

# *Snead State Community College*



**Small Enough To Know Your Name  
Large Enough To Shape Your Future**

*Status of the College Report*

*December 2010*



## *Why is Snead State Special?*

### **A College for Sand Mountain**

Snead was founded in 1898 because the people of Boaz wanted a school that would prepare their children for College. In 1935 Snead became a two-year college with a primary mission of letting students stay close to home while preparing them to be successful at a four-year university. And Snead State has accomplished this mission for 75 years, and currently stands alone as Alabama's finest transfer college.



### **The Highest Retention Rate among Alabama Two-Year Colleges**

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.

### **Unmatched Success among Two-Year Colleges**

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.

### **Want a Four-Year Degree? A Degree from Snead Improves Your Chances**

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.

### **The Best Teachers Make the Difference**

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%.



## *The College Completion Challenge Snead State Accepts the Call to Action*

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 three Strategic Initiatives that have become the College's focus in providing the Complete College Experience for students while ensuring their success.

### *Strategic Initiatives*

The Snead State Community College Leadership Team participated in the annual Strategic Planning Retreat in February 2010. As a result of this planning process, the CLT identified three key strategic initiatives. Task forces were formed to address the initiatives and assure that the College followed through with plans to address each one.

#### **1. Expansion of the Arab Instructional Site**

The enhancement of the space available at and the implementation of efforts to grow the use of the Arab Instructional Site serves as the first strategic initiative. The expansion includes new classroom and office space as well as the addition of designated equipment and personnel for the CISCO Network Administration program, nursing education classrooms and labs, and additional general education classroom space.



Through a lease-purchase agreement, the College now controls the entire physical location in Arab and has effectively more than tripled its available space. The addition of CISCO Networking is the first high-wage, high demand program to be implemented here. It has significant potential to draw students from Arab and the surrounding area. The expansion also allows the College to increase its offerings in Workforce Development including Office Administration and Ready to Work.



## *Strategic Initiatives continued*

Future goals for the Arab Site include expanding the course curriculum, expanding partnerships with universities to provide students with opportunities to earn four-year degrees, and building out a multi-purpose space for meetings, small conferences, and workshops. A challenge for the site is competing with colleges in neighboring counties for students.

### **2. Snead State Student Success Center**

The CLT also identified a critical need to develop a comprehensive “Student Success Center” to aid students in getting started in their career at Snead State Community College and to support them achieving success while at SSCC. The premise behind the Student Success Center was to tailor its services after the College’s highly successful TRiO programs (which include Student Support Services and Upward Bound). Three characteristics stand out about these successful programs. First, they have a clearly understood goal – maximize student success and completion. Second, they build powerful relationships with each student through a variety of social and academic experiences. And third, they provide specific, individualized academic skills-building and tutorial services.

The first step in working toward this initiative was to identify a permanent, central location. With the evacuation of the Administration Building, many of the offices that would feed into the Student Success Center were relocated to the McCain Building, providing opportunities to move ahead with providing centralized services for students. The space in this building was completely revamped to provide an efficient means for students to find the services they need. The second step was to assign a management team that is currently tasked with developing an Enrollment Management Plan that will feed directly into the operational plan for the Student Success Center. The third step has been to hire additional core staff and revise existing jobs to meet the needs of the Student Success Center. The Director of Campus Engagement was given additional responsibilities for the development and supervision of the Student Success Center. A Student Recruiter/Retention Specialist position was created to identify critical services to be provided through the Student Success Center. Additional student recruiters were also hired as part of this initiative.



### **3. Finish What You Start**

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 will partner with Phi Theta Kappa to utilize marketing materials through CollegeFish.org and to facilitate a kick-off event to promote the value of obtaining an Associate’s degree. There are also plans to partner with the Center for Community College Student Engagement to enhance opportunities for students. A permanent Enrollment Management Committee was formed to spearhead this initiative.



## *Strategic Initiatives continued*

A strong emphasis will come in the Spring term with the production of banners, handouts and flyers that educate students on the importance of obtaining an Associate's degree. The goal of this internal campaign is to increase the number of Associate degrees the College awards.

## *Operational/Tactical Priorities*

The three operational/tactical priorities were adopted soon after Dr. Robert Exley was appointed as President. The priorities represent key areas that evidence tremendous promise for growth and new opportunities.

### **1. Enhance campus curb appeal.**

Curb appeal encompasses many aspects, including the enhancement of grounds and the renovation or construction of facilities. This priority led to the development of a Campus Master Plan that provides insight into utilizing the College's current facilities and properties while incorporating plans for expansion.

The first phase of the Campus Master Plan includes the renovation of the Norton Building to become the home of the Social Sciences Building. The project will also provide an opportunity to showcase how an older building can be transformed into a beautiful, functional building.

The construction of a women's softball field, located adjacent to the baseball field, is also underway, and the project allowed the College to repair significant drainage issues. As the College continues to implement the Master Plan, the campus will include more pedestrian walkways.



The next step for the Campus Master Plan is the renovation of the recently vacated Administration Building. Because of the magnitude of the project, the renovation will be the focus of a Capital Campaign.

### **2. Provide the Complete College Experience**

Snead State has a rich tradition of academic excellence. Students who begin their college career at Snead State enjoy greater success when they transfer to a four-year institution than students who go directly to a four-year institution. The college experience is more than learning inside a classroom. It includes the experiences outside of the classroom.



## *Operational/Tactical Priorities continued*

Students are encouraged to participate in clubs and organizations. Additional student activities were offered, and unique opportunities for enrichment and community service were provided. The most recent and significant example of this was the **Your Students=Our Students** Campaign. What began as an opportunity for Snead State students to reach out to other community college students who were adversely affected by the earthquakes in Haiti transformed into a cultural exchange opportunity for Snead students and students with Miami Dade College. The students visited each other's campuses and experienced new cultures. They participated in community service projects that opened their eyes to needs within their community and their country.

### **3. Increase "face-to-face" on-campus enrollment**

Snead State is a leader in distance education, so one area with tremendous potential for growth was in on-campus enrollment. This priority goes hand-in-hand with providing the Complete College Experience because the more opportunities available to students, the more they will want to stay on campus and take advantage of those opportunities. Another focus of this priority is to pursue different avenues to encourage people to come to campus, including hosting community events and offering evening classes to better meet the needs of students.





## *SACS Report*

Snead State Community College is accredited through SACS' Commission on Colleges. The following bulleted items provide the current status of our SACS-COC related activities. Three key areas of activity are critical to the College's standing with SACS: the fifth-year interim report, substantive change issues, and the fast-approaching reaffirmation process.

### **1. Fifth-Year Interim Report**

- Midway through the ten-year cycle, SACS-COC requires schools to report on 14 of the standards
- Snead's report was submitted October 2009
- Response received February 2010 asking for more information in three areas:
  - o Full-Time Faculty
  - o Student Services
  - o Distance Education Policy in regards to several of the 14 standards
- Our response submitted April 2010, with additional information submitted in May
- Final results received June 2010
  - o SACS still concerned about Full-Time Faculty
  - o Monitoring report due April 2011

### **2. Reaffirmation Timeline**

- Work on Quality Enhancement Plan (QEP) should begin no later than Spring 2012.
- Reaffirmation work will begin in Fall 2011 to identify areas needing special attention, likely including:
  - o Institutional Effectiveness (2.5 and 3.3.1)
  - o Academic Support Services (2.4.9)
  - o Physical Facilities (3.11.3)
- Paperwork for next affirmation due Fall 2014.





## *Academic Department Achievements*

### **Academic Office**

1. Exemplary performance in fulfilling the transfer mission of Snead State. Approximately 85% of the credit hours generated at Snead State are for transfer to other institutions. IPEDS 2009 data, shows that 27% of our student population graduated from Snead with an AS, AAS, or certificate. A total of 46% of our student that year transferred. Over the past five year period, Snead has been in the top echelons of Alabama Community Colleges in terms of graduation and transfer.

2. Migration to the Blackboard Learn 9.1 LMS platform. Commencing the fall, 2010 term, a pilot representing 12% of the class sections offered are supported by the new platform. Twelve faculty and five administration/staff were involved in a week of on-site training from Blackboard.

### **Academic Planning and Research**

1. Accreditation Issues: SACS Fifth Year Report and two Substantive Change applications were submitted successfully, including follow-up requests.

2. Moving Strategic Planning and Institutional Effectiveness Online: Have begun moving IE functions from paper format to an online system.

### **Arab Site**

1. Facility Improvements and Room for Expansion: The Arab Site now has four more available classrooms, new office space, and a CISCO networking lab. The center sits on approximately eight acres, so there is ample room for expansion.

2. Record Enrollment: Enrollment at the Arab Site is at an all-time high with over 1,200 credit hours for the Fall 2010 term, a 25% increase over last Fall. The majority of the College's Workforce Development work is currently coordinated through the Arab Site.

### **Library Services**

1. Conversion to Library of Congress Classification System: This was a ten-year process. The entire collection is now moved away from the Dewey Decimal System and toward the more relevant Library of Congress system.

2. Improved Access for Online Students: All SSCC students are eligible to use the Alabama Virtual Library, which contains tens of thousands of titles, from books to periodicals to academic journals. 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**

1. Ongoing revitalization of Fine Arts program: The Fine Arts at Snead have been revitalized over the past two years, including new equipment, facility renovations, new course offerings both online and on campus, and a realignment of faculty responsibilities. The scholarship policies have been revised.

## *Academic Department Achievements continued*

The College's music ensemble groups have been revitalized as well, with increased performances and exhibits to raise the profile of the program. Finally, the Theatre program has been revived and is now offering productions each semester and scholarships for interested students. The most recent production was in December 2010 - Charles Dickens' "A Christmas Carol." In the Spring 2011, the Theatre Department will present "Camelot."



2. Establishment of Service Learning component in Business/OAD classes: The VITA/RSVP Volunteer Income Tax Preparation program involved two instructors and approximately 30 students. This will continue this year.

### **Health Science Division**

1. Program Accreditation: The nursing programs achieved NLNAC Accreditation in Spring 2009.
2. Licensure Exam Improvement: The RN NCLEX pass rate increased from 74% (2009) to 91% (2010).

### **Humanities Division**

1. Textbook Changes to Save Students Frustration and Money: The English department reevaluated and aligned ENG 093 and ENG 101 courses so that there is a smoother transition from 093 to 101. The division has started using the same textbook and material in 093 and 101, thus saving students the cost of buying a second book for 101. Classes in speech, religion, and philosophy have been reorganized so that students do not have textbooks or low cost textbooks that could lead to any detrimental effects to instruction.

2. Cultural Events for the Campus and Community: The Humanities Division sponsors activities annually. Recent activities include having Rick Bragg speak to the College and Interfaith Mission events. There are four events planned for 2010-11.

### **Mathematics Division**

1. Developmental Student Success: Fall 2009 grade data shows that 72.3% of students enrolled in developmental mathematics passed the class with a grade of C or higher.
2. Online Student Success: Success rates in online mathematics courses are roughly equivalent to courses being taught on campus.



## *Academic Department Achievements continued*

### **Natural Science Division**

1. Modernizing Instruction: Developing and adapting all science courses based on learning outcome instruction. This has been done by decreasing the size of lab classes to the maximum seating in the laboratory classrooms, lowering student/faculty ratio. The division has begun providing tutors for online course sections of BIO 102, 104, 201, 202, 220. Percent completion rate of students in online course sections have increased over three years ago by 10%. The division has begun offering multiple delivery methods of instruction for all science classes, including blended on campus/online, mini terms. All sections of science instruction are supported by online sections to further enhance classroom instruction, testing, and collection learning outcomes data. The division has begun using E book options, and all science courses are piloting BB 9.1

2. New Faculty: Addition of one full time and three part time Biology instructors in the last two years. Part time instructors are teaching 18 sections of Biology courses this year, maintaining office hours, and advising students. Dustin Smith, our new Biology instructor, has been instrumental in our successful transition to BB 9.1, assisting seasoned instructors to achieve the best instruction.

### **Social Science Division**

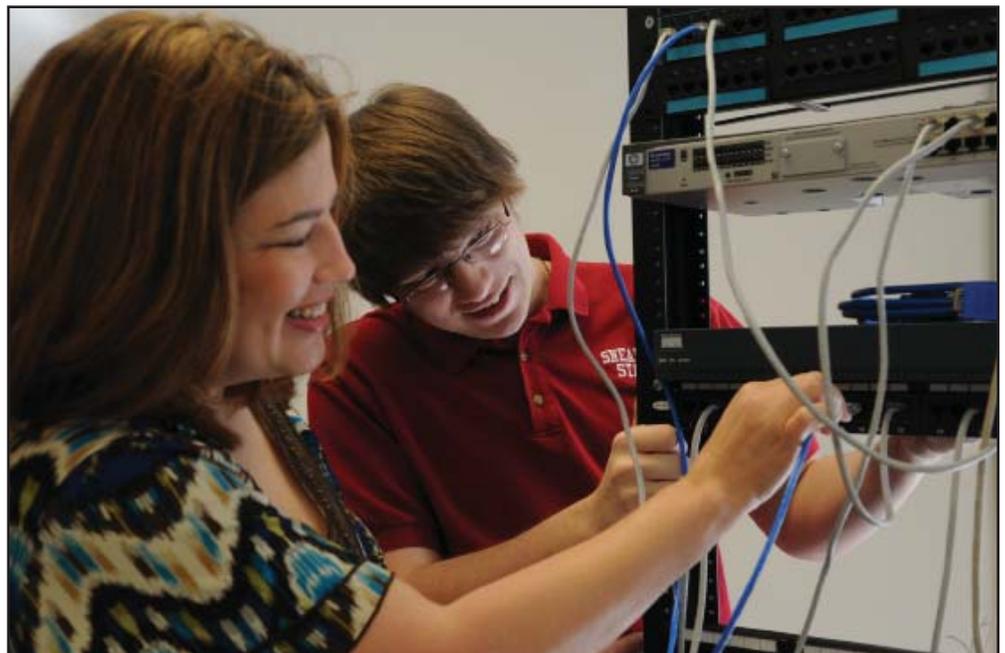
1. Hiring a full-time Sociology instructor: With this position filled, we now have a full time instructor for each of the major areas within social science. This should help dramatically with SACS compliance issues.

2. Increased course offerings: In the past two years we have increased course offerings by a little over 20% across the division. In addition we have been able to continue to offer courses in all available course delivery formats and time frames.

### **Technology Division**

1. New Certificate Options: New certificates have been added in Computer Science Technology: CISCO Networking and Web Graphics Design.

2. New Training Equipment: The Electronics Engineering Technology program has added a Festo Automation Training Center.





## *Business and Facilities Department*

### **Major responsibilities of the Chief Financial Officer include:**

- Facility and Maintenance
- Business Operations
- Bookstore
- Security

## **Accomplishments**

### **1. Financial condition of 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's most recent audit was unqualified with no findings or questionable costs. This has not happened in six years. There was an issue of a bookstore theft, but this was handled, resulting in the termination of an employee.

### **2. 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 detail assessment and road map for systematic, documented maintenance needs.
- Several major projects are underway or are complete - Norton Building renovation, softball field construction, drainage improvements, parking development, sidewalk development, demolition of former dormitory and development of a data center. Other renovation - While every building has not been totally renovated, there have been significant improvements made including new carpet, blinds, ceiling or roofing repairs, new paint, or lab enhancements.
- The Safety and Property Committee was developed as a campus wide group that has authority to recommend and fund campus projects. Many of the smaller projects completed were recommendations of the S&P Committee.



## **Challenges**

### **1. Funding**

- Appropriations concerns - 20% reduction in last two years, with increased enrollment of over 18%
- Donations and private sources are more difficult in these economic times.

### **2. Facilities**

- Administration Building
- ADA and Safety issues
- Pedestrian friendly



## *Informational Technology Department*

### *Background*

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/laptops, 35 virtual servers (six virtual hosts), 16TB storage area network capacity, a Network Operations Center, and campus-wide Wi-Fi access. Software support is provided for Alliant Campuskey, Blackboard, Microsoft Exchange, and various other applications used throughout the College.

### *Areas of Excellence*

The IT infrastructure represents an area of strength for the College. Careful planning and implementation of critical technologies such as server virtualization, storage area networks, wireless networking, and a fiber optic backbone have allowed the College to provide expanded services very efficiently.

The IT Department recently constructed a Network Operations Center with redundant cooling and power supply systems in addition to expanding the fiber optic backbone to provide for redundancy demonstrate the continuing commitment of the College to strengthen the IT infrastructure.

### *Major Initiatives*

Providing 24/7 access to College resources is one of the greatest opportunities facing the College today. Implementing an access control system to regulate and monitor physical security, establishing a student cash card system for vending, and providing remote access to virtual desktop applications are three techniques being considered to aid in addressing this opportunity. Enhancing the campus fiber optic backbone to provide redundant access paths becomes critical since all three of the above opportunities will utilize the fiber infrastructure. The Department is also working to enhance Student Services available via the web.



## *Marketing/Public Relations/Alumni Department Overview*

The Department of Marketing/Public Relations 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 department also oversees alumni affairs and sponsors one of the student organizations, the Ambassadors. The office is staffed with the Director of Marketing and Public Relations and the Public Relations Assistant.

### *Accomplishments*

#### **1. Use of innovative methods to reach students (Social Media, Informational CDs, Internet Advertising)**

College promotion has typically centered on word-of-mouth advertising, print and radio advertising, and distribution of materials such as a viewbook and course schedule. The Public Relations/Marketing office has successfully sought out new and innovative ways to reach potential students.

The use of social media represents the most effective in not only recruiting new students but marketing to our current students. The College established profiles and pages on Facebook and Twitter, the two more popular social media outlets. The profiles are used to announce important information and dates, to promote student achievements and activities and to showcase the campus. The sites receive an average of 500 site visits per week, and followers of the sites grow by an average of 35 per week. Students have also started using the site to gain information about a variety of topics from registration, to classes, to the bookstore, to student activities. They have also used the sites to call attention to issues that the College has been able to address. During peak registration periods for the Fall 2010 term, our office fielded over 200 social media contacts with students over a course of 10 days. Because of the success we've had with social media, we were asked to lead a "Best Practices" workshop on this topic during the ACCA Conference in Montgomery in November 2010.

The informational CDs were a simple method to distribute much information in convenient packaging. The CDs contained electronic copies of the Catalog, applications, course schedules and calendars. A recruiting video was added to give students a look into Snead State. This was something they could put in their computers and browse without having to keep up with several hard-copy materials. We were able to include a great deal of material into one recruiting tool that was inexpensive and convenient.

Internet advertising allows us to make the most of the College's funds. This is something our media outlets are just beginning to develop, so the cost is low in comparison with the print and radio ads the College runs. The exposure is greater because many people are moving away from reading newspapers and toward getting their news online.

#### **2. Redesign of Website**

The redesign of the website began in 2009. The website at the time was very appealing but not very user-



## *Marketing/Public Relations/Alumni Department Accomplishments continued*

friendly. Maintaining the site also proved to be a difficult process without having to spend significant funds to contract with a web company for its maintenance. When the decision was made to redesign the website, the process became something that involved the entire campus, making it a project that allowed for all employees' input as well as feedback from students. The new site is visually appealing as well as user friendly. The management system is a simple system that allowed each area to maintain their content with minimal training necessary.

Input into content standards, site navigation, and formatting was gathered from all areas. The process has been a lengthy one, but it has been one in which everyone can take ownership. Also, everyone has seen first-hand how comprehensive the process of developing a website can be, and therefore they have a better understanding of what it takes to have an effective website.

### **3. Improvement of On-Campus Communication**

Communication is a vital component in the efficient operation of a College campus. While it is always a challenge, the College has taken strides to improve on-campus communication between employees and with students.

Social media has also been effective in this area. Many employees and students utilize the College's Facebook site to share valuable information, and many departments on campus have developed their own Facebook sites to provide information that is specific just to their areas.

Announcements are also regularly posted on monitors placed at various locations on campus. The PR office uses PowerPoints displayed on the monitors to provide information such as construction updates, street closings, class changes, important meetings and activities, and news of faculty and student achievements.

The PR office also coordinates with the President's office to hold monthly employee meetings called the Exchange. The meetings give Dr. Exley and other administrators to provide updates to employees on matters that affect them in regard to the College and to state and national issues. Employees attending also have an opportunity to voice questions or concerns and to make announcements. After the meetings are held, the PR office prepares and distributes an electronic employee newsletter that provides information from those meetings and other vital information employees need to know. This keeps any employees who are unable to attend the Exchange informed.

### **4. Development of the Heritage Celebration campaign**

The campaign began as a way to recognize the 75th anniversary of the College's charter as a junior college and the beginning of the associate degree program. While this anniversary was important, the College's history and legacy spans much more than just 75 years. So, the 75th anniversary transformed into the Heritage Celebration campaign.

The campaign focuses on milestones in the College's history, milestones the College is currently reaching, and milestones the College hopes to achieve. The campaign is also not limited to just the "75th anniversary"



## *Marketing/Public Relations/Alumni Department Accomplishments continued*

year. It can be an emphasis the College focuses on year-to-year as it grows and continues to impact the community. The campaign was launched in November 2010 with the rededication of the Norton Social Sciences Building. We involved faculty and staff as well as community members in planning the campaign launch, so there is more ownership and support in the campaign. A special section highlighting Snead State's heritage was printed and distributed at special events and through local media outlets.

### **5. Distinctions 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. We have also attended classes and seminars for additional training in photography and programs such as Adobe Photoshop.

As a result, our office has been recognized for our marketing and public relations efforts. Most recently, our office received its first national award during the NCMPR District 2 Conference in November 2010. We received a second place Medallion Award for the College Catalog. Our office has also received Pyramid Awards, given by ACCSPRA, for the viewbook and athletic posters our office produced. The College has been a Pyramid Award winner in a variety of categories for five consecutive years.

## **Challenges**

### **1. 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." This will require research into changing trends and communication with students on ways they were impacted. This will also require overcoming stereotypes associated with community colleges and effectively demonstrating the "complete college experience" provided by Snead State. The development of an Enrollment Management Team as well as the recent launching of a marketing survey among current students will aid us by providing input on methods that are successful and new methods we should try.

### **2. Continued development of the website and social media profiles/pages**

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.

### **3. 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 com-



## *Marketing/Public Relations/Alumni Department Accomplishments continued*

munity and College 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. One way we hope to achieve this is by providing several events and special occasions to draw people to our campus. The purpose will be to enhance the positive image of the College in the minds of our alumni and community and to promote ways they can be an active supporter of the College.

### **4. Growing involvement in the Alumni Association**

Current growth in the Alumni Association has been steady but small. More activities have been offered to bring alumni to campus, but the challenge is in informing alumni of opportunities to be actively involved with the College. Alumni support will be critical in the development of the campus, but many of their loyalties rely with their Bachelor or Master degree institutions. Promotional campaigns are needed to encourage alumni to honor the educational foundation they received while at Snead State.





## *Student Services*

### *Overview*

The Student Services area oversees functions that involve students, including Financial Aid/Admissions, Housing, TRiO Programs, Athletics, Testing, and Recruiting/Retention. Currently, this area falls under the supervision of the Chief Academic Officer with support from the Chief Financial Officer in the areas of Athletics and Housing. The Student Services area recently added a Recruiting/Retention Specialist and two full-time recruiters to enhance the College's efforts in these areas.

### *Accomplishments*

#### **1. Enhanced housing for students**

A committee was formed in 2010 to evaluate the housing situation on campus. The committee revamped the policies and procedures for the dormitory to create a more appealing living environment for students. Improvements were made to the application for housing, and the housing philosophy for students was updated to more accurately reflect current practices in student life found throughout higher education.

#### **2. Hosted the Dean's Association Student Leadership Institute**

The SLI was held at Lake Guntersville State Park in June 2010, and it was one of the more successful conferences for students. There was an increase in attendance, and the program was led by guest and motivational speaker Keith Brown. Snead State was well-represented as the host college, and students reported having an educational and enjoyable time.



#### **3. Oversees a successful 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, time management, and tutoring.

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.

For the Fall 2004 cohort, 57 percent of the students involved in the TRiO program successfully graduated from college. Another 36 percent of participating students transfer directly to a four-year college or institution.



## *Student Services Department Accomplishments continued*

In 2008-2009, the TRiO program recorded an 88 percent persistence rate, a 99.3 percent rate of students in good academic standing, and a 60 percent graduation and transfer rate. This exemplary success rate has served as the inspiration for the development of the Student Success Center.

### **4. Awarded a greater number of transfer scholarships**

Many students were recognized in the spring 2010 during the annual Awards Day by having earned transfer scholarships to the universities of their choice. Last spring, more transfer scholarships were awarded to Snead State students than in years past, giving evidence to how much Snead students are in demand by four-year institutions. Snead State students statistically are more successful at the four-year universities than those students who go straight to a four-year school and do not attend a community college.

During the Spring Awards Day program in April 2010, Auburn University awarded 11 scholarships, Jacksonville State awarded seven, the University of Alabama awarded eight, UAH awarded 10, and the University of Montevallo awarded three. Other universities presenting one scholarship each included UNA, the University of Mobile and Athens State University.

### **5. Revamped the Athletics Program to utilize it more as a recruiting tool**

The Athletics Program includes Women's Volleyball, Men's and Women's Basketball, Men's Baseball, Women's Softball, and Women's Tennis. Several auxiliary programs also fall under athletics, including the Co-Ed Cheerleading Squad and a Dance Team. Scholarship opportunities are available in all of these areas.

The program is staffed with a part-time Athletic Director, full-time coaches in volleyball/softball, women's basketball, and men's basketball, and part-time coaches in baseball, tennis, cheerleading and dance.

Each program is involved in fundraising, such as selling ads in the Sports Guide and selling Parson Patron cards (which includes admission to athletic events and other College-sponsored events as well as discounts to the cafeteria and bookstore). Each program's athletes also participate in community service projects to provide a complete learning experience for the students while increasing awareness and visibility of the programs in the community. Two recent examples of this include the volleyball team's Dig Pink campaign to raise funds for breast cancer awareness and the basketball team's No Drugs, Just Dunks event during Red Ribbon Week and involved elementary school students from one of the local schools.

## **Challenges**

- Grow the number of minority students who enroll at Snead State.
- Provide additional housing for students.
- Pursue more opportunities to showcase our students.
- Use the awarding of tuition waivers strategically in recruiting new students.
- Continue to work with the Office of Campus Engagement to develop the Student Success Center.
- Make the best use of our recruiting efforts to increase enrollment.



## *Workforce and Community Development Department Accomplishments*

With only two full-time employees, this division, along with the previously described Public Relations/Marketing Department, represent remarkable efficiency and production for the College. The Workforce and Community Development activities include community education, Ready To Work, Training for Existing Business and Industry, and significant liaison work with various community entities.

Ready to Work is a career ready program designed for the unemployed or underemployed.

- 95 students have completed the training during fiscal year 2009-2010
- 40 students have entered college
- 41 students have found employment
- Students are awarded two certificates, Alabama Career Readiness Certificate and Alabama Certified Worker-4 students have received a platinum CRC
- SSCC is awarding a free 3-hour credit course to every RTW graduate
- In addition to the curriculum, other information/speakers to the class: Financial Aid/Advising, WFD Division, Albertville Career Center presents AL JobLink, Cosmetology tours, Kudor Journey
- Upon completion of the program students gain confidence and have some direction about their future

Training- Continuing Education and Training for Existing Business & Industry

-Stimulus grant funds were secured for the Office Administration Certificate Training and we have been very successful with this program serving 65 students for the year. The program is being sustained and continued through the WIA funding process. One of the most important aspects of securing this grant was that it has provided Snead with a state of the art computer lab that includes 20 computers and allows us to continue to teach with the most up to date equipment and software dedicated to WFD. This program continues to be a popular course offering.

-Without Workforce Investment Act funding availability we are not able to offer classes because the majority of our students require assistance with tuition. With Snead being a rural college the students taking non-credit certificate training depend on these funds to pay their tuition, without it they can't afford to attend.

- Fall 2009
  - CE-71 students, mostly online
  - TEBI-20 students
    - Adult Skills-6 students
- Spring 2010
  - CE-110 students, mostly online
  - TEBI-115 students
    - Adult Skills-no WIA funding
- Summer 2010
  - CE-167 students
  - TEBI-107 students
    - Adult Skills-77 students
  - SSCC experienced record enrollments in some non-credit training classes



## *Workforce Development Department Accomplishments Continued*

- Fall 2010
  - CE-24 students, mostly online
  - TEBI-94 students
    - Adult Skills-61 students

-Arab is becoming our most popular location now. We had three new class offerings there this fall and continue to promote.

### 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
- Member Albertville Chamber of Commerce Education Committee
- Graduate Marshall County Leadership Challenge





## *Snead State Success Stories*

### **Childhood Development**

#### **Laura Hamilton (CHD AAS graduate—2009)**

“The Childhood Development Program has been a very enlightening experience for me. I have raised five children and thought that I knew everything there was to know about rearing children. I didn’t realize the many different areas of knowledge that comes from playing and discovering with such things as simple as a block or a funnel.

“I have learned a lot through my experiences as I progressed through the CHD program. Being an educator was not what I wanted to be when I was growing up, but when my youngest child was born I knew I wanted to be more involved with his education. I started substitute teaching and realized that I could make a difference in children’s lives.

“The education I have received through the CHD program has helped me to become a more confident and creative person. In conclusion, I think the experiences I have received from the CHD program is very valuable. I will be able to use my knowledge and be able to inspire some creativity in children. I believe that I will be a great teacher and role model for children. My children are very proud of me and inspire me. They have been very proactive in keeping me motivated and they also like to participate in some of my activities.

I read this poem not too long ago, it was about this man who was reading “Brown Bear, Brown Bear,” to his child and while he was reading it he heard his kindergarten teacher reading it to him. When he was finished reading to his young child he picked up the phone and called that teacher to tell her about his experience. After reading that poem I realized that I wanted to be that kindergarten teacher that gets that phone call 30 years down the road. That teacher obviously left a lasting impression on that man. I want to leave a positive impression on the children’s lives that I touch. Through this program it has given me the foundation to make that happen.”

### **Graduate**

#### **Tania Baker**

Tania Baker earned her degree in Management and Supervision. Tania is someone who knows the meaning of hard work. While attending Snead, she worked full-time as a manager in training at Waffle House, and she served as a volunteer firefighter with Mountainboro. In addition to her jobs, she helped her father, who is a cancer survivor, and her mother, who is a severe diabetic. She has worked very hard and took her time but earned her Associate in Applied Science degree. When she graduated, she was already working in her new position as a manager with Waffle House. Her instructors described her as “one of a kind.”

### **Transfer Student**

#### **Kayla Miller**

While at Snead State, Kayla Miller was an outstanding student leader, involved in Student Government Association and Ambassadors. She transferred to Athens State University but wondered how she was going to pay her tuition since she missed the application deadline for scholarships. Wanting to get involved at ASU, she went to talk with the Ambassador and SGA sponsors. Both were very impressed with her, but the SGA sponsor offered her a full-tuition scholarship if she would serve as an SGA officer. Kayla said, “I would not have received this scholarship if not for all the things I did at Snead.”



## *Snead State Success Stories*

### **Graduate**

#### **Leticia Cortez-Lutes**

Leticia Cortez-Lutes is a wife and mother of three. At the tender age of 15, Leticia was a teen mother and had to drop out of high school. But she was determined to earn an education. She enrolled in the Even Start program and earned her GED within nine months. A year later, her co-workers at the Marshall County Visitation and Family Center encouraged her to apply to Snead and complete the financial aid paperwork. She received a much-needed scholarship that allowed her to attend college when she otherwise would not have had the means. Leticia is the first person in her family to graduate with a college education, but this achievement is bittersweet. Her brother, Jose, was to be the first in her family, but he passed away. While she was juggling the demands of her family, her work and her education, she was also meeting the needs of her oldest son, who is a special needs child. She has certainly accomplished much during her “two amazing years” at Snead, but she is not finished. Leticia has plans to attend Auburn University of Montgomery, and she was recently awarded the Linley Heflin Scholarship to attend.

### **Technology**

#### **Andrew Kilpatrick**

“Hello, I am Andrew Kilpatrick. I’m a 2004 graduate of Boaz High School. I knew I wanted to go to college after high school. I didn’t really know what to major in or what was available to me being that I was a first time college student in my family. I have always enjoyed computers and I can remember when I bought my first computer. It was now my senior year of high school. I was taking a multimedia class and I approached my teacher Mrs. Willis about my college future. I told her I really enjoyed computers and learning about them, but I didn’t know what path in the computer field to pursue. She was very helpful in steering me in the right direction. Upon graduation, I was awarded a scholarship to Snead State Community College for Computer Science.

“My time at Snead was great! It is such a friendly campus. The instructors get to know you and vice-versa on more of a personal level and you’re not just a number. I graduated in Spring 2006 with an Associates in Applied Science degree in Computer Science.

“Snead was the foundation for the start of my career. I moved on to work for a commercial Internet Services Provider, where I learned about computer networking, routing, and switches. After that, I changed direction to a non-profit organization as an IT Support Specialist where I was employed for over three years. I learned so much while employed at The Bridge. In July 2010, I began the start of my career back at my college alumni at Snead State Community College. It is great to be back on campus as an employee and former alumni.

“I am excited about what the future holds as technology grows and advances. Thank you Snead for helping me get my education to work in a field that I really enjoy learning about!

“Snead: Small enough to know your name, LARGE enough to shape your future!”



## *Snead State Success Stories*

### **Ready to Work**

#### **Eva Nunley**

Eva is one of our RTW graduates and also took the Office Administration program at the Arab Instructional Site. She achieved a platinum level Career Readiness Certificate and is very bright. Arab Coordinator Rick Cartagena spoke with a representative from Waffle House, and they are really changing their hiring process to include a better quality employee. The representative was very impressed with our RTW program. We e-mailed a job announcement to our graduates. Eva was hired immediately and will be responsible for her own store in about two months. The representative shared with Rick that the salary for this position is partially performance based, and a manager could earn as much as six figures. Eva also has custody of her granddaughter and needed flexible work hours, which works out for her. She sent an e-mail to us to tell of her employment. She said, "I could not have done this without the help and am extremely grateful."

### **Music**

#### **Students employed locally**

Many former Snead State music students earned their degrees and are now working within the College's service area:

- Debbie Killion: Guntersville Elementary
- Christie Eller: Guntersville High School (Choral Director)
- Steve Smith: Guntersville High School (Band Director)
- Natasha Tidmore: Albertville Middle School (Choral)
- Deborah Alldredge: Evans Elementary
- Sara Holt Towns: Oneonta High School (Choral)
- Miriam Richey: Boaz Middle School (Choral)

### **Science**

#### **Cody Cantrell**

"I hope this finds you well! I just wanted to write to say thank you. I received a call from the Dean of Admissions this evening at the UAB School of Dentistry to offer me an acceptance for this year's class! For me, it was just kind of a culmination of such a long road of hard work, late nights, and so many hours of study, suddenly vindicated by a single phone call. While Tara and I were celebrating over dinner, I was kind of overwhelmed with a sense of reflection of a few, very special people along the way that made this possible. With that, I just wanted to write and say thank you for the inspiration that you gave me, and for continuing to nurture that enthusiasm. You truly changed my life for the better, and I am forever grateful. Thank you, thank you so very much. I wish you the best through the holidays, and hope to drop through and see you soon!"