

Florence-Darlington Technical College



**2008-09 Institutional Effectiveness  
Summary Report**

July 2009

2008-2009 INSTITUTIONAL EFFECTIVENESS

SUMMARY REPORT

Table of Contents

	Page
Introduction .....	2
Summary Findings	
College Summary by Division .....	4
Summary by College Goal .....	5
Internal Relations.....	6
Public Relations and Marketing .....	6
Institutional Advancement .....	6
Continuing Education and SiMT .....	7
Business Affairs .....	8
Student Services .....	9
Academic Affairs	
Health and Sciences .....	10
Technical and General Education .....	11
Online College and Information Technology .....	12
Evening College ..	12
Appendix	
Institutional Mission and College Goals .....	13
IE Planning Cycle and Timeline .....	14

# 2007-2008 INSTITUTIONAL EFFECTIVENESS

## SUMMARY REPORT

### Introduction

Florence-Darlington Technical College (FDTC) combines strategic, operational, and institutional effectiveness planning into one master planning process that serves as a vehicle for institution-wide involvement and evaluation. The College Mission and five Institutional Goals (Appendix A) drive the Institutional Effectiveness (IE) Planning Cycle activities (Appendix B) throughout the year with a focus on continuous improvement over time.

FDTC combines strategic, operational, and institutional effectiveness planning into one master planning process that serves as a vehicle for institution-wide involvement and evaluation. The College Mission and five Institutional Goals (Appendix A) drive the Institutional Effectiveness (IE) Planning Cycle activities (Appendix B) throughout the year with a focus on continuous improvement over time.

The College is organized into seven divisional units with an Executive Committee member assigned to each of those units. It is their responsibility to provide leadership to each department within their division to ensure that efforts are maximized to support the mission, vision, and goals of the college. The seven organizational units are:

1. Internal Affairs
2. Public Relations and Marketing
3. Institutional Advancement
4. Continuing Education/Southeast Institute of Manufacturing and Technology
5. Business Affairs
6. Student Services
7. Academic Affairs
  - a. Health and Sciences
  - b. Technical and General Education
  - c. Online College and Information Technology
  - d. Evening College & Off-Campus Sites
  - e. ATE Center of Excellence

Department institutional effectiveness planning objectives are submitted to and approved by the division manager and the President each spring. Department heads establish strategies to accomplish each objective and enter them into the electronic IE template on the College intranet. Objective strategies are monitored on a monthly and quarterly basis throughout the year by department and division managers.

In mid-June of each academic year, all department heads enter the results of the institutional effectiveness objectives that were implemented during the previous twelve months on the intranet template. They also comment on how those results will be used in future planning and

indicate if there is a need to continue the objective in the next reporting period. The final reports are sent to the Executive Committee member responsible for that divisional unit, who approves and forwards their Unit Summary to the Office of Research, Planning, and Assessment.

Each Unit Report summary includes a chart incorporating the following information:

- Number of IE Objectives
- Number of IE Objectives Achieved
- Number of IE Objectives Not Achieved
- Number of Objectives that will continue to the next planning year
- Number of Objectives that were closed
- A listing of Achievements

All Division and Department IE reports may be accessed and reviewed by all employees via the College intranet, thus individual department planning reports are not included in this document.

## Summary Findings

The purpose of this document is to provide a college-wide summary of the IE accomplishments for the 2008-09 planning year by College Divisions, College Goals, and Individual Department Planning Units within each College Division.

### 2008-09 IE COLLEGE SUMMARY BY DIVISION

DIVISION	# of 2008-09 Objectives	Objectives Achieved	Objectives Not Achieved	Objectives Continued 09-10	Objectives Closed
Internal Relations	4	2 (50%)	2 (50%)	2 (50%)	2 (50%)
Public Rela/Mktg.	4	4 (100%)	0 (0%)	2 (50%)	2 (50%)
Institutional Adv.	4	2 (50%)	2 (50%)	0	4 (100%)
Con Ed/SiMT	19	11 (58%)	8 (42%)	4 (21%)	15 (79%)
Business Affairs	11	4 (36%)	7 (64%)	3 (27%)	8 (73%)
Student Services	21	12 (57%)	9 (43%)	8 (38%)	13 (62%)
AA - Evening Coll	9	7 (78%)	2 (22%)	0	9 (100%)
AA - Health & Sci	44	27 (61%)	17 (39%)	11 (25%)	33 (75%)
AA - Online & IT	10	6 (60%)	4 (40%)	4 (40%)	6 (60%)
AA - Tech & Gen	35	25 (71%)	10 (29%)	11 (31%)	24 (69%)
Totals	161	100 (62%)	61 (38%)	45 (28%)	116 (72%)

The chart above reveals that a total of 158 IE objectives were established for the 2008-09 planning year, 61% of which were distributed among the Academic Affairs (AA) departmental divisions. Student Services departments focused on 13% of the IE objectives and the remaining 26% were distributed among the other five College Divisions. A total of 62% of the 2008-09 IE objectives were reported as achieved. Seventy-two percent of the objectives were achieved, or deemed to be unattainable, and closed at the end of the reporting period. The remaining 28% were continued to the next planning year.

2008-09 IE SUMMARY BY COLLEGE GOAL

COLLEGE GOAL	Number Divisions	# 2008-09 Objectives	Objectives Achieved	Objectives Not Achieved	Objectives Cont'd 09-10	Objectives Closed
Customer Service	7	69	42 (61%)	27 (39%)	23 (33%)	46 (67%)
Learning Environment	3	68	44 (65%)	24 (35%)	19 (28%)	49 (72%)
Product Development	2	6	4 (67%)	2 (33%)	2 (33%)	4 (67%)
Financial Environment	4	12	7 (58%)	5 (42%)	1 (8%)	11 (92%)
Institutional Advancement	2	6	3 (50%)	3 (50%)	0	6 (100%)
<b>Totals</b>						
		161	100 (62%)	61 (38%)	45 (28%)	116 (72%)

The IE objectives support one of the five major College goals as indicated in the above chart. A total of 61 objectives (36%) support the Learning Environment goal primarily by the Academic Affairs, Student Services, and Continuing Education/SiMT Divisions. The Customer Service goal includes 73 (43%) of the objectives and is supported by all seven Divisions. These two college goals account for approximately 80% of the IE objectives. The remaining 34 (20%) objectives are divided among the remaining three College goals.

**INTERNAL RELATIONS**  
2008-09 IE Summary

DEPARTMENT	# of 08-09 Objectives	# Objectives Achieved	# Objectives Not Achieved	Objectives Cont'd 09-10	Objectives Closed
Human Resources	4	2	2	2	2

**ACHIEVEMENTS:**

- Organized and coordinated quarterly wellness activities.
- Increased employee participation in MyBenefits (online benefits enrollment program) by over 25%.

**PUBLIC RELATIONS AND MARKETING**  
2008-09 IE Summary

DEPARTMENT	# of 08-09 Objectives	# Objectives Achieved	# Objectives Not Achieved	# Objectives Cont'd 09-10	# Objectives Closed
Administration	4	4	0	2	2

**ACHIEVEMENTS:**

- Developed five testimonial-based TV and radio advertising spots to promote enrollment College-wide and in the Evening College.
- Developed six display boards for student recruitment expos and remote site advertising.

**INSTITUTIONAL ADVANCEMENT**  
2008-09 IE Summary

DEPARTMENT	# of 08-09 Objectives	# Objectives Achieved	# Objectives Not Achieved	# Objectives Cont'd 09-10	# Objectives Closed
Administration	4	2	2	0	4

**ACHIEVEMENTS:**

- Launched the public phase of the Major Gifts Campaign.
- Published the Institutional Advancement customer service “creed”.

CONTINUING EDUCATION AND  
SOUTHEAST INSTITUTE OF MANUFACTURING AND TECHNOLOGY  
2008-09 IE Summary

DEPARTMENT	# of 08-09 Objectives	# Objectives Achieved	# Objectives Not Achieved	# Objectives Cont'd 09-10	# Objectives Closed
Accounting	2	1	1	1	1
Adv. Welding	2	2	0	0	2
Administration	2	2	0	0	2
3D/Virtual Reality	1	1	0	0	1
Manufacturing	9	3	6	2	7
Robotics	3	2	1	1	2
<b>Total</b>	<b>19</b>	<b>11</b>	<b>8</b>	<b>4</b>	<b>15</b>

ACHIEVEMENTS:

- Increased CE enrollment by 20% over the previous year.
- Developed a Pipe Welding Academy and trained 25 students.
- Established manufacturing/service business and industry courses.
- Increased repeat customer rate to approximately 80%.
- Upgraded the current Virtual Reality presentation capability of the SiMT auditorium installation to include enhanced projection systems.
- Provided manufacturing engineering support for selected Department of Defense small businesses.



**BUSINESS AFFAIRS**  
2008-09 IE Summary

DEPARTMENT	# of 08-09 Objectives	# Objectives Achieved	# Objectives Not Achieved	# Objectives Cont'd 09-10	# Objectives Closed
Auxiliary Services	2	2	0	0	2
Financial Services	2	0	2	0	2
Grounds	2	0	2	2	0
HVAC	1	1	0	0	1
Physical Plant	2	0	2	1	1
Property/Inventory	1	0	1	0	1
Purchasing	1	1	0	0	1
Totals	11	4	7	3	8

**ACHIEVEMENTS:**

- Increased sales of graduation products by 120%.
- Increased pre-rush sales by 42%.
- Upgraded HVAC automation system at Health Sciences Campus.
- Reduced the number of purchase orders issued by 41%.

## STUDENT SERVICES

### 2008-09 IE Summary

DEPARTMENT	# of 08-09 Objectives	# Objectives Achieved	# Objectives Not Achieved	# Objectives Cont'd 09-10	# Objectives Closed
Financial Aid	2	0	2	2	0
Recruitment & Admission	2	2	0	0	2
Registrar Services	2	2	0	0	2
Student Services	3	3	0	3	0
Student Support Services	2	2	0	0	2
Student Life/Perkins	6	2	4	3	3
Upward Bound	2	0	2	0	2
WIA	2	1	1	0	2
Totals	21	12	9	8	13

#### ACHIEVEMENTS:

- Increased the number of new student acceptances by 13.9% over fall 2007.
- Increased the number of enrollments from area high schools by over 20% compared to fall 2007.
- Performed outreach activities with five area businesses/industries, state, social service and/or community based organizations.
- Established an enrollment center for new and prospective students.
- Increased registration via eStudent by 29% over spring 2008.
- Increased softball fund raising activities from one to three.
- Increased the movement of transitional studies SSS students into curriculum courses by 15% over the prior academic year.
- Processed 1005 of TRADE Supportive Services Transition Payment Requests within one day of receipt.

ACADEMIC AFFAIRS – HEALTH AND SCIENCES  
2008-09 IE Summary

DEPARTMENT	# of 08-09 Objectives	# Objectives Achieved	# Objectives Not Achieved	# Objectives Cont'd 09-10	# Objectives Closed
Administration	1	0	1	1	0
Dental Assisting	5	3	2	0	5
Dental Hygiene	6	2	4	0	6
Health Information Management	3	2	1	1	2
Human Services	3	1	2	1	2
Library	2	1	1	0	2
Paralegal	2	2	0	0	2
Medical Assisting	2	2	0	0	2
Medical Lab Tech	2	2	0	0	2
Natural Sciences	1	1	0	0	1
Nursing	6	6	0	0	6
Radiology	3	2	1	2	1
Respiratory Care	4	1	3	4	0
Surgical Tech	4	2	2	2	2
Totals	44	27	17	11	

**ACHIEVEMENTS:**

- Obtained approval as a web-based testing center for the pre-graduate administration of the National Surgical Technology Certification Exam.
- Maintained accreditation with Commission on Accreditation of Allied Health Education Programs through the Committee on Accreditation for Respiratory Care.
- Increased the first year Medical Assisting Certificate enrollment by 75% over fall 2007.
- Medical Lab Tech students achieved a 100% pass rate on the American Society of Clinical Pathologist's Board of Registry.
- Radiology students achieved a 100% pass rate on the ARRT registry exam.
- Dental Assisting students achieved a 100% pass rate on the Radiology National Board Exam.
- All Dental Hygiene students were retained from spring 2008 to spring 2009.
- Increased Paralegal student retention rate to 88%.
- The Library increased the use of electronic databases through use of journal alerts to faculty.
- The Natural Sciences department completed phase I (obtained estimates) in preparation to renovate the Natural Sciences labs and classrooms.
- Maintained a 90% pass rate of first time test-takers on the NCLEX-RN examination.
- The Practical Nursing department achieved a customer satisfaction rating of 3 on a 4-point scale.
- Early Childhood Development faculty developed and implemented a new hybrid course.
- Health Information Management students achieved a 100% pass rate on their national certification exam.

ACADEMIC AFFAIRS – TECHNICAL AND GENERAL EDUCATION  
2008-09 IE Summary

DEPARTMENT	# of 08-09 Objectives	# Objectives Achieved	# Objectives Not Achieved	# Objectives Cont'd 09-10	# Objectives Closed
Administration	3	3	0	0	3
ATE	3	3	0	0	3
Automotive Tech	2	1	1	0	2
Business/AOT	4	4	0	2	2
Caterpillar Academy	2	1	1	0	2
Computer Tech	3	2	1	0	3
Cosmetology	2	1	1	2	0
Engineering Tech	3	3	0	3	0
English & Humanities	3	2	1	0	3
HVAC	3	3	0	0	3
International Prog	1	0	1	0	1
Machine Tool Tech	3	1	2	1	2
Math	3	1	2	3	0
Totals	35	25	10	11	24

ACHIEVEMENTS:

- SC ATE increased their funding by \$50,000 through securing new grants and contracts from grants awarded to others.
- The Automotive department updated its transmission lab with new work tables.
- Enrollment increased in Accounting, Marketing and Management by 5% (or more) over fall 2007.
- Enrollment in Telecommunications Systems Management was increased by 15%.
- Local salon owners and licensed cosmetologists expressed and increased interest in hiring cosmetology graduates.
- Enrollment in the Diesel Certification program increased 28% during fall 2008.
- Student retention in the Engineering Technologies department increased to 73%.
- The English department experienced a 10% gain between pre- and post-diagnostic tests for Reading 031 and English 032 students during fall 2008.
- The five-year moving average of mathematics course exit exams increased from 0.5%.
- HVAC graduates achieved a pass rate of 86% on the Refrigerant Cycle Diagnostics exam.
- Student enrollment increased in the Technical and General Education Division by 7% over the prior year.
- The Machine Tool department implemented an open lab tutoring session 6 hours a week.

ACADEMIC AFFAIRS – ONLINE COLLEGE AND IT  
2008-09 IE Summary

DEPARTMENT	# of 08-09 Objectives	# Objectives Achieved	# Objectives Not Achieved	# Objectives Cont'd 09-10	# Objectives Closed
Administration	1	1	0	0	1
Distance Learning	1	1	0	0	1
Info. Technology	6	2	4	4	2
OL College/Web	2	2	0	0	2
Totals	10	6	4	4	6

ACHIEVEMENTS:

- Developed a multimedia classroom training program for new multimedia classrooms and trained 25 employees.
- Implemented a high school student transcript exchange system.
- Developed an institution-wide, three-year Information Technology strategic plan.
- Revised the StingerAthletics.com Website to be ADA compliant.

ACADEMIC AFFAIRS – EVENING COLLEGE & OFF SITE CAMPUSES  
2008-09 IE Summary

DEPARTMENT	# of 08-09 Objectives	# Objectives Achieved	# Objectives Not Achieved	Objectives Cont'd 09-10	Objectives Closed
Admin. Evening Col	2	2	0	0	2
Hartsville Site	2	1	1	0	2
Lake City Site	2	1	1	0	2
Mullins Site	3	3	0	0	3
Totals	9	7	2	0	9

ACHIEVEMENTS:

- Distance Learning classes were increased from two to four at the Hartsville, Lake City and Mullins sites.
- Enrollment in the Evening College increased 72% during fall 2008 and 57% during spring 2009.
- Enrollment increased 15% during spring 2009 at the Mullins site.

## **INSTITUTIONAL MISSION:**

Florence-Darlington Technical College will provide comprehensive technical education, workforce development, and educational services to its students, business, industry and other markets. Through instructional programs, business and industry partnerships, and community involvement, the College will play a leading role in economic development efforts and the quality of life of its customers. The educational experience at Florence-Darlington Technical College will enhance the students' marketability in today's global economy.

## **COLLEGE GOALS:**

**Customer Service:** Florence-Darlington Technical College will provide high quality, efficient, customer-focused, affordable programs and services utilizing state-of-the-art delivery systems that exceed customer expectations.

**Learning Environment:** Florence-Darlington Technical College will transform the traditional instructional approach into a flexible, customer-oriented learning environment emphasizing a global economy, certifications, work experience, competency-based outcomes, self-paced, individualized instruction, and the infusion of technology in programs of study.

**Product Development:** Florence-Darlington Technical College will develop high quality, cost effective, innovative, market-driven products and services that provide strategic value to its customers.

**Financial Environment:** Florence-Darlington Technical College will continually strive to establish a fiscal base that enables the College to achieve its goals.

**Institutional Advancement:** Florence-Darlington Technical College will build relations *with* and seek support from alumni, corporations, foundations, and friends.

Approved July 19, 2006

**FLORENCE-DARLINGTON TECHNICAL COLLEGE**

**INSTITUTIONAL EFFECTIVENESS PLANNING CYCLE AND TIMELINE**

**2009 - 2011**

<b>PLANNING ACTIVITY</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Executive Committee Planning Session to review mission and goals and establish Strategic Initiatives	January 23	January 15	January 14
Executive Committee members meet with Division and Dept. Heads to review and revise Goals and Strategic Initiatives.	February 13	February 12	February 11
College-Wide Planning Day – Division/Dept. Heads report on annual IE Objective accomplishments and meet with staff to establish new objectives tied to College goals and initiatives	March 10	March 5	March (day TBD)
Department Heads submit new annual IE Objectives to Executive Committee members.	March 31	March 31	March 31
Executive Committee members submit Division Goals and Objectives to President for approval.	April 6	April 6	April 5
Area Commission ratifies Mission and Strategic Initiatives	April	April	April
Budget Committee meets and Dept. Heads submit requests for funds to support new annual IE Objectives	May 6	May (day TBD)	May (day TBD)
Annual IE Final Report and new IE Reports submitted to Supervisors and Department of Research and Planning	June 15	June 15	June 15
Annual FPMS and EPMS reports due to HR	June 30	June 30	June 30
College IE Summary Report published, distributed, and posted to the FDTC web site. College Performance Report sent to CHE.	July 30	July 30	July 30
Implement annual IE Objectives and measure progress toward accomplishment	July – June	July – June	July – June