Progress ❖ Success

Status of the College Report
December 2011
Snead State: Set Apart

Snead State Community College has celebrated a tradition of educational excellence for more than a century. When you asked students or alumni what sets Snead apart as one of the premier two-year colleges, some of the responses you’ll receive will be an excellent faculty and staff who care about students, a small campus that feels like home, and a curriculum that provides just the right transition for students.

The statistics support the personal testimonies in depicting what makes Snead State more special than all the rest:

**Retention Rate**

Snead State does a better job than any other two-year college in Alabama keeping students from dropping out. Our freshman-to-sophomore retention rate is consistently the highest in Alabama—over 73% last year and more than 5 points ahead of second place.

**Student Preparation**

Many students begin college unprepared. Over 40% of incoming students begin in developmental courses to improve their basic skills. Statewide, less than 50% pass developmental courses. At Snead State, the passing rate for developmental courses is over 70%.

**Completion Rate**

Every college graduate is a success story. At Snead, our transfer students are successes, too. Our graduation rate of 27% combined with our 46% transfer rate gives us a success rate of 73%--the highest of any two year school in Alabama. Snead students make better grades at four-year schools than students who transfer from other two-year colleges. Students who need to stay close to home for the first two years, the best choice is obvious—it’s Snead State.

**Student Success**

Snead State doesn’t only outperform other two-year schools at providing a high-quality freshman and sophomore experience—we do a better job than most four-year schools. Students who start at Snead make better grades as Juniors and Seniors than students who begin their college careers at big schools like Alabama and Jacksonville State, and the ones who stay at Snead for two years make even higher grades. Fifty-six percent (56%) of students who spend two years at Snead maintain a 3.0 or higher GPA at their four year schools.
Complete College Experience

What Does This Mean For Students?

Snead State Community College’s goal is to encourage student success with completion of an Associate’s degree. That commitment was cemented when President Dr. Robert Exley followed the example set by the American Association of Community Colleges, making Snead State the first community college in Alabama to actively join the College Completion campaign.

On Sept. 9, 2010, AACC joined four other national organizations to sign a Statement of Commitment pledging to produce 50 percent more students with high-quality degrees and certificates by 2020. Partner organizations include the Center for Community College Student Engagement, the League for Innovation in the Community College, the National Institute for Staff and Organizational Development, and Phi Theta Kappa Honor Society.

Even though Snead State accepted the Call to Action in September, the College’s response to the College Completion Challenge predates AACC’s emphasis. During the 2010 Strategic Planning Retreat, the College Leadership Team identified a Strategic Initiatives that has become the heart of the College’s focus in providing the Complete College Experience.

The Finish What You Start campaign encourages students to not only choose Snead State as the foundation of their college education but also view the “finish line” as graduating with an Associate’s degree.

The College has partnered with Phi Theta Kappa to utilize marketing materials through CollegeFish.org and facilitated a kick-off event to promote the value of obtaining an Associate’s degree. A kick-off event was held in February 2010 with students pledging to earn their degree before transferring from Snead State.

Snead State has also selected several alumni to be a part of a Finish What You Start campaign that illustrates the value of a Snead State education. Through ads, articles, and posters, the alumni describe how Snead State helped them to achieve their goals and share their career successes that were built on the foundation they received at SSCC.

The College Completion: Finish What You Start initiative has become a focal point for the College’s strategic planning. From this concept, ideas were developed to aid students in finding success. One such idea was the creation of the Student Success and Career Center at Snead State Community College (SSCC@SSCC). The Center provides a central location for students to receive services such as advising, financial aid, admissions, career, and tutoring. Snead State’s Theta Iota Chapter of Phi Theta Kappa has taken an active role in promoting and staffing the Center.

Commit to Complete

- Unemployment is typically 30% lower for community college graduates.
- Students armed with an Associate degree can expect to earn as much as $8,000 more annually and about $400,000 more in a lifetime than a high school graduate.
- Earning a degree gives graduates an edge in searching for employment.
- Employers, scholarship officials, and transfer recruiters value the ability to set a goal and accomplish it.
- Getting a community college education will save time and money for students.
The Administration of Snead State Community College oversee six primary areas - Academic, Student Services, Business/Facilities, Information Technology, Public Relations/Marketing/Alumni, and Workforce Development/Community Education. Each area contains its own set of successes, achievements, and challenges that affect the day-to-day operation of the College as well as planning for the future of SSCC.

❖ ACADEMICS

Snead State continues its exemplary performance in a comprehensive measure of academic achievement in terms of retention, transfer success and in the increase in students who graduate. Over the past five years, Snead remains on the top of Alabama community colleges for these measures: graduation and transfer.

This fall, the College completed the migration to the Blackboard Learn 9.1 LMS platform. All classes offered, both on-campus and online, have a course presence in Blackboard. The SSCC faculty attended several training sessions to become skilled with the use of Blackboard 9.1. In addition, components of Blackboard were added to allow the LMS to interface with the Alliant student records system and to use the services of Blackboard Student Services for their 24 X 7 support services. The service portal reported nearly 7,000 page views of content and approximately 100 voice calls for both students and faculty to get assistance with the Blackboard system as needed.

Academic planning and research

- **Strategic Planning** - A major project that took place over the entire year was rebuilding the database in the College’s planning software, Strategic Planning Online (SPOL). Following the evacuation of the Administration Building, the database for the College’s planning software was completely lost. There was a brief window when the live server and the backup server for the program were on the same server blade, and during that window, the server crashed, taking the data with it. Unfortunately, approximately three years of planning data was lost. The problem was viewed as an opportunity not to recreate what had been done previously but to set up our planning system in a more logical and functional way. There have been several training sessions, in groups and individually, over the past year, to familiarize people with the software and the assessment cycle.

- **Accreditation** - Snead State has begun preparations for its 2014 accreditation reaffirmation. After much discussion at the cabinet level and between the president and accreditation liaison, the College is moving ahead with a committee structure modeled after the recommended way an accreditation off-site review committee functions.

The Steering Committee was named during the Spring 2011 semester, with the following memberships:

- Dr. Robert Exley, President
- Dr. Larry Miller, Chief Academic Officer
- Mr. Mark Richard, Chief Financial Officer
- Dr. Jason Watts, Associate Dean, Academic Planning & Research / Accreditation Liaison (Chair)
- Dr. Angela Lusk, Mathematics Faculty
- Mr. Matthew Snyder, Natural Science Faculty
• Ms. Meredith Jackson, Accounting/Economics/Business Faculty  
• Mr. John Haney, Computer Science / Electronics Engineering Technology Faculty  

The first major task for the Steering Committee was to devise a committee structure so that each standard received appropriate attention. The Steering Committee decided to model the committee structure after the standard off-site review committee. The Steering Committee named the following committees and chairs during the Summer 2011 term:

• Academic Committee 1: Dr. Amy Langley, Health Science Director  
• Academic Committee 2: Mr. Alan Bates, Social Science Division Director  
• Academic Committee 3: Mr. Blake Leeth, Mathematics Division Director  
• Governance Committee: Mr. Dustin Smith, Natural Science Director  
• Finance Committee: Mr. Vann Scott, Business & Fine Arts Division Director  
• Institutional Effectiveness Committee: Ms. Cheri Colvin, Mathematics Faculty  
• Library Committee: Mr. Gary Bodine, Recruiting and Retention Specialist  
• Student Services Committee: Mr. Jason Cannon, Director of Admissions and Records  
• QEP Committee: Dr. Annette Cederholm, Director, Learning College Initiative  

The committee rosters were finalized in August, and all the committees have met at least once. Their primary task for the Fall 2011 term is to identify areas that will need the most attention in terms of gathering documentation and demonstrating compliance.

• **Student Learning Outcomes Assessment** - This is one of the most significant achievements of the past year. During the fall semester, the division directors collectively decided that the PACT learning framework that we had been using since about 2006 was not working as intended and needed to be replaced. Knowing that a workable SLO framework was vital for the college’s Institutional Effectiveness efforts, the division directors moved to adopt a framework modeled after the learning outcomes in the American Association of Community College’s Voluntary Framework of Accountability (VFA).

• **Top-Down and Bottom-Up Development** - The new learning outcomes system was the result of simultaneously working from the top-down and from the bottom-up. If faculty are following the courses as laid out in the state’s Common Course Directory, there should be a natural alignment with the VFA outcomes.

The VFA outcomes as proposed were:  
• Global Understanding and Citizenship  
• Analytical Reasoning and Critical Thinking  
• Information Literacy  
• Teamwork and Collaborative Skills  
• Communication (speak, read, write, listen)  
• Quantitative Literacy  
• Innovative and Creative Thinking  
• Content/Career Specific Skills and Knowledge  

The “Innovative and Creative Thinking” and “Content/Career-Specific Skills and Knowledge” outcomes are not currently included as part of the College-Wide Learning Outcomes but are included in the data collection. The content/career-specific outcome was viewed more as a category than an
outcome in itself.

- **Outcomes Development for Other Programs** - The development of outcomes for General Studies was much more challenging than for the College’s career and technical programs, which are tied to industry standards. The outcomes for each career and technical program were developed for import into Strategic Planning Online relatively easily, with one hour or less generally required for the program’s coordinator to outline what was most important and what would be measured.

**New Program Development**

Over the past year, three programs went through various stages of exploration and development: Athletic Training/Personal Training, Digital Media, and Business. Brief descriptions of each are below:

- **Athletic Training AAS / Certificates** - This proposed program looked to have a very promising job market and potential support. A draft curriculum was developed, and the early paperwork for a formal program proposal was developed. The program also has support from Marshall Medical Center-South and Therapy Plus. However, further investigations indicated that there was no associate degree job outcome for Athletic Training, making an AAS degree inadvisable. The College would not be able to demonstrate that its graduates had obtained jobs in field, a core requirement for any AAS. However, the goal of providing an associate-level experience in Athletic Training at Snead State may still be accomplished. There are existing courses in the Common Course Directory to provide practical field experience in Athletic Training, but these are not included in the AGSC/STARS transfer template for Athletic Training. Over the coming year, Snead State will pursue a series of articulation agreements with the six institutions in state that offer athletic training that would allow students to receive transfer credit for field experience courses taken at Snead State. We are confident at this point that this is achievable.

- **Business AAS with Multiple Certificate Options** - The AAS Program in Management and Supervision was closed in 2007. However, there is some existing demand for a business-related degree, and numerous employers have requested a program to provide skills necessary for existing employees to move up within their organizations via degrees or certificates.

The Business AAS program under development will provide a core of general business courses and enable students to choose a specialization, which would also give a stand-alone certificate. Certificate options under consideration include: Agri-business, Finance, Logistics, Management, Marketing, and Health Care Management. The existing Web Design and Accounting Technology certificates would be two more options under the Business AAS Degree.

The degree is still in the planning stages, but is currently on track to begin for the Fall 2012 term.

- **Digital Media** - A third new program under consideration is a Digital Media and Arts program. This program blends technologies such as web design, web applications, video production, audio recording, etc., and the creative elements including art, music, and theater/performance. The program integrates both quality classroom instruction and hands-on experience in the collaborative process of multimedia creation. The program would also include several certificate options, but these would primarily
be long certificates. Specializations under consideration are: Corporate Multimedia Integration, Video Production, Web Design (utilizing the existing Web Design STC as a starting point), Music and Recording Technology, and Video Game Design.

Still to be determined are the possible job outcomes for the degrees and certificates this program would offer, the transferability of some of the credits into baccalaureate programs, and the impact of the Gainful Employment rules on reporting. This program would begin as early as Fall 2013.

**Instructional Program Review**

Two important Career/Tech programs came up for review this year: Electronics Engineering Technology and Cosmetology. Both program reviews were developed over the summer of 2011 and were submitted to Postsecondary prior to the start of the fall semester.

- **Cosmetology** - The Cosmetology program is healthy from a financial standpoint and is a relatively low-cost program, but enrollment and credit hour production has declined steadily over the past three years. Although all students who had pursued licensure had achieved it and a large majority of those were working, the program review found that many students were able to delay taking the licensure exam for as long as two years. The goals set out for the program in the original proposal and subsequent ACHE approval were completely unrealistic, and the program review called for ACHE to set more reasonable minimum standards for employment, graduation, and licensure.

- **Electronics Engineering Technology** - The former Electronics program at Snead State was inadvertently deleted by the Department of Postsecondary Education at the time the Drafting program was closed, which necessitated a new program. The EET program at Snead State has had a large amount of turnover in its faculty, which has led to a decline in enrollment and low graduation numbers.

The target numbers for graduates and employment called for in the ACHE program approval were unrealistic, though not to the degree that was found for the Cosmetology program. However, the program serves a vital role in supplying technicians to local employers, almost all of which have at least some need for the program’s graduates. Simply stated, the program is too important to the service area to close, despite The post-implementation report sent to Postsecondary documented the challenges the program faced, and called for the program to be held to the viability criteria laid out in statute.

**Other Instructional Programs**

- **Learning Resources Services** - The Learning Resource Center was relocated to the Bevill Center to accommodate the necessary relocation of administrative offices to the McCain Center. The College’s book collection was carefully weeded through faculty input to contain approximately 8,000 bound volumes deemed to be the core collection of books.

Under the direction of Head Librarian John Miller, the LRC aggressively added accessible online content to support instruction. Currently, approximately 50,000 books and publications are available
through Web access to the Alabama Virtual Library. In addition, an online reference service and a collection of nearly 5,000 film and video titles were added. The functions of the traditional library, such as search capability, LRC and library orientation and reference services were all migrated to the College’s redesigned Web environment. Students may also now access research databases, such as Academic Search Elite and CINAHL Plus, via their mobile phones or iPads.

- **Business & Fine Arts Division** - Public performances were again an important aspect of the Music, Theatre and Fine Arts program. Highlights included:
  1. Under the direction of Johnny Brewer, Snead State students were joined by community participants in productions of A Christmas carol and Camelot at the Bevill Center. The annual Student Art Show which was held in the Student Success center and featured the artistic renderings of over 30 fine art students.
  2. The Southeastern Guitar Congress was housed at the Bevill center Auditorium and featured renowned performers bother jazz and classical guitar performance.
  3. The 35th Annual Gerhart Chamber Music Festival was held at the Albertville High School Performing Arts Center.
  4. Snead State’s College Street Singers, the SSCC Choir and the Northeast Alabama Wind Ensemble all put on concerts for the campus and the community.

The Business student organization, Phi Beta Lambda, was successful in securing several awards to Snead State students in in state, regional and national conference events testing their business knowledge and skills.

The SSCC College Bowl Team, under the guidance of Vann Scott, Division Director for Business and Fine Arts, won the Alabama State Championship, finished second in the SE Region, and placed midway at the national competition (which pitted the team against university teams).

- **Health Science Division** - Joining the Health Science Division nursing faculty this year were Nicole Camp and Dee McClellan. Both come to us from Wallace State Community College with significant prior experience in nursing education.

The Health Science Division received grant funding for an adult human simulator for the Arab Site in April of 2011. Installation and faculty training was completed in July 2011. A session on simulation learning was conducted in for all SSCC nursing faculty at the center last August. Just recently, the college was awarded a second Workforce Development grant to obtain a second simulator.

Health Science Division Director Amy Langley completed a Doctor of Nursing Practice degree in Au-
August 2011. Nicole Camp a fulltime nursing faculty member is currently working on a Nursing Education Doctoral Degree with expected completion in August 2012.

The outcomes examination for Nursing (NCLEX) was passed by 86% of the graduates who attempted the test. This is down from last year, but above the 80% threshold set by the Alabama Board of Nursing.

- **Humanities Division** - The Humanities Division successfully migrated all courses to the Blackboard learn 9.1 platform. The Division conducted its own series of training sessions that included all adjunct faculty.

In support of the Student Success Center, a part-time English instructor provided tutoring services at the McCain Center for students who had difficulties with developmental English classes.

Division Director, Cynthia Denham, obtained a grant from the Alabama Council for the Arts to host a lecture series. It included:

1. Storyteller Dolores Hydock gave two presentations for students and community on Chandler Mountain Stories.
2. Author Rick Bragg spoke on campus and read excerpts from Somebody Told Me. This book was used in the ENG 101 classes.
3. Scholar Dr. Bert Hitchcock spoke on campus about the 50th anniversary of To Kill A Mockingbird. The novel was used in the ENG 102 classes.
4. Author Wayne Greenhaw spoke on his book The Devil in Dixie with a panel of students interviewing him in a joint Humanities/Social Science presentation. This was part of Black History Month in February.

Annette Cederholm competed her doctorate from the University of Alabama. She was responsible for converting the student publication Sneadlines to an online Blog format, produced by her students in Mass Communication.

- **Mathematics Division** - In order to accommodate growth in the number of students taking Math classes, Barry Mayhall was hired as a new full-time mathematics instructor and Philip McAfee came aboard as a new part-time mathematics instructor.

The mathematics faculty successfully sponsored and hosted the Marshall County Math Tournament last April.

Course completion rates for transitional courses are still maintained at a higher level than national averages.

Barry Mayhall and Cheri Colvin are enrolled in doctoral programs in higher education administration. The faculty worked together to complete the conversion of all classes to operate within the Blackboard Learn 9.1 platform. This included the migration of hundreds of test questions using Respondus software.

- **Natural Science Division** - Instructor Jarrod Shields and Division Director Deborah Rhoden collaborated with Jacksonville State University to host and manage a $113,000 IMPACTSEED Grant funded
by ACHE. Thirty-two instructors from all over the state participated in the two week teacher training event at Snead State, learning teaching strategies, laboratory management ideas, and making demonstration activities to use in the classroom. Participants will return to Snead State for five Saturday workshops to continue training in Chemistry and Physics. Grant submission for the 2011-12 year has been submitted and includes agreements from school systems in all north Alabama counties.

All science courses successfully completed the transition to BB 9.1 as the pilot group for the campus in the fall of 2011. The faculty from this Division became essential trainers and consultants for the migration of the remaining Divisions to Blackboard 9.1. To support online students in Science classes, the use of two tutors remains a positive and successful aid for students.

The effectiveness of instruction in the Natural Science Division was enhanced by implementing strategies aimed at increasing the retention and persistence rates of students. These strategies included:

1. The Division developed and implemented revisions to all Science courses based on enhancing learning outcomes through carefully monitoring the capacity of lab classes to the maximum seating in the laboratory classrooms, thus lowering student/faculty ratio.
2. Tutoring services were extended to online course sections of BIO 102, 104, 201, 202, 220. Percent completion rate of students in online course sections have increased over three years by 10%.
3. Revised scheduling practices allowed offering multiple delivery methods of instruction for all science classes, including blended on campus/online, and classes offered in mini-terms.
4. All sections of science instruction are supported by content available to online sections to further enhance classroom instruction, testing, and collection learning outcomes data.
5. The Division began using McGraw-Hill Campus Connect and also added e-book options.

Newly developed online delivery of Science has been extended to include:
1. Technical Physics PHY 115 online with interactive labs
2. Astronomy AST 200 online with interactive labs
3. Meteorology PHY 230 online with interactive labs
4. Trig based Physics – PHY 201 transition to online course content

• Social Science Division - Last fall, the Social Science Division relocated to the remodeled Norton Building as the new home of the Division. It is truly a lovely space and creates a very positive environment for teaching and learning.

The Division redesigned all classes to be supported through the Blackboard Learn 9.1 Learning Management System.
The Child Development Program was reviewed by the Alabama Commission on Higher Education and the Alabama State Department of Post-Secondary Education. The newly redesigned program and curriculum were approved for full status and new publicity material to highlight the revised program has been developed with the assistance of Marketing and Public relations.

Two campus engagement events were supported by the Division of Social Science - the Annual Constitution Day activities and a panel discussion on Civil Rights. The latter activity was co-sponsored by the Division of Humanities and featured the late author and journalist, Wayne Greenhaw. Externally, Karen Watts with her CHD Advisory Board, co-sponsored the Big Spring Lake Conference on Child Development and Early Child Education in July.

Individual members in the Division had major accomplishments. History and Political Science Instructor Grover Kitchens attended the National Endowment for the Humanities Landmark Workshop on Thomas Jefferson in Washington D.C. and Charlottesville, VA, in July. This was the second time in two years Mr. Kitchens has attended this invitation-only conference. Because of his work with the conference, he was asked to be a presenter at the Community College Humanities Association in Fort Worth, TX, in October. Mr. Kitchens has also begun graduate course work on a doctorate from the University of Alabama. Child Development Instructor Karen Watts is in the final stages of work on her doctoral degree with a December graduation planned.

- **Technology Division** - The Technology Division lost the regular instructor for the Electrical Engineering Technology program but was able to maintain quality with a temporary faculty appointment and some rescheduling. The EET Program is under viability review from ACHE and the appropriate materials were prepared and submitted through the Department of Post-Secondary Education. Twelve digital circuit trainers were installed in an EET lab for use by several courses.

Through the use of Perkins Basic Grant funding, a new state-of-technology PC lab for Computer Information Systems was installed. In addition, large format Waycom tablet monitors with standard configuration podia were installed in the Technology Building. The CIS Program had more success in placing interns with local businesses. Dr. Sandra Roberts was successful in overseeing intern experiences for 6 CIS students at Team TSI and Marshall Medical Center.
Technology Division Director Greg Randall has been a central player in the initiative to work with the Marshal County Technical School. He is facilitating a Dual Enrollment partnership that will allow SSCC to offer Computer Assisted Design classes for Tech School students, leading to the certificate in Drafting Design Technology. A second curricular area will be Web Design Technology (CIS Certificate).

**BUSINESS**

The Chief Financial Officer oversees the areas of Facilities and Maintenance, Business Operations, Bookstore, Athletics, Housing and Security. Though the Bookstore is now operated by an outside company, Barnes and Noble College, the CFO oversees the partnership between Snead State and BNCollege and addresses student concerns in regard to the bookstore.

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**Accomplishments**

- **Financial Condition of the College** - The College has over seven months funding in reserve per last system report. The College enhanced its investment strategies to earn maximum interest (5% CD). The College also secured financing for the Administration Building renovation at a rate of 1.98% and contracted to renovate the building at about $1,000,000 less than the budgeted amount.

- **Facilities** - The College has made great strides in enhancing curb appeal. The Campus Master Plan was completed in the Summer 2009. The plan not only provides a vision for future growth but also a detailed assessment and road map for systematic, documented maintenance needs.

  Several major projects have been completed - Norton Building renovation, softball field construction, drainage improvements, parking development, sidewalk development, demolition of former dormitory, a fire pit and sitting wall and development of a data center. While every building has not been totally renovated, there have been significant improvements made including new carpet, blinds, ceiling repairs, new paint, or lab enhancements. The renovations of the Administration Building are projected to be completed for fall 2012.

The Safety and Property Committee was developed as a campus wide group that has authority to recommend and fund campus projects.

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**Challenges**

- **Appropriations** - Because of a 20 percent reduction in state appropriations over the last three years, the College’s resources are limited when it comes to addressing programs, budget funding, and facility needs. Those needs have increased as enrollment has grown by more than 18 percent. Because of a struggling economy, supplement sources of revenue, such as donations and private sources, are more difficult to come by.
• **Upkeep and maintenance of aging facilities** - The more the College can stay ahead of facility repairs, the less likely the College will have to do complete renovations, such as in the cases of the Administration and Norton Building. However, because of deferred maintenance from several years ago, the challenge has become addressing the needs in a timely manner with limited resources.

• **ADA and Safety Issues** - Many areas of the campus are not in ADA compliance, but as the Campus Master Plan is implemented, those issues are being addressed, such as proper building accessibility, availability of elevators, etc.

• **Pedestrian friendly campus** - As aspects of the Campus Master Plan are implemented, the College is adding various components to make the campus more pedestrian friendly, such as walkways, bicycle racks, and outdoor seating.

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**Athletics**

The Athletics Department recently implemented new standards and policies to make the program more viable and self-sufficient. The program has become a source for recruiting potential students, for generating additional revenue and for setting an example for strong academic and athletic leadership.

One of the primary academic standards for athletes reflects the College’s commitment to the College Completion Agenda. The program has a goal of graduating 50 percent of the sophomore athletes by the spring/summer 2012 and about 60 percent of the freshmen this fall by 2013.

For an athlete to receive a scholarship to play for one of Snead State’s sports, he or she must score a 16 on the ACT or test out of two development courses. Athletes who don’t maintain the required GPA will not be allowed to practice or play with the team, nor will the athletes’ scholarships be renewed.

The athletic teams and coaches have been actively fundraising and have already raised $20,000 of the $50,000 additional funding goal.

Two-thirds of a sport’s available scholarships are to be awarded to athletes within a 60-mile radius of the College, and each team has a goal of having ¼ of the roster consisting of walk-ons. Snead State has a total of 98 scholarship athletes and an additional 45 walk-on athletes this year. Of those athletes, 79 percent were recruited from within the state of Alabama.

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**Housing**

Snead State operates one co-ed dorm that stays 97 percent full or more each semester. The dorm provides housing for athletes and students who do not wish to commute from home to school or who live too far away to commute. The College continues to modify its policies in regard to the dorm to enhance the college experience for our resident students. The College utilizes student leaders to help in managing the routine duties involved at the dorm.

A committee was established to develop a new housing handbook, and a new housing manager with experience in working in a college dorm was appointed to oversee the dorm.
INFORMATION TECHNOLOGY

The Information Technology Department is responsible for the procurement, installation, configuration, and maintenance of all computer systems, communication networks/systems, and all software that is used by Snead State Community College. The department consists of four full time employees: two technicians, a network administrator, and the chief technology officer.

The department provides hardware support for three locations consisting of approximately 500 computers, 31 virtual servers, 12 physical servers, 50 network switches, 30 wireless access points, 50 printers, and an Avaya phone system which is equipped with 120 phone extensions. Software support is provided for Alliant Campuskey, Blackboard, Microsoft Exchange, and various other applications used throughout the College.

Accomplishments

The creation of a network operations center with redundant cooling and power supply systems was a major accomplishment for the Information Technology department. The network operations center showcases many of the latest technologies available in data center design. The network operations center provides a solid foundation for current technologies as well as expansion and development of future systems and technologies.

In June 2010, the College decided to join with five sister institutions and implement the Banner ERP software solution. Implementation of the Banner software will greatly enhance the efficiency of daily operations as well as extending self-services capabilities to employees and students alike. By implementing a state of the art technology solution, the College will be well positioned for future growth and changing requirements. The Banner software is very data centric and will enable much better reporting and analysis activities than are available via the current ERP software.

Challenges

The technology environment that is required to support the Banner ERP system is very different than what is currently utilized by the College. The Information Technology staff will undergo a massive amount of training and shift of focus during the next 6 to 12 months in order to properly support the implementation of the Banner system. In addition, the infrastructure required to support the Banner implementation is much more complex and requires many more resources than the current ERP solution.

Providing adequate support to the Banner implementation while performing normal routine tasks is quickly becoming a challenge. Additional human resources in the Information Technology area will very likely be required at least during the implementation phase.

Many functional “power” users will need their technology skills upgraded to use the Banner system to its full extent. All system users will receive training on the functional use of Banner at a minimum.

Since the Banner implementation will consume a vast amount of College and especially IT resources during the next 12 months, adoption of other systems or technologies will very likely not receive a high priority. The focus will be on maintaining current systems and the Banner implementation.
MARKETING/PUBLIC RELATIONS/ALUMNI

The Department of Marketing/Public Relations/Alumni is responsible for all communication for Snead State Community College, both internally and externally. The office coordinates media coverage while producing marketing publications, press releases/public service announcements, and supporting photography. The office manages the College’s web presence and serves as a liaison between the College and the media and community. The staff also serves as event coordinators and planners. The department also oversees alumni affairs, including maintaining the alumni database, coordinating alumni events, and managing a budget and two scholarship funds. The office is staffed with the Director of Marketing and Public Relations, the Public Relations Assistant, the Bevill Center/Events Specialist, and a part-time Alumni Assistant.

Productivity

- **Press Releases** - The following is a glimpse at the amount of material released from the PR Department to local media outlets in the form of press releases (with and without accompanying photos) and public service announcements.

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*The December total for 2011 only reflects releases sent from Dec. 1-Dec. 9.*

- **Publications** - The PR Department is responsible for developing several publications for the College. In 2011, our staff developed an addendum to the College Catalog; a viewbook to use in recruiting; a media guide to promote athletics; a career technical program brochure (this was developed but not printed); athletic posters for each sport, cheerleading and dance; pocket schedules for each sport; special event programs; posters; flyers; invitations; newsletters; and program brochures, such as for Child Development and Religious Studies.

The department is also working with the Chief Academic Officer to develop an interactive catalog and to restructure and update the Student Handbook. The department also worked with the President’s Cabinet to update the employee evaluation instruments for implementation in 2011. Our staff also developed a new social media policy for the College.

- **Advertisements** - The following is a glimpse at the amount of advertisement coordinated through the PR Office. The print ads are typically placed with 4-6 local newspapers. Radio spots typically run with three stations. TV commercials typically run with two Cable companies. Internet ads typically
run with two-three outlets. Numbers recorded below include duplicated ads (same ad run multiple times). Special sections recorded are developed within the PR Department to include writing articles and designing pages. The special sections are typically inserted into three newspapers.

<table>
<thead>
<tr>
<th>Month</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Print (6 ads), Radio (120 spots), TV (2 cable companies)</td>
<td>Radio (14 spots)</td>
</tr>
<tr>
<td>February</td>
<td>Radio (72 spots), Print (16 ads), Internet (1 site)</td>
<td>Radio (68 spots), Print (10 ads), 15-page special section (Parson Profiles)</td>
</tr>
<tr>
<td>March</td>
<td>Radio (48 spots), TV (2 cable companies), Print (14 ads), Internet (2 sites)</td>
<td>Print (1 ad)</td>
</tr>
<tr>
<td>April</td>
<td>TV (1 cable company), Radio (48 spots), Internet (1 site), Print (15 ads)</td>
<td>Radio (56 spots), Print (21 ads)</td>
</tr>
<tr>
<td>May</td>
<td>Print (16 ads), Internet (3 sites), Radio (60 spots), TV (1 cable company)</td>
<td>Radio (97 spots), Print (42 ads)</td>
</tr>
<tr>
<td>June</td>
<td>Print (16 ads), Internet (1 site), TV (1 cable company)</td>
<td>TV (1 cable company), Print (27 ads), Internet (2 sites), Radio (264 spots)</td>
</tr>
<tr>
<td>July</td>
<td>Internet (2 sites), Print (16 ads), Radio (97 spots)</td>
<td>Internet (1 site), TV (1 cable company), Print (34 ads), Radio (310 spots)</td>
</tr>
<tr>
<td>August</td>
<td>Internet (2 sites), Radio (97 spots), Print (3 ads)</td>
<td>Internet (1 site), Print (15 ads), Radio (140 spots)</td>
</tr>
<tr>
<td>September</td>
<td>Print (1 ad), Internet (3 sites), TV (1 cable company)</td>
<td>Internet (2 sites), Print (9 ads), Radio (118 spots)</td>
</tr>
<tr>
<td>October</td>
<td>Internet (3 sites), TV (2 cable companies), Radio (227 spots), Print (12 ads)</td>
<td>Internet (3 sites), Print (7 ads), Radio (147 spots), TV (1 cable company)</td>
</tr>
<tr>
<td>November</td>
<td>Internet (2 sites), TV (2 cable companies), Radio (227 spots), Print (12 ads)</td>
<td>Hereitage Celebration Section 24 pages</td>
</tr>
<tr>
<td>December*</td>
<td>Internet (2 sites), TV (2 cable companies), Radio (227 spots), Print (12 ads), 1 Digital billboard</td>
<td>Internet (1 site), Print (12 ads), Radio (121 spots), TV (2 cable companies)</td>
</tr>
</tbody>
</table>
• **Web Presence** - In 2010, the PR Department supervised the complete redesign of the College website, www.snead.edu. Since then, the department oversees the maintenance of the site and is directly responsible for posting information to the news section, the calendar, the employee directories, athletics, and alumni pages.

The department also manages the College’s social media sites. Snead State has a Twitter profile that has been slow to gain followers. But our staff did a special emphasis on our social media sites in conjunction with the Parson Days new student orientation. At the beginning of the summer 2011, our Twitter site has 214 followers. Since then, the site has grown to 233 followers at the end of September 2011.

The College’s first attempt at social media was in setting up a Facebook profile, which now has 3,675 friends. At the advice of a social media expert, the College later established a Facebook page, which has 1,963 “likes”. Our staff also established in 2010 a Facebook page for the Alumni Association to replace the group that was established on Facebook. Members of the group did not receive notifications when information was posted on the group site, but they do receive notifications through the page. The page had 199 “likes” as of September 2011.

Statuses for Facebook and Twitter are updated at least once Monday through Friday, and our staff issues “Happy Birthday” greetings to our friends Monday through Friday. The greetings issued on Friday include birthdays for Friday, Saturday and Sunday. The staff also monitors the instant messaging feature on Facebook during critical registration periods, so students and potential students can receive quick answers to their questions. The staff also routinely searches for statuses mentioning the College, by friends and those who are not friends, and responds if warranted. In these cases, we’ve answered a question posted by a student who had not friended Snead, and as a result, the student added Snead as a Facebook friend. We also responded to posts from students about starting classes at Snead for the first, offering well wishes to the students.

In time for Parson Days 2011, our department also established a blog site, sneadstateexperience.blogspot.com. We’ve had 3,807 page views since establishing the site in June 2011. News items and special announcements are added to the blog on average 3-4 times each week.

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**Alumni**

Growth for the Alumni Association has been slow but steady. Since the PR Department took on alumni responsibilities, the operations account for the Alumni Association has grown from $98.65 in April 2008 to $2,468.23 in September 2011.

In 2009, the Alumni Association held its first fundraiser to grow the Scholarship Fund. The Association has two funds – an agency fund which doesn’t draw interest and an endowment fund from which the interest funds scholarships. The 2009 Dinner and a Show profited $1,297.26. In 2010, the amount raised was $1,107.76, and in 2011, the amount raised was $1,210.06. In 2009, 2010, and 2011, the Alumni Association was able to award two partial scholarships each year in the amount of $600 each to incoming Snead students. In 2011, the Alumni Association also contributed $100 donations to each of the following school organizations for their assistance with the Dinner and a Show: Boaz Middle and High School show choirs,
the Snead State Jazz Band, and the Snead State Theatre Program.

As of March 2011, the endowment fund showed a balance of $3,681.99 with the interest drawn on the account totaling $657.23. The agency fund showed a balance of $2,483.

In September 2011, the Alumni Association held a Boston butt sale to raise money for the Scholarship Program. The sale netted $288. The Alumni Association hosted its first Arab Dinner and a Show in October 2011 at the Arab Center and raised $265 for the scholarship fund and donated $100 to the Arab Musical Theatre, which provided the entertainment for the evening. Additional fundraisers planned for this academic year include a chili supper, a Boaz Dinner and a Show and a soup/cornbread supper, all planned for the Spring 2012.

In 2010, the Alumni Association recorded 12 new lifetime memberships, 10 new annual memberships, and 13 membership renewals. As of September 2011, the Alumni Association had received 10 membership renewals, 7 new lifetime memberships, and 4 new annual memberships. The Alumni Association has 246 active members.

In 2011, the Alumni Association also held its annual Alumni Homecoming and Business Meeting. The Alumni of the Year Award was given to Robert Braswell.

**Other Responsibilities**

The PR Department coordinates with the President’s Office to schedule monthly staff meetings called The Exchange. The meetings are held through the fall and spring semesters. Following each Exchange meeting, the PR Office develops an electronic newsletter with the same name that is distributed campus-wide via e-mail and is shared with the Chancellor’s Office and with the State Board member who represents our area. Even though Exchange meetings are not held in the summer, the newsletter is still produced each month. During the summer 2011, our staff redesigned the newsletter to give it a more polished look and to make it more user-friendly by giving it a newspaper feel to the format.

The PR Office also coordinates special events, such as the Retiree Breakfast, special building dedications, and a Donor Recognition Dinner. In the spring, our staff will be actively involved in planning a special fundraising event. We routinely promote events such as Fine Arts performances, Commencement, Homecoming, athletic events,接收s, etc. The PR Department is also now the coordinator for the annual Gerhart Chamber Music Festival and has been tasked with restructuring the event to boost participation and attendance. Since assuming this responsibility, the department has work closely with our Grants Specialist to apply for a grant to offset the cost of the event.

In 2011, the PR Office assumed the responsibility of coordinating, planning, or managing events on campus. As a result, the Bevill Center operations moved under the supervision of this office. The Bevill Center is a source of revenue for the College, though the space available for event use is limited now that Library Services is housed in the downstairs area as a result of the evacuation of the Administration Building. In 2009, the Bevill Center served 16,626 people and accumulated a gross income of $20,569.33. In 2010, the Bevill Center served 10,550 people and accumulated a gross income of $9,401.20.

We often supervise print job orders (stationary, business cards, forms, applications, etc.), proof print jobs, and delivery of projects to the appropriate department.
Accomplishments

- **Launching the Finish What You Start/College Completion Campaign** - The PR Office and the Office of Campus Engagement worked together to launch the College Completion Campaign with the emphasis for students to “finish what you start.” The College Completion Campaign is championed by several nationwide educational entities, including Phi Theta Kappa which used its marketing team to develop promotional materials that colleges throughout the nation could use to launch a campaign on their respective campuses. A team from Snead State traveled to the PTK headquarters in Mississippi to learn more about the campaign, and Snead State tied its own campaign launching with the development of a second key initiative – the Student Success and Career Center. With the dedication of the center, Snead State also held a commitment signing for students to pledge to earn their Associate degree while at Snead State.

Since the initial launching of the campaign, the College developed an on-going series of advertisements and posters featuring the success stories of alumni who earned a degree from Snead State. The ads were featured in local newspapers, and the posters are posted throughout the campus with new ones being developed on a regular basis. A special 8-page section was developed to highlight the College Completion Agenda including the alumni success stories and reasons to earn an Associate degree. A College Completion section was added to the college website, and press releases and opinion/editorial pieces have been periodically released to spotlight the importance of the College Completion Agenda. The premise for the campaign has been adopted campus-wide, and Snead State has already seen the results.

The number of graduates receiving degrees during the summer 2011 was 123, an increase of 45 over the number in 2010. A recent survey of students enrolled at Snead for the fall 2011 revealed that a majority of students surveyed (67 percent) were encouraged by an employee to graduate with an Associate degree.

- **Use of Social Media** - Many current and potential students have utilized the College’s social media sites to inquire about a variety of topics – from registration to campus tours to housing to readmission to book buyback. When our community was ravaged by tornados in April 2011, many areas were without power. Snead State’s server system was down, effectively cutting off access to the website. Students were unable to access their e-mail or the website for notification of closing or updates from the college. Many media outlets were without power, so they were unable to access e-mail for announcements from the college. Because social media sites are accessible via cell phones, the PR Department was able to communicate with students and with local media regarding any closings or updates from the College. We were also able to respond to questions and comments posted by students during this time. With the development of the Facebook page, a student does not have to have a profile on Facebook to access the College’s page. They can merely follow the url address (www.facebook.com/sneadstatecc) and read the information posted. Without a profile, they could not respond with comments or questions, but they could access the information. Employees from other departments on campus were also able to communicate with their students through the use of Facebook. Since this time, instructors, coaches and recruiters have established Facebook pages for the specific purpose of communicating with their students who check the social media site more often than e-mail or the website.
• **Coordination of Two Significant Celebrations for the College** - Within the last year (September 2010-September 2011), the PR Department has been responsible for the coordination of two significant celebrations for the College.

The first was in November 2010 with the grand reopening of the Norton Social Sciences Building and the historical 75th celebration of Snead’s migration for a secondary school to a college. The PR Department developed a 24-page special section that was distribution as an insert in three local newspapers. The section highlighted the College’s history and present accomplishments and milestones.

The celebration was held Nov. 5, 2010, and was scheduled to take place in front of the renovated Norton Building. But due to colder temperatures, the event was moved inside. Students, employees, members of the community, and local and state dignitaries attended and participated in the special ceremony, held in the lobby of the McCain Building. Following the ceremony, a ribbon cutting was held in front of the Norton Building, and guests were invited to tour inside. Following the tour, a reception was held on the back lawn of the Norton Building in heated tents. An estimated 125 people were in attendance.

The second special ceremony was in February 2011 with the launching of the College Completion Campaign and the dedication of the McCain Student Success and Career Center. Students were a focal point of the celebration, and representatives with Postsecondary and with Phi Theta Kappa were also included. After the ceremony, a reception was held in the Student Success and Career Center, and a special balloon launch (with blue balloons sporting the slogan “Finish What You Start”) was held on the front steps of the McCain. Students were asked to sign the commitment to the College Completion Challenge. About 100 people attended this ceremony.

• **Distinction for the PR Office** - A goal of our office has been to enhance our efforts and skills so the work we produce is of the highest quality possible. We have pursued this goal through professional development opportunities provided by state and national public relations/marketing associations, such as ACCSPRA and NCMPR.

As a result, our office has been recognized for our marketing and public relations efforts. Most recently, our office received a Pyramid Award, given by ACCSPRA, and a Silver Medallion Award, given by NCMPR, both for the College Catalog. Snead State also received three Medallion Awards at the NMCPR District Conference in October. The PR Department has submitted entries in the National Paragon Awards Competition, also sponsored by NCMPR.

**Challenges**

• **Marketing the College Wisely** - It is a continuing challenge to identify the most ideal methods of marketing the College and its purpose so that our message is communicated in the most effective manner possible while getting the most “bang for our buck.” During the spring 2011, the PR Department launched a survey to current students to identify the methods that reached them and resulted in their enrolling at Snead State. The survey had 142 students to complete it, and the results were processed and used in planning for marketing during the next fiscal year 2011-2012. The PR department
also implemented some of the ideas coming from the survey during Spring, Summer and Fall 2011 advertising, as determined by funding availability.

- **Continued Development of Web Presence** - People turn to the Internet for their source of information, and it’s vital that the College maintain a positive online image. Our web presence needs to be further enhanced to give the College a competitive edge against over educational outlets that are utilizing the Internet for recruiting and marketing. While we identify trends that are constantly appearing in this area of marketing, we also have to shrewdly analyze those trends and how they “fit” within our service area. We also have the challenge of accessing our staffing needs in maintaining the quality of our web presence with timely updates, research and postings. This may require additional staffing, additional training/professional development, and/or additional funding.

- **Community Engagement** - The College’s reputation as a vital resource for the community is strong. People regard Snead State has a positive influence for students and as a significant contributor to the education system and the economy. However, community engagement in the College’s growth has been primarily passive. Members of the community and alumni encourage our progress and efforts to provide a quality education and learning environment for students, but they do not take an active role in assisting the College in its efforts.

  Strides have been made by the College to overcome this challenge, but the need for community support – by means of time and monetary contributions – grows regularly. Our goal is to show our community partners how they are vital components in the College’s future and to stir within them an interest in becoming more active in College efforts.

  Efforts have already been made to grow community engagement through event planning, regular release of information to alumni and the community of ways they can contribute, and engagement of community members in planning committees and advisory boards.

  Other plans include planning additional events and the restructuring of annual events that have had a decline in attendance (such as Alumni Homecoming and the Gerhart Chamber Music Festival); developing an incentive program to boost membership in the Alumni Association; and establishing special recognition programs such as Donor Plaques or a Wall of Fame.

- **College Branding** - “Small Enough to Know Your Name. Large Enough to Shape Your Future.” This slogan has been the primary focus of Snead State’s brand since 2002. Though the College has incorporated other ideals in its promotion – “Finish What You Start” and “The Complete College Experience” – the first slogan has become ingrained in the College’s image and has become the College’s brand.

  While the slogan still speaks to the essence of Snead State, it does not encompass the growth and changing needs of the College, the community, and our students. A goal of the PR Department is to begin the process of reestablishing the College’s brand to emphasize our focus on the College Completion Agenda while incorporating all the elements that set Snead State apart from other colleges.

  The challenge is that a rebranding campaign is a large undertaking, and at the present time, the College faces several looming projects that are also time and resource-consuming – the renovation of the Administration Building, the implementation of the Banner administrative software, and the SACS reaffirmation. To begin a rebranding campaign, we first must strategically consider the right timeframe to implement this endeavor without putting too much strain on the College’s resources.
• Staffing - Until 2011, the PR Department consisted of the Director of Public Relations and the Public Relations Assistant. In 2011, the department assumed event planning/coordinating responsibilities for the College, and as a result, the Event Specialist/Bevill Center Coordinator became an employee of the PR Department. In November 2011, the staff also received a part-time Alumni Assistant.

As responsibilities continue to grow for the PR Department, staffing needs will have to be accessed and addressed. For example, the addition of a web specialist would help with maintaining the College’s website and social media presence, and the addition of a staff writer/photographer would allow the PR Assistant to focus primarily on graphic design and publication development and the Director of Marketing/PR to focus more on department management, strategic planning, and other supervisory responsibilities.

The challenge in addressing the staffing needs lies with the availability of College resources and the availability of qualified candidates to fill the positions.

❖ STUDENT SERVICES

Student Services functions include the Student Success and Career Center, Recruitment, Admissions, Financial Aid, Testing, Student Engagement and the TRiO Programs. Much of the collaborative work of Student Services focuses upon the recruitment, retention and the progression of students to complete their degree and certificate programs at Snead State. One of the significant activities of the past year has been the development of an Enrollment Management Plan.

Enrollment Management

A major project undertaken in the Fall 2010 semester was the creation of a comprehensive Enrollment Management Plan. Much of the initial work was investigating the proper structure and components of an Enrollment Management Plan. The plan went through several drafts and was finalized during the Spring 2011 semester. The plan sets forth some best-estimate targets to serve as a baseline and as a roadmap for future efforts. A primary focus of the Plan is to support the commitment of Snead State toward the College Completion Agenda.

The Enrollment Management Plan sets the following goals:

• The number of students who leave Snead during the 1st year will drop by 33%.
• The number of students who graduate on time will increase by half.

• The number of students who transfer without graduating will drop by half.
• Enrollment and credit hour production at the Arab Site will double within 3 years.
• Overall headcount will reach 3,000 within three years and 4,000 within ten years.
• The freshman-to-sophomore retention rate will increase to 70% within 3 years.
• The three-year graduation rate will increase to 35% within five years.
• Increase enrollment at specific high schools using data-based projections

The Enrollment Management Plan already seems to be paying dividends. One goal of the plan - increasing enrollment from area high schools - is already being successfully accomplished. The increased presence in area high schools has led to the largest freshman class in school history.

There is still work to do on fully implementing the Enrollment Management Plan. For example, the Alliant system gives the College very few useful tools for determining typical yield percentages from applications, scholarship applications, and FAFSAs that list Snead State as possible destination. Also left to be done is work related to the recruitment of nontraditional students, Spanish-speaking students, tutoring, and the implementation of an early-warning system.

**Accomplishments**

• **Continued Success with the TRiO Program** - The TRiO Program serves first-generation College students or students from low income families by providing opportunities they would not otherwise have. The students receive support for their academic studies through tutoring and special workshops on study skills and time management.

The Upward Bound Program serves high school students, and Student Support Services provides opportunities for Snead State students. Both programs have a high percentage of students who find success pursuing their College degrees.

• **Division of Student Services Staffing** - Numerous personnel changes occurred during the year, including: two Recruiters, the Recruitment and Retention Specialist, the Career Coach, the Director of Campus Engagement, the Financial Aid Director, a new Director of Admissions and Records, and two Financial Aid Clerks. The leadership of Student Services was consolidated with the Chief Academic Officer also serving as the Interim Chief Student Services Officer.

• **Restructure Scholarship Awarding** - Under the direction of Jason Cannon, Director of Admissions and Records, the entire process for determining eligibility for scholarships and the awarding of scholarships was revised. Central to this effort was the commitment to more judiciously award scholarships in a transparent and equitable manner. In addition, for the first time, scholarships were awarded on a partial scholarship basis, thus increasing the number of students who were assisted.

Snead State received $10,000 disaster relief grant that assisted 20 students who were adversely affected by the April 27th tornadoes. In addition, a consortium agreement with the financial aid office at Athens State was formed to allow students to take courses at both institutions for Title IV purposes.

• **Student Success and Career Center** - The Student Success Center Kick-off was held in February 2011 in the McCain Center and featured remarks by Dr. Rod Risley, Executive Director of Phi Theta Kappa, and the national honor society for two-year institutions. The opening of the Center reflected over a year of planning efforts that originated from the College’s Strategic Planning Retreat in February, 2010. One of the features of the Center is its complete flexibility in terms of the use of the large open space in the McCain Center, which formerly housed the College’s library collection. In a matter of minutes, the environment can be changed to accommodate presentations, tutoring, student group meetings, art shows, musical performances, college exhibits, and more.
• **Parson Days New Student Orientation** - Parson Days is the new student orientation for first-time freshmen, and it was held in July 2011. 540 students attended Parson Days and 97% reported a positive experience. A follow up survey provided useful data in terms of monitoring the message, format and success of the orientation. Over 200 students who participated were completely new to the College. Faculty involvement was extremely evident in Parson Days.

• **Division of Student Services Staffing** - Numerous personnel changes occurred during the year, including: two Recruiters, the Recruitment and Retention Specialist, the Career Coach, the Director of Campus Engagement, a new Director of Admissions and Records, the Financial Aid Director and two Financial Aid Clerks. The leadership of Student Services was consolidated with the Chief Academic Officer also serving as the Interim Chief Student Services Officer.

• **Community College Survey of Student Engagement (CCSSE)** - Snead State became a participant in the Community College Survey of Student Engagement (CCSSE) to assess institutional practices and student behaviors that are correlated highly with student learning and student retention. The survey was administered to selected class sections in the Spring and results came available this summer. While the specific results have some significant findings, the true value of CCSSE comes once the baseline data is established to provide comparative data over time.

• **Career Center** - Initial steps were taken to create a Career Center with the Student Success center in the McCain Building. Using grant funding from the Tennessee Valley Authority, the College purchased furniture and computer equipment for a four-station self-service area devoted to assisting students with career counseling and job searches. Five workstations were installed May with printing capability and all Microsoft Office products and is in current daily use by career seeking students.

• **Tutoring and Academic Assistance** - The College made an effort to start support services for academic activities through the new Student Success and Career Center. A pilot tutoring program was offered by adjunct instructor Carolyn Bryson for students needing assistance with writing. For online students, the Science Division continued the use of two tutors to support classes in Biology and Chemistry. In addition, an effort was made to increase awareness of the SmartThinking services for tutoring and the review of written essays. Plans were underway for offering peer-tutoring with Presidential and Service Scholars, starting Fall 2011.

• **Student Services Hosted Events**

  1. **College Goal Sunday**

     In February, Snead State participated in the first College Goal Sunday held in the state of Alabama. The intent of this event, which was actually held on a Saturday on the Boaz campus, was to raise awareness for potential students and their families in terms of Federal financial aid. The College held a series of repeated sessions for families in the Norton Building, then enabled families and students to actually complete their FAFSA online applications. Over 60 individuals participated, making the Snead State CGS one of the most successful in the state.

  2. **Counselors Day**

     The annual Counselors Day was held in January with a small but enthusiastic turnout of high
school guidance counselors from around the area. The event featured performances by the College Street Singers and the SSCC Jazz Band, in addition to a presentation about college programs from academic division directors and student services staff.

3. **Marshall County College Fair and SSCC Preview Day**

   Approximately 600 students came to the Boaz campus for this annual event organized by the Alabama Association of Collegiate Registrars & Admissions Officers (ALACRAO). Some 33 college and university representatives had exhibits in the Gym that alternated with informational sessions in the Bevill Center that also featured the College Street Singers and the SSCC Jazz Band. While the intent of this program is to increase the awareness of high school students about attending college in general, the exposure to the Snead state campus and to elements of the College’s programs served as an introduction for SSCC.

4. **Transfer Fair and Individual College Exhibits**

   Colleges and universities seeking to entice Snead State graduates for transfer were invited to campus for individual exhibits. In addition to long-standing partners such as Jacksonville State University, Auburn and the University of Alabama, there were exhibits for Abraham Baldwin Agricultural College, Covenant College, and the University of Alabama at Huntsville.

   The annual College Transfer Road Show hosted by the Alabama Association of Collegiate Registrars & Admissions Officers (ALACRAO) was held at the Student Union Building in February, with over twenty five colleges and universities represented.

- **Student Engagement and Activities**

  1. **Phi Theta Kappa**

     The Theta Iota Chapter of Phi Theta Kappa continued to grow with over 70 students receiving recognition for their academic achievements. In January, the leadership of the SSCC PTK chapter visited Jackson, MS, to meet the PTK staff and to learn about the College Completion Agenda. The Theta Iota Chapter participated and raised money for the Marshall County Relay for Life. In addition, SSCC PTK students attended the PTK regional conference and won an award for its Honors in Action Project. Last April, several PTK students attended the PTK International Conference in Seattle, Washington.

  2. **Student Activities**

     Club Rush was held in Spring and Fall so that student organizations could encourage students to become members. Also, local banks participated to offer banking and financial services. S-Day was held in April where students engaged in both competitive and educational activities. Over 200 faculty, staff, and students participated in S-Day activities. In addition, Welcome Week activities were held in January and August for students who live on campus as well as commuter students.

  3. **Student Government Association**

     The SGA was active in terms of its relatively new processes for nomination and election of officers. In addition, the SGA held four dances between October and May, participated in Student Success Kick-off, and held a clothing drive in December.

  4. **Marshall County Youth Leadership**

     In the Spring, the newly hired recruiters provided assistance to support the Marshall County Youth Leadership Program. The recruiters assumed leadership of this program this fall.
WORKFORCE DEVELOPMENT

The Workforce and Community Development activities include Continuing Education, Ready To Work, Training for Existing Business and Industry, and significant liaison work with various community entities.

Ready to Work

- 80 students have completed the training this fiscal year
- 43 students have entered college
- 31 students have found employment
- 71.15% success rate (last year was 57.86%)
- 76% graduation rate for 2010-11, 82% since inception
- New this year-Opened a new location at the Marshall Tech School
- Received permission to purchase 11 new computers with the grant funding

Additional Information

- Leadership Scholarship students have been assisting in our RTW classes. This has been a type of service learning for them and a great help to our students and instructors.
- Received an invitation to present RTW to the Albertville Aviation College students. This will be another partnership for RTW and will give their students 2 additional certificates to add to their resume.
- SSCC awards a free 3-hour credit course to every RTW graduate.
  1. 39 free classes have been awarded. From just these students, they have taken an additional 206 classes that totaled approximately $85,000 in additional revenue for Snead
- In addition to the curriculum, other information/speakers to the class: job placement assistance, Financial Aid/Advising, WFD Division, Albertville Career Center presents AL JobLink, Cosmetology tours/free services, career assessment with Kuder Journey
  1. New this year-Beth Dean with the Guntersville Public Library will give our students some aids from the library that will help them study, prepare for tests, ask questions of a live tutor and provide a library card.

Continuing Education

Most of Snead’s Continuing Education is done through our online partnership with ed2Go. In this area, online has become the avenue of choice for our students. They have a wide selection of courses to choose from and the online offerings are not dependent upon the number enrolled. The course is taken at the convenience and leisure of the student and has become the preferred delivery method of personal enrichment courses.

- Fall 2010 - 24 students
- Spring 2011 - 18 students
- Summer 2011 - 188 students
Training for Existing Business and Industry

Although training for business and industry has been slow, we have been able to assist 6 different companies with training this year. Courses consist of open enrollment and customized training.

- Fall 2010 - 33 students
- Spring 2011 - 13 students
- Summer 2011 - 4 students

Training for Existing Business and Industry

WIA funds were only available for approximately five months in this fiscal year and no money has been available since January 2011. Some funds became available for fall, 2011 but very little. Our students are very dependent upon WIA funding but we are excited about the advances that have been made in the financial aid department with the student loans. We are hopeful this will make a difference in the number of classes we can offer and students we can recruit.

- Fall 2010
  1. 61 students
  2. Classes offered: Medical Billing & Coding, EKG Tech, Phlebotomy Tech, Physical Therapy Aide, Office Administration
- Spring 2011
  1. 17 students
  2. Classes offered: Medical Administrative Assistant, EKG Tech
- Summer 2011
  1. 0 students

This year we have made significant progress with coordinating our classes without the help of an outside third party. We have combined the Phlebotomy and EKG Tech training into one class and have partnered with Marshall Medical Center to offer instruction and clinicals for our students. Some of the supply cost has been offset by donations made to the college by Regional Bio Medical (referred by our former students) and Marshall Co. Health Dept. (referred by MMC). We are currently working on combining the Medical Administrative Assistant and Billing & Coding Certificate. Instructors have been located and plan to begin this class in the spring. Also initial contact has been made with an instructor to teach Pharmacy Tech.

Our Office Administration program has typically been offered during the day in Arab, and we are offering it during the evening this fall. Now that we have new computers in the RTW lab, we will be able to offer this class in Boaz as well.

With our opportunity at Marshall Tech School and our Arab Site, we will be able to have alternate locations for the students to attend. Arab continues to be a very popular location. We have three class offerings there this fall and a new session of RTW every seven weeks.
Community Involvement

- Honorary Board Member Marshall County Manufacturers Association
- Member Marshall County Human Resource Management Association
- Member and Fiscal Agent for Region 2 WFD Council (Requested to continue as fiscal agent for the 5th consecutive year)
- Member Albertville Chamber of Commerce Education Committee
- Graduate Marshall County Leadership Challenge
- Graduate Alabama Community College Leadership Academy
- Former Director of the Marshall County Youth Leadership Challenges

Challenges

Without the availability of WIA funds we are not able to offer training because the majority of our students rely on this for payment of their tuition.

With our new opportunities at the Marshall Tech School, if the decision is made to expand our non-credit offerings at this site, additional staff with expertise, equipment and facility upgrades will be necessary. This still poses to be a central location in the county for the college to have a presence and additional facilities for career technical.