

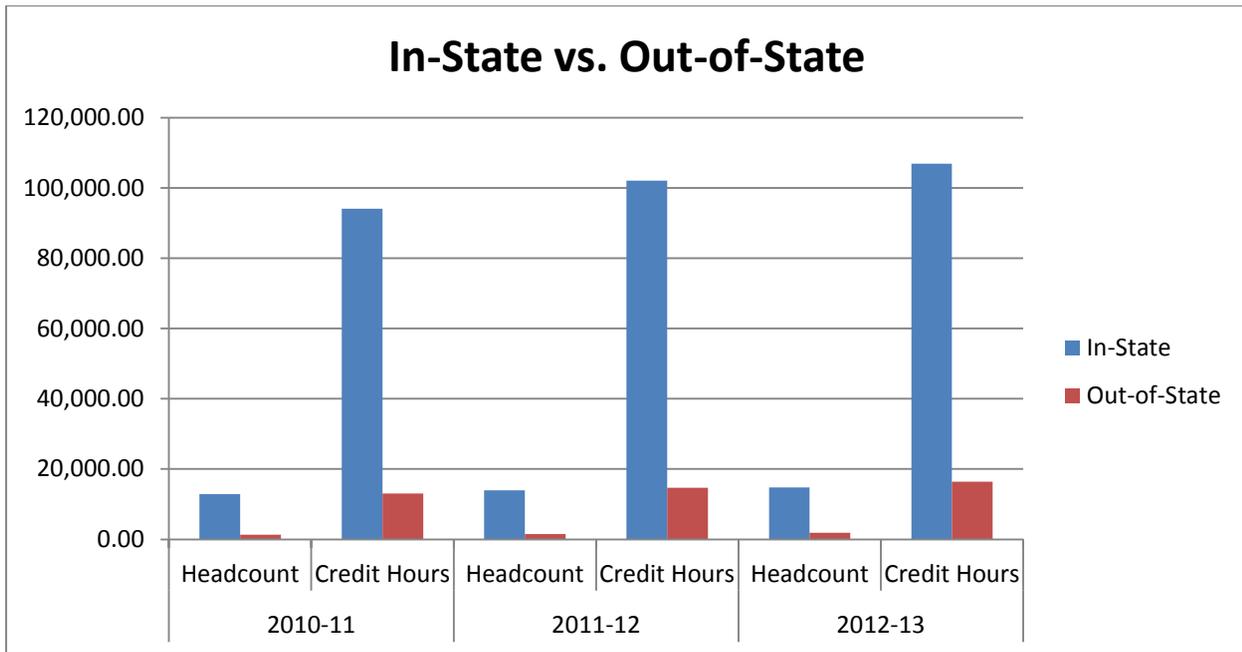
2013

Board END 7: Service Regions

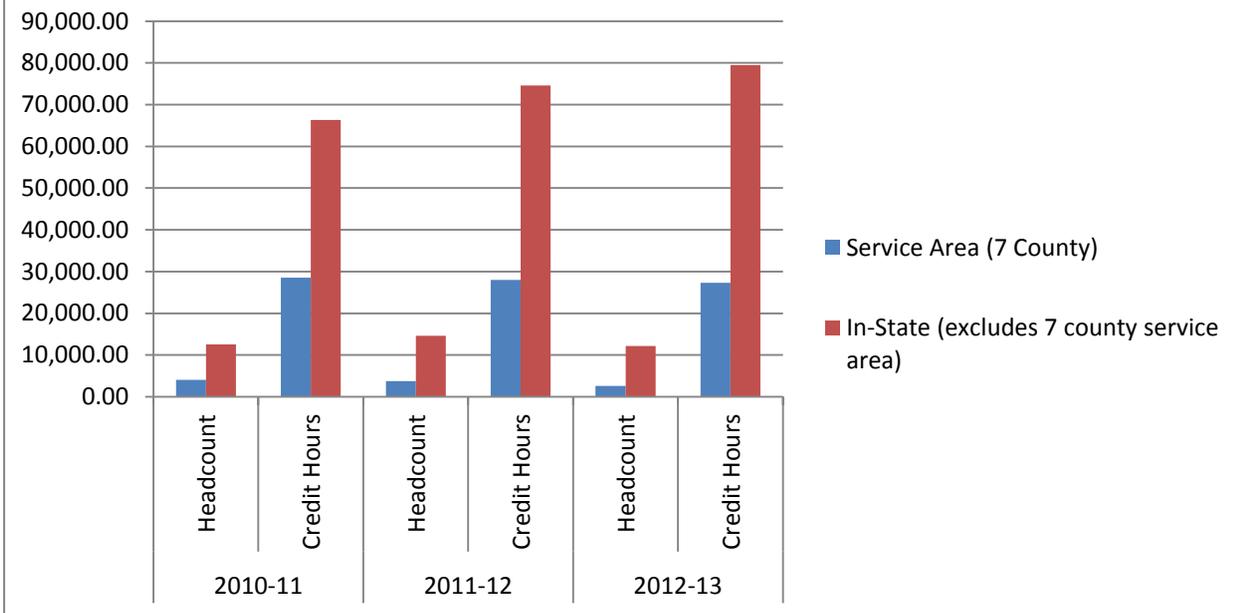
The College Mission will be supported by the strategic development of service regions.

- Service regions will be compatible to the institutional mission of the College.
- Service regions will be in accordance to available resources.
- Service regions will maximize revenues and minimize expenses.
- Service regions will minimize local tax reliance.
- Service regions will compliment growth of student learning services.

On a regular basis the college reports to the board and various initiatives which are being undertaken. Also the Board just approved the Strategic and Yearly Barton Success Plans. The reports and plans are how we communicate to the Board the various service regions. At all levels of the college great care is taken to insure that any new service region is carefully analyzed to ensure compatibility with the mission of the College. After due diligence in this area then plans are produced and new areas of service are explored.



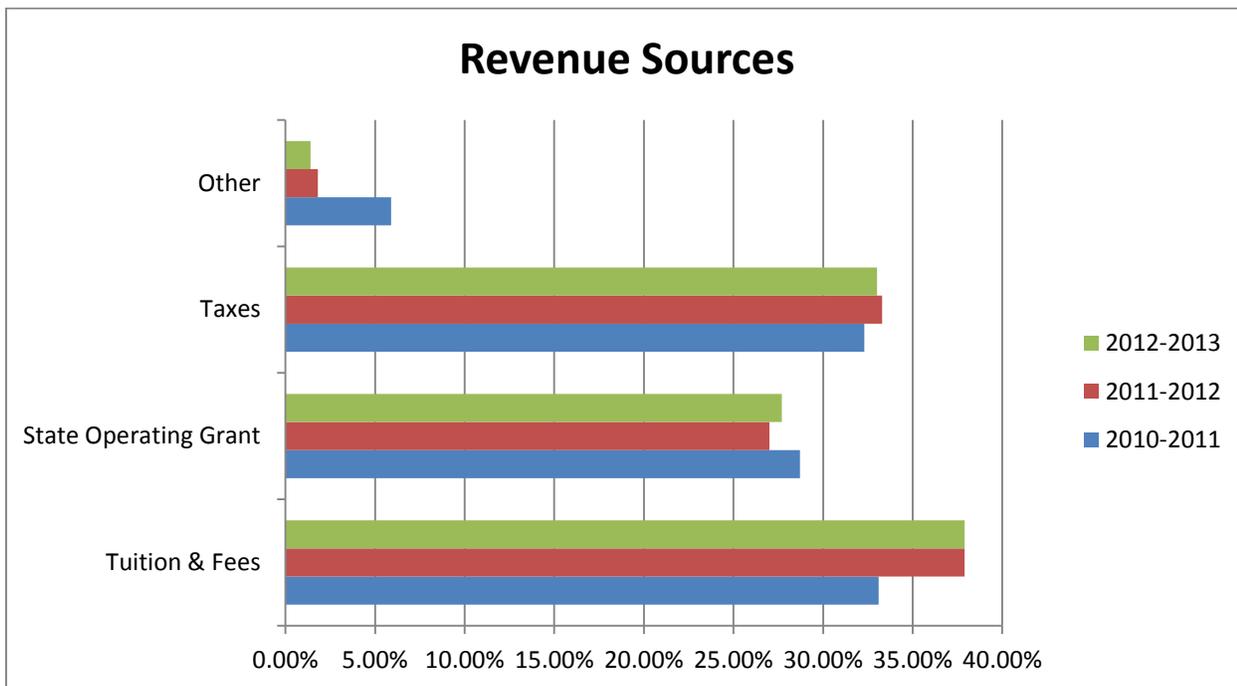
7 County Service Area vs. In-State



Service plans are developed with the expectation that revenues will exceed or at minimum meet expenses. This is reinforced with the new expansion to Fort Leavenworth. The Fort Riley service area does help lower local taxes. Barton's current mill levy for FY2012 is 32.807 without the Fort Riley operations Barton's mil levy would have been 37.291.

The college makes extensive use of advisory boards giving us the most up to date information on needed classes and also helps us find instructors. By having advisory boards assist in the development of education and training programs that ensure our students have the skills necessary to compete and succeed in the workplace. Along with the necessary skills is also the component of job opportunities after graduation. We continue to be appreciative and encouraged by the resourcefulness of college employees to find ways to lower the cost of delivering education. Deans Simmons and Nash will give a detailed report at next months meeting.

Over the past several years the college has worked diligently in moving to a funding model of 1/3 local tax payer, 1/3 state funded and 1/3 student funded. Below is a chart showing where the college is currently.



As the college has embraced incorporating electronic online instruction the Dean of Student Services, Angie Maddy, and Associate Dean of Distance Learning, Ange Sullivan, are reviewing different models to constantly improve services.

Through the current Title III grant, the college established some objectives related to the distance education services. While access to services can be essential to the online only student, the enhancement of services for distance students will, in the long run, pay dividends for all students.

Early Alert - In the spring 2013 semester, the traditional Mid-term grade report was eliminated based on new needs for attendance reporting. For the new reporting to work, it was necessary to use the 'Mid-Term Grade' field in Banner. Adopting the process for Bartonline students, Barton is now early reporting on student grades for all students in seventeen week classes in addition to all Bartonline students for whom alerting has occurred for both 9 and 17 week sessions. This will result in earlier academic intervention for more Barton students. At the same time, this additional reporting is providing the opportunity to reduce, streamline and standardize multiple processes.

Working with the Track Team, the processes for reporting on grades and activities for Bartonline students are being tested for intervention with track student athletes on a bi-weekly basis, and possible later expansion to all athletic programs. This activity seeks to replace the time-consuming activity of student athletes periodically requesting grade checks from each Instructor. If the grades are in the eCollege system, the reporting can be quick, timely and helpful to coaches, instructors and student athletes.

Appointment System for Student Services - Work continues for the promotion and use of the Appointment System. In addition to Financial Aid, we continue to work with other service departments and Instructor/Advisors to consider the system as an effective method to reduce call volumes and time-consuming back and forth emails.

Advising – A focus this year has been the development of a communications stream for Advisement Center & faculty advisors regarding Advisor/Advisee communications. The following are anticipated goals:

- Increase student retention.

- Strengthen Advisor/Advisee relationship.
- Provide a communications safety net for busy advisors who face continuous advisee activity and inquiries.
- Standardize communication processes.
- Strengthen the Barton brand.

Projects utilizing targeted communications have demonstrated students yet to be enrolled can be encouraged to come back, 'Welcome back' communications can stimulate students to make helpful inquiries, and early alerting for students falling behind can help these students get back on track. Finally, Enrollment Management can be positively impacted by automating response to inquiries from prospective students, which reduces steps for Advisors and insures inquiries are responded to timely.

The plan is to develop a list of communication expectations. Sample communications will be developed. Systems will be made available to perform these activities for Advisors. The result will standardize processes for communication processes.

Tutoring – To accommodate distance learners, Barton continues to contract with Tutor.com to provide 24/7 professional online tutoring. Tutor.com is one of the top providers of this service. During the past year, Tutor.com has added other subjects to its menu. Economics, Finance, Accounting, A&P and Organic Chemistry have been added to the core of Math, English, Science and Social Sciences.

New Websites – As part of the new website construction, Student Services are working with the Public Relations department to expand on the current 'one stop' webpage for Student Services, Academic Support and campus resources. We intend to help future, current and past students find information in a more appealing and effective manner. Expected outcomes are improved self-service for students, more effective management of student Inquiries and increased student satisfaction.

CRM – Expansion continues for the Constituent Relationship Management (CRM) system as a productivity tool assisting both enrollment management and advising. Information on prospective students was used to target groups such as 'Inquiries Only', 'Prospects Applied but not Enrolled', and 'Prospects Enrolled (and we want to keep them Enrolled)' for this year's fall enrollment. Through the use of web forms, prospects continue to request information and more manual tasks are being automated. All of these activities are focused on continuously improving the enrollment management processes.

Customer Service Training – Over the past year, a major activity was customer service training for Barton employees. This training was a result of the continuing student surveys. While the data clearly demonstrates students are satisfied with Barton Customer service, there are always opportunities to improve customer service. For example, the student surveys demonstrate a transition to email inquiries. Staff needs to be aware of the issues and techniques with effective email communications.

Additionally, as an AQIP project, feedback forms have been developed and placed on the Barton website. These feedback forms provide the opportunity to provide concerns or compliments. This feedback and other anecdotal comments are consistently reviewed alongside the data collection of student surveys.

OSHA:

As of October 2013, one year after being selected as an OSHA Training Institute Education Center we have established formal HOST site agreements with Hutchinson Community College and Pittsburg State University. We have taught out district classes in Davenport, Iowa, Sterling, KS and McConnell AFB with a class for Pittsburg State University scheduled for mid-October.

Fort Leavenworth:

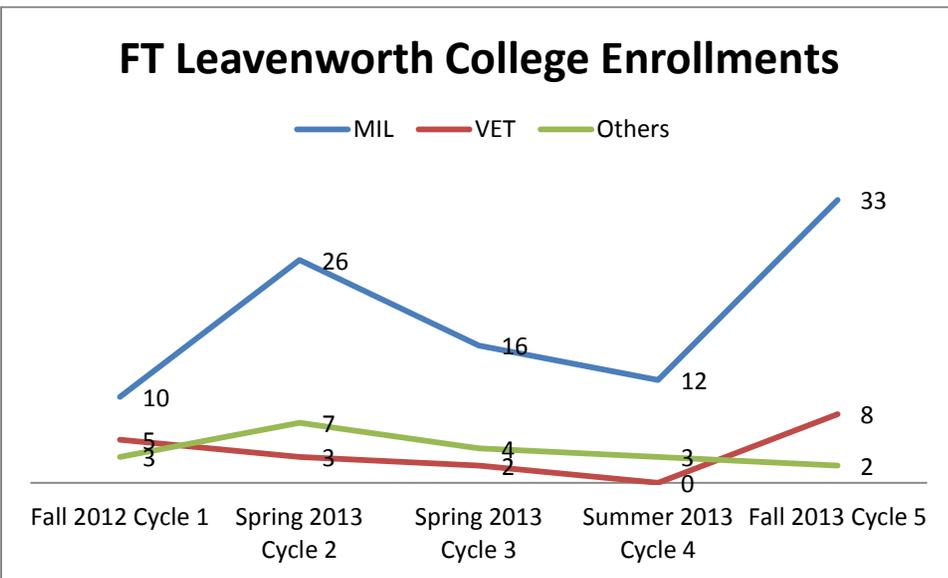
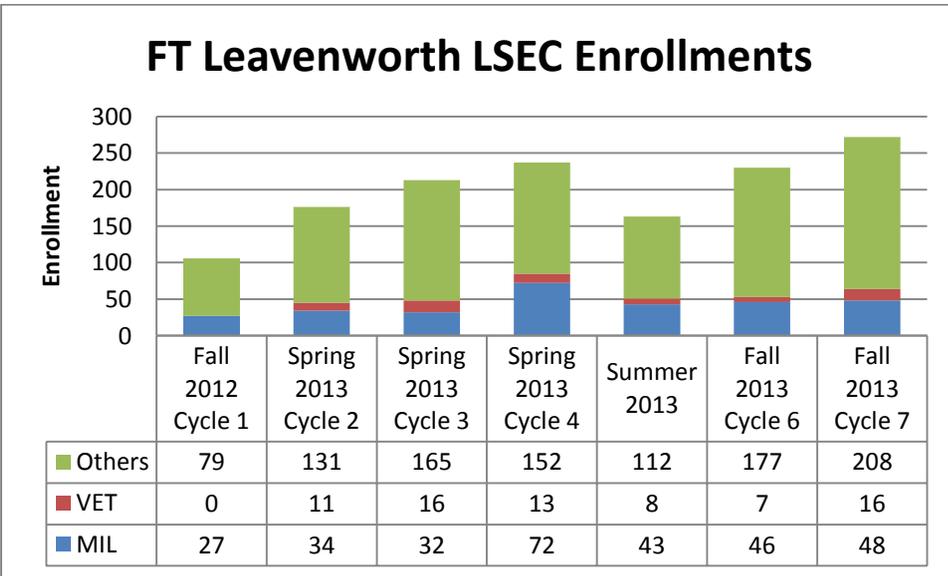
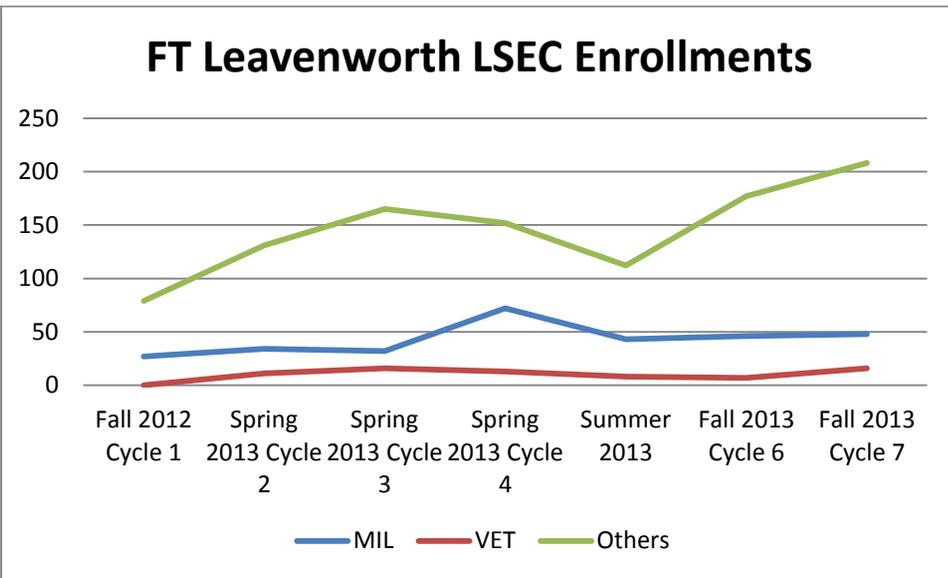
The increase in soldier and family members in the Fort Riley and Fort Leavenworth program are due to soldiers' promotion, possible reduction of tuition assistance (TA), and increased interest in Unit courses. Soldiers are focusing on obtaining degrees since promotion boards are using educational degrees as a delineator. With the TA being placed on hold in Spring 2013, soldiers are evaluating their education options and are working towards their degree when in garrison or deployed. Unit commanders are focusing on providing Unit classes for their soldiers to improve their Armed Forces Qualification Test (AFQT) scores, which are used for military occupational specialties (MOS) reclassification or assignments and providing the opportunity to work on their degree during on-duty time. With the possibility of the Army downsizing, soldiers are focusing on obtaining degrees or certificates to be more competitive after the military (retiring or separating).

Barton Community College's Leavenworth campus has made a great impact on Fort Leavenworth and the local community during its first year on the installation. The current program being offered has allows numerous soldiers to increase their ability to compete for promotion to the next level. In addition, this program has significantly assisted soldiers in obtaining their educational goals. There has been an increase in commands allowing more soldiers to attend the LSEC classes. The Education Center reports they have seen an increase in soldiers switching from other colleges and making Barton their home school.

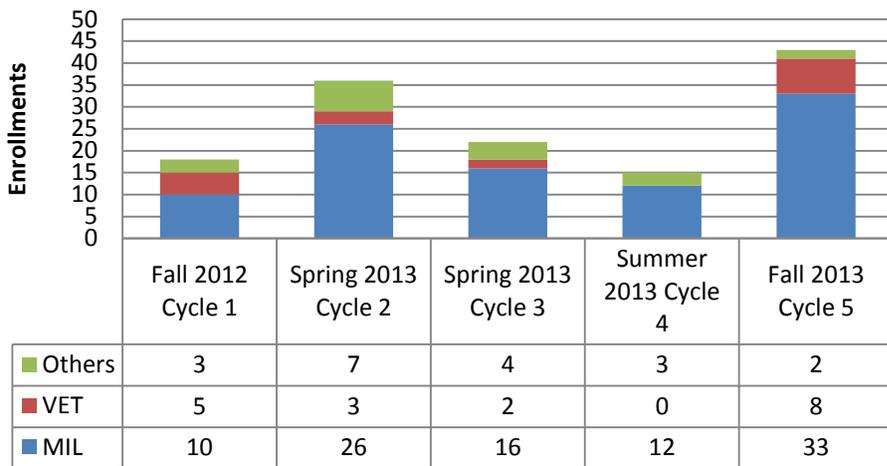
Over the last year, enrollment numbers have constantly shown improvement each and every cycle. We see this trend continuing to improve as we continue our recruitment engagements on the installation during the job fairs, educational fairs and various Moral Welfare Recreation activities. The LSEC and the College night/ weekend programs are constantly growing as the word continues to spread about the great program Barton Community College has to offer this military community and the surround areas.

With the recent shut down of the government, military tuition assistance and VA benefits have been cut off and this will have a significant impact on the College Night and weekend program. With this being the case, we have had an increase in individuals expressing interest in the LSEC program and applying for financial aid as an alternative during the government shutdown.

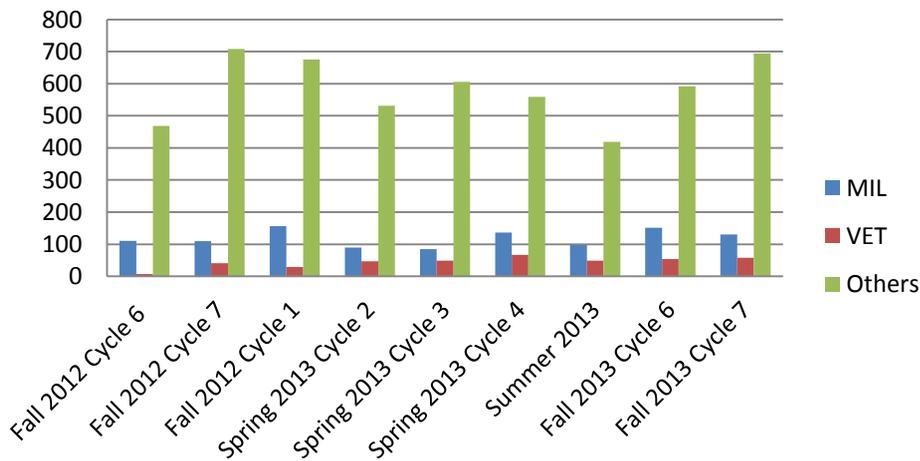
The Fort Leavenworth programs are providing the educational opportunity to soldiers and family members. The LSEC program enrollments continue to increase with family members and unit classes being taught at the unit's location. Units have requested additional courses to assist the students to improve their educational level. This includes courses in speed reading, ESOL, and day and evening tutoring sessions. The development of the DANTES testing center for CLEP and DSST is also a goal for this year.



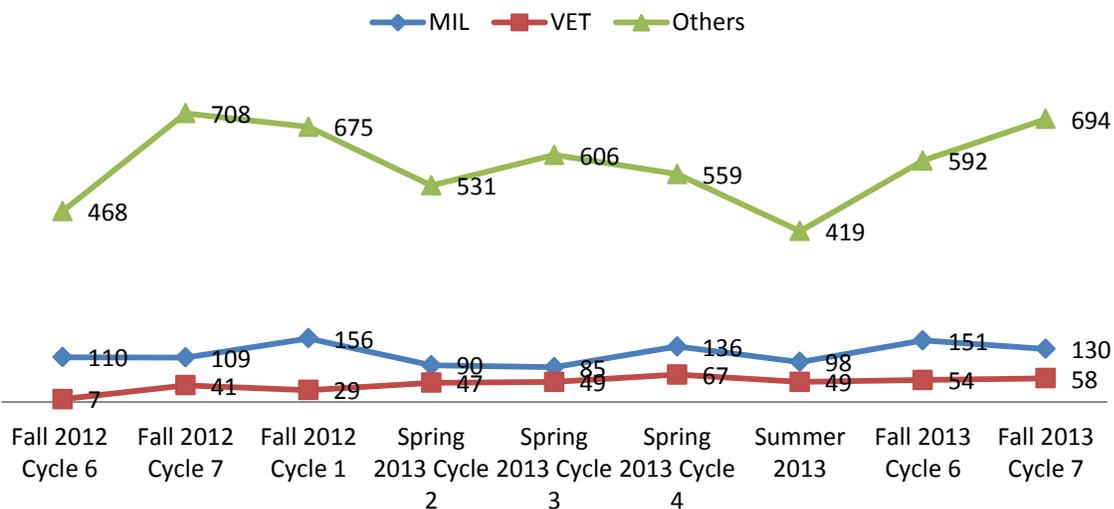
Ft Leavenworth College Enrollments



FT Riley LSEC Enrollments

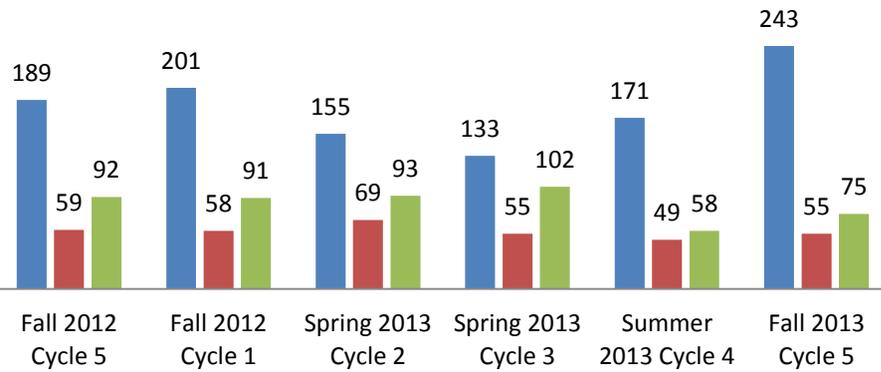


FT Riley LSEC Enrollments



FT Riley College Enrollments

■ MIL ■ VET ■ Others



Ft Riley College Enrollments

◆ MIL ■ VET ▲ Others

