students and 20% AHANA (Asian, Hispanic, African American, Native American).

The Professional Studies student body will include:

- 1,500 undergraduate degree-completion
- 200 graduate students.

This goal and the directions that follow focus on the core function of the college which involves the quality and quantity of the students served through the recruitment and matriculation process.

3-YEAR DIRECTIONS

- Southwestern College will provide improved financial services to students and families by implementing a number of communication improvement efforts.
- Southwestern College will increase student use of the Student Success Center.
- Southwestern College will develop more cost effective, qualified lead generating efforts.
- Southwestern College will reach its capacity for students involved in the performing arts.
- Southwestern College will meet or exceed freshman and transfer conversion rates for Noel Levitz (a national data pool) for Four Year Private Colleges
- Southwestern College will strengthen programmatic linkage between community engagement, multicultural recruitment and development.
- Southwestern College will increase programming in Student Life that focuses on academics and life after graduation.
- Southwestern College will develop a Professional Studies enrollment management plan.
- Southwestern College will diversify its Professional Studies learner base by increasing non-military learners.
- Southwestern College Professional Studies will implement a volunteer student mentoring program pairing experienced and new learners for each degree.
- Southwestern College will annually enroll 80 to 90 new main campus transfer students.
- Southwestern College will develop residence life policies and marketing to provide more attractive on-campus housing options for transfer students.
- Southwestern College will develop a pricing, marketing and policy plan designed to achieve an average headcount per semester of 425 students in on-campus housing.
- Southwestern College will annually recruit 30 – 35 new international (undergraduate/graduate) students.

4) FINANCIAL GOAL

Southwestern College will have a financial situation sufficiently strong to fund the vision of the college.

Key indicators are:

- \$25 million endowment,
- \$4 million each year in gift income,
- \$1 million will be unrestricted gifts to the Annual Fund,
- A minimum of 20% of institutional financial aid will be funded through the endowment,
- The unfunded cost of attendance discount rate will not exceed 38% of tuition revenue.

This goal and the directions that follow support all aspects of the college.

3-YEAR DIRECTIONS

- Southwestern College will improve and maintain a responsible, proactive, systematic collection and billing procedures.
- Southwestern College will project and monitor scholarship spending and manage the tuition discount process.
- Southwestern College will tie resource allocation to continuous growth and improvement goals.
- Southwestern College will exceed the U. S. Department of Education's financial viability ratio of 1.5.
- Southwestern College will raise \$900,000 in each year for endowment.
- Southwestern College will raise \$700,000 in yearly unrestricted giving.
- Southwestern College will raise \$1,000,000 per year of new planned giving commitments.

5) FACULTY AND STAFF GOAL

Southwestern's faculty and staff will be well qualified and well compensated. A commitment to the ideals of the institution and to its students will characterize all who work for the college.

Key benchmarks are:

- a faculty: student ratio of 1:14,
- 65% of full-time faculty will hold the highest degree in their field,
- salaries of full-time faculty will equal or exceed the 50th percentile of faculty salaries paid by Carnegie IIB church-related colleges,
- salaries for administrators and staff will be appropriately benchmarked and maintained.

This goal and the directions that follow focus on the support function of valuing the people that relate to the college.

3-YEAR DIRECTIONS

- Southwestern College will enrich its human resources support by allocating resources that will allow for increased policy development and college-wide compliance awareness.
- Southwestern College will strive to annually increase its faculty and staff compensation at or above the Consumer Price Index.
- Southwestern College will facilitate training and employee development related to employee performance goals.
- Southwestern College will develop step increases for Professional Studies affiliates based on a model of longevity of service, excellence in teaching, and performance feedback.
- Southwestern College will implement a faculty mentoring program for new Professional Studies affiliates.

6) FACILITIES AND TECHNOLOGY GOAL

Southwestern will strive to have all facilities and technology up to date, accessible, and student centered. Specific focus will be given to issues of sustainability.

Key qualities include:

- quality residential living spaces,
- remodel Christy Administration Building/Richardson Auditorium,
- an ADA compliant campus,

- well-maintained facilities,
- attractive and sustainable campus landscaping,
- modern track and football stadium facilities,
- commitment to campus-wide energy efficiency improvements,
- energy efficient buildings; 50% of our buildings meeting LEED green building standards,
- 10-20% of electricity use on campus from renewable sources,
- fuel efficient fleet and maintenance vehicles.

Using appropriate and emerging technology, Southwestern will provide students, staff, and faculty a technology-driven learning community.

Key qualities include:

- leading technology that supports student learning,
- on-going training for users of academic and administrative software,
- an effective intranet backbone,
- contemporary communication systems.

This goal and the directions that follow focus on supporting the college's educational and organizational operations.

3-YEAR DIRECTIONS

- Southwestern College will build a stable physical networking and software application environment.
- Southwestern College will increase the level of data security.
- Southwestern College will develop a network topology to insure the fastest, most reliable and most cost efficient connection for all users.
- Southwestern College will create and maintain instructional labs and classrooms that fulfill the requirements of the curriculum, and are flexible and expandable.
- Southwestern College will enhance security and accessibility to buildings.
- Southwestern College will reach and maintain a top FCI (facility condition index) rating of Good (<5%) for the upkeep of college facilities.
- Southwestern College will reduce energy consumption, improve waste management and increase the use of renewable energy in coordination with the implementation of a Climate Action Plan.
- Southwestern College will reduce its use of paper.
- Southwestern will conduct several major remodeling projects in the residence halls. Southwestern College will create a Theatre Technology Center with new construction and remodeling of the current Dixon Plant Operations Building.

7) ADMINISTRATIVE GOAL

Using the college's participation in AQIP as its guiding format, the college works to improve its management in the following areas:

- Leading and Communicating
- Measuring Effectiveness
- Planning Continues Improvement

This goal and the directions that follow support all aspects of the college.

3-YEAR DIRECTIONS

- Southwestern College will increase process and policy transparency in relationship to all registrar functions.
- Southwestern College will implement a process maturity model (PMM) for evaluating and improving all administrative processes.
- Southwestern College will identify key performance indicators for Professional Studies and will use summative dashboards for tracking progress.
- Southwestern College will develop a college wide document retention policy.
- Southwestern College will explore learner authentication solutions.
- Southwestern College will continue to develop an environmental compliance program.

AUGUST 2014

**Southwestern College
Winfield, Kansas**

**Division of Performing Arts
Unit Plan
2014-2015**

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AUGUST 2014

Southwestern College
Vision Statement

Southwestern College in Winfield, Kansas, is a learning community dedicated to

- Intellectual growth and career preparation
- Individual development and Christian values
- Lifetime learning and responsible citizenship, and
- Leadership through service in a world without boundaries

The Division of Performing Arts
Vision Statement

The Division of Performing Arts nurtures intellectual development, aesthetic sensibility, and creativity through stimulating classroom and performance experiences to prepare students as professionals and advocates who cultivate the arts.

Division Connection to Institutional

The following goals of performing arts have been developed to enhance the progress towards completion of the institutional goals.

AUGUST 2014

Division Personnel

Full-Time

- ❖ Dr. Timothy Shook (Piano & Division Chair)

- ❖ Dr. Brian Winnie (Director of Choral Activities & Voice)

- ❖ Professor Jeremy Kirk (Director of Bands & Percussion)

- ❖ Dr. Amber Peterson (Director of Orchestra & Upper Strings; Mazie Barnet Kilmer chair for String Education)

- ❖ Professor Roger Moon (Theatre)

- ❖ Professor Allyson Moon (Director of Theatre)

- ❖ Mr. Martin Rude (Worship Outreach)

- ❖ Mr. Lee Jones (Technical Director for the TOMARI Center)

- ❖ Professor Stephen Butler (Pianist/Music Theory)

- ❖ Mrs. Rose Hanna (Faculty Assistant)

AUGUST 2014

Part-Time

- ❖ Mr. Ismail Farid (Southwestern College Youth Symphony, Executive Director)
- ❖ Mr. Dylan Moore (Director of Community Music School)

Adjunct

- ❖ Mr. Tom Hoeffgen (Guitar)
- ❖ Mr. Mike Fell (Ceramics)
- ❖ Ms. Martha Fitzwater (Art)
- ❖ Mrs. Yazmin Wood (Dance)
- ❖ Mrs. Susan Hearn (Voice)
- ❖ Dr. James Leland (Organ and Harpsichord)
- ❖ Mrs. Jayme Hayes (Trombone - Youth Symphony Conductor)
- ❖ Ms. Quinn Lake (Cello)

Performing Arts Division 2014-2015

In support of Southwestern College's relationship goals:

Division:

Develop a plan to increase non-major enrollment in ensembles and activities in order to increase the number of students reported to the Vice-President of Planning and New Programs in the "Fall Performing Arts Planning Report."

The division of performing arts has determined it has the capacity for 450 students to participate in the program. In 2013, 350 students were involved, an increase of 43.

The goal for 2014 is to raise participation by 25 students.

The division of performing arts has determined a goal of 50% of campus students (unduplicated) involved in the program. In 2013, 45% were involved, a decrease of 10%.

The goal for 2014 is to increase by 2%.

Strengthen mutually beneficial relationships between current students and alumni. 1) Establish a list of alumni with whom we communicate through the help of Institutional Advancement (Charles McKinzie), Performing Arts Faculty, and Staff. 2) Include students in alumni events such as Hall of Fame and encourage Internship/Practicum participation through alumni connections.

Music:

Establish up to 10 connections through performances at athletic events, Southwestern College functions, regional public schools, Music in Our School's Month and church related opportunities.

Establish a tiered music program offered through the Community Music School to serve the Winfield and surrounding community for those who want to expand their music skills and use of technology.

Theatre:

Collaborate with the music department on the musical theatre production, musical theatre ensemble, and other projects toward the success of all collaborators.

In support of Southwestern College's educational goals:

Division:

Develop musical theatre offerings and curriculum. Submit proposal to Curriculum Committee by November 15, 2014 and NASM accrediting agency by April 15, 2015.

Define and publish clear program descriptions and education goals for each degree program, emphasis, ensemble, and extra/co-curricular activity of the division which consider the resources for all programs to grow.

Develop a mechanism to monitor student over-involvement.

Music:

Partner with the Education Division to restructure the music education curriculum to prepare students for the contemporary and future music classroom. Establish a presence in Southwestern College music education courses in which we are not currently involved.

Develop a studio and live sound engineering curriculum/program.

Theatre:

Review and update the Bachelor of Arts degree in theatre and related emphases including the Speech and Theatre Secondary Education Major.

Adopt and practice current industry standards when teaching students at the TOMARI Technical Center.

In support of Southwestern College's enrollment goals:

Division:

Establish a relationship and explore the expansion of offerings with the Business Division toward the goal of increasing enrollment.

Define scholarship incentives to reach a determined capability of student participants in relation to the capacity goals submitted annually to the Vice President of Planning and New Programs in the "Fall Performing Arts Planning Report."

Music:

Develop a plan for retention, membership growth and quality improvement for music majors and minors.

Develop a plan for retention, membership growth and quality improvement for each music ensemble: instrumental music-wind and percussion, instrumental music-strings, and choral music.

Each music ensemble director will establish a relationship with at least one area community college music department; vocal music-Butler Community College, Band-Coffeyville, Strings-investigate to learn where programs exist, and piano-Colby and Hutchinson.

Welcome four new music minors by fall 2015 through building relationships with current Southwestern College students.

Theatre:

Strengthen our relationship with drama teachers in high schools in the 60 mile radius of Southwestern College and all community colleges in Kansas and northern Oklahoma, giving special attention to schools in which Southwestern College alums teach, in order to better serve their programs and recruit 15 new students for fall 2015.

Increase the number of new students to six who will be recruited to be technical theatre majors and participants.

In support of Southwestern College's financial goals:

Division:

Provide divisional support of the annual musical with finances, faculty work load and student involvement.

Strengthen the relationship with the Institutional Advancement office through developing action steps which help support capital and project purchases.

- Develop a Performing Arts Series with the support of 5 corporate sponsors; \$2,500 each.
- Recreate an advisory council this year with the first meeting Fall, 2015.
- Welcome to new Performing Arts Faculty and Staff on September 19, 2014

Music:

Design a strategy with the Institutional Advancement office to help support purchase and maintenance of necessary instruments and equipment (risers, pianos, tuba, marimba, bassoon, etc.) that cost more than the budget allows. Create a priority list to implement the strategy.

Create a capital purchase and maintenance plan for music instruments and determine the appropriate percentage of the annual budget to be used to facilitate the plan.

Theatre:

Work with the Campus Players and student participants to raise funds in order that 15 students and three faculty members may attend the Kennedy Center American College Theatre Festival in Minneapolis.

Work with the Institutional Advancement office in order to develop a production sponsorship program for the purpose of underwriting guest artists and productions.

In support of Southwestern College's professional development goals:

Division:

Establish an avenue for an exchange of ideas between faculty members outside of the Performing Arts Division.

Secure a consultant who has had experience in creating cohesion among performing arts faculty.

Music:

Schedule weekly one-on-one meetings with each new music faculty member to process concerns, anticipate institutional responsibilities and to discuss best practices in teaching.

Theatre:

Explore doctoral programs that focus on or include creativity content.

Plan travel opportunities to New York City for a minimum of six current students and two faculty members and explore faculty exchange opportunities to China for one faculty member.

In support of Southwestern College's facilities and technology goals:

Division:

Create a design for the following 3 areas of Darbeth Performing Arts Center:

- Outdoor patio, reception area, and stage.
- Performing Arts Listening Lab and Library
- Conference room

Heating and air conditioning: work with Sodexo to create a comfortable learning environment in Darbeth 201 and the current listening lab.

Music:

Design and establish a 5 year plan to create a music education room which integrates current technology.

Integrate technology and increase the recording lab capabilities into the Community Music School offerings.

Theatre:

Continue the facility upgrades in the Helen Graham Little Theatre and adjacent spaces. Complete the dance studio and begin the transformation of the costume shop and accessory room into a chorus dressing room and box office/green room.

Continue the financial, organizational and physical development of the TOMARI Center into a 21st Century teaching facility. Develop and establish operational policies for the TOMARI Center.

In support of Southwestern College's faculty and staff goals:

Division:

Establish email as the standard mode for communication with a response time for faculty and students of 24 hours during the week and 48 hours on the weekend.

Music:

Establish a viable and consistent adjunct faculty list.

Continue the development of collaborative relationships among various disciplines of the music department for student progress and growth.

Theatre:

Submit a proposal to the academic dean to secure a one year appointment for a design faculty position while providing ongoing support for the TOMARI Center technical director.

Continue to develop a dance faculty position that will build and sustain the musical theatre major/emphasis.

AUGUST 2014

2014-2015 Performing Arts Calendar

Division Meetings will be held every other Tuesday starting on August 26th at 8:30 am.

AUGUST

| | | | |
|-------------------------|------------|------------------------------|----------------------|
| Tues, 12 th | 8:00-5:00 | Retreat | Barns @ Timber Creek |
| Thurs, 14 th | 11:00-1:00 | New Majors/Minors Meeting | Rehearsal Hall |
| Thurs, 14 th | 4:00-7:00 | Performing Arts BBQ | Darbeth Lawn |
| Fri, 15 th | 11:00-1:00 | Participants/Faculty Meeting | Rehearsal Hall |
| Mon, 18 th | 8:00am | Classes Begin | |
| Wed, 20 th | 11:00am | Chapel | Messenger |
| Thurs, 21 st | 7:00pm | Moundbuilder Ceremony | Mound |
| Fri, 22 nd | 11:00am | Convocation | RPAC |
| Fri, 22 nd | 7:30pm | "Next to Normal" Performance | Messenger |
| Wed, 27 th | 11:00am | Chapel | Messenger |

SEPTEMBER

| | | | |
|-----------------------|---------|------------------------------|-----------|
| Wed, 3 rd | 11:00am | Chapel | Messenger |
| Fri, 12 th | All day | 24 Hour Play Festival | RPAC |
| Sat, 13 th | All day | 24 Hour Play Festival | RPAC |
| Wed, 17 th | All day | Assessment Day | |
| Wed, 17 th | 11:00am | Chapel | Messenger |
| Wed, 24 th | 11:00am | Chapel | Messenger |
| Wed, 24 th | 6:30pm | Fools on the Hill | Campus |
| Fri, 26 th | 7:30pm | 9Lives Improv Community Show | Messenger |
| Sun, 28 th | 3:00pm | SKS Concert | RPAC |

OCTOBER

| | | | |
|------------------------|----------------|---------------------------|---------------|
| Wed, 1 st | 11:00am | Chapel | Messenger |
| Fri, 3 rd | 8:00pm | Kaleidoscope | RPAC |
| Sat, 4 th | 10:30pm | Tom Jones, The Musical | HGLT |
| Sun, 5 th | 6:00pm | SCYS Concert | RPAC |
| Wed, 8 th | 11:00am | Chapel | Messenger |
| Fri, 10 th | | Mid-Term Grades Due | |
| Fri, 10 th | 9:00pm | 9Lives Improv Campus Show | Messenger |
| Tues, 14 th | 10:00am-3:00pm | Marching Band Festival | Jantz Stadium |
| Wed, 15 th | 11:00am | Chapel | Messenger |
| Mon, 20 th | All Day | Fall Break | |
| Tues, 21 st | All Day | Fall Break | |
| Fri, 24 th | 11:00am | MUS99 Recital A | RPAC |
| Sat, 25 th | 7:30pm | Fall Choral Concert | RPAC |
| Sun, 26 th | 3:00pm | SKS Halloween Concert | RPAC |

AUGUST 2014

NOVEMBER

| | | | |
|-------------------------|---------|--------------------------------|-----------|
| Sat, 1 st | TBD | Explore More Days | Darbeth |
| Wed, 5 th | 11:00am | Chapel | Messenger |
| Fri, 7 th | 7:30pm | Uncle Vanya | RPAC |
| Sat, 8 th | 7:30pm | Vanya, Sonja, Masha, and Spike | RPAC |
| Sun, 9 th | 2:00pm | Uncle Vanya | RPAC |
| Wed, 12 th | 11:00am | Chapel | Messenger |
| Thurs, 13 th | 7:30pm | Vanya, Sonja, Masha, and Spike | RPAC |
| Fri, 14 th | 7:30pm | Uncle Vanya | RPAC |
| Sat, 15 th | 7:30pm | Vanya, Sonja, Masha, and Spike | RPAC |
| Wed, 19 th | 11:00am | Chapel | Messenger |
| Fri, 21 st | 11:00am | MUS99 Recital B | RPAC |

DECEMBER

| | | | |
|-------------------------|---------|---------------------------------|---------------------|
| Mon, 1 st | All Day | Creativity in the Arts | President's Gallery |
| Wed, 3 rd | 11:00am | Eagerheart (Chapel) | Messenger |
| Thurs, 4 th | 7:00pm | African Drum and Dance Concert | Messenger |
| Thurs, 4 th | 6:30pm | Eagerheart | Off Campus |
| Fri, 5 th | 9:00pm | 9Lives Improv Campus Show | Messenger |
| Sat, 6 th | 6:30pm | Small Packages-Directing Scenes | HGLT |
| Sun, 7 th | 3:00pm | SKS and Choral Winter Concert | RPAC |
| Mon, 8 th | All Day | Finals Week | |
| Tues, 9 th | TBD | Music Juries | |
| Wed, 10 th | TBD | Music Juries | |
| Thurs, 11 th | 6:00pm | CMS Winter Recital | Messenger |
| Sun, 14 th | 6:00pm | SCYS Christmas Concert | RPAC |
| Mon, 22 nd | | Christmas Break | |

JANUARY

| | | | |
|--|---------|-----------------------------------|-----------|
| Mon, 12 th | | Spring Classes begin | |
| Wed, 7 th | 11:00am | Chapel | Messenger |
| 8 th , 9 th , 10 th | | Thespian Conference | |
| Wed, 14 th | 11:00am | Chapel | Messenger |
| 18 th -24 th | | KCACTF | |
| Mon, 19 th | All Day | Martin Luther King Day-No Classes | |
| Mon, 19 th | All Day | Explore More Days | |
| Wed, 21 st | 11:00am | Chapel | Messenger |
| Wed, 28 th | 11:00am | Chapel | Messenger |

FEBRUARY

| | | | |
|-----------------------|---------|---------------------------|----------------|
| Wed, 4 th | 11:00am | Chapel | Messenger |
| Fri, 6 th | 7:00pm | 9Lives Improv Campus Show | Messenger |
| Sat, 7 th | All Day | Regional Piano Festival | Messenger/RPAC |
| Sun, 8 th | 3:00pm | Choral Concert | RPAC |
| Wed, 11 th | 11:00am | Chapel | Messenger |
| Wed, 18 th | 11:00am | Chapel | Messenger |
| Wed, 25 th | 11:00am | Chapel | Messenger |
| Fri, 27 th | | Mid-Term Grades Due | |

AUGUST 2014

MARCH

| | | | |
|------------------------|---------|--------------------|----------------|
| Thurs, 5 th | 7:30pm | Spamalot | RPAC |
| Fri, 6 th | 11:00am | MUS99 Recital A | Messenger |
| Sat, 7 th | All Day | Scholarship Days | |
| Sat, 7 th | 7:30pm | Spamalot | RPAC |
| Sun, 8 th | 2:00pm | Spamalot | RPAC |
| Wed, 11 th | 11:00am | Chapel | Messenger |
| Mon, 16 th | | Spring Break | |
| Wed, 25 th | 11:00am | Chapel | Messenger |
| Sat, 28 th | All Day | Ensemble Festival | Messenger/RPAC |
| Sun, 29 th | 6:00pm | SCYS Honor Concert | RPAC |

APRIL

| | | | |
|-------------------------|---------|--------------------------------|-----------|
| Wed, 1 st | 11:00am | Chapel | Messenger |
| Fri, 3 rd | | Good Friday-No Classes | |
| Sun, 5 th | | Easter | |
| Wed, 8 th | | Assessment Day-No Classes | |
| Fri, 10 th | 7:30pm | The Kid Courage Project | Messenger |
| Sat, 11 th | 7:30pm | The Kid Courage Project | Messenger |
| Sun, 12 th | 2:00pm | The Kid Courage Project | Messenger |
| Thurs, 16 th | 7:00pm | African Drum and Dance Concert | Messenger |
| Sun, 19 th | 3:00pm | Spring Choral Concert | RPAC |
| Wed, 22 nd | 11:00am | Chapel | Messenger |
| Wed, 22 nd | 6:30pm | Acts of Consequence-One Acts | HGLT |
| Thurs, 23 rd | 6:30pm | Acts of Consequence-One Acts | HGLT |
| Fri, 24 th | 9:00pm | 9Lives Improv Campus Show | Messenger |
| Fri, 24 th | 7:00pm | Band Concert | RPAC |
| Sun, 26 th | 3:00pm | SKS Concert | RPAC |
| Mon, 27 th | | Finals Week | |
| Tues, 28 th | | Music Juries | |
| Wed, 29 th | | Music Juries | |
| Wed, 29 th | 11:00am | Chapel | Messenger |

MAY

| | | | |
|----------------------|---------|--------------------------|------|
| Fri, 1 st | 11:00am | MUS99 Recital B | RPAC |
| Fri, 1 st | 7:30pm | Builder Broadway Concert | RPAC |
| Sat, 2 nd | 4:00pm | Honors Convocation | RPAC |
| Sun, 3 rd | 1:00pm | Graduation | |

JUNE

| | | | |
|----------------------|--|----------------------------|--|
| Sun, 7 th | | Cole Summer Music Festival | |
|----------------------|--|----------------------------|--|

Budget Allocations for Performing Arts 2014-2015

| | |
|-------------------------------|-----------------|
| Theatre | \$10,000 |
| Vocal | \$8,350 |
| Instrumental/Band | \$6,000 |
| Instrumental/Orchestra | \$5,000 |
| Performing Arts Office | \$2,000 |
| Performing Arts Chair | \$5,000 |

AUGUST 2014

Performing Arts Fall 2014 New Activity Participants

| <u>Last Name</u> | <u>First Name</u> | <u>Scholarship</u> | <u>Accept</u> | <u>Major</u> |
|------------------|-------------------|----------------------|---------------|---------------------|
| Creed | Amber | Theatre | Accept | Theatre Performance |
| Delgado-Castro | Jose | Theatre | Accept | Theatre Performance |
| Fairbank | Tori | Theatre | Accept | Theatre Performance |
| Godwin | Justin | Theatre | Accept | |
| Haynes | Megan | Theatre | Accept | Business/Marketing |
| Rohr | John | Theatre | Accept | Theatre Arts |
| Watson | Monet | Theatre | Accept | Theatre Performance |
| Branch | Willow | Theatre | Accept | Theatre |
| Meadows | Noah | Theatre | Accept | Theatre |
| Guffey | Shelby | Theatre | Accept | Theatre/Music |
| Wallace | Lacie | Music - Vocal | Accept | Biochem |
| Calfy | Torie | Music - Vocal | Accept | Education |
| Hollingsworth | Jesse | Music - Vocal | Accept | Biology |
| Jeffries | Aaron | Music - Instrumental | Accept | Music Education |
| | | | | |
| | | | | |
| Connell | Melissa | Worship Outreach | Accept | Phil Rel |
| Severe | Montana | Worship Outreach | Accept | Early Chld |
| | | | | |

AUGUST 2014

| Performing Arts Fall 2014 Current Majors | | | | |
|---|--------------------------|---------------------------|----------------------|-----------------------------------|
| <u>Last Name</u> | <u>First Name</u> | <u>Scholarship</u> | <u>Degree</u> | <u>Major</u> |
| Moore | Dylan | | BMUS | Music Education/Music Performance |
| Holler | Kaitlyn | | BMUS | Music Education |
| Humbert | Ashton | | BMUS | Music Education |
| Todd | Quenton | | BMUS | Music Education |
| Pew | Brandon | | BMUS | Music Education |
| Farid | Eva | | BMUS | Performance |
| Nicolay | Luke | | BMUS | Performance |
| | | | | |
| Johnson | Nathan | | BA | Music |
| Martin | Deborah | | BA | Music |
| Rockhill | Hunter | | BA | Music |
| | | | | |
| Clark | Shane | | BA | Theatre Performance |
| Wade | William | | BA | Theatre Performance |
| Meadows | Noah | | BA | Theatre |
| Muldrow | Phoebe | | BA | Theatre Management |
| Michel | Hunter | | BA | Theatre Management |
| Snow | Jordan | | BA | Theatre Management |
| Warren | Mariah | | BA | Theatre Management |
| Smith | Nikia | | BA | Theatre Management |
| Lowrance | Juliette | | BA | Theatre Tech |
| Rosell | Anna | | BA | Theatre Tech |
| Morrow | Meagan | | BA | Theatre Tech/General Theatre |
| VanSickle | Alexandra | | BA | Theatre Tech/General Theatre |

AUGUST 2014

| Performing Arts Fall 2014 Minors | | | | |
|---|--------------------------|---------------------------|----------------------|---------------------|
| <u>Last Name</u> | <u>First Name</u> | <u>Scholarship</u> | <u>Degree</u> | <u>Minor</u> |
| Graber | Lindsey | | Minor | Music in Worship |
| Young | Brandi | | Minor | Music in Worship |
| Kendel | Kaitlin | | Minor | Music in Worship |
| Lowrance | Juliette | | Minor | Art |
| Trout | Jessica | | Minor | Theatre Arts |
| Anderson | Sydney | | Minor | Theatre Arts |
| Lopez | Zenas | | Minor | Theatre Performance |

**Southwestern College
Winfield, Kansas**

**Division of Social Sciences
Unit Plan
2014-2015**

Table of Contents

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Social Sciences 2014-2015

Southwestern College Vision Statement

Southwestern College in Winfield, Kansas, is a learning community dedicated to

- Intellectual growth and career preparation
- Individual development and Christian values
- Lifetime learning and responsible citizenship, and
- Leadership through service in a world without boundaries

The Division of Social Sciences Vision Statement

The Division of Social Sciences promotes multiple approaches to understanding ourselves, others, and the forces that shape society, to equip students for reflective engagement in the world.

Division Connection to Institutional

The goals of social sciences (described on pages 6-13) have been developed to enhance the progress towards completion of the institutional goals.

Social Sciences 2014-2015

Division Personnel

Full-Time

- Dr. Cheryl Rude (Leadership & Division Chair)

- Dr. Chris Barker (Political Science and Legal Studies)

- Dr. Carrie Lane (Psychology)

- Dr. Stephen Woodburn (History)

- Dr. Jackson Lashier (Religion)

- Dr. Jacob Goodson (Philosophy)

- Mrs. Lindsay Wilke (Director Leadership Southwestern)

- Mrs. Molly Just (Director Discipleship Southwestern)

- Mrs. Pam Olney (Faculty Assistant)

- Dr. Shoshana Wernick (Psychology, One-Year Appt.)

- Mr. Matt Sigler (Institute for Discipleship Scholar, Interim Campus Minister)

Social Sciences 2014-2015

Part-Time

To be filled Spring 2015 (History)

Maggie Collett, Graduate Fellow Leadership

Affiliate

Ms. Michelle Knoles (Psychology)

Rabbi Michael Davis (Religion)

Social Sciences 2014-2015

Social Sciences Division 2014-2015

In support of Southwestern College's relationship goals:

Division:

Make connections with two other divisions at Southwestern College.

Make connections with Bobbi Erdmann and the Student Success Center to better understand her work, new initiatives and ways these resources will benefit our students.

History:

Cooperate with Michelle Boucher to submit NEH Enduring Questions grant application and prepare for implementation of cross-disciplinary Pillar Seminar course.

Phil/Rel:

Strengthen the relationship between the academic major and the Discipleship program.

Psychology:

Through classes, give students more direct contact with the community (class projects, service learning).

Leadership:

Facilitate two lunches with leadership alums who work in corporate settings to create and nurture internship and funding relationships.

Discipleship:

Strategically utilize new mentoring grant to propel Discipleship's mentoring program and to help foster both new and existing relationships between Discipleship SC and community members, area pastors and area churches.

Political Science & Legal Studies:

Talk with students: Why is the POLS 213 class so small now? What other required courses are they taking in lieu of this course?

Connect with the other local pre-law advisors (KU, etc.) to compare notes.

Follow up with Dick Merriman on his suggestion to take the students to visit the Municipal Court house later in the semester.

Social Sciences 2014-2015

Reach out to local and state officials concerning class visits/skype visits/email correspondence regarding local and state policing, 1033 program, and corrections in Topeka, KS.

Campus Ministry:

Campus Ministry will focus on (re)connecting with local churches and pastors in the area. To this end, the Campus Minister will strive to meet with various local pastors throughout the year in an effort to develop better relationships. The Campus Ministries will host a “church fair” on campus to expose the student body to the various churches in the area.

Social Sciences 2014-2015

In support of Southwestern College's educational goals:

Division:

Implement and evaluate the first year of the honors program.

Develop two new experiences, attire, or communication materials that will help shape the academic identity of students who are Social Sciences majors and minors.

History:

Update history and anthropology curriculum to reflect Phil Schmidt's passing, removing courses only he could teach, and creating new courses to plan for frequent turnover in the visiting part-time instructor position.

Phil/Rel:

Continue developing new courses on the philosophy side of the major.

Development and test (with our one senior) a more highly structured and involved Prep 499 program.

Psychology:

Develop a participant pool for Intro to Psychology.

Build the psychology academic identity through the addition of visual images posted on media sites.

Continue to work on the 5th year track.

Leadership:

Integrate the web portfolio system throughout the six courses in the leadership minor.

Discipleship:

Work together with the Philosophy and Religion Department to review and revamp the Christian Discipleship minor.

Political Science & Legal Studies:

Finalize the POLS curriculum for the Spring 2015 semester

- The aim should be to provide a comprehensive political science minor for students interested in political science and related social science fields,

Social Sciences 2014-2015

while also offering courses that can be taken as electives by students outside the minor.

- Maintain student trust by teaching upper-division courses within my broad ambit of experience, potentially by narrowing subject foci. (E.g., not “Comparative politics” but “The World after 9/11.”)

Two-three year goal: Plan the minor as a solid, comprehensive introduction to the discipline

Two-year+ goal of solidifying the legal studies minor by ensuring that there is a natural progression between 102 and 217, and that these courses, combined with 306, give student adequate preparation for a career in the fields of legal work, corrections, or law enforcement.

Consider adapting the curriculum to ensure that students receive a rigorous introductory education in legal studies.

Campus Ministry:

The campus minister will work with Martin Rude and others in the Performing Arts division to redesign the Music in Worship minor. A proposal will be presented to the curriculum committee by the end of the school year.

Social Sciences 2014-2015

In support of Southwestern College's growth goals:

Division:

Develop marketing materials for the Honors program (website and campus visits).

Each area in the division identifies and targets a high school or community college audience to participate in Lunches with Leaders.

History:

Provide earlier and more intentional intervention in D and F students in intro courses, especially first-semester history majors.

Phil/Rel:

Develop recruitment flow process with the BeADisciple Academy which includes at least one video.

Continue seeking high school recruitment opportunities.

Psychology:

Develop the idea of Psychology Days for recruitment of community college and high school recruits and have at least one.

Add alumni highlights and senior profiles to psychology webpage.

Leadership:

Capture, edit, and post four promotional videos: Lunches with Leaders, Leadership in the Classroom, Leadership in Service Projects, and Leadership Trips.

Discipleship:

Edit, and in some cases, re-design recruiting materials with program information that is easy to read and up-to-date.

Political Science & Legal Studies:

Grow the political science minor by ensuring that the core course, POLS 213, is a student-friendly, accessible course.

Meet with potential criminal justice/pre-law students to see where their interests lie

Campus Ministry:

Develop recruitment flow process with the BeADisciple Academy which includes at least one video.

Social Sciences 2014-2015

In support of Southwestern College's professional development goals:

Division:

Make connections with Kansas college honors professionals by attending the Kansas Honors Conference at Emporia State University on Sat. Nov. 2, 2014.

Social Sciences 2014-2015

In support of Southwestern College's facilities and technology goals:

Division:

Investigate the cost and installation of Shade Sails for outdoor classroom.

Request sound audits and propose resolutions for noise reduction between Mossman classrooms. The most problematic area is between Mossman 108 and Mossman 107.

Begin discussions about remodeling options for office space in Mossman.

Social Sciences 2014-2015

2014-2015 Social Sciences Calendar

Division Meetings will be held on the following Fridays at 11am in Mossman 105: Sept. 5, Sept. 19, Oct. 3, Oct. 17, Nov. 7, Nov. 21, Dec. 5, Spring Semester Fridays at 11am, dates TBD

| | | |
|-----------|--|---|
| August | Monday 11th | Division Retreat, Wichita Museum of World Treasures |
| | Thursday 14 th | Academic Orientation 11:00 am-1pm Mossman 101 |
| | Friday 15 th | Honors Orientation, Noon-1pm, Backyard Picnic Woodburn's |
| September | Wed 10 th | Smith-Wilson Lecture: Rev. Dr. Jason Byassee 7pm, M101 <i>The importance of Christian-Muslim Education</i> |
| | Friday 12 th | 7:00-9:00pm Honors Gathering (Sigler's home) |
| | Wed 17 th | Assessment Day 1:30- 3pm (Mock Interviews & Elevator Speeches) |
| | Sunday 28 th | Campus-wide Homecoming Service Project: Courage |
| October | Saturday 4th | Division Social, Noon Tailgate Party at Woodburn's (guests & families) |
| | Friday 10 th | 7:00-9:00pm Honors Gathering (Lane-Olivier's' home) |
| | 16 th -18 th | Pi Gamma Mu Conference, South Carolina (Jacob, Carrie, and Pi Gamma Mu officers) |
| November | Saturday 1st | Kansas Honors Conference, Emporia (Division Members Attend) |
| | The week of 10 th -14 th | @ Noon Lunches with Leaders: Points of Courage |
| | Mon: | Psychology-Jason Lyons |
| | Tues: | History-Taggart Wall |
| | Wed: | Phil & Rel-Rev. Rick Just |
| | Thurs: | Political Science-President Dick Merriman |
| | Friday: | Leadership-Dr. Roger Klein |
| | | TBD in November Honors Business Dress Tutorial |
| December | Friday 5 th | Social Sciences Division Christmas Party with invited guests |
| January | Beck Lecture | Date & Lecturer TBD |
| February | | |
| March | Thursday 5 th | Docking Lecture will be presented by Sebastian Junger, 11am Richardson |

Social Sciences 2014-2015

| | | |
|-------|---|---|
| | Division Social Event TBD-Before Spring Break | |
| April | Wednesday 8 th | - Assessment Day A.M. Departmental Assessments |
| | Tuesday 14 th | Dr. Joseph Dongell, Parkhurst Lecture, M101 |
| | Friday 17 th | 2pm <i>Irenaeus on the Trinity</i> , Book Lecture Dr. Lashier 5:30-8pm Hall of Fame/Pi Gamma Mu Induction, Library |
| May | Mon. 4th | Social Sciences Division Extended Meeting Close out 2014-2015 and Prep for 2015-2016 (Noon to 4pm, off campus) |
| | Sat/Sun 9 th & 10 th | Graduation Festivities (Sat. Honor Convo/ Sun. Baccalaureate, Light Lunch Division Reception & Ceremonies) |
| | Leadership Team Trip Ireland, May | Discipleship Trip Costa Rica, May |

Social Sciences 2014-2015

Budget Breakdowns for 2014-2015

| | |
|----------------|---|
| 1450-63350-1-0 | Instructional Support-Social Sciences Psyc 900, Hist 900, Pols 900, Lead 900, Phil/Rel 900, PREP 100/Collaborative Class 500 |
| 1450-68600-1-0 | Travel-Social Sciences Psyc 3800, Hist 1000, Pols 1000, Phil/Rel 1000, Discipleship/Campus Ministry 1000, Lead 2,000 |
| 1450-67250-1-0 | Student Organizations Pi Gamma Mu 250, Honors 1000 |

Social Sciences 2014-2015

End-of-Year Report on 2012-2013 Goals

COMPLETE

IN PROCESS

INCOMPLETE OR DEFERRED

In support of Southwestern College's relationship goals:

Division:

Explore mutually beneficial relationship with Student Life. **The division made seven intentional connections with Student Life programs and/or personnel.**

Establish one new connection within SC or in the community (for each division member). **Each fulltime division member made at least one new connection, total 22 new connections.**

History:

Work with the English department on an interdisciplinary grant proposal for a course or cluster of courses related to the future. **Draft work of NEH grant based on the Freedom theme. Will submit in 2014-2015 in hopes of funding for the 2015-2016 year.**

Leadership:

Evaluate the experience at the Independent School as a basis for future programming contained to one school for the second year projects. **Good experience. Will predetermine school districts and/or schools in summers for following school year.**

Test programming models for incorporation of transfer students into the traditionally four-year based leadership program. **Chose the following model to pursue: 1st semester-1st year team, 2nd semester-2nd year team, 3rd semester- 3rd year team, 4th semester-3rd year team and senior project**

Discipleship/Campus Ministry:

Reexamine the relationship with the Conference Council on Youth Ministries in the Great Plains conference of the UMC. This will include involvement with district and area wide youth ministry as well as connecting with 3 new local congregations. **Connected with the youth of the Conference in the new alignment by serving on the Design team of LDW (which will be held in July). Served as a resource person for three different churches (Augusta UMC, West Heights UMC, and Haysville FUMC) by advising them in their youth ministry hiring process, but did not visit on site.**

Political Science & Legal Studies:

Make connections with language instruction and international students to enhance understanding of global politics. ***Conversation between faculty were held and a topics course World Politics and Religion was offered (cancelled due to low enrollment)***

Expose students to graduate programs at the University of Kansas and Emporia State University. ***Did not happen due to nature of the visiting scholar position.***

Social Sciences 2014-2015

In support of Southwestern College's educational goals:

Division:

Explore development of Honors curriculum in the Social Sciences. **Program developed and passed through faculty governance.**

Help raise institutional awareness of the BLAS major. **Made 4 promotional efforts.**

Psychology:

Continue to develop plans to propose a 5th year track B.A./Masters for experimental psychology and applied psychology. **Began discussions with division chair and developed a plan for future strategic conversations.**

Propose curriculum for a undergraduate teaching practicum in psychology. **Completed and passed through faculty governance.**

Develop a subject participant pool. **Delayed.**

History:

Implement new courses, if grant with English department is secured (details in goal category relationships). **Grant dependent. Grant work in process.**

Phil/Rel:

Develop more variety in Philosophy course offerings and revise 4-year plan accordingly. **Completed.**

Consider a Church Leadership curricular track. **Delayed.**

Teach Philosophy of Sports as a topic course in Spring 2014. **Course titled Sports Ethics. 22 students enrolled Spring 2014.**

Leadership:

Explore potential connections for the leadership minor with the education department through undergraduate curriculum and investigate involvement in the Ed.D. process. **Multiple discussions between Cameron and Cheryl. Cheryl now serving as a chair and/or committee member for four doctoral committees. In cooperation with PS and main campus Student Life, piloting a hybrid model for the MSL. The two-year design begins in August 2014 with one student.**

Investigate how to make connections with the Strengths Quest materials in SOCS 101 Introduction to Leadership. **Reviewed materials and will incorporate connections in Fall 2014 syllabus.**

Social Sciences 2014-2015

Discipleship/Campus Ministry:

Explore a relationship between the campus theme of Hope and the Zimbabwe connection by engaging the past participants in leading an initiative of mission, education, and service with a global mindset on our campus. The first series in Chapel for the fall was focused on this, along with having guest speakers from Zimbabwe. Despite my attempt to engage the 3 students in an ongoing project, none of them persevered. Chapel did complete two hope related days (Building Hope days on Assessment Days), but neither were related to Zimbabwe.

Political Science & Legal Studies:

Work through 4-year plan with division chair to make appropriate course offerings for Spring 2014 and Fall 2014. **Completed.**

Social Sciences 2014-2015

In support of Southwestern College's growth goals:

Division:

Repurpose our involvement in the two Explore More Days. **Completed.**

Encourage high school campus visits during Lunches with Leaders. **Did a community college visit for one day.**

History:

Have a one-on-one working lunch with each history major. **Completed.**

Phil/Rel:

Make connections with our courses and other majors. **Completed.**

Actively recruit for minors. **Completed.**

Leadership:

Fine tune community college recruitment systems developed for Butler and expand to Cowley, Hutch, and Pratt. Butler process is developed and repeatable. **Attempts to connect with Cowley and Pratt have been difficult in terms of response. Hutch not contacted.**

Political Science & Legal Studies:

Explore connections with local community colleges. **Did not happen due to nature of the visiting scholar position.**

Social Sciences 2014-2015

In support of Southwestern College's professional development goals:

Division:

Explore the opportunities available to attend a conference as a division. **Deferred to 2014-2015 to attend Kansas Honors Conference.**

Explore complementary programs for an "idea-exchange" luncheon hosted at SC. **Deferred to 2014-2015 and revised to happen at Kansas Honors Conference.**

Social Sciences 2014-2015

In support of Southwestern College's facilities and technology goals:

Division:

Develop M105 into the Honors Conference Room. **Completed.**

Organize a launch party for the Outdoor Classroom during Homecoming Week.

Attempted but could not get Student Life cooperation for a joint event.

Propose a solution for the elimination of the Box Elder Bugs in Mossman. **Completed.**

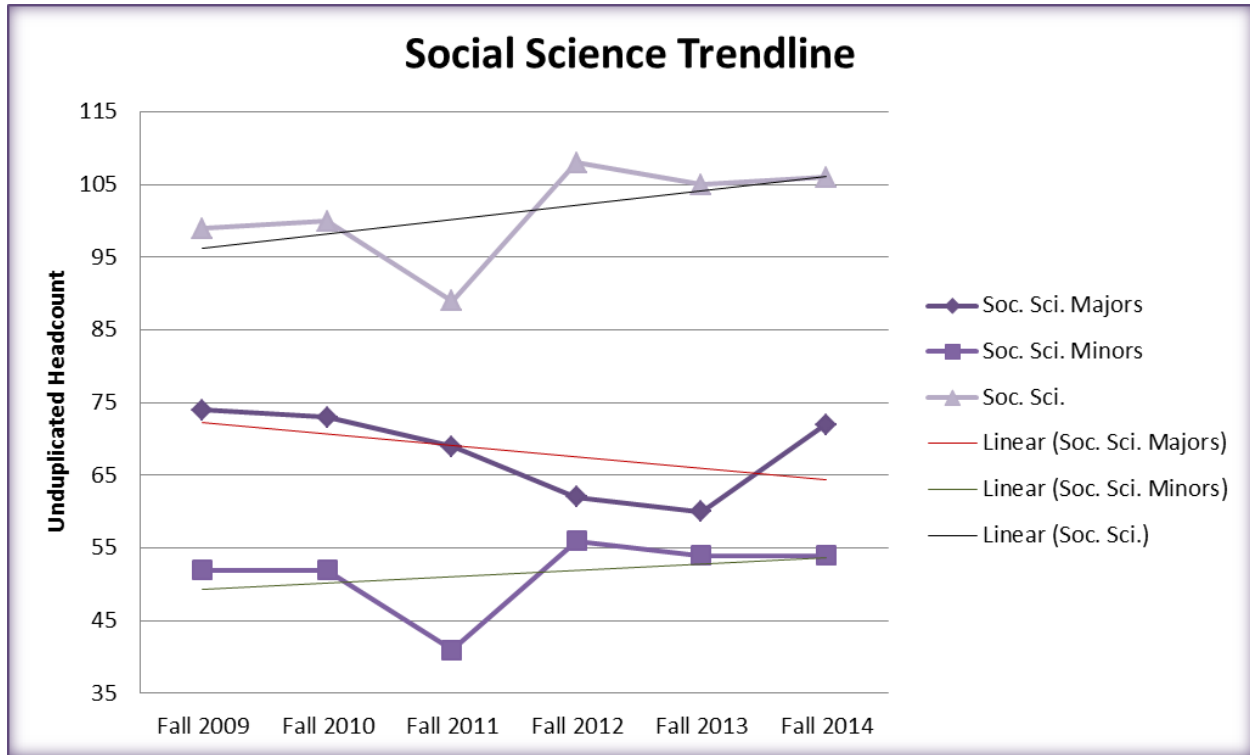
Clean and reorganize our storage areas. **Completed.**

Investigate classroom-based computers for Mossman classrooms. **Not completed.**

Social Sciences 2014-2015

Appendix A: Majors/Minors

2009-2013 Trend



Social Sciences 2014-2015

| Headcounts | | | | | | | |
|-------------------------------------|--|--------------|--------------|--------------|--------------|--------------|--------------|
| | | Fall 2009 | Fall 2010 | Fall 2011 | Fall 2012 | Fall 2013 | Fall 2014 |
| Majors | | | | | | | |
| History | | 16 | 23 | 17 | 14 | 9 | 10 |
| Liberal Arts and Sciences | | 3 | 4 | 4 | 2 | 2 | 7 |
| Philosophy & Religion | | 23 | 19 | 11 | 10 | 8 | 9 |
| Psychology | | 34 | 29 | 37 | 36 | 41 | 46 |
| Unduplicated Headcount (Majors) | | 74 | 73 | 69 | 62 | 60 | 72 |
| Minors | | | | | | | |
| Anthropology | | | 1 | 1 | | | 1 |
| Christian Discipleship Studies | | 8 | 4 | 5 | 5 | 6 | 6 |
| Criminal Justice & Legal Studies | | | | 2 | 7 | 5 | 6 |
| History | | 3 | 3 | 3 | 2 | 2 | 1 |
| Leadership | | 20 | 21 | 16 | 36 | 32 | 32 |
| Philosophy & Religion | | 1 | 1 | 2 | 2 | 5 | 4 |
| Political Science | | 12 | 13 | 8 | 3 | 2 | 1 |
| Psychology | | 4 | 6 | 3 | 2 | 1 | 8 |
| Youth Ministry | | 5 | 4 | 5 | 6 | 4 | 3 |
| Unduplicated Headcount (Minors) | | 52 | 52 | 41 | 56 | 54 | 54 |
| Unduplicated Headcount | | 99 | 100 | 89 | 108 | 105 | 106 |

Social Sciences 2014-2015

| Net Change in Headcounts (from Previous Fall Semester) | | | | | | |
|--|--|--------------|--------------|--------------|--------------|--------------|
| | | Fall 2010 | Fall 2011 | Fall 2012 | Fall 2013 | Fall 2014 |
| Majors | | | | | | |
| History | | 43.8% | -26.1% | -17.6% | -35.7% | 11.1% |
| Liberal Arts and Sciences | | 33.3% | 0.0% | -50.0% | 0.0% | 250.0% |
| Philosophy & Religion | | -17.4% | -42.1% | -9.1% | -20.0% | 12.5% |
| Psychology | | -14.7% | 27.6% | -2.7% | 13.9% | 12.2% |
| Unduplicated Headcount (Majors) | | -1.4% | -5.5% | -10.1% | -3.2% | 20.0% |
| Minors | | | | | | |
| Anthropology | | | 0.0% | | | |
| Christian Discipleship Studies | | -50.0% | 25.0% | 0.0% | 20.0% | 0.0% |
| Criminal Justice & Legal Studies | | | | 250.0% | -28.6% | 20.0% |
| History | | 0.0% | 0.0% | -33.3% | 0.0% | -50.0% |
| Leadership | | 5.0% | -23.8% | 125.0% | -11.1% | 0.0% |
| Philosophy & Religion | | 0.0% | 100.0% | 0.0% | 150.0% | -20.0% |
| Political Science | | 8.3% | -38.5% | -62.5% | -33.3% | -50.0% |
| Psychology | | 50.0% | -50.0% | -33.3% | -50.0% | 700.0% |
| Youth Ministry | | -20.0% | 25.0% | 20.0% | -33.3% | -25.0% |
| Unduplicated Headcount (Minors) | | 0.0% | -21.2% | 36.6% | -3.6% | 0.0% |
| Unduplicated Headcount | | 1.0% | -11.0% | 21.3% | -2.8% | 1.0% |

Social Sciences 2014-2015

Current Majors/Minors Fall 2014

| LAST_NAME | NICKNAME | DEGREE1 | LONG_DESC1 | DEGREE2 | LONG_DESC2 | DEGREE3 | LONG_DESC3 |
|------------|-----------|---------|--------------------------------|---------|--------------------------------|---------|------------------|
| Baker | Braden | BA | History | | | | |
| Barnett | Alicia | MINOR | Leadership | | | | |
| Becker | Michael | MINOR | Leadership | | | | |
| Belden | Bryant | BA | Philosophy and Religion | | | | |
| Bell | Micheal | BA | Psychology | | | | |
| Belt | Gina | MINOR | Leadership | | | | |
| Bevis | Logan | BA | History | | | | |
| Bliven | Hailey | BA | Psychology | | | | |
| Carver | Dalton | MINOR | Leadership | | | | |
| Chambers | Brynn | BA | Psychology | | | | |
| Clark | Cameron | MINOR | Youth Ministry | | | | |
| Cline | Hunter | MINOR | Psychology | | | | |
| Connell | Melissa | BA | Philosophy and Religion | | | | |
| Craddock | Brittaney | BA | Psychology | | | | |
| Crowell | Ryan | MINOR | Criminal Justice Legal Studies | MINOR | Leadership | | |
| Custard | Matt | BA | Psychology | | | | |
| Dick | Carlene | BA | Psychology | MINOR | Christian Discipleship Studies | | |
| Dillard | Ricki | BA | Psychology | | | | |
| Dillon | Hollace | BA | History | MINOR | Political Science | | |
| Dunning | Maggie | MINOR | Leadership | | | | |
| Easum | Taylor | BA | Psychology | | | | |
| Esparza | Mario | BA | Psychology | | | | |
| Espinosa | Tania | BA | Psychology | MINOR | Leadership | | |
| Estrada | Raul | BA | Psychology | | | | |
| Felts | Drew | BA | History | | | | |
| Fogle | Taylor | MINOR | Leadership | | | | |
| Fort | Troy | BA | Psychology | | | | |
| Fuquay | Julie | MINOR | Leadership | | | | |
| Gabriel | Kelcey | BA | Psychology | MINOR | Leadership | | |
| Gabriel | Kyndra | MINOR | Leadership | | | | |
| Gilmore | Heather | MINOR | Philosophy and Religion | | | | |
| Good | Dillon | MINOR | Leadership | | | | |
| Goodrich | Aidan | MINOR | Leadership | | | | |
| Goscha | Jenna | BA | Psychology | MINOR | Music In Worship | | |
| Graber | Lindsey | BA | Philosophy and Religion | MINOR | Youth Ministry | MINOR | Music In Worship |
| Hallemeier | Josh | MINOR | Leadership | | | | |
| Hamilton | Katy | MINOR | Leadership | | | | |

Social Sciences 2014-2015

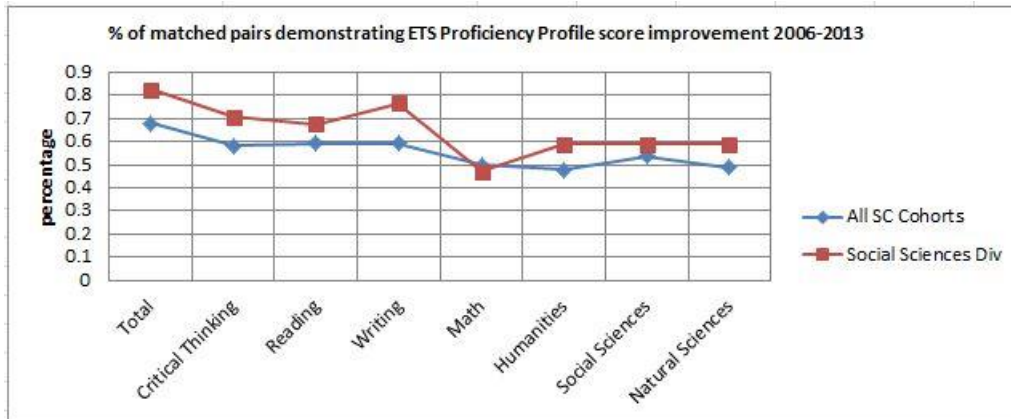
| | | | | | | |
|------------|----------|-------|--------------------------------|-------|----------------|--|
| Harris | Caitlin | MINOR | Christian Discipleship Studies | | | |
| Helton | Brianna | MINOR | Leadership | | | |
| Hernandez | Robert | BA | History | | | |
| Hicks | Emily | MINOR | Psychology | | | |
| Hobbs | Jessica | MINOR | Christian Discipleship Studies | | | |
| Hobbs | Jordan | MINOR | Christian Discipleship Studies | | | |
| Hopkins | Navya | BA | Psychology | | | |
| House | Hanna | MINOR | Philosophy and Religion | | | |
| Hovey | Madison | MINOR | Leadership | | | |
| Howard | Joshua | BA | Psychology | | | |
| Janssen | Caleb | BA | Psychology | MINOR | Leadership | |
| Jimmerson | Jacob | MINOR | Leadership | | | |
| Keith | Brady | MINOR | Philosophy and Religion | | | |
| Kendel | Kaitlin | BA | Philosophy and Religion | | | |
| Kettering | Samantha | BA | Psychology | | | |
| Kraft | Nik | MINOR | History | | | |
| Lagunas | Zach | BA | Psychology | | | |
| Larkin | Tabitha | BA | Psychology | | | |
| Lavington | Weston | MINOR | Psychology | | | |
| Litchfield | Kateland | MINOR | Music In Worship | | | |
| Locke | Taylor | BA | Psychology | | | |
| Louy | Sarah | MINOR | Leadership | MINOR | Youth Ministry | |
| Lyons | Jon | MINOR | Criminal Justice Legal Studies | | | |
| Macias | Rosana | BA | Psychology | | | |
| Maffei | Allie | BA | Psychology | | | |
| Mahathath | Jonny | BA | Psychology | | | |
| Mankoski | Anna | BA | Psychology | | | |
| Mata | Paul | BA | Philosophy and Religion | MINOR | Leadership | |
| Matthews | Carly | MINOR | Leadership | MINOR | Psychology | |
| Mayer | Chris | BA | Psychology | | | |
| Moore | Dylan | MINOR | Leadership | | | |
| Moss | Kelci | BA | Psychology | | | |
| Muegge | Marian | BA | Psychology | | | |
| Myers | Jennifer | MINOR | Psychology | | | |
| Oliver | Esther | MINOR | Christian Discipleship Studies | | | |
| Pancoast | Shawn | MINOR | Leadership | | | |
| Pasarell | Leslie | BA | History | MINOR | Anthropology | |
| Patillo | Mariah | BA | Psychology | | | |
| Peck | Sara | MINOR | Leadership | | | |

Social Sciences 2014-2015

| | | | | | | | |
|---------------|-----------|--------|--------------------------------|-------|--------------------------------|-------|------------------|
| Perez | Aaron | BA | Psychology | | | | |
| Petrovich | Allie | BA | Psychology | | | | |
| Reese | Ally | BA | Psychology | | | | |
| Reffner | Daniel | BA | Philosophy and Religion | | | | |
| Reffner | Greg | BA | Philosophy and Religion | | | | |
| Richardson | Ashton | BA | Psychology | | | | |
| Rockhill | Hunter | MINOR | Leadership | | | | |
| Romines | Jordan | MAJOR2 | Philosophy and Religion | | | | |
| Rosproy | Tim | BA | History | | | | |
| Ross | Cierra | MINOR | Criminal Justice Legal Studies | MINOR | Leadership | | |
| Schneider | Zoyie | BA | Psychology | MINOR | Criminal Justice Legal Studies | | |
| Sheppard | Austin | BA | Psychology | | | | |
| Shields | Sydney | MINOR | Psychology | MINOR | Leadership | | |
| Shimp | Alex | BA | Psychology | | | | |
| Smith | Ashley | BA | Psychology | | | | |
| Spears | Blake | BA | History | | | | |
| Spoon | Anjennett | BA | Psychology | | | | |
| Stanley | Isaac | BA | History | | | | |
| Strain | Lauren | BA | Psychology | | | | |
| Thompson | Matt | MINOR | History | | | | |
| Thompson | Jerlecia | MINOR | Leadership | MINOR | Psychology | | |
| Topham | Seth | MINOR | Leadership | | | | |
| Truhe | Brenna | MINOR | Leadership | | | | |
| Tucker | Tavinia | BA | Psychology | MINOR | Leadership | | |
| Tyler | Tana | BA | Psychology | | | | |
| Valadez | Auggie | BA | Psychology | | | | |
| Venn | Bethany | BA | Psychology | MINOR | Philosophy and Religion | | |
| Walentynowicz | Megan | MINOR | Psychology | | | | |
| Warnke | Abby | MINOR | Music In Worship | | | | |
| Watson | Courtney | BA | Psychology | | | | |
| Watson | Mandy | MINOR | Leadership | | | | |
| Watts | Nick | BA | History | | | | |
| Whitley | | MINOR | Psychology | | | | |
| Williams | Zach | MINOR | Political Science | | | | |
| Williams | Lena | BA | Psychology | MINOR | Criminal Justice Legal Studies | MINOR | Leadership |
| Williams | Reed | MINOR | Psychology | | | | |
| Wong | Rachel | BA | Psychology | | | | |
| Young | Brandi | MAJOR2 | Philosophy and Religion | MINOR | Christian Discipleship Studies | MINOR | Music In Worship |

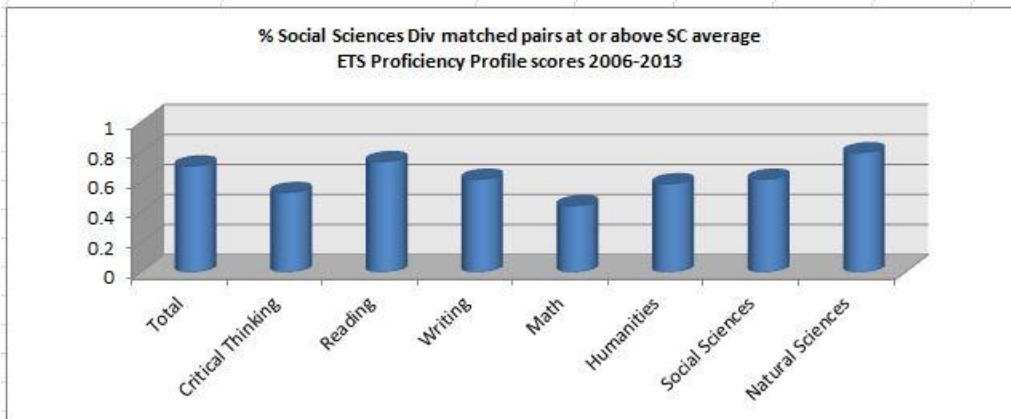
Social Sciences 2014-2015

Appendix B: Assessment Statistics 2006 to 2013



% of matched pairs demonstrating ETS Proficiency Profile score improvement 2006-2013

| Scores | All SC Cohorts | n=34 | |
|-------------------|----------------|---------------------|-----|
| | | Social Sciences Div | |
| Total | | 68% | 82% |
| Critical Thinking | | 58% | 71% |
| Reading | | 59% | 68% |
| Writing | | 59% | 76% |
| Math | | 50% | 47% |
| Humanities | | 48% | 59% |
| Social Sciences | | 54% | 59% |
| Natural Sciences | | 49% | 59% |



% of division matched pairs at or above SC average scores 2006-2013

| Scores | Average SC score | n=34 | |
|-------------------|------------------|---|--|
| | | % Social Sciences Div matched pairs at or above | |
| Total | 447 | 71% | |
| Critical Thinking | 113 | 53% | |
| Reading | 119 | 74% | |
| Writing | 115 | 62% | |
| Math | 114 | 44% | |
| Humanities | 115 | 59% | |
| Social Sciences | 115 | 62% | |
| Natural Sciences | 116 | 79% | |

Appendix C: Graduate Outcomes

Figure 1: First Year Out after Undergraduate Degree

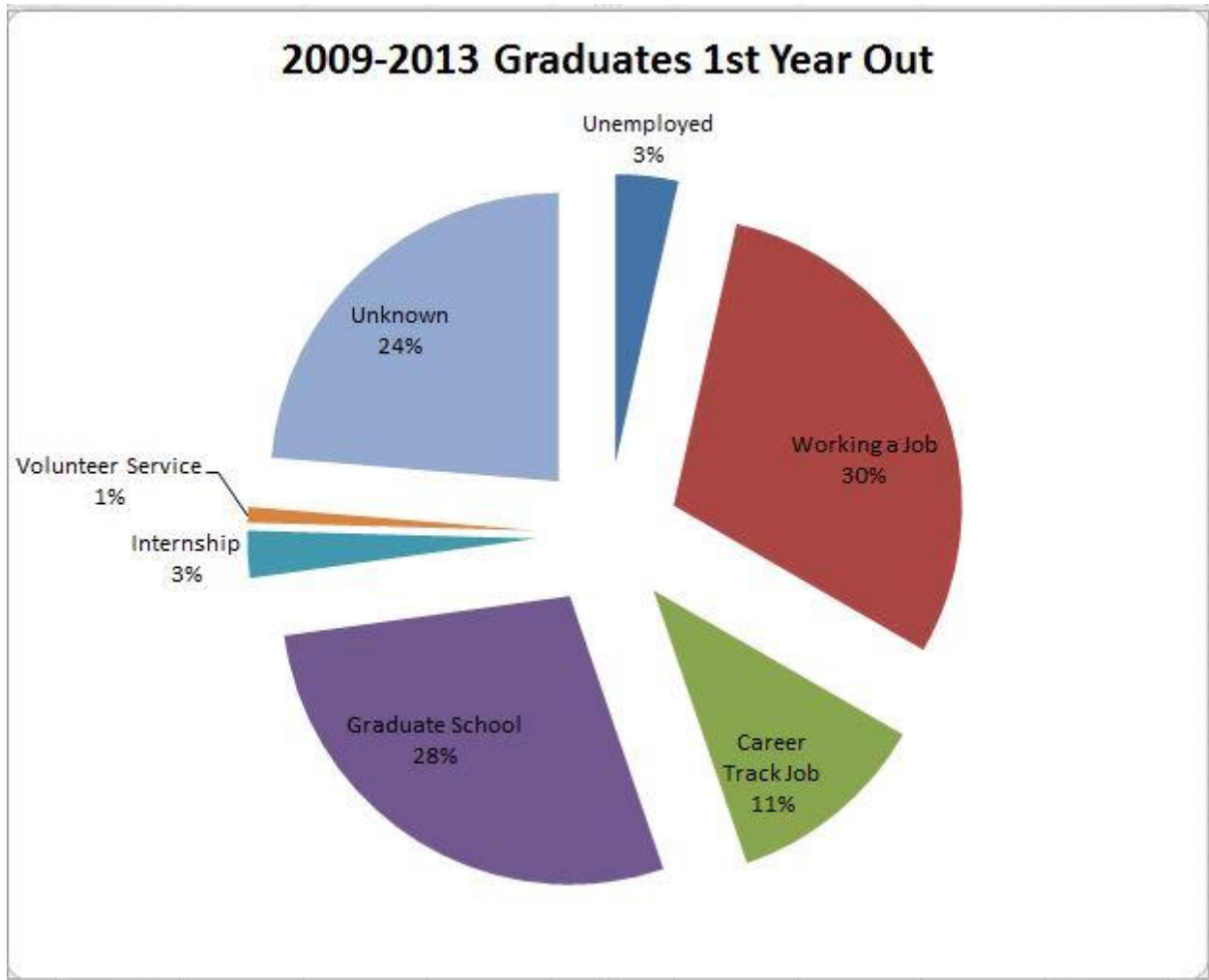
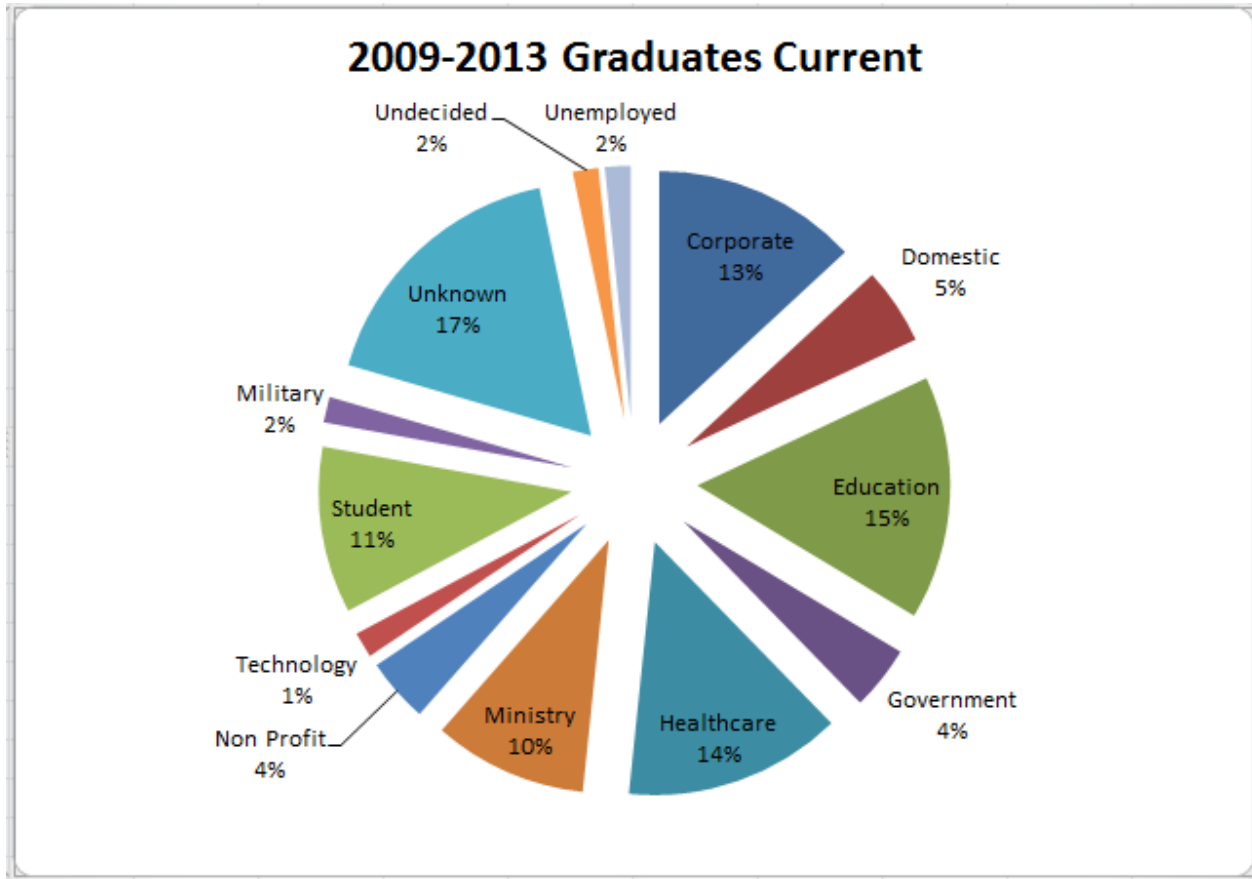


Figure 2: What are graduates doing now?



Unit Planning Report for College Wide Planning

(Must be submitted to Steve Wilke between Jan 1 and June 30 each year)

Unit name Finance Office Date submitted 5/30/2013

Submitted by _____

The major objectives for this unit are:

1. Create a website for the business office that covers billing policies/procedures.
2. Review and document collection policies and procedures.
3. Establish standardized reporting and metrics for accounts receivable.
- 4.

Objectives linked to a 3 year Direction are:

Southwestern College will provide improved financial services to students and families by implementing a number of communication improvement efforts. (1)

Southwestern College will improve and maintain a responsible, proactive, systematic collection and billing procedures. (2,3)

Southwestern College will project and monitor scholarship spending and manage the tuition discount process.

Southwestern College will enrich its human resources support by allocating resources that will allow for increased policy development and college-wide compliance awareness.

Southwestern College will facilitate training and employee development related to employee performance goals.

Objectives linked to AQIP action plan and/or portfolio issue:

For each objective complete the following: (Repeat this section for each objective)

| |
|--|
| Objective #1: Create a website for the business office that covers billing policies/procedures. |
|--|

The current and planned activities to meet this objective are:

2013/2014 – Work on the concept of how we want the site to look and determine the info that needs to be included.

2014/2015 – Set up the website by the end of the fiscal year.

The desired outcome from this objective is:

Student Accounts get calls from people with billing question who state they couldn't find the info on our website. The desired outcome is to make that info readily available.

The following metric will be used to measure outcome:

This will be measured by if the website gets created.

The timeline for planning, implementation and evaluation is: (Can't this just go in the planned activities area?)

Funding needed to meet the objective: (Shouldn't we include this?)

None.

Objective #2: Review and document collection policies and procedures.

The current and planned activities to meet this objective are:

2013/2014 –.Review billing & collection vendor relationships and document the procedures for working with the chosen vendors.

The desired outcome from this objective is:

To determine if we are receiving competitive service and fees.

The following metric will be used to measure outcome:

When the procedures are documented for working with the 3rd party billing and collections vendors.

The timeline for planning, implementation and evaluation is:

See above.

Funding needed to meet the objective:

None.

Objective #3: Establish standardized reporting and metrics for accounts receivable.

The current and planned activities to meet this objective are:

2013/2014 –.Determine internal benchmarks/metrics to be used for collection goals.

2014/2015 – Implement standardized accounts receivable reports which include monthly and yearly comparisons and metrics to be distributed to management for monthly review.

2015/2016 – Research external benchmarks and set industry standard goals for collections.

The desired outcome from this objective is:

To establish a baseline for collections to measure future changes/improvements.

The following metric will be used to measure outcome:

When the metrics are determined and monitored through standard reporting, we will know this goal is complete.

The timeline for planning, implementation and evaluation is:

See above.

Funding needed to meet the objective:

None.

| |
|----------------------|
| Objective #4: |
|----------------------|

The current and planned activities to meet this objective are:

2013/2014 –

2014/2015 –

2015/2016 –

The desired outcome from this objective is:

The following metric will be used to measure outcome:

The timeline for planning, implementation and evaluation is:

See above.

Funding needed to meet the objective:

| |
|----------------------|
| Objective #5: |
|----------------------|

The current and planned activities to meet this objective are:

2013/2014 –

2014/2015 –

2015/2016 –

The desired outcome from this objective is:

The following metric will be used to measure outcome:

The timeline for planning, implementation and evaluation is:

See above.

Funding needed to meet the objective:

| |
|----------------------|
| Objective #6: |
|----------------------|

The current and planned activities to meet this objective are:

2013/2014 –

2014/2015 –

2015/2016 –

The desired outcome from this objective is:

The following metric will be used to measure outcome:

The timeline for planning, implementation and evaluation is:

See above.

Funding needed to meet the objective:

Unit Planning Report for College Wide Planning

(Must be submitted to Steve Wilke between Jan 1 and June 30 each year)

Unit name Camps, Conferences, and Events Date submitted 4/14/15

Submitted by Jessica Falk

The major objectives for this unit are:

Our main objective is to enhance the quality and quantity of campus experiences through our camps, conferences, and events.

Objectives linked to a 3 year Direction are:

Recommended new direction:

Southwestern College will expand the number of individuals that attend a residential and non-residential camp, and likewise expand the number of individuals that attend a conference and event during the academic year.

Objectives linked to AQIP action plan and/or portfolio issue:

This area addresses our efforts to expand and deepen the college's relationships with our stakeholders.

For each objective complete the following:

(Repeat this section for each objective)

Objective: Increase the number of residential and non-residential participants for summer camp experiences.

The current and planned activities to meet this objective are: Continue efforts with current camp directors and explore new camp opportunities.

The desired outcome from this objective is: To increase the number of persons that have a positive experience on the Southwestern Campus.

A yearly report is generated giving both quantitative data and qualitative analysis.

The timeline for planning, implementation and evaluation is: This is an on-going process which has continual feedback loops. To improve consistent use of evaluation and analysis of camp, conference, and event feedback.

The funding or other resources needed for this objective are: We are working on additional personnel and equipment in relationship to additional audio/visual support. Budget constraints have limited us here.

For each objective complete the following:

(Repeat this section for each objective)

Objective: Enhance the quality and quantity of SC-hosted conferences and events.

The current and planned activities to meet this objective are: Continue to improve upon our current events scheduled on campus and work to develop new program opportunities.

The desired outcome from this objective is: To increase the number of person that have a positive experience on the Southwestern College campus.

A yearly report of feedback and improvements will be generated giving both quantitative data and qualitative analysis.

The timeline for planning, implementation and evaluation is: This is an on-going process which has continual feedback loops.

The funding or other resources needed for this objective are:

We are working on additional personnel and equipment in relationship to additional audio/visual and tech support. Building a sponsorship program for RPAC is underway.

MAIN CAMPUS RECRUITMENT PLAN

International Student Recruitment

EXCHANGE STUDENT RECRUITMENT:

Rena will contact the following high schools to see if the school has any exchange students. The goal is to make contact with these students and encourage them to join our international community at SC and to visit our campus. If there is enough interest, we will look at a Saturday, International Recruitment Day.

The high schools that Rena will contact are below:

Winfield
Arkansas City
Wellington
Derby
Mulvane
Goddard – both schools
Andover – both schools
All of USD 259
Valley Center
Augusta
Douglas
Rose Hill
Belle Plaine
Conway Springs
Maize – both schools
The Independent School
Kapaun Mt. Carmel
Bishop Carrol
Trinity

Rena will visit the following community colleges to continue building relationships with her counterpart at the college:

Butler County Community College

Johnson County Community College
Pratt Community College
Cowley County Community College

WORK WITH AGENTS:

Rena, Leslie and Marla will attend the ICEF workshop in December to connect with more agents and to continue communication with current agents. The goal of the workshop is to attend familiarization (FAM) tours and receptions. This is our best way to gain exposure and promote Southwestern to workshop registered agents.

FAM tours allow us to take advantage of the large number of agents attending the workshop and attract them to visit SC. Effective FAM tours highlight a region and its various education options (universities, colleges, secondary schools, language schools) enabling the agent to increase their product knowledge and bring back first-hand experience and information to potential students.

Leslie is meeting with the agents that we have current agreements. When Leslie and Rena met with the agents last December, the agents were told we required a 6.0 IELTS score. We will inform the agents that our undergraduate score needs to be a 5.0 with our graduate score being 5.5. Rena will meet with new agents. 16 new agents will be interviewed. We are getting requests from agents in Africa.

Leslie and Rena are working with Kenna to develop informational pieces that will assist agents in sharing our story with their international students. The informational packets will be provided to the agents that we meet with at ICEF. We want to make sure we detail our Intensive English Program.

Leslie will follow-up with agents who sent us students for fall 2014 working towards continued relationships moving forward. We received students from Maserah and Symphony/Academic Dream.

Leslie will generate a reporting mechanism that updates the International Student Services Team on the agents that are sending us students.

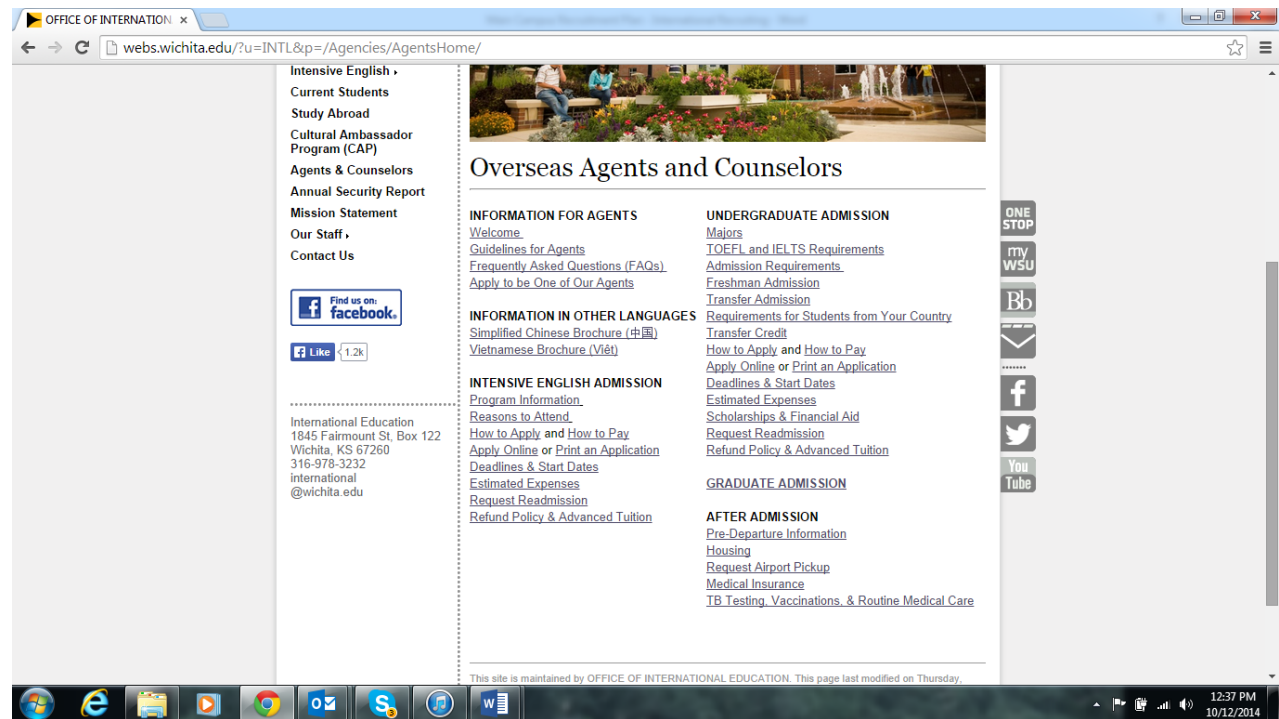
Leslie and Rena will put together a quarterly email message to send out to our agents about what is happening at Southwestern and why they should send their students to us. The newsletter will appear on the SC agent page below. The newsletter will feature a student who was sent to SC through an agent.

SC INTERNATIONAL WEB PAGE: <http://www.sckans.edu/student-services/international-student-information/>

Rena, Leslie and I will work to make our international website more user friendly for our overseas agents, host families, and international students. We may want to format our pages in bullets like the WSU web pages.

Rena needs to continually update the pictures of our international students and link videos to the gallery. Jonathon Woon has some wonderful international student experience videos on Youtube and Vimeo. Can we link these videos to our international gallery?

We need to link <http://www.sckans.edu/undergraduate/education/chinese-program/> to our International Student Information web pages.



We need to make sure our Intensive English program is described accurately on the web page. Is it a 4 level program or 8 level (as indicated on the QingDajijiao Education Technology CO. letter) program? The information needs to include the levels of each course and highlight Nathan and the Wichita teaching location.

The international web page needs to include a link listing our Exchange Partner Universities/Colleges.

HOST FAMILIES:

Move Leslie into the role of host family coordinator. Add a link on the web page highlighting our current host families as well as easy to understand steps to becoming a host family. Develop a facebook for SC host families so we can post the activities that host families do with their international students. We need to involve young alums in the Winfield area and by utilizing social media, our program will be more visible.

Can we incorporate some benefit packages for our host families like free passes to SC events, monthly passes to eating in the café, etc.?

Highlight a host family a month. Do a press release about the family and the impact their involvement has made on our international students.

INTERNATIONAL TRAVEL:

To determine international recruitment travel, Southwestern needs to insure there are contacts in the location we will travel and that the area we travel has resources to pay for a Southwestern education.

Marla and Leslie would like to travel back to China during the fall of 2015 and take Nathan to promote our intensive English program. We may also go to Inner Mongolia to recognize the ECE learners who have graduated.

Recruitment possibilities include the following:

Taiwan
Thailand
Turkey
Egypt
Sweden
Brazil
Peru
Columbia
Japan
Korea

Before the college spends money to travel to these locations, we must insure that we have some kind of connection. We need to work to insure we have several agents from each of these locales to assist us in locating students. We are working with the following agents:

| <u>Signed/Returned Agency Contracts</u> | <u>Recruiting Country</u> |
|---|---------------------------|
| American High Education Consulting | Kenya |
| The Professional Network | Bangladesh |

| | |
|--------------------------------------|---------------------------------|
| Under Bonnah L.L.C. | Saudi Arabia |
| Message of Knowledge | Saudi Arabia |
| V & U Intellect Consultants | India |
| OASES Educational Services | Sri Lanka |
| Vangroup Edu. & Employment | China, Vietnam, Laos, E. Europe |
| Bluechip USA | Sweden |
| Marconis Institute | India |
| Sindibad Education Consultancy | Saudi Arabia |
| Educatus International | Brazil, Poland, Russia, Sweden |
| EdEX | South America, Caribbean |
| QingDajijiao Education Technology CO | Beijing |

Blue chip – interested in sending a student spring 2015 and wants to meet with Leslie at ICEF.

We will travel to the NACAC conference to meet with Education USA. This organization will attend the conference in May.

Rena will continue connecting with Lia from AMIDEAST to see what other college fairs they recommend we go to. Notes from Andy after meeting with

- A. SC would be appealing to many students served by AMIDEAST. Key selling points are: 1. Small size 2. Safe environment 3. Our curriculum: small general education, smaller majors, leaving space to change majors or make mistakes but still graduate in four years. 4. Conditional admission policy 5. ESL programming and language support 5. International Student scholarship
- B. Dick wanted me to ask about IECHE recruiting fair in Riyadh. Lia said it is massive! SC would not stand out.
- C. Lia invited SC to join AMIDEAST in Egypt – (Marla has arranged to send Rena).
- D. Lia thought there might be online opportunities for the employees of Education USA. She also thought that SC should connect to that network for international student recruiting.
- E. Lia provided us with the contact info for AMIDEAST academic advisors. She suggests a webinar to introduce SC to them so they know what we can do and steer students our way.

ACADEMIC PROGRAMMING:

Andy, Leslie and I are working with Dr. Carlson to add a Master in Early Childhood Education for Saudi students. We have been advised to not enroll additional Saudi learners in our Curriculum and Instruction program. There is demand from this group to study education at SC. We are working out the details which

includes locating faculty. The location of faculty could drive whether we hold class at the Rock Road location or in Winfield.

I am working with Andy and Peter on undergraduate programs that will work for the undergraduate Saudi market. Ideally, getting our Business program approved by SACM would be ideal. In the meantime, we need to insure that we have basic math and science courses that can prepare the international students for our intense academics.

We will monitor the enrollment of our current Saudi students to determine if we can let new learners in our undergraduate Computer Science program.

NAME PURCHASE

We have purchased names from Zinch China. We have:

MAIN CAMPUS RECRUITMENT PLAN FALL 2015, 2016 & 2017

Communication Flow Freshmen/Transfer

Prospects:

Names purchased from College Bound Selection Service will be imported electronically into Spectrum as a prospect. The prospect from CBSS may have never heard of Southwestern College. Our goal is to requalify them through our communication flow in Spectrum.

There are 6 tiers of communication with each prospect. At the prospect stage, Spectrum will not do a viewbook or postcard mailing.

A day after entry as prospect into Spectrum:

Tier 1 = Email 1 = Introduction to prospect's PURL (microsite) with the message "Thanks for checking out Southwestern College" – without major (if when imported through CBSS no major was selected or a major we do not have was selected and we marked prospect as undecided).

Tier 1 = Email 1 = Introduction to prospect's PURL (microsite) with the message "Thanks for checking out Southwestern College" – with major.

14 days after previous tier:

Tier 2 is our attempt to requalify the prospect and move them to the inquiry stage so they receive a viewbook and postcards. The email in Tier 2 will direct the prospect to complete a small inquiry form which once submitted, the system will automatically roll them from a prospect to an inquiry.

Tier 2 = Email 2 = Requalification = "Let's get to know each other better" – without major

Tier 2 = Email 2 = Requalification = "Let's get to know each other better" – with major, non pre-professional, non education.

Tier 2 = Email 2 = Requalification = “Let’s get to know each other better” = with major in pre-professional health.

Tier 2 = Email 2 = Requalification = “Let’s get to know each other better” = with major in teacher education.

14 days after previous tier:

Tier 3 = Email 3 = Requalification = “Be a Builder” with drive back to inquiry form.

21 days after previous tier:

Tier 4 – Email 4 = Requalification = “This is what our students say about SC” with drive back to inquiry form.

28 days after previous tier:

Tier 5 – Email 5 – Requalification = “Take a closer look at SC” with drive back to inquiry form.

35 days after previous tier:

Tier 6 – Email 6 – Requalification = “Attn: More Information Required” with drive back to inquiry form.

Inquiries:

2015 Upperclassmen: For inquiries who graduate in 2015 and are looking to begin Southwestern College fall 2015, the following communication flow schedule is followed with the push of getting them to visit their PURLS (microsites) :

Tier 1 = Auto-responder for inquiry entering the Spectrum system. “Welcome to your Southwestern College Experience” is the message and they are given instructions to visit their PURL (microsite).

1 day after entry into Spectrum, the nurture postcard to inquiries is generated.

1 day after entry into Spectrum, the MyBrochure personalized viewbook is generated.

7 days after previous tier:

Tier 2 = Email 1 = “Get your Free Laptop from Southwestern College”

8 days after previous tier:

Tier 3 = Email 2 = “We have Programs for Every Interest”

11 days after previous tier:

Tier 4 = Email 3 = “Come to Campus”

4 days after previous tier:

Tier 5 = Email 4 = “Sports at Southwestern College – It’s a Builder Thing”

6 days after previous tier:

Tier 6 = Email 5 = “Your Scholarship Awards”

10 days after previous tier:

Tier 7 = Email 6 = “You’ll have so much to do here”

9 days after previous tier:

Tier 8 = Email 7 = “Follow @moundbuilders on Twitter”

4 days after previous tier:

Tier 9 = Email 8 = “Go For It, Apply!”

6 days after previous tier:

Tier 10 = Email 9 = “Take the Next Step”

5 days after previous tier:

Tier 11 = Email 10 = “It’s not too late to Apply”

Underclassmen = 2016, 2017 and 2018 Inquiry Communication Flow:

Tier 1 = Auto-responder for inquiry entering the Spectrum system. “Welcome to your Southwestern College Experience” is the message and they are given instructions to visit their PURL (microsite).

1 day after entry into Spectrum, the nurture postcard to inquiries is generated.

7 days after previous tier:

Tier 2 = Email 1 = “Visit SC”

14 days after previous tier:

Tier 3 = Email 2 = “There’s so much to do”

21 days after previous tier:

Tier 4 = Email 3 = “Let’s Build Your Future”

21 days after previous tier:

Tier 5 = Email 4 = “We’re the Perfect match for you”

21 days after previous tier:

Tier 6 = Email 5 = “Explore financial aid and scholarships”

28 days after previous tier:

Tier 7 = Email 6 = “Come see our Hilltop Campus”

28 days after previous tier:

Tier 8 = Email 7 = “Get Ready for SC”

28 days after previous tier:

Tier 9 = Email 8 = “You Need, Your Deserve, Southwestern College”

28 days after previous tier:

Tier 10 = Email 9 = “Follow @moundbuilders on Twitter”

35 days after previous tier:

Tier 11 = Email 10 = “Your Future is Here!”

Applicant Communication Flow:

The applicant will be entered into Power Campus. Power Campus will generate a 3 letter series for missing documents.

The admission counselor and the family financial planner will work with the applicant mostly over the phone, through email and text to get them to submit the paperwork needed for acceptance.

If the applicant has not visited, the applicant will be encouraged to do so through a postcard, email and text from the counselor.

Within 1 day of the application being on “Daily Mail”, the admission counselor will send out the appropriate division email through Spectrum.

Within 1 day of the application being on “Daily Mail”, the admission counselor will send the “Outcomes” piece to the parents of the applicant.

Accepted Student Communication Flow:

Once a student is marked as accepted in Spectrum, the inquiry communication will begin where it left off at the inquiry stage.

Power Campus will begin communicating with the accepted student as well by generating 4 letters:

Accepted

SC Scholarship

CLEP Scores

Dean of Student letter

Stephannie Delong, Family Financial Planner, will send her postcard once accepted as well as an email with the link to the financial aid estimator form or FAFSA.

The admission counselor will put “to dos” into Spectrum so the accepted student is continuing to receive mail. The dates for the “to do” items is up to the counselor based on her student. The following items must be added to the accepted students “to dos”:

- Social Media Postcard
- Birthday card
- Note from an SC student Postcard
- Jinx Thing Cling Postcard
- Christmas Postcard
- Graduation Postcard
- Academic Program Postcard
- Jinx Pass
- Outcomes Piece to The Parents Of

Along with this communication will be invitations to Scholarship day, and other enrollment days along with phone calls, emails and texts.

MAIN CAMPUS RECRUITMENT PLAN FALL 2015&2016

Name Buy - Building the Inquiry Pool

Funnel for fall 2014

The breakdown of first source for leads is below:

| Source | Freshmen | Transfers |
|----------------------------|----------|-----------|
| ACT/SAT | 29 | |
| Cappex | 1024 | 139 |
| EMP Manual Entry | 70 | 17 |
| Application | 88 | 39 |
| Imported from PC | 865 | 32 |
| Inquiry Form | 347 | 40 |
| Coach | 168 | 34 |
| College Fair | 189 | 22 |
| High School Visit | 200 | 5 |
| Performing Arts | 4 | 4 |
| Ken's Football List | 129 | 6 |
| Campus Visit | 23 | 14 |
| Wichita Counselor luncheon | 20 | |
| Group Visit to SC | 8 | |
| Alumni | 4 | |
| Faculty/Staff | 1 | |
| Josten Workshop | 3 | |
| Leadership | 3 | |

| | | |
|------------------------|-----|-----|
| Workshop | | |
| NRCCUA | 79 | 2 |
| Tennis Camp | 1 | |
| Texas Luncheon | 5 | |
| Zinch China | 136 | |
| Phi Theta Kappa | | 490 |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

The breakdown of leads to applicants is below:

| Source | Freshmen | Transfers |
|-----------------------------------|-----------------|------------------|
| ACT/SAT | 1 | |
| Cappex | 7 | |
| EMP Manual Entry | 16 | 18 |
| Application | 96 | 46 |
| Imported from PC | 15 | 5 |
| Inquiry Form | 36 | 8 |
| Coach | 25 | 7 |
| College Fair | 12 | 1 |
| High School Visit | 11 | |
| Performing Arts | | 4 |
| Ken's Football List | 5 | |
| Campus Visit | 9 | 4 |
| Wichita Counselor luncheon | 1 | |
| Total: | 234 | 93 |
| | | |

The breakdown of applicants to enroll is below:

| Source | Freshmen | Transfers |
|----------------------------|----------|-----------|
| ACT/SAT | 1 | |
| Cappex | 2 | |
| EMP Manual Entry | 8 | 5 |
| Application | 38 | 19 |
| Imported from PC | 18 | 2 |
| Inquiry Form | 11 | 5 |
| Coach | 16 | 7 |
| College Fair | 6 | 1 |
| High School Visit | 2 | |
| Performing Arts | | 3 |
| Ken's Football List | 4 | |
| Campus Visit | 8 | 2 |
| Wichita Counselor luncheon | 1 | |
| Total: | 115 | 44 |

Names were purchased from College Bound Selection Service (CBSS) August 22, 2014 for the fall 2015 and 2016 recruitment cycles. The selection criteria is below for Kansas, Oklahoma and Colorado:

CLIENT Southwestern College
 QUERY ID Q0078-122813
 SALES REP Clayton Allan
 DATE 8/11/2014

| |
|--|
| MUST HAVE Restrict Code = NR , RR , RS |
| AND MUST HAVE ADDRESS DELIVERY FLAG = 01 , 02 , 03 , 04 |
| ANDEmail Address POPULATED |
| AND MUST HAVE State = CO , KS , OK |
| AND MUST HAVE GradDate = 2015 , 2016 |
| AND MUST HAVE HS Q1 Type of College (or sub-fields)CONTAINING 01 ,02 ,03 |

AND(MUST HAVE HS Q3 Specialized College (or sub-fields)CONTAINING 05 ,06 ,07 ,09 ,10 ,15 ,16 ,17 ,21 ,22 ,23 ,24

OR MUST HAVE HS Q6 Career Goals (or sub-fields)CONTAINING
001,002,009,012,013,014,015,022,030,037,039,046,050,051,052,054,055,058,059,
060,061,063,064,065,067,070,072,075,076,078,079,081,083,084,086

OR MUST HAVE HS Q7 Sports (or sub-fields)CONTAINING 03 ,07 ,08 ,09 ,12 ,18 ,25 ,27 ,36 ,40

)AND MUST HAVE GPA = A+ , A , A- , B+ , B , B-

| HS Q1 Type of College | |
|---------------------------|---------------------------------------|
| X | 01 - STATE COLLEGE / UNIVERSITY |
| X | 02 - PRIVATE COLLEGE / UNIVERSITY |
| X | 03 - COMMUNITY / JUNIOR COLLEGE |
| | 04 - ONLINE COLLEGE / UNIVERSITY |
| | 05 - TECHNICAL COLLEGE |
| | 06 - TRADE / VOCATIONAL SCHOOL |
| | 07 - ALL MALE / ALL FEMALE |
| | 08 - WILL NOT ATTEND COLLEGE |
| HS Q3 Specialized College | |
| | 01 - AGRICULTURAL COLLEGE |
| | 02 - ARCHITECTURE |
| | 03 - ARTS COLLEGE |
| | 04 - BIBLE COLLEGE |
| X | 05 - BUSINESS / MANAGEMENT |
| X | 06 - COMPUTER / INFO TECHNOLOGY |
| X | 07 - COMMUNICATIONS |
| | 08 - CULINARY COLLEGE |
| X | 09 - DRAMATIC ARTS / THEATRE |
| X | 10 - EDUCATION COLLEGE |
| | 11 - ENGINEERING COLLEGE |
| | 12 - FORESTRY COLLEGE |
| | 13 - HEALTH RELATED |
| | 14 - LAW SCHOOL |
| X | 15 - LIBERAL ARTS / GENERAL EDUCATION |
| X | 16 - MATHEMATICS / STATISTICS |
| X | 17 - MEDICAL SCHOOL |
| | 18 - MILITARY SCHOOL / ACADEMY |

| | |
|--------------------|------------------------------------|
| | 19 - MUSIC COLLEGE |
| | 20 - NURSING COLLEGE |
| X | 21 - RELIGION / THEOLOGY |
| X | 22 - SCIENCES |
| X | 23 - SOCIAL STUDIES |
| X | 24 - UNDECIDED / OTHER |
| HS Q6 Career Goals | |
| X | 081 - THEATRE / DANCE |
| | 082 - TOURISM / TRAVEL |
| X | 083 - VETERINARY MEDICINE |
| X | 084 - WEB DESIGN |
| | 085 - WILDLIFE MANAGEMENT |
| X | 086 - UNDECIDED / OTHER |
| | 033 - FASHION DESIGN MERCHANDISING |
| | 034 - FOREIGN LANGUAGE |
| | 035 - FORENSIC SCIENCE |
| | 036 - FORESTRY |
| X | 037 - GAME DESIGN |
| | 038 - GRAPHIC DESIGN |
| X | 039 - HISTORY |
| | 040 - HOMELAND SECURITY |
| | 041 - HOTEL MANAGEMENT HOSPITALITY |
| | 042 - INFORMATION TECHNOLOGY |
| | 043 - INTERIOR DESIGN |
| | 044 - INTERNATIONAL STUDIES |
| | 045 - INTERNET / E-COMMERCE TECH |
| X | 046 - JOURNALISM |
| | 047 - LAW ENFORCEMENT |
| | 048 - LAWYER / PARALEGAL |
| | 049 - MASSAGE THERAPIST |
| X | 050 - MATH |
| X | 051 - MEDICAL FIELD |
| X | 052 - MEDICAL PHYSICIAN |
| | 053 - MILITARY SCIENCE |
| X | 054 - MULTIMEDIA PRODUCTIONS |
| X | 055 - MUSIC (ALL TYPES) |
| | 056 - NURSING / HEALTH CARE |
| | 057 - OCCUPATIONAL THERAPY |

| | |
|---|--|
| X | 058 - OCEANOGRAPHY / MARINE SCIENCE |
| X | 059 - OPTOMETRY / OPHTHALMOLOGY |
| X | 060 - PHARMACIST |
| X | 061 - PHILOSOPHY |
| | 062 - PHOTOGRAPHY / STUDIO FILM |
| X | 063 - PHYSICAL EDUCATION |
| X | 064 - PHYSICAL THERAPY |
| X | 065 - PHYSICS |
| | 066 - POLITICAL SCIENCE / GOVERNMENT |
| X | 067 - PSYCHOLOGY / PSYCHIATRY |
| | 068 - RADIOLOGICAL IMAGING |
| | 069 - REAL ESTATE |
| X | 070 - RELIGION / PHILOSOPHY |
| | 071 - ROBOTICS |
| X | 072 - SCIENCE |
| | 073 - SMALL ENGINE TECHNOLOGY |
| | 074 - SOCIAL WORK |
| X | 075 - SOCIOLOGY |
| X | 076 - SPORTS MANAGEMENT |
| | 077 - SURGICAL TECHNICIAN |
| X | 078 - SUSTAINABILITY MGT GREEN JOBS |
| X | 079 - TEACHER |
| | 080 - TELECOMMUNICATIONS |
| X | 001 - ACCOUNTING |
| X | 002 - ADVERTISING / MARKETING |
| | 003 - AGRICULTURE |
| | 004 - ANIMAL SCIENCE |
| | 005 - ANIMATION |
| | 006 - ARCHEOLOGY |
| | 007 - ARCHITECTURE |
| | 008 - ART (PAINTING, DRAWING, SCULPTURE) |
| X | 009 - ATHLETICS / COACHING |
| | 010 - AUTOMOTIVE / TRUCK TECHNOLOGY |
| | 011 - AVIATION / AIRLINE INDUSTRY |
| X | 012 - BIOLOGICAL SCIENCES |
| X | 013 - BROADCASTING / RADIO / TV |
| X | 014 - BUSINESS / GENERAL / MGT |

| | |
|--------------|---------------------------------------|
| X | 015 - CHEMISTRY |
| | 016 - CHILD CARE |
| | 017 - CHIROPRACTIC |
| | 018 - CHRISTIAN SERVICES / MISSIONARY |
| | 019 - COMMERCIAL ART / DESIGN |
| | 020 - COMMUNICATIONS |
| | 021 - COMPUTER AIDED DRAFTING |
| X | 022 - COMPUTER SCIENCE |
| | 023 - COSMETOLOGY |
| | 024 - CRIMINAL JUSTICE |
| | 025 - CULINARY ARTS |
| | 026 - DENTAL FIELDS |
| | 027 - ECONOMIC |
| | 028 - ELECTRONICS |
| | 029 - ENGINEERING |
| X | 030 - ENGLISH / WRITER |
| | 031 - ENTREPRENEURSHIP |
| | 032 - ENVIRONMENTAL STUDIES |
| HS Q7 Sports | |
| | 01 - ACADEMIC |
| | 02 - ART |
| X | 03 - BAND |
| | 04 - BASEBALL |
| | 05 - BASKETBALL |
| | 06 - BOWLING |
| X | 07 - CHEERLEADING |
| X | 08 - CHURCH GROUP |
| X | 09 - COMMUNITY SERVICE |
| | 10 - CREW / ROWING |
| | 11 - CULINARY ARTS |
| X | 12 - DANCE |
| | 13 - DEBATE |
| | 14 - DIVING |
| | 15 - EQUESTRIAN |
| | 16 - EXTREME SPORTS |
| | 17 - FISHING |
| X | 18 - FOOTBALL |
| | 19 - FRATERNITY / SORORITY |
| | 20 - GOLF |
| | 21 - GYMNASTICS |

| | |
|---|-------------------------|
| | 22 - HOCKEY |
| | 23 - LACROSSE |
| | 24 - LANGUAGE |
| X | 25 - LEADERSHIP |
| | 26 - MILITARY / ROTC |
| X | 27 - MUSIC |
| | 28 - PAINTBALL |
| | 29 - ROCK CLIMBING |
| | 30 - SCOUTS |
| | 31 - SKATING |
| | 32 - SKIING |
| | 33 - SOCCER |
| | 34 - SOFTBALL |
| | 35 - STUDENT GOVERNMENT |
| X | 36 - STUDY ABROAD |
| | 37 - SUMMER PROGRAMS |
| | 38 - SURFING |
| | 39 - SWIMMING |
| X | 40 - TENNIS |
| | 41 - THEATRE / DRAMA |
| | 42 - TRACK |
| | 43 - VOLLEYBALL |
| | 44 - WATER POLO |
| | 45 - WRESTLING |
| | 46 - WRITING |

| State | Count | 2015 | 2016 |
|---------------|---------------|--------------|--------------|
| CO | 4167 | 2981 | 1186 |
| KS | 3499 | 2572 | 927 |
| OK | 6220 | 4144 | 2076 |
| Total: | 13,886 | 9,697 | 4,189 |

CLIENT Southwestern College
 QUERY ID Q0078-122819
 SALES REP Clayton Allan
 DATE 8/12/2014

MUST HAVE Restrict Code = NR , RR , RS

AND MUST HAVE ADDRESS DELIVERY FLAG = 01 , 02 , 03 , 04

| |
|--|
| ANDEmail Address POPULATED |
| AND MUST HAVE Zip = select zip from zipimport where queryid = 122819 |
| AND MUST HAVE GradDate = 2015 , 2016 |
| AND MUST HAVE RECORDS WITH HS Q1 Type of College (and sub-fields) CONTAINING 01, 02, 03 |
| AND(MUST HAVE HS Q3 Specialized College (or sub-fields)CONTAINING 05 ,06 ,07 ,09 ,10 ,15 ,16 ,17 ,21 ,22 ,23 ,24 |
| OR MUST HAVE HS Q6 Career Goals (or sub-fields)CONTAINING 001,002,009,012,013,014,015,022,030,037,039,046,050,051,052,054,055,058,059,060,061,063,064,065, 067,070,072,075,076,078,079,081,083,084,086 |
| OR MUST HAVE HS Q7 Sports (or sub-fields)CONTAINING 03 ,07 ,08 ,09 ,12 ,18 ,25 ,27 ,36 ,40 |
|)AND MUST HAVE GPA = A+ , A , A- , B+ , B , B- |

| | |
|---------------------------|-----------------------------------|
| HS Q1 Type of College | |
| X | 01 - STATE COLLEGE / UNIVERSITY |
| X | 02 - PRIVATE COLLEGE / UNIVERSITY |
| X | 03 - COMMUNITY / JUNIOR COLLEGE |
| | 04 - ONLINE COLLEGE / UNIVERSITY |
| | 05 - TECHNICAL COLLEGE |
| | 06 - TRADE / VOCATIONAL SCHOOL |
| | 07 - ALL MALE / ALL FEMALE |
| | 08 - WILL NOT ATTEND COLLEGE |
| HS Q3 Specialized College | |
| | 01 - AGRICULTURAL COLLEGE |
| | 02 - ARCHITECTURE |
| | 03 - ARTS COLLEGE |
| | 04 - BIBLE COLLEGE |
| X | 05 - BUSINESS / MANAGEMENT |
| X | 06 - COMPUTER / INFO TECHNOLOGY |
| X | 07 - COMMUNICATIONS |
| | 08 - CULINARY COLLEGE |
| X | 09 - DRAMATIC ARTS / THEATRE |
| X | 10 - EDUCATION COLLEGE |
| | 11 - ENGINEERING COLLEGE |
| | 12 - FORESTRY COLLEGE |

| | |
|--------------------|---------------------------------------|
| | 13 - HEALTH RELATED |
| | 14 - LAW SCHOOL |
| X | 15 - LIBERAL ARTS / GENERAL EDUCATION |
| X | 16 - MATHEMATICS / STATISTICS |
| X | 17 - MEDICAL SCHOOL |
| | 18 - MILITARY SCHOOL / ACADEMY |
| | 19 - MUSIC COLLEGE |
| | 20 - NURSING COLLEGE |
| X | 21 - RELIGION / THEOLOGY |
| X | 22 - SCIENCES |
| X | 23 - SOCIAL STUDIES |
| X | 24 - UNDECIDED / OTHER |
| HS Q6 Career Goals | |
| X | 081 - THEATRE / DANCE |
| | 082 - TOURISM / TRAVEL |
| X | 083 - VETERINARY MEDICINE |
| X | 084 - WEB DESIGN |
| | 085 - WILDLIFE MANAGEMENT |
| X | 086 - UNDECIDED / OTHER |
| | 033 - FASHION DESIGN MERCHANDISING |
| | 034 - FOREIGN LANGUAGE |
| | 035 - FORENSIC SCIENCE |
| | 036 - FORESTRY |
| X | 037 - GAME DESIGN |
| | 038 - GRAPHIC DESIGN |
| X | 039 - HISTORY |
| | 040 - HOMELAND SECURITY |
| | 041 - HOTEL MANAGEMENT HOSPITALITY |
| | 042 - INFORMATION TECHNOLOGY |
| | 043 - INTERIOR DESIGN |
| | 044 - INTERNATIONAL STUDIES |
| | 045 - INTERNET / E-COMMERCE TECH |
| X | 046 - JOURNALISM |
| | 047 - LAW ENFORCEMENT |
| | 048 - LAWYER / PARALEGAL |
| | 049 - MASSAGE THERAPIST |
| X | 050 - MATH |
| X | 051 - MEDICAL FIELD |

| | |
|---|--|
| X | 052 - MEDICAL PHYSICIAN |
| | 053 - MILITARY SCIENCE |
| X | 054 - MULTIMEDIA PRODUCTIONS |
| X | 055 - MUSIC (ALL TYPES) |
| | 056 - NURSING / HEALTH CARE |
| | 057 - OCCUPATIONAL THERAPY |
| X | 058 - OCEANOGRAPHY / MARINE SCIENCE |
| X | 059 - OPTOMETRY / OPHTHALMOLOGY |
| X | 060 - PHARMACIST |
| X | 061 - PHILOSOPHY |
| | 062 - PHOTOGRAPHY / STUDIO FILM |
| X | 063 - PHYSICAL EDUCATION |
| X | 064 - PHYSICAL THERAPY |
| X | 065 - PHYSICS |
| | 066 - POLITICAL SCIENCE / GOVERNMENT |
| X | 067 - PSYCHOLOGY / PSYCHIATRY |
| | 068 - RADIOLOGICAL IMAGING |
| | 069 - REAL ESTATE |
| X | 070 - RELIGION / PHILOSOPHY |
| | 071 - ROBOTICS |
| X | 072 - SCIENCE |
| | 073 - SMALL ENGINE TECHNOLOGY |
| | 074 - SOCIAL WORK |
| X | 075 - SOCIOLOGY |
| X | 076 - SPORTS MANAGEMENT |
| | 077 - SURGICAL TECHNICIAN |
| X | 078 - SUSTAINABILITY MGT GREEN JOBS |
| X | 079 - TEACHER |
| | 080 - TELECOMMUNICATIONS |
| X | 001 - ACCOUNTING |
| X | 002 - ADVERTISING / MARKETING |
| | 003 - AGRICULTURE |
| | 004 - ANIMAL SCIENCE |
| | 005 - ANIMATION |
| | 006 - ARCHEOLOGY |
| | 007 - ARCHITECTURE |
| | 008 - ART (PAINTING, DRAWING, SCULPTURE) |
| X | 009 - ATHLETICS / COACHING |

| | |
|--------------|---------------------------------------|
| | 010 - AUTOMOTIVE / TRUCK TECHNOLOGY |
| | 011 - AVIATION / AIRLINE INDUSTRY |
| X | 012 - BIOLOGICAL SCIENCES |
| X | 013 - BROADCASTING / RADIO / TV |
| X | 014 - BUSINESS / GENERAL / MGT |
| X | 015 - CHEMISTRY |
| | 016 - CHILD CARE |
| | 017 - CHIROPRACTIC |
| | 018 - CHRISTIAN SERVICES / MISSIONARY |
| | 019 - COMMERCIAL ART / DESIGN |
| | 020 - COMMUNICATIONS |
| | 021 - COMPUTER AIDED DRAFTING |
| X | 022 - COMPUTER SCIENCE |
| | 023 - COSMETOLOGY |
| | 024 - CRIMINAL JUSTICE |
| | 025 - CULINARY ARTS |
| | 026 - DENTAL FIELDS |
| | 027 - ECONOMIC |
| | 028 - ELECTRONICS |
| | 029 - ENGINEERING |
| X | 030 - ENGLISH / WRITER |
| | 031 - ENTREPRENEURSHIP |
| | 032 - ENVIRONMENTAL STUDIES |
| HS Q7 Sports | |
| | 01 - ACADEMIC |
| | 02 - ART |
| X | 03 - BAND |
| | 04 - BASEBALL |
| | 05 - BASKETBALL |
| | 06 - BOWLING |
| X | 07 - CHEERLEADING |
| X | 08 - CHURCH GROUP |
| X | 09 - COMMUNITY SERVICE |
| | 10 - CREW / ROWING |
| | 11 - CULINARY ARTS |
| X | 12 - DANCE |
| | 13 - DEBATE |
| | 14 - DIVING |
| | 15 - EQUESTRIAN |

| | |
|---|----------------------------|
| | 16 - EXTREME SPORTS |
| | 17 - FISHING |
| X | 18 - FOOTBALL |
| | 19 - FRATERNITY / SORORITY |
| | 20 - GOLF |
| | 21 - GYMNASTICS |
| | 22 - HOCKEY |
| | 23 - LACROSSE |
| | 24 - LANGUAGE |
| X | 25 - LEADERSHIP |
| | 26 - MILITARY / ROTC |
| X | 27 - MUSIC |
| | 28 - PAINTBALL |
| | 29 - ROCK CLIMBING |
| | 30 - SCOUTS |
| | 31 - SKATING |
| | 32 - SKIING |
| | 33 - SOCCER |
| | 34 - SOFTBALL |
| | 35 - STUDENT GOVERNMENT |
| X | 36 - STUDY ABROAD |
| | 37 - SUMMER PROGRAMS |
| | 38 - SURFING |
| | 39 - SWIMMING |
| X | 40 - TENNIS |
| | 41 - THEATRE / DRAMA |
| | 42 - TRACK |
| | 43 - VOLLEYBALL |
| | 44 - WATER POLO |
| | 45 - WRESTLING |
| | 46 - WRITING |

| State | Zip | Count | 2015 | 2016 |
|-------|-------|-------|------|------|
| AZ | 85040 | 49 | 39 | 10 |
| AZ | 85041 | 70 | 56 | 14 |
| AZ | 85042 | 51 | 44 | 7 |
| AZ | 85044 | 29 | 24 | 5 |
| AZ | 85045 | 5 | 4 | 1 |
| AZ | 85048 | 40 | 37 | 3 |
| AZ | 85086 | 48 | 40 | 8 |
| AZ | 85201 | 46 | 40 | 6 |

| | | | | |
|--------|-------|-------|-------|-----|
| AZ | 85204 | 56 | 41 | 15 |
| AZ | 85205 | 23 | 17 | 6 |
| AZ | 85206 | 26 | 19 | 7 |
| AZ | 85210 | 40 | 33 | 7 |
| AZ | 85224 | 53 | 44 | 9 |
| AZ | 85225 | 79 | 64 | 15 |
| AZ | 85233 | 39 | 31 | 8 |
| AZ | 85234 | 128 | 97 | 31 |
| AZ | 85250 | 10 | 8 | 2 |
| AZ | 85251 | 15 | 9 | 6 |
| AZ | 85253 | 13 | 11 | 2 |
| AZ | 85256 | 1 | 1 | 0 |
| AZ | 85257 | 13 | 9 | 4 |
| AZ | 85258 | 23 | 18 | 5 |
| AZ | 85295 | 101 | 75 | 26 |
| AZ | 85296 | 95 | 65 | 30 |
| AZ | 85301 | 43 | 37 | 6 |
| AZ | 85302 | 29 | 22 | 7 |
| AZ | 85303 | 37 | 24 | 13 |
| AZ | 85304 | 24 | 17 | 7 |
| AZ | 85306 | 17 | 11 | 6 |
| AZ | 85331 | 32 | 27 | 5 |
| AZ | 85345 | 94 | 74 | 20 |
| AZ | 85383 | 62 | 52 | 10 |
| AZ | 85614 | 2 | 1 | 1 |
| AZ | 85629 | 21 | 14 | 7 |
| AZ | 85641 | 37 | 29 | 8 |
| AZ | 85653 | 13 | 10 | 3 |
| AZ | 85710 | 34 | 23 | 11 |
| AZ | 85718 | 13 | 9 | 4 |
| AZ | 85719 | 10 | 8 | 2 |
| AZ | 85730 | 34 | 30 | 4 |
| AZ | 85737 | 29 | 24 | 5 |
| AZ | 85742 | 39 | 30 | 9 |
| AZ | 85743 | 28 | 21 | 7 |
| AZ | 85748 | 20 | 11 | 9 |
| AZ | 85749 | 14 | 9 | 5 |
| AZ | 85755 | 12 | 8 | 4 |
| Total: | | 1,697 | 1,317 | 380 |

CLIENT Southwestern College
 QUERY ID Q0078-122831
 SALES REP Clayton Allan
 DATE 8/13/2014

| |
|---|
| MUST HAVE Restrict Code = NR , RR , RS |
| AND MUST HAVE ADDRESS DELIVERY FLAG = 01 , 02 , 03 , 04 |
| ANDEmail Address POPULATED |
| AND MUST HAVE Zip = 76205 , 75115 , 75039 , 76107 , 76244 , 75038 , 75165 , 76019 , 76180 , 76024 , 76262 , 76179 , 76148 , 76248 , 75002 , 75013 , 75025 , 75069 , 75070 , 75071 , 75023 , 75024 , 75025 , 75026 , 75074 , 75075 , 75086 , 75093 , 75094 , 75034 , 75035 , 76051 , 76099 |
| AND MUST HAVE GradDate = 2015 , 2016 |
| AND MUST HAVE RECORDS WITH HS Q1 Type of College (and sub-fields) CONTAINING 01, 02, 03 |
| AND(MUST HAVE HS Q3 Specialized College (or sub-fields)CONTAINING 05 ,06 ,07 ,09 ,10 ,15 ,16 ,17 ,21 ,22 ,23 ,24 |
| OR MUST HAVE HS Q6 Career Goals (or sub-fields)CONTAINING 001,002,009,012,013,014,015,022,030,037,039,046,050,051,052,054,055,058,059,060,061,063,064,065, 067,070,072,075,076,078,079,081,083,084,086 |
| OR MUST HAVE HS Q7 Sports (or sub-fields)CONTAINING 03 ,07 ,08 ,09 ,12 ,18 ,25 ,27 ,36 ,40 |
|)AND MUST HAVE GPA = A+ , A , A- , B+ , B , B- |

| | |
|---------------------------|-----------------------------------|
| HS Q1 Type of College | |
| X | 01 - STATE COLLEGE / UNIVERSITY |
| X | 02 - PRIVATE COLLEGE / UNIVERSITY |
| X | 03 - COMMUNITY / JUNIOR COLLEGE |
| | 04 - ONLINE COLLEGE / UNIVERSITY |
| | 05 - TECHNICAL COLLEGE |
| | 06 - TRADE / VOCATIONAL SCHOOL |
| | 07 - ALL MALE / ALL FEMALE |
| | 08 - WILL NOT ATTEND COLLEGE |
| HS Q3 Specialized College | |

| | |
|--------------------|---------------------------------------|
| | 01 - AGRICULTURAL COLLEGE |
| | 02 - ARCHITECTURE |
| | 03 - ARTS COLLEGE |
| | 04 - BIBLE COLLEGE |
| X | 05 - BUSINESS / MANAGEMENT |
| X | 06 - COMPUTER / INFO TECHNOLOGY |
| X | 07 - COMMUNICATIONS |
| | 08 - CULINARY COLLEGE |
| X | 09 - DRAMATIC ARTS / THEATRE |
| X | 10 - EDUCATION COLLEGE |
| | 11 - ENGINEERING COLLEGE |
| | 12 - FORESTRY COLLEGE |
| | 13 - HEALTH RELATED |
| | 14 - LAW SCHOOL |
| X | 15 - LIBERAL ARTS / GENERAL EDUCATION |
| X | 16 - MATHEMATICS / STATISTICS |
| X | 17 - MEDICAL SCHOOL |
| | 18 - MILITARY SCHOOL / ACADEMY |
| | 19 - MUSIC COLLEGE |
| | 20 - NURSING COLLEGE |
| X | 21 - RELIGION / THEOLOGY |
| X | 22 - SCIENCES |
| X | 23 - SOCIAL STUDIES |
| X | 24 - UNDECIDED / OTHER |
| HS Q6 Career Goals | |
| X | 081 - THEATRE / DANCE |
| | 082 - TOURISM / TRAVEL |
| X | 083 - VETERINARY MEDICINE |
| X | 084 - WEB DESIGN |
| | 085 - WILDLIFE MANAGEMENT |
| X | 086 - UNDECIDED / OTHER |
| | 033 - FASHION DESIGN MERCHANDISING |
| | 034 - FOREIGN LANGUAGE |
| | 035 - FORENSIC SCIENCE |
| | 036 - FORESTRY |
| X | 037 - GAME DESIGN |
| | 038 - GRAPHIC DESIGN |
| X | 039 - HISTORY |
| | 040 - HOMELAND SECURITY |

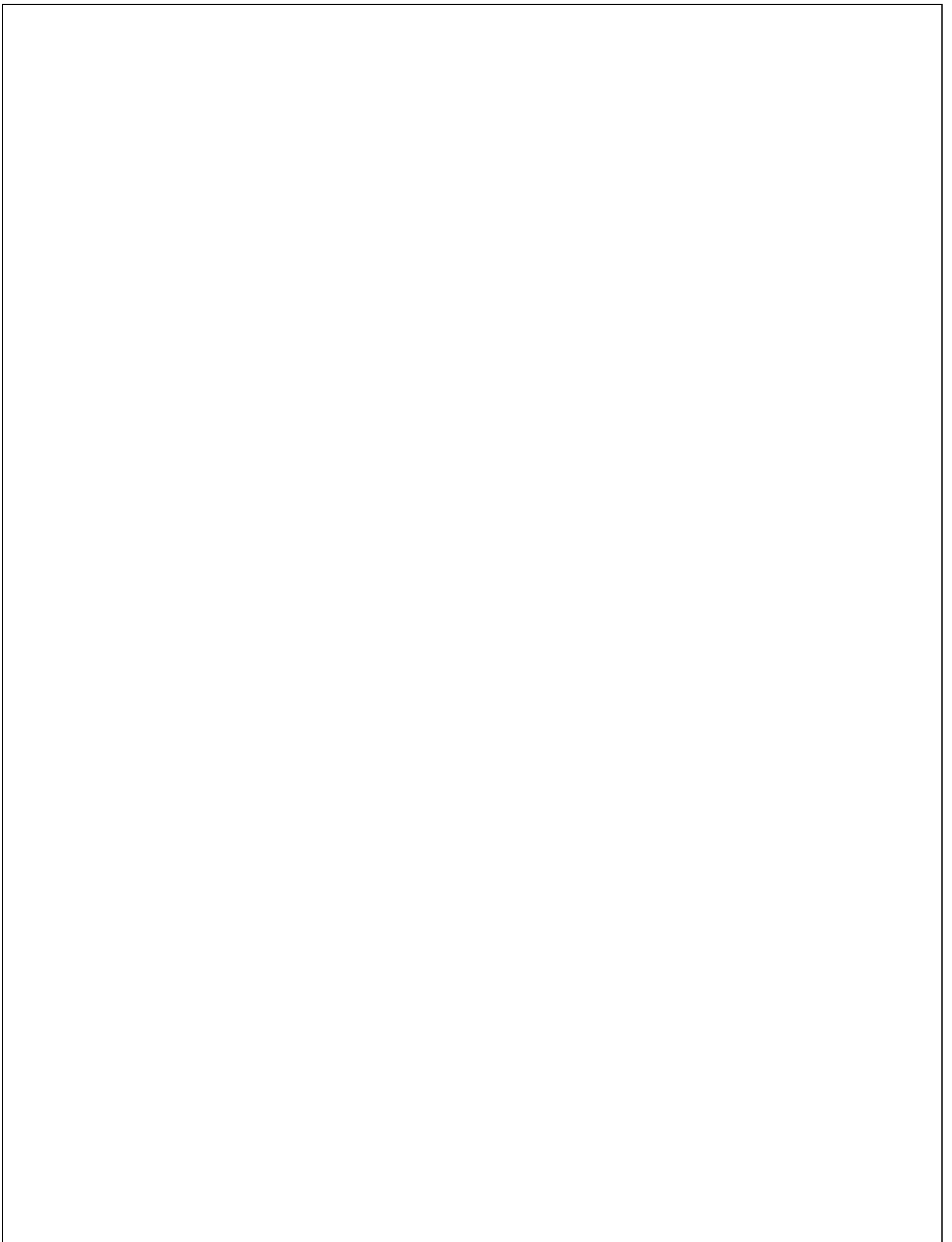
| | |
|---|--------------------------------------|
| | 041 - HOTEL MANAGEMENT HOSPITALITY |
| | 042 - INFORMATION TECHNOLOGY |
| | 043 - INTERIOR DESIGN |
| | 044 - INTERNATIONAL STUDIES |
| | 045 - INTERNET / E-COMMERCE TECH |
| X | 046 - JOURNALISM |
| | 047 - LAW ENFORCEMENT |
| | 048 - LAWYER / PARALEGAL |
| | 049 - MASSAGE THERAPIST |
| X | 050 - MATH |
| X | 051 - MEDICAL FIELD |
| X | 052 - MEDICAL PHYSICIAN |
| | 053 - MILITARY SCIENCE |
| X | 054 - MULTIMEDIA PRODUCTIONS |
| X | 055 - MUSIC (ALL TYPES) |
| | 056 - NURSING / HEALTH CARE |
| | 057 - OCCUPATIONAL THERAPY |
| | |
| X | 058 - OCEANOGRAPHY / MARINE SCIENCE |
| X | 059 - OPTOMETRY / OPHTHALMOLOGY |
| X | 060 - PHARMACIST |
| X | 061 - PHILOSOPHY |
| | 062 - PHOTOGRAPHY / STUDIO FILM |
| X | 063 - PHYSICAL EDUCATION |
| X | 064 - PHYSICAL THERAPY |
| X | 065 - PHYSICS |
| | |
| | 066 - POLITICAL SCIENCE / GOVERNMENT |
| X | 067 - PSYCHOLOGY / PSYCHIATRY |
| | 068 - RADIOLOGICAL IMAGING |
| | 069 - REAL ESTATE |
| X | 070 - RELIGION / PHILOSOPHY |
| | 071 - ROBOTICS |
| X | 072 - SCIENCE |
| | 073 - SMALL ENGINE TECHNOLOGY |
| | 074 - SOCIAL WORK |
| X | 075 - SOCIOLOGY |
| X | 076 - SPORTS MANAGEMENT |
| | 077 - SURGICAL TECHNICIAN |
| X | 078 - SUSTAINABILITY MGT GREEN JOBS |

| | |
|--------------|--|
| X | 079 - TEACHER |
| | 080 - TELECOMMUNICATIONS |
| X | 001 - ACCOUNTING |
| X | 002 - ADVERTISING / MARKETING |
| | 003 - AGRICULTURE |
| | 004 - ANIMAL SCIENCE |
| | 005 - ANIMATION |
| | 006 - ARCHEOLOGY |
| | 007 - ARCHITECTURE |
| | 008 - ART (PAINTING, DRAWING, SCULPTURE) |
| X | 009 - ATHLETICS / COACHING |
| | 010 - AUTOMOTIVE / TRUCK TECHNOLOGY |
| | 011 - AVIATION / AIRLINE INDUSTRY |
| X | 012 - BIOLOGICAL SCIENCES |
| X | 013 - BROADCASTING / RADIO / TV |
| X | 014 - BUSINESS / GENERAL / MGT |
| X | 015 - CHEMISTRY |
| | 016 - CHILD CARE |
| | 017 - CHIROPRACTIC |
| | 018 - CHRISTIAN SERVICES / MISSIONARY |
| | 019 - COMMERCIAL ART / DESIGN |
| | 020 - COMMUNICATIONS |
| | 021 - COMPUTER AIDED DRAFTING |
| X | 022 - COMPUTER SCIENCE |
| | 023 - COSMETOLOGY |
| | 024 - CRIMINAL JUSTICE |
| | 025 - CULINARY ARTS |
| | 026 - DENTAL FIELDS |
| | 027 - ECONOMIC |
| | 028 - ELECTRONICS |
| | 029 - ENGINEERING |
| X | 030 - ENGLISH / WRITER |
| | 031 - ENTREPRENEURSHIP |
| | 032 - ENVIRONMENTAL STUDIES |
| HS Q7 Sports | |
| | 01 - ACADEMIC |
| | 02 - ART |
| X | 03 - BAND |

| | |
|---|----------------------------|
| | 04 - BASEBALL |
| | 05 - BASKETBALL |
| | 06 - BOWLING |
| X | 07 - CHEERLEADING |
| X | 08 - CHURCH GROUP |
| X | 09 - COMMUNITY SERVICE |
| | 10 - CREW / ROWING |
| | 11 - CULINARY ARTS |
| X | 12 - DANCE |
| | 13 - DEBATE |
| | 14 - DIVING |
| | 15 - EQUESTRIAN |
| | 16 - EXTREME SPORTS |
| | 17 - FISHING |
| X | 18 - FOOTBALL |
| | 19 - FRATERNITY / SORORITY |
| | 20 - GOLF |
| | 21 - GYMNASTICS |
| | 22 - HOCKEY |
| | 23 - LACROSSE |
| | 24 - LANGUAGE |
| X | 25 - LEADERSHIP |
| | 26 - MILITARY / ROTC |
| X | 27 - MUSIC |
| | 28 - PAINTBALL |
| | 29 - ROCK CLIMBING |
| | 30 - SCOUTS |
| | 31 - SKATING |
| | 32 - SKIING |
| | 33 - SOCCER |
| | 34 - SOFTBALL |
| | 35 - STUDENT GOVERNMENT |
| X | 36 - STUDY ABROAD |
| | 37 - SUMMER PROGRAMS |
| | 38 - SURFING |
| | 39 - SWIMMING |
| X | 40 - TENNIS |
| | 41 - THEATRE / DRAMA |
| | 42 - TRACK |
| | 43 - VOLLEYBALL |
| | 44 - WATER POLO |

| | |
|--|----------------|
| | 45 - WRESTLING |
| | 46 - WRITING |

| State | Zip | Count | 2015 | 2016 |
|--------|-------|-------|-------|------|
| TX | 75002 | 75 | 61 | 14 |
| TX | 75013 | 42 | 34 | 8 |
| TX | 75023 | 88 | 55 | 33 |
| TX | 75024 | 50 | 40 | 10 |
| TX | 75025 | 89 | 73 | 16 |
| TX | 75026 | 1 | 1 | 0 |
| TX | 75034 | 79 | 71 | 8 |
| TX | 75035 | 119 | 100 | 19 |
| TX | 75038 | 38 | 22 | 16 |
| TX | 75039 | 2 | 2 | 0 |
| TX | 75069 | 47 | 28 | 19 |
| TX | 75070 | 125 | 91 | 34 |
| TX | 75071 | 109 | 62 | 47 |
| TX | 75074 | 44 | 35 | 9 |
| TX | 75075 | 32 | 24 | 8 |
| TX | 75086 | 1 | 1 | 0 |
| TX | 75093 | 56 | 51 | 5 |
| TX | 75094 | 34 | 27 | 7 |
| TX | 75115 | 120 | 94 | 26 |
| TX | 75165 | 29 | 23 | 6 |
| TX | 76051 | 37 | 30 | 7 |
| TX | 76107 | 12 | 10 | 2 |
| TX | 76148 | 23 | 17 | 6 |
| TX | 76179 | 153 | 89 | 64 |
| TX | 76180 | 22 | 18 | 4 |
| TX | 76205 | 11 | 8 | 3 |
| TX | 76244 | 92 | 79 | 13 |
| TX | 76248 | 42 | 39 | 3 |
| TX | 76262 | 31 | 23 | 8 |
| Total: | | 1,603 | 1,208 | 395 |



MAIN CAMPUS RECRUITMENT PLAN FALL 2015&2016

Recruitment Travel Plan for Fall 2014

College Fairs

Krystal Winn - TACROA FAIR SCHEDULE (Texas)

September

8: Nortex @ Golden Triangle Mall 6:30-8:30

10: Desoto HS 7:00-9:00

11: Uplift Education College Fair @ Uplift North Hills Preparatory 5:30-8:00

12: Fort Worth Country Day School 9:00-10:30 a.m.

15: Fort Worth ISD Citywide @ Amon G Carter Exhibits Bldg 6:00-8:00

16: Irving ISD @ Jack E. Singley Academy 6:00-8:00

17: Ellis County @ Waxahachie Civic Center 6:00-8:00

18: Arlington ISD @ UTA Mavericks Activity Center 7:00-9:00

22: Teague HS 1:30-3:15

Mexia HS 6:00-8:00

23: Hearts of Texas Fair @ Ferrell Center 6:00-8:00

27: Central Texas Home School Fair @ Shoreline Church Gym 9:00-11:00

October

20: Birdville ISD @ Birdville Center of Tech & Learning 6:00-8:00

21: Grapevine Colleyville ISD @ Admin Building 6:00-8:00

22: Westlake Academy 1:00-3:00

Northwest ISD @ Byron Nelson High School 6:00-8:00

23: Eagle Mountain - Saginaw @ Hollenstein Career & Tech Center 6:00-8:00

Korie Hawkin's College Fair Schedule for Oklahoma

| | | | |
|-----------|------|--------------------|--|
| September | 7th | 1:00 pm - 4:00 pm | Tulsa College Connection Tulsa Fair Grounds - Central Park Hall |
| September | 8th | 9:00 am - 2:00 pm | Tulsa Public Schools Fair University of Tulsa, Reynolds Center |
| September | 8th | 6:30 pm - 8:00pm | Union College Night Union HS - UMAC |
| September | 9th | 8:30 am - 10:30 am | Enid Area-Wide Enid High School |
| September | 9th | 1:00 pm - 2:30 pm | Tonkawa Area-Wide Northern Oklahoma College |
| September | 9th | 6:00 pm - 8:00 pm | Ponca City Ponca City High School |
| September | 15th | 6:00 pm - 8:00 pm | Edmond College Night University of Central Oklahoma |
| September | 16th | 9:00 am - 12:00 pm | Oklahoma City Public Schools Oklahoma City Community College |
| September | 19th | 9:00 am - 11:30 am | Shawnee Area-Wide Oklahoma Baptist University |
| September | 22nd | 9:00 am - 12:00 pm | Rogers County Area-Wide Rogers State University |

| | | | | |
|-----------|------|--------------------|---------------------------|---------------------------------------|
| September | 23rd | 6:00 pm - 7:30 pm | Broken Arrow | Central on Main |
| September | 30th | 6:00 pm - 7:30 pm | Sand Springs Area Wide | Tulsa Community College - West Campus |
| October | 1st | 9:30 am - 1:00 pm | Stillwater Area-Wide | Stillwater H.S. |
| October | 2nd | 9:00 am - 11:00 am | Metro Christian | Metro Christian Academy |
| October | 2nd | 5:30 pm - 7:00 pm | Bartlesville Invitational | Bartlesville High School |

Rodney Worsham, Michelle Pentz and Morgan Constantine – Kansas College Fairs

September 29:

Garden City HS, 1:00-3:15
 Scott Community HS, 7:00-8:00 pm

September 30:

Dodge City HS, 8:30-10:00
 Seward CC, 1:30-3:00 **October 1:**
 Pratt CC, 1:00-2:15 pm
 Salina at KS Wesleyan, 6:30-8:00 pm

October 6

Winfield HS, 9:00-10:30
 Butler CC, 1:15-2:30 pm
 Wichita Future's Fair, 6:00-8:00 pm

October 7

Wichita Future's Fair, 8:30 am-2:30 pm

October 8

Newton HS, 9:00-10:30

McPherson HS, 1:30-3:00

October 9

Topeka Expo Center, 1:00-3:00 Will Attend

October 13

Manhattan HS, 9:00-10:30

KC Metro College Expo, 6:30-8:00 pm

October 14

Junction City HS, 1:30-2:30 pm

Lawrence Free State HS, 6:30-8:00 pm

October 15

Shawnee Mission East HS, 6:30-8:30

October 16

Kansas City Kansas Public School at Central Office, 5:30-7:00 pm

October 20

Hutchinson HS, 9:15-10:55

Great Bend HS, 1:30-2:30 pm

October 21

Russell HS, 9:50-11:10

Hays HS, 2:00-3:05 pm

October 29

Leavenworth HS, 6:30-8:00 pm

October 30

Emporia HS, 9:00-11:00

The admission travel scheduled is provided at the following link:

<http://www.sckans.edu/admissions/Visit/#CollegeFairs>

The admission staff promotes their travel schedule through Cappex to all names in the Cappex system (not just the Southwestern College purchased names).

High School and Community College Visits

The admission staff will begin setting up their high school visit schedule the first week of September. We want to make sure the counselors have been in their schools a couple of weeks prior to scheduling our visits.

September

26th Chisholm Trail 10:55-1:35

30th JJ Pearce 12:00-1:45

October

1st Southlake Carroll 1:00-2:00

2nd Flower Mound 11:30-2:00

7th Grapevine Faith Academy 11:20-12:45

8th Prestonwood Christian Academy 11:55-1:05

9th Rockwall High 11:30-1:00

28th Richardson 11:50-1:25

31st Pantego Christian Academy 12:15-1:15

November

5th Grapevine Faith Christian School 11:20-12:45

Wellington High School

Sept 19 11:25-12:30

Belle Plaine High School

Oct 23 11:13-12:39

Rena-FYI on Goddard and Goddard Eisenhower High School Visits-those are my only two schools near the Wichita area.

| | |
|---------------------------------------|---------------------------------------|
| Goddard High School Visit | Monday, October 13 10:50 am |
| Goddard Eisenhower High School Visit | Monday, October 13 1:05 pm |
| Cimarron High School Visit | Wednesday, October 8 2:15 pm |
| Caldwell High School Visit | Friday, October 17 10:00 am |
| Udall High School Visit | Thursday, October 23 8:30 am |
| Clearwater High School Visit | Thursday, October 23 2:26 pm |
| Conway Springs High school Visit | Monday, October 27 9:57 am |
| Dodge City Community College Visit | Thursday, October 30 Noon-1:00 |
| Seward County Community College Visit | Thursday, November 20 9:00 am-1:00 pm |

After every recruitment activity, the admission staff has to complete the following form and submit to me.

RECRUITMENT EVENT SUMMARY

Type of Recruitment Event (circle or answer "other"):

CPC Fair

Other Fair

High School Visit

Group SC Visit

Other: _____

Name of Recruiter: _____ Date of Recruitment Event: _____

Time of event: _____ to _____

Location of Recruitment Event: _____

Counselors/Teachers/Professionals you met: _____

Was a scanner used at this event? Yes No

How many inquiry cards did you receive? _____ How many electronic inquiries were completed? _____

How many recruits came looking for the SC table? _____ How many alumni did you meet? _____

How many parents of recruits came looking for the SC table? _____

Other comments:

The Performing Art Professors will complete and submit to me the following form after each recruitment activity.

RECRUITMENT EVENT SUMMARY for Performing Arts

Event

Title: _____

Did you initiate the event or did the school/event invite you? _____

Name of Professor: _____

Date of Recruitment Event: _____

Time of event: _____ to _____

Location of Recruitment

Event: _____

Counselors/Teachers/Professionals you met:

How many inquiry cards did you receive? _____

How many alumni did you meet? _____

Names of Alumni

Admission Counselor will complete:

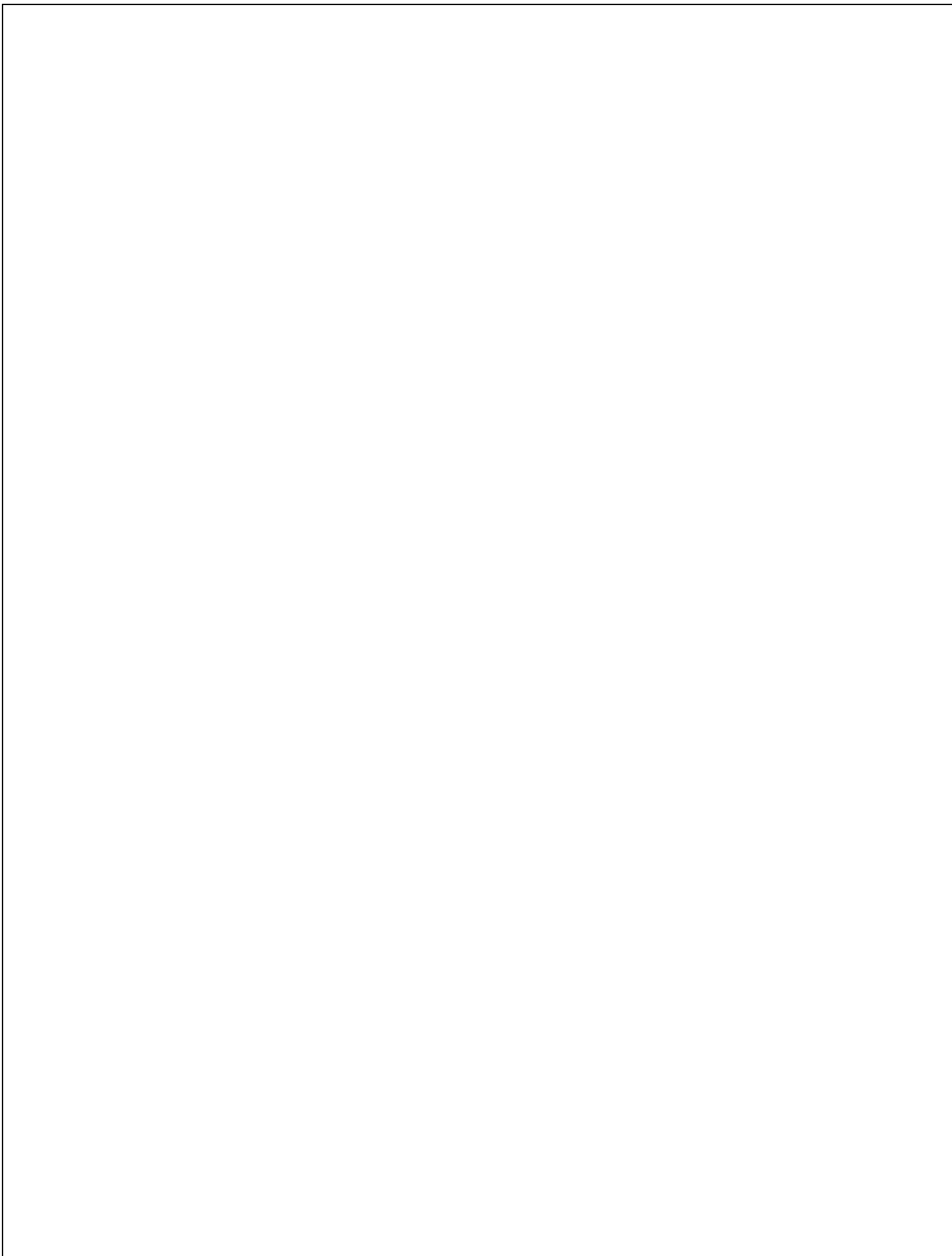
Date Admission Counselor was notified of event? _____

Did Admission Counselor attend event? _____

Were leads from the school/area contacted by the Admission Counselor prior to the event? _____

Other comments:

The data from these summaries will be put into the 2016 recruitment plan.



RECRUITMENT EVENT SUMMARY

Type of Recruitment Event (circle or answer "other"):

CPC Fair

Other Fair

High School Visit

Group SC Visit

Other: _____

Name of Recruiter: _____ Date of Recruitment Event: _____

Time of event: _____ to _____

Location of Recruitment Event: _____

Counselors/Teachers/Professionals you met: _____

Was a scanner used at this event? Yes No

How many inquiry cards did you receive? _____ How many electronic inquiries were completed? _____

How many recruits came looking for the SC table? _____ How many alumni did you meet? _____

How many parents of recruits came looking for the SC table? _____

Other comments:

Unit Planning Report

Unit name: Campus Enrollment Management and Admissions

Additional objective(s) for this unit:

To meet the on campus student body enrollment from the Goals and Directions, admissions will work on the following action plans:

Texas Recruitment ~

- Connect to alums by working with the Advancement Office (Charles McKenzie and Krystal Winn). The plan is to partner with Charles on active alums. Krystal will also attend the luncheon in Arlington that is being hosted by Rod Strohl.
- Krystal will also continue working in the schools in Texas and connecting with counselors through the visits and the DARN network. **DARN (DFW Admissions Regional Network)**

Develop the Admission Website to be more visual in telling our story ~

- Admissions and the Communication Department has hired Entermotion to design the web pages.
- Kenna has produced a campus tour video that is currently on our recruit's microsite through Spectrum. The tour will also appear on the admission web pages.
- We will make better use of our student ambassadors in communicating with those who visit our web pages. We are looking into a "chat" tool.
- More videos will be placed throughout the web pages highlighting housing, activities, internships, outcomes, etc.
- The Financial Aid Estimator from Noel Levitz will be placed on the pages to communicate up front the aid that is available as well as the cost to attend SC.

Meet with Activity Directors ~

- To assist in the recruitment of students who are not athletes that are interested in the performing art, Marla and Michelle will meet bi-weekly with those activity directors. The goal of the meetings are to build clear communication between the areas of the college and to aid in assisting the activity directors with recruitment initiatives.

Implement Rating System for Recruits ~

- In order to build better communication between Admissions, activity directors and Stephannie Delong, the rating system will allow all to know who the top recruits are in each activity.

Complete Recruitment Event Summary ~

- Admission counselors and Performing Arts activity directors will complete a recruitment summary and submit to Marla so the Admission Recruitment Plan includes all recruitment initiatives from these two areas.

Unit Planning Report

Unit name: Campus Enrollment Management and Admissions

Major objective(s) for this unit: Allocate financial aid resources to leverage student packages to achieve our desired enrollment goals for main campus.

The current and planned activities to meet this objective(s): Contract with Noel Levitz to use their Enrollment & Revenue Management System (ERMS). Steps that needed to be complete to implement the ERMS for the fall 2015 recruitment class includes the following:

1. Project Team

You will need to assemble a project team for ERMS implementation. Brenda Hicks, Stephannie Delong, Kristin Humphreys, Sheila Krug, Bobby Smith and I make up the ERMS implementation team.

2. Data Gathering

Complete the FAS Institution Profile (MS Word Document) and the Financial Aid Services Layout New Client 2013 (MS Excel document). Review and begin to work on these documents with your ERMS project team. Some knowledge of how easily available the data is will be key for our Readiness Web Conference.

3. Readiness Web Conference

After a project team is assembled and you have reviewed the data requirements, the next step will be a web conference in which we go over those project data requirements in detail. We'll need a solid two-hour block of time to accomplish this. If you could identify a few dates/times in the next two weeks, I will try to be as flexible as I can with my schedule.

During the readiness conference, we'll be reviewing two documents which I have attached. You'll want to have copies of the FAS Institution Profile (MS Word Document) and the Financial Aid Services Layout New Client 2013 (MS Excel document) for each attendee of our readiness web conference, at whatever level of completion is possible. We'll also establish a project timeline for ERMS during the readiness call.

Once we've agreed on a date for the readiness conference, I'll send information about how to access the web conference.

4. Campus Readiness Visit

After we have some data from your campus, it's likely that we will need to visit campus to go over Southwestern's data and to meet with campus senior leadership to explain the functions and goals.

The desired outcome from this objective(s): For fall 2015, we will enroll 130 domestic freshmen and 60 domestic transfer students while maintaining discount rates that have been determined by Noel Levitz based on Southwestern College's historical data.

The following metric(s) will be used to measure outcome: First day of school as well as the official 20th day numbers will determine the outcome.

The timeline(s) for planning, implementation and evaluation: The planning began October 2013. Data was shared in early 2014 and ERMS data reports were reviewed beginning in May 2014 for fall 2014. October 2014, scholarship amounts were determined and awarding for 2015 began. We will begin monitoring data reports for fall 2015, February 2015.

SOUTHWESTERN COLLEGE

OFFICE OF COMMUNICATIONS GOALS – 2014-15

The Office of Communications will continue to position the college in ways that highlight the institution's commitment to academic excellence, access to higher education for a variety of ages and life situations, leadership in technology access, Christian values, and the United Methodist connection in ways that differentiate Southwestern from community colleges, state four-year colleges, and other postsecondary choices. The communication choices should reflect the college's branding elements of *relational*, *innovative*, *valuable*, and *rooted*.

- 1) The Office of Communications will continue to work toward more media coverage of the institution and its programs with the goal of more public awareness of the college. (responsible person: Charles Osen)
 - a) At least two media pitches per month that are beyond routine press releases will be made. These should include Wichita electronic media and press.
 - b) Contact will be made in each divisional office at least bimonthly, in order to discover possible media leads.
 - c) The news bureau coordinator will coordinate with Professional Studies personnel to publicize news in that division of the college.

- 2) The Office of Communications will continue to work to meet the publication needs of the institution, with the goal of generating revenue and students for the institution. These publications will reflect the marketing and branding goals of the college, and be of professional quality. (responsible person: Susan Burdick)
 - a) The Office of Institutional Advancement and the Office of Admission will have priority in scheduling publications.
 - b) The *Southwesterner* will be published four times, according to deadlines set in the communications office.
 - c) Appropriate freelancers will be contracted as necessary to ensure that publications are produced in a timely manner.
 - d) The graphic designer will work with campus clients to schedule jobs to allow for appropriate turnaround time of jobs.
 - e) The senior graphic designer will also be the college's brand manager, and will be responsible for keeping Southwestern's logos in appropriate and managed use.
 - f) Campus signage (interior and exterior) will be updated and improved.

- 3) The Office of Communications will oversee the college's website with the goal of maintaining an up-to-date, easily-navigated, aesthetically-pleasing site. (responsible person: Terry Quiett)
 - a) The webmaster will work is responsible for keeping the content and appearance of the main campus website up to date and accurate.

- b) The webmaster will continue to initiate contact with Web stakeholders to maintain current content of site, and will take leadership in defining responsibility for sections the site “owned” by other administrative units on campus.
 - c) The webmaster will keep abreast of technological advances that could enhance the website usage, such as improvements in online forms, etc.
- 4) The Office of Communications will be a leader in communication through social media. (responsible person: Kenna Corley)
- a) Social media efforts will be aimed toward interaction with the college’s prospective students, alumni, and friends.
 - b) Facebook, Twitter, and Instagram will be used to facilitate this interaction.
 - c) The social media coordinator will be responsible for increasing the college’s video presence on the web. Appropriate equipment will be purchased to make this a possibility.
- 5) The Office of Communications will work toward external and internal communications that position the college as an institution of excellence and collaboration. (responsible person: Sara Weinert)
- a) Communication with parents will be strengthened through the parent newsletter (to be published three times) and a parent Web page (in collaboration with admission office).
 - b) The Office of Communication will collaborate as needed with Professional Studies, admission, and other campus personnel in producing print and electronic material.
 - c) The Office of Communications will encourage internal communication by use of administrator e-mails, and other means.

Who we are in the Information Technology Group (7/01/13)

Vision:

An agile, innovative and responsive IT environment, supporting business needs, providing competitive advantage and strategically integrated into the business.

Mission:

- 1) Agile – ability to accept change, to support change and to initiate change
- 2) Innovative – think outside the confines of “what is”, moving to “what can be”
- 3) Responsive – understanding the business, integrated and aligned to goals
- 4) Responsible – meeting our commitments with the highest level of integrity and work ethics

How do we know we are getting there?

- 1) When we are actively initiating changes and looking for new ways to do “old” things.
- 2) When we are happy to participate in projects with moving targets.
- 3) When unforeseen changes in the environment comes as no surprise (basically, always prepared for changes).
- 4) When we stop doing things just because “that’s the way it’s always been”.
- 5) When we always have plans A, B and C for any situations.
- 6) When we can allow everyone to have their “brain storms” without pre-judging.
- 7) When we know the business well enough to tell the business side what is needed.
- 8) When we have integrated our systems to the point when no one can tell where one begins and the other ends.
- 9) When we have aligned our goals to the corporate goals such that we are ahead and not behind the curve on projects and issues.
- 10) When we quit saying “it’s not my job” and take full responsibility for anything we are a part of.
- 11) When we say what we mean and mean what we say.
- 12) When we share and help each other even when we might not know what to do

Target for next 3 years (rotating):

- 1) Stable physical networking environment
 - a. Upgrading internal networking equipment - DONE
 - b. Implementing secure backup and recovery capability - IMPROVING
 - c. Implementing a virtual server environment - DONE
 - d. Implementing an off-site hot site - IMPROVING
 - e. VOIP / Cell - CANCEL
 - f. Software Fax Services – CANCEL
 - g. Patch Management - NEW
 - h. Hardware Rotation Cycle – NEW

- 2) Stable software application environment
 - a. Increase training - IMPROVING
 - b. Increase integration - IMPROVING
 - c. Migrate to Data warehouse - IMPROVING
 - d. Reducing hosting services and cost where appropriate - IMPROVING
 - e. Implementing One-Card System – IMPROVING
 - f. Mobile Apps/Environment – NEW
 - g. System upgrade Model – NEW

- 3) Processes
 - a. Issue Tracking and Project Tracking - DONE
 - b. Continuing with documentation and process mapping - IMPROVING
 - c. Implement Change Management processes - IMPROVING
 - d. Implement IT Metrics - IMPROVING
 - e. Fully backed up support processes - IMPROVING
 - f. Software and Hardware Requisition process re-vamp – IMPROVING
 - g. Helpdesk Call System and Process - NEW

- 4) Data Security
 - a. Disaster Recovery Plan - IMPROVING
 - b. Business Continuity Plan - IMPROVING
 - c. Document Retention Plan - IMPROVING
 - d. Data Privacy - IMPROVING
 - e. Network Security - IMPROVING

Hard target for next 1 year:

- 1) Upgrading core administrative systems PowerCampus – 20K
- 2) Implement better backup and recovery solution for virtual servers – 20K

- 3) Network Security Password Reset – 5K
- 4) Email upgrade – 10K

BeADisciple Administrative Plan and Staffing

Major Project “To do” list as of November 1, 2014:

- **Steve:** provide overall oversight; policy, strategy, budgeting, program development. Assist Miranda in adjusting to new job as Administrative Assistant. By Christmas have print material ready for Conferences, Congregations, the Academy, Visiting Scholar, and Bishop Scholar programs. Get ready to do lots of promotion beginning in January. Work to build up BeADisciple International. Work to develop partnership with World Council of Methodism and the John Wesley Fellows. Work on programs to reach annual conferences.
- **Lisa:** provide all BeADisciple oversight; instructor interaction and training, class set up, enrollment, and work with support staff. Building a guest visitor site, assisting with our new web site, and BB upgrade implementation.
- **Miranda:** provide administrative support for Steve; payroll, budgets, print material development, IFD web site support, travel management, and much more, for Lisa, Bb back end support.
- **Beth:** provides administrative support for Lisa.
- **Shannon:** assist in the development of the new BeADisciple web site and all the processes related to listing and promoting a new class. In addition to BeADisciple social media coordination, she is also helping with the promotional aspects of the Academy project and will support the Academy with social media.
- **Cherrie:** will attend the UMCom annual meeting in Oct. Working on growing our congregational partner program.

- **Leah:** building and leading the BeADisciple Youth/Collegian Academies.
- **Elaine:** now working as a Director of digital ministry for her Congregation in Atlanta and is developing/leading the training for Disciple Fast Track. She plans to offer DFT online this fall. She will also help build contacts with other potential partners for providing content.
- **Julie:** building online classes.

BeADisciple Major Project Plans for the next 6 months:

- By Christmas have our classes built, and listed for small group facilitators/congregations. Promote beginning in January.
- Continue Development of Disciple Fast Track
- By January have 20 congregational partners, and 30 small group facilitators to build a network
- Add one or two new partners for content generation: World Council of Methodism, John Wesley Fellows, EQUIP, Phil Maynard, others
- Expand our partnership with Wesley Ministry Network, Upper Room, and Prison Ministry
- Expand our international interaction
- Plan our 2016 Disciple 30 year celebrations

Institute for Disciple Unit Plan on November 1, 2014

Finances

- Budget program expenses as related to gift income, grants, fees and endowment earnings. Clearly identify major programs and continue to fund raise for them.

BeADisciple

- Grow primarily through three main programs: The Academy, Conference partners and Congregational partners.

Bishop Scholars

- Build a new structure, application process, selection committee, and budget.

Visiting Scholar

- Continue to recruit outstanding VS and maintain a good program.

Staffing

- On Nov. 3rd, add Miranda Jones as a full time administrative assistant for Lisa and myself.

**Office of Institutional Advancement
2014-2015 Annual Plan**

Mission

The Office of Institutional Advancement at Southwestern College exists to secure philanthropic resources and engage alumni and the SC community to advance the College. IA strives to meaningfully engage with alumni and donors, link the giving aspirations of our donors with the priorities of the College, steward existing gifts and donor relationships, cultivate new and deepening relationships and future gifts, honor and celebrate the legacy of the SC, recognize achievements of our alumni and promote a culture of philanthropy within the SC community.

Overall Goals

- Builder Fund \$ 700,000
- Endowment \$ 900,000
- Deferred Gift Commitments \$ 1,000,000
- Increase number of donors by 5% (2,069)
- Increase dollars from regular gifts to Builder Fund and Annual Restricted Gifts by 25% (\$439,334)
- Plan multi-million dollar, multi-year capital campaign
- Develop system for analysis and benchmarking of multiple success indicators

Program Components

| Goals/Objectives | Target Completion | Status | Responsibility of: L=Lead | Narrative and Metrics | Resources Needed | Notes |
|--|--------------------------|---------------|--------------------------------------|---|-------------------------|--------------|
| Builder Fund and Annual Restricted Gifts | | | | | | |
| Develop pyramid of giving for Builder Fund | | | | | | |
| Secure \$5K+ gifts from 31 annual donors to secure \$474,000 | Jun | In process | DeAnn, Advancement officers | Giving pyramid developed; strategies for individual donors in process | | |
| Build mid-range of giving pyramid with 90 donors to secure \$135,000 | Jun | In process | DeAnn, Advancement officers | | | |

| Goals/Objectives | Target Completion | Status | Responsibility of: L=Lead | Narrative and Metrics | Resources Needed | |
|---|--|-----------------------|------------------------------|---|--|---|
| Build bottom of giving pyramid with 1950 donors to secure \$140,000 | Jun | In process | DeAnn, Advancement officers | | | |
| Increase segmentation for targeted appeals and communications | | | | | | |
| Leadership Donors | 11/1 | 90% complete on 11/21 | DeAnn, Advancement officers | | Jessica, Dick Merriman, Communications | Move to Sep in 2016 Include all assigned prospects except selected individuals |
| Initial Builder Fund Appeal | 10/1 | Complete 10/6 | Jessica | BF Theme for the year: Courage to follow our passions, our dreams Redesigned appeal/message with individualized ask amount – 16,000 list; ~1,000 past givers Update 2016 schedule for September/early October mailing | Communications | Move to Sep in 2016 Look at ways to personalize appeals to past givers |
| Trustee Giving Appeal | 10/27 | Complete 11/12 | DeAnn | Targeted ask from Dick Participation/year-end giving message from Scott | Dick Merriman - ask Scott Hecht – follow up | |
| Calendar Year End Giving | 11/17 12/17 | In Progress | Jessica | Include Giving Tuesday messaging Letter – to those responding to this appeal in past 5 years Postcard – to all others Email blast with calendar year-end message | | IRA distribution message for 70 ½ First week of December: Personalized letter from GO for assigned prospects/leadership mailing list |

| Goals/Objectives | Target Completion | Status | Responsibility of: L=Lead | Narrative and Metrics | Resources Needed | |
|--|-------------------|---|-------------------------------|---|---------------------------|---|
| | | | | only whole list minus those given and leadership mailer recipients | | |
| Fiscal Year End Giving | 3/23 or 3/30 | | Jessica | Letter and E-blast | | For past donors, personalize appeal around giving interest Message around return from Spring Break and/or Easter; personalize based on major |
| Personal gift anniversary follow up | Jul-Jun | In Progress | Assigned Advancement Officers | Utilize newly designed report (Steve) for Gift officers | | |
| Thank you card | 5/1 | | Jessica | Postcard and E-blast | | Personalize for area of giving interest |
| Endowment/Scholarship Appeals | Spring | | Jessica, Gift Officers | | | |
| Young Alumni | Feb | | Jessica, Susan | Explore a Crowdfunding Model | | |
| Professional Studies Alumni | | | Jessica, Susan | Explore effective approaches | Susan Backofen | Focus group alumni |
| International Alumni and Current Parents | | | Jessica, Susan, DeAnn | Explore effective approaches | Andy Shepard | |
| Current Parents | As Above | | Jessica | Included in regular Builder Fund appeals | | |
| Faculty/Staff Giving Campaign | Jan/Feb | Initial meetings and planning in progress | Jessica, Charles | Time around increases | Cheryl Rude, Eloy Mendoza | |
| Senior Gift | Spring | | Jessica | Leverage for future Young Alumni Giving | | |
| Special Interest Areas | | | | | | |
| Identify and promote Annual Restricted Gifts that are budget relieving | Jul-Jun | In progress | Assigned Advancement Officers | | | |

| Goals/Objectives | Target Completion | Status | Responsibility of: L=Lead | Narrative and Metrics | Resources Needed | |
|--|-------------------------|--|--|---|------------------|---|
| Increase Department Liaison involvement and opportunities for faculty to engage in fundraising process | Jul-Jun | In progress | Assigned Advancement Officers | | | |
| Solicitations to past donors for adding to endowments | Feb | | Jessica, Assigned Advancement Officers | | Steve | |
| Athletics | | | Mike, DeAnn | | Dave Denly | |
| Work with David Denly and Mike Farrell to develop plan for major gifts and overall support | Oct-Jul | In progress | | Planning meetings with Dave, Mike, DeAnn in October | | |
| Giving Tuesday appeal | 12/2 | In progress | Jessica | Primarily Social Media E-blast day before, day of and day after with results Pre-appeal tied with Calendar Year End letter and postcard | | To all, regardless of whether already given |
| Utilize multi-channel marketing to support appeals | | | | | | |
| Direct Mail | As above | | Jessica | | | |
| Website | | | Jessica | | | |
| Improve Make a Gift site and donation form | Jul-Jan | In progress | Jessica | | | |
| Update program giving opportunities | Jul-Aug | Information secured; awaiting site updates | Jessica | | | |
| Utilize program/athletics communications and | Ongoing, as appropriate | | Jessica | | | |

| Goals/Objectives | Target Completion | Status | Responsibility of: L=Lead | Narrative and Metrics | Resources Needed | |
|--|--------------------|----------------------------------|---------------------------------|---|------------------|--|
| fundraisers for targeted "mini-campaigns" to drive people to restricted giving opportunities on the website | | | | | | |
| Identify \$2,000+ designated gift opportunities for targeted major gift solicitations prior to inclusion on the Make a Gift site | Jul-Aug | Completed; awaiting site updates | Jessica | | | |
| Email | As above | | Jessica | | | |
| Social Media | As above | | Jessica, Charles, Susan, Adrian | Formalize process for social media strategy; expand | | |
| Phonathon | | | Jessica | | | |
| Fall Phonathon | 10/12 through 12/3 | | | Social Media Post | | Phonathon givers for past 5 yrs Reunion years 2014 Current Parents |
| Spring Phonathon | 2/8 through 4/30 | | | | | Past donors for past 5 yrs who have not yet given Reunion years 2015 Strategic assignment of \$500+ and assigned prospects for calling |
| Pre-phonathon mailing | Jan | | Jessica | Test in Spring | | Plan for Fall 2016 |
| Review calling | Sep | Complete | Jessica | | | |

| Goals/Objectives | Target Completion | Status | Responsibility of: L=Lead | Narrative and Metrics | Resources Needed | |
|------------------|-------------------|--------|------------------------------|-----------------------|------------------|--|
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| script/approach | Jan | | | | | |
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| Major Gifts and Grants | | | | | | |
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| Prospect Ratings and Assignments | | | | | | |
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|--|---------|---------------------|------------------------------------|------------------------|--|---|
| Update assignments, territories and prospect ratings | Jul | 50% Complete in Nov | DeAnn | Finalize with new hire | | |
| Standardize reporting for advancement officer planning | | | Steve | | | |
| Conduct wealth screening of alumni and donor database | Jul-Aug | Complete 8/7 | DeAnn | | | |
| Integration of data into PowerCampus | Pending | | Steve | | | Date TBD pending assessments of major donor information |
| Implement ongoing utilization of wealth screen data | Ongoing | In progress | DeAnn, Steve, Advancement Officers | | | |

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|-------------------|--|--|--|--|--|--|
| Grants management | | | | | | |
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|--|-------------------------------------|----------------------------|-------|--------------------------------|--|--|
| Develop plan and system to identify, cultivate and secure foundation grants related to planned campaign projects | Dec-Jun with ongoing implementation | | Steve | Process defined and documented | | |
| Maintain records of grants applied for and awarded campus-wide | Ongoing | Process defined and in use | Steve | | | |
| Prompt reporting and applications by other departments to meet | Ongoing | Process defined and in use | Steve | | | |

| Goals/Objectives | Target Completion | Status | Responsibility of: L=Lead | Narrative and Metrics | Resources Needed | |
|------------------|-------------------|--------|------------------------------|-----------------------|------------------|--|
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| deadlines | | | | | | |
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| Capital Campaign Planning | | | | | | |
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|--|-----------------|------------|-------|--|--|--|
| Plan and conduct feasibility study | Aug through Jan | In process | DeAnn | | | |
| Plan campaign start up and quiet phase | Feb through Jun | | DeAnn | | | |
| Prepare reporting standards to be used throughout campaign | Dec through Jun | | Steve | | | |

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| Deferred Gifts Program | | | | | | |
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|---|-----------------------|---|----------------------------|--|----------------|--|
| Regular identification of donors to refer to John Griffin | Ongoing | | Mike, Advancement Officers | | | |
| Utilize Crescendo for regular, ongoing communications | Dec – Jun and ongoing | Initial planning meetings; process and plan to be completed | Charles | | Holly | |
| Multi-channel | | | Charles | | Communications | |
| Integrated with overall communications plan | | | Charles | | Communications | |

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| Stewardship | | | | | | |
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| Launch program for weekly thank you calls from students | Jan and ongoing | | Jessica, Steve | Plan for tracking in PowerCampus Script and Instructions | | |
| Update acknowledgement | Ongoing | | DeAnn | | | |

| Goals/Objectives | Target Completion | Status | Responsibility of: L=Lead | Narrative and Metrics | Resources Needed | |
|------------------|-------------------|--------|------------------------------|-----------------------|------------------|--|
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|---|---------|--|--------------------------------------|--------------------------------------|--|--|
| letters on schedule | | | | | | |
| Annual Program Endowment Reports instituted | Dec | | Steve | | | |
| Annual Scholarship Program Reports continued | Oct | Complete | Steve | | | |
| Identify personalized opportunities for student/donor interaction for strategic cultivation | Ongoing | | Assigned Advancement Officers | | | |
| Individualized Updates and Reports for Major Donors | Ongoing | Occurring through written, calls and personal visits | Assigned Advancement Officers | | | |
| Maintain regular Stewardship Plan | Ongoing | In process | DeAnn, Assigned Advancement Officers | Process to be defined and documented | | |

Alumni Relations

| | | | | | | |
|--|---------------|--|--------------|---|---|--|
| Strategic communications and involvement initiatives | | | Susan, DeAnn | | Jessica | |
| Affinity Groups | | | | | | |
| Young Alumni | | | | | | |
| Professional Studies | | | | | | |
| International Alumni | | | | | Andy Sheppard | |
| Strategically plan Alumni Regional Events | Jul-Jun | 17 regional events planned; 5 complete | Susan | | | |
| Maintain Homecoming and Halls of Fame Initiatives | Oct, Nov, Apr | 2 complete; Apr honorees selected | Susan | Process instituted for advancement officer review | | |
| Gather and retain alumni information updates | Ongoing | | Susan | | Advancement Officers; IA and campus staff | |

| Goals/Objectives | Target Completion | Status | Responsibility of: L=Lead | Narrative and Metrics | Resources Needed | |
|---|-------------------|--|--------------------------------|---|---|--|
| Utilize PowerCampus for employment/profession information | Jun | In process | Steve | | | |
| iPad Giveaway Promotion | Oct/Nov | Complete | Jessica, Charles, Susan | ~900 updates from 360 alumni, with at least one response in all but 2 classes 1950-2013 | | |
| Finalize non-graduate alumni coding in PowerCampus | Jun | In process | Susan, Steve | | | |
| Current Students relationship and awareness building | Aug through May | In process | Susan, Jessica | Maintain current initiatives | Student Life | |
| Launch Tuition Awareness Day | Feb | In planning stage | Susan, Jessica | | Finance, Student Life | |
| Marketing and Communications | | | | | | |
| 18 month rolling communications plan | Jul | In process, behind schedule | DeAnn, Jessica, Susan, Charles | Integrate with multi-channel marketing appeals for Builder Fund, Planned Giving | Denise, Steve | |
| Social Media Team Initiatives to support awareness, engagement, event participation and appeals | Ongoing | In process, planning strategies for Linked In, Twitter and Instagram | Jessica, Charles, Susan | Facebook process defined and operating | Student workers: Robbie Adrienne Ali | |
| SC branding and marketing initiative | Ongoing | | DeAnn | Branding Statement and proof points developed and presented to Board in October | Sara Weinert, Marla Sexson, Susan Backofen | |
| Website review/update plan | Jul – Jan | In process | Jessica | | | |
| Prospect Research | | | | | | |
| Develop systems for basic prospect research | Jul – Dec | In process | Steve | Process to be defined and documented | | |
| Train student employee in | Ongoing | In process | Steve, Jessica | Currently working with DonorSearch | Ali | |

| Goals/Objectives | Target Completion | Status | Responsibility of: L=Lead | Narrative and Metrics | Resources Needed | |
|--|-------------------|---|------------------------------|---|------------------|--|
| systems | | | | assessments | | |
| Infrastructure | | | | | | |
| New Hire - Advancement Officer | Oct | In process, behind schedule | DeAnn | | | |
| Student Employee Position – Social Media | Ongoing | Complete | Steve, Jessica | Job description defined, hired and working well | | |
| Student Employee Position – Prospect Research | Ongoing | Complete | Steve, Jessica | Sharing with social media responsibilities | | |
| Gift Acceptance, Stewardship and Recognition Standards/ Policies | Jan-Jun | | DeAnn | | | |
| PowerCampus Staff Training | Dec | In process | Steve | Ben to coordinate trainings for Steve; Steve to coordinate for the rest of the staff | Ben Lim/IT | |
| Procedures Updates and Documentation | Ongoing | In process; several complete, others TBD | Steve, Denise, Holly | | | |
| Analysis and Benchmarking | | | DeAnn | | | |
| Regular IA Staff Communications and Planning | Ongoing | Team and Advancement officer meetings on schedule; Jun retreat complete | DeAnn | <ul style="list-style-type: none"> Weekly Team Meetings Bi-monthly Advancement Officer Meetings Bi-annual Planning Retreats (June, Dec) Annual Performance Reviews and 90-day goals | | |



Deets Library
SOUTHWESTERN COLLEGE

Unit Plan

AY 2015

Goal 1: Develop and expand the library instruction program to support SC's Educational Goal

Deets Library Staff will create and implement a comprehensive library instruction plan to support student learning and faculty scholarship.

The following actions exemplify the Library's continuing commitment to support SC learning objectives that include critical thinking, ethical reasoning, and career preparation.

- Develop closer relationships between library instruction staff and SC faculty and affiliates
- Prepare lesson plans and assignments for library instruction that can be utilized by all full-time library staff (AY 2014 - in progress)
- Create online bibliographies for subject areas (AY 2014 – completed, please see Research Guides on the library website)
- Increase use of library electronic resources by 10% over the next three years (we are establishing the baseline this year)
- Increase the number of in-class instruction sessions by 5% over the next three years
- Increase the use of online library instruction modules by 10% over the next three years (AY 2014 - replaced poorly-attended live sessions with instructional modules in PS Information Literacy class)
- Design a program for hiring, training, and evaluating library student workers that prepares them for the workforce
- Create a library student workforce capable of providing general reference services to SC students
- Create levels for librarian positions that encourage graduate study in education and/or business to support graduate programs in these areas
 - Librarian I: Entry-level, MLS degree not required, but should be enrolled in an MLS program
 - Librarian II: Appropriate experience and MLS or archives certificate required
 - Librarian III: Appropriate experience and MLS required and a second advanced degree in business or education required



- Link salary levels to job requirements
- Provide tuition reimbursement to help current library staff meet these requirements
- Hire a fourth librarian as a Librarian I to serve primarily undergraduates in reference and instruction and assist with other library functions such as archives digitization and preservation projects, including managing theses and dissertations



Goal 2: Create and describe digital collections from the SC Archives

Deets Library Staff will create and implement a plan to describe and partially digitize ten important collections. Some of these collections will support teaching and others will support relationships with alumni and donors.

The following actions exemplify the Library's continuing commitment to support SC's relationship and education goal by providing access to SC archival materials.

- Hire an MLS-level archivist or librarian to curate and digitize important collections
- Establish description standards and/or guidelines
- Establish scanning procedures and guidelines
- Purchase scanning equipment (AY 2014 – purchase a photo scanner)
- Hire and train student(s) to scan items
- Select organization(s) to provide digitizing services for larger collections, if needed (AY 2014 – microfilm of college newspapers is currently being digitized by Northern Micrographics. We expect delivery before the end of 2014.)
- Purchase digital repository software (AY 2014 – purchase BiblioBoard Creator)
- Select collections to describe and digitize in consultation with Institutional Advancement, Alumni Programs, and Faculty
- Create and describe digital collections
- Select rare and valuable items to be stored offsite
- Market collections to the SC community for education, research, and development

Goal 3: Shape a print and electronic collection that meets the needs of students and faculty

Deets Library Staff, in active consultation with faculty and affiliate faculty, will create and implement a comprehensive collection management plan to support student learning and faculty scholarship.

The following actions exemplify the Library's continuing commitment to support SC learning objectives that include critical thinking, ethical reasoning, career preparation, communication, and leadership.

- Assign collection development responsibilities to all full-time staff
- Remove out-of-date and unused items from the collection (AY 2014 – weeded reference collection, bound periodical collection, and created a browsing fiction collection)
- Create a schedule to review the print collections regularly, looking for items that need to be removed or replaced
- Create a plan to collect and review resource usage information to support collection assessment
- Support faculty recommendations for the purchase of new materials
- Use interlibrary loan requests to inform collection development
- Fund American City Business Journals - \$1500 per year
- Fund the Biblioboard Creator annual subscription to create an institutional repository of theses, dissertations and other works - \$2500 per year going forward
- Publish theses and dissertations on the ProQuest Dissertations and Theses – Full-text database (no additional cost other than staffing)

Goal 4: Develop a plan for reuse of library space freed from print collections

Deets Library Staff, in active consultation with Main Campus faculty, students, and staff, will develop a plan to repurpose library spaces made available through collection management activities.

The following actions exemplify the Library's continuing commitment to support SC's Facilities and Technology Goal.

- Library staff will seek ideas from the SC community and make recommendations for use of the available space
- Whenever practical, select movable furnishings so that further modifications can be made more easily
- Review signage and replace with consistent, visually appealing and informative signage

Goal 5: Develop an assessment plan to measure the effectiveness of library programs, materials, and services

Deets Library Staff will develop a plan to assess the usage and effectiveness of library services with the goal of planning continuous improvement.

The following actions exemplify the Library's continuing commitment to assessing programs, materials, and services.

- Investigate whether AQIP provides guidance
- Investigate information literacy assessment tools for the best fit to SC Education Goals
- Determine what to measure and how to measure it
- Conduct a workflow analysis and review job descriptions and assignments for relevance to current needs (AY 2014 – in progress)
- Provide training and professional development opportunities as needed to improve programs and services (AY 2014 – in progress)



Goal 6: Investigate and participate in collective purchasing opportunities

The Library Director will actively investigate and engage in cooperative purchasing opportunities to help contain costs.

The following actions exemplify the Library's continuing commitment to cooperative purchasing.

- The Library will continue to participate in the South Central Kansas Automation Network (SCKAN) for library automation software and investigate other cooperative opportunities as needed.
- The Library Director will actively participate in the newly formed Kansas Council of Academic Library Deans and Directors as well as the existing Private Academic Libraries cooperative for collective purchasing opportunities.
- The Library will seek to increase cooperative purchasing by 5% over the next three years.

**Goal 7: Develop a marketing plan to support
SC's Relationship and Educational Goals**

Deets Library Staff will develop a plan to communicate with faculty, staff, students, and alumni about programs, materials, and services.

The following actions exemplify the Library's continuing commitment to raising awareness of programs, materials, and services.

- Develop a marketing plan (AY 2014 – in progress)
- Create a new library website to better facilitate discovery of library materials (AY 2014 – completed)
- Review signage and replace with consistent, visually appealing and informative signage
- Create a standard approach to follow when publicizing events, programs, materials, and services
- Use electronic communication tools and social media to full advantage
- Establish a social media policy for library staff and student workers

Goals for Dick Merriman for 2014-15

Implement cost control and enrollment/revenue strategies to achieve a budget that is balanced with a total endowment draw of 5% for the 2014-15 fiscal year.

Elicit guidance from Trustees and other key constituents concerning goals and priorities for the college's upcoming capital campaign (July 2014). With input from Trustees and DeAnn Dockery, select campaign counsel to conduct a campaign feasibility study (July 2014). Bring counsel recommendations to the Trustees and seek authorization to commence the capital campaign (January 2015).

Assist Trustees in strengthening their role and participation in strategic planning for the college.

Continue work to implement recommendations of retention consultant concerning advising, freshman year experience course, and academic support services for students.

Establish benchmarks of adequate annual funding in key budgeting areas – IT, plant repair and replacement, vehicle mileage and maintenance, residence hall furniture, classroom equipment, etc. – and in budget-building process move toward attaining these benchmarks.

Implement Noel-Levitz recommendations to strengthen main campus undergraduate recruitment and to improve financial aid packaging to increase yield and stabilize discount rate.

With the Board, finalize plans for renovation/construction of student housing, determining the mix of gift proceeds and bond funding desired for financing the projects. Raze/move college-owned homes on south edge of campus to prepare the site for new housing construction and related parking.

Lead administrative team to complete and submit AQIP Systems Portfolio for reaffirmation of accreditation by the Higher Learning Commission.

Expand environmental/market scanning to support program revision and new program development.

Continue work to reorient PS recruitment toward corporate and higher education partnerships to strengthen recruitment of civilian learners.

Continue gradual increase in main campus international student enrollment, permitting gradual ramp up of appropriate support services and programs.

Explore possible creation of Wichita international graduate study center to operate in daylight and evening hours in Wichita East Professional Studies Center.

Support work of Provost Andy Sheppard to strengthen academic outcomes assessment and to develop institution-wide academic assessment programs for main campus and in PS.

Strengthen campus emergency planning and improve training and practice regarding key emergency response scenarios.



PS ENROLLMENT MANAGEMENT PLAN

2014-15

May 2014

GOAL #1 LEVERAGE LIMITED RESOURCES

1. Reallocate expenses to marketing
2. Reallocate advertising dollars
3. Increase Automation
4. Implement Processes



GOAL #2 INCREASE STUDENT CENSUS

1. **Get more.**

- Increase new student enrollment
 - New to PS
 - Readmits

2. **Keep more.**

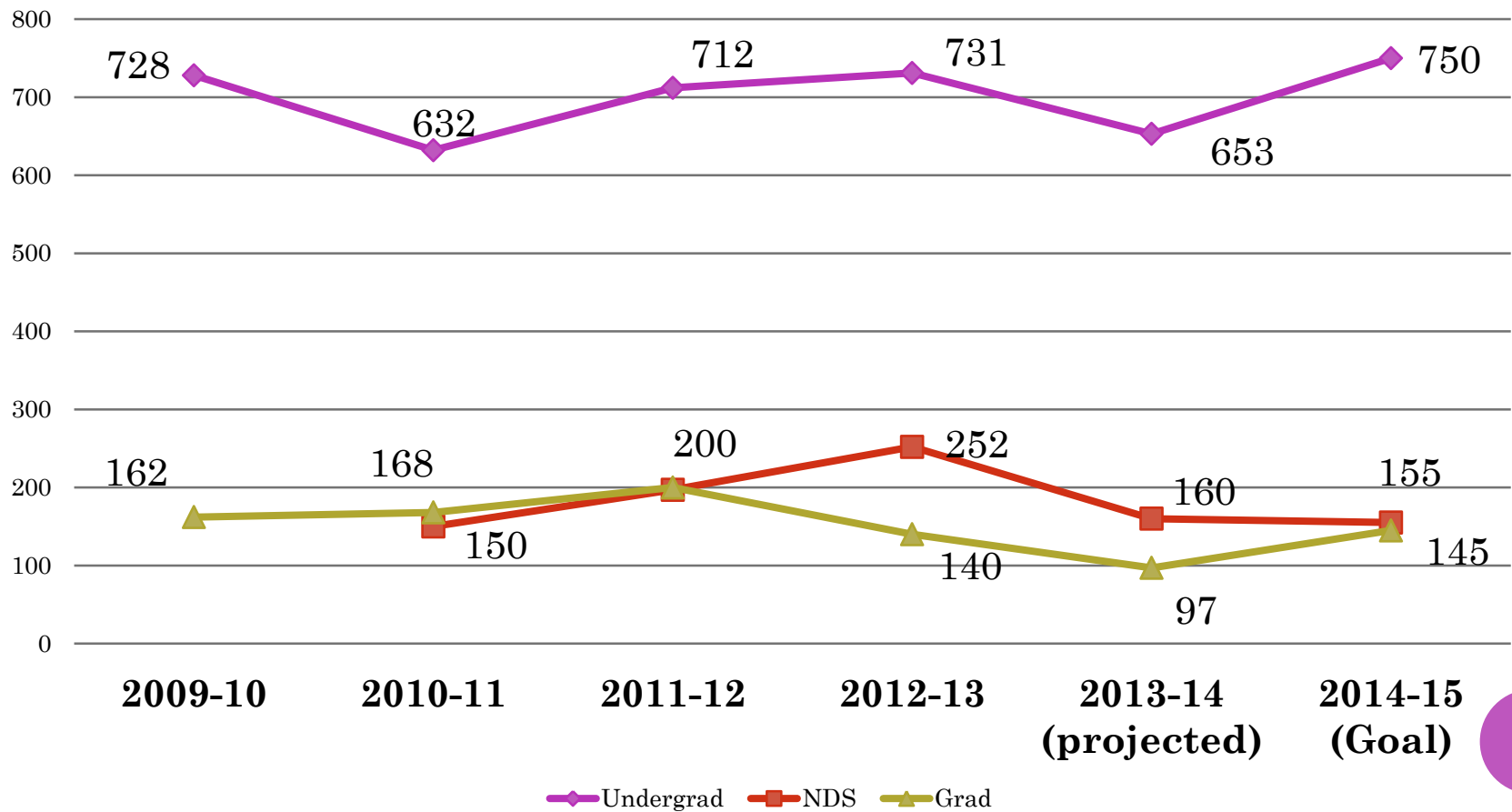
- Increase Persistence
 - Session-to-session
 - Reenters



NEW STUDENTS -- GET MORE

○ Goal: 1050 compared to 861 (+22%)

Annual New Students



RETENTION -- KEEP MORE!

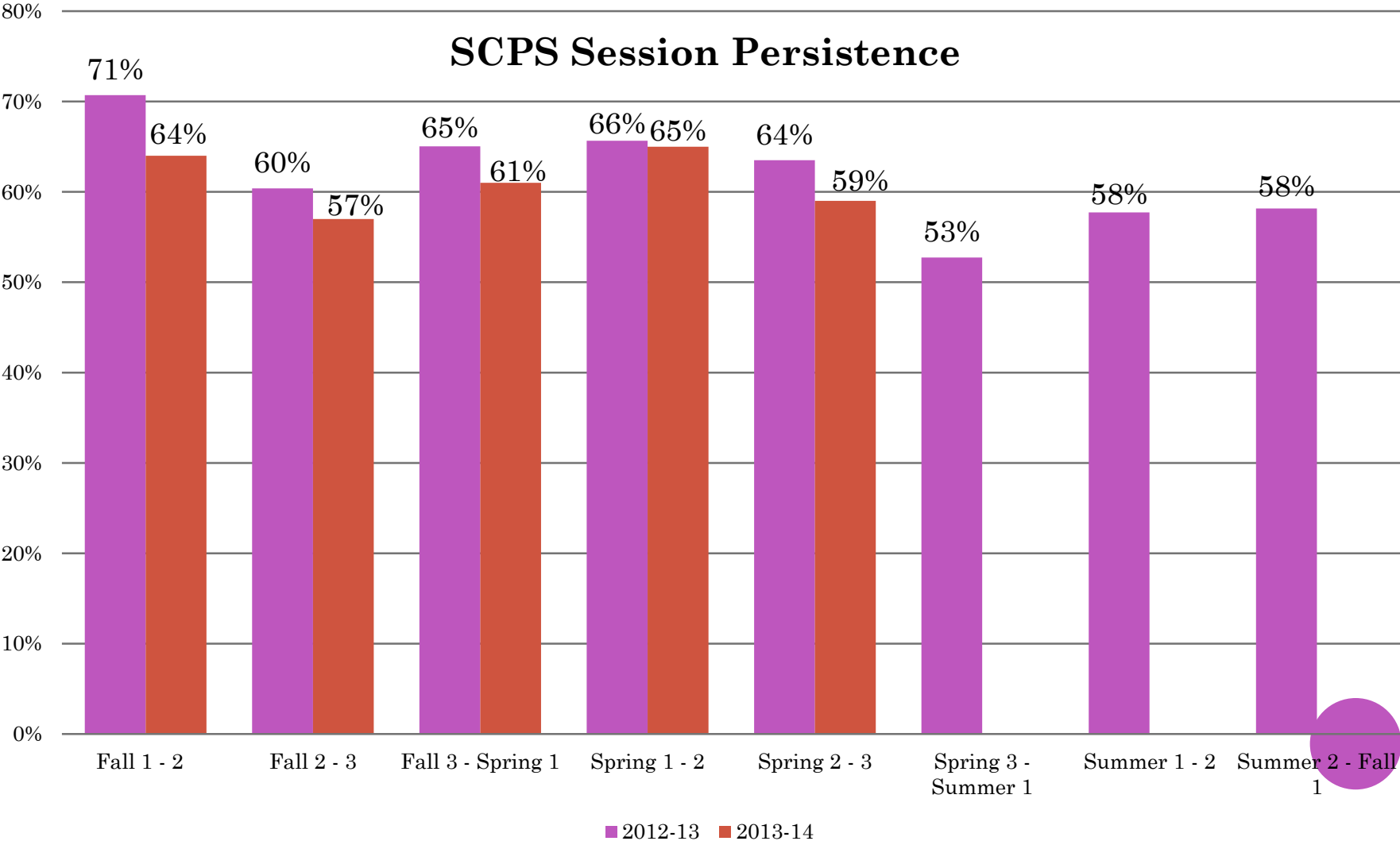
1. Increase the number of average classes per learner per year from 4.0 to 4.2
 - Implement new communication strategy to students to schedule for entire semester versus session-by-session.
 - Redesign enrollment form
2. Increase number of reenters (stop outs who return)
 - Determine trends in who stops out and implement measures to impact.
 - Implement separate strategy for re-engagement
3. Increase persistence session to session to an average of 65% (goal)
4. Enhance 'foundation' coach



Increase Student Persistence Session to Session

Goal: 65% average

SCPS Session Persistence



GOAL #3. DIVERSIFY STUDENT POPULATION

- Maintain/Grow Military Enrollment
 - 2014– 543/816 (63%)
 - 2015 –600/1050 (57%)
- Increase percentage of civilian enrollment
 - 2014-- 318/861 (37%)
 - 2015– 450/1050 (43%)



ADMISSIONS STRUCTURE

Civilian

| Staff | OTHER CIVILIAN (Susan) | ORGANIZATIONS (Denise) | EDUCATION (John) | MILITARY (Stephen) |
|------------------|------------------------|------------------------|------------------|--------------------|
| Lisa | x | x | x | X |
| Nicole | X | x | x | x |
| Maggie | X | x | x | x |
| Tayrn | x | x | x | X |
| Jim | x | x | x | x |
| John | x | x | X | x |
| Denise | x | X | x | x |
| Stephen | x | x | x | X |
| Education Connex | X | x | x | x |

MILITARY

GOAL 600

1. Leverage/enhance existing: Ft. Riley, McConnell
 - ESO relationships
 - Advertising
 - On-base community colleges
 - Tinker
2. National Guard/Reserves (OK, KS, MO)
3. Build enrollment at identified bases with goal of being on-base 2-3 times per week:
 - Andrews, Leavenworth, Benning, Bragg, Sill
4. Partner with DoD organizations
 - DAU, DLA, JSOU



EDUCATIONAL PARTNERSHIPS GOAL 100

1. Community Colleges Goal 50

- 2+2 agreements
- Build referrals from program leaders/faculty
- Targeted/co-branded recruiting and marketing

2. Career/Vocational Schools Goal 50

- CHEA approved
- Articulation agreements
- 2+2 agreements
- Build referrals from program leaders/faculty
- Targeted/co-branded recruiting and marketing



ORGANIZATIONAL PARTNERSHIPS

GOAL 60

1. Organizations/Professional Entities

- Active & dormant agreements
- Identify new organizations with:
 - 100 or more employees
 - Need for education/talent development-possible cohorts
 - Tuition reimbursement
- Professional organizations
 - E.g. American Association of Radiologic Technicians

2. Educational Systems

- School Districts/community colleges/private schools

3. Non-credit Training

- Active & dormant agreements



OTHER CIVILIAN

GOAL 290

- SEO
 - New website
- Media Advertising
 - Print, newspaper websites, possible radio in Wichita
- Social Media
 - Facebook, Twitter, etc.
- Pay-Per-Click
 - Paid internet
- Current student/graduate referral program
- Increased PR
- EducationConnex



GOAL #4 SHAPE THE BRAND

- A brand:
 - Defines constituent relations with the organization
 - Is a promise made to all customers, employees and the public
 - Is shaped by every interaction

**BRAND IS
PERCEPTION!**



Unit Planning Report

Unit name: Student Life Office **Date submitted:** December 1 2014

A major objective for this unit is:

Evaluate the effectiveness of the select areas (offices, programs or activities) within the unit to determine if they are running at optimal effectiveness. These specific areas were selected because either they have not been evaluated for a while or they have been identified as problematic.

Student Life areas has identified International Students, Student Conduct Code, , Builder Camp, Security, and Food Service for evaluation.

The current and planned activities to meet this objective are:

Review the success, failure, and opportunities, and threats by

- a. Meeting with key staff to evaluate
- b. Identify concerns or issues.
- c. Set a time line
- d. Establish the specific staff person to address
- e. Implement changes
- f. Meet to review implementation and results

The desired outcome from this objective is:

Each area must provide improved customer service, fast/effective service, competent college personnel, improved campus relationships/connection, positive impact on retention and social adjustment, reduced level of complaints, and/or compliance with college policies/regulations.

The following metric will be used to measure outcome:

A multiple metric approach will be used:

1. Assessment Testing: The Noel Levitz Student Satisfaction Inventory (web-based survey) will monitor satisfaction. In addition, we will administer on line surveys over the year on the specific identified areas.
2. Focus Groups: Will host a series of student focus groups. Randomly selected students will be interviewed in small groups by their academic year.
3. Documented Observations: Gather invaluable information from the complaint process, student-run newspaper, papers written in classes, exit interviews, and faculty/staff documentation.

The timeline for planning, implementation and evaluation is:

The timeline depends on the specific area for review, but in general, it is:

- a. Meeting with key staff to evaluate (Fall 2014)
- b. Identify concerns or issues. (January-March 2015)
- c. Set a time line (March 2015)
- d. Establish the specific staff person to address (April 2015)
- e. Implement changes (May 2015 August 2015)
- f. Meet to review implementation and results (2014-2015 school year)

Unit Planning Report

Unit name:

Major objective(s) for this unit:

The current and planned activities to meet this objective(s):

The desired outcome from this objective(s):

The following metric(s) will be used to measure outcome:

The timeline(s) for planning, implementation and evaluation: