

## **2019-2020: College of Business Student Success Center**

### **Definition of Unit**

#### **Reporting Year:**

2018-19

#### **Providing Department:**

College of Business Student Success Center

#### **Department/Unit Contact:**

Julie Galloway

#### **Mission/Vision Statement:**

The purpose of the COB SSC is two-fold: providing academic support services and professional development/student engagement activities to business students. Academic support services include one-on-one academic advising, tutoring services, and the availability of resources, information, and guidance to all students in the Basic Business curriculum. These services are provided by a staff of professional advisors and Center support staff.

Professional development and student engagement activities are provided by the Student to Career program and include annual events such as Business Etiquette Dinner, internship preparation seminar, guest speakers, alumni visits, and topical sessions. The unit also supports student preparation and promotion of College annual events, including Fall Celebration Dinner, Women's Leadership Conference, and Business Career Fair. The Associate Director for Professional Development and the program's staff plan and produce the activities of this program in conjunction with multiple campus and community partners.

Both functions – academic advising/academic support and professional development/student engagement – support the Tech Tomorrow Strategic Plan in several ways:

Core principles of Academic Excellence, Student Success, and Supportive Environment are at the heart of all activities in the COB Student Success Center

Our Student to Career program is in direct line with Goal 1, Priority Action A regarding experiential learning opportunities for all students.

Academic advising and support services support a cross-section of areas, including Goal 1, Priority Action E.

The COBSSC staff supports recruitment activities of the University and College of Business through activities such as:

meeting weekly with prospective students and guests on campus for the TTU Campus Visit program

representing our College at Preview Day (Fall semester) and a Spring Semester yield event entitled College of Business Showcase

Internally, the COBSSC staff works collaboratively with other members of College of Business staff and leadership to coordinate Community Building activities for all College of Business students. The COBSSC reports to the Dean of the College of Business.

## **Goal 1 - Transition of IBAC advising to College of Arts & Sciences**

### **Define Goal:**

We will successfully transition advising services of the freshmen and sophomore years of the International Business & Cultures (IBAC) major over to the College of Arts & Sciences Student Success Center (CAS SSC), as mandated by the program requirements at its inception in 1996.

### **Intended Outcomes / Objectives:**

This process includes educating new advisors, sharing information, helping establish structure relevant to the duties and responsibilities of academic advisement and student support to freshmen and sophomores in the IBAC program. Success will be assessed through routine reviews and meetings with Angie Clark, new primary IBAC advisor in the CAS SSC, and through retention reports generated by TTU's Institutional Research.

## **Goal 1: Student to Career**

### **Define Goal:**

1. We will improve the [www.cobstudentsuccess.com](http://www.cobstudentsuccess.com) website.

### **Intended Outcomes / Objectives:**

Acting on recommendations from the 2013-14 report, we will create a more user-friendly and effective website by:

- a. removing items that are not frequently utilized.
- b. improving the home screen to guide users more effectively to needed information.

## **Goal 2 - Eagles Excel participation**

### **Define Goal:**

We will increase participation in Eagles Excel, an academic support and recovery program for at-risk students in the Basic Business major.

### **Intended Outcomes / Objectives:**

Advisors will collaborate with program lead advisor Brandi Lovin to examine the methods by which students are selected and invited to participate in the program and consider actions that may motivate students to commit to and complete the program expectations. This goal supports the university initiative of improving retention, as well as demonstrates support of the advising technology provided by TTU's office of Enrollment Management & Student Success. It also directly supports the College of Business Student Success Center's mission of providing support to students for academic success.

## **Goal 2: Student Organization Information**

### **Define Goal:**

We will more effectively provide information about business student organizations to our advisees and other interested students.

### **Intended Outcomes / Objectives:**

Our 2013-14 assessment indicated a need for COB SSC advisors to more effectively provide information to students about College of Business student organizations. Advisors will make materials available to students on a regular basis that list business student organizations, explain what they do, and how students can get involved.

Using feedback from our "Student Satisfaction Survey for Academic Advising Services," we will evaluate student feedback in this effort.

## **Goal 3 - Student to Career Budget Adjustments**

### **Define Goal:**

We will eliminate an area of duplicated service in the College of Business Student to Career program by deferring the activities of the Ticket to Ride/Nashville Career Fair preparation program to TTU Career Services.

### **Intended Outcomes / Objectives:**

This will allow us reallocate budget dollars to the College of Business Etiquette Dinner, which will be more expensive this year due to being held off-campus due to University Center construction.

## **Goal 3: At-Risk Student Support**

### **Define Goal:**

We will use the Education Advisory Board's "Student Success Collaborative Platform" to develop an intervention and academic support program for at-risk Basic Business students.

### **Intended Outcomes / Objectives:**

Advisors will identify at-risk students by academic standing (Probation or returning from academic suspension). Students will be invited to join the Eagles Excel academic support program, which is administered by advisor Brandi Lovin.

Participants in Eagles Excel will participate in scheduled activities such as routine advisor meetings and academic support workshops. Results will be reviewed at the end of Fall 2014 and Spring 2015 semesters.

This goal supports the university initiative of improving retention, as well as demonstrates support of the advising technology provided by TTU's office of Enrollment Management & Student Success. It also directly supports the College of Business Student Success Center's mission of providing support to students for academic success.

## **Goal 4 - Establish College internship program**

### **Define Goal:**

We will expand internship opportunities for College of Business students with both internal and external partners.

### **Intended Outcomes / Objectives:**

The COB has received approval of a new position that is shared jointly by COB and TTU Career Services. This position will allow us to develop strategies to build relationships with faculty, Career Services personnel, and employers and gain information about how to structure an internship program. The individual in this position will develop a website that will connect students seeking internships with companies and entities seeking interns

## **Goal 4: Orientation**

### **Define Goal:**

1. We will assess our College of Business programs as part of the Summer Orientation, Advisement, and Registration (SOAR) events.

### **Intended Outcomes / Objectives:**

As an academic unit, the College of Business provides programming during the Summer Orientation, Advisement, and Registration (SOAR) events in two areas - "Academic Department Meeting" in Day 1, and "Advisement & Registration" in Day 2. During the Academic Department Meeting, COB staff present information regarding academic, program, and student support services available to COB students. On

## **Goal for 2019-2020: Increase student activity in career technology**

### **Define Goal:**

College of Business students will establish accounts in LinkedIn and Handshake as part of their student experience and for growth in career-readiness. Our targets include:

50% of the 2019 freshmen class on LinkedIn

50% of the Fall 2019 and Spring 2020 affiliating classes on LinkedIn (note: affiliating students are those who complete the academic requirements to move from the ~~lower~~ division of their business programs to the upper division major courses)

50% of the Fall 2019 and Spring 2020 affiliating classes on Handshake

**Intended Outcomes / Objectives: (s)-1.3 ( o)-6.6(g)2.6 (i7Oc3-3.4 12 -0 0 1 0 -2.033 Td ( )Tj EMC9 /P -**

## **Assessment 1 Enrollment and Profile Data for IBAC**

### **Goal/ Outcome/ Objective:**

Goal 1. We will successfully transition advising services of the freshmen and sophomore years of the International Business & Cultures (IBAC) major over to the College of Arts & Sciences Student Success Center (CAS SSC)

### **Type of Tool:**

Graduation Rate, Retention Rate

### **Frequency of Assessment:**

Fall and spring semesters

### **Rationale:**

IBAC enrollment and graduation data (

compiled by the program's primary administrator, advisor Brandi Lovin. (4) Reports are reviewed by Ms. Lovin and the COB SSC director, as well as the full staff of the COB SSC, at the end of the Spring semester. We identify negatives and positives, and generate ideas for improvement.



**Rationale:**

User Analytics for TTU Interns website (1) provides a baseline of use, accessibility, and user activity during the Spring 2016 semester, which is the first full term of use of the website. (2) Success in this early stage of development is defined in the general use and time spent on the site by users. (3) Usage data is collected via Google Analytics, providing a comprehensive, data-driven picture of website performance -- how people use the website, what they are using or not using, how often, how they access the site, etc. This data is key to determining future plans, identifying and modifying ineffective uses, enhancing effective uses, and setting goals for this internship program. (4) Information is reviewed by Tara Shaffernocker, intern program coordinator, and the COB SSC director on a monthly basis. Based on the numbers, we generate ideas for next steps and improvements.

**Assessment: 2014-15 Analytics Report from TTU Business Media Center and COB Student to Career Program**

**Goal/ Outcome/ Objective:**

Goal 1 We will improve the www.cobstudentsuccess.com website.

**Type of Tool:**

Other

**Frequency of Assessment:**

Annually

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## **Assessment: COBSSC Student Satisfaction for Academic Advising Services Survey - Spring 2015**

### **Goal/ Outcome/ Objective:**

Goal 2 - We will more effectively provide information about business student organizations to our advisees and other interested students.

### **Type of Tool:**

Survey

### **Frequency of Assessment:**

Annually, each Spring semester

### **Rationale:**

COBSSC Student Satisfaction for Academic Advising Services Survey (1) provides student feedback regarding their current satisfaction with and perceived effectiveness of the programs of the College of Business Student Success Center. (2) Success is defined as providing highly satisfactory resources, support services, and programming for our business students. (3) Participation in the survey is made available to all students who utilize the Center during the spring semester of each academic year. The survey includes questions concerning overall satisfaction, effectiveness of communication, availability of resources, and identification of strengths and areas needing improvement. These responses are important to the success of this Center. (4) Results are shared with Center staff at the first staff meeting following conclusion of the Spring semester, and we discuss actions needed to effect improvements based on survey results.

## **Assessment: Eagles Excel Fall 2014 and Spring 2015 reports**

### **Goal/ Outcome/ Objective:**

Goal 3. We will use the Education Advisory Board's "Student Success Collaborative Platform" to develop an intervention and academic support program for at-risk Basic Business students.

### **Type of Tool:**

Annual Unit Report

### **Frequency of Assessment:**

Fall and Spring semesters

### **Rationale:**

Eagles Excel Fall 2014 and Spring 2015 reports (1) provide a narrative summary of the program for each semester and an analysis of data including participation, GPA comparisons, and review

of outcomes. (2) Success is defined as positive gains in academic performance by participating students. (3) All data is derived from careful documentation of invited students, participating students, notes reflecting individual meetings with participating students, and the academic results of participating students as provided by Banner SSB (Eagle Online) and the EAB Platform. Information is compiled by the program's primary administrator, advisor Brandi Lovin. (4) R0 (r)(or)2 (t)-2 (i)-2 ( a)4 (s)-1 (e)4 (f)3 ( e)4 (s)ied bd by .

## **Completed improvements to Student to Career program website**

### **Results:**

We have finalized and "gone live" with an improved design to [www.cobstudentsuccess.com](http://www.cobstudentsuccess.com). The new design and content reflect more accurately the current style of web resources. It is more user-friendly, with easy access to relevant content, clear steps to registrations or making appointments, and improved visual appeal (photos and graphics).

## **Completed transition of IBAC advising to College of Arts & Sciences**

### **Results:**

All freshmen and sophomore students in the International Business & Cultures major are now advised by Ms. Angie Clark in the College of Arts & Sciences (CAS) Student Success Center. Activities to complete this goal included:

## **Results - Orientation**

### **Results:**

The COB Student Success Center annually surveys students who participate in SOAR programming to assess our program and information effectiveness. Specifically, we are interested in the students' experiences and feedback related to self-registration for Fall semester classes. While most of campus engages in pre-registration of their incoming freshmen, the COB makes schedule development and course registration a part of the student-experience in SOAR.

Evaluations of the 2018 SOAR series showed that 80% of our business majors do prefer self-registration over being pre-registered by an advisor. Evaluations of the 2019 SOAR series are tracking at a similar rate. Respondents for each year is about 150 students.

We will continue to assess responses and monitor areas needing adjustment based on feedback.

## **Results - Student to Career Budget adjustments**

### **Results:**

This change was made to the S2C budget, and it has become a permanent change. With declining participation in the Nashville Career Fair, the COB has invested more time and emphasis on campus-based fair opportunities and preparation experiences. In partnership with the Center for Career Development, the COB has hosted a college-specific job and internship fair in the fall semesters of the last two years, with this year's fair planned for Sept 17.

## **Results Career Fair data**

### **Results:**

Nashville Career Fair Attendance reporting indicates a decrease in participation from 1123 guests in 2015 to 915 guests in 2016 (total n of decrease is 208, a 20% difference). For TTU specifically, there was also a decrease in participation. In 2015, 213 TTU Tm (n)Te13 TOBhtende04 72e wrt



## **Results: 2014-15 Analytics Report from TTU Business Media Center and COB Student to Career Program**

### **Results:**

2014-15 Analytics Report from TTU Business Media Center and COB Student to Career Program (Goal 1) indicates that the [www.cobstudentsuccess.com](http://www.cobstudentsuccess.com) had 10, 615 total sessions during the year. The home page had over 6,000 direct visits, which is expected for most sites. Our “Programs” main page comes in second with almost 5,000 visits, which shows that viewers are interested in all of our programs and/or use this page as a portal to find the specific program they are looking for.

Viewers look at an average of 3 pages per visit, which is positive. It shows they are effectively engaged and are able to find the content they want. Viewers also spend an average of 3 minutes per visit, which means they are digesting the content, but not too long to indicate that they are confused about the content.

## **Results: COBSSC Student Satisfaction for Academic Advising Services Survey (Spring 2015)**

### **Results:**

COBSSC Student Satisfaction for Academic Advising Services Survey (Spring 2015) (Goal 2) indicated that 95% of the 100 student responses were either Very Satisfied or Satisfied in response to the question: “The College of Business Student Success Center staff members encourage my involvement in student business organizations.” This is an increase from 81% Very Satisfied or Satisfied responses during the 2014 survey cycle.

### **Attachments:**

COB Student Bus Orgs\_2014-15

## **Results: Eagles Excel Fall 2014 and Spring 2015 reports**

### **Results:**

Eagles Excel Fall 2014 and Spring 2015 reports (Goal 3) indicated a positive gain in overall GPA for participating students in both semesters. Noted challenges included lower-than-desired participation numbers and difficulty in getting students to accurately self-report personal progress.

## **Results: SOAR Evaluation**

### **Results:**

SOAR Evaluation (Goal 4) results showed positive responses by our 93 participants to both College of Business events during SOAR. 95% responded Strongly Agree or Agree to the usefulness of the Day 1 Academic Department meeting presentation, and 93% responded Strongly Agree or Agree to their satisfaction with their resulting Fall 2015 class schedule.

### **Attachments:**

SOAR2015\_Evaluation\_Results

## **Student Organization Information - Update on activity**

### **Results:**

While effective communication with students is a ever-present intention for our Center, this specific goal was related to survey outcomes from a previous year. We developed more updated and accurate print information about our COB student organizations, which were an effective companion piece to updated and improved information on our COB website as well as the creation and use of a college-wide planning calendar on the COB website.

According to our Spring 2019 "Student Satisfaction Survey for Academic Advising Services," 92% of our respondents (n=41) indicated they Strongly Agreed or Agreed that advisors "encourage my involvement in student business organizations."