

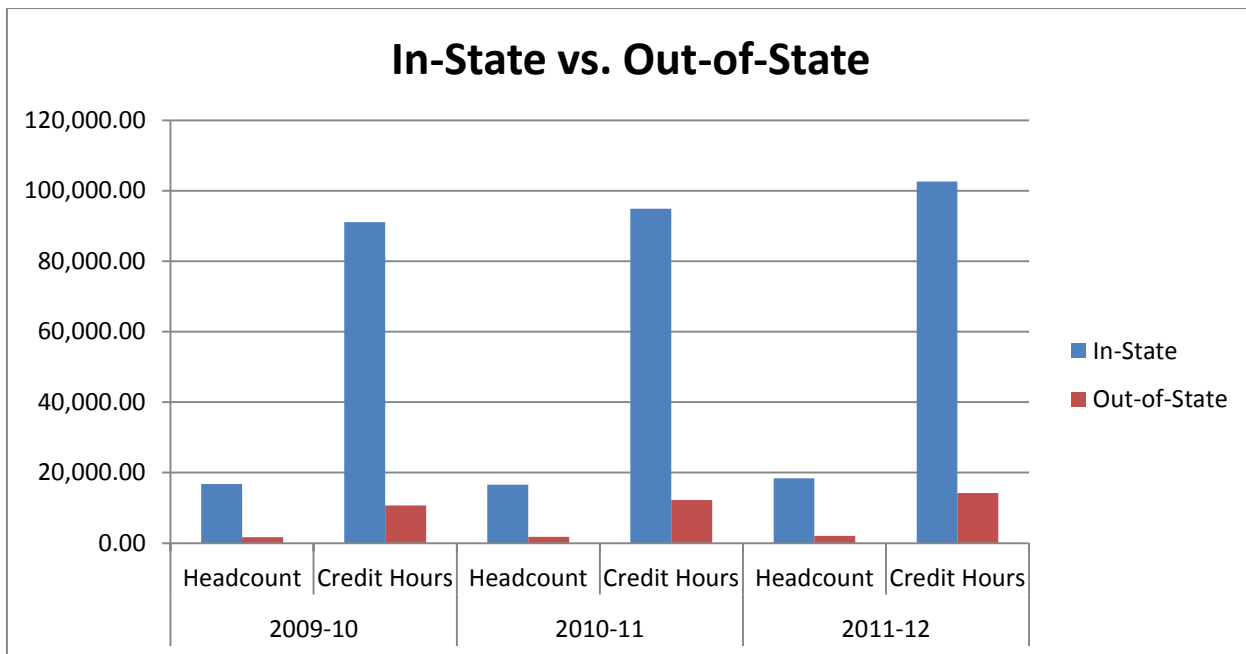
2012

**Board END 7: Service Regions**

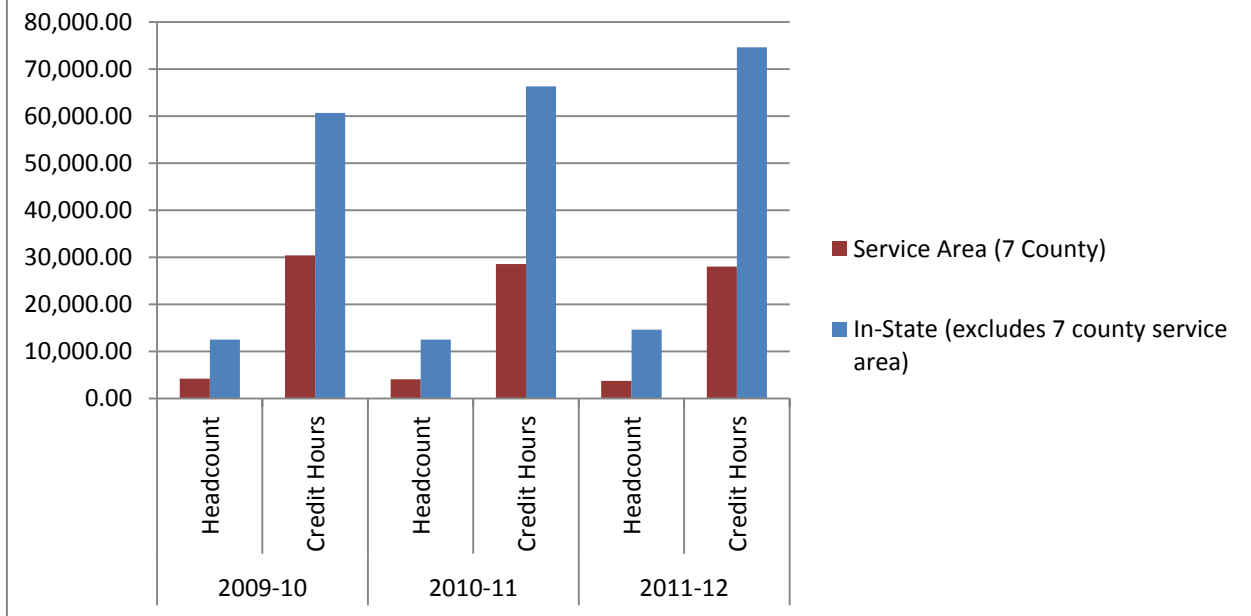
The College Mission will be supported by the strategic development of service regions.

- 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.



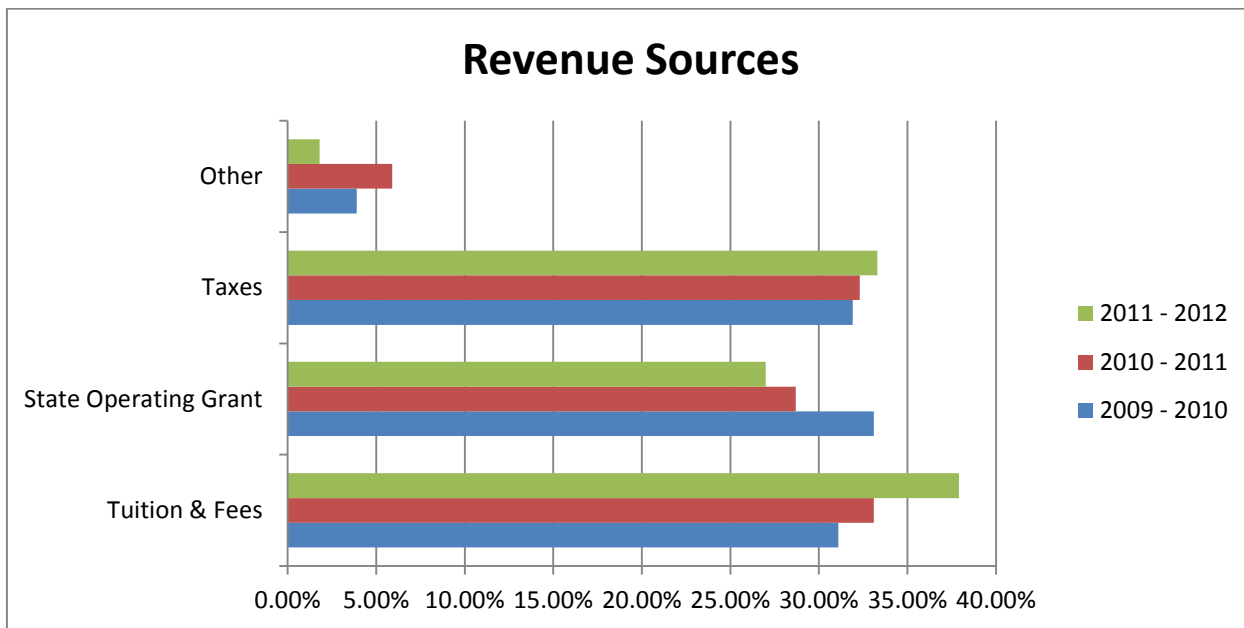
## 7 County Service Area vs. In-State



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, Ange Sullivan, are reviewing different models to constantly improve student 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.

Included in projects related to distance education services has been work to align the information available on the Barton website and on the Bartonline website to ensure that the information is consistent in both places. From these efforts came the development of the One Stop for Students webpage. (<http://www.bartonccc.edu/current/collegesvcs/oncampus/>) This page brings together a variety of information on services that can be useful to all students and can be contained in one place. It's essentially a directory of services, so to speak.

**CRM** - Implementation continues for the Constituent Relationship Management (CRM) system. 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 can now request information and certain manual tasks are being automated. All of these activities are focused on continuously improving the enrollment management processes.

**Ipad Technology** - The Admissions office staff will begin to collect prospect information with iPads as they journey to high schools and various college fairs this year. Teaming with the Public Relations Department and the IT Department, web forms have been created to capture and submit information entered by the high school student into iPads and Kiosks, then sent via the internet to the CRM system. These action steps improve data entry, reduce manual steps, automate processes, and facilitate enrollment management.

**Appointment Plus** - An appointment scheduling system was implemented with the initial focus on the office of financial aid. Attending the 2011 National Academic Advising Association (NACADA) Conference, advisement staff members learned of this cost effective method to improve inquiry management with students. In addition to calling, email and face to face visits, students can now

select a time of their convenience to have a financial aid officer contact them. Plans are being made to implement this system with other service departments. Expected benefits include reducing call volumes, improving inquiry management and student satisfaction.

**Advising** - A focus this year has been on advisor assignment and reporting. Recognizing the positive impact of early advising on retention and achievement, changes were made to the Bartonline enrollment process, allowing for the gathering of some selected information related to educational intent. Coordinating with the Institutional Research Department, reporting systems were reviewed, functional requirements were identified and bottlenecks were reduced. As a result, processing and reporting activities that previously took days to complete were reduced to minutes. This has greatly improved the accuracy of reports, timing of reporting and departmental satisfaction.

**Tutoring** - Tutoring is increasingly being requested by students including distance learners. To accommodate distance learners, Barton contracted last year with Tutor.com to provide 24/7 professional online tutoring. Tutor.com is one of the top providers of this service. Because some subjects such as accounting and business management were not covered by Tutor.com, tutoring staff at Barton's Barton County campus have begun to adapt the use of different technology and have begun to deliver tutoring services remotely to both distance learners and face to face students who cannot easily make it to the campus tutoring lab. Additionally, the Tutoring Department at the Great Bend campus is creating a pilot project to provide pathways for 'adult learners' whose math skills are rusty to improve those skills, take the placement test and ultimately pass the required math course needed for graduation. Data indicates a number of prospective students who enroll for online math classes either do not take the placement test, or take them and are not successful in placing into their desired math course. It is anticipated that this project could provide a "safety net," so to speak, for these prospects and convert them into successful Barton students.

**Mapping Xpress**—The Financial Aid Office has implemented a new way for students to submit documents to the Financial Aid Office. Through Mapping Xpress, students are able to upload documents through a secure server directly to a centralized location where Financial Aid staff can easily retrieve the documents. Since June of 2012, the Financial Aid Office has received an average of 50+ documents and 30+ uploads every week through Mapping Xpress.

Numerous other projects are in various stages of review/development/implementation including projects on placement testing, academic advising, retention, enhanced technology, etc.