

Strategic Planning Template

(summary of comprehensive reports)

Student Support

June 8, 2020

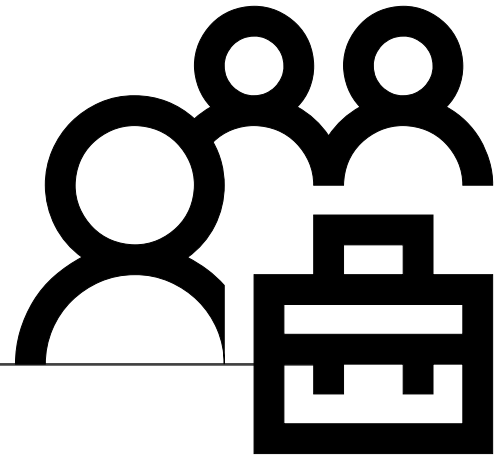


Committee Charge

This analysis should examine student performance. Review and assess and the quality of services provided to students that supports academic achievement and personal wellness. Review current metrics and student feedback to determine how well initiatives help to facilitate student learning, success, citizenship and community engagement. Utilize information from best-in-class organizations to identify innovative and strategic approaches in student services. Consider recommendations that will enhance supporting the student learning environment that address emerging needs.



Data Analysis – INTERNAL



- **Student Support**

- Student Satisfaction Data
- Campus Life and Safety Data
- Student Services Assessment
- Career Placement
- Financial Support
- Citizenship and Engagement Data
- Athletics



Strength

- Over the past 5 years, the majority of WSSU sophomores and graduating seniors report being satisfied or very satisfied with student services departments (Library, Student Health, Tutoring, Career Services, IT, Bookstore and more)
- Over the past 5 years, majority of WSSU graduating seniors report satisfied or very satisfied with their instructors and academic advising overall
- 91% of the campus community stated that they felt safe on campus
- More students are utilizing the Counseling Services via Zoom platform
- Results for Citizenship and Engagement based on survey and available data suggests the institution is meeting the standards as compared our UNC peers and Stretch Target Peers.



Weaknesses

- WSSU has a much higher percentage of Sophomore and Graduating seniors with a lack of interaction with the career services when compared with peer institution NCCU that appears consistent for data from 2016 and 2019
- Dissatisfaction percentages for wireless availability are consistent between the Sophomore and graduating senior survey
- Low number of Scholarships for new freshmen
- Results for career outcomes based on surveys and available data suggests the institution is below UNC peers and Stretch Target Peers in career placement.
- Trends that are on decline are post-graduate pay and continued employment 1-2 years post-graduation.
- Students are not fully aware of the services provided by the WSSU Wellness Center



Opportunities

- Adding more weekend activities to address 24% of sophomores who reported dissatisfaction with weekend activities on campus
- Potential for an engagement campaign from career services to lower the percentage of student reporting lack of interaction with Career services
- There has been no data collection for Ramdition student feedback since 2019
- Need measures to assess student satisfaction with emergency funding



Threats

- The ongoing COVID 19 pandemic which is impacting student satisfaction with their overall campus experience
- Benchmark data from 2018-2020 at peer institutions for several of the surveys from which data was used to analyze student services satisfaction are missing or not accessible for public which makes analyzing for consistent trends difficult
- Lower enrollment (which can equate to lower amount of funding-state allocation of funds/funding model)
- Funding which may possibly lead to not enough hired officers and or enough funds to fix broken cameras or broken lights.
- Number of FTE Counselors is below the industry standard



Priorities or Areas of Focus

- **Short-Term Priorities (Years 1-2)**

- **Increase wireless strength, availability and access for students**

- 25% of sophomores and 17% of graduating seniors reported dissatisfaction with wireless availability on campus therefore increasing wireless strength all over campus and in residence halls where students tend to need wireless access will help increase student satisfaction and help to mitigate dependency on technology that has increased with the shift to online courses and social distancing COVID-19 safety precautions

- **Provide more COVID-19 safe weekend activities/events for students:**

- Between 2017-2019, 24% of Sophomore surveys rate dissatisfaction with 'weekend activities on campus for students', this is an opportunity to provide more activities for which students have provided positive feedback

- **Resume data collection for Ramdition survey each semester.**

- Since data is missing from recent Ramdition experience, resuming Ramdition survey administration to incoming students to collect data on student's feedback of change in Ramdition experiences



Priorities or Areas of Focus

- **Intermediate Priorities (Years 3-4)**

- **Continue to measure student satisfaction using the Graduating Senior survey as a requirement on the Graduation checklist**
 - Continued use of the Graduating Senior survey will allow satisfaction trends to easily analyzed
- **Establish a career services campaign which address student's lack of interaction**
 - Between 2016-2021, 17% of graduating seniors reported 'Don't Know/Not Applicable' for satisfaction with career services overall which is higher when compared to peer institution NCCU; There is an opportunity for career services to create a campaign to reach out to student to students more to have them decrease lack of student interaction with career services.



Priorities or Areas of Focus

- **Long-Term Priorities (Years 5+)**

Shift to increase overall student satisfaction of student services as reported by the Graduating Senior survey

- Overall trends for student satisfaction of sophomore and graduating seniors are positive- 'Satisfied' is the highest Likert scale option selected for almost every student services department or category. However, there is an opportunity for growth of greater student satisfaction.

Increase the number of scholarships available to new FTIC students

