



CAREER, ADVISING, PLACEMENT (CAP) SERVICES DEPARTMENT and PROGRAM REVIEW: DEPARTMENT PLAN

Part 1: Department Mission Statement

Enrollment Management Mission: The Enrollment Management team works together to deliver clear guidance, accessible resources, and ongoing support to help student actively pursue and accomplish their goals.

CAP Services Mission: Partnering with students to help them achieve academic, personal, and career success, fostering collaboration, growth and ownership in their education.

Part 2: Strategic Plan Connection

- ✓ [Student-Ready College](#)
- ✓ [Access](#)
- ✓ [Community Engagement](#)

Part 3 and 4: Goals/Outcomes and Activities

Goal 1 (shared w/ EM team): Create a supportive and welcoming student experience by strengthening collaboration among the Enrollment Management team to ensure consistent guidance, timely and accurate information, and coordinated services.

Activities (shared w/ EM team)

1. Identify and adopt shared behavioral practices (e.g., 10-foot rule, wearing name tags, greeting students, asking follow-up questions)
2. Develop and implement a strategic cross-training plan across EM departments
3. Review, revise, and improve department signage and internal communications (e.g. “warm hand-off protocol”, communication guidelines for use of Teams, Outlook, etc.)
4. Develop customer service training for both onboarding and ongoing professional development
5. Identify and train appropriate staff on using Slate to better serve students. (A&R Specific)

Activities (CAP specific):

1. Enhance campus-wide knowledge by inviting departments to CAP staff meetings to share program updates and by integrating CAP advisors into the Education Pathways structure.

Goal 2: Review and refine new student advising onboarding processes to ensure efficiency, deliver excellent customer service, and create a welcoming environment.

Activities

1. Large Group Bobcat Advising and Registration (BAR) Sessions
 - Streamline student consistent communication before, during and after the event.
 - Send follow-up emails to students who have not registered after attending a BAR, group, or 1:1 appointment, offering additional support as needed.
 - Create a standardized follow-up message for all attendees to build rapport and connection.
 - Collaborate with Admissions to review the check-in process and registration support.
 - Identify services that can be offered as a one-stop experience on event days.
 - Evaluate space, signage, and overall environment to ensure a welcoming experience.
 - Evaluate event for changes related to Education Pathways
2. 1:1 and Small Group Sessions
 - Streamline consistent communication with students before, during and after sessions.
 - Develop a standardized follow-up message for all students to foster rapport and connection.
 - Evaluate sessions for changes related to Education Pathways
3. Increase faculty participation at BAR events through active recruitment.

Goal 3: Create and sustain proactive workshops, trainings, and group advising sessions that provide ongoing support for both staff and students.

Activities

1. Host resume workshops leading up to JobFest.
2. Offer ongoing training for advising faculty (e.g., GradTrack Plans).
3. Conduct classroom visits (HD100CS, AUTO, MFG, MA, PHARM).
4. Provide group advising sessions for CTE programs (CUL, MFG, AV).
5. Deliver Faculty Advisor Training at Kick-Off, Café sessions, and through individual onboarding for new faculty.

Part 5: Measurement Tool and Timeline

Goal 1: Measurements (shared w/ EM team)

- Use the Tableau admits dashboard to review the application-to-enrollment conversion rate for all students the fourth week of summer term, aiming to increase the rate by 0.25% each academic year.
- Use the graduate survey results related to services provided by Financial Aid, Admissions and Records, and CAP Services, with a goal of increasing our average rating by .2 across all areas related to Financial Aid, Admissions, and Financial aid.

Goal 2: Measurements

- Using SARs and BAR check-in data from SmartSheet, review the no-show rate for new student advising appointments by the third or fourth week of each term. Aim to reduce the no-show rate by 0.25% year over year.
- Using SARs, review the no-show rate for continuing student advising appointments by the third or fourth week of each term. Aim to reduce the no-show rate by 0.25% year over year.
- Using SARs and Argos reports, analyze data on students who attended a new student advising appointment more than two weeks before the term compared to those who attended within the two weeks leading up to the term. Aim to reduce the percentage of students attending in

the final two weeks by 1% year over year and increase the percentage attending earlier by 1% year over year.

- Increase faculty participation in BAR events by one faculty member year over year for the next five years.

Goal 3: Measurements

- Using workshop attendance data, evaluate attendance at the end of each workshop and compare it to the same workshop from the previous year. Aim to increase workshop participation by 5% year over year.
- Develop one new workshop or training a year over the next 3-5 years.