Counseling and Student Success

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/Objectives, with Related Measures, Targets, Findings, and Action Plans

A. Goal: Enhance academic support and student counseling
Raise student retention and graduation rates through enhanced academic support, 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 and faculty.

a. Measure: Counseling Support Skills and Tools
Personal and group counseling will be conducted with focus of assessment, diagnosis and treatment of deficiencies in academics, social skills, and personal growth and development with success documented per self report of recipients of counseling.

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

2. Findings (2011-2012) - Target: Met
Overall student usage of counseling services increased by 30 percent for online students and by 50 percent for on campus students - due in part to increased familiarity of students with counseling services through marketing and word of mouth.

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

2. **Findings (2011-2012) - Target: Not Reported This Cycle**
   Disabilities support was removed as a responsibility of Counseling Services when the ADA Coordinator Mrs. Lawanna Walker was relocated to supervision of Student Affairs.

3. **Action Plan:**
   **Disability Services moved to Student Affairs**
   Disability Services was moved from Counseling Services to Student Affairs during School Year 2011-2012.
   - **Established in Cycle:** 2011-2012
   - **Implementation Status:** Finished
   - **Priority:** High
   - **Projected Completion Date:** 07/31/2012
   - **Responsible Person/Group:** Vice-President of Student Affairs

3. **Outcome: 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 and face to face educational events.

      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 (2011-2012) - Target: Met**
         Information racks were maintained with mental health education throughout the school year in all residence halls and five other campus locations. Weekly information on mental health was provided in the campus newspaper, The Muse. Mental Health Education was provided through the Counseling Services website and through Blackboard courses for both on-campus students and online students.

4. **Outcome: 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.

      1. **Achievement Target:**
100 percent feedback about course satisfaction with UWA 101 courses taught each semester.

2. Findings (2011-2012) - Target: Met
Course evaluations from students in freshman orientation and academic courses taught by the Director of Counseling Services over the school year 2011-2012 averaged a 3.6 out of 4 satisfaction level which is a 90 percent satisfaction rate.

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

A. Goal: Enhance academic support and student counseling
Raise student retention and graduation rates through enhanced academic support, 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 Retention Ratio
Retention rate for students will be measured through ongoing data maintained by UWA Office of Institutional Effectiveness.

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

2. Findings (2011-2012) - Target: Met
During School Year 2011-2012 retention was increased for "At Risk" students (those participating in Gateway program) by 20 percent from a 30 percent retention rate in SY 2010-2011 to 50 percent rate in 2011-2012.

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.

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

2. Findings (2011-2012) - Target: Met
Retention rate for "At Risk" students increased from 30 percent in school year 2010-2011 to 50 percent in school year 2011-2012 for an overall increase of 20 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.
Projected Completion Date: 09/29/2012
Responsible Person/Group: Director of 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.

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

      2. Findings (2011-2012) - Target: Met
         All students who were reported to Counseling Services as having excessive absences were contacted via email as follow-up to reports by faculty members.

3. Objective: International student support
   Support success of international students attending University.

   a. Measure: Satisfaction with Support for International Students
      Use of UWA Counseling Services by international students.

      1. Achievement Target:
         Support provided by Counseling Services for international students attending UWA will be satisfactory per feedback from students and instructors.

      2. Findings (2011-2012) - Target: Met
         International students and faculty/staff working with international students verbally reported satisfaction with support received from the Counseling Services office.

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.

1. **Achievement Target:**
   During each semester, all student success coordinators will provide feedback to Counseling Services to indicate satisfaction level of guidance received and additional guidance needed for following semester.

2. **Findings (2011-2012) - Target: Met**
   Student Success Coordinators for each University college indicated satisfaction with guidance provided through 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.

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

      2. **Findings (2011-2012) - 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 surrounding community will be satisfactory per feedback from leadership of respective entities.

      1. **Achievement Target:**
         Increase collaboration with academic colleges by 10 percent.

      2. **Findings (2011-2012) - 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.

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 web-based services
   Provide web-based services in electronic preventive education and distance counseling support to UWA students, faculty, and staff.

   a. Measure: Increased use of web-based counseling services
      Increased incidents of web-based counseling services offered and used by UWA students, faculty, and staff.

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

   2. Findings (2011-2012) - Target: Met
      During School Year 2011-2012, the information and services provided to online students was increased within the dedicated Blackboard shell and an additional Blackboard shell was added to provide similar services to on-campus students.

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.
      Projected Completion Date: 10/01/2011
      Responsible Person/Group: Director of Counseling Services

   B. Distance Continuing Education for Professional Community
      Increase university visibility and professional contribution through provision of continuing education to behavioral science professionals through web based access.
      Established in Cycle: 2011-2012
      Implementation Status: In-Progress
      Priority: High
      Implementation Description: Develop, market, and conduct webinars and classes for behavioral science professionals that will satisfy their annual continuing education requirements.
      Projected Completion Date: 05/25/2012
      Responsible Person/Group: Director of Counseling Services
      Additional Resources Requested: Graduate Assistant to help with development
and implementation

**Budget Amount Requested:** $2,200.00 (recurring)

**C. Graduate Field Experience Course in Social Science Practice**

Provide a field experience course for graduate social science students to work directly with campus student services and support in practice of social science skills.

- **Established in Cycle:** 2011-2012
- **Implementation Status:** Finished
- **Priority:** High
- **Implementation Description:** Coordinate with Department of History and Social Sciences to develop a field experience course for graduate social science students to work under supervision of UWA Counseling Services to support students through campus organizations, residence halls, and academic colleges in preventive mental health knowledge and skill enhancement.
- **Projected Completion Date:** 05/25/2012
- **Responsible Person/Group:** Director of Counseling services.
- **Additional Resources Requested:** Increased Printing and Binding to support provision of student handouts.
- **Budget Amount Requested:** $561.00 (recurring)

**D. Transition Class for International Students**

Provide a 1 semester transition class for international students to facilitate successful adjustment as a student at UWA.

- **Established in Cycle:** 2011-2012
- **Implementation Status:** Finished
- **Priority:** High
- **Implementation Description:** Develop an orientation class for international students to be conducted weekly during their first semester as a student at UWA.
- **Projected Completion Date:** 12/25/2011
- **Responsible Person/Group:** Director of Counseling Services
- **Additional Resources Requested:** Increased Printing & Binding funding to support production of additional student handouts.
- **Budget Amount Requested:** $561.00 (recurring)

**E. Transition Class for UWA Online Students**

Provide a transition class for online students at UWA to facilitate their academic success.

- **Established in Cycle:** 2011-2012
- **Implementation Status:** In-Progress
- **Priority:** High
- **Implementation Description:** Develop and implement a transition class to be conducted weekly for online students during the first semester of their status as an online student with UWA.
- **Projected Completion Date:** 12/25/2012
- **Responsible Person/Group:** Director of Counseling Services
- **Additional Resources Requested:** NA
IV. Analysis Questions and Analysis Answers

A. What specific strengths did your assessments show? (Strengths)
During School Year 2011-2-12 retention for "At Risk" students increased by 20 percent. Student usage of counseling services increased for both online and on-campus students. Mental Health Education for the UWA community increased through increased application of technology resources. Collaboration between Counseling Services and the Behavioral Sciences Department increased through placement of a practicum student in Counseling Services. 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 and academic courses taught by the Director of Counseling Services. Counseling support for international students increased through both increased number of international students seeking services and through increased preventive educational presentations by Counseling Services staff.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
Increased usage is still needed for on-campus preventive education groups and for tutorial services provided free to students.

C. What plans were implemented?
The Online Counseling Services support was continued through renewal of the PBI Formula grant for its second year. Awareness of available counseling services was increased through increased word of mouth and advertisement in campus publication. Preventive mental health education was increased through development of a Blackboard shell for both online and on-campus students. Coordination was conducted with College Student Success Coordinators throughout the school year to follow-up on support for 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: Freshman Studies Committee, Orientation Committee, Student Life Committee, and Health and Wellness Committee. Services for international students was increased through preventive education and transition support for new international students to the University.

D. What plans were not implemented?
All activities planned by the Counseling Services office for this year were implemented.

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 Report Section Responses

A. Key Achievements
PBI Formula Grant Renewed for Second Year Implementation of Counseling Services Program for Distance Learning Student Population with addition of one part time Licensed Professional Counselor to staff and a Research Technology Assistant.

B. Staff Achievements

C. Public/Community Service
Member of Sumter County Alabama Quality Assurance Committee for Department of Human Resources August 2010 - present Review and analyze cases of foster child placement for appropriate placement for meeting child's needs. Consultant Educator - Wesley House Adult Program, Meridian, MS. April 2012 - present Provided needed educational classes such as stress management and relationship building for adults receiving services through Wesley House.
## ANNUAL PLAN

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<tr>
<th>Item</th>
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<th>Remarks</th>
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<tbody>
<tr>
<td><strong>Goals</strong></td>
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<td>Goals are broad statements describing what the unit wants to accomplish. Goals relate to both the unit's mission and the University's mission. The goal(s) is stated as the University goal(s) a unit is attempting to meet.</td>
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<td><strong>Outcomes/Objectives</strong></td>
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<td>Outcomes and objectives are statements that describe in some detail what the unit plans to accomplish. Outcomes/objectives are associated with all applicable goals, strategic plans, standards, and institutional priorities.</td>
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<td>Objectives are active-verb descriptions of specific points or tasks the unit will accomplish or reach. Outcomes are active-verb descriptions of a desired end result related to student learning and the unit's mission.</td>
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<td><strong>Measures</strong></td>
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<td>Measures are statements to judge success in achieving the stated outcome or objective. Measures contain information on the type of evidence and assessment tool that a unit will use to verify if stated outcome/objective has been met.</td>
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<td><strong>Achievement Targets</strong></td>
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<td>Achievement targets are the thresholds that the measures must meet for the unit to determine that it has been successful in meeting its specified outcomes/objectives. Achievement targets are measurable statements.</td>
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### SELF-STUDY

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<th>Item</th>
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<tr>
<td><strong>Findings</strong></td>
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<td>Findings are indications whether an outcome/objective was met or not. Findings are put into the system under each achievement target. Findings include an interpretation of results, possible uses of results, reflection on problems encountered, indicated improvements/changes and strengths or weakness.</td>
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<td><strong>Action Plans</strong></td>
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<td>Action plans are detailed plans created by the unit to meet an outcome/objective that was only partially met or not met or to make improvement to those outcomes/objectives that were met but still need some strengthening. The plan includes a projected completion date, implementation description, responsible person(s)/group, resources required, and budget amount (if applicable).</td>
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<td>Action plans created in previous cycles have been updated with implementation notes.</td>
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<td><strong>Annual Report</strong></td>
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<td>The Annual Report section contains information on key achievements, faculty and/or staff achievements, and community/public.</td>
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<td><strong>Analysis Report</strong></td>
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<td>The unit has reflected on and created narratives for each of the following areas: specific strengths and progress made on outcomes/objectives, specific weaknesses or challenges, plans that were and were not implemented, and how assessment results will be used for continuous improvement.</td>
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Approved by: [Signature]  
Date: [8/12/12]

Received by OIE:  
[Signature]  
Date: [8/10/12]