



2004 INSTITUTIONAL EFFECTIVENESS REPORT

The 2004 Institutional Summary report for the University of South Carolina Beaufort addresses:

1. Academic Advising
2. Majors/Concentrations
3. Success of Transfer Students

The Academic Advising component comprises the majority of the USCB report. Majors/concentrations are discussed in the context of accreditation by the Southern Association of Colleges and Schools and the initial inquiries regarding National Council for Accreditation of Teacher Education. As an institution transitioning from two-year to four-year status, USCB will complete the transfer report in the next cycle.

MAJORS AND CONCENTRATIONS

USC Beaufort hosted a successful February 2004 campus visit and peer evaluation arranged through Commission on Colleges, Southern Association of Colleges and Schools. The visitors conducted a thorough assessment of campus physical facilities, fiscal status, planning and assessment processes, library services, policies and procedures documents, campus governance, and academic and student programs. Among the baccalaureate degree programs reviewed by the team were: Business Administration, Early Childhood Education, Liberal Studies, Hospitality Management and English.

The visiting team offered one recommendation concerning clarification of two faculty transcripts. The institution awaits the official affirmation of USC Beaufort as a Level II, baccalaureate degree-granting university. The affirmation is expected in early July 2004.

All baccalaureate degrees proposed for USCB have followed guidelines for approval by all University of South Carolina entities, from local faculty through the USC Board of Trustees. Further, all majors have been approved by the Academic Affairs unit of CHE and the full Commission on Higher Education. In

Spring 2004, additional degrees were reviewed and approved following University and state guidelines. These degrees are Biology, History, Psychology, and Spanish.

The Early Childhood Education degree program has been reviewed by the State Department of Education. Faculty in Early Childhood Education are applying for accreditation by the National Council for Accreditation of Teacher Education (NCATE). Faculty members received training regarding the Standards for Early Childhood Professional Preparation from the National Association for the Education of Young Children (NAEYC). The goals, objectives, and competencies in the NAEYC standards are modeled for education majors by Early Childhood Education faculty.

Majors and concentrations will be reviewed by internal and external constituencies as the institution continues its commitment to excellence.

ASSESSMENT OF ACADEMIC ADVISING

Introduction

USC Beaufort offers access to higher education to a student population largely comprised of first generation college students. These students need strong guidance in planning a college career. Orientation programs and academic advisement services are carefully managed by the Student Development Unit through its Academic Success Center.

Assessment of academic advising has been accomplished on several levels: a university-wide planning and assessment process; weekly Student Development staff meetings and discussions; review of several student surveys (2003 Graduating Student Survey; 2004 Advising Survey; 2004 Graduating Student Survey - preliminary findings). As each assessment process yielded ideas for new or improved programs, those innovations were employed and are being evaluated for effectiveness.

Strategic Planning and Assessment

Beginning in 2002 and continuing through 2003 – 2004, USC Beaufort developed and implemented a comprehensive assessment and planning process (Strategic Planning Process). All constituents participated in a University-wide analysis of campus

- (a) strengths and weaknesses,
- (b) the internal and external environment, and
- (c) resources.

Strategic goals and objectives were identified from this campus-wide input; unit plans were then developed to support the strategic goals. Each unit assessed its programs and services and composed Institutional Effectiveness Plans (IE Plans) to insure broad-based evaluation and improvement. A Planning Council, comprised of faculty and staff, reviewed all IE Plans. Student Development staff participated in this comprehensive process. Their IE Plans for 2003 – 2004 and 2004 – 2005 were drawn from the “consensus areas of focus” identified through the Strategic Planning Process. One of the focus areas was **academic advising**.

As a result of the Strategic Planning process, faculty expressed the need for additional advising services to meet the demands of the growing USCB student population. In response to this expressed need, Student Development plans show the addition of a full-time staff person in 2004 – 2005 to provide academic advisement in the Academic Success Center (ASC). This advisor will also assist in implementing another improvement; he/she will begin to phase in the ASC’s advisement of all undeclared majors during their first 30 hours of college work. At the South Campus, the Student Coordinator will focus on academic advising and student activities (beginning in 2004 – 2005).

The assessment of need for additional personnel is also being incorporated into a Title III grant proposal. The draft proposal requests funding for advising services and advisors.

Student Development Staff Discussions

The Vice Chancellor for Student Development and the Director of the Academic Success Center joined USCB in 2002 – 2003. Much of the initial assessment of services to students, including academic advising, involved examining processes and procedures. Student Development staff met weekly to examine existing services and to anticipate services that would be required on a campus that was transitioning to a four-year institution with a rapidly expanding menu of baccalaureate degree options.

Graduating Student Survey Data (May 2003)

Student Development staff decisions regarding academic advisement were also informed by an analysis of student responses on the May 2003 Graduating Student Survey. Specific survey items addressed academic advising. A majority of students who completed the May 2003 survey indicated:

- (1) Satisfaction with the accurate, useful information provided by staff advisors;

- (2) Satisfaction with faculty availability to advise;
- (3) Agreement that, overall, academic advising services met student needs;
- (4) Agreement that advising services were rated outstanding, very good, or good.

See Chart 1: Advising Elements and Chart 2: Rating of Advising Services below.

Chart 1

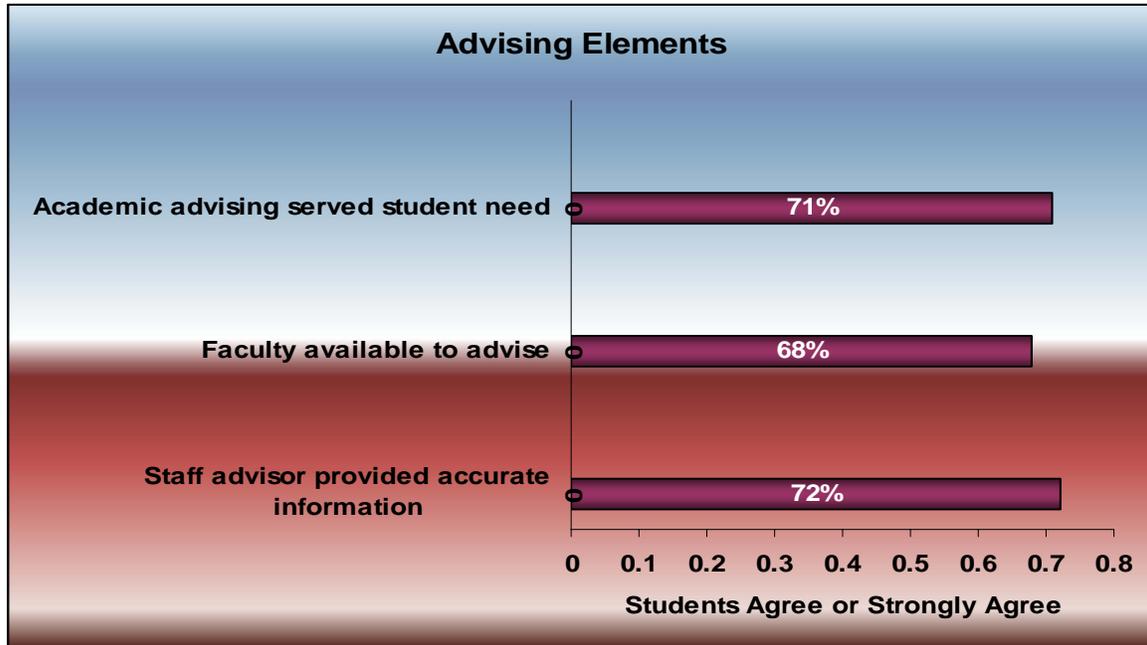
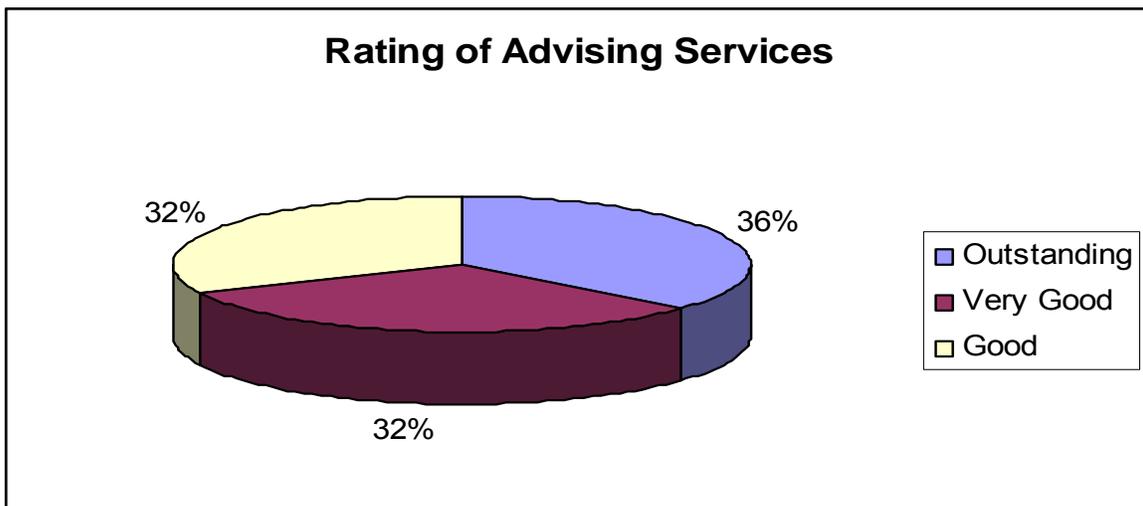


Chart 2



Improvements Resulting From Assessment

From the campus-wide strategic planning and assessment process, the weekly staff meetings and evaluative discussions, and consideration of student survey responses, Student Development staff implemented several new academic advising strategies in 2003 – 2004. The advisement website was updated; advisement workshops were presented to faculty advisors, the process for assigning advisees was improved, and a new procedure for advising continuing students with 30 or more credit hours was adopted by the faculty and implemented.

USCB's advisement web site (www.sc.edu/beaufort/studentdevelopment/advisement/index.shtml) includes the new advisement and registration policy and describes how it is applied. All students are to meet with their advisor to plan courses. The newer students, with less than 30 semester hours, must also complete an advisement form with the advisor before the student can register for classes. (See Appendix I)

From the web site, students can view Advisement Procedures (Appendix II). Students can now see, step by step, when to talk with an advisor, how to prepare for the advisement session, and how to register. Students are instructed to call the Academic Success Center for questions regarding advisement.

Two additional, new documents clarify who assigns advisees and how advisees are assigned (Appendices III and IV). The Director of the Academic Success Center directs the advisement program, and works with Program Directors to assign advisors; these duties have been outlined, in writing.

To expedite advisement and registration, The Academic Success Center also focused on teaching students to use electronic resources to search for degree requirements, unofficial transcripts, the name of the advisor, and the semester schedule. Student Development staff emphasized use of the Visual Information Processing (VIP) system and provided training to students. VIP enables the entire advising process since it offers ready access to such key information as the student's unofficial transcript, semester grades, semester schedules, and the name of the advisor.

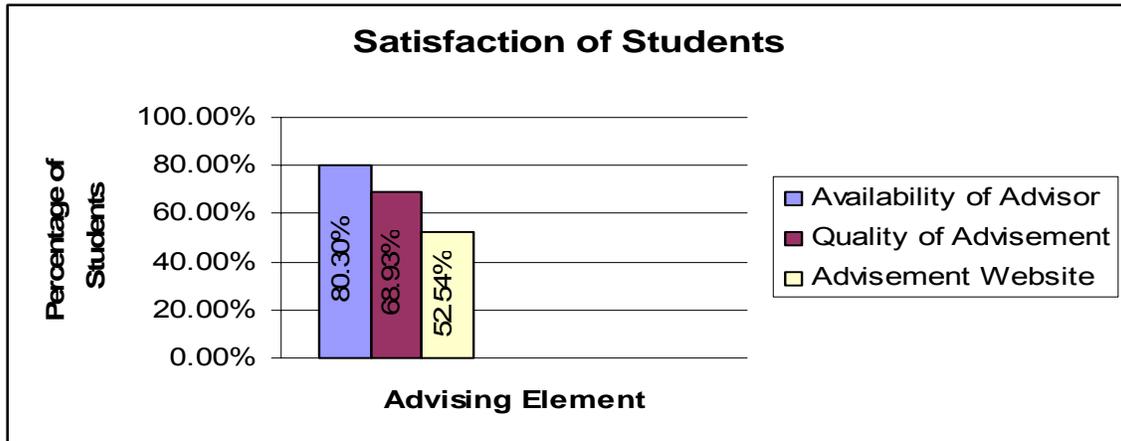
Advising Survey Data (Spring 2004)

In Spring 2004, the Vice Chancellor for Student Development, the Director of the Academic Success Center (responsible for assignment of advisors and advisement of undeclared majors), and the Director of Institutional Effectiveness and Academic Planning developed a survey instrument to evaluate academic advisement in general. Specific survey items addressed some of the elements of advising that were implemented as a result of the 2003 assessment of advising.

The results of the Academic Advising Survey will be used as baseline data and will be compared with future survey results to evaluate student perception of academic advisement.

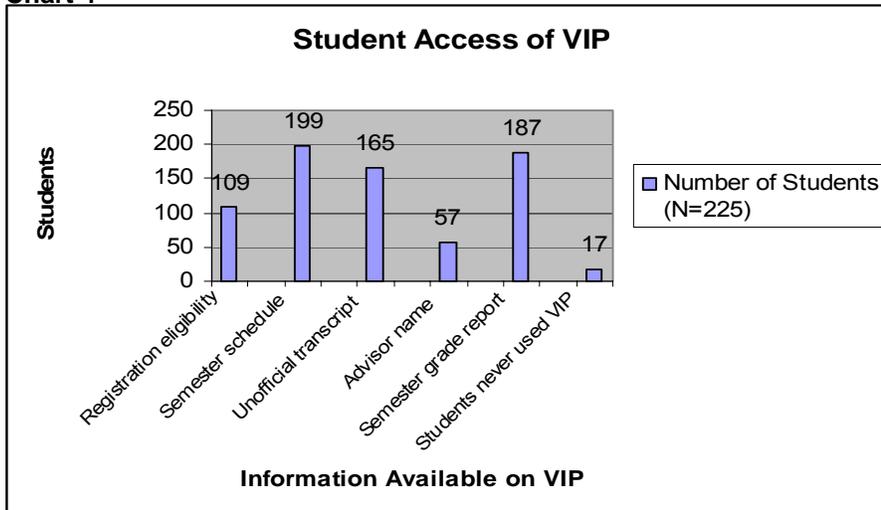
From the Spring 2004 Academic Advising Survey, USCB learned that the majority of students surveyed (80.3%) were satisfied or very satisfied with the availability of their advisor. Regarding the student assessment of the quality of advisement, 68.93% reported being satisfied or very satisfied. A majority of respondents, 52.54%, were satisfied or very satisfied with the advisement Website. See Chart 3: Satisfaction of Students below.

Chart 3



Students' use of VIP was also evaluated in the Spring 2004 Advising survey. Only 17 students in a population of 225 did not use VIP during 2003 – 2004. Students primarily used VIP to access such advising information as the semester schedule, their semester grade report and their unofficial transcript. They also checked registration eligibility on VIP (Chart 4: Student Access of VIP). Chart 5: Advisor Appointments reflects student access of VIP information. From these results, the campus derives that the new emphasis on instructing students to use VIP has benefited a number of students during the advising process.

Chart 4



As can be seen below, a significant number of students indicated that scheduling an appointment with their advisor was convenient, and the majority of advisees met with the advisor one or more times during the year. It is noteworthy that half the students said they did not know they could learn their advisor's name via VIP.

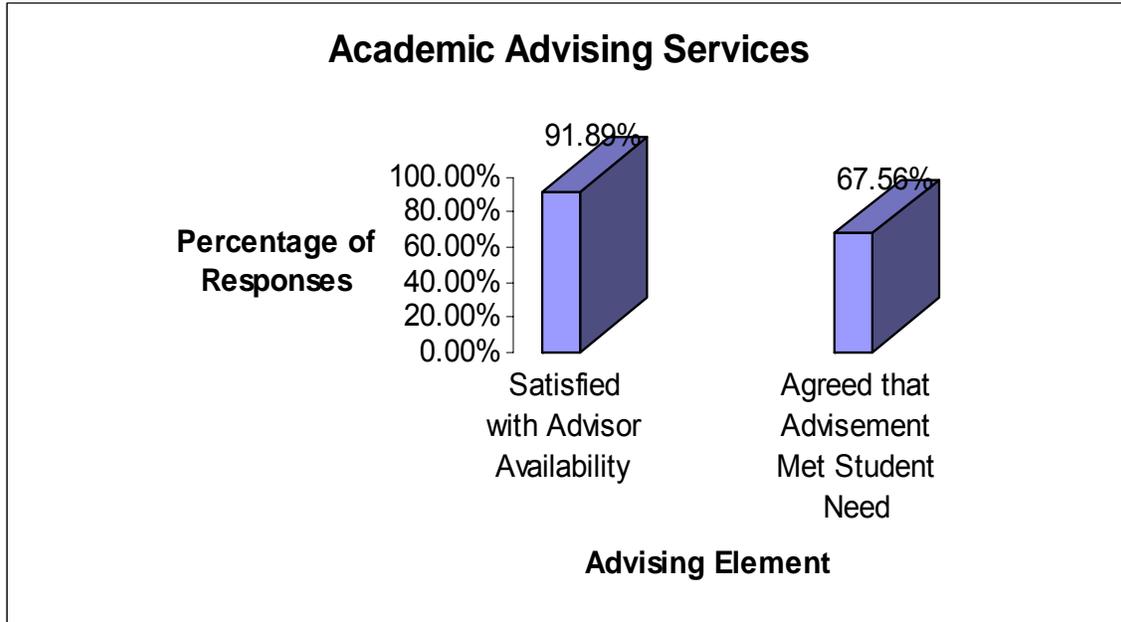
Chart 5

Survey Item	Response	Number of Responses
Was Scheduling an appointment with your advisor convenient? (N=195)	Yes	165
	No	38
Did you know you could find out who your advisor is on VIP? (N=207)	Yes	103
	No	104
How many times have you met with your advisor during the academic year (Fall and Spring)? (N=195)	One or More	160
	None	35

Graduating Student Survey (May 2004)

During May 2004 graduation rehearsal, graduates were asked to complete a survey which included some items assessing academic advising. Graduates' responses affirmed the Academic Advising Survey results that students were pleased with advisor availability. A majority also agreed or strongly agreed that academic advising services met the student's need. The chart on the following page depicts actual percentages.

Chart 6



Student Comments

Student comments about ways to improve advising at USCB provide additional insight. Students suggested that the campus add advisors while reducing the number of advisees each advisor sees. They also indicated that the time frame allotted for advisement and pre-registration be expanded. Generally, students seem to imply that more time is needed for advising – both individual time (one-on-one, advisor to advisee) and the block of time set aside for advisement

Recommendations to hire more advisors seem to affirm faculty recommendations to expand the number of advisors and Student Development staff plans to increase the personnel in the Academic Success Center. There is still work to be done in educating students about online services and work to be done in encouraging them to contact their advisor.

ASSESSMENT OF ACADEMIC ADVISING (SUMMARY)

Evaluation of academic advising has been accomplished as a result of a comprehensive broad-based, institutional assessment/ planning process. The strategic planning process was vital to USCB's advancement to a baccalaureate degree-granting institution and critical in determining how to better serve the increasing number of students attending the campus. Student Development staff developed unit goals and objectives as a result of the strategic process. Along

with campus-wide input, the staff also considered implications of a May 2003 Graduating Student Survey (specific items on academic advising). Staff developed and implemented strategies for improving academic advisement during 2003-2004. The results were an updated Advisement Website, improved advisement procedures, a faculty workshop to train advisors, and a new policy on advising continuing students with 30 or more credit hours. These innovations were assessed in Spring 2004 via the Academic Advisor Survey. Results of the survey indicate overall student satisfaction with academic advising, but also indicate that additional efforts may be focused on student use of the website and other online sources for some advisement information. A majority of students has consistently reported satisfaction with the accessibility of advisors and the general convenience of scheduling advising appointments. Several of the improvements were implemented in 2003-2004 and evaluated in 2004. It will be interesting to see the impact of the innovations after students have benefited from instruction and practice for more than one academic year. For example, training on VIP and familiarity with how to use the on-line information should yield higher numbers of students who report successfully using VIP, especially in identifying the advisor. Analysis of the 2004 survey continues through the offices of Student Development and Academic Affairs.

APPENDIX I




ADVICE

South Carolina

[FUTURE STUDENTS](#)
[CURRENT STUDENTS](#)
[FACULTY & STAFF](#)
[FRIENDS](#)
[FUTURE STUDENTS](#)

[CURRENT STUDENTS](#)

[FACULTY & STAFF](#)
[FRIENDS](#)

ACADEMICS

UNIVERSITY OFFICES

ACADEMICS OFFICES

STUDENT SERVICES

COMMUNITY OUTREACH

USCB LIBRARY

USCB CAMPUSES

LIBRARY

WELCOME TO USCB'S ADVISEMENT WEB SITE

[WELCOME](#) | [STAFF](#) | [STAFF ADVISORS](#) | [MY STUDENT CATEGORY](#) | [PIN](#) | [GPA](#)
[ADVISEMENT PROCEDURE](#) | [PRINTABLE FORMS](#) | [ACADEMIC SUCCESS CENTER](#)

NEW REGISTRATION POLICY
REGISTRATION HOLD LIFTED FOR STUDENTS WITH 30 OR MORE HOURS

USCB students with 30 or more credit hours will not be required to meet with their advisor and submit the Student Advisement form to the Registrar's Office. It is the responsibility of students to meet with their advisor at least once per academic year to ensure that they are meeting degree requirements and to keep informed of any changes in programs, policies, or procedures.

Students with less than 30 credit hours will be required to submit the Student Advisement form before initiating the registration process.

USCB students with 30 or more hours will need to call one of the following offices to have their registration hold lifted:

Academic Success Center: Ms. Birnbaum	521-4129
Admissions: Ms. Folsom	521-4101
Hilton Head Advisors: Dr. Hohman, Ms. Konosky, Ms. Teed	785-3995
Military Offices: Ms. Hibbs	Parris Island 228-2107 Air Station 228-7497
Opportunity Scholars Program Participants: Mr. Marterer	521-4168
Registrar: Ms. Fox	521-4102

When the student calls, the advisor/staff member will verify that the requisite number of hours has been met and then remove the registration hold. The hold may be lifted immediately or within 24 hours. Students will be notified of the action.

Please view our new [Advisement Procedure](#) (pdf File; Acrobat Reader Needed).

You must have a student Personal Information Number (PIN) to use many of the University's online services. [Find out how to get PIN.](#)



If you are a continuing or previous student, be sure to check out the **NEW Advisement Procedure** and continue online. Then make an appointment with your advisor. If you are a new student, you will be receiving a letter from the Admissions Office informing you of advisement procedures or call (843) 521-4101.

If you do not know who your advisor is, or if you have questions concerning the advisement process, contact the Academic Success Center at the Sandstone Building, Room 124 ((843) 521-4124) or call Admissions at (843) 521-4101.

Last modified Tuesday March 23, 2004

USCB LINKS:

DIRECTORY

MAPS

VIP

BLACKBOARD

**SITE
INFORMATION**

Beaufort, SC 29902 • 843-521-4100 • [Webmaster](#)

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APPENDIX II

USCB ADVISEMENT PROCEDURES

If you are a

Continuing student: If you have 30 or more hours, you may be eligible for the new registration policy (see details at www.sc.edu/beaufort/studentdevelopment/advisement/index.shtml). If you have below 30 hours, make an appointment with your assigned advisor **during the designated registration period**. Remember: Some advisors may not be available during summers or between semesters.

Previous student (not enrolled for the previous Spring or Fall semester): Complete a Re-Admit Form in the Admissions Office or from the website and make an appointment with your advisor.

Transfer student from another USC campus: After submitting your Change of Campus Form, call the Academic Success Center at 521-4124 for an advisor assignment and make an appointment with your advisor as soon as possible.

Transfer student from other universities: Make an appointment with your assigned advisor after transfer courses have been evaluated.

Collect the following materials for your advisement session and your own Advisement folder:

1. Copy of transcripts if applicable or *Record of Academic Work for Advisement Only* from VIP
*Login to VIP and click Academics. You may also request a copy of your records from Admissions.
2. Your degree program requirements or general education requirements (on USCB website). If you are planning to transfer to another campus of USC or another university, seek out the requirements for your chosen major and bring them to your advisor. He/she will be more effective with this knowledge.
3. Course Schedule (available on the USCB website)
4. USCB Schedule Planner (basic or for all locations - on USCB website under Advisement/Printable Forms). Have an idea of what classes you may want to take, when you plan to take them and if the schedule matches your needs. Try a practice schedule!

*To access VIP (Visual Information Processing), go to <http://vip.sc.edu> on the Internet. You will need your USC ID number (Social Security Number) and PIN (Personal Identification Number) to login and to access VIP services. **If you do not know or remember your four-digit PIN, get your PIN in person in Room 117 of the Sandstone Building or see instructions for obtaining your PIN on the VIP Internet site, <https://vip.sc.edu/login.html>. (Click "What is my student PIN?" in Step 2.)**

Meet with Advisor

1. You and your advisor discuss your career goals, program of study, expectations, course selections, prerequisites, and update your curriculum sheet. You should keep a copy of your curriculum sheet in your personal Advisement folder which you maintain for your records.
2. You and your advisor complete and sign the Advisement Form (available from the advisor). Your advisor will keep the pink copy in your file. For students in Beaufort only,

complete the Scantron Sheet (available from your advisor or the Registrar) if you want the Registrar to register you. For students at Hilton Head or a military base, your advisor at that site will clear you to register online only.

Register

Take the advisement form (+ optional Scantron sheet at Beaufort site) to the Registrar or appropriate administrative officer at your site. You will then be cleared to register online or complete the Scantron sheet in Beaufort.

Pay Fees

Students may pay fees in person, by mail or credit card online. Bills are not mailed.

Questions regarding advisor assignment or advisement may be directed to the Academic Success Center at 521-4124 or Admissions at 521-4101.

Updated 10/14/03

APPENDIX III

ACADEMIC ADVISEMENT

Academic advisement is shared by all full-time faculty members. The Director of the Academic Success Center directs the advisement program. Based on areas of interest, students are assigned to Program Directors, who then assign students to faculty advisors in their program. Students who are undecided are advised in the Academic Success Center. Students with less than 30 completed credit hours and new transfer students are required to meet with their advisor and submit a signed Student Advisement Form to the Registrar's office before initiating the registration process.

USCB students with 30 or more credit hours and an overall GPA of 2.00 or higher are not required to meet with their advisor or submit the Student Advisement Form to the Registrar's office. It is the responsibility of students to meet with their advisor at least once per academic year to ensure that they are meeting degree requirements and to keep informed of any changes in programs, policies, or procedures. Students with 30 or more hours will need to call one of the following offices to have their registration hold lifted:

Academic Success Center: Ms. Birnbaum.....	521-4129
Admissions: Ms. Folsom	521-4101
Hilton Head Advisors: Dr. Hohman, Ms. Konosky, Ms. Teed.....	785-3995
Military Offices: Ms. Hibbs.....	Parris Island/ 228-2107
	Air Station/ 228-7499
Opportunity Scholars Program Participants: Mr. Marterer.....	521-4168
Registrar: Ms. Fox.....	521-4102

After staff members receive calls from students, they will verify that the credit hour and GPA requirements have been met and then remove the registration hold. The hold may be lifted immediately or within 24 hours. Students will be notified of the action.

Questions concerning the advisement process may be directed to the Academic Success Center or Admissions at the above numbers.

APPENDIX IV

SUMMARY OF COMMUNICATION BETWEEN DIRECTOR OF ACADEMIC SUCCESS CENTER AND PROGRAM DIRECTORS

New Students

During Advisement and Registration (A&R), students will receive the attached form for Breakout sessions. The Director of ASC will collect these forms and assign students to Breakout sessions based on their major choices. These forms will be submitted to the respective Program Directors before the Breakout sessions. Advisor assignments will be recorded by the Program Director on the top half for university records and the bottom half for student notification. The completed top half of the form should be returned to the Director of the ASC and the bottom half to the student. The ASC will make a copy for the Program Directors and input the assignments into the IMS system.

If new students are unable to attend A&R, they will be referred by the ASC to the Program Directors for an advisor assignment. Program Directors are requested to notify the ASC of those assignments by email for input into the system.

Readmits and Transfer Students

A list of re-admits/transfer students is generated by Admissions and sent to the Director of the ASC. The ASC will assign re-admits/transfer students on a rolling basis to one of 6 Program Directors who will, in turn, assign those students to appropriate faculty members. Some re-admits may already have previous advisors. Admissions will send the students a letter of acceptance naming the contact person (Program Director) for advisement. The students will be contacting the Program Directors for their advisor assignment. Communication of advisor assignments to the Director of ASC was agreed to be by email. The ASC Director will be responsible for inputting the new assignments into the system and reporting changes to Admissions as appropriate. If readmits change majors, the Director of ASC will copy the old Program Director in the email to the new Program Director.

Current Students

Any changes of advisor assignment should be reported to the Director of the ASC for input into the system. Communication of reassignment was agreed to be by email. (This may take the form of being copied on email to the old and new advisor.)

