Student Success Center SMART Goals (Objectives)
for Year One Goals Identified in Business Plan

Year One Goals

1. Successfully rebrand SSC for the campus community.

   SMART Goal (Objective) 1.1: Faculty and staff awareness and understanding of the Student Success Center will increase by 25% by the end of the 2019-20 fiscal year.

   > *Assessment*: Faculty and Staff will be surveyed in Spring 2019. This survey will provide baseline data on their level of awareness and understanding of the SSC. This data may also be used to inform the marketing campaign to rebrand the SSC. The survey will be administered again in Spring 2020 to assess the effectiveness of the marketing campaign.

2. Assess program and services of the SSC as a unit.

   SMART Goal (Objective) 2.1: Students will be able to identify institutional resources available to help them overcome academic and personal challenges.

   > *Assessment*: Baseline data will be collected during the 2018-19 academic year from various surveys such as the *QEP First-Year Starting Strong Survey*, institutional questions on the HEDS *Campus Climate on Diversity and Equity*, the *College Senior Survey*, and the *National Survey of Student Engagement (NSSE)*.

   SMART Goal (Objective) 2.2: The percentage of students demonstrating help seeking behaviors will increase or, at a minimum, remain the same as the previous year.

   The following table provides the target for the percentage of undergraduate students accessing the SSC for 2018-19 by functional area. [i]

Functional Area within SSC	% of Total UG	% increase over 2017-18
Tiger Learning Commons	35.0%	0.7%
Academic Coaching	13.0%	0.4%
Writing Center	8.0%	0.8%
SAS – Registered Students	11.5%	0.5%
Counseling Services	18.0%	0.7%
Health Services [ii]	50.0%	-
	# of encounters	% increase over 2017-18
Accommodated Testing Center	2,360	20%

   > *Assessment*: At the end of the year, the percentage of students accessing each service will be compared to the target for that service.

SMART Goal (Objective) 2.3: Retention rates for students who access one or more services of the SSC will be the same or greater than the rate of those students who do not access the SSC.

> *Assessment*: Retention is calculated as the percentage of students enrolled in the fall semester who enroll the following fall semester. Students who enrolled in Fall 2018 will provide a baseline for this measure. All functional areas within the SSC will be included in this calculation, except for Health Services.[iii]

SMART Goal (Objective) 2.4: During the 2018-19 academic year, departments within the SSC will collaborate with each other and/or with the other centers on a minimum of six programs to support student success.

> *Assessment:* SSC co-directors will maintain a record of all collaborations. Meet minutes may also be provided as evidence of collaborations.

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[i] To determine the targeted percent increase, data on the total number of encounters, and the number and percentage of students served (unduplicated) for the past three years was collected for each functional area. A three year average of the percent change (increase or decrease) in the percentage of students served was used to determine the targeted increase for 2018-19. Some newer functional areas and departments within the Student Success Center did not have three years of historical data. For these areas, targeted increases were based on available data and current capacity for providing services, as well as national trends.

[ii] Health Services is at capacity and has historically serve approximately 50% of undergraduate students annually.

[iii] Student IDs provide a unique identifier that allows for tracking students across years. Most departments within the SSC only began collecting student IDs in 2018-19. As such, it is not possible to calculate the retention rate for students accessing the SSC prior to 2018-19. Health Services maintains paper records only, prohibiting the inclusion of this particular service in the calculations.