

UNIT REPORT

**College of Business Student Success
Center - Institutional Effectiveness
Final Annual Report 2019**

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Definition of Unit

COB Student Success Center Mission Statement

Reporting Year: 2018-19

Providing Department: College of Business Student Success Center

Department/Unit Contact: Julie Galloway

Mission/Vision/Goal Statement:

The purpose of the COB SSC is two-fold: providing academic support services and professional development/student engagement activities to business students. Academic support services include one-on-one academic advising, tutoring services, and the availability of resources, information, and guidance to all students in the Basic Business curriculum. These services are provided by a staff of professional advisors and Center support staff.

Professional development and student engagement activities are provided by the Student to Career program and include annual events such as Business Etiquette Dinner, internship preparation seminar, guest speakers, alumni visits, and topical sessions. The unit also supports student preparation and promotion of College annual events, including Fall Celebration Dinner, Women's Leadership Conference, and Business Career Fair. The Associate Director for Professional Development and the program's staff plan and produce the activities of this program in conjunction with multiple campus and community partners.

Both functions – academic advising/academic support and professional development/student engagement – support the Tech Tomorrow Strategic Plan in several ways:

- Core principles of Academic Excellence, Student Success, and Supportive Environment are at the heart of all activities in the COB Student Success Center
- Our Student to Career program is in direct line with Goal 1, Priority Action A regarding experiential learning opportunities for all students.
- Academic advising and support services support a cross-section of areas, including Goal 1, Priority Action E.

The COBSSC staff supports recruitment activities of the University and College of Business through activities such as:

- meeting weekly with prospective students and guests on campus for the TTU Campus Visit program
- representing our College at Preview Day (Fall semester) and a Spring Semester yield event entitled College of Business Showcase
- participating in visits and outreach activities involving FBLA and DECA chapters in high schools.

Internally, the COBSSC staff works collaboratively with other members of College of Business staff and leadership to coordinate Community Building activities for all College of Business students. The COBSSC reports to the Dean of the College of Business.

Goal/Objective/Outcome

Goal 1 - Transition of IBAC advising to College of Arts & Sciences

Define Goal:

We will successfully transition advising services of the freshmen and sophomore years of the International Business & Cultures (IBAC) major over to the College of Arts & Sciences Student Success Center (CAS SSC), as mandated by the program requirements at its inception in 1996.

Intended Outcomes / Objectives:

This process includes educating new advisors, sharing information, helping establish structure relevant to the duties and responsibilities of academic advisement and student support to freshmen and sophomores in the IBAC program. Success will be assessed through routine reviews and meetings with Angie Clark, new primary IBAC advisor in the CAS SSC, and through

retention reports generated by TTU's Institutional Research.

Goal 1: Student to Career

Define Goal:

1. We will improve the www.cobstudentsuccess.com website.

Intended Outcomes / Objectives:

Acting on recommendations from the 2013-14 report, we will create a more user-friendly and effective website by:

- a. removing items that are not frequently utilized.
- b. improving the home screen to guide users more effectively to needed information.

Goal 2 - Eagles Excel participation

Define Goal:

We will increase participation in Eagles Excel, an academic support and recovery program for at-risk students in the Basic Business major.

Intended Outcomes / Objectives:

Advisors will collaborate with program lead advisor Brandi Lovin to examine the methods by which students are selected and invited to participate in the program and consider actions that may motivate students to commit to and complete the program expectations. This goal supports the university initiative of improving retention, as well as demonstrates support of the advising technology provided by TTU's office of Enrollment Management & Student Success. It also directly supports the College of Business Student Success Center's mission of providing support to students for academic success.

Goal 2: Student Organization Information

Define Goal:

We will more effectively provide information about business student organizations to our advisees and other interested students.

Intended Outcomes / Objectives:

Our 2013-14 assessment indicated a need for COB SSC advisors to more effectively provide information to students about College of Business student organizations. Advisors will make materials available to students on a regular basis that list business student organizations, explain what they do, and how students can get involved.

Using feedback from our "Student Satisfaction Survey for Academic Advising Services," we will evaluate student feedback in this effort.

Goal 3 - Student to Career Budget Adjustments

Define Goal:

We will eliminate an area of duplicated service in the College of Business Student to Career program by deferring the activities of the Ticket to Ride/Nashville Career Fair preparation program to TTU Career Services.

Intended Outcomes / Objectives:

This will allow us reallocate budget dollars to the College of Business Etiquette Dinner, which will be more expensive this year due to being held off-campus due to University Center construction.

Goal 3: At-Risk Student Support

Define Goal:

We will use the Education Advisory Board's "Student Success Collaborative Platform" to develop an intervention and academic support program for at-risk Basic Business students.

Intended Outcomes / Objectives:

Advisors will identify at-risk students by academic standing (Probation or returning from academic suspension). Students will be invited to join the Eagles Excel academic support program, which is administered by advisor Brandi Lovin.

Participants in Eagles Excel will participate in scheduled activities such as routine advisor meetings and academic support workshops. Results will be reviewed at the end of Fall 2014 and Spring 2015 semesters.

This goal supports the university initiative of improving retention, as well as demonstrates support of the advising technology

provided by TTU's office of Enrollment Management & Student Success. It also directly supports the College of Business Student Success Center's mission of providing support to students for academic success.

Goal 4 - Establish College internship program

Define Goal:

We will expand internship opportunities for College of Business students with both internal and external partners.

Intended Outcomes / Objectives:

The COB has received approval of a new position that is shared jointly by COB and TTU Career Services. This position will allow us to develop strategies to build relationships with faculty, Career Services personnel, and employers and gain information about how to structure an internship program. The individual in this position will develop a website that will connect students seeking internships with companies and entities seeking interns

Goal 4: Orientation

Define Goal:

1. We will assess our College of Business programs as part of the Summer Orientation, Advisement, and Registration (SOAR) events.

Intended Outcomes / Objectives:

As an academic unit, the College of Business provides programming during the Summer Orientation, Advisement, and Registration (SOAR) events in two areas - "Academic Department Meeting" in Day 1, and "Advisement & Registration" in Day 2. During the Academic Department Meeting, COB staff present information regarding academic, program, and student support services available to COB students. On Day 2, students return to Johnson Hall where academic advisors assist them through the process of course selection, schedule preparation, and registration.

This is the first time the COB has conducted an internal assessment of our SOAR programs.

Assessment will occur during the first 5 SOAR programs, held during June 2015, and will consist of two elements - (1) student feedback from "COB Evaluation Form" and (2) our ability to complete the advisement & registration process in 2.5 hours or less.

New Goal/Objective/Outcome Item

Define Goal:

Intended Outcomes / Objectives:

Assessment Tools

Assessment 1 Enrollment and Profile Data for IBAC

Goal/ Outcome/ Objective:

Goal 1. We will successfully transition advising services of the freshmen and sophomore years of the International Business & Cultures (IBAC) major over to the College of Arts & Sciences Student Success Center (CAS SSC)

Type of Tool: Graduation Rate

Retention Rate

Frequency of Assessment: Fall and spring semesters

Rationale:

IBAC enrollment and graduation data (1) provides comparison data of past and current program enrollment and retention. (2) Success is defined as maintenance of retention, which would indicate little to no disruption in services to students during this transition period. (3) Data is provided by the TTU Office of Institutional Research. (4) Data is reviewed by academic advisors upon release by Institutional Research for both Fall 2015 and Spring 2016 semesters, and program improvements or adjustments are considered based on increases or decreases in results.

Attached Files

[Degrees_IBAC](#)

[Enrollment_IBAC](#)

[IBAC_Recommendations_and_Comments](#)

[Profile_IBAC](#)

Assessment 2 Eagles Excel reports

Goal/ Outcome/ Objective: Goal 2 - We will increase participation in Eagles Excel

Type of Tool: Annual Unit Report

Frequency of Assessment: fall and spring semesters

Rationale:

Eagles Excel Fall 2015 and Spring 2016 reports (1) provide a narrative summary of the program for each semester and an analysis of data including participation, GPA comparisons, and review of outcomes. (2) Success is defined as positive gains in academic performance by participating students as well as increase in active student participation. (3) All data is derived from careful documentation of invited students, participating students, notes reflecting individual meetings with participating students, and the academic results of participating students as provided by Banner SSB (Eagle Online) and the Student Success Collaborative Platform. Information is compiled by the program's primary administrator, advisor Brandi Lovin. (4) Reports are reviewed by Ms. Lovin and the COB SSC director, as well as the full staff of the COB SSC, at the end of the Spring semester. We identify negatives and positives, and generate ideas for improvement.

Attached Files

[EE Final Statistics - Fall 2015](#)

[EE Final Statistics - Spring 2016](#)

Assessment 3 Student to Career Budget adjustment

Goal/ Outcome/ Objective:

Goal 3 We will eliminate an area of duplicated service in the College of Business Student to Career program by deferring the activities of the Ticket to Ride/Nashville Career Fair preparation program to TTU Career Services

Type of Tool: Annual Unit Report

Other

Frequency of Assessment: Annually

Rationale:

Nashville Career Fair Attendance reporting (1) provides a 12-year history of attendance, broken down by participating universities. (2) Success is defined as maintenance or increases in both overall participation numbers and TTU-specific participation numbers. (3) Data is collected and published by the board of the Nashville Area Career Fairs Consortium, which is a cooperative effort of colleges, universities, employers, and the Nashville Area Chamber of Commerce. (4) Data is reviewed by the Director of TTU Career Services, the COB Associate Director of Professional Development, and the Director of the COB Student Success Center. From this information, plus anecdotal review of previous year's activities, new plans are developed for the coming year.

Attached Files

[Nashville Career Fair 2016](#)

Assessment 4 Interns website analytics

Goal/ Outcome/ Objective:

Goal 4 We will expand internship opportunities for College of Business students with both internal and external partners.

Type of Tool: Other

Frequency of Assessment: Each semester

Rationale:

User Analytics for TTU Interns website (1) provides a baseline of use, accessibility, and user activity during the Spring 2016 semester, which is the first full term of use of the website. (2) Success in this early stage of development is defined in the general use and time spent on the site by users. (3) Usage data is collected via Google Analytics, providing a comprehensive, data-driven picture of website performance -- how people use the website, what they are using or not using, how often, how they access the site, etc. This data is key to determining future plans, identifying and modifying ineffective uses, enhancing effective uses, and setting goals for this internship program. (4) Information is reviewed by Tara Shaffernocker, intern program coordinator, and the COB SSC director on a monthly basis. Based on the numbers, we generate ideas for next steps and improvements.

Attached Files

[Google Analytics Summary_Interns_Sp2016](#)

Assessment: 2014-15 Analytics Report from TTU Business Media Center and COB Student to Career Program

Goal/ Outcome/ Objective: Goal 1 We will improve the www.cobstudentsuccess.com website.

Type of Tool: Other

Frequency of Assessment: Annually

Rationale:

2014-15 Analytics Report from TTU Business Media Center and COB Student to Career Program (1) provides a baseline, comprehensive view of use of the COB Student to Career program website (www.cobstudentsuccess.com). (2) Success is defined by functionality of the site where users can accomplish desired activities, i.e. registration for events, scheduling of appointments for service, and accessing general information. (3) Usage data is collected via Google Analytics, providing a comprehensive, data-driven picture of website performance -- how people use the website, what they are using or not using, how often, how they access the site, etc. This data is key to determining future plans, identifying and modifying ineffective uses, enhancing effective uses, and setting goals for the Student to Career program. (4) Report is presented to program manager, COB Student Success Center director, and COB Dean at a Spring year-in-review meeting for assessment of information and development of strategies for improvement and expansion.

Attached Files

[2015_S2C_AnnualReport_WebsiteAnalytics](#)

Assessment: COBSSC Student Satisfaction for Academic Advising Services Survey - Spring 2015

Goal/ Outcome/ Objective:

Goal 2 - We will more effectively provide information about business student organizations to our advisees and other interested students.

Type of Tool: Survey

Frequency of Assessment: Annually, each Spring semester

Rationale:

COBSSC Student Satisfaction for Academic Advising Services Survey (1) provides student feedback regarding their current satisfaction with and perceived effectiveness of the programs of the College of Business Student Success Center. (2) Success is defined as providing highly satisfactory resources, support services, and programming for our business students. (3) Participation in the survey is made available to all students who utilize the Center during the spring semester of each academic year. The survey includes questions concerning overall satisfaction, effectiveness of communication, availability of resources, and identification of strengths and areas needing improvement. These responses are important to the success of this Center. (4) Results are shared with Center staff at the first staff meeting following conclusion of the Spring semester, and we discuss actions needed to effect improvements based on survey results.

Attached Files

[COBSSC_StudentSat_2015Results](#)

Assessment: Eagles Excel Fall 2014 and Spring 2015 reports

Goal/ Outcome/ Objective:

Goal 3. We will use the Education Advisory Board's "Student Success Collaborative Platform" to develop an intervention and academic support program for at-risk Basic Business students.

Type of Tool: Annual Unit Report

Frequency of Assessment: Fall and Spring semesters

Rationale:

Eagles Excel Fall 2014 and Spring 2015 reports (1) provide a narrative summary of the program for each semester and an analysis of data including participation, GPA comparisons, and review of outcomes. (2) Success is defined as positive gains in academic performance by participating students. (3) All data is derived from careful documentation of invited students, participating students, notes reflecting individual meetings with participating students, and the academic results of participating

students as provided by Banner SSB (Eagle Online) and the EAB Platform. Information is compiled by the program's primary administrator, advisor Brandi Lovin. (4) Reports are reviewed by Ms. Lovin and the COB SSC director, as well as the full staff of the COB SSC, at the end of the Spring semester. We identify negatives and positives, and generate ideas for improvement.

Attached Files

[EE Final Statistics - Fall 2014](#)

[EE Final Statistics - Spring 2015](#)

Assessment: SOAR Evaluation

Goal/ Outcome/ Objective:

Goal 4. We will assess our College of Business programs as part of the Summer Orientation, Advisement, and Registration (SOAR) event.

Type of Tool: Survey

Frequency of Assessment: Following each SOAR session in 2015

Rationale:

SOAR Evaluation (1) provides student feedback regarding their current satisfaction with and perceived effectiveness of both the College of Business Academic Department Meeting and the Advisement & Registration program. (2) Success is defined as a majority of students indicating satisfaction with their COB SOAR experience in this first evaluation of this program. (3) All students who complete the Academic Department Meeting and Advisement/Registration process will complete this survey, which includes questions concerning overall satisfaction, ease of registration, and identification of strengths and areas needing improvement. (4) Results are reviewed after each SOAR session by all members of the COB SSC staff, followed by discussion on any external factors that may have impacted satisfaction and potential improvements that we can generate.

Attached Files

[Evaluation_RegistrationSession](#)

Results

Completed improvements to Student to Career program website

Goal/Objective/Outcome Number: Goal 1 Student to Career

Results:

We have finalized and "gone live" with an improved design to www.cobstudentsuccess.com. The new design and content reflect more accurately the current style of web resources. It is more user-friendly, with easy access to relevant content, clear steps to registrations or making appointments, and improved visual appeal (photos and graphics).

Attachments:

Completed transition of IBAC advising to College of Arts & Sciences

Goal/Objective/Outcome Number: Goal 1

Results:

All freshmen and sophomore students in the International Business & Cultures major are now advised by Ms. Angie Clark in the College of Arts & Sciences (CAS) Student Success Center. Activities to complete this goal included:

- Training Ms. Clark in the curricular and program details related to IBAC
- Sharing changeover information with faculty related to the program in both COB and CAS
- Sharing changeover information with staff in TTU Admissions Office, International Student Affairs, and New Student & Family Programming/Orientation so these units could guide students when needed

Attachments:

Results - At-Risk Student Programming

Goal/Objective/Outcome Number:

Results:

We have successfully established the Eagles Excel program for at-risk students, which is housed in the COB Student Success Center and administered by academic advisor Brandi Lovin. A goal for the 2019-2020 year related to this program is outlined elsewhere in this report.

Attachments:**Results - Internship Program**

Goal/Objective/Outcome Number: Goal 4: Establish COB Internship program

Results:

The initial purpose of this goal as originally written has been met. There is still work to be done in this area, but changes in staffing, resources, and College and University goals and strategic plans prompt us to look at this differently:

- The TTU Center for Career Development now utilizes Handshake, an online clearinghouse of both job and internship opportunities nationwide. All students are encouraged to set up an account in Handshake and pursue opportunities therein.
- The shared position mentioned in this goal no longer exists, but Clay Wesley, COB's associate director for professional development, is available to work with students in an even broader capacity than that original shared position.

Attachments:**Results - Orientation**

Goal/Objective/Outcome Number: Goal 4 - Orientation

Results:

The COB Student Success Center annually surveys students who participate in SOAR programming to assess our program and information effectiveness. Specifically, we are interested in the students' experiences and feedback related to self-registration for Fall semester classes. While most of campus engages in pre-registration of their incoming freshmen, the COB makes schedule development and course registration a part of the student-experience in SOAR.

Evaluations of the 2018 SOAR series showed that 80% of our business majors do prefer self-registration over being pre-registered by an advisor. Evaluations of the 2019 SOAR series are tracking at a similar rate. Respondents for each year is about 150 students.

We will continue to assess responses and monitor areas needing adjustment based on feedback.

Attachments:**Results - Student to Career Budget adjustments**

Goal/Objective/Outcome Number: Goal 3 - Student to Career Budget Adjustment

Results:

This change was made to the S2C budget, and it has become a permanent change. With declining participation in the Nashville Career Fair, the COB has invested more time and emphasis on campus-based fair opportunities and preparation experiences. In partnership with the Center for Career Development, the COB has hosted a college-specific job and internship fair in the fall semesters of the last two years, with this year's fair planned for Sept 17.

Attachments:**Results Career Fair data**

Goal/Objective/Outcome Number:

Goal 3.3. We will eliminate an area of duplicated service in the College of Business Student to Career program by deferring the activities of the Ticket to Ride/Nashville Career Fair preparation program to TTU Career Services.

Results:

Nashville Career Fair Attendance reporting indicates a decrease in participation from 1123 guests in 2015 to 915 guests in 2016 (total *n* of decrease is 208, a 20% difference). For TTU specifically, there was also a decrease in participation. In 2015, 213 TTU students attended the Nashville Career Fair, compared to 130 students in 2016 (total *n* of decrease is 83, a 40%

difference). Further, TTU experienced the largest decrease in attendance of the 14 schools noted in the data.

Attachments:

Results Eagles Excel reports

Goal/Objective/Outcome Number: Goal 2 We will increase participation in Eagles Excel

Results:

Eagles Excel Fall 2015 and Spring 2016 reports indicated a significant increase in this year's overall improvement/maintenance in GPA – 80% of participants improved or maintained performance in 2015-16 as compared to 60% in 2014-15. Total number of participants continues to be a challenge for the program, although the 23 participants in Spring 2015 was the highest number of participants

Attachments:

Results IBAC data

Goal/Objective/Outcome Number:

Goal 1 We will successfully transition advising services of the freshmen and sophomore years of the International Business & Cultures (IBAC) major over to the College of Arts & Sciences Student Success Center (CAS SSC)

Results:

IBAC enrollment and graduation data indicates no significant decline in headcount in the IBAC program: Fall 2015 – 47 students, Spring 2016 – 45 students. Information in “Degrees Conferred by Program” shows a 5-year average of approximately 7 students graduating per year in this program (AY 2010-11 thru AY 2014-15).

Attachments:

Results Interns Website analytics

Goal/Objective/Outcome Number:

Goal 4 We will expand internship opportunities for College of Business students with both internal and external partners.

Results:

User Analytics for TTU Interns website during the Spring 2016 semester:

- 142 sessions so far with the average number of page views being 4.12
- Average time a user stays on the site is 3:09
- Bounce rate is 42.25% (a bounce rate of 26-40 is considered good according to industry standards) “Bounce rate” is percentage of visitors who end up navigating away from the site after viewing one page
- Total of over 548 views
- 102 registered users on the site
- 62.68% of the sessions are new users
- 80.28% of users are on desktop, 17.61 on mobile, and 2.1% on Ipad

Attachments:

Results Interns Website analytics

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- 80.28% of users are on desktop, 17.61 on mobile, and 2.1% on Ipad

Attachments:

Results: 2014-15 Analytics Report from TTU Business Media Center and COB Student to Career Program

Goal/Objective/Outcome Number: Goal 1. We will improve the www.cobstudentsuccess.com website.

Results:

[2014-15 Analytics Report from TTU Business Media Center and COB Student to Career Program](#) (Goal 1) indicates that the www.cobstudentsuccess.com had 10, 615 total sessions during the year. The home page had over 6,000 direct visits, which is expected for most sites. Our “Programs” main page comes in second with almost 5,000 visits, which shows that viewers are interested in all of our programs and/or use this page as a portal to find the specific program they are looking for.

Viewers look at an average of 3 pages per visit, which is positive. It shows they are effectively engaged and are able to find the content they want. Viewers also spend an average of 3 minutes per visit, which means they are digesting the content, but not too long to indicate that they are confused about the content.

Attachments:

Results: COBSSC Student Satisfaction for Academic Advising Services Survey (Spring 2015)

Goal/Objective/Outcome Number:

Goal 2. We will more effectively provide information about business student organizations to our advisees and other interested students.

Results:

COBSSC Student Satisfaction for Academic Advising Services Survey (Spring 2015) (Goal 2) indicated that 95% of the 100 student responses were either Very Satisfied or Satisfied in response to the question: “The College of Business Student Success Center staff members encourage my involvement in student business organizations.” This is an increase from 81% Very Satisfied or Satisfied responses during the 2014 survey cycle.

Attachments: Attached Files

 [COB Student Bus Orgs_2014-15](#)

Results: Eagles Excel Fall 2014 and Spring 2015 reports

Goal/Objective/Outcome Number:

Goal 3. We will use the Education Advisory Board's "Student Success Collaborative Platform" to develop an intervention and academic support program for at-risk Basic Business students.

Results:

Eagles Excel Fall 2014 and Spring 2015 reports (Goal 3) indicated a positive gain in overall GPA for participating students in both semesters. Noted challenges included lower-than-desired participation numbers and difficulty in getting students to accurately self-report personal progress.

Attachments:

Results: Eagles Excel Participation

Goal/Objective/Outcome Number: Goal 2: Eagles Excel Participation

Results:

Attachments:

Results: SOAR Evaluation

Goal/Objective/Outcome Number:

Goal 4. We will assess our College of Business programs as part of the Summer Orientation, Advisement, and Registration (SOAR) event.

Results:

SOAR Evaluation (Goal 4) results showed positive responses by our 93 participants to both College of Business events during SOAR. 95% responded Strongly Agree or Agree to the usefulness of the Day 1 Academic Department meeting presentation, and 93% responded Strongly Agree or Agree to their satisfaction with their resulting Fall 2015 class schedule.

Attachments: Attached Files

 [SOAR2015_Evaluation_Results](#)

Student Organization Information - Update on activity

Goal/Objective/Outcome Number: Goal 2 - Student Organization Information

Results:

While effective communication with students is a ever-present intention for our Center, this specific goal was related to survey outcomes from a previous year. We developed more updated and accurate print information about our COB student organizations, which were an effective companion piece to updated and improved information on our COB website as well as the creation and use of a college-wide planning calendar on the COB website.

According to our Spring 2019 "Student Satisfaction Survey for Academic Advising Services," 92% of our respondents (n=41) indicated they Strongly Agreed or Agreed that advisors "encourage my involvement in student business organizations."

Attachments: