

2

# CBC'S SMART START

Our Quality Enhancement Plan

August 22, 2013

# What is the QEP?

The Quality Enhancement Plan (QEP) is a plan required by the Southern Association of Colleges and Schools (SACS) our regional accrediting agency, for increasing the effectiveness of our educational program in relation to accomplishing student learning and the mission of the college.

# A QEP must:

- Have broad-based input
- Use best practices
- Relate to our Mission and Strategic Plan
- Be doable
- Be sustainable and scalable
- Have student learning outcomes
- Be understood and supported by the college community (YOU)! Aghh! What!

# How Did **We** Get Broad-based Input?

- On February 10, 2012, all faculty and staff were divided into groups and asked questions including what you thought we needed to do to improve student learning.
- Staff and students were asked to “Help Us Choose a Topic” by completing an online survey.
- Staff were asked to submit a Proposal Request if they were interested in having the QEP focus on their department.

# How Did **We** Get Broad-based Input? Cont.

- An online student survey was completed by students from each campus to help determine a topic.
- QEP Committee begins its work compiling the results of the faculty, staff and student input.
- March 2013 CBC Team participates the High Impact Institute
- QEP is fully developed and confirmed
- Summer 2013 QEP report drafted
- September 2013 QEP Submitted to SACS

# Results

The areas that seemed to be key to both students and staff were:

- Improved Advising
- A Freshman Success Course
- Tutoring

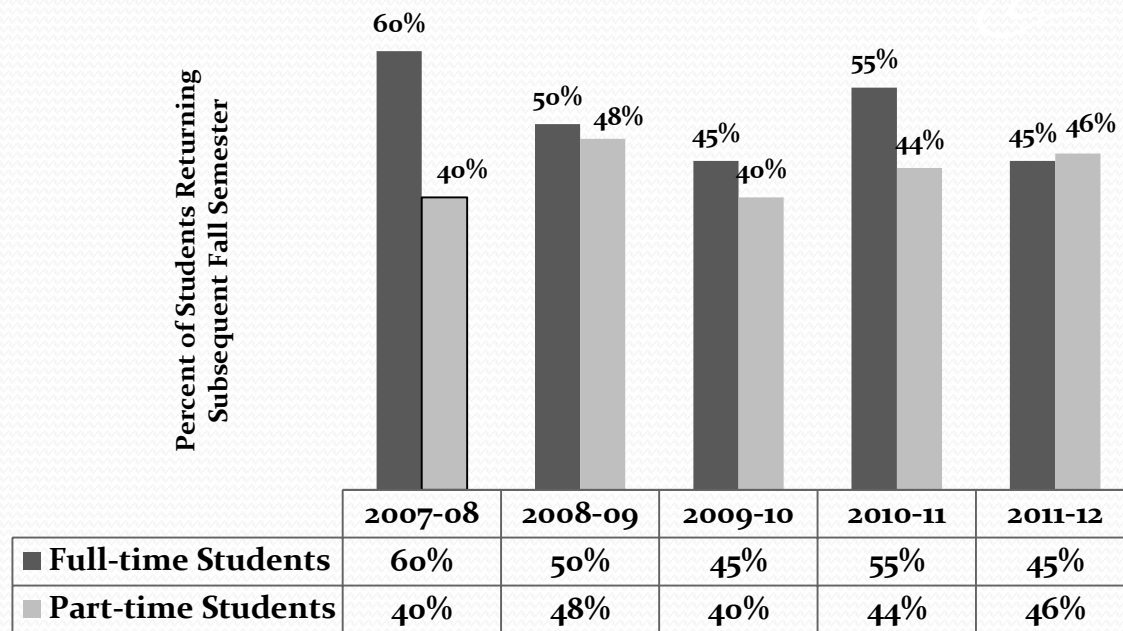
BUT... Was the need for them supported by CBC data and would they help accomplish the CBC mission and goals?

YES! These areas were reviewed and supported by data as areas that could be improved. They were directed related the college mission and if successful, they would impact student learning and our CBC Key Performance Indicators (success, persistence, completion, and graduation, etc.).

# Fall to Fall Retention

In the past, full-time and part-time student fall to fall retention rates differed by 20 points. That gap has basically been eliminated.

FTIC Students Fall Semesters 2007 thru 2011



SOURCES: IPEDS Data Feedback Reports 2009-2012, IPEDS Fall Enrollment Survey 2013

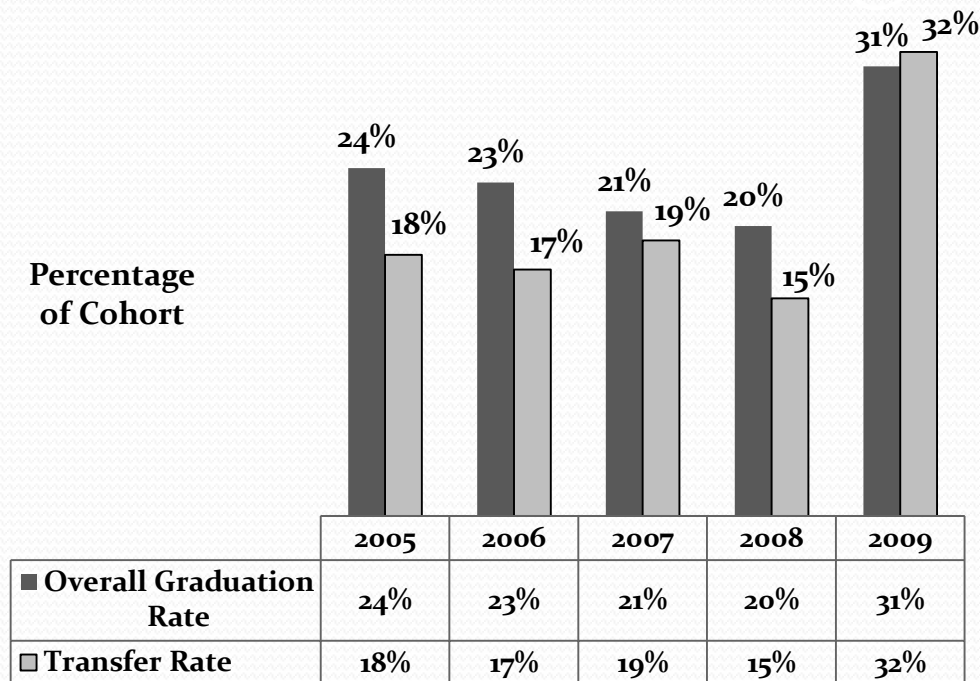


# Graduation and Transfer Rates

The most accurate way to evaluate graduation and transfer rates is to establish a cohort of incoming students in the fall of an academic year and then see where they are at the end of 3 years.

- About 1/3 graduated
- About 1/3 transferred
- About 1/3 are still enrolled or left CBC

## First Time at CBC Degree/Certificate-Seeking Students



SOURCES: IPEDS Data Feedback Reports 2009-2012, IPEDS Graduation Survey 2013



# CBC's Smart Start QEP

Intentional First Contact

Mandatory Orientation

Faculty Advising

My Cougar Course - EDUC 1300

Coastal Bend College



# Intentional First Contact

## Information Tables

At all Locations:

- Staff and Faculty volunteers
  - FAQs
- Better signage

## Customer Service

- 1<sup>st</sup> Training
- How students rate us
- Customer Service Campaign  
“Enroll Now -  
Ask Me How”

# Mandatory Orientation

Three different opportunities for first-time students to participate in orientation activities.

- Cougar Days
- Orientation offered at every site
- Online Orientation for online students and students who did not participate in a face-to-face orientation

# Advising

## Faculty Training

- Division Chairs will become the trainers.
- All faculty will have a 'caseload' of students to advise thru completion/graduation.
- Will include referrals to tutoring, special needs, personal issues, etc.

## Student Development Advisors (SDA)

- Student Development Advisors will be the students' initial advisor – faculty will contact students within the first two weeks of class.
- Will advise all undecided majors
- Will help with referrals
- Will develop student services, workshops, seminars, etc.

# My Cougar Course

Modules will include:

Time Management  
College Resources (tutoring, workshops,  
library resources)  
Learning Styles  
College Writing Techniques  
Career Exploration  
Academic Integrity  
Money Management  
Communication

# It's in There!

## Does our QEP have all the Right Stuff?

- It has the three key areas identified by students and the CBC community: advising, success course, and tutoring (referrals, knowing about resources, SI).
- All areas have been researched and techniques are based on best practices.
- Smart Start relates to our Mission (student-centered, develops our educational culture, and promotes excellence) and Strategic Plan (quality educational experience, comprehensive student services, effective use of resources, accomplishment of KPIs)
- It is doable (supported by staff and faculty, most areas use available resources and faculty and staff talent/expertise)

# How Do I Stay Involved/Informed?

Everyone has a role:

- Excellent first contacts and beyond- Customer Service- going out of our way to help students!
- Read the QEP, available September 6<sup>th</sup>, and provide input.
- Know about the QEP and share your knowledge with others ( peers, students and potential students, SACSCOC,)
- Do your part and make suggestions to improve our processes (Faculty and Student Development Advisors, volunteer staff, EDUC 1300 faculty, IR, etc.)
- Participate in continued training opportunities.



The final result:  
CBC's SMART START= STUDENT SUCCESS

Any Questions?

