

Action Line

CLARUS Recommendations

❑ **Missing a golden opportunity**

Without any programs or classes for the 50+ group, Delta is missing out on the only population in the Tri-County area that is increasing. So a 50+...Just like Gold program came onboard last spring. For info go to www.delta.edu/lifelonglearning and click on the 50+ quick link (left side of webpage).

❑ **Need more certificate programs and short-term training**

This finding isn't surprising given the economy. Prospective students want a "quick fix" or to develop marketable skills in a short period of time.

❑ **Where did they go? Find them**

Pay more attention to "stop outs" also known as students who leave Delta in good standing with a good GPA having earned 30 credits or less. Why did they leave? What will it take to get them back?

❑ **Take a serious look at the way classes are scheduled**

Coordinating class schedules between Divisions is essential. For example, if most freshmen want English Composition, Speech and Political Science, are these classes offered at various times so they can take all three during one semester? A Scheduling Task Force led by Judy Miller already is working on this issue.

❑ **Look to the area high schools**

There needs to be more coordination with area K-12 systems so their students can take advantage of Delta's programs. Because of this recommendation, there are new efforts to recruit dual-enrolled students. President Jean Goodnow has set a goal of increasing dual enrollment by 10% during the 2008-2009 academic year.

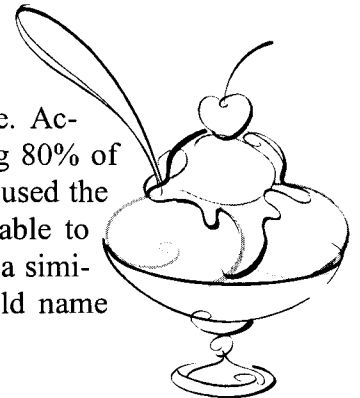
What is the Tri-County saying about Delta College these days?

If you were here 10 years ago, the word on the street was that Delta had the image of vanilla ice cream — plain, no chocolate sauce, no sprinkles, no nuts (okay, well maybe a few but never mind).

A new measure of the community's perception of Delta (CLARUS survey) was an AQIP Action Project for 2007-2008 and the result is a giant scoop of good news...

Delta is a Hot Fudge Sundae!

The college has shed its plain vanilla image. According to the CLARUS report, a whopping 80% of the respondents who were asked about Delta used the term the "Delta Difference" and also were able to add something specific about the college. In a similar survey 10 years ago, less than 25% could name something specific about Delta.



Work on recommendations is underway

The survey data resulted in nearly 89 specific recommendations that are prioritized and synchronized with Delta's strategic plan. All are delegated to specific departments and assigned a timetable. So far, 32 are done, 32 more have a June 2009 deadline, 13 more are due by June 2010 and 12 need further analysis or are considered duplicates.

Who weighed in on the questions?

More than 770 persons including:

- *Local residents and community business owners*
- *Tri-County school superintendents, guidance counselors and high school students*
- *Recent Delta graduates*
- *Delta faculty and staff who met in focus groups*

The Flip Side

2-minute AQIP Update

- **Do you know anyone involved in the AQIP program at Delta?**

Of course you do.

There are nine committees with 109 people from across the college. For example, Andrea Ursuy, Connie Watson, Thelma Bushong, Allan McKay, Leslie Sanders, Loretta Sharma, Tammie Grunow, Mike Cooper, Ann Isackson and Barb Powers all serve on the "Valuing People" committee.

There also is a **Steering Committee** that meets twice a month to keep the process of assessing current programs moving ahead and to plan future goals.

But AQIP involves more than a lot of meetings and talking. The program requires that the college earmark a minimum of three Action Projects each year, as proof to the Higher Learning Commission of the ongoing efforts to improve the college.

- **Delta's 2008-2009 projects are:**

- Assessing our Developmental Education program
- Moving toward social, environmental and economic sustainability by developing a comprehensive plan
- Professional Development Program: Leading and Learning Together

- **Retired action projects for 2007-2008**

- Coordinating our Developmental Education Program (topic of last month's *Action Line*)
- From Community College Survey of Student Evaluation (CCSSE) to action plans
- Measuring Community Perceptions of Delta College (topic of this *Action Line*)
- Implementing an Effective Employee Professional Development Planning Process

- **Here's one from the Gipper or in this case Don Halog, the "A" Quipper**

Pursuing excellence by relentlessly improving the way we teach, learn and work — this is another way of describing our mission.

Q & A

How are the CLARUS findings impacting Delta and you?



Sue Montesi

Question: What CLARUS recommendation is top priority?

Sue Montesi: *Definitely the college's website. The new button links take up less space and provide quick entry points for parents and other groups. Improvements will continue to be made since the website is the primary tool to market the college to potential students and the community.*

Question: What is the most unexpected finding?

Sue Montesi: *Definitely the improvement in our image in the community. We knew we had improved but the survey team said it was rare to see such a positive turn-around in just 10 years.*

Question: What else is new?

Sue Montesi: *We launched a 50+...Just Like Gold program with travel groups, enrichment classes and a one-day college program.*

We set up a deferred-tuition plan so students can pay for their tuition in as many as four installments, instead of the entire amount before classes begin.

We renamed the Workforce Development Center the Lifelong Learning Center and added continuing education programs for our occupational programs.

Question: Rumor has it there was a "secret shopper" component to the CLARUS scan and surveyors posed as students or residents?

Sue Montesi: *There was and we found out some pretty valuable information that way. We will definitely use this approach in the future.*

What CLARUS recommendation will be the most difficult to implement?

Sue Montesi: *Scheduling changes and the development of new programs.*



Answer

the call

The CLARUS scan discovered that students and community members who directly call a specific office at Delta may not know that they have reached the college. Why?

Because phone greetings and voice mail greetings fail to mention Delta College.

Try this:
"Hello, this is (name) at Delta College's (department)."

Problem solved.