

**SUPPORT SERVICES ADMINISTRATIVE REVIEW  
DEL MAR COLLEGE  
MARKETING ANALYSIS AND SPECIAL  
PROJECTS  
2002 – 2003**

Prepared by:  
Kathi Simmons  
Director of Marketing Analysis & Special Projects

## **Mission of Support Service Unit**

The department of Marketing Analysis and Special Projects purpose is to increase the awareness of potential traditional and non-traditional students as well as the surrounding community of the lifelong educational opportunities offered by Del Mar College.

The mission of the department of Marketing Analysis and Special Projects supports Del Mar College's overall mission to provide access to educational opportunities for all persons without regard to race, color, sex, age, religion, national origin, or disability by encouraging and supporting continuing excellence in instruction and institutional support services at reasonable student cost.

## **Service Unit Goals**

The department of Marketing Analysis and Special Projects purpose is to build College enrollment through recruitment and retention strategies that increase awareness of the lifelong educational opportunities offered by Del Mar College to traditional and non-traditional prospective students as well as building relationships among community groups and organizations.

During the 2002-2003 year the department will accomplish the following goals:

### **Develop a strategy for building alliances with area school districts.**

This goal relates to the importance of building and maintaining the relationships with the area school district administrators. Without the continued support of the school district administrators, Del Mar College representatives would not have the appropriate access to the high school students to inform them of the opportunities at the College. The strategy will include developing a comprehensive calendar of Del Mar College visits as well as campus tours and events. Additionally, on-campus events will be schedules for administrators as well as students.

The goal is for area school districts to have personal contact with representatives of Del Mar College at least one time per semester in order to foster and nurture the building and maintaining of alliances.

### **Develop a strategy to build alliances with school districts where student participation in higher education is underrepresented.**

This goal is related to the THECB initiative to target underrepresented populations. The strategy will target two school districts that have lower rates of college-bound students. Partnership agreements will be negotiated with these districts to allow Del Mar College to provide programs to increase the participation of students in higher education.

The goal is to identify two school districts where student participation in higher education is underrepresented and develop partnership agreements with the districts that will permit Del Mar College to provide programs that will facilitate students enrolling in higher education programs at Del Mar College.

### **Evaluation**

The goal for area school districts to have personal contact with representatives of Del Mar College at least one time per semester in order to foster and nurture the building and maintaining of alliances is evaluated by:

1. Preparation of a comprehensive calendar showing all visits with counselors and administrators.
2. Planning one on-campus recruiting event for several school districts.
3. Planning one on-campus event for school district administrators and counselors.

During the Fall 2002 semester, a joint event with Financial Aid brought administrators from numerous school districts to the campus for a luncheon and presentation on financial aid.

An on-campus recruiting event will be planned for the spring semester.

The goal to identify two school districts where student participation in higher education is underrepresented and develop partnership agreements with the districts that will permit Del Mar College to provide programs that will facilitate students enrolling in higher education programs at Del Mar College is evaluated by:

1. Identifying school districts that will be targeted.
2. Negotiating an agreement with administrators.
3. Setting up an implementation plan for each school district.

An agreement has been negotiated with West Oso High School, which was identified by the state as an underrepresented school district. It was the only district in the Del Mar Service area identified as underrepresented. Plans are underway to identify and negotiate an agreement with another school district. A copy of the agreement is attached.

Copies of unit plans and assessment of unit plans are attached.

### **Service Unit Functions**

The functions of the department of Marketing Analysis and Special Projects consist of:

- Scheduling visits with school district administrators.
- Providing school districts with information about Del Mar College.
- Attending community events by representing Del Mar College.

- Communicating with organizations such as the Chamber of Commerce, Workforce Development Board, Workforce Network, local Navy bases, etc.
- Promoting the educational opportunities of Del Mar College in the community.
- Setting up and attending tradeshow, events, etc.
- Reviewing the activities of the Recruitment and Outreach Department.
- Suggesting new strategies for recruiting students.
- Analyzing recruitment strategies and reviewing effectiveness.

### **Service Unit Clientele**

The department works closely with school district administrators, counselors, and to a more limited extent; teachers. Contact with school administrators is on a weekly basis. Contact is also very frequent with Del Mar College administrators and faculty. The department also meets with potential students on a frequent basis.

The department has frequent contact with community organizations such as the various chambers, Workforce Development Board, community service groups, and churches.

### **Personnel**

The department is staffed with a full-time director and a full-time secretary. The director is an APT position that also has responsibilities in the honors program and the peer-tutoring program. The secretary fulfills responsibilities in the same areas, plus provides secretarial support to Service Learning. At times the manpower is stretched a bit thin, but overall the office gets everything accomplished.

### **Professional Activities and Development**

The Director of Marketing Analysis and Special Projects is a member of the following professional organizations:

- American Association of Registrars and Admissions Officers (AACRAO)
- American Society of Training and Development (ASTD)

Over the last three years the director has been involved in the following projects:

- Organized the Information Center in the Harvin Student Center, which involved redesigning the space, locating funding, and staffing.
- Organized and found funding for the College's participation in the 1<sup>st</sup> Annual Women's Expo sponsored by the Corpus Christi Caller Times.
- Organized the College's participation in the Buy the Bay Showcase in 2001 and 2002.
- Collaborated with Texas A & M College Station to write a GEAR UP Grant that we were awarded in October 2002.

- Worked with the Recruitment and Outreach office to develop an insert for the view book.
- Worked with the Recruitment and Outreach office on numerous activities.
- Collaborated with the Corpus Christi Caller Times, Coastal Bend Workforce Development Board, and Corpus Christi Chamber of Commerce to develop the Job Center Page, which profiles a specific occupation with a full page layout in the newspaper. Twelve of the pages ran during 2002-2003 (See example attached).
- Participate in the Chamber of Commerce Texas Scholars program.
- Member of Uniform Recruitment and Retention Strategic Planning steering committee.
- Liaison with the Teacher Development Center: provided office furnishings, equipment, supplies, and clerical support.

The director has attended and participated in the following professional development activities:

- Strategic Enrollment Management Annual Conference (AACRAO)
- Student Retention Annual Conference (Noel-Levitz)
- Annual Recruitment and Retention Conference (THECB)
- Keeping Your Students - Effective Retention Strategies (ACAP)

#### **Facilities and Equipment**

The workspace and equipment is adequate for the department. The only change would be to have the Recruitment and Retention office in the same location, as it would be far easier to share the secretarial support.

#### **Budget and Expenditures**

Budgets for the 2001-2002 and 2002-2003 are attached. There is not a budget for 2000-2001 as it only began operating in the fall of 2000 and was not given the resources. Operating funds that year were drawn from the Dean of Student Development office.

#### **Service Unit Evaluation Summary**

The strengths of the program are as follows:

- Commitment of director to work in the community promoting Del Mar College and the ability of the director to bring people together on projects.
- Collaboration with the Recruitment and Outreach office.
- Support of faculty in the recruitment and outreach of potential students.
- Visits made to every school district in the service area each year.

The areas for improvement are:

- Reach out to the nontraditional population for recruiting.
- Unclear objectives relating to retention efforts.

- Need for a system that can track potential student contacts with a follow up system.
- Information Center continues to be a problem due to staffing.

Recommendations:

- Develop strategies for recruiting nontraditional students and identify support.
- Provide funding for a recruitment tracking system.
- Funding is needed to provide to part-time employees for the Information Center in order to have more consistency.
- Changing the name of the office to more clearly delineate the duties as listed in the job description.

# THE JOB CENTER

Where/how to get training

Future job opportunities

## Education

Teachers working with newborns and children through the fourth grade often have earned a bachelor's degree in early childhood education or child development. Frequently, associate's degrees are required of Head Start teachers, educational assistants in public schools and private schools and providers at childcare centers.

Although many childcare workers get on-the-job training, professional training programs and certification gives them an edge in finding jobs and moving into teaching or management positions. Training is available at colleges and universities. Texas recognizes the Child Development Associate (CDA) credential as a qualification for teachers and childcare directors. Continuing education is also required for childcare employees.

Coastal Bend College and Del Mar College offer a variety of programs in early care and education. The Coastal Bend area boasts the only bachelor's degree in early childhood administration, which is available through the University of the Incarnate Word's Adult Degree Completion Program (ADCaP) at Del Mar College. Both Texas A&M University-Corpus Christi and Texas A&M University-Kingsville accept transfer degrees from Del Mar College and Coastal Bend College into their own bachelor's degree programs in early childhood education.

For more information on federal financial aid programs, call (800) 4FEDAIID

## Internships

Student teaching and internships serve as an important part of teacher preparation programs at colleges and universities. Other childcare training programs, such as professional nanny programs, require students to complete externships in private homes and childcare centers.

## Financial Aid

Individuals can apply for grants, scholarships, loans and work-study programs to help cover education costs. To receive federal assistance, students must submit a Free Application for Federal Student Aid (FAFSA), which high school students can obtain from their guidance offices and other individuals may pick up from the Financial Aid Offices at both community colleges. Individuals can also find more information on federal financial aid programs and apply electronically by visiting the U.S. Department of Education Web site at [www.fafsa.gov](http://www.fafsa.gov) or call (800) 433-3243 for more assistance.

## FOCUS ON DEMAND CAREERS IN THE COASTAL BEND Early care and education



Photo shows the four developmental stages of a child's early years: infant, toddler, young child and school-age. Photo credit: © 2001 by The National Center for Child Care and Early Education.

The field of Early Care and Education encompasses child care, Head Start, public school (early childhood through fourth grade), after-school programs, family day homes, nursery schools, home providers and nanny services. The field incorporates care and education while meeting

family needs. There are many positions that range from administration to part-time caregivers.

Although childcare positions frequently offer low pay and limited benefits, trained and certified workers have a much better shot at the best jobs. Only 18 percent of U.S. childcare centers offer fully paid health insurance for teaching staff.

Childcare providers working in private homes include nannies, governesses and in-home providers. Some providers live in the home and receive free room and board as a job benefit. Day care centers, preschools or Head Start programs employ other workers while some childcare providers run centers in their own homes. Daycare and preschool workers spend much of their time organizing activities and games.

The amount of training required depends on the position. Teachers may need college courses or a bachelor's degree, especially if they plan to work in public schools. A teacher's assistant needs an associate's degree or one year of college. In-home workers, such as nannies, can get their training on the job or through professional training programs. Since many parents want a nanny or governess to help educate their children, a college degree is frequently considered an asset.

Opportunities for child-care workers should grow faster than the average for all occupations through the year 2008.

In particular, prospects for nannies and other in-home workers should be excellent as demand continues to outstrip the supply of qualified applicants.

What you wear

Most teachers working with young children wear casual, comfortable clothing that allows freedom of movement for bending, lifting and carrying. Clothing should be easy to care for as there may be occasional spills.

## Want to know more?

Coastal Bend College  
3800 Charco Rd.  
Beeville, Texas 78102  
[www.coastalbend.edu](http://www.coastalbend.edu)

Education Service Center,  
Region 2  
209 North Water Street  
Corpus Christi, TX 78401  
361-561-8424

Coastal Bend Workforce Center  
Alice Center  
601 E. Main, 3rd Floor  
Alice, Texas 78332  
1-800-388-5813

Coastal Bend Workforce  
Development Board  
4444 Corona Drive, Ste. 215  
Corpus Christi, Texas 78411  
361-225-1098  
[www.cbwdb.com](http://www.cbwdb.com)

Health & Public Services/Child  
Development  
(361) 354-2321  
[childev@coastalbend.edu](mailto:childev@coastalbend.edu)

Coastal Bend Workforce  
Centers  
On the web at  
[www.texasworknet.com](http://www.texasworknet.com)

Coastal Bend Workforce Center  
Beeville Center  
309 N. St. Mary's  
Beeville, Texas 78102  
361-354-2321

Coastal Bend College  
3800 Charco Rd.  
Beeville, Texas 78102  
361-354-2321

Del Mar College  
101 Balcwin Blvd.  
Corpus Christi, TX 78404-3897  
[www.delmar.edu](http://www.delmar.edu)  
Human Services Department:  
361-698-1109

Coastal Bend Workforce Center  
Corporate Office  
1616 Martin Luther King Drive  
Corpus Christi, Texas 78401  
1-877-840-3786

Coastal Bend Workforce Center  
Kingsville Center  
1417 E. Corral  
Kingsville, Texas 78363  
1-800-854-3520

Coastal Bend College  
Alice/Kingsville Campus  
704 Coyote Trail  
Alice, Texas 78332  
361-664-2991 ext. 3052  
[www.coastalbend.edu](http://www.coastalbend.edu)

Texas Department of Protective  
and Regulatory Services  
Child Care Licensing  
4202 Greenwood Drive  
Corpus Christi, TX 78416  
361-878-7470

Coastal Bend Workforce Center  
Staples Center  
520 N. Staples  
Corpus Christi, Texas 78401  
1-361-882-7491

Coastal Bend Workforce Center  
Sinton Center  
1113 E. Sinton, Suite D  
Sinton, Texas 78387  
1-800-727-4356



Patient, understanding, affectionate, and resourceful people make the best caregivers. A sense of responsibility is also essential.

## Jobs in this field

Job titles	Place of work	Kind of work	Average salary*
Administrative Director	Preschool, nursery, school, or child-care center	Oversee operations, hire and supervise employees, maintain standards of care and education.	\$25,000-40,000
Early childhood-fourth grade teacher	Public/private schools	Implements curriculum activities and assesses learning.	\$25,000-30,000
Teacher or Caregiver	Preschool, nursery school, or child-care center	Implement play and learning, organize activities and provide individual instruction.	\$17,310
Teacher's aide/assistant	Preschool, nursery school, or child-care center	Assist teachers in providing basic care and supervision.	\$7.00/hr - \$11.00/hr
Nanny	Private home	Supervise activities, provide care, discipline and/or education.	\$10,605 or \$204/wk (median annual income not including room & board)
In-home Provider	Private home	Supervise children on a full- or part-time basis.	Varies

\*Salaries may vary depending on region, experience and size of facility. \*Source: U.S. Department of Labor, Chronicle Guidance Publications and Coastal Bend Workforce Development Board.

## Resources

INTERNET SITE:  
National Association for Family Child Care  
[www.nafccc.org](http://www.nafccc.org)



Q: Is working in child care physically demanding?

A: Workers in this field are constantly standing, walking, bending, stooping and lifting while taking care of children. So, yes, this work can be physically demanding as well as emotionally taxing. Childcare workers must always stay alert, anticipate and prevent trouble, deal with disruptive children and provide effective discipline.

Q: Is there a minimum age requirement for workers in a childcare facility?

A: Texas' minimum standards require teachers to be at least age 18 and directors age 21.

Q: Why do people who provide child care need training?

A: The quality of experiences provided during the early years of life establishes the foundation for later learning. The single most important factor in children's quality experience is the professional preparation of the teacher or caregiver.

Q: Has the scientific data about early brain development influenced teacher preparation programs?

A: Quality teacher preparation programs are constantly upgrading or revising their curricula to incorporate new findings. Parents, other educators and the corporate world are recognizing the importance of the early years.

You have the POWER

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Callier Times  
[callier.com](http://callier.com)

DEL MAR COLLEGE

Coastal Bend College

NEWSPAPERS FOR LITERACY

Corpus Christi Chamber of Commerce

Coastal Bend Workforce Development Board

**MARKETING ANALYSIS AND SPECIAL PROJECTS  
UNIT PLANS**



**Del Mar College**  
**Administrative and Educational Support Services**  
**Unit Goals**  
**2002-2003**

1. Unit: Marketing Analysis & Special Projects	2. Division: Student Development
<p>3. College Mission Addressed:</p> <p>Dedicated to providing access to educational opportunities for all persons without regard to race, color, sex, age, religion, national origin, or disability by encouraging and supporting continuing excellence in instruction and institutional support services at reasonable student cost.</p>	
<p>4. Unit Purpose:</p> <p>To increase the awareness of potential traditional and non-traditional students as well as the surrounding community of the educational opportunities offered by Del Mar College.</p>	
<b>Goals</b>	<b>Assessment Methods</b>
<ol style="list-style-type: none"> <li>1. Develop a strategy for building alliances with area school districts.</li> <li>2. Develop a strategy to build alliances with school districts where student participation in higher education is underrepresented.</li> </ol>	<ol style="list-style-type: none"> <li>1. Each school in the DMC service area will receive at least one visit per semester from a college rep.</li> <li>2. Complete two negotiated agreements with school districts.</li> </ol>

Del Mar College  
Institutional Effectiveness Unit Plans  
2002-2003

<b>1. Unit:</b> Marketing Analysis & Special Projects	<b>2. Division:</b> Student Development												
<b>3. College Mission Addressed:</b>  Dedicated to providing access to educational opportunities for all persons without regard to race, color, sex, age, religion, national origin, or disability by encouraging and supporting continuing excellence in instruction and institutional support services at reasonable student cost.													
<b>4. Unit Purpose:</b>  To increase the awareness of potential traditional and non-traditional students as well as the surrounding community of the educational opportunities offered by Del Mar College.													
<b>5. Link to Strategic Plan: Goal # B Objective # B.1</b>	<b>6. Proposed completion date:</b> August 31, 2003												
<b>7. Link to Unit Goal # 1 OR Student Learning Objective #</b>													
<b>8. Assessment Question and Expected Results:</b>  What marketing strategies will foster the building of alliances with area school districts in order to encourage administrators to promote Del Mar College to high school students in continuing their education beyond high school?  The goal is for area school districts to have personal contact with representatives of Del Mar College at least one time per semester in order to foster and nurture the building and maintaining of alliances.													
<b>9. Strategies (Activities Planned) :</b>  1. Prepare a comprehensive calendar showing all visits with counselors and administrators. 2. Plan one on-campus recruiting event for several school districts. 3. Plan one on-campus event for school district administrators and counselors.													
<b>10. Assessment Procedures (how will you measure for results and who is responsible for conduct of this assessment):</b>  <ul style="list-style-type: none"> <li>• The assessment will show how many schools were visited each semester.</li> <li>• The participants will assess the on-campus events.</li> </ul> The Director of Marketing Analysis and Coordinator of Recruitment and Outreach are responsible.													
<b>11. Budget Cost Impact, if any (does not assure budget approval):</b>  <table style="width: 100%; border: none;"> <tr> <td style="width: 15%;">Personnel</td> <td style="width: 15%; border-bottom: 1px solid black;">_____</td> <td style="width: 70%;"></td> </tr> <tr> <td>Equipment</td> <td style="border-bottom: 1px solid black;">_____</td> <td></td> </tr> <tr> <td>Other</td> <td style="border-bottom: 1px solid black; text-align: right;">2000.00</td> <td></td> </tr> <tr> <td>Total</td> <td style="border-bottom: 1px solid black; text-align: right;">2000.00</td> <td style="text-align: right;">Cost of on-campus events</td> </tr> </table>		Personnel	_____		Equipment	_____		Other	2000.00		Total	2000.00	Cost of on-campus events
Personnel	_____												
Equipment	_____												
Other	2000.00												
Total	2000.00	Cost of on-campus events											
<b>12. Use of Assessment Findings (how will you use the findings):</b>  The assessment will be used to ensure that all schools are receiving at least one visit per semester. The assessments of the on-campus events will be used to make continuous improvements in the recruiting events.													
<b>13. Signature of Unit Director:</b> _____	<b>14. Signature of Dean/Vice President:</b> _____												
_____ Date	_____ Date												

**Del Mar College**  
**Institutional Effectiveness Unit Plans**  
**2002-2003**

<b>1. Unit:</b> Marketing Analysis & Special Projects	<b>2. Division:</b> Student Development
<b>3. College Mission Addressed:</b>  Dedicated to providing access to educational opportunities for all persons without regard to race, color, sex, age, religion, national origin, or disability by encouraging and supporting continuing excellence in instruction and institutional support services at reasonable student cost.	
<b>4. Unit Purpose:</b>  To increase the awareness of potential traditional and non-traditional students as well as the surrounding community of the educational opportunities offered by Del Mar College.	
<b>5. Link to Strategic Plan: Goal # B Objective # B.1</b> <b>7. Link to Unit Goal # 2 OR Student Learning Objective #</b>	<b>6. Proposed completion date:</b> August 31, 2003
<b>8. Assessment Question and Expected Results:</b>  What marketing strategies will foster the building of alliances with area school districts where student participation in higher education is underrepresented?  The goal is to identify two school districts where student participation in higher education is underrepresented and develop partnership agreements with the districts that will permit Del Mar College to provide programs that will facilitate students enrolling in higher education programs at Del Mar College.	
<b>9. Strategies (Activities Planned) :</b>  1. Identify school districts that will be targeted. 2. Negotiate an agreement with administrators. 3. Set up an implementation plan for each school district.	
<b>10. Assessment Procedures (how will you measure for results and who is responsible for conduct of this assessment):</b> The goal will be assessed by the completion of two negotiated agreements with school districts.  The Director of Marketing Analysis & Special Projects is responsible.	
<b>11. Budget Cost Impact, if any (does not assure budget approval):</b>  Personnel    \$ _____ Equipment    _____ Other         _____ Total         \$ _____	
<b>12. Use of Assessment Findings (how will you use the findings):</b>  The assessment will enable Del Mar College to promote higher education to a population that is underrepresented.	
<b>13. Signature of Unit Director:</b> _____	<b>14. Signature of Dean/Vice President:</b> _____
Date	Date

Del Mar College  
 Administrative and Educational Support Services  
 Unit Goals  
 April 2000

1. Unit: Marketing Analysis & Special Projects	2. Division: Student Development
<p>3. College Mission Addressed:</p> <p>Dedicated to providing access to educational opportunities for all persons without regard to race, color, sex, age, religion, national origin, or disability by encouraging and supporting continuing excellence in instruction and institutional support services at reasonable student cost.</p>	
<p>4. Unit Purpose:</p> <p>To increase the awareness of potential traditional and non-traditional students as well as the surrounding community of the educational opportunities offered by Del Mar College.</p>	
Goals	Assessment Methods
<ol style="list-style-type: none"> <li>1. Develop a strategic plan for building alliances with area school districts.</li> <li>2. Implement procedures for Harvin Student Center Information Desk.</li> <li>3. Develop strategic plan for support of the homeschool project.</li> <li>4. Co-coordinate the GEAR-UP project and identify resources to support the College's commitment.</li> </ol>	<ol style="list-style-type: none"> <li>1. Each school in the DMC service area will receive at least one personal visit per semester from a college rep.</li> <li>2. An operations and training manual will be completed and permanent space allocated for Information Desk.</li> <li>3. Set up two high school level courses for homeschool students in the 2001-2002 school year.</li> <li>4. Work with the GEAR-UP partners and DMC personnel to facilitate meeting the GEAR-UP commitments of the College (providing the funding is approved).</li> </ol>

**Del Mar College**  
**Institutional Effectiveness Unit Plans**  
**2001-2002**

P. 1. 1

<b>1. Unit:</b> Marketing Analysis & Special Projects	<b>2. Division:</b> Student Development																
<b>3. College Mission Addressed:</b> Dedicated to providing access to educational opportunities for all persons without regard to race, color, sex, age, religion, national origin, or disability by encouraging and supporting continuing excellence in instruction and institutional support services at reasonable student cost.																	
<b>4. Unit Purpose:</b> To increase the awareness of potential traditional and non-traditional students as well as the surrounding community of the educational opportunities offered by Del Mar College.																	
<b>5. Link to Strategic Plan: Goal # B Objective # B.1</b>	<b>6. Proposed completion date:</b> August 31, 2001																
<b>7. Link to Unit Goal # 1 OR Student Learning Objective #</b>																	
<b>8. Assessment Question and Expected Results:</b> Building alliances with area school districts is critical to fostering the concept of continuing education beyond the level of high school. The goal is for area school districts to have personal contact with representatives of Del Mar College at least one time per semester in order to foster and nurture the building and maintaining of alliances.																	
<b>9. Strategies (Activities Planned) :</b> <ol style="list-style-type: none"> <li>1. Utilizing resources of the College, prepare a calendar showing all of the different personal visits with counselors and administrators.</li> <li>2. Plan a calendar that will include the director, coordinator, recruiter, counselors, and financial aid in planned personal visits to service area schools to meet with district and school administrators and counselors.</li> <li>3. Plan one on-campus event each semester for school district administrators and counselors.</li> <li>4. Create an e-mail list of school administrative contacts.</li> </ol>																	
<b>10. Assessment Procedures (how will you measure for results and who is responsible for conduct of this assessment):</b>  <ul style="list-style-type: none"> <li>• The assessment will be how many schools were personally visited each semester.</li> <li>• The number of students from each school district enrolling at DMC will also be measured.</li> </ul> <p>The Director of Marketing Analysis and Coordinator of Recruitment and Outreach are responsible for tracking schools visited.</p>																	
<b>11. Budget Cost Impact, if any (does not assure budget approval):</b>  <table style="width: 100%; border: none;"> <tr> <td style="width: 15%;">Personnel</td> <td style="width: 10%;">S</td> <td style="width: 15%; border-bottom: 1px solid black;">_____</td> <td style="width: 60%;"></td> </tr> <tr> <td>Equipment</td> <td></td> <td style="border-bottom: 1px solid black;">_____</td> <td></td> </tr> <tr> <td>Other</td> <td></td> <td style="border-bottom: 1px solid black;">2000.00</td> <td></td> </tr> <tr> <td>Total</td> <td>S</td> <td style="border-bottom: 1px solid black;">2000.00</td> <td>Cost of on-campus events</td> </tr> </table>		Personnel	S	_____		Equipment		_____		Other		2000.00		Total	S	2000.00	Cost of on-campus events
Personnel	S	_____															
Equipment		_____															
Other		2000.00															
Total	S	2000.00	Cost of on-campus events														
<b>12. Use of Assessment Findings (how will you use the findings):</b>  The assessment findings will be used to determine how effective the personal contacts with schools will be. It will show if forming closer alliances has an impact on the number of students attending DMC from a school district.																	
<b>13. Signature of Unit Director:</b>	<b>14. Signature of Dean/Vice President:</b>																
Date	Date																

**Del Mar College**  
**Institutional Effectiveness Unit Plans**  
**2001-2002**

<b>1. Unit:</b> Marketing Analysis & Special Projects	<b>2. Division:</b> Student Development																
<b>3. College Mission Addressed:</b> Dedicated to providing access to educational opportunities for all persons without regard to race, color, sex, age, religion, national origin, or disability by encouraging and supporting continuing excellence in instruction and institutional support services at reasonable student cost.																	
<b>4. Unit Purpose:</b> To increase the awareness of potential traditional and non-traditional students as well as the surrounding community of the educational opportunities offered by Del Mar College.																	
<b>5. Link to Strategic Plan: Goal # B Objective # B.1</b>	<b>6. Proposed completion date:</b> August 31, 2001																
<b>7. Link to Unit Goal # 2 OR Student Learning Objective #</b>																	
<b>8. Assessment Question and Expected Results:</b>  A need exists in the Harvin Student Center for a centralized information center for visitors and students to access information about the college. The goal is to develop an operations and training manual for an Information Desk and allocate/furnish space for the Information Desk.																	
<b>9. Strategies (Activities Planned) :</b>  <ol style="list-style-type: none"> <li>1. Evaluate information needed and peak times of day/week for staffing.</li> <li>2. Develop and implement customer service training for student employees.</li> <li>3. Determine best location for the desk and procure appropriate furnishings and equipment for operation.</li> <li>4. Track and monitor traffic and kind of information sought.</li> </ol>																	
<b>10. Assessment Procedures (how will you measure for results and who is responsible for conduct of this assessment):</b>  Assessment will tracking the number of requests for information made daily and the type of information.  The Director of Marketing Analysis will be responsible for conducting the assessment.																	
<b>11. Budget Cost Impact, if any (does not assure budget approval):</b>  <table style="width: 100%; border: none;"> <tr> <td style="padding-left: 20px;">Personnel</td> <td style="padding-left: 10px;">\$</td> <td style="text-align: right; border-bottom: 1px solid black;">17,226</td> <td></td> </tr> <tr> <td style="padding-left: 20px;">Equipment</td> <td></td> <td style="text-align: right; border-bottom: 1px solid black;">2,000</td> <td style="padding-left: 10px;">computer</td> </tr> <tr> <td style="padding-left: 20px;">Other</td> <td></td> <td style="text-align: right; border-bottom: 1px solid black;">1,000</td> <td style="padding-left: 10px;">permanent desk and chair</td> </tr> <tr> <td style="padding-left: 20px;">Total</td> <td style="padding-left: 10px;">\$</td> <td style="text-align: right; border-bottom: 1px solid black;">20,226</td> <td></td> </tr> </table>		Personnel	\$	17,226		Equipment		2,000	computer	Other		1,000	permanent desk and chair	Total	\$	20,226	
Personnel	\$	17,226															
Equipment		2,000	computer														
Other		1,000	permanent desk and chair														
Total	\$	20,226															
<b>12. Use of Assessment Findings (how will you use the findings):</b>  The assessment will be used to determine if the college needs to clarify certain information, as well as to ensure we are providing the highest level of service.																	
<b>13. Signature of Unit Director:</b>	<b>14. Signature of Dean/Vice President:</b>																
Date	Date																

**Del Mar College**  
**Institutional Effectiveness Unit Plans**  
**2001-2002**

<b>1. Unit:</b> Marketing Analysis & Special Projects	<b>2. Division:</b> Student Development								
<b>3. College Mission Addressed:</b> Dedicated to providing access to educational opportunities for all persons without regard to race, color, sex, age, religion, national origin, or disability by encouraging and supporting continuing excellence in instruction and institutional support services at reasonable student cost.									
<b>4. Unit Purpose:</b> To increase the awareness of potential traditional and non-traditional students as well as the surrounding community of the educational opportunities offered by Del Mar College.									
<b>5. Link to Strategic Plan: Goal # B Objective # B.1</b>	<b>6. Proposed completion date:</b>								
<b>7. Link to Unit Goal # 3 OR Student Learning Objective #</b>	<b>August 31, 2001</b>								
<b>8. Assessment Question and Expected Results:</b>  HOST, an area organization of homeschooling parents, wants to set up high school level courses in advanced math, science, and English at DMC. This will be modeled after a program at San Jacinto College in Houston. During the 2001-2002 school year the college will set up 2 courses of study for the homeschool group.									
<b>9. Strategies (Activities Planned) :</b>  <ol style="list-style-type: none"> <li>1. Identify with HOST the course topics.</li> <li>2. Coordinate with the Center for Business and Community Education to set up the courses.</li> <li>3. Make presentations to HOST group and assist in developing informational handouts for parents.</li> <li>4. Serve as the main contact for the HOST group.</li> </ol>									
<b>10. Assessment Procedures (how will you measure for results and who is responsible for conduct of this assessment):</b>  The assessment will be successfully filling two classes with at least 12 homeschool students.  The Director of Marketing Analysis will be responsible for conducting the assessment.									
<b>11. Budget Cost Impact, if any (does not assure budget approval):</b>  <table style="width: 100%; border: none;"> <tr> <td style="padding-left: 20px;">Personnel</td> <td style="padding-left: 10px;">S _____</td> </tr> <tr> <td style="padding-left: 20px;">Equipment</td> <td style="padding-left: 10px;">_____</td> </tr> <tr> <td style="padding-left: 20px;">Other</td> <td style="padding-left: 10px;">_____</td> </tr> <tr> <td style="padding-left: 20px;">Total</td> <td style="padding-left: 10px;">S _____</td> </tr> </table>		Personnel	S _____	Equipment	_____	Other	_____	Total	S _____
Personnel	S _____								
Equipment	_____								
Other	_____								
Total	S _____								
<b>12. Use of Assessment Findings (how will you use the findings):</b>  The assessment findings will be used to determine if this is a viable project for the College to be involved. Depending on the demand from the initial start we will determine whether or not the course offerings will be broadened.									
<b>13. Signature of Unit Director:</b>	<b>14. Signature of Dean/Vice President:</b>								
Date	Date								

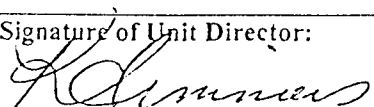
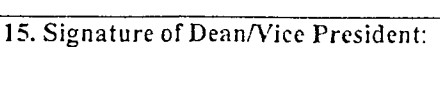
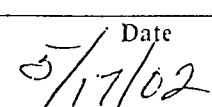
Del Mar College  
 Institutional Effectiveness Unit Plans  
 2001-2002

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<b>1. Unit:</b> Marketing Analysis & Special Projects	<b>2. Division:</b> Student Development
<b>3. College Mission Addressed:</b> Dedicated to providing access to educational opportunities for all persons without regard to race, color, sex, age, religion, national origin, or disability by encouraging and supporting continuing excellence in instruction and institutional support services at reasonable student cost.	
<b>4. Unit Purpose:</b> To increase the awareness of potential traditional and non-traditional students as well as the surrounding community of the educational opportunities offered by Del Mar College.	
<b>5. Link to Strategic Plan: Goal # B    Objective # B.1</b>	<b>6. Proposed completion date:</b> August 31, 2001
<b>7. Link to Unit Goal # 4    OR Student Learning Objective #</b>	
<b>8. Assessment Question and Expected Results:</b>  The GEAR-UP grant written by TAMU for the Odem-Edroy, Taft, and Sinton school districts includes Del Mar College as a partner in the project. Del Mar College has committed to successfully participating as a partner in the GEAR-UP project beginning in the Spring 2002 semester. The director will serve as co-coordinator with the Coordinator of Recruitment to meet the needs of the grant.	
<b>9. Strategies (Activities Planned) :</b> Over the next five years of the grant, the following activities will be implemented: <ol style="list-style-type: none"> <li>1. Co-coordinate sponsoring of a Carousel of Learning for students involved in the grant.</li> <li>2. Coordinate with CBCE enrolling students in College for Kids.</li> <li>3. Coordinate with Financial Aid to do presentations and workshops for students and parents.</li> <li>4. Find additional sources of funding for Carousel of Learning and scholarships.</li> <li>5. Co-coordinate the hiring and training of student mentors to assist students in the grant program.</li> </ol>	
<b>10. Assessment Procedures (how will you measure for results and who is responsible for conduct of this assessment):</b>  Assessment will be based on the accomplishment of each activity and feedback from the partners in the grant. The Director of Marketing Analysis and Coordinator of Recruitment will be responsible for conducting the assessment.	
<b>11. Budget Cost Impact, if any (does not assure budget approval):</b>  Personnel    \$ _____ Equipment    _____ Other    _____ Total    \$ _____	
<b>12. Use of Assessment Findings (how will you use the findings):</b>  The assessment findings will be used to determine if we have achieved the commitment made to the grant partners.	
<b>13. Signature of Unit Director:</b> _____	<b>14. Signature of Dean/Vice President:</b> _____
Date	Date



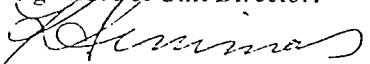
**Del Mar College**  
**Assessment of Institutional Effectiveness Unit Plans**  
**2001-2002**

<b>1. Unit:</b> Marketing Analysis & Special Projects	<b>2. Division:</b> Student Development
<b>3. College Mission Addressed:</b>  Dedicated to providing access to educational opportunities for all persons without regard to race, color, sex, age, religion, national origin, or disability by encouraging and supporting continuing excellence in instruction and institutional support services at reasonable student cost.	
<b>4. Unit Purpose:</b>  To increase the awareness of potential traditional and non-traditional students as well as the surrounding community of the educational opportunities offered by Del Mar College.	
<b>5. Link to Strategic Plan: Goal # B      Objective # B.1</b>	<b>6. Proposed completion date:</b> August 31, 2002
<b>7. Link to Unit Goal # 1      OR Student Learning Objective #</b>	
<b>8. Expected Results:</b>  Expected results was for area school districts to have personal contact with representatives of Del Mar College at least one time per semester in order to foster and nurture the building and maintaining of alliances.	
<b>9. Strategies (Activities) Completed:</b> <ul style="list-style-type: none"> <li>• Recruitment calendar includes all recruitment activities of coordinator and recruiter plus financial aid events off campus.</li> <li>• Hosted a luncheon in the fall 2001 semester for school district representatives.</li> <li>• Hosted the first of a continuing series of individual high school recruiting days on the Del Mar College campus.</li> </ul>	
<b>10. Assessment Procedures Used:</b> <ul style="list-style-type: none"> <li>• Measured number of schools visited each semester.</li> <li>• Measured the number of students enrolling at DMC from the school districts each semester.</li> </ul>	
<b>11. Status:</b> <input type="checkbox"/> No progress <input type="checkbox"/> Limited progress <input type="checkbox"/> Limited progress due to budget restraints <input checked="" type="checkbox"/> In progress <input type="checkbox"/> On going <input type="checkbox"/> Near completion <input type="checkbox"/> Completed	<b>12. Results of Assessment:</b> <ul style="list-style-type: none"> <li>• The calendar of visits from the director, coordinator, and recruiter covered every school in the service area. All schools received at least one visit, with many schools receiving multiple visits.</li> <li>• The calendar still is being developed to include all Del Mar College recruitment activities.</li> <li>• Do not have the numbers at this time to compare the number of students enrolled in 2001-2002 from each school district.</li> </ul>
<b>13. Use of Assessment Findings:</b> <ul style="list-style-type: none"> <li>• This plan is still in progress and on-going.</li> </ul>	
<b>14. Signature of Unit Director:</b> 	<b>15. Signature of Dean/Vice President:</b> 
Date 	Date

**Del Mar College**  
**Assessment of Institutional Effectiveness Unit Plans**  
**2001-2002**

1. Unit: Marketing Analysis & Special Projects	2. Division: Student Development
3. College Mission Addressed:  Dedicated to providing access to educational opportunities for all persons without regard to race, color, sex, age, religion, national origin, or disability by encouraging and supporting continuing excellence in instruction and institutional support services at reasonable student cost.	
4. Unit Purpose:  To increase the awareness of potential traditional and non-traditional students as well as the surrounding community of the educational opportunities offered by Del Mar College.	
5. Link to Strategic Plan: Goal # B      Objective # B.1	6. Proposed completion date: August 31, 2002
7. Link to Unit Goal # 2      OR Student Learning Objective #	
8. Expected Results:  <ul style="list-style-type: none"> <li>• Develop an operations and training manual for the Harvin Center Information Desk.</li> <li>• Allocate / furnish permanent space for the Harvin Center Information Desk.</li> </ul>	
9. Strategies (Activities) Completed:  <ul style="list-style-type: none"> <li>• Space in the existing OSCAR unit was allocated for the Information Desk and renovations were completed in December 2001.</li> <li>• Continuing to evaluate and monitor peak traffic times and the kinds of information requested.</li> <li>• Training and operations manual is in progress.</li> <li>• Student employees received customer service training.</li> </ul>	
10. Assessment Procedures Used:  <ul style="list-style-type: none"> <li>• Track the number of requests for information.</li> </ul>	
11. Status: <input type="checkbox"/> No progress <input type="checkbox"/> Limited progress <input type="checkbox"/> Limited progress due to budget restraints <input checked="" type="checkbox"/> In progress <input type="checkbox"/> On going <input type="checkbox"/> Near completion <input type="checkbox"/> Completed	12. Results of Assessment:  <ul style="list-style-type: none"> <li>• The average number of requests made on a daily basis is 50.</li> <li>• 90% of the information requested has to do with admissions and financial aid.</li> <li>• 5% of the requests are for assistance with the OSCAR computers.</li> <li>• Depending on the time of the semester there are more questions asked about directions and special events occurring on campus.</li> </ul>
13. Use of Assessment Findings:  <ul style="list-style-type: none"> <li>• An ongoing assessment is made to determine the optimum times for staffing the Info Desk.</li> <li>• A continuing challenge is to find students that can work the hours needed for the Desk.</li> </ul>	
14. Signature of Unit Director:  <i>K. Linnias</i>	Date  <i>5/17/02</i>
15. Signature of Dean/Vice President:  _____	
Date  _____	

**Del Mar College**  
**Assessment of Institutional Effectiveness Unit Plans**  
**2001-2002**

<b>1. Unit:</b> Marketing Analysis & Special Projects	<b>2. Division:</b> Student Development
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<b>5. Link to Strategic Plan: Goal # B      Objective # B.1</b>	<b>6. Proposed completion date:</b> August 31, 2002
<b>7. Link to Unit Goal # 3      OR Student Learning Objective #</b>	
<b>8. Expected Results:</b>  <ul style="list-style-type: none"> <li>• Facilitate setting up high school level courses for homeschooled students, modeled after a program at San Jacinto College in Houston.</li> </ul>	
<b>9. Strategies (Activities) Completed:</b>  <ul style="list-style-type: none"> <li>• None of the activities were completed because the organization, HOST, decided not to pursue this avenue for their students.</li> </ul>	
<b>10. Assessment Procedures Used:</b>  <ul style="list-style-type: none"> <li>•</li> </ul>	
<b>11. Status:</b> <input checked="" type="checkbox"/> No progress <input type="checkbox"/> Limited progress <input type="checkbox"/> Limited progress due to budget restraints <input type="checkbox"/> In progress <input type="checkbox"/> On going <input type="checkbox"/> Near completion <input type="checkbox"/> Completed	<b>12. Results of Assessment:</b>  <ul style="list-style-type: none"> <li>• No progress was made with this plan and do not expect to go forward unless the HOST organization changes their mind.</li> </ul>
<b>13. Use of Assessment Findings:</b>  	
<b>14. Signature of Unit Director:</b> 	<b>Date</b> 5/17/02
<b>15. Signature of Dean/Vice President:</b>	<b>Date</b>

**Del Mar College**  
**Assessment of Institutional Effectiveness Unit Plans**  
**2001-2002**

<b>1. Unit:</b> Marketing Analysis & Special Projects	<b>2. Division:</b> Student Development
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<b>5. Link to Strategic Plan: Goal # B      Objective # B.1</b>	<b>6. Proposed completion date:</b> August 31, 2002
<b>7. Link to Unit Goal # 4      OR Student Learning Objective #</b>	<b>6. Proposed completion date:</b> August 31, 2002
<b>8. Expected Results:</b>  <ul style="list-style-type: none"> <li>• Partner with Texas A &amp; M University (TAMU) on a GEAR-UP grant for Odem-Edroy, Taft, and Sinton school districts.</li> </ul>	
<b>9. Strategies (Activities) Completed:</b>  <ul style="list-style-type: none"> <li>• The grant was not awarded to TAMU, so there has not been any progress.</li> </ul>	
<b>10. Assessment Procedures Used:</b>  	
<b>11. Status:</b> <input checked="" type="checkbox"/> No progress <input type="checkbox"/> Limited progress <input type="checkbox"/> Limited progress due to budget restraints <input type="checkbox"/> In progress <input type="checkbox"/> On going <input type="checkbox"/> Near completion <input type="checkbox"/> Completed	<b>12. Results of Assessment:</b>  <ul style="list-style-type: none"> <li>• Will continue to search for GEAR UP partners and grant opportunities.</li> </ul>
<b>13. Use of Assessment Findings:</b>  	
<b>14. Signature of Unit Director:</b> 	<b>15. Signature of Dean/Vice President:</b> 
Date 5/17/02	Date

**SUPPORT SERVICES ADMINISTRATIVE REVIEW  
DEL MAR COLLEGE HONORS PROGRAM  
2002 – 2003**

Prepared by:  
Kathi Simmons  
Director of Marketing Analysis & Special Projects

### **Mission of Support Service Unit**

The Del Mar College Honors Program serves talented and highly motivated students with high aspirations by offering them enriched learning opportunities. The Honors Program reflects the college's mission statement by providing excellence in instruction and opportunities to increase intellectual capacities by preparing students for success in higher education or employment. The program promotes academic excellence as it celebrates performance above and beyond the usual expectations by enriching learning opportunities through Honors courses and contracts.

The mission of the Honors Program supports Del Mar College's overall mission to provide students with opportunities to increase intellectual capacities; to develop aesthetic awareness; to expand the dimensions of personal, social, ethical, and cultural development; and to develop qualities essential to good citizenship.

### **Service Unit Goals**

The following are the 2002-2003 goals for the Honors Program.

<b>Goals</b>	<b>Assessment Methods</b>
Increase the number of students participating in the program by 2%.	Compare number of students participating to previous year.
Expand website to include forms for applications and contracts.	Website will be complete by Fall 2003.
Director will attend a national honors conference to learn more about honors and gain new ideas.	Implement three new ideas by Fall 2003.

Copies of unit plans and assessment of unit plans are attached.

### **Evaluation**

To evaluate the success of the Honors Program in carrying out the mission and goals, archival data must be reviewed. Comparing number of students, number of contracts, and number of faculty participating in the program assist in determining the success of the Honors Program.

Number of	Fall 2000	Spring 2001	Summer 2001	Fall 2001	Spring 2002	Summer 2002	Fall 2002
Students	80	62	20	68	75	20	232
Faculty	68	45	12	47	49	14	70
Contracts	128	52	16	53	56	17	89

