

Fall 2008

IPEC Membership
2008/09

Curtis Sommerfeld,
Chair
Kori Bieber
Mark Bony
Galyn Carlile
Chelsea Kelsey
John Lopez
Cheryl Markwell
Marie Mueller
Mary O'Kief
Chip Phillips
Denise Swafford

Highlights:

Accreditation
Strategic Planning
Goals Assessment
Student Satisfaction

RCC ACCREDITATION REAFFIRMED

In August 2008, accreditation for Rogue Community College was reaffirmed by the Northwest Commission on Colleges and Universities (NWCCU). In reaffirming the accreditation, NWCCU requested that Rogue prepare a report due in Fall 2009 to address *Spring 2008 Focused Interim Report* Recommendations 1 (strategic plan), 2 (assessment/all levels)

and 3 (evaluations of part-time faculty).

Teams working on the report may be contacting you for assistance.

In Fall 2009, RCC will host a visit from NWCCU regarding Recommendation 1 only.

If you have questions regarding the anticipated visit or reports, please contact Accreditation

Liaison Officer, Galyn Carlile, at 245-7742; gcarlile@roguecc.edu or Denise Swafford, 956-7087; dswafford@roguecc.edu.

"Accreditation is a process of recognizing educational institutions for performance, integrity, and quality that entitles them to the confidence of the educational community and the public." *NWCCU Accreditation Handbook* (2003), p. 1.

Strategic Planning 2008-2012

Lots of effort is going into strategic planning in November and December. In November, departments will complete their goals and objectives for 2008-09. By November 14, Strategic Planning Champions will complete their 2009-10 action plans and budgets. Each month, Champions report on their progress to the Board of Education.

You may access these monthly reports at www.roguecc.edu/StrategicPlan/MonthlyReports.asp. Some of the highlights from September and October are as follows:

Goal A: Culture (Overall Champion, Lynda Warren). Fifty-two participants attended an appreciative inquiry event in September to learn how to strengthen inclusiveness

in RCC group processes. As a first application, the Budget Advisory Group will build an inclusive budget process. The first Faculty Senate meeting was also held on October 31. Participants discussed how to organize the senate and considered its role in governance.

Goal B: Student Access and Completion (Overall Champion, Cheryl Markwell; Other Champions, Rich Kirk and Pat Huebsch). To support more online teaching and the quality of online courses, a faculty survey on Course Management Systems and a discussion board were created. To support more evening and weekend programming, a faculty survey will be implemented as a first step. Discussion of a "master schedule" concept

began at an all-faculty meeting and costs for new scheduling software are being explored.

Goal C: Career Pathways (Overall Champion, Serena St. Clair). RCC and the Southern Oregon Education Service District are designing a consistent process to develop Programs of Study. The RCC Marketing Department will develop a Pathways brochure with inserts displaying different Career Pathways.

Goal D: Data-Driven Decision-Making (Overall Champion, Curtis Sommerfeld). A staff survey and/or set of focus groups are being developed to determine staff needs.

2007-08 Assessment of Institutional Goals and Objectives

In August 2008, IPEC and Executive Team met for a half-day retreat to review and assess 2007-08 *Institutional Goals and Objectives*.

This process is an ongoing self-evaluation by the Institutional Planning and Effectiveness Council (IPEC) where the College reviews how well it met planned goals and objectives. The 2004-08 *Keys and Key Objectives* were scored with noticeable improvement in several areas. Each key or key objective was scored on a scale of 1-10, with 10 being the highest or fully accomplished. A 5 is equal to being partially accomplished and a 0 represents the status quo.

General scoring was as follows:

1. Build FTE (5);
2. Build the Foundation (6);
3. Build Revenue (7); and
4. Manage Resources and Expenses (6).

To view the entire 2007-08 *Assessment of Institutional Goals and Objectives Report*, go to the site map at www.roguecc.edu. Go to Intranet, select Strategic Planning and select assessment report.

Recommended Procedural Changes are:

1. Continue to design measurable objectives. Those submitted this year were an improvement over previous efforts and produced better responses.
2. Assure that all college areas are represented during the assessment. This allowed data and information to be accurately shared during discussion of objectives and the levels of success achieved in their pursuit;
3. Work to assure inclusiveness as the 2008-12 *Strategic Plan* is implemented.

4. Assessment needs to address:

- What has worked?
- What needs to be improved?
- How can individual voices be heard?
- Be sure departments are aware of their key role in relation to fulfilling and supporting institutional goals and objectives.

Due to the new 2008-12 strategic planning approach, the college is now pushed to address 2008-09 and 2009-10 goals during this fiscal year. And, the preliminary 2009-10 budget will be set by March 2009.



Strategic Planning 2008-2012 (Continued)

Goal E: Student Enrollment Growth (Overall Champion, Kori Bieber, Other Champions are Margaret Bradford, Dan Buck, Cheryl Markwell and Brad Ross). Propeller Communication was hired to analyze RCC's marketing efforts. The process includes workshops on brand positioning with 60 internal and external stakeholders. There will also be an assessment of RCC marketing materials, including the usability of RCC's print and Web class schedules, with strategic

marketing and marketing communication workshops.

The assessment process will culminate with a new marketing plan by the Marketing Task Force. In Workforce Development, a new Business Outreach and Development Coordinator will begin work on November 17 and will focus initially on service sectors such as healthcare. Best practices in community partnering and in student recruitment are being

developed to help RCC maximize efforts.

Goal F: RCC/SOU Partnership (Overall Champion, Galyn Carlile). On November 11, about 50 RCC and SOU faculty met to review current articulation efforts and began laying the ground work for new articulation agreements.

EXCELLENCE

Excellence is never an accident; it is always the result of high intention, sincere effort, intelligent direction, skillful execution, and the vision to see obstacles as opportunities.

Community College Survey of Student Engagement

Following the lead from the councils of Chief Academic Officers and of Chief Student Services Officers, RCC joined other Oregon community colleges in adopting the Community College Survey of Student Engagement (CCSSE) which was implemented at RCC for the first time in Winter 2008.

The focus of this survey was to determine how engaged students are in the learning process, a different outcome from that produced by the Noel-Levitz survey. The CCSSE survey will be occurring in alternating years – the next one in Winter 2010.

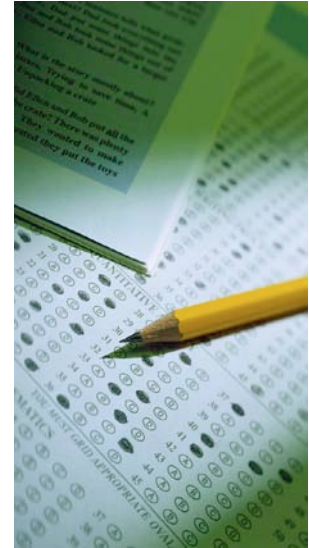
IPEC members researched how other colleges have used the CCSSE and how its results can affect planning and assessment.

This year, due to the many details and deadlines of the new strategic plan, a formal summary of the survey and suggestions for improvement has not been prepared. However, College deans Kori Bieber and Cheryl Markwell and Associate Dean Curtis Sommerfeld have reviewed the report and are working on areas where the College can continue to implement good ideas and strengthen items which were less than

ideal in survey results. Any one of them can answer questions you may have about the survey.

To view the survey in its entirety, go to the RCC Y:drive and open the file marked *CCSSE Institutional Report (2008)*.

If you have questions or suggestions about this process, survey results or the upcoming Noel-Levitz Survey (February 2009), please contact Curt Sommerfeld at Ext. 7238.



IPEC

The Institutional Planning and Effectiveness Council (IPEC) provides updates and information as it becomes available. You can access copies of the Council's meeting minutes, and other information on the intranet under Council and Committees/IPEC.

The following Council charter was revised in October 2008:

IPEC's mission is to ensure that Rogue Community College as a whole remains engaged in broad-based, continuous planning and evaluation. Among its primary tasks, IPEC is responsible for:

- Regular communication among management, faculty, and staff regarding planning, policy, procedure, and budgeting processes and decisions.
- Solicitation of input from the College and community, including from experts on the topics and those who will be the customers or who will be affected by policies.
- Development, revision, and implementation of institutional goals and objectives consistent with RCC's long-range repetition vision and the *2008-2012 Strategic Plan*.
- Dissemination of these goals throughout the College to link all areas in a common, coordinated effort.
- Yearly assessment of institutional goals and objectives with outcomes reported to the Board of Education and the College.
- Quarterly newsletters to keep the college abreast of activities.

- Oversight of the Strategic Planning and Assessment calendar.
- Oversight of accreditation reporting and visits to assure compliance with Northwest Commission on Colleges and Universities standards.
- Student satisfaction, engagement, and follow-up activities.

IPEC seeks to assist the College in fulfilling its mission and reflects the mandate of the Northwest Commission on Colleges and Universities that the college systematically "asks questions, seeks answers, analyzes itself, and revises its goals, policies, procedures, and resource allocation." NWCCU, Accreditation Standard 1B, Planning and Effectiveness