Skagit Valley College Annual Report for 2007-2008:

Meeting 2006-2008 Strategic Priorities

1.1 Evaluate programs and scheduling at all SVC locations, and develop a plan to effectively and efficiently meet community/employer and student needs.

Indicator 1: Increase State FTE in 2007-08 over 2006-07 to an annualized total of 3,825 college-wide.

❖ Increased annualized State FTES in 2007-08 by 425 over 2006-07 (12%) and by 357 over 2005-06 (10%) for a total of 3,853 – 28 over the target.
❖ Increased International annualized FTES in 2007-08 by 34 FTES over 2006-07 (17%) and reached a record high of 235 annualized FTES.
❖ Increased English as a Second Language and Adult Basic Education (ESL/ABE) enrollment by 135 annualized FTES (549.5 in 2007-08 compared with 414.4 in 2006-07); ESL/ABE contributed 34.5 annualized FTEs towards I-BEST classes in addition to the above totals.
❖ Implemented IBEST programs in math, welding, nursing, early childhood education (ECE). Retention for ECE I-BEST students was 78% and 80% for Patient Registration I-BEST.
Examples of activities in support of this effort include:
❖ Developed a district-wide enrollment marketing campaign with identified priorities.
❖ The Foundation provided more than $221,000 for student scholarship awards to students studying across all disciplines at SVC.
❖ To reduce high text book costs, SVC participated in the creation of a consortium involving MV, WIC, Whatcom CC, and Bellingham TC to divide the labor in production of alternate format text books. In addition SVC reinstated the Faculty/Staff Bookstore Steering Committee to address issues related to textbooks.
❖ Received a two-year Child Care grant in the amount of $8,500 to give students access to affordable child care.
❖ Offered 41 Learning Communities across the district during 2007-08, including nine (9) developmental education Learning Communities to help our most academically disadvantaged students.
❖ A certificate in Health and Fitness Technology was started in 2007, generating 25 new FTE in 2007-08.
❖ Using State High Demand Math, Science and Engineering dollars, a full-time person was hired to increase staffing of the MV Math Center and to conduct evening study groups.
❖ Hosted "Mapping Your Future at Career Expo 2008" with 67exhibitors and an estimated 400 attendees. Exhibitors included area employers and SVC programs.

Indicator 2: Increase Student-Faculty Ratio in all CIP areas by one (1) point over the 2005-06 SBCTC system averages.

❖ Continued to close the gap between the SVC and system averages. While the overall progress was minor, emphasis on this indicator contributed to achieving the enrollment target and making up for last year's deficit. This allowed the College to participate in the funding of enrollment growth for 2008/09. See Table1 below for data regarding this indicator.

Table 1: SVC and System Student-Faculty Ratios, All Funds

Year	System	SVC	Difference
2005-06	20.82	18.08	-2.96
2006-07	20.59	17.94	-2.65
2007-08	20.42	17.96	-2.46

Indicator 3: Develop alternative delivery options that increase student access, promote flexible course scheduling, and reduce transportation costs.

❖ Increased eLearning gross FTES from 796 in 2004-05 to 932 in 2007-08. See Table 2 below for data. In the professional-technical area, for example, these enrollments now account for 17% of enrollment, up from 12% in 2004-05.

Table 2: eLearning FTES, 2004-04 to 2007-08
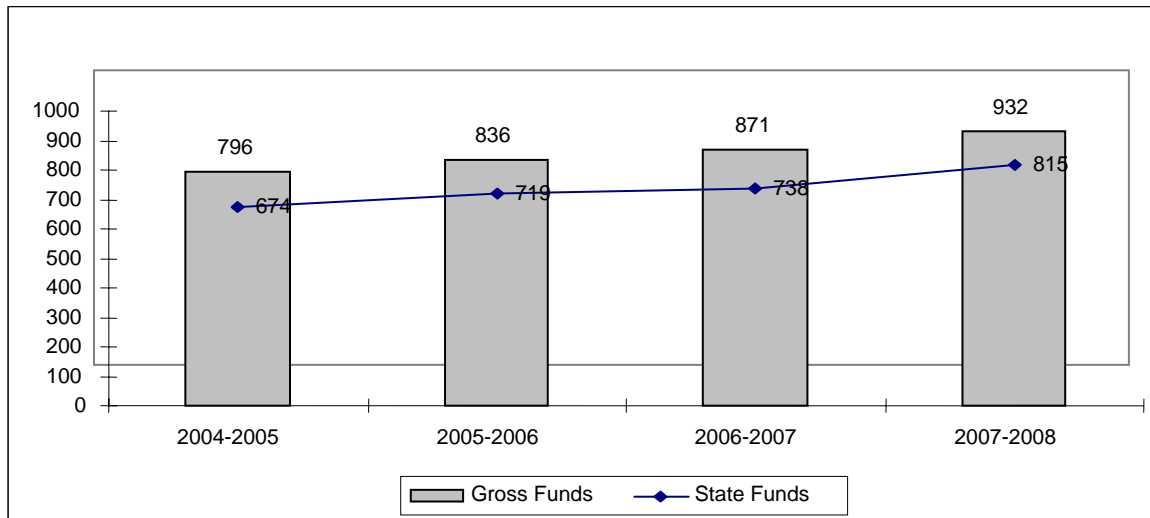
❖ Purchased Resource 25, a software program that will allow the college to enhance the course scheduling process, including more block scheduling.
❖ Initiated a carpool incentive program whereby students purchase carpool parking permits that allow them to park in preferred reserved parking spaces if they ride share with others. In 2007-8 all six carpool parking spaces were purchased.

- ❖ Initiated a bus pass program at the college: bus pass sales increased from 105 in spring 2007 to 189 in fall 2007, 191 in winter 2008, and 171 in spring 2008.

Indicator 4: Promote a student advising system that results in more faculty advising, improved retention rates of degree- and certificate-seeking students, and increased student use and satisfaction with advising.

- ❖ Initiated a Counseling-Enhanced Developmental Education Learning Community Pilot Project to assist our most challenged students to succeed in their earliest introduction to college work by connecting them with two to three college mentors (faculty and counselors). While the performance of students in the pilot did not differ from students in comparison courses, they did have a significantly higher retention rate: the pilot group had an 82% fall-to-winter retention rate compared to 74% for students in stand-alone developmental courses.
- ❖ Implemented the Faculty Advising Pilot Project—thirteen academic faculty received training and worked with a counseling "mentor." The 156 students involved in the pilot project performed slightly better and had a higher term-to-term retention rate than other degree-seeking students. Faculty project participants reported they were pleased with the support they received from the counseling mentors and found the advising experience to be extremely worthwhile.
- ❖ Developed detailed career/educational pathway diagrams for each professional-technical program to provide a comprehensive advising tool.

2.1 Develop effective communication strategies that improve working relationships throughout the college district.

Indicator 1: Increase the utilization of new web functionality by students and employees, and maintain or increase current web support positions.

- ❖ Implemented and promoted the new MySVC portal and email system for students in fall 2007.
- ❖ Developed a SVC MySpace Web page and a SVC Facebook Web page. The MySpace Web page had 880 hits with 77 friends, and Facebook had 147 hits with 14 friends.
- ❖ Provided links on the library website to translations of the webpage utilizing Google translation software in several languages including Spanish, Russian, and Chinese.
- ❖ Achieved a record numbers of registered students, employers, and active job postings on the Online Job Board: 1118 new students created an account on the Online Board in 2007-08 compared to 767 in 2006-07, an increase of 31%, and 216 new employers registered on the Online Board in 2007-08 compared to 903 in 2006-07, an increase of 26%.
- ❖ Created a "TechKnow Bar" in the lobby area of the Campus Center to assist students and staff with technology issues; installed plasma displays in Nelson Hall and the Campus Center.
- ❖ McIntyre Hall has increased use of electronic communications to inform students, staff, faculty, and the community of events, offers reduced price SVC student tickets for some events, and has been assisting area schools with bussing costs related to attending educational and cultural programs at the Hall.
- ❖ Many administrative areas, including the Business Office and Human Resources, revamped their intranet sites to provide better access to forms, documents, general information and links to other state agencies and programs. The SVC Library Blog was established to provide a timely venue for library and college news, information, and research tips.

Indicator 2: Increase the communications within the college and with the community.

- ❖ Increased the number of budget information sessions for the 2007-08 budget cycle. The 2008-09 cycle information was delayed, resulting in a shortened development process. To compensate, several one-on-one meetings with budget managers were held to develop the most accurate base budget.
- ❖ Two issues of Currents were published each year. A new, full-color magazine-style publication for external and internal audiences, Currents is a venue for the college to highlight history, achievements and critical initiatives, and for the Foundation to recognize active community volunteers and generous contributors.
- ❖ McIntyre Hall focused on developing alliances and partnerships with area arts organizations and business that contribute to community educational, cultural and economic vitality, and enhance SVC and McIntyre Hall visibility including: membership with area arts organizations, Chambers and EDASC; partnership with Hampton Inn and Suites, the Skagit Children's Museum; advertising and marketing collaborations with City of Mount Vernon, City of Burlington, Skagit County, Skagit State Bank, Cascade Cosmetic Skin Care, and other advertising sponsors.

- ❖ Developed a Parent Session for New Student Orientation and parent email newsletter; 50 parents attended with their students and registered to receive the newsletter.
- ❖ Received approval for the radio station upriver channel by Canadian CRTC and, consequently, an FCC permit valid until April, 2011.
- ❖ Paralegal students organized and participated in the annual Law Day free legal advice clinic. The Latino Business Retention and Expansion program reached the $1 million mark in access to capital for Latino-owned businesses. Human Services developed the Peer Counseling Program with Skagit County Human Services and the North Sound Regional Support Network.
- ❖ Through a partnership with the Economic Development Association of Skagit County's Research and Education Fund, SVC is participating in the Skagit Early Learning Coalition to assure that our youth are prepared for success in school and life.

Indicator 3: Increase cross-unit coordination and collaboration.

- ❖ Faculty and staff collaborated across the district to develop program/department narratives for the Accreditation Self-Study.
- ❖ Several highly collaborative pilot projects were initiated between Academic unit and Student Services at Mount Vernon during 2007-08, including the counseling-enhanced developmental education learning communities pilot project, the faculty advising project and re-locating the transfer counselor's office into the science area to support the state High Demand initiative in the sciences and improve communication.
- ❖ Cross-unit and/or cross-campus meetings were held to coordinate basic skills student intake, develop Integrated Basic Education and Skills Training (I-BEST) courses, establish a joint certificate program for Translator Services (Medical, Legal & Human Services), and provide on-site lab support both at MV and WIC for CIS students.
- ❖ Student government and activities advisors for both MV and WIC attended a 2-day retreat focused on communication and leadership.
- ❖ The successful International Week events were a result of highly collaborative, cross-unit efforts that included instruction, student services, and McIntyre Hall.
- ❖ McIntyre Hall, the Theater Arts Department and Student Activities have collaborated by sharing technical staff to address issues of budget, staffing levels, technical expertise, and to augment courses offered.

2.3 Attract, support, and retain a qualified and diverse workforce.

Indicator 1: Increase the diversity of applicant pools and the number of employees by category through more timely recruitment cycles and other strategies.

❖ Continued commitment by the College and the faculty to make improvements in the salary for full and part-time faculty; see Table 3 below for increases in full-time faculty salaries.

Table 3: CTC and SVC Full-Time Faculty Salary Increases

	Average Faculty Salary		*% Salary Increase*	
Year	*System*	*SVC*	*System*	*SVC*
2001-02	46,247	44,486		
2002-03	47,916	45,156	3.6%	1.5%
2003-04	48,303	46,348	0.8%	2.6%
2004-05	48,240	48,292	-0.1%	4.2%
2005-06	49,518	49,996	2.7%	3.5%
2006-07	50,766	51,529	2.5%	3.1%

❖ Identified faculty positions in late Fall in order to meet major publication deadlines targeted at faculty and administrative recruitment. Early deadlines for screening allowed us to interview and hire for faculty positions prior to our competitors hiring process.
❖ Converted two temporary full-time positions to full-time tenure track positions.
❖ Committed to support best practices for part-time faculty by adding part-time faculty liaison positions at MV and WIC.
❖ The Foundation awarded more than $47,000 in Exceptional Faculty Awards, one of the highest amounts in the state. The Foundation also contributed significant support for awards and celebrations that recognize and honor the college workforce (more than $11,000).
❖ The Head Start Higher Education Hispanic-Latino grant supported 52 Head Start staff to earn ECE certificates and degrees.
❖ Participated in recruitment fairs in Los Angeles and Oakland, and participated in the campus Career Fair; the Speech instructor employed for 08-09 at WIC was a contact from the CA recruitment fairs.
❖ Changed minimum qualifications of some positions without jeopardizing the program requirements in order to broaden the applicant pool; identified specific classified positions as "in-training" positions to establish an adequate applicant pool; developed and supported training plans to help employees with promotion to higher level positions.
❖ Increased the number of employees and students participating in Center for Learning and Teaching (CLT) training by 33 people over the prior year. Visits to the CLT doubled during 2007-08 according to the visitor's log sheet.

Indicator 2: Create and systematize an Institutional Portfolio for Professional Development for assessing and sharing the outcomes of employee professional development activities.

❖ This task was not initiated during 2006-08, but is proposed for 2008-10.

3.1 – Increase community partnerships that support the college's responsiveness to employment needs and community economic viability, and enhance college visibility in the community.
<mark>AND</mark>
3.2 – Create and promote educational opportunities for our community, particularly the underserved populations in the district.

Indicator 1: Increase partnership activities with pre-K—20.

- ❖ Selected sites for the Northwest Career and Technical Academy at Skagit Valley College and the Port of Anacortes. Constructed is scheduled for 2009-10 and programs will begin in fall 2010.
- ❖ Through the Gear Up grant, coordinated with the Mount Vernon School District to establish a program designed to help students prepare for the transition from 8th to 9th grade. Twelve students participated in the 40 hour "Transitions Project."
- ❖ Human Services faculty partnered with Gear Up and the Mount Vernon school district to host at risk youth on our campus during the summer.
- ❖ Participated in AVID and Early College in the High School, which provided opportunities for productive outreach with Mount Vernon and La Conner High Schools.
- ❖ Received $77,500 in scholarship dollars for Champions of Diversity including $46,222 from the six public baccalaureates and $5000 from the Skagit Community Foundation.
- ❖ Champions of Diversity awarded 40 scholarships to high school students in the area.
- ❖ Using Early College in the High School grant awards, SVC faculty and a counselor worked with La Conner High School and Middle School to strengthen our college pathway connections.
- ❖ Artsphere continued this year with over 400 high school students and teachers visiting our campus and being introduced to the variety of opportunities in arts education.
- ❖ A Learning Community was offered on the Swinomish Reservation, part of the Swinomish web-based genealogy project; continued to offer Lushootseed language instruction at the college and at the Swinomish reservation.
- ❖ Launched pilot project between SVC, Anacortes and Mount Vernon High Schools called Seaward Bound. Students from both high schools worked with Marine Tech to build a model boat.
- ❖ Conducted a successful PrepWork event for about 50 high school and college counselors and administrators in fall 2007. The event, held at the Pipefitters Union Hall in Burlington, was highlighted by a business/industry panel speaking to the need for well-trained, students for key trades and businesses in our region. The panel included representatives from Hexel, Pipefitters, Marine Tech, Chamber of Commerce, and Skagit Valley Hospital.
- ❖ Implemented COMPASS placement testing at Anacortes High School and laid the foundation for COMPASS testing at LaConner High School.

Indicator 2: Develop system for assessing Advisory Committee and employer relations.

❖ Developed a comprehensive Advisory Committee Survey which was administered to committee members at the general Advisory Committee dinners in November 2006 and November 2007. The reports included information by program. Employer perceptions of SVC graduates' knowledge and skills from the 2007 survey are presented in Table 4 below.

Table 4: Employer Perceptions of Employability Skills

"Based on your experience with SVC graduates, please rate the program with regard to the following general skills:"	Superior	Good	Adequate	Poor	N/A
Interpersonal	13	36	8	1	3
	21.3%	59.0%	13.1%	1.6%	4.9%
Written Communication	8	34	16	1	2
	13.1%	55.7%	26.2%	1.6%	3.3%
Problem Solving/ Critical Thinking	11	33	11	1	2
	19.0%	56.9%	19.0%	1.7%	3.4%
Job-related Technical	20	33	6	0	2
	32.8%	54.1%	9.8%	0.0%	3.3%
Understanding of Job/Employer Expectations	14	34	11	0	2
	23.0%	55.7%	18.0%	0.0%	3.3%
Professional Attitude	14	36	9	0	1
	23.3%	60.0%	15.0%	0.0%	1.7%

Indicator 3: Increase basic skills offerings that meet the needs of the community and generate new FTE.

❖ Piloted and implemented new student orientation short-term classes, first in the evening and then added daytime offerings. All new students are introduced to the college and pre-tested for placement.
❖ Added an evening program manager in Basic Skills to support the ESL orientation classes and track students to order to monitor required assessments. Increased federally reportable students from 70% to 77% in one year.
❖ Increased marketing of new and existing ABE/ESL, Citizenship Preparation, Women's Programs, and Displaced Homemakers offerings; produced fliers and a web page in Spanish that promoted learning opportunities for I-BEST programs in Computer Basics, Home Healthcare, and Welding; utilized Mount Vernon's public access Spanish-language TV station – Channel 26 – to promote ESL and GEAR UP.
❖ The increase in Basic Skills (ESL/ABE) enrollments was partially a result of partnering with Head Start to offer ESL classes to parents in Sedro Woolley and partnering with Skagit County Community Action on the basic skills grant and the Even Start grant.
❖ Started a WorkFirst course, Essential Computer Skills, at the Oak Harbor site.
❖ Co-sponsored the annual Citizenship Day with 54 applications being completed, more than any other state site due largely to KSVR radio announcements.

4.2 Develop and implement a district-wide integrated plan for purchasing, maintaining, upgrading, and replacing technology and equipment for classrooms and college operations.

Indicator 1: Fund additional equipment over the 2005-06 baseline, including classroom technology, based on a formal plan for periodic evaluation of needs.

- ❖ Cabinet allocated an additional $105,000 in the operation budget to upgrade 26 classrooms in 2006-07.
- ❖ Conducted an in-depth analysis of the network infrastructure; created equipment aging lists that identify date of purchase, cost, function, and desired replacement dates for servers, network devices, media equipment and desktop equipment. From this information, a five-year equipment budget will be developed.
- ❖ Conducted open forums on instructional technology for faculty at the Mount Vernon and Whidbey Island Campuses in order to identify needs and perceptions.
- ❖ Revised the process for the student-voted Technology Fee to fund technology requests (average of $475,000/year district-wide).
- ❖ Set up a Maitre'D Point-of-Sale System for the Cafeteria, Café, and Bistro.
- ❖ Upgrades to: SVC Web Portal (SharePoint services; servers; MV labs; MV ABE Learning Center; equipment in the MV Multi-Media Center; WIC and So Whidbey classrooms, labs, and the tutoring center.

Indicator 2: Build a high-reliability information technology infrastructure that supports instruction and administrative activities and ensures implementation of long-term vision of technology at the college.

- ❖ The Data Center, including network infrastructure and server systems moves, is 90% complete.
- ❖ Added T1 lines to WIC's bandwidth; added a new T1 Wide-Area Network (WAN) connection for So Whidbey to significantly increase bandwidth for computing and to provide access to the college WAN.

Indicator 3: Complete a revision of the Whidbey Island Campus Master Plan.

- ❖ The Whidbey Island Campus Master Plan was completed in 2006-07.