

MEMORANDUM

DATE: February 25, 2003

TO: Office of Planning and Research

FROM: Bill Thompson
Director, Planning & Research

SUBJECT: 2002 WCC Services Review Follow-Up

The following action(s) has been or will be taken to address this issue:

1. Planning Objective submitted into current year plan on _____.
2. No further action is required because: (Provide rationale.)
3. Other: *See below response.*

Two issues:

1. Eighty-eight percent of the respondents indicated they understood the budget/planning process compared to 94% in 1999.
2. Suggestions for improving web survey for annual services review.

Issue #1: In the fall of each year, the Office of Planning & Research provides departmental and division level training to all faculty and staff. Appointments are made for the respective departments and divisions on their time to provide the training. The exodus of experienced faculty and staff over the past several years plus the hiring of new personnel has created a small experience gap that we saw with this survey. We feel confident that with the continued emphasis on planning, the active use of the planning council and our annual training will bring the improve the knowledge level of the new WCC employees.

Issue #2: This was our first time in administering a survey using the WCC Website. We understand the ambiguity that survey questions can sometimes cause and we'll continue to improve on presenting these questions along with appropriate responses so the respondent has more choices where appropriate.

No further action is required on these two items.

MEMORANDUM

DATE: February 27, 2003

TO: Office of Planning and Research

FROM: Dr. Ed Wilson
President

SUBJECT: 2002 WCC Services Review Follow-Up

The following action(s) has been or will be taken to address this issue:

1. Planning Objective submitted into current year plan on _____.
2. No further action is required because: (Provide rationale.)
3. Other: *See below response.*

Eighty-nine percent of the respondents indicated they have adequate resources to do their job (which is just one percent below our goal of 90%); a three percent improvement since the 2000 Services Survey. Given the fact that the State of North Carolina has been experiencing a severe budget shortfall for the past two years and will most likely continue to do so over the next several years, state agencies and education institutions have had to "tighten" their budget belts in order to continue to operate. Under these austere times, business is not as usual and the college has had to make adjustments in our institutional planning and budgeting process by limiting the number of divisional planning objectives to one per department for the 2003 and 2004 plan year. This has resulted in fewer opportunities to buy more equipment and supplies, hire more full and part-time personnel and to address employee compensation issues. In January 2003 the College hired a Grants Development Coordinator to off-set the decline in revenues and to improve the College's financial posture so we can continue to offer the top-notch programs and services our community expects and deserves.

MEMORANDUM

DATE: February 28, 2003
TO: Office of Planning and Research
FROM: Janice Fields
SUBJECT: 2002 WCC Services Review Follow-Up

The following action(s) has been or will be taken to address this issue:

1. Planning Objective submitted into current year plan on _____.
2. No further action is required because: (Provide rationale.)
3. Other: See below response.

Question #30: The amount of advertising the college provides for its programs and services is adequate.

Response: The Recruiting Office is not responsible for advertising for the college, please direct this question to the Public Information Officer.

Question # 31: I have requested a list of prospects for my program area.

Response: We seldom, if ever, receive request for a list of prospective students from instructors. The prospect list is generated through our recruiting activities in the Fall and Spring and automatically sent to division directors for dissemination to departments and instructors. However, that process did not take place in the Fall of 2002 due to the implementation of the new DATATEL system and the lack of training on the communications component. To alleviate that problem we have opted to make duplicate copies of each prospect sheet and forward to the divisions. This process will remain in effect until the communications component is mastered to the point of generating the necessary lists need for follow-up.

Recommendations:

Rephrase the question to read - Have you received a list of prospects for your program area?

I have followed up on prospects for my program area?

The prospect list serves as a valuable recruiting tool for my department.

MEMORANDUM

DATE: March 3, 2003

TO: Office of Planning and Research

FROM: Tara Humphries, Public Information Officer

SUBJECT: 2002 WCC Services Review Follow-Up

The following action(s) has been or will be taken to address this issue:

1. Planning Objective submitted into current year plan on _____.
2. No further action is required because: (Provide rationale.) _____
3. Other: See below response.

I will spend more on advertising more over the next two years. More effective is the placement of stories and notices and that is an effort that is growing monthly now that I have part-time assistance. No planning objective is necessary.

Points to be considered:

- a. A number of WCC's faculty and staff don't live in Wayne County and don't subscribe to the local newspapers or have access to the same cable programming as those who do live in Wayne County. They will not see WCC ads in surrounding counties' media. (See D.)
- b. A number of WCC's faculty and staff don't know the difference between an advertisement, an article and an opinion piece. They don't know which costs money or how much advertising costs.
- c. Some of WCC's faculty and staff aren't willing to take advantage of the free publicity and direct recruiting opportunities provided them, but do believe in spending money to promote their programs – as long as it doesn't come out of their budgets. I suspect the 25 who don't think WCC provides enough advertising are among the 28 who said they have never requested a list of prospects for their program area. Word-of-mouth and direct contacts are the best recruitment tools and talk is cheaper than advertising but requires some effort on the faculty's part.
- d. Most of WCC's faculty and staff do not understand the restrictions on advertising – most can only be advertised in our service area unless they are somewhat unique and then they can only be advertised in those areas that are not in the service area of another college that offers the same program.
- e. "News" however, is whatever a media outlet says it is and if they believe information will benefit their readers/viewers/listeners and choose to run a press release that is OK. Putting out "news", however, requires some effort on the part of faculty and staff.
- f. According to this survey: Public information announcements in print and on the air were noticed by 95% of the respondents. 136 people responded to this: 129 responded "yes" and 7 "no". And yet only 124 people responded to the statement

“The amount of advertising the college provides for its programs and services is adequate.” Did the other 11 get tired before they got to this section?

MEMORANDUM

DATE: February 18, 2003
TO: Office of Planning and Research
FROM: Katherine Jones, IS Director
SUBJECT: 2002 WCC Services Review Follow-Up

The following action(s) has been or will be taken to address this issue:

1. Planning Objective submitted into current year plan on _____.
2. No further action is required because: (Provide rationale.) No further action is required because we have improved 9% since the last survey in 1999. Obviously, the steps we have been using to educate our faculty and staff on the procedures for hardware and software purchases and approvals have been successful. We will continue with our current approach.
3. Other:

MEMORANDUM

DATE: March 28, 2003

TO: Office of Planning and Research

FROM: Ken Ritt
VP Educational Support Services

SUBJECT: 2002 WCC Services Review Follow-up

The following action(s) has been or will be taken to address this issue:

1. Planning Objective submitted into current year plan on _____.
2. No further action is required because: (Provide rationale.)
3. Other: _____

(Item # 2.j. "Bookstore")

Satisfaction with supplies of current books and materials increased 15% since 1999. The Bookstore continues to work faculty and the SGA to meet customer needs. Planned expansion of the Bookstore in FY 2004/2005 should allow for a larger inventory.

MEMORANDUM

DATE: March 28, 2003

TO: Office of Planning and Research

FROM: Ken Ritt
VP Educational Support Services

SUBJECT: 2002 WCC Services Review Follow-up

The following action(s) has been or will be taken to address this issue:

1. Planning Objective submitted into current year plan on _____.
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3. Other: _____

(Item # 2.k. "Food Service")

We contribute the 10% decline in satisfaction with the cafeteria menu to the increased availability and variety of off-campus food service establishments. The food service vendor has increased its menu with Belgian waffles, soup bar, wraps and pizzas and will continue to survey customers to meet their needs. With the enhanced menu selections, we expect this area to increase to the 90% standard.

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(Item # 2.I. "Food Service")

We do not expect this area to reach the 90% standard or even increase much above the 80% level of satisfaction. Cafeteria and vending prices are favorably comparable to those in local restaurants and cafeterias. Surveys of local prices are accomplished on a regular basis to ensure campus prices are fair and provide value to staff, faculty, and students. It should be noted that there has only been one price increase averaging 5-10% in the past 2.5 years and the revenues from vending and catering receipts have increased 41% from CY 2002 to 2003.

3. Other: _____

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(Item # 2.m. "Maintenance")

The increase to 86 % in satisfaction with daily housekeeping represents a significant jump in the last 3 years. Regular housekeeping meetings and regular no-notice inspections by faculty and staff will help this area exceed the 90% standard.

MEMORANDUM

DATE: April 14, 2003

TO: Office of Planning and Research

FROM: Yvonne B. Goodman
AVP Student Development Services

SUBJECT: 2002 WCC Services Review Follow-Up

The following action(s) has been or will be taken to address this issue:

1. Planning Objective submitted into current year plan on _____.
2. No further action is required because: (Provide rationale.)
3. Other: _____

Response to 2.e. - Financial Aid

A Financial Aid Fact Sheet will be developed for the faculty and staff. This fact sheet will provide information about the various financial aid programs and the requirements students must meet in order to receive financial aid. This sheet will be available before Fall 2003 Registration.

Response to 2.h. – Student Activities

A Student Activities Fact Sheet will be developed for faculty and staff. This fact sheet will outline all activities and services provided by this area.

Response to 2.i. – Student Activities

A new Student Activities Coordinator has been hired and he has already set a very positive and professional atmosphere in the SGA office. He has been very proactive by including faculty and staff participation in the SGA activities.

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