

# STUDENT SUCCESS BEST PRACTICE: SOUTHWEST VIRGINIA COMMUNITY COLLEGE



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## STUDENT SUCCESS CATEGORY --

- ACADEMIC PROGRAM
- STUDENT SERVICES
- WORKFORCE DEVELOPMENT
- COLLEGE BUSINESS PRACTICE
- TECHNOLOGY INNOVATION
- OTHER:

## TITLE: "STUDENT SUCCESS IS OUR BUSINESS"

### PROCESS

SWCC embarked upon designing Guided Pathways after attending the Virginia Student Success Leadership Institute in 2015. For data analysis, SWCC used VCCS System Office data on a variety of success measures to determine appropriate targets for the Action Plan. Initial team members were Dr. Barbara Fuller, Vice President of Instruction & Student Services; Dr. Ed Smith, Institutional Research; Dyan Lester, Dean of Student Success; Margaret Dye, Accounting & Business Management faculty; Greg Horn, English faculty & QEP Director.

### STRATEGY & IMPLEMENTATION

For Phase I of this initiative, goals were set to clean up program and system setup information to make the information more clear for students and advisors. In Summer 2016, the Financial Aid Course Audit tool was promoted by the VCCS and SWCC chose to implement for the Fall 2016 term. The Guided Pathways Phase I work allowed SWCC to not only assist students in clarifying their program and course selection in order to comply with federal financial aid guidelines, but also contributed to increased enrollment. SWCC believes that improved retention measurements will also follow.

### ASSESSMENT & EVALUATION

1100 students processed through initial FACA run.  
374 ineligible course registrations initially flagged as ineligible.  
Percentage of Awarded Students with ineligible courses reduced by 20% over 20 days.  
Mobile One Step set up to assist bookstore with student purchase verification.  
Approximately 600 students served at the Mobile One Stop bookstore initiative in 10 days.  
FTEs increased by 411 over the implementation timeline.  
SWCC term FTE up by 3% as of 09/01/2016.

## PLAN FOR SCALE & SUSTAINABILITY

The initial FACA run was much larger than the ongoing effort will be due to the lag in time between registration opening and the first process. Moving forward, addressing the FACA-affected student list should be more manageable when approached on a daily basis. In addition, SWCC was awarded a Chancellor's Innovation Fund to assist with Guided Pathways mapping of the General Studies transfer degree and will pursue mapping all additional programs as well. Plans are in place to repeat the Mobile One Stop set up at the SWCC Bookstore for Spring 2017.

## COLLEGE DESCRIPTION

Southwest Virginia Community College's mission is to provide quality educational and cultural enrichment opportunities for lifelong learners, workforce and community. Established in 1967 with the appointment of its first local College Board, the college's first class began in the fall of 1968. SWCC serves the counties of Buchanan, Russell, Tazewell and part of Dickenson. Its vision statement reflects, "SWCC transforms lives, strengthens communities and inspires excellence." Its core values are student-centered learning, student success, and excellence in educational rigor as well as inclusiveness and collaboration with the community partners it serves.

In 2015-2016, SWCC had a total annual unduplicated headcount of 3,545 students, and a total of 1,816 annual full-time equivalent students (FTES). Despite a 3% population decline in the service area, SWCC's enrollment has trended upward in 2014, 2015 and 2016. While Virginia has seen some statewide economic growth, the southwest Virginia region has seen the unemployment and poverty rates rise to double that of the rest of the state. In addition, employment has declined by 2.2% and the area's median income and wages are 45-57% lower than the state average.

SWCC continues to be a place of opportunity for the area residents. Of the students attending Virginia higher education institutions in SWCC's service area, approximately sixty percent (60%) attend SWCC.

SWCC's 2015-2016 student profile classification reveals approximately 28.6% were enrolled in transfer-oriented programs, 41.6% were enrolled in career/technical degree programs, and 29.8% were non-program students, including dual enrollment. Twenty-two percent took 12-17 credit hours. Forty-three percent of SWCC students were ages 18-21. Forty-two percent were Males and 58% were Females. Seventy-two percent of the students were Part-Time. Approximately 80% of the program-placed students received some form of financial assistance. Ninety-six percent of student enrollment is Caucasian, 2.2% African American, and 1.6% Native American/Hispanic/Asian, which is reflective of the region's ethnic population.

## CONTACT INFORMATION

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