

Institutional Effectiveness Report

Assessment Summary

Administrative Unit: One Card Services

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Assessment Cycle: Academic (July 1 – June 30)

Mission:

One Card Services is committed to supporting the mission and purpose of Valdosta State University by providing the campus community with effective and efficient access to campus services, accounts, facilities, and privileges utilizing and expanding our advanced card technology.

Assessment History:

Valdosta State University's recent facilities growth has resulted in a quickly expanding need for various card services. One Card Services will continue in its effort to mitigate the effects of this growth by enhancing existing programs and provide system improvements that support these needs. Equipment installations and additional plans & privileges to the card system is our main source of tracking this expansion of services.

One Card Services has tracked laundry, snack, and vending sales through various monthly reports. Based on sales, additional equipment and/or relocation of existing equipment, our primary focus has been to provide these services in locations based on the sales numbers as this is keeping in compliance with our vendor agreements. Card replacements are not easily projected; however, we have tracked the numbers via our card systems reporting features and the numbers are maintained in an Auxiliary Services database which is updated daily.

Major objectives included the development of a laundry request for proposal, which was distributed and awarded in 2008. New contract implementation included laundry room renovations, new equipment ordered, and additional equipment added where space permitted. Laundry rooms are converted to card-only transactions, thus providing a better means to track sales and discourage vandalism. The on-line laundry system is implemented to monitor when equipment is available for use and/or laundry cycles completed which add great benefit and convenience for students. In addition, a 24 hour – 7 day a week 800 telephone number is now provided to offer immediate response to equipment failure or answers to questions, by a live laundry representative. During Housing & Residence Life's Resident Assistant Training, the newly contracted laundry vendor provided a day of training and lunch for the R.A.'s on campus.

These expanded services contribute to the achievement of our overall mission of providing effective and efficient access to services.

Revenue Sources

The following student fees support the One Card Services operation:

Mandatory Access Card Fee: \$10.00 per semester beginning 2008, from \$5.00 a semester in 2007, prior to that there was no mandatory card fee.

The first card is free; there is a \$15.00 replacement fee for each subsequent card.

The key factors used in projecting revenues over time are enrollment estimations using FTE numbers.

Goods/Services	FY2005 Revenue	FY2006 Revenue	FY2007 Revenue
Snack Vending	34,931.45	27,066.69	26,643.28
Laundry Vending	47,769.17	44,461.92	56,293.42
Drink Vending	164,505.03	164,472.68	195,020.96
Card Replacement Sales	26,843.63	28,545.26	35,468.27
Access Card-Fee Revenue	n/a	n/a	117,865.61
Inter-department sales revenue	73,352.61	103,553.47	94,431.39
FLEX forfeitures	4,102.62	3,980.15	5,485.46

Goals for Unit (2005-2006): re-card campus as mandated by the Board of Regents

Assessments 2005-2006: coordination and review by campus committee, card re-distribution goal attainment reached in May 05.

Assessments Results: campus community re-carded and social security numbers were expunged from the card system and cards with social security numbers were destroyed.

Discussions/Dissemination of Results: Coordinated effort through on-campus committee, which disbanded after re-carding due to compliance goal attainment.

Goals for Unit (2006-2007):

Goal #1: Coordinate implementation of Blackboard TIA interface with Banner Web.

Goal #2: Prepare a new department brochure to include a FLEX Agreement.

Goal #3: Provide higher quality of customer service for I.D. production.

Assessments 2006-2007:

Goal #1: Slow interface resulted in double entry on FLEX accounts deposits.

Assessment Results:

Discussion/Dissemination of Results:

Modifications Made:

Goals for Unit (2007-2008):

Goal #1: Coordinate and conduct survey with the aid of Institutional Research to potential off campus merchants for FLEX Account access/program.

Goal #2: Collaborate with off-campus vendors and reach an agreeable fee for FLEX use off campus to provide increased revenue for One Card Services.

Goal #3: Coordinate and conduct survey with the aid of Institutional Research to students to determine what types of services they would prefer to have available at off campus merchants.

Goal #4: After completion of the two surveys, and approval from administration, coordinate a time line for purchase or lease of card reader equipment and installation schedule.

Goal #5: Implement program, install equipment and increase annual FLEX revenue with off campus merchant program.

Assessments:

Goal #1: Data collected from electronic off campus merchant survey/merchant response. (Time-line yet to be determined)

Goal #2: Compare programs of other universities off campus merchant programs and positive response from merchants.

Goal #3: Data collected from electronic student survey results.

Goal #4: Upon receipt of approval, set a date of 6 months for completion of purchasing schedule and then another 6 months for installation, overall results achieved in 1 year.

Goal #5: Measure previous years FLEX revenue.

2005-2006 (or 2005)

Goals for 2005/2006

FINANCIAL:

Overall – Our goal is to increase revenue as an Auxiliary Unit.

Re-card entire campus (students & employees) to ensure Board of Regents compliance.

Implementations:

- Replaced all card numbers in our database to the 870 format, prescribed by the B.O.R.
- Contracted with outside vendor to re-print all campus cards with newly assigned numbers.
- Coordinated and performed distribution of all cards to campus community.
- Destroyed all old cards and removed social security numbers from all documentation and software.

RELATED TO THE STRATEGIC AND MASTER PLANS

Planning – Work closely with Institutional Research to perform assessments of customer needs and review service performance.

SERVICE

Customer – Work with the Spectator to educate employees and students of our various services and options regarding the 1Card.

New Programs/Program Modifications – Improve customer service by expanding payment options.

University Community – Keep all departments notified of changes within our area.

TEAM BUILDING/CONSENSUS BUILDING

Within your Unit – Plan special hours of operations, projects, etc. via meetings and direct communication with input from all employees.

Across Campus – Coordinate functions to include other departments (ex: new card distribution)

PROFESSIONAL DEVELOPMENT

Personal – Attend training and development classes offered on and off campus.

Unit – Attend classes as a unit, whenever possible.

PROGRESS TOWARD STRATEGIC INSTITUTIONAL GOALS

Goal	Activity	Stat us	Evidence
<p>Effective Planning and Resource Utilization</p> <p>VSU informs and supports the need for change, processes, and programs through integrated, continuous strategic planning.</p>	<p>Perform merchant surveys through Institutional Research to determine what services we may offer them and VSU students in the community.</p>		<p>Survey</p>
<p>Successful Outreach</p> <p>VSU actively identifies, cultivates, and encourages private support through the enhancement of alumni, community, and corporate outreach.</p>	<p>Provide refreshments for alumni & community functions on campus through coordination of vendor donations.</p>	<p>On-going</p>	<p>Annual golf tournament, main campus public events.</p>
<p>Access and Participation</p> <p>VSU promotes expanded access, participation, and quality through a comprehensive marketing plan.</p>	<p>Promote and market our programs to potential students & their parents via Visitation & Orientations.</p>	<p>On-going</p>	<p>Presentations & handouts.</p>
<p>Student Preparation</p> <p>VSU works actively with K-12 education to increase the pool (number) of high school students from our service area who are eligible to attend the University.</p>	<p>Encourage student employees and accommodate their class vs. work schedule whenever possible.</p>	<p>On-going</p>	<p>Student employee retention.</p>

IMPROVEMENT IN UNIT EFFECTIVENESS

1. Describe one significant change made in your unit during the year to improve service quality or productivity.

2. What information or other rationale prompted the unit to make the change described above. Describe the data source (student, faculty, etc.) and type (survey, interview, report, etc.) of data.

PROGRESS TOWARD STRATEGIC INSTITUTIONAL GOALS

Goal	Activity	Stat us	Evidence
<p>Enrollment & Retention</p> <p>Intentionally grow under-graduate and graduate enrollment (to 12,000 over the next 5 years) through additional new students and increased retention and graduation rates of existing students.</p> <ul style="list-style-type: none"> • Improve freshman to sophomore retention at least 1% per year. • Improve 6-year graduation rate by at least 1% per year. • Increase the number of transfer students to VSU. • Develop traditions and culture to encourage retention. • Assess and implement changes in faculty load, facilities, course offerings, and class scheduling to enhance the use of university resources in support of planned growth. • Improve the advising process, consistent with Enrollment Management Plan, to support student's transition from general education to major field. • Increase number of students seeking certification and licensure renewal. • Develop a proposal for programs and program delivery strategies that meet the needs of non-traditional degree-seeking students. 	<p>Expand customer service options to promote a forward-thinking and progressive campus community by offering the same types of services that are available at both national and regional universities throughout the U.S.A.</p>	<p>On-going.</p>	<p>Off-campus merchant program proposal.</p>
	<p>Promote a diverse atmosphere by employing different race and gender for full time employees as well as student assistance</p> <p>Encourage employees to attend training classes to understand/embrace ethnicity</p>		<p>Employees collaboration with colleagues and customers</p>
<p>Academic Programs</p>	<p>VSU training department offers academic</p>		<p>Interoffice discussions in</p>

Goal	Activity	Status	Evidence
<p>Develop programs in health-related professions; while continuing to offer, identify, and develop programs, which prepare students to be responsible, thoughtful, and productive citizens.</p> <ul style="list-style-type: none"> • Develop programs in health-related professions. • Hire more faculty with interdisciplinary backgrounds. • Retrain existing faculty to teach in interdisciplinary pedagogies and offer instruction via multiple delivery systems. • Increase team-teaching across the disciplines (i.e., medical ethics, creativity, diversity). • Increase cohort groups. • Increase service-learning opportunities for students. 	<p>programs/seminars/workshop/training classes. Flyers are placed on the employee bulletin board by the time clock and emails are forwarded throughout the office to notify employees of the training opportunities. Full time employees must meet a minimum annual requirement of classes per academic year.</p>		<p>regards to different issues and those individuals who has knowledge in a variety of areas (employees who attending the classes)</p>
<p>Faculty and Staff Development</p> <p>Enhance employment excellence and identify best practices in developing and retaining quality faculty and staff.</p> <ul style="list-style-type: none"> • Hire a university director for Grants and Contracts within the current fiscal year. • Designate a grants and contracts liaison for each college and provide the appropriate training for this person to facilitate grants in the college. • Develop creative budget processes to provide the necessary/mandatory job specific skill training for all employees. • Identify problem retention areas. Target those areas as needed for a specific plan. • Employee & Organizational Development will work with Continuing Education and the appropriate academic liaisons to document all employee development and training across campus. • Develop a system to provide, document, and reward faculty development (faculty evaluation process) to improve teaching, advising, research, and grant writing. • Institute programs that raise the educational/skill level of staff. • Make mentorships available to all employees (staff, academic roles, and administrative roles). 	<p>Periodic meetings to enhance the performance and promote professionalism of the office staff. Meetings are also held on 1 on 1 basis to discuss specific tasks.</p>		<p>Evaluations of employee performances.</p>
<p>Financial Support</p> <p>Establish the infrastructure to increase sponsored research and private gifts as a percent of the total budget to position VSU to achieve its mission.</p> <ul style="list-style-type: none"> • By November 2006, create data bases and materials to support grant writing and collaborations with corporate and community partners. • Within 2 years, each college will identify a plan for increasing their external funding and changing faculty role expectations related to obtaining external funding. • Commit to a major capital campaign; including making strategic decisions to use university funds to hire development personnel in order to improve long- 	<p>Encourage employees to donate to staff & faculty campaign each year. Also place flyers out for events such as “relay for cancer.”</p> <p>Purchases dinners for different benefits throughout the campus</p>		<p>Percentage report that the staff & faculty campaign distributes. Also, individual financial reports (whenever an employee collects funds for</p>

Goal	Activity	Status	Evidence
<p>term sources for support of academic units.</p> <ul style="list-style-type: none"> • Identify prioritized staff members (major gifts officers) with a goal to bring them on board over five years as resources become available. • Improve profile in the Valdosta community, by continuing to develop external/community partnerships. • Develop a recommendation for creating a VSU Research Foundation. • Define and achieve minimum standards for alumni contact. • Cultivate “pride of place” and tradition of giving back. 			<p>an event)</p>

**Valdosta State University
One Card Services Plan**

Background

Changes and Benefits

Directions for the Future

Goals

Unit Director, Date _____ President/VP for Unit, Date _____