2018-2019 Annual Outcomes Report

Goal: Student Experience

Provide experiences that support the ongoing needs of our diverse student community through purposeful interactions and college-wide responsiveness to meet student goals.

This goal encompasses the entire experience, from first contact to completion of goals, for all Harper College students. Regardless of their reasons for attending, all students will receive equitable and responsive support, both in and out of the classroom. All Harper College employees will provide experiences college-wide that engage all students as active partners in their success.

Goal targets	Status/Progress
Identify technology to streamline, prioritize and redesign communication channels and centralize student engagement touchpoints by June 2017.	**Achieved.** Conducted Customer Relationship Management software research and gap analysis in fall 2017. Moved project to Frontier Grant and Provost's area in spring 2018.
Identify a Culture of Care Model for the College by December 2017.	**Achieved.** Defined Culture of Care: As a Harper community, through our actions we embrace that everyone is important. You MATTER, We CARE. Definition approved by Champion Team in May 2018. In fall 2018, Culture of Care language was rolled into the *We Are Harper* marketing campaign.
Create a visual Roadmap for all degree- and certificate-seeking students noting key student touchpoints with the institution from Day 1 through the end of the first term by June 2018.	**Achieved.** A visual roadmap "Flight of the Hawks" was created in 2017. The goal team collaborated on its creation by reviewing initial drafts and offering input including the infusion of Culture of Care in the visual roadmap.
Evaluate texting as a tool to improve communications with students.	**Achieved.** Conducted texting pilot with academic advisors, faculty and Student Communications from spring 2018 to spring 2019.
Implement Culture of Care activities for students and employees by June 2019.	**Achieved.** Implemented Culture of Care activities for students and employees. Student-focused Culture of Care activities: • Created a video on key services and supports at Harper. Video was created in spring 2019, piloted in late spring and early summer 2019, with a full-scale launch planned for fall 2019. • Held the "Pop It Like It's Hot" event in fall 2018 to raise awareness of food insecurity and gather donations for the Hawks Care Pantry. • Conducted Culture of Care "You've Been Hawked" student event in spring 2018. Result showed an increase in positive responses from pre-survey (59%) to post-survey (72%). Employee-focused Culture of Care activities: • Orientation week events • Workshops on Culture of Care • Book discussion groups • Two collaborations with the *Take 5* initiative

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Accomplishments for FY2019:

- Completed a texting pilot with some positive results, including greater persistence and higher rates of financial aid form completion for students who received text messages. Data around registration rates and withdrawal rates were not consistently positive. Despite the varied results, this pilot provided important insight into possible directions for future texting systems and campaigns at Harper.
- Held employee-focused Culture of Care events receiving positive feedback, with more than 90% of participants rating the event(s) as valuable or highly valuable. Participants indicated desire for more care-focused professional development and service events in the future.
- Developed a student video describing the key services and supports available at Harper. Feedback from the video pilot was positive, with 89% of student respondents agreeing that "The video helped me better understand the services available on campus to students." Similar results are expected when the video is launched widely in fall 2019.