GARDEN CITY COMMUNITY COLLEGE

NON-ACADEMIC DEPARTMENTAL REVIEW TEMPLATE

May 2018

Admissions

GARDEN CITY COMMUNITY COLLEGE

Non-Academic Departmental Review Self-Study Template

Department: Admissions

Department Head: Tammy Tabor

Submitted by: Tammy Tabor

Submission Date: February, 2018

INSTRUCTIONS:

Complete this form using department documentation and your own observations. This self-study is designed to be a narrative document and all responses to questions should be supported by rationale, explanation and or specific documentation.

All documentation provided for the Non-Academic Departmental Review Self-Study should include the previous five years, beginning with the 2012-2013 academic year.

Component 1: Non-Academic Departmental Review Committee

List the names of the Non-Academic Departmental Review Committee and their association with your department (your department personnel who contributed to the writing of this report).

Name	Association
Tammy Tabor	Professional Staff
Susan Miller	Professional Staff
Samantha Garcia	Professional Staff
Cody Cundiff	Professional Staff
Rebekah Fitzpatrick	Professional Staff
Review Advising Committee	
Phil Hoke	Faculty
Brandy Unruh	Faculty
Derek Ramos	Professional Staff

Component 2: Department Profile

A. Mission/Purpose

1. What is the mission of the department and how does it align with the institutional mission and other strategic priorities?

The mission of the Garden City Community College Admissions office is to attract and enroll undergraduate students from our community, service area and beyond, to provide educational opportunities to prepare them to succeed personally, motivate them to become active members and leaders within our campus community as well as society.

The Admissions Office will lead and support recruitment activities across the campus and disseminate information to all prospective students, regardless of age, sex, race or interest, to aid them in their educational decision making process.

We support the overall mission of the college to produce positive contributors to the economic and social well-being of society by introducing and connecting students to the resources of the faculty and staff that assist with the various departments across campus, such as;

We plan and implement enrollment dates that will include an assessment of the students' essential writing, reading and math skills.

We assist students with their career decisions by providing class and program information about various technical programs and transfer programs at GCCC. We also refer prospective students' to an instructor / advisor in the specific discipline.

Assisting students interested in transferring by making those aware at the time of initial enrollment, that their assigned advisor will assist them in making appropriate class selections for a successful transfer. We assist students in scheduling campus tours on other college campuses. We serve as a resource for students by connecting them to an admissions representative directly.

The admissions office assists with various departments across campus with activities such as Exploration Day, Discovery Day (aka Fine Arts Day), by encouraging exploration of the various technical programs and careers. We assist students who enroll for personal enrichment classes by making course offerings, schedules and course descriptions readily available in the admissions office. We also make them aware of the online schedule that they may check at their convenience.

Assist students with information about the numerous technical offerings at GCCC. Encourage all students to consider enrollment in any of the GCCC technical programs.

B. Human Resources – combine all sub-units

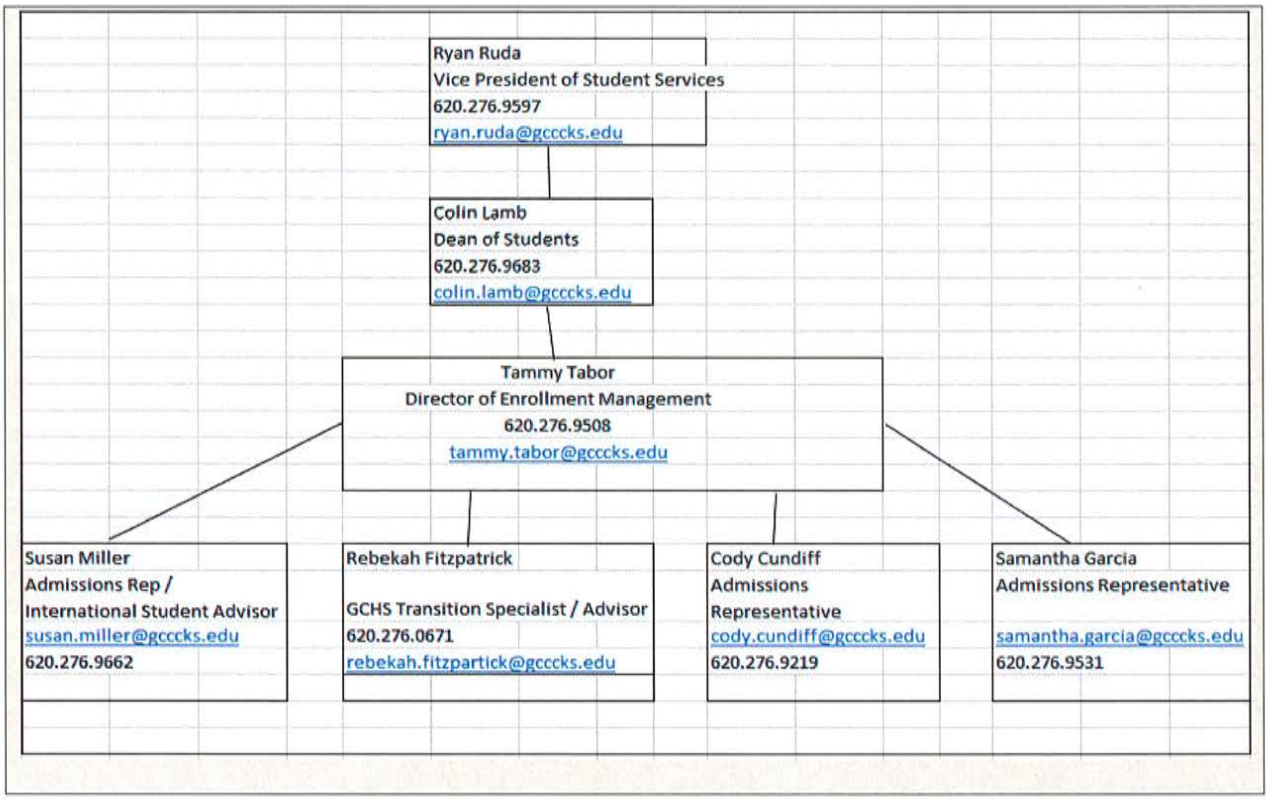
1. How does the department assure that all personnel are qualified for their position?

The current desired qualification to the admissions office is for candidates to have a bachelor's degree. We look for candidates that have excellent written, spoken and interpersonal communication skills. Each candidate is required to complete the application packet that consists of a GCCC application, resume, cover letter, and official transcripts. The director also requires that the candidate prepare a 5-10

minute presentation on "How to Recruit Students to GCCC". This is give us the opportunity to evaluate their communication skills and review any handouts they might prepare.

We also send all representatives to the annual state organization conference known as KACRAO. KACRAO is the Kansas Association of Collegiate Registrars and Admissions Officers. This is a nonprofit, voluntary, professional association of more than 400 higher education administrators who represent nearly 80 institutions in the State of Kansas.
The admissions staff are strongly encouraged to attend the annual conference in September of every year.
KACRAO provides a new counselor workshop that is intended for first year admissions professionals. It gives them an overview of the KACRAO organization, meet other new professionals and provides tips on how to be an outstanding professional. It also provides a Statement of Good Practices (Attachment 1) for recruitment, questions that representatives will encounter and how to handle them, as well as how to prepare for college fairs. KACRAO also provides training for the more seasoned representative. It will provide speakers on how to stay current with technology, transfer information, KBOR legislative updates and tools on how to gather data.
The college is also a member of AACRAO (American Association of Collegiate Registrars and Admissions Officers). AACRAO's mission is to provide professional development, guidelines and voluntary standards to be used by higher education officials regarding best practices in records management, admissions, enrollment management, and administrative information technology and student services. They provide conferences, web training, and forums for discussions regarding policies initiation and development, interpretation and implementation at all levels.
The Director of Enrollment Management is able to attend annual conferences and utilize AACRAO services in all aspects of recruitment and international policy.
The International Student Advisor is also a member of the Kansas International Educators (KIE) organization. An annual conference is held each year to learn about immigration laws regarding student visas and government updates.

2. Include an organizational chart with names and titles.



3. List departmental, divisional, College, professional, or community committee or board activities and leadership roles, if applicable, of each full-time employee for the past **five** years.

Tammy Tabor started in the position of Director of Enrollment Management with oversight of the admissions office in September 2015. The staff at that time consisted of three admissions representatives that remained in that position for approximately one year. Within the first year, all three staff members left their positions. Two of them transferred to other positions on campus and the other one left Garden City, Ks.
Three new staff members were hired in August 2016.

Susan Miller is the Admissions Representative / International Student Advisor and has been with the Admissions office since June 2016. Susan has a Bachelor of Arts in English from Kansas State University and a Master of Arts in Information Science and Learning Technologies from University of Missouri. She has served on the Scholarship Committee at GCCC since June 2016 to present. She is also a member of KACRAO and a member of the Kansas International Education organization. She also holds the title of Designated School Official (DSO) which is the appointed school official and approved by the Bureau of Citizenship and Immigration Services who represents the school in all F1 Visa and International matters. She maintains all of the international student files in the Student and Exchange Visitor Program (SEVP) database from the Department of Homeland Security. She is the official that collects, processes, and files the necessary documents for international students. Susan also serves as the work-study supervisor. Prior to returning to Garden City, she attended Kansas State University

where she was the Great Plains Interactive Distance Education Alliance (IDEA) Campus Coordinator, where she worked with faculty on course scheduling as well as student advising. She also served on the K-State Libraries Core Recruitment Team and the Twitter Team.

Cody Cundiff is the Admissions Representative / Campus Visit Coordinator. Cody has a Bachelor of Science Degree in Psychology from Fort Hays State University. He was hired in August 2016. He is currently a member of the Kansas Association of Collegiate Registrars and Admissions Officers (KACRAO) and serving on the Local Arrangements Committee. Cody also serves as the site coordinator for ACT and SAT testing. Cody is very active within the community. He is currently serving on the Finney County Youth Development Board. He has volunteered for various functions for the Friends of Lee Richardson Zoo events and several fundraisers for Miles of Smiles, Finney County Preservation Alliance and the Farmers Association.

Samantha Garcia – Samantha is an Admissions representative and has been with GCCC since August 2016. Samantha has a Bachelor of Arts in Mass Communications from Kansas State University. She is currently serving her second year as Co-Advisor of the Hispanic American Leadership Organization (HALO). She is a member of the the Kansas Association of Collegiate Registrars and Admissions Officers (KACRAO) and serving on the Local Arrangements Committee. Prior to returning to Garden City, she attended Kansas State University where she was a member of the League of United Latin American Citizens and completed an internship at the Non-Profit Organization Wonder Workshop Children's Museum. Samantha is also bilingual.

Rebekah Fitzpatrick is the Transition & Career Advisor working from Garden City High School Career Center since August 2016. Rebekah has a Bachelor of Science degree in Organizational Management & Leadership from Friends University. During the summer, Rebekah works as an advisor for GCCC students. Rebekah is on the Youth Development Group at GCHS working on projects such as Building Bridges, which encourages city business people to work with GCHS teachers to give students the skills they need to be successful in college and the workplace. Rebekah also works with GCHS counselors to bridge the communication with students who plan to go to college and provide the steps they need to get there. Previous to this position, Rebekah worked as an advisor for Talent Search, a TRiO program at GCCC for pre-college students. While working for Talent Search, community service opportunities were located for GCHS student to serve with the YMCA family fun nights, Lee Richardson Zoo activities, Annual Tumbleweed Festival, and USD 457 elementary fun nights.

Tammy Tabor has been with Garden City Community College since July 2013. Tammy has been in higher education and involved with KACRAO for over 17 years. Tammy is a graduate from Wichita State University with a Bachelor of Arts in Psychology. She has been on several committee's within the Kansas Association of Collegiate Registrars and Admissions Officers (KACRAO) organization and is currently the Vice President of Outreach and co-chair on the Local Arrangements Committee. Tammy is also involved in several committee's on campus. She has been a member of the SEM Steering Committee that began July 2017. Tammy also began serving on the Curriculum Committee since she started as the Director of Enrollment Management in September 2015. Tammy has also assisted with writing the HLC Assurance Argument Core Component 1 and 3.

4. List names and anticipated dates of retirement (month, year) within the next five years.

☒ None

5. How are the results of employee evaluations used in identifying professional development needs?

The Director of Enrollment Management gives each employee a Self-Performance Appraisal Form. The Director of EM will also complete an evaluation and meet with each staff member to compare and put forth recruitment, training needs and budget plans for the coming year.

The International Student Advisor is expected to attend the Kansas International Education conference to receive training and updates regarding international policy and procedures. Susan Miller attended her first one in September 2017.

The admissions representatives are all strongly encouraged to attend the annual KACRAO Conference. KACRAO is the Kansas Association of Collegiate Registrars and Admissions Officers. This is a nonprofit, voluntary, professional association of more than 400 higher education administrators who represent nearly 80 institutions in the State of Kansas.
The admissions staff are strongly encouraged to attend the annual conference in September of every year. KACRAO provides a new counselor workshop that is intended for first year admissions professionals. This gives them an overview of the KACRAO organization, allow them to meet other new professionals and provide tips on how to be an outstanding professional. It also provides good practices for recruitment, questions that representatives will encounter and how to handle them, as well as how to prepare for college fairs. KACRAO also provides training for the more seasoned representative. It will provide speakers on how to stay current with technology, transfer information, KBOR legislative updates and tools on how to gather data.

6. What department-specific professional development opportunities are offered/provided by the department?

The institution is also a member of the American Association of Collegiate Registrars and Admissions Officers (AACRAO). This organization provides professional development, guidelines and voluntary standards to be used by higher education officials regarding the best practices in records management, admissions, enrollment management, and administrative information technology and student services. It also provides a forum for discussion regarding policy initiation and development, interpretation and implementation at the institutional level and in the global educational community.

The admissions staff are members of KACRAO the Kansas Association of Collegiate Registrars and Admissions Officers. This is a nonprofit, voluntary, professional association of more than 400 higher education administrators who represent nearly 80 institutions in the State of Kansas.
The admissions staff are strongly encouraged to attend the annual conference in September of every year. KACRAO provides a new counselor workshop that is intended for first year admissions professionals. This gives them an overview of the KACRAO organization, allow them to meet other new professionals and provide tips on how to be an outstanding professional. It also provides good practices for recruitment, questions that representatives will encounter and how to handle them, as well as how to prepare for college fairs. KACRAO also provides training for the more seasoned representative. It will provide speakers on how to stay current with technology, transfer information, KBOR legislative updates and tools on how to gather data.

The International Student Advisor, is also a member of the Kansas International Educators (KIE) organization. An annual conference is held each year to learn about immigration laws regarding student visas and government updates. Susan has attended this conference for the first time in 2017.

The admissions representatives are also required by the Director of Enrollment Management to meet with each technical program once a year to stay current with new technology and curriculum. They will also attend any staff meetings or trainings made available to them.

7. Show evidence that employees have continued their professional development by attaching a list of current full-time employees who participated in professional development activities during the past **five** years, and those activities.

An Admissions 101 training was provided to campus faculty and staff on the basics of the admissions processes in the fall of 2015, 2016 and 2017.

The current admissions staff has attended the annual state organization conference of the Kansas Association of Collegiate Registrars and Admissions Officers (KACRAO) in September of 2016 and 2017.

The fall of 2016, the admissions representatives met with each of the technical programs to gain an understanding and learn the details to be able to talk to prospective students.

Susan Miller, the International Student Advisor, is also a member of the Kansas International Educators (KIE) organization. An annual conference is held each year to learn about advising, immigration laws regarding student visas and government updates. Susan has attended this conference for the first time in 2017.

The Director of Enrollment Management has attended the AACRAO 2016, AACRAO SEM 2016, Ellucian 2015, SRCUG 2015, ACT conference 2014, Noel-Levitz 2014 as well as KACRAO 2013, 2014, 2015, 2016, and 2017. As well as attending the NJCAA Athletic Eligibility Seminar in 2014, 2015, and 2017.

C. Description of the Department and the Customers/Clients Served

1. What are the key functions, processes and services provided by the department? Include production level data such as students/customers served, transactions processed, etc. Explain any compliance duties or responsibilities.

Recruitment is the main function of the admissions office. We provide recruitment services by participating in high school visits, college fairs, and events held on and off campus throughout the year. We are connecting students to internal stakeholders of all departments across campus.

Admissions personnel guide potential students and families through the application, assessment, and enrollment processes. Students are encouraged to visit the advising center to discuss any questions, concerns or problems they have while at GCCC.

The Admissions Office is where the student record of transcript is created. This process begins with the application. The application is considered the official document for student to verify their demographic status and their educational intent.
All official transcripts are submitted to the admissions office for verification of graduation dates and final transfer transcripts received. The staff will verify each transcript is from an accredited institution. We refer to several accreditation registry's to verify accreditation, such as AdvanceED, National Center for Educational Statistics (NCES) and the Council for Higher Education Accreditation (CHEA).

The admissions staff also complies with the Family Educational Rights and Privacy Act (FERPA) and use best practices to maintain all personal information about students.

The International Student Advisor is responsible for the data entry and daily processes in SEVIS (Student Exchange Visitor Information System) of all GCCC international students. SEVIS is a web-based system for maintaining information on international nonimmigrant students in the US. This system is kept on behalf of the Department of Homeland Security as a tool to monitor schools and foreign students.

We also track and provide enrollment information. Enrollment numbers from the service area have only been provided since 2014.

2. What impact do those services have on students and other key stakeholders? What are the department's enhancements to the institution?

The Admissions Office provides essential college information to students and families. Admissions personnel guide students through the entire application process from inquiry to enrollment. Admissions personnel create the student file and connect students to internal stakeholders across campus. Admissions provides key support and guidance to get students started at GCCC and connected with appropriate resources for success.

3. Discuss how the department utilizes appropriate technology to provide services to its stakeholders.

The YouVisit virtual tour provides a campus tour experience for student who cannot visit campus in-person. The virtual tour includes video, images, and information about each building and departments on campus. Students can also request more information, schedule a campus visit and apply to GCCC.

The Facebook page is used to promote campus activities and provide information about college events, as well as important enrollment dates. The online application allows students to apply for admission without coming to campus in-person.

Email is used for quick follow-up to applications, visits and inquiries.
An automated email is also generated to students that have applied for admissions, letting them know that we have received their application. Another email is sent to students that are non-degree seeking. This email notifies them that their application has been processed and if their degree intention should change, that new requirements would follow.

4. Describe any existing continuous improvement activities.

The YouVisit virtual tour provides a campus tour experience for student who cannot visit campus in-person. The virtual tour includes video, images, and information about each building and programs on campus. Students can also request more information, schedule a campus visit and apply to GCCC. We are able to update pictures at any time.

Information can also be found on various flyers. We are able to provide information on each technical program, various services available on campus, cost, applications. As programs continue to change, we are able to keep flyers up to date.

We have a viewbook that provides a basic overall look of the college. This is updated every other year, with new information and pictures of students in different programs and activities. This year, 2017 we were able to add a technical viewbook. This booklet provides the specific information about each technical program, classes offered, career opportunities, and contact information.

5. Provide any other relevant information needed for a complete understanding of your department.

The admissions office is the first step into the college for any student. The application is the first step in starting a transcript at GCCC. The admissions assistants and admissions representatives all provide data entry of the application that help verify the student, addresses, and residency. This office also verifies all official high school and college transcripts. We also collect ACT scores that are used for placement and provided to advisors.

The office develops and implements enrollment days for prospective students. Enrollment for the summer and fall semesters opens in April. Enrollment dates will provide students the opportunity to choose their classes early, for enrollment, complete housing contracts, pay deposits, pay fees, get their photo ID, and meet with the financial aid office.

The admissions office schedules a day for Garden City High School and Holcomb High School students to provide them an opportunity to come to campus for early enrollment. We offer enrollment dates throughout the summer for all prospective students. A postcard with dates provided is mailed out to the prospective student file in March prior to enrollment opening.

Component 3: Resources

1. Describe the overall adequacy of resources (human, technological, capital, facilities, and fiscal) available to the department for providing effective service delivery and achieving outcomes. If additional resources are needed, please provide data and describe how those resources would improve services.

The admissions office is located front and center and does have a small waiting area for a family if needed. However, it is not an ideal space for large tour groups.

The admissions department is staffed with 3 full time admissions representatives and 5 student workers. The admissions office is responsible for creating the student record of transcript. It is imperative that the record is entered correctly. The Admissions representatives travel frequently and are involved in other campus committee's and organizations that require frequent meetings. It would be beneficial to have a full-time staff member whose primary responsibility was to work the front desk, answering phone calls, responding to inquiries, and the data entry. We have an online application and use Datatel as our Student Information System. However, these systems do not communicate. We are required to print the applications coming in, and enter each one into the Datatel system. Many of the applications require

follow-up calls or emails about specific information. That attention to detail and follow up would be better handled by a full time, professional staff member.

The staff could also benefit from having their own laptop computer when they are traveling. This would allow the ability to correspond with recruits, enter prospective information into the database and maintain data entry efficiency.

Include documentation if requesting additional resources.

Component 4: Departmental Innovation

1. Does the department engage in extracurricular activities as a service to the students and community?

   ☒Yes ☐No

   If yes, list activities and explain how they benefit the students and/or community (e.g. fliers, internal department documentation)

The admissions representatives visit the nine county service area high schools. They also participate in the KACRAO College Planning Conference circuit in October. As well as College Fairs in Oklahoma and Colorado.
We participate in FFA competitions, music festivals, Business Fairs and Trade Shows, career day programs at middle schools and high schools.

2. What innovative ideas have been incorporated into the operation of the department during the last five years? Discuss the results and provide documentation.

The admissions office is continually working on updating our promotional materials. The viewbook, which serves as a general overall view of the college is updated every other year. This year, the technical viewbook was added. This is a guide that showcases all of the college's technical programs, highlights, career opportunities and salary outlook.

In 2016, 4 retractable banners were added to use at our table during college fairs to display and showcase our college, technical programs, contact information in full color.

The CPC (College Planning Conference) circuit is a fair type setting that starts in October at various high schools across the state. This circuit consists of 39 – 40 fairs that invite juniors and seniors to attend. A service called GoToCollege is a website that is used by the student to provide their contact information, area of interest, interest in activities and sports. They are then provided a QR code. The admissions reps use a scanner to scan and upload the student information directly into our database.
An email is immediately sent to student thanking them for visiting with us at specific fair.

An email is sent to each student that applies online. The first email is an automated email that simply states their application has been received. Once the application has been processed, an acceptance letter is generated and mailed out.

Component 5: Intended Outcomes, Assessment Measures, Targeted Level of Achievement, and Prior Results

1. If data has previously been gathered, list the intended outcomes for the department for the past three years and cite the institutional Essential Skills and other Strategic Plan priorities that each outcome supports.

The data collected has been since 2014 to report enrollment from the service area graduates.
SEE ATTACHED REPORT Service Area High School Graduates, Attachment 2.

2. Describe the data gathering process and give results.

A query report was designed to pull student names, and name of high school for any graduation period requested. Other high school enrollment and graduation numbers are pulled from the Kansas Education Data Reporting website.

The service area as defined by the Kansas Board of Regents (KBOR) expects colleges to respond to local needs of that approved area, to off-campus academic courses and programs that are offered for credit, but to also include workforce training, and noncredit courses and programs. Our service area consists of: Scott City, Wichita County, Greeley County, Deerfield, Lakin, Syracuse, Dighton, Healy, Holcomb, and Garden City High Schools.

Enrollment from the service area in 2014 was at 29.7%. Over the past 4 years the number of high school graduates has increased by 8.5%. The enrollment from the service area at GCCC has increased by 28.7%. For the fall 2017, GCCC has enrolled 38.24% of their service area high school graduates.
See Attachment 2.

3. Analyze the data by comparing the actual results to the targeted levels of achievement and document what was learned.

A Student Satisfaction Inventory (SSI) institutional survey from Noel-Levitz was completed in May 2017 and 2016, providing us with results from comparable community colleges nationwide.

The 2017 report indicated that the level of importance with the Admissions and Financial Aid office is at 6.34. Their level of satisfaction is 5.65 with a performance gap of 0.69. Our performance is above the Midwestern National Community College level. The national performance gap is 0.71, which indicates that we are getting the information to students better than other community colleges in our region.
See Attachment #3 page 1.
This report also measured how the admissions counselors accurately portray the campus in their recruiting practices. Our performance is above the other comparable community college in the Midwestern region. Their level of satisfaction had a performance gap of 0.39, compared to the national performance gap of 0.41, which indicates that we are portraying our college better than other community college's in our region.
See Attachment #3 page 2.

The same report of 2016 also indicated that the level of importance with the Admissions and Financial Aid office is at 6.20. Their level of satisfaction is 5.73 with a performance gap of 0.47. Our performance is above the Midwestern National Community College level. The national performance gap was at 0.84, which indicates that we are getting the information to students better than other community colleges in our region.
See Attachment #4 page 1.
The 2016 report also measured how the admissions counselors accurately portray the campus in their recruiting practices. Our performance is above the other comparable community college in the Midwestern region. Their level of satisfaction had a performance gap of 0.38, compared to the national performance gap of 0.42, which indicates that we are portraying our college better than other community college's in our region.
See Attachment #4 page 2.

4. The department will gather feedback regarding expectations and performance from stakeholders through interviews, surveys, focus groups or other appropriate measures. This feedback shall be considered when selecting performance measures and when continuous improvement plans are developed. Describe what changes have been made in response to these measures.

The admissions department surveyed students on each specific enrollment date in 2017. This evaluation was first implemented in 2017.
SEE ATTACHMENT #5

This survey will also be distributed at all future enrollment day events.

Attach copies of any stakeholder survey results for your department.

5. Use the results to develop a Continuous Improvement Plan for the department, improving efficiencies based on targeted outcomes. Include consideration for resources, processes, data collection, analysis and timelines for monitoring and assessing the results. List intended outcomes for the department that insure alignment with institutional Essential Skills and other strategic priorities.

   For each outcome identify at least one method of measurement that will be used to assess progress toward the outcome. Assessment is strengthened when multiple measures are used. An assessment measure should provide meaningful, actionable data that the department can use to assess efficiency and improve processes. Describe the target level of achievement for each measure. Levels of achievement shall be:

   - Specific and measurable.
   - Stated in numerical terms.
   - Stated in realistic terms.
   - Directly related to the outcome.
   - Inclusive of all aspects of the outcome.

- Manageable and practical.

To demonstrate efficiency, determine if external or internal benchmarks are available for comparison.

A Recruitment Plan for the admissions department has been developed, revised and updated every year since 2015. The admissions department has established 3 strategic goals.

1. Establish and encourage a partnership between admissions, staff, coaches and faculty.
2. Build an effective communication trail with prospective students.
3. Enhance marketing and promotion efforts.

In realizing these goals, we will:

1. Schedule and facilitate group and individual meetings with faculty, technical faculty, and the athletic department.
2. Share all prospect information with faculty and coaches and provide suggestions for additional contact with those prospects.
3. Attend any staff meetings or conferences made available to us.
4. Encourage prospective students to visit campus.
5. Personal and continual contact with all prospective students will be created and maintained.
6. Participate in the design of all recruitment materials.
7. Encourage and assist in any radio/TV advertising.

GOAL: Referencing the Finney County Seniors our goal is to increase the total number of 2018 graduates from Garden City Senior High and Holcomb High Schools from 229 to 235.
We plan to extend invitations for their involvement in Discovery Day, Exploration Day and to set up individual campus visits. They are also invited to attend the College Planning Conference that is set by KACRAO in October of every year. We will also host pizza parties to their seniors. Advertisements will be done in their school newspapers. We will also host a phone-a-thon for any faculty and staff to attend to call on prospective students. We will also provide GCCC apparel for their after prom party giveaways.

GOAL: Referencing the service area schools, excluding Finney County schools, to increase the number of high school graduates from 278 to 286.
We plan to extend invitations for their involvement in Discovery Day, Exploration Day and to set up individual campus visits. They are also invited to attend the College Planning Conference that is set by KACRAO in October of every year. We will also host pizza parties to their seniors. We will also host a phone-a-thon for any faculty and staff to attend to call on prospective students. We will co-host the High Plains Basketball Tournament. We will also provide GCCC apparel for their after prom party giveaways.

GOAL: Referencing seniors overall, to increase high school graduates from 566 to 600.
We will conduct approximately 60 high school visits in the fall and again in the spring. We will also attend approximately 26 College Planning Conferences.

TARGET: Encourage campus visits.
During the 2016-2017 recruitment year, we conducted approximately 302 individual campus visits.
During the 2015-2016 recruitment year, we conducted approximately 251 individual campus visits.
During the 2014-2015 recruitment year, we conducted approximately 270 individual campus visits.

Each prospective student is special and our goal is to create individual schedules for each student, have admissions assistants assist with tours, each visitor schedule will be emailed campus wide, each visitor will receive a GCCC t-shirt for touring, each visit will include the opportunity to meet with faculty, coaches or any activity sponsor they wish, and follow up letters or emails after each visit.
We want to continue seeing an increase in campus visits.

TARGET: Juniors and below – Our goal is to inform juniors and below about GCCC by inviting them to any career fairs. Juniors are invited to the College Planning Conferences. We also provide a presentation called Planning for College.

TARGET: The admissions staff will follow up with any student that requests residence life information.

TARGET: The admissions staff will visit with technical faculty to stay current on program information. They will be involved with any re-design of tech flyers.

TARGET: The admissions staff will provide the coaches with viewbooks as needed. They also provide a list of all seniors interested in their program. Thus, coaches will get admissions the names of the student athletes they are recruiting.

Component 6: Additional Comments

This space is for the department to add any additional comments to help clarify or explain its functions, if applicable.

The admissions office is responsible for the admission of students, and evaluation of transcripts. We strive to maintain the core values of the college, and perform our functions and processes with a focus on students. Our goals is to provide services in an efficient, timely, and professional manner, with patience and understanding for the diverse population we serve.

Component 7: Executive Summary

1. Briefly describe how the department review was conducted:

The Director of Enrollment Management had initiated the review, then met with the review committee assigned for draft review and clarification on November 13 and February 7. The Director had also emailed the admissions staff several questions to review prior to a staff meeting. The department met on Nov 17 to gather data for support. Many responses were also gathered via email from each individual staff member.

2. Describe the MAJOR conclusions regarding the present state of the department:

The admissions staff is very knowledgeable about the mission of the college as well as the department. They truly believe that Garden City Community College is best place for students to begin their educational goals. They understand the targets and goals set forth and work diligently to meet those goals. With the increased number of applications of both new and returning students, we work diligently to provide features online in an effort to serve more students.

3. Briefly describe the goals and objectives of the department:

The admissions department will continue to meet the mission of the Garden City Community College to attract and enroll undergraduate students from our community, service area and beyond, to provide educational opportunities to prepare them to succeed personally, motivate them to become active members and leaders within our campus community as well as society.

To continue to focus on personal relationships with high schools, counselors, students and families and offer guidance through the admissions, enrollment and financial aid processes.

Enhance social media as a recruitment tool.

Collect and analyze data more effectively.

Automate the system whenever possible.

Involve and engage the campus community in enrollment efforts in specific ways tied to the overall plan.
Goal setting: Establish specific recruitment goals – overall and by target markets.

a) increase number of new first year students enrolled.
b) increase number total new students FTE
c) increase number of applications, admits and enrollees
d) increase number of students from service area

The admissions department has established 3 strategic goals.

1. Establish and encourage a partnership between admissions, staff, coaches and faculty.
2. Build an effective communication trail with prospective students.
3. Enhance marketing and promotion efforts.

In realizing these goals, we will:

1. Schedule and facilitate group and individual meetings with faculty, technical faculty, and the athletic department.
2. Share all prospect information with faculty and coaches and provide suggestions for additional contact with those prospects.
3. Attend any staff meetings or conferences made available to us.
4. Encourage prospective students to visit campus.
5. Personal and continual contact with all prospective students will be created and maintained.
6. Participate in the design of all recruitment materials.
7. Encourage and assist in any radio/TV advertising.

4. Comment on the progress on previous Departmental Review Action Plans or Recommendations

Departments completing the review for the first time will not have these items and need not answer this question.

A recruitment plan is done within the department every year and is constantly reviewed throughout the year, but no formal documentation has been done. Documentation will take place on a yearly basis.

5. Describe the department strengths:

The admissions staff is always ready to assist students or visitors to the GCCC campus. They are responsive to campus, student and community needs. They're knowledgeable about all GCCC programs and able to speak about them in all types of settings and through any electronic means.

They provide support to the campus faculty and staff in their recruitment efforts. They facilitate positive experiences with all areas of campus to keep the lines of communication open.

They are able to provide computer support to faculty and staff in the use of Datatel admissions module which includes looking up demographic information as well as the use of admissions recruiting reports.

6. Describe what areas need improvement:

Strengthen and enhance the electronic mail trail and presence on social media.

7. State the recommendations for the department:

The department currently relies on the help from student workers to enter all application and prospective student information. The application is the first step in creating the transcript file for the prospective student. The student worker simply does not take the time to process the requirements of the application, therefore, duplicate entries are created and pertinent information is omitted.

I would recommend an additional full time professional staff assistant to manage the front desk and serve as the primary data entry clerk. This person would process all applications, assist with other data entry into system and help with planning, and scheduling of campus visitors.

I would then recommend altering the current position of the admissions representative/campus visit coordinator to be strictly dedicated to the technical programs. This person could serve as the recruiter, academic advisor and main contact for all of the technical programs.

Component 8: Action Plan (with timelines for recommendations)			
	Year 1	Year 2	Year 3
	Actions & Budget Implications	Actions & Budget Implications	Actions & Budget Implications
Recommendation 1: Increase percentage of new first year students to enroll Measure of Success: enrollment numbers	Actions: create an on campus campaign of "Everyone's Business" Budget Implications: none Timeline: ongoing	Actions: Budget Implications: Timeline:	Actions: Budget Implications: Timeline:
Recommendation 2: enhance the communication trail to prospective students Measure of Success: enrollment increases	Actions: setting up automated responses in Datatel Budget Implications: none Timeline: ongoing	Actions: Budget Implications: Timeline:	Actions: Budget Implications: Timeline:
Recommendation 3: Adding a full time data entry clerk / Admissions Secretary Measure of Success: fewer duplicates entries	Actions: Budget Implications: Timeline:	Actions: Budget Implications: Timeline:	Actions: hire staff Budget Implications: Timeline: July 2021
Recommendation 4: laptop computers for staff Measure of Success: more accurate data entry information	Actions: Budget Implications: Timeline:	Actions: Budget Implications: 2,700 Timeline: July 2019	Actions: Budget Implications: Timeline:

Component 9: Signature Page and Archiving

Tammy Tabor 5-29-18
Department Head Date

Colin S. Lamb 5/29/18
Dean/Division Date

Dean IEPR 7/9/18 Date

President Date

Archiving:

After presentation to President's Cabinet, Division Leader submits to Dean of Institutional Effectiveness, Planning and Research.

1. A complete electronic version of the Non-Academic Departmental Review self-study
2. All documentation (electronic and print)
3. A signed signature page (electronic and print)

Attachment #1

Statement of Good Practices for Secondary Student Recruitment

Adopted by KCA and KACRAO

Professional Responsibilities

All school's counselors have the right to expect and demand professional behavior from any person coming into the school to interact with students. Therefore, athletic, ROTC, and other individual departmental recruiters, as well as proprietary schools and military agencies, shall adhere to the Statement of Good Practices adopted by the Kansas Counseling Association (KCA) and the Kansas Association of Collegiate Registrars and Admissions Officers (KACRAO), stipulated for KACRAO members.

The official admissions representative shall be designated by and responsible to the director of admissions of said university or college. Individual departments should work with the corresponding departmental people within the secondary schools. Other individuals such as alumni shall schedule their activities after school hours unless requested by the high school.

High School Visits

The Admissions Office representative shall make student visitation requests to the secondary school counselor using professional courtesy and judgment. You, as Admissions Professionals, are to adhere and work around each high school's scheduled visitation times. The representative shall make requests for school visits with specific students only through the counselor and is encouraged to provide the counselor with a list of prospective students with whom he/she would like to meet.

The representative shall report directly to the counselor upon arrival at the high school and shall allow adequate time to give all students the opportunity to have interaction with the representative. Though the local high school determines the number of visits, it is recommended that there be no more than two per year by the individual institutions. The representative shall be allowed to visit during the school day if the visit does not interfere with academic exercises. KACRAO member institutions shall not use current college students for recruitment purposes during regular high school hours.

The high school counselor shall provide students with information about the proposed visit from the post-secondary school. They shall adequately provide students with knowledge of this upcoming visit. The high school counselor should provide adequate meeting space for this visit.

Campus Visits

The campus visit is an integral part of the student's selection process. Students shall actively be encouraged to visit one or more post-secondary institutions. Senior Days and other special campus events serve their purpose; however, students should be permitted to visit a campus during a school day so that daily campus operations may be observed.

The high school counselor or students may arrange with the admissions counselor a date well in advance to the proposed visit. The high school counselor should help provide insight to the prospective student(s) as to what should be accomplished during this visit. The students shall fulfill their part of the scheduled visit by reporting to the campus at the designated place and time. Students should notify institution of any change of plans. The admissions counselor shall provide students with a representative view of the institution including visits with departmental, special activity, financial aid, and housing representatives.

Home Visits

The admissions officer shall make visits to the student's home only with the prior approval of both the student and the student's parents and with consideration of the family's privacy and time.

4/2013

Attachment #2

SERVICE AREA HIGH SCHOOL GRADUATES (Fall 2017)

Graduates Who Attended GCCC The Following Fall Semester

High School	Grad 2014	Fall 2014	Fall 2014%	Grad 2015	Fall 2015	Fall 2015%	Grad 2016	Fall 2016	Fall 2016%	Grad 2017	Fall 2017	Fall 2017%	Grad 2018	Fall 2018	Fall 2018%	Grad 2019	Fall 2019	Fall 2019%
Deerfield*	20	7	35.00%	15	8	53.33%	16	8	50.00%	13	8	61.54%	15					
Dighton*	22	2	9.09%	13	1	7.69%	12	2	16.67%	14	0	0.00%	20					
Garden City HS*	412	137	33.25%	391	128	32.74%	427	183	42.86%	440	198	45.00%	413					
Greeley Co/Tribune	7	1	14.29%	11	1	9.09%	15	0	0.00%	14	1	7.14%	18					
Healy*	4	1	25.00%	7	2	28.57%	7	0	0.00%	8	0	0.00%						
Holcomb*	47	27	57.45%	48	22	45.83%	62	43	69.35%	62	31	50.00%	76					
Lakin*	35	12	34.29%	40	8	20.00%	38	12	31.58%	40	15	37.50%	42					
Scott City*	68	5	7.35%	46	9	19.57%	80	6	7.50%	68	12	17.65%	63					
Syracuse*	21	1	4.76%	28	7	25.00%	44	9	20.45%	37	11	29.73%	39					
Wichita Co/Leoti*	34	6	17.65%	34	4	11.76%	26	3	11.54%	31	2	6.45%	37					
Totals	670	199	29.70%	633	190	30.02%	727	266	36.59%	727	278	38.24%	723					

Note: GCHS numbers include the Garden City Alternative Center, Virtual and December grads

Note: Students may have taken classes during high school and then not attended GCCC after they graduated; those students are not counted in this report.

Note: * indicates pizza party

JMM

Attachment #3

Garden City Community College - SSI
(Midwestern) - 05/2017

nt Satisfaction Inventory

Institutional Summary

Scales: In Order of Importance

Scale	Garden City Community College - SSI			National Community Colleges - Midwestern			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
Academic Advising/Counseling	6.44	5.87 / 1.17	0.57	6.24	5.47 / 1.33	0.77	0.40 ***
Admissions and Financial Aid	6.34	5.65 / 1.17	0.69	6.17	5.46 / 1.22	0.71	0.19 *
Academic Services	6.33	5.92 / 0.98	0.41	6.13	5.74 / 1.03	0.39	0.18 *
Instructional Effectiveness	6.33	5.69 / 1.17	0.64	6.30	5.61 / 1.09	0.69	0.08
Registration Effectiveness	6.31	5.76 / 1.07	0.55	6.24	5.64 / 1.03	0.60	0.12
Student Centeredness	6.30	5.66 / 1.29	0.64	6.11	5.60 / 1.15	0.51	0.06
Concern for the Individual	6.29	5.65 / 1.25	0.64	6.21	5.48 / 1.23	0.73	0.17 *
Campus Climate	6.27	5.62 / 1.22	0.65	6.09	5.54 / 1.09	0.55	0.08
Safety and Security	6.26	5.55 / 1.18	0.71	6.12	5.36 / 1.19	0.76	0.19 *
Service Excellence	6.21	5.60 / 1.20	0.61	6.05	5.53 / 1.08	0.52	0.07
Campus Support Services	6.00	5.47 / 1.30	0.53	5.62	5.24 / 1.25	0.38	0.23 **
Responsiveness to Diverse Populations		5.88 / 1.22			5.68 / 1.26		0.20 *

National Group Means are based on 74682 records.

* Difference statistically significant at the .05 level
** Difference statistically significant at the .01 level
*** Difference statistically significant at the .001 level

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Institutional Summary

Scales: In Order With Items That Make Up the Scale - Admissions and Financial Aid

	Garden City Community College - SSI			National Community College - Midwestern			Mean Difference
Scale/Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
ADMISSIONS AND FINANCIAL AID	6.34	5.65 / 1.17	0.69	6.17	5.46 / 1.22	0.71	0.19 *
7. Adequate financial aid is available for most students.	6.41	5.54 / 1.66	0.87	6.30	5.49 / 1.60	0.81	0.05
13. Financial aid awards are announced to students in time to be helpful in college planning.	6.30	5.40 / 1.61	0.90	6.18	5.30 / 1.60	0.88	0.10
20. Financial aid counselors are helpful.	6.43	5.56 / 1.62	0.87	6.18	5.37 / 1.61	0.81	0.19
31. Admissions counselors accurately portray the campus in their recruiting practices.	6.25	5.86 / 1.32	0.39	5.97	5.45 / 1.44	0.52	0.41 ***
41. Admissions staff are knowledgeable.	6.39	5.83 / 1.34	0.56	6.26	5.66 / 1.38	0.60	0.17
49. Admissions counselors respond to prospective students' unique needs and requests.	6.25	5.77 / 1.26	0.48	6.08	5.49 / 1.43	0.59	0.28 **

National Group Means are based on 74682 records.

* Difference statistically significant at the .05 level
** Difference statistically significant at the .01 level
*** Difference statistically significant at the .001 level

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Institutional Summary

Scales: In Order of Importance

Scale	Garden City Community College - SSI			National Community Colleges			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
Academic Advising/Counseling	6.33	5.97 / 1.18	0.36	6.26	5.36 / 1.39	0.90	0.61 ***
Instructional Effectiveness	6.22	5.72 / 1.25	0.50	6.29	5.54 / 1.12	0.75	0.18 *
Registration Effectiveness	6.21	5.84 / 1.06	0.37	6.26	5.57 / 1.07	0.69	0.27 ***
Admissions and Financial Aid	6.20	5.73 / 1.27	0.47	6.18	5.34 / 1.28	0.84	0.39 ***
Academic Services	6.15	5.83 / 1.21	0.32	6.16	5.67 / 1.07	0.49	0.16 *
Concern for the Individual	6.14	5.64 / 1.29	0.50	6.20	5.37 / 1.27	0.83	0.27 **
Campus Climate	6.08	5.61 / 1.27	0.47	6.10	5.46 / 1.13	0.64	0.15 *
Safety and Security	6.08	5.52 / 1.30	0.56	6.14	5.30 / 1.21	0.84	0.22 **
Service Excellence	6.07	5.63 / 1.25	0.44	6.08	5.44 / 1.13	0.64	0.19 *
Student Centeredness	6.06	5.65 / 1.31	0.41	6.10	5.51 / 1.19	0.59	0.14
Campus Support Services	5.78	5.51 / 1.31	0.27	5.65	5.17 / 1.26	0.48	0.34 ***
Responsiveness to Diverse Populations		6.00 / 1.08			5.63 / 1.28		0.37 ***

National Group Means are based on 192106 records.

* Difference statistically significant at the .05 level
** Difference statistically significant at the .01 level
*** Difference statistically significant at the .001 level

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Institutional Summary

Scales: In Order With Items That Make Up the Scale - Admissions and Financial Aid

	Garden City Community College - SSI			National Community Colleges			Mean Difference
Scale/Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
ADMISSIONS AND FINANCIAL AID	6.20	5.73 / 1.27	0.47	6.18	5.34 / 1.28	0.84	0.39 ***
7. Adequate financial aid is available for most students.	6.18	5.61 / 1.51	0.57	6.31	5.40 / 1.67	0.91	0.23
13. Financial aid awards are announced to students in time to be helpful in college planning.	6.16	5.57 / 1.50	0.59	6.21	5.17 / 1.70	1.04	0.40 **
20. Financial aid counselors are helpful.	6.27	5.74 / 1.49	0.53	6.22	5.24 / 1.70	0.98	0.50 ***
33. Admissions counselors accurately portray the campus in their recruiting practices.	6.13	5.75 / 1.37	0.38	5.94	5.33 / 1.48	0.61	0.42 ***
42. Admissions staff are knowledgeable.	6.28	5.94 / 1.20	0.34	6.27	5.54 / 1.46	0.73	0.40 ***
48. Admissions counselors respond to prospective students' unique needs and requests.	6.16	5.80 / 1.30	0.36	6.10	5.36 / 1.50	0.74	0.44 ***

National Group Means are based on 192106 records.

* Difference statistically significant at the .05 level
** Difference statistically significant at the .01 level
*** Difference statistically significant at the .001 level

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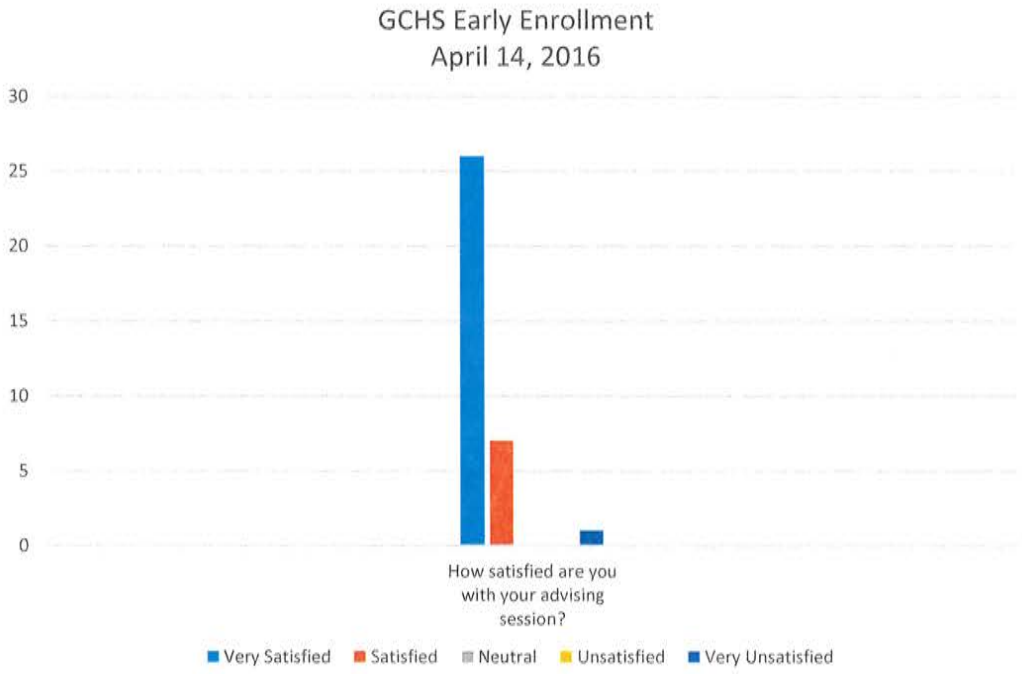

GCHS Early Enrollment
April 14, 2016
30
25
20
15
10
5
0
How satisfied are you with your advising session?
Very Satisfied
Satisfied
Neutral
Unsatisfied
Very Unsatisfied

GCHS Early Enrollment Day Comments April 14, 2016

Why did you choose GCCC?

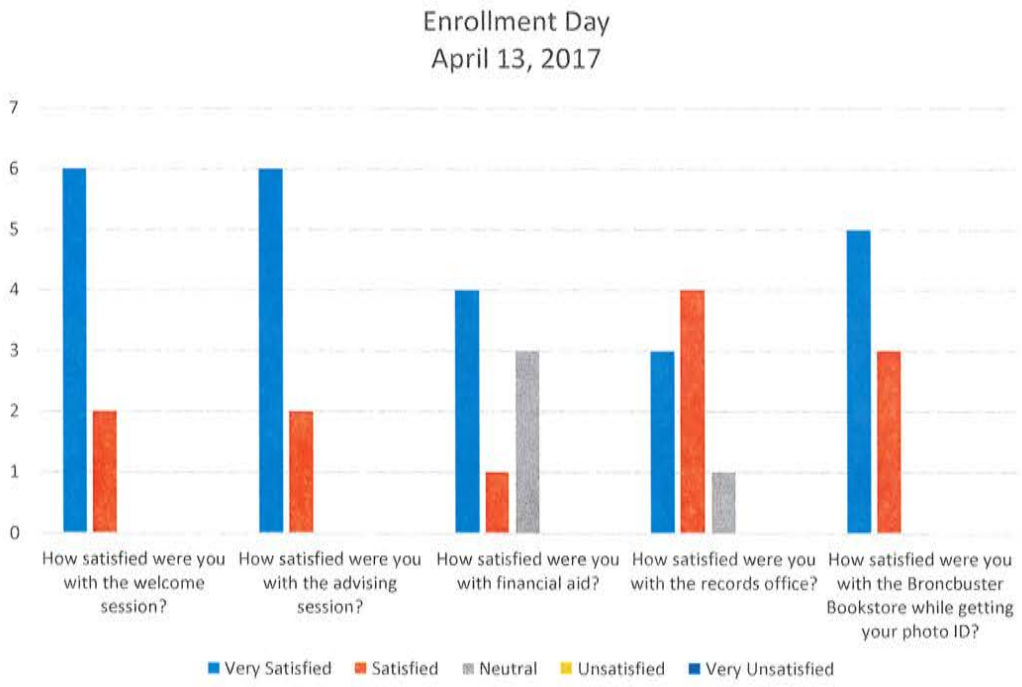
- Because I want to get my basics done first
- To stay close to home for awhile to assist with family matters
- I chose GCCC because it's close to home and it's a great start
- Because it is an extraordinary school and it's easier and a more financial option
- I chose it mainly due to the cost
- It was a good choice to get my basics out of the way
- Because my FAFSA pays for all and it's cheaper
- Because I heard it was a great place to start, I love here so I don't want to worry about dorms or expenses living on my own
- I could get classes I needed for cheaper
- I believe it's a good place to start and will help get me ready for my life ahead
- Close to home and cost less to attend
- Because it's close to home, and the expense are at an affordable price
- I chose Garden City Community College because its cheap and a good fresh start for me to be successful
- I choose Garden City Community College because I think this is a good place to start
- Hometown college, very low cost
- Because I don't want to leave home and get basics done

Cont'd.

- It was close and cheap
- Transferring to a 4-year college
- To get general classes out of the way and because I'm undecided
- Because they have a really good rodeo team, and I wanted to stay at home for two more years.
- It's a good place to explore the career I want to go into
- I chose Garden City Community College because it is very suitable for me right now
- Because I want to finish my general credits before I transfer to a 4 year university
- It offered a wide rang of opportunities that I felt could help me in the future
- I chose to go to Garden City Community College because I heard teacher said they have good opportunity in GCCC

Additional Comments:

- Thank you for everything! I'm grateful for the help. I look forward to attending this fall!
- I really appreciated all the people here. They were very helpful and kind. They made this enrollment 1,000 times easier.


Enrollment Day
April 13, 2017
7
6
5
4
3
2
1
0
How satisfied were you with the welcome session?
How satisfied were you with the advising session?
How satisfied were you with financial aid?
How satisfied were you with the records office?
How satisfied were you with the Broncbuster Bookstore while getting your photo ID?
Very Satisfied
Satisfied
Neutral
Unsatisfied
Very Unsatisfied

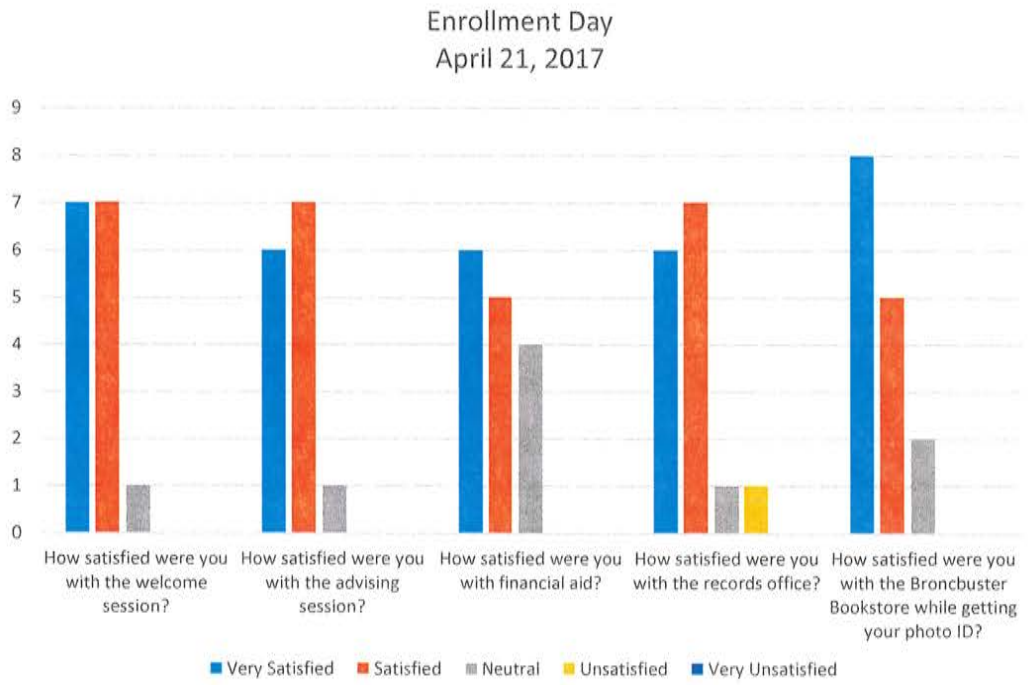
Enrollment Day Comments April 13, 2017

What made you choose GCCC?

- The price and new computer programs
- Stay at home and good to save money
- The criminal justice department and the price
- It's close and can help me get to where I need to go
- The John Deere program
- It's close to home
- It's close to home and very friendly
- Close to home, and is not that expensive

What could we have done to improve your experience?

- A free t-shirt
- Nothing, give me free stuff
- Nothing, it was good


Enrollment Day
April 21, 2017
9
8
7
6
5
4
3
2
1
0
How satisfied were you with the welcome session?
How satisfied were you with the advising session?
How satisfied were you with financial aid?
How satisfied were you with the records office?
How satisfied were you with the Broncbuster Bookstore while getting your photo ID?
Very Satisfied
Satisfied
Neutral
Unsatisfied
Very Unsatisfied

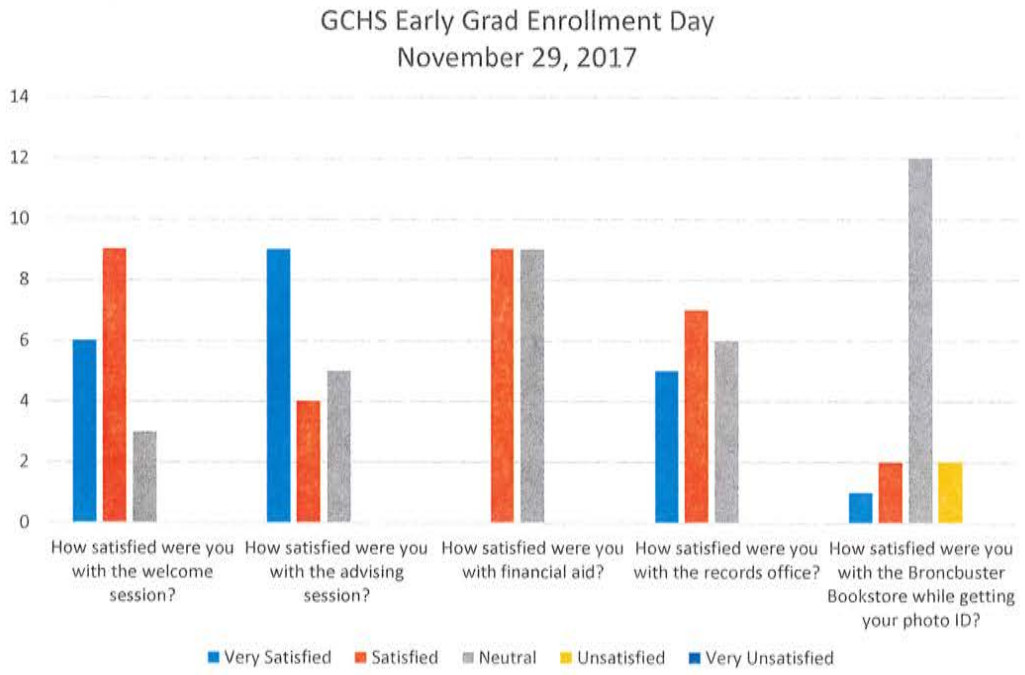
Enrollment Day Comments April 21, 2017

What made you choose GCCC?

- Close to home
- To just do my basics and then do my major classes in the university I will go to
- I live here and it's cheap. Plus more opportunities with this school
- It is close to home and it has a very friendly environment
- It is at home and good place to start
- It's at home and cheaper to get general classes
- I'm poor
- Wanted to be with my daughter and family
- Family, friends, community, hometown
- Wanting to stay close to family and how much money you save compared to other colleges
- Less money than university and less debt possible
- My hometown
- I chose GCCC because it's near my hometown and to study nursing

What could we have done to improve your experience?

- Records office more on task
- Everything was fine, very nice and I'm glad to be going here
- Nothing
- Nothing, I had a good experience
- My experience was lovely maybe I could have asked more questions but it was good
- Have snacks
- Not much everything was perfect, people were very nice


GCHS Early Grad Enrollment Day
November 29, 2017
14
12
10
8
6
4
2
0
How satisfied were you with the welcome session?
How satisfied were you with the advising session?
How satisfied were you with financial aid?
How satisfied were you with the records office?
How satisfied were you with the Broncbuster Bookstore while getting your photo ID?
Very Satisfied
Satisfied
Neutral
Unsatisfied
Very Unsatisfied

GCHS Early Enrollment Day Comments Nov. 29, 2017

What made you choose GCCC?

- Need basics and I live here
- The track program and welding program
- I thought it was my best decision
- Better way to experience college locally and save
- I want to come here before I transfer to a university
- I want to stay closer to home and live at home to save money
- Price
- It is a good school and good price
- The cosmetology program is cheaper and the same as the one in Wichita, also closer to home
- In town, closest to home
- It's a good place to start
- I live here
- It's my hometown college and I'm graduating early so it's a chance to start my college life
- Hometown
- My sister, she recommended this college
- Cheap and close
- Local and had my pre-requisite classes

What could we have done to improve your experience?

- Nothing I can think of, everything was good
- Tour more
- Have more classes
- A tour guide and a map
- Free lunch
- Explain more and explore more
- Need more guides
- Improve wait times
- Nothing, everything was fine
- Nothing I enjoyed my visit