Counseling and Student Success

Assessment Report
2010-2011

Mission/Purpose
University of West Alabama Counseling Services enhances opportunities for students to pursue a quality education and assists in the development of important qualities of independent thinking, respect for the ideas of others, personal integrity and character in order to realize their quests for a philosophy of life and self-fulfillment through provision of guidance to promote academic success and personal and professional growth.

I. Goals and Student Learning Outcomes, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

A. Goal: Enhance academic support and student counseling
Raise student retention and graduation rates through enhanced academic support and student counseling and improved quality of residential life and extracurricular experience

1. Outcome: Success skills and tools
Provide skills, tools, and counseling support for students, faculty, and staff.

a. Measure: Counseling Support Skills and Tools
Personal and group counseling will be documented and feedback on service received will be documented per self report of individuals receiving counseling services.

Source of Evidence: Activity volume

1. Achievement Target:
Increase number of students utilizing Counseling Services for individual and group needs by 10 percent.

2. Findings (2010-2011) - Achievement Target: Met
Student usage of Counseling Services more than doubled over the previous school year - in large part due to the employment of a full time Director of Counseling Services and a part-time counselor for online students.

B. Goal: Address issues of the region
Address the major educational, social, cultural, and economic issues of the region.

1. Objective: Provide support to other units as requested/needed
Provide support for the UWA 101 classes, classes in the Behavioral Sciences Department, and other units as requested/needed.

a. Measure: Success of Courses taught by Director of Counseling Services
University courses taught by the Director of Counseling Services will be successful per student evaluations at the end of each course taught.

Source of Evidence: Student course evaluations on learning gains made
1. **Achievement Target:**
   75 percent of students will indicate satisfaction with UWA 101 courses taught by the Director of Counseling Services each semester.

2. **Findings (2010-2011) - Achievement Target: Met**
   Course evaluations from students in UWA 101 courses taught by the Director of Counseling Services over the school year 2010-2011 averaged a 3.6 out of 4 satisfaction level which is a 90 percent satisfaction rate.

C. **Goal: Comprehensive use of information technologies**
   Meet the needs of its various publics, both internal and external, through the comprehensive use of information technologies.

1. **Objective: Provide Electronic and Web-based Services**
   Provide web-based services in electronic mental health education, intake and assessment, and distance counseling support to UWA students, faculty, and staff through use of a Counseling Service web page and Blackboard shell.

   a. **Measure: Increased use of Electronic and Web-based Counseling Services**
      Increased incidents of use of electronic and web-based counseling services offered to UWA students, faculty, and staff.

      Source of Evidence: Activity volume

   1. **Achievement Target:**
      Increase usage of Counseling Services by University Online students by 10 percent.

   2. **Findings (2010-2011) - Achievement Target: Met**
      Usage of Counseling Services by University Online Students increased by 86 percent.

II. **Goals and Other Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans**

A. **Goal: Enhance academic support and student counseling**
   Raise student retention and graduation rates through enhanced academic support and student counseling and improved quality of residential life and extracurricular experience

1. **Objective: Retention for at risk students**
   Assist with retention efforts related to "at risk" students.

   a. **Measure: Student RetentionRatio**
      Retention rate for students will be measured through ongoing data maintained by UWA Office of Institution Effectiveness.

      Source of Evidence: Administrative measure - other

   1. **Achievement Target:**
      Increase student retention percentage from percentage of last school year.

   2. **Findings (2010-2011) - Achievement Target: Met**
      Percentage of Gateway students retained at end of Freshman year increased from 26% in School Year 2009-2010 to 30% in School Year 2010 - 2011.
b. **Measure: Retention Ratio for "At Risk" students**
Retention ratio for "At Risk" students will be measured through ongoing data maintained by UWA Office of Institutional Effectiveness.

Source of Evidence: Existing data

1. **Achievement Target:**
   Increase retention rate for "At Risk" Students by 5 percent.

2. **Findings (2010-2011) - Achievement Target: Partially Met**
   Gateway Student Retention rate increased by 4 percent.

3. **Action Plan**:
   **Increase Retention Rate of At Risk Students by 5 percent.**
   Through collaboration with Student Success Coordinators with Colleges, provide tutoring and skills training support to increase retention of students who have been conditionally admitted or who are on academic probation or academic warning.
   - **Established in Cycle:** 2010-2011
   - **Implementation Status:** In-Progress
   - **Priority:** High
   - **Implementation Description:** Needs will be assessed per feedback of Student Success Coordinators and interventions provided to address needs.
   - **Completion Date:** 09/30/2012
   - **Responsible Person/Group:** Director of Counseling Services
   - **Implementation Notes:**
     - 9/14/2011 Additional support programs are currently under development to support increased retention rate of at risk students. These include enhance use of tutoring and increased study skill education through Counseling Services.

2. **Objective: Contact on excessive absences.**
   Provide UWA faculty with an option for contacting students with excessive absences.

   a. **Measure: Excessive Absence Follow-Up**
   Follow-up will be conducted with students reported by faculty to have excessive absences through initial email and then campus mail and home mail if no response to email contact to offer supportive counseling for resolution of underlying reasons for absences.

   Source of Evidence: Activity volume

   1. **Achievement Target:**
      Increase contact with students having excessive absences to 100 percent of all reported to Counseling Services by faculty.

   2. **Findings (2010-2011) - Achievement Target: Met**
      All students who were reported to Counseling Services as having excessive absences were contacted via email as follow-up to report by faculty member.

3. **Objective: Disabilities support**
   Support students with disabilities through provision of counseling and consultation with faculty.
a. **Measure: Support for Students with Disabilities**
Timely intervention for students currently identified by the ADA program with need of special services.

Source of Evidence: Evaluations

1. **Achievement Target:**
   Increase usage of Counseling Services by students with disabilities by 10 percent.

2. **Findings (2010-2011) - Achievement Target: Met**
   Usage of Counseling Services by students with disabilities increased by 25 percent over the previous year.

4. **Objective: Education on mental health issues**
   Educate students, faculty, and staff about mental health issues that may contribute to impairments in academic, social, and personal functioning.

   a. **Measure: Mental Health Education for UWA Community**
      Satisfaction with knowledge and help received through dissemination of mental health education materials via display racks and web page and face to face educational events. Satisfaction will be measured through evaluation survey of users of materials and educational events.

      Source of Evidence: Evaluations

      1. **Achievement Target:**
         Increase dissemination of mental health education to information racks in all residence halls and classroom buildings and at least one campus wide seminar during school year.

      2. **Findings (2010-2011) - Achievement Target: Met**
         Information racks were placed and maintained with mental health education throughout the school year in all residence halls and five other campus locations. An Eating Disorders Seminar Group was offered to the Campus during Spring Semester 2011.

B. **Goal: Address issues of the region**
   Address the major educational, social, cultural, and economic issues of the region.

   1. **Objective: Student Success Coordinator guidance**
      Provide guidance for Student Success Coordinators assigned to each academic college.

      a. **Measure: Student Success Coordinator Feedback**
         Student Success Coordinators indicate that guidance provided by Counseling Services enhances their advisement of at-risk students in study skill and curriculum planning support.

         Source of Evidence: Client satisfaction survey (student, faculty)

      1. **Achievement Target:**
         85% of respondents will indicate satisfaction with counseling services.
2. Findings (2010-2011) - Achievement Target: Met
   All Student Success Coordinators indicated satisfaction with counseling services.

2. Objective: University committees
   Serve on and effectively contribute to appointed university committees.
   
   a. Measure: Contribution to Appointed University Committees
      Contribution of the Director of Counseling Services to appointed University committees will be satisfactory per feedback from University leadership and other committee members.
      
      Source of Evidence: Client satisfaction survey (student, faculty)

1. Achievement Target:
   100 percent active participation in all appointed committees.

2. Findings (2010-2011) - Achievement Target: Met
   The Director of Counseling Services attained 100 percent active participation on all appointed committees through attendance at called meetings and completion of taskings from meetings.

3. Objective: Collaboration with University and Community Entities
   Promote collaboration between Counseling Services and University academic colleges, University organizations, and the entities within the surrounding community.
   
   a. Measure: Satisfactory Collaboration with University and Community Entities
      Collaboration between Counseling Services and entities of both the University and the surrounding community will be satisfactory per feedback from leadership of respective entities.
      
      Source of Evidence: Client satisfaction survey (student, faculty)

1. Achievement Target:
   Determine satisfaction of collaboration between Counseling Services and Academic Colleges through survey of leadership of Academic Colleges.

2. Findings (2010-2011) - Achievement Target: Met
   Satisfaction of collaboration between Counseling Services and Academic Colleges was attained through periodic survey per verbal communication between Director of Counseling Services and leadership in Academic Colleges.

III. Other Plans for Improvement
A. Implement Electronic Intake and Assessment with Counseling Services
   Continue to seek technology implementation of secure means to conduct electronic intake and assessment for Counseling Services.
   Established in Cycle: 2010-2011
   Implementation Status: In-Progress
   Priority: High
   Implementation Description: Have a secure means by which Counseling Services can offer electronic completion and submission of intakes and assessments by students, staff, and faculty of UWA.
   Completion Date: 10/02/2011
Responsible Person/Group: Director of Counseling Services

Implementation Notes:
9/14/2011 Counseling Services has a Help Desk ticket submitted since September 1, 2011 for placement of a Counseling Services shell in Blackboard for all On-Campus students through which electronic intake and assessment will be conducted once the shell is opened up.

IV. Analysis Answers

A. What specific strengths did your assessments show? (Strengths)
The number of UWA students (to include students with disabilities and online students), faculty, and staff utilizing Counseling Services increased. Dissemination and access to Mental Health Education for UWA students, faculty, and staff increased. Satisfaction with Counseling Services support was indicated per verbal feedback from College Student Success Coordinators, Committee Chairs, College Deans, University organizations, and Community entities and per written feedback from students in UWA 101 courses and Behavioral Science courses taught by the Director of Counseling Services.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
Retention for at-risk students was partially met at 4 percent versus the goal of 5 percent. Implementation is still needed for electronic intake and assessment for University Counseling Services as well as increased availability of distance counseling modality for students, faculty, and staff.

C. What plans were implemented?
A Gateway program was conducted for at-risk students with ACT scores below that required for conditional admission to the University. A grant was obtained and staff was hired to develop and implement a counseling services program dedicated to the UWA online student population. A mental health education dissemination program was established to insure dissemination of education that fit student needs throughout the school year. Coordination was conducted with College Student Success Coordinators throughout the school year to follow-up on support of at-risk students. The Director of Counseling Services taught UWA 101 and courses with the Department of Behavioral Sciences each semester of the school year. The Director of Counseling Services served on the following committees: Chair, The Counseling Advisory Committee, Member of Freshman Studies Committee, Orientation Committee, Student Life Committee, and Health and Wellness Committee.

D. What plans were not implemented?
Counseling Services did not complete implementation of electronic based intake and assessment and just began use of electronic format for services such as counseling, support groups, and education sessions.

E. How will assessment results be used for continuous improvement?
Assessment findings will be used to build upon as services are strengthened and expanded for UWA students, faculty, and staff.

V. Annual Reports

A. Key Achievements
1. Implementation of regular dissemination of mental health education to UWA students, faculty, and staff.
2. Implementation of distance based counseling services for support of online students.
3. Satisfactory instruction with students in UWA 101 and Behavioral Science courses.

B. Staff Achievements

2. Attainment of PBI grant to support development and implementation of counseling services for UWA online student population.

3. Collaboration with Division of Outreach Services for seminar with Department of Human Resources, Sumter County, Alabama, October 2010 to participants in job readiness training program on recognition and management of life stressors.

4. Establishment of Counseling Services Advisory Committee.

C. Public/Community Service
   Dr. Hollingsworth served on Sumter County DHR Quality Assurance Committee with the Foster Child Placement program.