

Sitting Bull College

2017-2025 Enrollment Management Plan

2020-2021 Final

SBC ENROLLMENT MANAGEMENT MISSION

SBC Enrollment Management Plan shall actively recruit, enroll, and supports a diverse student body that meets the overall Strategic Plan of the college; and promotes student retention and completion rates. The Enrollment Management Plan will include a strategy for marketing, recruitment, retention, financial aid, and data collection and reporting. The Enrollment Management plan will be implemented through the college’s Student Life, Curriculum, and Assessment Committees.

Enrollment Targets

- To have increased new student enrollment by 50 per year:

- To have increased fall to fall retention rates by 2% per year:

- To have increased fall to spring persistence rates by 2% per year:

- To have increased graduation rates by 2% per year.

Results

Fall 20/Spring 21 = 30 first-time freshman/18 transfer students = 48
 Fall 19/Spring 20 =76 first-time freshmen/23 transfer students = 99
 Fall 18/Spring 19 = 60 first-time freshmen/40 transfer students = 100
 Fall 17/Spring 18=97 first-time freshmen/51 transfer students=148
 Fall 16/Spring 17= 77 first-time freshmen/49 transfer students = 126
 Fall 15/Spring 16= 69 first-time freshmen/50 transfer students = 119

Fall 19/Fall 20 = 57.6% retention rate
 Fall 18/Fall 19 = 57.8% retention rate
 Fall 17/Fall 18 = 48.8% retention rate
 Fall 16/Fall 17=52.3% retention rate
 Fall 15/Fall 16= 51.3% retention rate

Fall 20/Spring 21 = 64.8% persistence rate
 Fall 19/Spring 20 = 68.1% persistence rate
 Fall 18/Spring 19= 68.1% persistence rate
 Fall 17/Spring 18=70.6% persistence rate
 Fall 16/Spring 17= 59.6% persistence rate
 First-time freshmen persistence decreased by 17% for Fall 20/Spring 2021
 First-time freshman increased by 6% from Fall 19/spring 20
 First-time freshman decreased by 11% from Fall 18/spring 19
 First-time freshman increased by 6% from Fall 17/Spring 18
 First-time freshman increased by 20% from Fall 16/Spring 17

IPEDS 2% increase (2014 cohort) = 16%
 IPEDS 1% increase (2013 cohort)=13%
 IPEDS 9% decrease (2012 cohort)=12%
 IPEDS 7% increase (2011 cohort) =21%
 IPEDS: 4% increase (based on 2010 cohort) – 14%

Marketing Goals

1. To maintain a comprehensive marketing plan through 2025.
 - Continue campaign to brand SBC.
 - Determine the most effective means for marketing SBC.
 - Revamp SBC web site.

Recruitment and Enrollment Goal

2. To maintain a recruitment plan that will increase new students by 50 per year through 2025.
 - To increase enrollment of current high school graduates.
 - To increase enrollment of current GED graduates.
 - To create and increase the number of programs/activities that will increase the male student enrollment.
 - To complete a cost analysis of offering athletic programs.
 - To develop articulation agreements between other ND TCUs for transfer students into Bachelor and future Master's programs.

Retention and Completion Goal

3. To maintain a retention plan through 2025.
 - To provide an effective first year learning experience.
 - To provide an effective integrated and coordinated advisement program for all students.
 - To improve engagement of all students.
 - To create improved communication of events/activities and important dates between the college and the students.
 - To provide services for students at risk.
 - To increase availability/access to support services offered to McLaughlin & Mobridge sites.
 - To increase student opportunities for external experiences.

Student Financial Management Goal

4. To maintain a student financial management plan through 2025.
 - To increase the financial literacy of students.
 - To assist students with setting financial goals.
 - To increase the number of scholarships awarded to students.
 - To increase the number of students completing financial aid before classes begin.

Professional Development Goal

5. To maintain a professional development plan for staff and faculty on effective practices in retention and persistence through 2025.
 - To provide resources for faculty and staff to attend First Year Learning Experience conferences.
 - To provide resources for faculty and staff to attend advising conferences.
 - To provide resources for faculty and staff to attend recruitment and retention conferences.
 - To provide resources for faculty and staff to attend assessment conferences.

Data Collection and Reporting Goal

6. To maintain an effective data collection and reporting system through 2025.
 - To develop tools to effectively track data collection.
 - To maintain a central repository system.

Marketing Plan Goal 1: To develop and implement a comprehensive marketing plan through 2025.

Objective	Measurement Tool (Who, what, how, when?)	Measurement Goal (Expected results)	Findings (Actual results)	Action or Recommendation
Develop marketing strategies for SBC.	The Student Life Committee will develop recruitment materials using internal and external sources that effectively promote what Sitting Bull College through by May 2017.	Completion of at least five different types of recruitment items will be developed. Current sources: newsletters, radio, papers, banners, campus tours, school recruitment fairs, posters, financial aid letters and application forms.	Radio announcements, testimonials, social media posts, virtual college fairs, and zoom meetings were conducted with potential students in the case of COVID-19. 4 private tours were held with a small group of students to potential high school students, totaling 14 students. -LS	Working on a new website that will help potential students get a real feel of SBC and provide steps for them as a new student. Will continue radio announcements, testimonials, and social media posts with hopes that college fairs will be in person for the 2021-22 fiscal year.
Continue campaign to brand SBC.	The Student Life Committee will continue to brand SBC through the slogan of “Build Your Brighter Future”.	All promotional materials will use the branding slogan of “Build Your Brighter Future”.	The build your brighter future logo has been used on all promotional materials, presentations on the scholarship have been given to seniors at the local high schools, newspapers and radio ads were placed to inform the public of the BYBF Scholarship as well as SBC in general. -LS	BYBF has been very beneficial when speaking to high school students. Will continue to use the slogan on all advertising and promotional materials. -LS
Determine the most effective means for marketing SBC.	The Student Life Committee will develop a survey instrument that will be administered to all students during registration, beginning fall 2016.	An analysis will be completed on the rate of return on the investment of different markets: radio, paper, bulk mailing, and journal advertisements.	We typically provide a survey during registration at the bookstore. This year we had online registration and did not conduct the survey. Trying to do the process online was a new process and a little bit overwhelming for most students so we did not pressure them with this additional step, they also did not have to come to the fort yates campus so the book sales were down about 25% from previous years. On the survey, we ask how students heard about the Sitting Bull College Registration and where they have heard/seen SBC advertisements in the past 6 months. -LS	This survey is rather important to see what media sources are really working for recruitment. Word of mouth and Facebook have been our top contenders for the last couple years. -LS

Recruitment Plan Goal 2: To have established and maintained a recruitment plan that will increase new students by 50 per year through 2025.

Objective	Measurement Tool (Who, what, how, when?)	Measurement Goal (Expected results)	Findings (Actual results)	Action or Recommendation
<p>To increase enrollment of current high school graduates.</p>	<p>Student Services will complete the following recruitment activities with high school students each year:</p> <ul style="list-style-type: none"> • College Awareness on campus visits - Send thank you cards • Visit High Schools/Recruitment Fairs • Brochures/Alumni Posters at each school on and near reservation boundaries • Sunday/Summer Academies • HS graduate scholarship and picture frame graduation gift from SBC • School counselor awareness sessions • Visits to schools during parent teacher conferences • Dual credit/dual enrollments 	<p>At a minimum 500 high school contacts will be made in a year resulting in an additional 10 high school graduates per year.</p>	<ul style="list-style-type: none"> • Every Monday and Wednesday in July the Financial Literacy Coordinator and I held FAFSA & ACCUPLACER days at all 3 sites. 34 students attended and CDC Guidelines were followed. • October 26- 28 - TCU virtual fairs, where hundreds of students received 5-10 minutes on every tribal college over the noon hour. SBC received 7 potential student inquires. • March 11- Solen School visit- reached 13 students. • March 22-24- DACAC ND Virtual Fair. Hundreds of students attended, 14 of those students stopped by the SBC virtual booth that had housing, financial aid, virtual tours, admissions applications and other helpful information for first time students. • March 24- Tour for 4 Standing Rock potential students • April 21- Tour for 4 students that are pre-registering <p>With COVID-19 we were not able to get into a lot of schools like we normally do. Information on the 2 large virtual fairs that I attended was shared with all Standing Rock High School students so they did get to see SBC on there. -LS</p>	<p>Based on the virtual fairs we learned that SBC website does not have a lot of functionalities that other college websites do. We are working on a new website and we can only hope that next year is somewhat normal so we can continue our regular school visits and in person college fairs. -LS</p>
<p>To increase enrollment of current GED graduates.</p>	<p>Student Services will complete the following recruitment activities with GED students:</p> <ul style="list-style-type: none"> • Career counseling upon completion of GED • GED completer scholarship and picture frame graduation gift from SBC 	<p>At a minimum 200 GED contacts will be made in a year resulting in an additional 10 GED completers per year:</p>	<p>From May 2019 to May 2020, there were 88 students enrolled in the GED program at SBC. During this period, 3 students completed the GED, which includes 4 sections of subjects in Reading/Language Arts, Social Studies, Science, and Math for 8 hours of official testing. Please note that May 2019-August 2019, we did not offer official exams due to the COVID-19 campus closing.</p> <p>The GED examiner(s) spent an average of 45 minutes with each completer discussing the SBC Build Your Brighter Future Scholarship and giving a tour of the campus. GED Completers also were emailed a survey if they wanted 1) to walk during SBC graduation ceremony; 2) if they wanted more information about attending college.</p>	<ul style="list-style-type: none"> •Give tour of college to GED students as they begin official testing to field questions as they come for tests on consecutive days •Provide college information to completers, including giving them an SBC Bulletin •Ask GED completers if our college outreach coordinator can contact them – provide coordinator with contact information from those who say ‘yes’ •Set up meeting with SBC career counselor if GED completers indicate a desire to explore career options – MR/RF

				<ul style="list-style-type: none"> •Schedule a 'shadow college student' day for individual program of interest •Advise GED Completers of SBC Challenge Tests for ENGL Composition I if student achieves a GED College Ready score (165-174) or GED College Ready + Credit score (175-200) on the RLA test.– MR/RF
To maintain the number of programs/activities that will increase the male student enrollment.	The Trades program will continue to work on recruitment strategies for 2018-19 to increase the number of male students at SBC	A minimum of 20 additional male students will enroll in the Trade degree programs in 2019-2020.	During the 2021-2021 academic year, the college was able to offer building trades, electrical, CDL, and Heavy Equipment Operation. Unfortunately due to the hands on nature of the training, enrollment was limited due to social distancing and COVID 19. Nineteen students enrolled in the trades during the 2020-2021 academic year. This was an increase of 5 students from 2019-2020 KR	Continue to recruit students for the Trades.

Retention Plan Goal 3: To establish and maintain a retention plan through 2025

Objective	Measurement Tool (Who, what, how, when?)	Measurement Goal (Expected results)	Findings (Actual results)	Action or Recommendation
<p>To provide an effective first year learning experience.</p>	<p>The following will be assessed by the Assessment Committee and the Vice President of Operations each semester:</p> <ul style="list-style-type: none"> • First Year Experience Course • Freshman Advising Sequence of Mandatory courses • Orientation 	<p>100% of all new students will enroll in the PSYC 100 FYLE course.</p> <p>100% of all new students will be enrolled in the mandatory first year courses.</p> <p>100% of all new and transfer students will participate in an orientation session.</p>	<p>There were 46 students that enrolled in the fall 20 semester. Forty-six (46) students enrolled in the First Year Learning Experience eighteen or 39% completed successfully.</p> <p>There was 26 students enrolled in the spring 21 semester. Thirteen (13) students or 50% completed successfully.</p> <p>Orientation was held as a “required class” on MySBC due by the 3rd week of classes. The categories were sectioned off per week to introductions, student services and club information. Each student give written feedback on what they learned, enjoyed and had questions on.</p> <p>Fall 20 Semester: 26 out of 59 students successfully complete the fall 2020 orientation course.</p> <p>Spring 21 Semester: 10 out of 16 students successfully completed the spring 2021 orientation course. 15 students started the online orientation but did not complete the full class.</p> <p>Site Coordinators assisted with students completing orientation at the other sites for a better completion rate.</p> <p>Student feedback based off assignments: They learned about all of the services. A lot didn’t know we had dorms and houses and appreciated the counseling services. Students were thankful that the orientation class was available on MySBC all year so they could revisit if they had any questions or concerns in a specific area. -LS</p>	<p>Continue to monitor first time students to ensure they are enrolling in the first year learning course. (KR)</p> <p>Continue with mandatory freshman sequence of course. (KR)</p> <p>Orientation did not go as well online as it has in person. I believe the orientation class was set up well but it was hard for students to navigate their assignments on MySBC as new students. Moving forward, we hope to keep orientation in person as that works best for us. -LS</p>

	<ul style="list-style-type: none"> Financial Literacy Awareness Workshops 	100% of all new and transfer students will participate in financial literacy training.	Financial Literacy is incorporated into the FYLE class in the FA/SP Semester. Financial Literacy Coordinator typically presents 1 full class period but the position was vacant almost all year.	Financial Literacy will incorporate in many ways- budgeting, financial literacy, and scholarship mock interviews. Will continue this in FYLE. -LS
To provide an effective integrated and coordinated advisement services for all students.	<p>Faculty advisors will review with students during registration the sequencing of required courses each semester.</p> <p>Each student will learn to monitor their progress in meeting their degree requirements through the use of the advising worksheet within Jenzabar.</p> <p>One meet your advisor luncheon will be held each academic term for students to ask questions about specific degree.</p>	<p>100% of SBC students are provided degree plans and explained the program sequence.</p> <p>100% of advising worksheets will be generated through the use of the Jenzabar advising manual.</p> <p>50 students will attend advisor luncheons each semester.</p>	<p>SBC continues to use the advising module in Jenzabar, which creates a computer generated degree plan.</p> <p>SBC continues to use the advising module in Jenzabar, which creates a computer generated degree plan.</p> <p>We typically have lunch with faculty every semester but since we are online we did “Trivia with Faculty” via zoom. We played trivia for the first 20 minutes and then we had break out rooms for students to talk with the faculty by program. Each program had at least 1 faculty member and a few general studies students were able to choose a major based on this event. It went really well for the few (7) students that attended but we wish student participation was higher.</p>	<p>Training will continue on the advising module.</p> <p>Continue lunch with faculty in the building trades. Recommend thinking of a new game and continue with the prizes. -LS</p>
To gauge the effectiveness on the use of MySBC Gradebook.	Student Services will survey student on their satisfaction of the gradebook through MySBC.	Score of 4 or higher on the importance of the gradebook in addition to the satisfaction.	The questions relating to MySBC gradebook, were not asked at the time of administration of the survey.	Due to COVID -19 the survey we completed on line and the ten institutional questions were not asked. Need to continue to ask the institutional questions in 2021-2022. (KR)
To improve engagement of all students.	<p>The student life committee will coordinate the following events/activities throughout the academic year:</p> <ul style="list-style-type: none"> Student Summit 	50% of current students will attend the student summit with an overall satisfaction level for the summit at 3.5 on a five point Likert scale.	<p>Summit: Fall Attendance: Canceled due to COVID-19 Spring Attendance: Canceled due to COVID-19</p> <p>For the fall summit, we ordered an array of prized. Some prizes were given during the games and others were drawn</p>	<p>Summit: Continue to hold the summit in the Fall and Spring and bring in diverse but relatable speakers for students. We will also continue to try to engage faculty as much as possible in the planning process to achieve buy in. -LS</p>

<p>To improve engagement of all students.</p>	<p>Speakers Series - Tuesday 12 to 1 events – held over IVN to reach sites</p> <p>The student life committee will coordinate the following events/activities throughout the academic year:</p> <ul style="list-style-type: none"> • Club Activities - Thursday 12 to 1 – held over IVN to reach sites. 	<p>A minimum of two speakers will be held each month during the academic year and will be held on the IVN to involve the Mobridge and McLaughlin sites.</p> <p>Club meetings will be held on Thursday from 12 to 1, when no classes are scheduled and will be held on the IVN to involve the Mobridge and McLaughlin sites.</p>	<p>Tuesday Speakers: Tuesday speakers were held via ZOOM for the 2020-2021 academic year with an average of four students per speaker.</p> <p>Student Government - Scheduled meetings for 2020-2021 Academic Year via Zoom with no participation. Possibly due to COVID-19 The Student Government held elections in the Fall of 2020. One student applied for the President position and one student for Vice President.</p> <ul style="list-style-type: none"> •Purchase exercise equipment for the work out room. Bike, rope, mirrors. <p>Fitness Club – The fitness club did not meet or have students applying for club officers, possibly due to COVID-19</p> <p>Veterans Club – Not active for the 2020-2021 Academic year.</p> <p>AIHEC Club – No meetings due to COVID-19</p> <p>AIBL Club - Average attendance is 6.</p> <ul style="list-style-type: none"> •Haunted Maze •Attended AIBL conference/RES Summit in March – Las Vegas NV. •SBC AIBL Club won 1st place in the chapter of the year competition and 2nd place in the business plan competition. As of today, four students are being awarded funds to travel to The AIBL and RES conference in July. <p>AISES Club - Scheduled meetings for 2020-2021 Academic Year via Zoom with no participation. Possibly due to COVID-19</p> <p>Teacher Club – This club was not active for the 2020-2021 academic year.</p> <p>Anime Club – Scheduled meetings for 2020-2021 Academic Year via Zoom with no participation. Possibly due to COVID-19</p> <p>Geek Oyate Club – The Geek Oyate Club had a total of 11 meetings for the 2020-2021 Academic Year. The average attendance was about 5 students. The highest</p>	<p>Maintain Measurement Goals for 2021-2022. CD</p> <p>Recommend continuing club formation and meetings starting in the Fall 2021. Majority of students not on campus and were not as active via Zoom. SSJ</p>
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	<ul style="list-style-type: none"> •Ichiwoglakapi (Talking Circle) •Student Services will hire qualified academic coaches to provide individual and group study session each semester 	<p>A minimum of six Ichiwoglakapi will be held at each site: Fort Yates, Mobridge, and McLaughlin.</p> <p>100% of new student and professional academic coaches will receive in depth training in working with individual students and conducting small group study sessions.</p>	<p>attendance was 9 and the lowest was 2. Typically met on Wednesday's in person 12pm in STC 105. The meetings were moved to Zoom online in the afternoon Due to COVID-19. The completed community events consisted of the following:</p> <ul style="list-style-type: none"> •October 7, 2020: Trash Pick-up day (picking up trash around the SBC) •November 2020 – Pi-Top Laptop Assembly <p>Rodeo Club – Not active 202-2021 Academic Year -SSJ</p> <p>Talking Circle data was included in the Tuesday Speakers series. Tiffany</p> <p>Tutor Training: No training completed due to COVID-19 pandemic.KR</p>	<p>Need to continue to track data separately for Talking Circles. KR</p> <p>Hold tutor training for 2021-2022. KR</p>
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<p>To create improved communication of events/activities and important dates between the college and the students.</p>	<p>All faculty and staff will assist with the improvement of communication through the use of the following venues:</p> <ul style="list-style-type: none"> • Facebook MySBC and email 	<p>Through survey results student will express an increased awareness of event/activities on campus.</p>	<p>Noel Levitz Student Satisfaction Survey (SSI) was conducted the Spring semester. College Experience met your expectations: SBC SSI Average: 5.27% National Community Colleges Average: 4.98%</p> <p>Overall Satisfaction: SBC SSI Average: 5.90% National Community Colleges Average: 5.58%</p> <p>If you have to do it over, would you enroll here again? SBC SSI Average: 6.29% National Community Colleges Average: 5.83%</p> <p>SBC is higher than the national community college average on all categories. -LS</p>	<p>SSI Survey will be administered the spring semester every year. The results are extremely helpful to show where we need improvements. Our results are very good this year. -LS</p>
<p>To provide services for students at risk.</p>	<p>Student Services will provide the following services for at risk students each semester:</p> <ul style="list-style-type: none"> • HPER 217 Personal and Community Health required course for all students coming in off of suspension • Effective Counseling • Paid Internships through Project Success 	<p>100% of degree students returning off of suspension will be required to enroll in the HPER course each semester with a 75% pass rate.</p> <p>Counseling services (academic, personal, and career) will be provided to 75% of students enrolled each semester.</p> <p>20 students will be provided a paid internship experience through Project Success</p>	<p>Fall semester 2020 -5 students enrolled -1 withdrawn -25% pass rate Spring Semester 2021 -2 students enrolled -1 withdrawn -0% pass rate</p> <p>Fall 2020 Students contacted 102 Email: 48 Met off Campus: 0 Met on Campus :18 Other: 140 Phone Call: 62 Unduplicated Contacts:102 -SR</p> <p>Spring 2021 Students contacted 118 Email:53 Met off Campus: 1 Met on Campus:58 Phone:60 Other:82 Unduplicated Contacts:118-SR</p> <p>Project Success Retention Grants Paid Internship Summer/Fall 2020 4 Student's participated in Summer/Fall 2020 3 completed with a 2.0 or above 1 Did not complete with a 2.0 or above</p>	<p>Contact all new students within first week of classes. -SR</p> <p>Improve communication with Faculty regarding student's behavior's that may be interfering with academic success. -SR</p> <p>More effectively communicate with students at registration/orientation the importance of responding to outreach. SR</p> <p>Return to on campus learning. -SR</p> <p>Consider offering paid internship funds to students over the summer for internships that are not for academic credit. -SR</p>

	<ul style="list-style-type: none"> • Emergency Aid through Project Success • Developmental Education 	<p>30 students will be provided assistance through the emergency aid for project success</p> <p>Students who score below the required college level on the Accuplacer score each semester will be required to complete a developmental education course with a 75% pass rate and a 50% persistence rate.</p>	<p>75% Retention-SR</p> <p>Spring 2021 7 Students participated 7 completed the semester (2.0 +) 0 did not complete with a 2.0 + 100% Retention SR</p> <p>Emergency Aid Summer/Fall 2020 11 Student's received assistance 8 Student's completed with a 2.0 or above 3 Did not complete with a 2.0 or above 73% Retention</p> <p>Spring 2021 8 Students received assistance 7 Student completed with a 2.0 or above 1 student did not complete with a 2.0 or above 87% retention - SR</p> <p>FALL 2020: ENGL 099 All Campuses Enrollment - 9 Students Completion - 0 Students passed with a grade of A/B/C Failed - 6 Students failed Withdrew - 3 Students withdrew SPRING 2021: ENGL 099 All Campuses Enrollment - 7 Students Completion - 1 Student or 14% passed with a B Failed - 6 Students failed Withdrew - 0 Students withdrew</p> <p>Fall 2020: MATH 099/101 All Campuses Enrollment - 30 students Completion - 10 students or 33% passed with a grade of A/B/C/D Failed - 10 students failed Withdrew - 10 students withdrew Spring 2021: MATH 099/101 All Campuses Enrollment - 9 students Completion - 1 student Failed - 6 students Withdrew - 1 student</p>	<p>Semester has not yet ended so student grades are conjectural- based on mid-term grades and current attendance. SR</p> <p>Improved communication with students regarding the goals/stipulations of the grant-SR</p> <p>The biggest challenge for instruction during the 2020 -21 school year was the lack of participation from my students. Even when I emailed assignments repeatedly to the entire class or sent individual emails offering assistance, extended due dates, or supplemental information, I could not get responses from most of my students. Difficulty with technology, limited or no access to internet, COVID complications, and additional family responsibilities were all factors in students unsuccessfully completing classes. SA</p> <p>As a first year teacher at SBC and dealing with the adaptations to learning during COVID, I found it to be a challenge to develop and maintain connections with the students. The beginning of each semester included some in-person sessions, but they were sporadically attended by some students and not at all by others. Once we went to online learning I had a few students who diligently completed the work they were assigned, but many did not follow through on any of the work. In an attempt to connect</p>
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	<ul style="list-style-type: none"> • Academic Coaching Services • Quiet Study Nights/Movie Nights 	<p>Academic Coaching services will be provided to 50 students each semester with a persistence rate of 75% of these students.</p> <p>TRIO Program will provide a minimum of six study nights fall and spring semester final exam weeks.</p>	<p>Academic Coaching Services: Fall semester: 17 individual students tutored Spring semester: 8 individual students tutored (to date)</p> <p>There were no study nights either semester due to COVID.</p>	<p>with students I did group emails as well as individual emails to each student reminding them of upcoming deadlines and offering to assist with any questions they may have or help them get caught up, but received very little response. I am hopeful that when we return to classroom instruction we will see much improved results. LW</p>
To increase availability/access to support services offered to McLaughlin & Mobridge sites.	Student Service staff will increase the number of visits to the McLaughlin and Mobridge sites.	<p>The Counselors will visit each site at a minimum of once a month during the academic year.</p> <p>The Financial Aid Scholarship Coordinator will visit each site a minimum of once a month during the academic year.</p> <p>Other Student Support staff will visit the sites at a minimum of twice a semester during the academic year.</p>	<p>The Outreach Coordinator and Financial Literacy/Scholarship Coordinator were unable to visit the sites this year due to be online. Classes were only in person at the sites the first 4 weeks of the semester so we put more information on the SBC app to fulfill that gap.-LS</p> <p>During 2019-20, the Financial Literacy/Scholarship Coordinator alternated visits between Mobridge and McLaughlin every Thursday to effectively increase support to students at the site locations. Due to COVID restrictions and lack of a person in this position, this process did not occur in 2020-2021. {Donna}</p> <p>Due to COVID restrictions, face-to-face visits occurred until late into the spring semester. Most contact was completed by email.</p>	<p>Outreach Coordinator and Financial Literacy Coordinator will continue this schedule for the 2021-2022 fiscal year. -LS</p> <p>Continue better awareness of student services at MCL and MOB site (Donna)</p> <p>Maintain Measurement Goals for 2021-2022.</p>
To increase student opportunities for external experiences.	Faculty and staff will assist students to apply for external experiences such as: Internships, student research, AIHEC Publishing of papers	<p>A minimum of 25 students will experience an external opportunity each academic year.</p> <p>Minimum of 5 students will submit papers for publications or to complete a speech at the AIHEC Conference.</p>	<p>Due to COVID, no student travel was permitted.</p> <p>The AIHEC Conference was canceled due to COVID but information on writing and art were sent out to all students many times and we did not have any submissions. -LS</p>	<p>COVID-19 has an impact on the number of external opportunities that students were able to participate in during the fall and spring semester.</p>

<p>To increase awareness of honor students</p>	<p>Student Services staff will publish honor list in the local papers each semester.</p> <p>Student Services staff will coordinator an annual student awards banquet in May of each academic year.</p>	<p>The honors list will be published each semester in a minimum of three local papers.</p> <p>A minimum of 100 students will attend the student awards banquet.</p>	<p>The honors list is printed in Moberge Tribune, Teton Times, and West River Eagle each semester. -LS</p> <p>The following number of students received academic honors for 2020/2021 Fall 20 = 64 Spring 21 = 60 Graduating w/Honors = 17 Lisa M</p> <p>Thirteen other student received recognitions from faculty or club advisors.</p>	<p>Continue putting the honors list in the paper. -LS</p>
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Student Financial Aid Goal 4: To have established and maintained a student financial management plan through 2025.

Objective	Measurement Tool (Who, what, how, when?)	Measurement Goal (Expected results)	Findings (Actual results)	Action or Recommendation
To increase financial literacy of students	The Financial Aid Scholarship Coordinator will hold financial literacy workshops throughout the academic year for all students to attend.	A minimum of five sessions will be held in an academic year with 50 students attending.	There were 3 financial literacy activities offered through the Speaker Series during 2020-2021. 10-06-20 Money Management [Zoom] 02-16-21 Managing your Finances [Zoom] 04-01-21 How Money Works, Primerca [Zoom], 3 employees and 4 students attended this workshop. [Donna]	Continue offering financial literacy training using Zoom/Team or other on-line resources. Set up in-person financial literacy workshops in Fort Yates; schedule in-person financial literacy workshops in Moberly and McLaughlin during monthly on-site visits by the Financial Literacy/Financial Aid Assistant. [Donna]
To assist students with setting financial goals.	The Financial Aid Scholarship Coordinator will hold financial literacy workshops throughout the academic year for all students to attend.	A minimum of five sessions will be held in an academic year with 50 students attending.	There were 3 financial literacy activities offered through the Speaker Series during 2020-2021. 10-06-20 Money Management [Zoom] 02-16-21 Managing your Finances [Zoom] 04-01-21 How Money Works, Primerca [Zoom], 3 employees and 4 students attended this workshop. Presentations focused on managing your money and included information on how to set up short-term and long-term financial goals and how to work towards gaining financial independence. [Donna]	Set up monthly activities in each college site utilizing local resources [staff, banks, credit unions] and online resources to encourage individuals to establish short-term and long-term financial goals and how to manage their money so they can reach their goals. [Donna] Continue to find ways to provide financial literacy training to students and their families and to locate additional on-line resources. (Donna)
To increase the number of scholarships awarded to students.	The Financial Aid Scholarship Coordinator will research additional scholarships and email the information to students each semester.	The number of scholarships identified each academic year will increase by 10%.	Eight new scholarship sources were located for the 2020-21 year. THE FA Director was not required to provide budgets to most of these sources so it is unknown how many students may have actually applied for one or more of these scholarships. (Donna) In 2020-21 one (1) new scholarships was created from donations directly to Sitting Bull College from a private donor. (Donna) Total financial aid funds from all sources disbursed in 2020-21 through April 30, 2021 is \$2,237,720 awarded to 1,039 students (duplicated count). (Donna) The total number of students (unduplicated count) awarded financial aid in 2020-21 increased by 89 (9.1%) and the financial aid awarded decreased by \$184,260 (9.2%). Average award in 2020-21 was \$2,153.72 compared to \$2,549.45 in 2019-20. NOTE: Summer 2021 funds are not yet included in the 2020-21 total amount awarded. (Donna)	Continue to promote completing FAFSA early in the year, tying it into the spring registration process in October and again in December. Continue to locate new scholarships and disseminate to students. Send direct e-mails to specific students based on majors targeted in the scholarships located. Also use the SBC application and Facebook to continue to promote scholarships. Post newly located scholarships on SBC application; Facebook; Twitter. Continue to use Toilet Talk (Chit Chat) posters to inform public and students about deadline dates and scholarship opportunities. Utilize the radio program and electronic signage to inform public of upcoming deadline dates and scholarship opportunities. Work closely with high school counselors to assist seniors to complete FAFSA early and financial aid applications.

			2020-21 was the seventh year the Build Your Brighter Future tuition scholarship and dorm scholarship was offered. 20 students received the scholarships totaling \$43,291. Compared to the prior year, this scholarship program decreased by 25.9%. (Donna)	Add 15 minutes component to the fall summit agenda on financial aid awareness and applications. Set up financial aid booth at fall summit with applications for spring term and include calendar to schedule appointments with students to complete next year's FAFSA early in months of October, November and December. Add extra bonus tickets for this as a major event when the FAFSA is completed within that time period. (DS)
To increase the number of students completing financial aid before classes begin.	The Financial Aid Scholarship Coordinator will hold workshops to assist students with completing financial aid for the coming year each spring.	Three workshops will be held each spring, with a minimum of 100 students completing the FASA application.	The Financial Literacy/Financial Aid Assistant position was vacated most of the 2020-2021 academic year. The Financial Aid Director worked with students on an individual basis throughout the year as needed. In addition, the Outreach Coordinator assisted students with FAFSA completions during pre- and final registration activities throughout the year. Students were then referred to the financial aid office for further assistance with other financial aid applications. [Donna]	To encourage early completion of financial aid applications, the Financial Literacy/Financial Aid Assistant will set up FAFSA Fridays in Fort Yates and will set up this activity in the McLaughlin and Mobridge sites. Recommend the college make public announcements of when this scheduled service is available using the SBC radio program, the marquis located on the Fort Yates site, television notices in each college building, as well as the many other online sources. [Donna] Recommend Financial Literacy/Financial Aid Assistant continue to coordinate with the Outreach Coordinator to set up meetings with local high schools to discuss financial aid opportunities and assist students with early applications. [Donna]

Professional Development Goal 5: To have implemented a professional development plan for staff and faculty on effective practices in retention and persistence through 2025.

Objective	Measurement Tool (Who, what, how, when?)	Measurement Goal (Expected results)	Findings (Actual results)	Action or Recommendation
To provide resources for faculty and staff to attend student services conferences.	The Vice President of Operations will identify two to three individuals to attend recruitment and retention training or host training for all faculty and staff.	<p>The individuals in attendance will provide written and oral reports of information from conference at Retention Committee meetings, Student Life Committee meetings, and faculty meetings.</p> <p>Document any changes resulting from training.</p>	Two staff members and one faculty attended the Higher Learning Commission virtual conference in April 2021. Five staff and faculty participated in virtual professional development workshops from the Higher Learning Commission on Assessment of General Education. Two security officers participated in Clery Training. A virtual in-service was provided to all employees through SafeCollege. Each employee was required to complete COVID-19 Awareness Training, Title IX Training, Drug & Alcohol Awareness, and Customer Service. All full-time faculty participated in training for teaching on-line as a result of the COVID-19 pandemic.	Most of the trainings that faculty and staff participated in dealt with the effectiveness of moving to on-line learning, along with working in a social distancing climate.

Data Collection and Reporting Goal 6: To have established and maintained an effective data collection and reporting system through 2025.

Objective	Measurement Tool (Who, what, how, when?)	Measurement Goal (Expected results)	Findings (Actual results)	Action or Recommendation
To develop tools to effectively track data collection.	At the end of each semester a thorough analysis will be completed by the Student Life Committee on SBC's Enrollment Management plan data.	Completed data for semester Enrollment Management Plan.	The enrollment data was completed in May 2021, with information periodically reviewed by the Student Life Committee, and presented to the Assessment Committee. The data will be reviewed by the Board of Trustees in July 2021.	Continue collecting data.
To maintain a central repository system.	At the end of each semester data collection will be placed by appropriate individuals onto SBC's shared server.	Completed data for semester save on the SBC's shared server.	Information in regards to overall and program enrollment, demographics, persistence, and retention are posted on the College's web site after the third week of classes. Other data is placed in the shared folder under data.	Continue collecting data.
The completion of an annual report that is shared with the college community.	At the end of the academic year, an annual report will be compiled by the Vice President of Operations on the results of the goals of the enrollment management plan to the BOT at the annual strategic reporting session and will be placed on SBC's web site.	Written and oral reports to all stakeholders.	The Enrollment Management report will be placed on the College's web site, presented to the Board of Trustees, and shared with faculty and staff. Results of the Enrollment Management report will be used to continue to make decisions in regards to student retention and persistence.	Continue collecting data.