

MEMORANDUM

TO: Brandi Gallaway, Coordinator of Student Development

FROM: Kim Harvey-Manus *KHM*
Vice President of Student Services

DATE: June 25, 2025

RE: Institutional Assessment – Student Development

CC: Carrie Greer, Senior Director of Enrollment Management
Dena McCaffrey, President
Brenna Young, Director of Advising and Retention

This memorandum outlines the accomplishments and proposed action plans detailed in the 2024 Institutional Assessment for the Office of Student Development.

Accomplishments

The Office of Student Development has made significant progress in fostering student engagement, supporting leadership development, and building community partnerships. Key accomplishments include:

1. Reestablishment and Growth of Student Senate:

- Relaunched Student Senate in 2019, including updated promotional materials and a new website.
- Encouraged student participation in statewide leadership programs, including the MCCA Student Leadership Institute and the Governor's Leadership Forum.
- Initiated student-led feedback processes, such as input to Cabinet regarding communication strategies and participation in institutional committees.

2. Support for Clubs and Leadership Development:

- Maintained a consistent base of 12–14 active student clubs annually.
- Created streamlined support for Club Advisors and Officers, including annual training, a shared digital resource drive, and a Club Advisor portal.
- Launched the National Society of Leadership and Success (NSLS) with 405 students invited and 104 fully inducted as of spring 2023.

3. Orientation and Student Success Initiatives:

- Transitioned new student orientation to Viking Ready Orientation, with in-person and online options.
- Facilitated assessment efforts and implemented Canvas-based orientation modules with pre/post surveys and student feedback integration.

- Initiated efforts to link orientation attendance with first-term student success and persistence metrics.
- 4. **Campus and Community Engagement:**
 - Coordinated major campus-wide events such as Welcome Week, Club Spirit Day, and the Health & Wellness Expo.
 - Expanded the annual Community Trunk or Treat event to serve an estimated 2,000 attendees in 2023, now the College's largest public engagement initiative.
 - Supported students through programs, such as Adopt-a-Family and Vikings' Vault food pantry coordination.
- 5. **Policy and Communication Enhancements:**
 - Oversaw annual updates to the Student Handbook with cross-departmental collaboration.
 - Produced regular issues of the *Stall Street Journal* to share important information campus-wide.
 - Developed and maintained the What's Up Calendar and implemented improvements in budget management and club support tools.

Summary of Action Plans

To advance Jefferson College's Strategic Plan and enhance student engagement, the following action plans are proposed:

1. **Expand Leadership Development:**
 - Broaden participation in the MCCA Student Leadership Institute beyond Student Senate members.
2. **Increase Student Senate Participation:**
 - Implement peer outreach strategies, such as targeted classroom visits, with a goal to increase Senate membership by 10%.
3. **Strengthen Assessment Initiatives:**
 - Continue refining Viking Ready Orientations through regular assessment and feedback, with a focus on improving student satisfaction.
 - Introduce tools, such as the Vikings Join scanner and QR code surveys, to evaluate the effectiveness and impact of campus events for both students and community members.
4. **Improve Communication Tools:**
 - Pursue the implementation of a student engagement app and/or digital display monitors to replace flyers, streamline communication, and improve student awareness.
5. **Operational Improvements:**
 - Explore combining Student Development organization codes into a single code for budget efficiency and transparency.

In addition to the action plans you have included, I encourage you to consider these additional action plans and to develop a timeline, research anticipated costs, and identify funding sources for each of your action plans.

Assessment/Student Success Initiatives:

- Implement a formal process to track and assess the use and outcomes of the Student Club Interest Form. This includes developing metrics, collecting and analyzing data, gathering feedback from students and advisors, and using results to improve the process.
- Research and implement strategies to assess student satisfaction and engagement of Student Club members as well as consider the impact of active student club participation on a student's sense of belonging at Jefferson College.
- Use data from the Vikings Join scanner initiative to assess student engagement levels and examine correlations with persistence and retention.

I also encourage you to review recent Noel Levitz survey results regarding Viking Ready Orientations to determine if satisfaction and importance have increased from previous survey results. Additionally, it would be helpful to disaggregate the data and compare survey results between students participating in Viking Ready Orientations in person vs. online.

The Office of Student Development has been evaluated as *Meets Expectations*. Thank you for your leadership and dedication to fostering student involvement, engagement, and leadership. These accomplishments and future initiatives reflect your commitment to advancing Jefferson College's mission and strategic goals. I look forward to seeing continued growth and impact in the years ahead.