

Sauk Valley Community College

Annual Report of the Strategic Plan

FY 2015
July, 2014 – June, 2015



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Introduction

What an eventful year at Sauk Valley Community College! After substantial preparation in FY 2014, the College officially began its 50th anniversary celebration in July, 2014. The College hosted a number of special events to celebrate the College's anniversary including an open house for local chamber of commerce members, a Rockin' on the River concert, a 5.0K sprint and stroll, a men's and women's alumni basketball game, and a Sauk Safari targeted at our district's youth. In July, 2015 the "Community Thank You Gala!" will be held as the 50th anniversary capstone event.

The Gala will be symbolic for change as it also marks the transition from Dr. George Mihel, Sauk's president of ten years, to Dr. David Hellmich. Sauk's new president. Dr. Hellmich was selected by the Board of Trustees as the College's sixth president after a comprehensive, year-long search.

Sauk's athletic teams did extremely well this year, especially the women's athletic teams. The softball, tennis, and volleyball teams all qualified for national competition. Individual competitors in golf and cross country also attended nationals. In total, 35 student-athletes were named Arrowhead Academic All-Conference. Sauk's success culminated when the College received the Arrowhead Conference All-Sport award which indicated that the College had the best overall athletic program in the conference.

Building renovations occurred at an incredible pace as the gymnasium was given a needed facelift, new energy efficient lighting was placed in the mall areas, a new gas fire pit was installed, and the Art Gallery had its grand opening. New renovations are on the horizon as the Student Success Center (the "one stop shop" for students) will open in October, 2015 giving students access to state-of-the-art facilities.

Progress toward the strategic plan has been very good this fiscal year as is evidenced by receiving the 2014 Noel-Levitz Retention Award, coming in 5th overall in Illinois in performance based funding, and being recognized by CNN Money as the third best community college in Illinois. The Strategic Planning Dashboard, mostly completed in early 2014, showed that the College is meeting or exceeding many of its goals. This document will highlight the qualitative evidence that Sauk personnel have once again been focused on moving the College forward toward its vision of becoming a "benchmark" institution. In all 290 College events/activities were focused on the strategic plan this year alone.

If you have any questions, feel free to contact me.

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2014-2015 SVCC Leadership

President & Members of the Board of Trustees

President

Dr. George Mihel

Board of Trustees

Andrew Bollman, Chair

Scott Stoller, Vice-Chair

Ed Andersen

Robert Thompson

Margaret Tyne

Lisa Wiersema

Dennis Fulrath

FY 2015 Strategic Directions

Mission, Vision, Shared Ethical Values and Strategic Goals

Mission *Tells who we are as an institution and what we do*

Sauk Valley Community College is an institution of higher education that provides quality learning opportunities to meet the diverse needs of its students and community.

Vision *Tells where we want to go as an institution*

Sauk Valley Community College will be recognized as a benchmark institution of higher education that provides exceptional learning opportunities in response to the diverse needs of its students and community.

Goals: *Strategic activities that will move the College toward its vision*

Objectives: *Tactical activities that will enable the College to achieve its goals*

Shared Ethical Values *Tells how we do what we do*

Recognizing that education is the single best means of improving the quality of people's lives, we the people of the SVCC community commit to living these shared ethical values:

Respect We respect the worth and dignity of all people.

Responsibility We value and advocate that all take responsibility for themselves, their learning, and the environment.

Fairness We advocate fairness and just treatment of all people.

Integrity We expect and constantly stand for integrity, honesty, and ethical treatment of all people.

Caring We value the creation of opportunities in a caring environment.

FY 2015 Strategic Goals & Objectives

Goal #1: The College will expand and improve the quality of programs & services.

- 1.1 Improve existing instructional courses and programs using available data and resources including data from program reviews and assessment activities.
- 1.2 Offer appropriate instructional courses and programs for our community and our students using available resources and data.
- 1.3 While maintaining academic quality, expand the number of courses and programs that can be completed through alternate delivery methods to expand student access.
- 1.4 Improve existing services to students using available resources and data including data from program reviews.
- 1.5 Offer appropriate services to students using available resources and data including data from program reviews.
- 1.6 Maintain and improve facilities, technology, and equipment.

Goal #2: The College will continue to emphasize lifetime student success.

- 2.1 While maintaining academic quality, improve student persistence in classes.
- 2.2 While maintaining academic quality, increase semester to semester retention rates.
- 2.3 Increase the number of students who come to the College for continuing education.
- 2.4 Increase gainful employment opportunities for those enrolled in career programs.

Goal #3: The College will maintain an appropriate operating fund surplus.

- 3.1 Identify and implement methods to increase revenues.
- 3.2 Identify and implement methods to decrease expenses.
- 3.3 Improve the efficiency of College operations.

Goal #4: The College will be proactive and responsive to community needs.

- 4.1 Expand and strengthen relationships and services with community members and organizations.
- 4.2 Maintain and improve communication with key stakeholders.

Goal #5: The College will enhance community awareness through a comprehensive marketing plan.

- 5.1 Conduct a market analysis of the College community.
- 5.2 Conduct a market analysis of the internal College environment.
- 5.3 Enhance the reputation of the College as a quality institution of higher education.
- 5.4 Enhance business awareness of the educational opportunities provided by the College.
- 5.5 Enhance the awareness of the availability of College facilities for community functions.
- 5.6 Increase enrollment.

Goal #6: The College will seek to maximize performance based funding.

- 6.1 While maintaining academic quality and in accordance with State standards, the College will:
- 6.2 Increase completion rates.
- 6.3 Increase transfer rates.
- 6.4 Increase the percentage of non-college ready students to college level courses.
- 6.5 Increase student momentum (increase the number of credit hours completed by students each semester).

SVCC Highlights of the Year

- Dr. George Mihel retired from SVCC after 10 years of service as the College's 5th President. Dr. Mihel received special recognition from the SVCC Board of Trustees and the State of Illinois House of Representatives for his years of service.
- After a lengthy search process, Dr. David Hellmich was hired by the Board of Trustees as the College's 6th President. Dr. Hellmich spent nine years as the Vice-President of Academics at Bluegrass Technical and Community College before accepting the job at SVCC.
- Sauk celebrated its 50th Anniversary by hosting a number of events at the College. The celebration started with a district-wide open house focused on bringing community and business leaders to the College. The Foundation hosted a well-attended retiree breakfast the morning of in-service. Later in the fall, SVCC hosted a concert on the south lawn called "Rockin' on the River." This event saw the Dixon and Sterling municipal bands play together on the same day for the first time ever. In the spring, three 50th anniversary events were held on the same sunny day: 5.0K sprint and stroll, the Sauk Safari event, and finally men's and women's alumni basketball games. Sauk employees also participated in a number of local parades in Sterling, Dixon, Polo, Fulton, and Oregon.
- The strategic planning dashboard was completed for all metrics. Data for most metrics indicated that SVCC is meeting or exceeding most of the goals established by OPIC in 2013-2014.
- The Marketing Department released its "Video Wall" that showcases ten 30s TV video commercials and ten 60s videos focused on the services and academic programs that Sauk has to offer. Six additional videos will be created in FY 2016.
- SVCC's athletic teams continued to have amazing years. Seven Skyhawks were named NJCAA Academic All-Americans where the student athletes had to have minimum GPAs of 3.6 or higher. Thirty-five Skyhawks were named Academic All-Conference.
- The Skyhawks had tremendous athletic success as well and earned the Arrowhead Conference All-Sport award. The softball team were conference champions and qualified for the NJCAS National Softball Tournament. The women's tennis team and volleyball team also qualified for nationals. Jared Hippen finished ninth at nationals and was named 2nd team All-American. Cross country sent two qualifiers to nationals as well.
- The plan for the Student Success Center, a one-stop shop for students, was finalized. Construction has begun in earnest and the Center should be completed by October, 2015. This Student Success Center should provide easy access to students for academic advising, admissions and records, TRiO, business office, financial aid, and student needs office.
- The first Faculty Academy classes were held by FaCIT this year. Faculty attendance at the professional development events was very good. Courses include teaching at the community college, teaching with technology, teaching hybrid or online classes, and academic leadership.

- Title IX policies were released in full force. All faculty and staff received training on Title IX policies and procedures.
- In a continuing effort to make licensed library content easier to find, the LRC registered with Google Scholar. Off-campus users who use the Library Links function in Scholar's Settings can elect to have this content displayed with their search results, then login through the library's proxy server for full text scholarly articles.
- The LRC partnered with EBSCO Discovery Service in an effort to make all online library content searchable from a single search box on the LRC home page.
- The 2014 Clery Report indicated that SVCC continues to be a very safe campus.

Strategic Goals: Accomplishments

Goal #1: The College will expand and improve the quality of programs & services.

1.1 Improve existing instructional courses and programs using available data and resources including data from program reviews and assessment activities.

- Area Leaders reviewed assessment data from the previous academic year and incorporated specific changes into their curriculum (where applicable).
- Three psychology faculty attended the MISTP conference. A presentation was later given on cognitive psychology at a full faculty meeting. One instructor incorporated a cognitive psychology memory demonstration into her PSY 103 class.
- Business/CIS faculty member attended the ITERA conference to gain information on Information Systems.
- The Bridges for Learning program for English and language arts was piloted with limited enrollment.
- ELA faculty participated in cross-training sessions to better prepare them for teaching those new developmental classes.
- FaCIT and the DSO created an accessibility template for faculty to use to provide Universal Design information.
- All FaCIT staff attended a number of webinars that allowed them to stay current on initiatives in college teaching, instructional technologies, and faculty development.
- FaCIT website was redesigned to function as a “just-in-time” learning resource center.
- FaCIT released the Faculty Academy in order to expand faculty development opportunities.
- FaCIT designed and developed learning opportunities about online teaching for all levels of experience.
- The staff of FaCIT shifted most non-promotional, non-credit learning opportunities to online resources.
- New Open Educational Resources opportunities were identified to support faculty moving to OER option in the future.
- New course evaluation form, faculty evaluation form, and classroom evaluation form were created along with an exemplary online teaching checklist.
- FaCIT created “universal design tips” for faculty for when they develop instructional materials or other student materials.
- A blog was created by FaCIT to post monthly teaching tips.
- Composition faculty participated with educational faculty in Common Core information meetings.
- ELA 090 now has a “writing center” focus of support for these students.
- Information Literacy Assessment Tool was reviewed and revised and is ready to use.

- ETS Proficiency Profile data was reported to the full faculty and then the data posted on the College dashboard. SVCC sophomores are doing quite well compared to other community college students nationwide.
- The LRC website was updated to create a “more intuitive online user experience.”
- Discussions were held with math faculty, math lab coordinator, and the director of developmental ed. on developmental education and the poor retention rates of these students. Discussions about curriculum changes also occurred.
- Most of the full-time math faculty attended workshops and/or conferences dealing with math education.
- Science faculty discussed their “area-level” assessment data and objectives. No changes were planned for the upcoming FY.
- Both full-time faculty attended both ISSRT and RSNA conferences.
- Rad. Tech. adjunct faculty completed written midterm student evaluations.
- PV course outline updated to reflect new emphasis on lab based instruction.
- Dean of Health Professions and two nursing faculty attended a conference in preparation for accreditation of the nursing program.
- The DSO Office attended the adjunct faculty in-service and provided general information on ADA and outlined the policies for requesting and receiving accommodations through the DSO office.
- A program review was submitted for Foreign Languages to determine the effectiveness of the program.
- New chemistry and physics instructors were hired.

1.2 Offer appropriate instructional courses and programs for our community and our students using available resources and data.

- New welding/metals sculpture course was created.
- Twenty-five new courses have been added to the Community Education schedule this year including a new Boot Camp workout course.
- A new Moodle classroom for adult education class lesson plans was created.
- Two contextualized learning opportunities for healthcare and welding were offered.
- A transitional program for helping G.E.D. students transition into college-level classes was created.
- Introduction to Technical Theatre class was created and approved.
- A Topics/Portfolio course is being developed.
- The LRC completed a copyright for the faculty tutorial in CREDO Literati.
- Tutorials were created by the LRC to assist patrons use LRC resources.
- A cooperative agreement with COD was developed in order for SVCC to offer a sonography program. The new program already has students registered.
- In the manufacturing area, two new external certification exams are now in place: NATE and CET.

- Manufacturing area reviewed all course prerequisites and made necessary realignments.
- A Certified Drug and Alcohol Counselor program was investigated. Needs Board of Trustees approval.

1.3 While maintaining academic quality, expand the number of courses and programs that can be completed through alternate delivery methods to expand student access.

- SOC 116 is being converted to an online class; half of content has been completed.
- HIS 132 course content has been completed and was submitted to IAI for approval.
- PSY 215 was offered online in the spring of 2015.
- Retention revised the workshop materials on the SVCC webpage to allow students access to the most up-to-date materials.
- Adult Ed partnered with community organizations to open four Community Learning Labs.
- An online status report was completed to assist the College in evaluating which online courses should be developed next to expand fully online program offerings.
- FaCIT updated “Orientation to Moodle” online to add tips for being a successful online student.
- In order to promote LRC programs and services to the widest possible audience, an online tour of the LRC e-resources was completed.
- LRC subscription resources are now accessible off-campus to SVCC students and staff through Google Scholar.
- Manufacturing area has additional course offerings that are hybrid in nature.

1.4 Improve existing services to students using available resources and data including data from program reviews.

- An upgrade to BANNER took place which will allow “intent to graduate” forms to be completed online.
- Draft of “Training Manual for Advising” was created.
- The Staff Mentoring Program was reorganized to replicate the Academic Success Coaching Model.
- Accommodation notices to faculty from DSO now provide additional information on the type of alternative services that are required.
- Skyhawk Tech Service and Online Tech Services have been more fully marketed.
- A “Tech Booklet” was created which reviews tech content from the student orientations.
- 100% of student orientations were visited by the Financial Assistance staff to explain services and financial aid responsibilities.
- 100% of first time borrowers received “entrance counseling.”
- 100% of first time borrowers completed a “budget worksheet” to increase their financial literacy.
- The LAC purchased a disarticulated human skeleton model so that students can have an alternative study location.

- LAC used a clever naming contest to market the new study skeleton.
- An additional 19 posters and charts were purchased by the LAC as study aids.
- I-Share was included in all LRC brochures and information sessions.
- The VP of Academics informed all faculty that they can compare their grade distributions to other faculty by accessing their information in FAST.
- Exit interviews in the Rad Tech area were used to revise and improve the curriculum. For example, “technical factors” case studies are now included in assignments.
- All SSS (TRiO) activities were evaluated by students. On average, activities were given an overall score of 4.72/5.00.
- Students completing the welding certificates are given an exit survey to improve instruction and increase the quality of the program.
- A universal safety policy is now included in the syllabi of manufacturing and technology classes.
- Three humanities classes are now using textbook alternatives.
- TRiO staff attended “transferology” training to better guide students through the transfer process. Advisors also attended policy seminars to better understand new regulations regarding financial assistance.
- Director of OAR attended the IACRAO conference for professional development.
- The LAC hired a new assistant in the science area.
- Americorp collected 75 food items to replenish student emergency bags.
- A sociology faculty member adopted an Open Education Resource as a textbook alternative. Feedback from students is pending.
- 100% of students will be provided with information about Career Services.

1.5 Offer appropriate services to students using available resources and data including data from program reviews.

- A Social Sciences Club was created.
- The psychology faculty now host an informational meeting at the beginning of each semester.
- Advising reviewed 2014 SWOT and incorporated goals into the next OP.
- During midterms, Sauk Scholars were utilized to supplement the normal tutoring staff. In total, Sauk Scholars volunteered over 81 tutoring hours that week.
- Two English faculty held their office hours in the LAC.
- The LAC brought in a therapy-trained dog during midterms to market the availability of the LAC.
- Student Success Week was piloted; 131 students participated in various workshops offered during the week.

- Two enrollment managers were hired in advising in order to allow for more efficient, immediate response to student requests.
- FaCIT customized its tech session for Jump Start and continued to refine the session for the summer sessions.
- 12 FAFSA Friday Workshops were held to assist student and parents complete the FAFSA.
- SSS (TRiO) implemented a Financial Literacy Workshop to 100% of SSS participants.
- SSS provided 701 hours of tutoring to SSS students in 2013-2014 raising persistence (86%) and academic standing (98%) numbers for participants.

1.6 Maintain and improve facilities, technology, and equipment.

- Locker room renovation plans were discussed in anticipation of future renovations of that area.
- Dartfish video editing program was purchased for men's basketball.
- Asbestos was abated in the gym and new lights were added.
- Waste water treatment plant was upgraded to be more efficient.
- Next phase of the window installment was completed to make the building more energy efficient.
- More efficient lighting was installed in the East and West Malls.
- New computer monitors were installed in classroom 2F5.
- New chairs were ordered for the Board Room as the older ones were over 10 years old.
- Student Services purchased a tablet to help with Recruiting Services.
- The One-Stop team has investigated scheduling software to be used when the renovation is complete.
- DSO updated some assistive software and technology including updating the Dolphin converter and reader, ABBY Fine Reader, and JAWS. Zoom Text site license was purchased.
- Updated FaCIT's standard portfolio of software tools (Snagit and Captivate).
- In order to have more up-to-date equipment available for checkout, FaCIT purchased new video cameras and some laptops.
- Nine enhanced classrooms were upgraded with new equipment.
- A new set of clickers was purchased to replace ones that were not working properly.
- Web-conferencing tools were researched; SVCC's current licensed technology (Collaborate) was not renewed.
- In a preliminary analysis of switching to a new LMS, four systems were vetted. A final decision will be made next FY about whether to stay with Moodle or switch to a new LMs.
- FaCIT and IS researched sound system options and recommended a new portable system and one new system for the gym. These were later purchased for use by the College.
- Upgrades to lighting and video equipment were investigated.

- HR and IS implemented People Admin as the new HR software. 100% of new work studies were processed through the system.
- IS implemented the use of batch postings (IRMAMASS) within Banner for disbursing prior manually disbursed funds.
- Theatre reorganized the backstage area to prepare for possible rental from outside organizations.
- Marketing area was renovated creating a more efficient and private work area.
- IS implemented Microsoft Student Advantage so that students and staff can have access to Microsoft Office for free while attending classes or employed at the College.
- e2Campus is being used by the marketing department to send out student activity information.
- The LAC and IS created an LAC email address that will allow students, especially online students, the opportunity to email questions directly to the LAC Coordinator.
- The LRC moved the children's books and materials to the former young adult area away from the main LAC doors in order to emphasize the academic purpose of the library.
- Nearly 500 out of date VHS videos were removed from the academic tape collection in the LRC.
- LRC archives were reorganized and are now stored in the Microfilm Room.
- Sound proofing materials were added to the physics lab.
- A replacement cadaver was purchased for the human anatomy and physiology courses.
- The chemistry FTIR was replaced with a newer model as repair was no longer possible on the older machine.
- Ten new microscopes were purchased for the biology areas.
- An assessment of current physics equipment was made and recommendations were made for FY 2016.
- Rad Tech updated Opal system. Both Opal and Centricity systems are used weekly in Rad 194 and Rad 195.

Goal #2: The College will continue to emphasize lifetime student success.

2.1 While maintaining academic quality, improve student persistence in classes.

- Fall 2013 withdrawal rate was compared to the Fall 2014 withdrawal rate of athletes. Having athletes pay for classes they drop did not seem to have a positive effect on persistence.
- All Community Education night classes were visited by the coordinator on the first night of classes to answer questions, etc.
- Psychology instructors developed a PSY 103 class using adaptive assessment software to meet the needs of more developmental students.
- Following a directive from the Student Success Committee, the education instructor called and emailed students early in the semester if the student had performance and/or attendance issues.
- The new ELA 099 course seems to have increased the success rate of developmental students. ENG 101+ and ELA 090 have a 70% persistence rate and ELA 095 and 099 have a 69% success rate.

- Emporium model of teaching developmental math seems to increase the persistence of developmental students. Nearly 77% of the students in the emporium model are persisting.
- Only 45% of Adult Ed. students showed a level growth increase. Renewed focus will be placed on these students in the near future.
- DSO tutors facilitated small study group sessions and monitored attendance and participation. Positive feedback was received from participating faculty and students.
- FaCIT made improvements to two FYE units and created a supplemental study skills booklet for FYE students.
- FaCIT developed, tested, and implemented an attendance process using Moodle to help faculty increase persistence.
- The Marketing Department advertised at least twice each semester the student support services that are available to students (e.g., LAC, LRC, counseling, etc.).
- The LAC staff had a booth at Sauk Fest in order to more fully advertise their services.
- The Biology faculty and the Dean of IRM worked to determine the success rates of students in Biology 109. Students who take BIO 109 without completing any additional college biology courses first have very low persistence rates.
- Biology students are using the lab as a place to study. Students spent, collectively, over 600 hours of time studying on their own in the biology labs.
- The LAC was identified as a possible alternative for studying biology. A few study items were purchased for students.
- Rad Tech faculty modified informational meetings for first-year students in order to better prepare students for the rigor of the program. Preliminary evidence is that this change did not have a positive impact.
- Each academic advisor was assigned a goal to keep at least 93% of enrolled students in “good standing” academically. Each advisor actually attained a 98% grade.
- As an incentive to take their academics seriously, an officer in a student club must maintain at least a 2.0 GPA. This resulted in the resignation of at least two officers this year.
- The Cross-Cultural Coordinator offered two conversational Spanish sessions for Spanish learners. ALAS members participated in this event.
- Welding instructors called and/or emailed students that missed their first class.

2.2 While maintaining academic quality, increase semester to semester retention rates.

- The Social and Behavioral Science faculty, with support from the administration, ended concurrent enrollment in developmental reading classes and their classes seeking to improve persistence and retention. Results were mixed, but some positive increases in HIS 131 & 221 and SOC 111.

- 100% of “last chance” students were sent an email to remind them of the academics support services the College has to help them succeed.
- Two Marketing employees participated in the mentor program for at-risk students.
- All Marketing employees participated in Welcome Week activities.
- A new Science Club was created and is advised by two science faculty members.
- All faculty completed the paperwork for the Redirect program. This program provided valuable information to academic advisors about the progress of Sauk students.
- In order to provide intrusive academic advising, TRiO provided 1513 meetings to program participants.
- 143 TRiO program participants attended online workshops and information workshops.
- TRiO students were provided opportunities to visit 16 college campuses; 45 students attended.
- 86% of SSS students persisted from one academic year to the next or graduated from Sauk or transferred to another institution.
- ALAS offered and/or participated in four programs focused on Hispanic culture.
- Northwest IL AHEC was petitioned to re-establish fund through FY 2015.
- In order to be proactive and enhance student retention in the nursing area, individual student counseling by the retention coordinator occurred and additional group activities/study sessions were created in order to cover difficult nursing topics. A large number of sessions were held with very good student attendance.
- The LAC Coordinator hosted colleagues from Highland and Kishwaukee Colleges to exchange ideas concerning retention, recruitment of tutors and advertising of services.

2.3 Increase the number of students who come to the College for continuing education.

- In order to increase the number of students interested in community education, a number of new marketing techniques were implemented including community banners, Sauk Talk radio spots and new commercials.
- The new ECE faculty member visited WACC to promote the ECE program.
- The new CJ faculty member visited Ashton, Bureau Valley and Newman HS in order to grow interest in the program.
- Student activities were evaluated by students and the evaluations discussed at SGA meetings.
- CTE Lead Faculty visited a number of local industries including Etnyre, Sterling Steel, and Borg Warner.
- CTE faculty presented to high school students that visited campus.

2.4 Increase gainful employment opportunities for those enrolled in career programs.

- Business Education Office visited with 10 employers that have not been visited before.
- Business Education Office has worked to integrate the workforce partners into classroom discussions/visits.
- Annual Careers Fair was held at SVCC.
- Referral information to Career Services is given to all career program students.
- ECE applied for Gateways entitlement for ECE courses. This will allow students who complete the ECE programs to be certified for specific jobs in healthcare.
- Advising staff are working with Career Services to increase referrals to the Careers Services Office.
- The Nursing area completed four focus group sessions with current students, graduates, and employers. This information will be used to improve the Nursing program.

Goal #3: The College will maintain an appropriate operating fund surplus.

3.1 Identify and implement methods to increase revenues.

- ECE obtained grant funds to attend conferences focused on ECE.
- LRC received a \$5,000 grant from the Illinois State Library Association.
- The Foundation has been focused on the \$50 for 50 Years campaign.
- The Business Office has begun a new five-year funding bond process to purchase new equipment, etc..
- Preparation for the new TRiO grant has begun.

3.2 Identify and implement methods to decrease expenses.

- Business Office now requires College personnel to use SBM to purchase office supplies due to their inexpensive purchasing options.
- Financial Assistance Office utilized NASFAA webinars instead of traveling to conferences.
- More dual credit students are encouraged to take classes at the College instead of offsite. This should decrease expenditures.
- The Print Shop adjusted the cost of printed materials (per page) in order to offset increased expenditures in the Print Shop. Additionally, all copiers cost the same per printed page.
- Faculty offices are now consolidating printer use into a single printer. The Nursing area is currently sharing two printers.
- The LRC send notices to patrons by email instead of by using U.S. Mail (if possible).
- The LRC reduced travel expenses by participating in two webinars instead of attending conferences.
- The Science area used bulk purchasing to reduce cost of shipping, etc.
- Rad Tech has reduced the amount of money spent on film as technology has become more digital.

- The clinical site schedules were modified to reduce the amount of travel time. Estimated to save \$19,000.
- Student Activities Director personally negotiated fees with performers. Estimated savings: \$12,575
- Nursing area ordered supplies for many items in bulk to save in cost.

3.3 Improve the efficiency of College operations.

- A full-time assistant was hired in the Foundation to support activities.
- Jump Start continued this year and 128 students participated and registered for classes.
- The Business Office and IS created an electronic PO workflow system.
- Check processing software in the Business Office was updated to make it more secure and to provide for the ability to email direct deposit slips to employees.
- Banner feature was activated that allows the 1098-T form to be sent electronically.
- DSO worked with Jump Start students who may need services provided by their office.
- Dean of Academics and Student Services and FaCIT created an online orientation for new faculty.
- Financial Assistance changed workflows to accommodate staff and increase efficiency of area.
- Developmental Ed. moved lab classes to a new classroom area to provide for an upgraded work area.
- HR webpages were updated.
- The employee handbooks were reviewed and will be revamped for the upcoming FY.
- People Admin applicant tracking software went live in HR. This system allows HR staff and screening committees to evaluate candidates more effectively.
- People Admin training was provided by HR to all stakeholders.
- Marketing created a spreadsheet to track costs by advertising category.
- Graphic Designer requested materials from a number of colleges and universities to be used as design examples.
- IS and IR worked to create new online budget request forms for new personnel, new equipment, and major renovations.
- LAC performed a cost-per-search analysis and recommended no change in the online databases being used.
- The LAC spent 50% of its media budget on electronic resources.
- An annual audit of lab expenses was used in the science area to determine if fees matched the current cost of materials. Adjustments were made as necessary.
- Student Activities Director attended five webinars to remain informed of the Student Exchange Visitor Program.
- Testing Center obtained permission to have ATI testing for radiology and nursing departments. Also the Testing Center has obtained NATE.

- Instructional Technology was renamed to Faculty Center for Innovative Teaching (FaCIT) and was marketed with a new logo.

Goal #4: The College will be proactive and responsive to community needs.

4.1 Expand and strengthen relationships and services with community members and organizations.

- The Foundation Board members have been actively involved in events and presentations to the community this year.
- 25/27 Americorp members participated in at least four service opportunities.
- A Skyhawk softball and baseball skills camp was held this year.
- Business Services Coordinator is serving on RRHRPA.
- Business Services Coordinator attends monthly workforce council breakfasts.
- The Dean of Academics contacted all high school counselors once each month.
- New faculty and staff travel with the SVCC recruiter to develop relationships with the local high schools.
- Academic advisor attended the Summit of Hope with a recruiter and presented at the Bureau Valley Dual Credit Parent Night.
- The Director of Academic Development hosted 12 networking sessions.
- New EDU faculty worked with two area high schools (Morrison and Fulton) to plan Friday discussions focused on building college and career readiness.
- VITAL recruited 7 new community members in the fall and 7 in the spring to become tutors to adult learners.
- The Financial Assistance staff presented at 15 High School Nights and at six FAFSA workshops.
- A Sauk Valley Theatre Alliance was developed with Sterling High School and Woodlawn Art Academy.
- Theatre presented *Meet Me in St. Louis*, a family friendly play, to enhance community relations.
- IR Office spoke at two scholarship nights: Newman and Morrison.
- Marketing staff attended large number of “after hours” chamber events to promote the College.
- Marketing sponsored community events in the three main cities of the district.
- LAC staff worked with the 50th Anniversary Committee for the kickoff event.
- LRC purchased \$5,000 worth of Adult Ed. materials.
- The LRC worked with Marketing to make LRC services more apparent including press releases and Facebook ads.
- The LRC participated in the eRead Illinois and has access to Baker and Taylor Unbound to increase the number of ebooks that are available to patrons.
- The Math Department and the EDU Department collaborated to visit district high schools. A Math faculty operated as the College and Career Readiness Coach for mathematics.

- A Math faculty member hosted Math Counts and MAC competitions for middle and high school students.
- Mu Alpha Theta members were recognized at the Student Leadership Banquet.
- Science Lab Assistant contacted local high school faculty in order to set up visits to SVCC.
- Biology faculty member participated in Science Siesta hosted by the University of Illinois Extension Center.
- A Science faculty worked with EDU faculty to be the College and Career Readiness Coach for the sciences.
- A Chemistry faculty member participated in the Northern Illinois Extension Office 4-H program.
- TRiO Director serves on the Whiteside County Public Transportation Board.
- The Spanish and Cross-Cultural webpage was updated to provide potential students with the essential information.
- Student Activities Coordinator attended 80% of monthly Trabajando Juntos./Hispanic Business Group meetings.
- The Student Activities Coordinator worked with DSO to host a disABILITIES Expo in conjunction with a number of other local organizations.

4.2 Maintain and improve communication with key stakeholders.

- The Foundation has had special alumni events, promoting the Alumni Association at the College.
- Athletic website updated regularly with win-loss records and stats.
- Athletics continues to send out periodic email sports updates to staff.
- Three career services public classes are offered per semester.
- Business Services attend NIRCC meeting and Community Ed. attended NIN.
- Advising has invited a number of in-house and external organizations to regular Friday meetings.
- ADAAA awareness training was provided to all SVCC employees by HR and the DSO offices.
- FaCIT continues to attend Faculty Development Committee meetings.
- Financial Assistance staff provided seven high school counselors with notifications of events and resources through email, brochures, and direct mail.
- Advising visited Rock Valley College to explain changes to the SVCC radiography program, the admission process and requirements.
- Dean of Health Professions attended quarterly meetings with KSB and CGH nursing leaders.
- Dean of Health Professions attended many of the bimonthly ICCB Deans/Directors meetings.

Goal #5: The College will enhance community awareness through a comprehensive marketing plan.

5.1 Conduct a market analysis of the College community.

5.2 Conduct a market analysis of the internal College environment.

- Director of Business Services created a student survey that was also incorporated into the one-stop student focus group to evaluate student services. A total of 87 students participated in the survey. Follow-up meetings occurred by Business Office staff to make any changes to services.
- 182 students completed the Student Activities survey. Student Activities discussed the results.
- A number of internal student surveys were administered to evaluate service quality (e.g., advising, financial assistance, and the LRC).

5.3 Enhance the reputation of the College as a quality institution of higher education.

- Business Services submitted an article to RRHRPA for their online publication.
- The Social Science faculty attended a number of professional conferences and/or submitted scholarly works to professional organizations.
- Social Science faculty also continued or added memberships to professional organizations in their fields.
- FaCIT developed the Faculty Academy for in-house faculty development and participated in a number of workshop days, orientations, etc. this year. Opportunities for in-house professional development has never been greater.
- Some students read from a collection of writings called The Works at an event held at the Art Gallery.
- The Art Gallery hosted visiting artists' collections.
- In an effort to increase the marketability of SVCC, ten 30s commercials and ten 60s videos were produced that highlight value, quality, and fit.
- A survey of Sauk staff was conducted to determine if the SVCC tagline should be revised.
- New LAC brochures were created and distributed during both fall and spring SaukFest.
- A new poster was created for the LAC that highlighted hours of availability, location and contact information. Posters are displayed around campus.
- 19 Student Activity programs were open to the public. Academic viewbooks were always on display.
- Cross Cultural staff translated two flyers into Spanish: the How to Enroll and the FAFSA flowchart.
- Three FUSE programs were offered reaching about 67 Spanish speaking participants.
- QSEN and NCLEX test plan was used to guide nursing curriculum changes. Timeline to accreditation was established.
- Accounting, Ag., Management, Natural and Physical Sciences, Pre. Med., CDL, and Music brochures were updated.

5.4 Enhance business awareness of the educational opportunities provided by the College.

- Two new “corporate trainers” were recruited for customized training.
- Two brochures were created that described customized training opportunities that SVCC offers.
- GED Pearson VUE has been marketed to the public.

5.5 Enhance the awareness of the availability of College facilities for community functions.

- Athletic Department tracked the use of facilities for the FY. This will provide a foundation to develop a utilization plan in the future.
- Science faculty participated in STEM outreach event.
- Marketing purchased a newspaper advertisement that highlighted the College’s facilities.

5.6 Increase enrollment.

- Rad Tech staff attended Sterling High School career fair and Freeport Health Fair and sent brochures to KSB, SAH, CGH, and MMC. Website is regularly updated with changes including the new sonography option.
- In order to increase the marketing of the financial assistance available to the public, a marketing campaign was discussed with Financial Assistance and Marketing.
- Student Activities Coordinator attended Sterling High School’s Latino Club to help them organize a Hispanic Family College Informational Night.

Goal #6: The College will seek to maximize performance based funding.

While maintaining academic quality and in accordance with State standards, the College will:

6.1 Increase completion rates.

- Retention Office initiated the Student Success campaign for new students.
- Rad Tech has growing completion numbers as they conduct exit interviews, attend pertinent conferences and have program return options for students. Current completion rates are 88%.
- 75% of TRiO participants graduated with an associate’s degree or certificate or transferred.

6.2 Increase transfer rates.

- The Student Athlete Handbook was updated with the most current rules for transfer of student athletes. The handbook was handed out to all student athletes at an all-athlete seminar.
- EDU faculty attended the online workshop sponsored by EIU to help maintain alignment with their EDU program.
- WIU transfer guides were updated and placed online.

- New scholarships, focused on the disabled, were found and information was distributed to those who were eligible.
- 100% of students who have used 500% of their lifetime eligibility were emailed reminders of their current status.
- 62% of TRiO students transferred to baccalaureate granting institutions.

6.3 Increase the percentage of non-college ready students to college level courses.

- An analysis of student athlete data in remedial classes was conducted. Generally, athletes are not performing well in developmental classes.

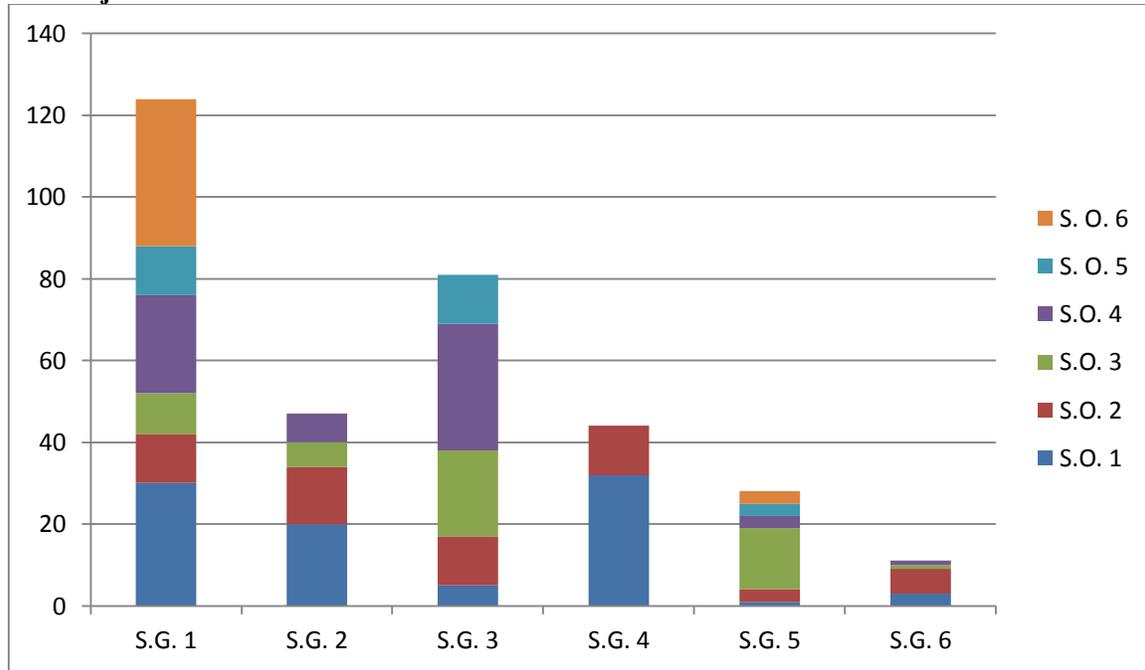
6.4 Increase student momentum (increase the number of credit hours completed by students each semester).

- Advising has worked with most first-time, degree seeking students to establish a realistic, individualized academic plan for successful completion.

Strategic Objectives Summary

This Annual Report contains 290 unique completed objectives from the 2015 FY operational plans from College areas or a 17% increase in viable inputs from one year ago. Nearly 43% of the inputs were focused on Strategic Goal 1: The College will expand and improve the quality of programs and services. Certainly faculty and staff are still very focused on providing the very best quality academic and student support services in the area.

The chart below visually depicts the number of inputs for College departments per Strategic Goal and Objective.



Strategic Goal 3, *The College will maintain an appropriate operating fund surplus*, received moderate attention from faculty and staff with 28% of the inputs being directed at this strategic goal. As supported by the Strategic Dashboard, the College has saved considerable monies over the last decade and has nearly a 40% fund balance.

The quality and quantity of the inputs on operational plans were very good this fiscal year. It is this type of focus on operational/strategic planning that will continue to carry the College forward to its vision.