



Institutional Effectiveness Committee

MEETING MINUTES

Monday October 28, 2019

12:30 PM

Attendees

Dr. Pamela Senegal, Michele Mathis (chair), Lisa Palmer, Debra Harlow, Samantha Aaron, William Hatchett, Mark Wencel, Don Miller, Beverly Murphy, Jimmie Whitfield, Shelly Stone-Moye, Grace Mattson

Welcome

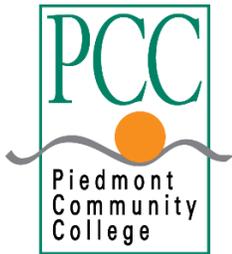
- Introduction of our student representative and faculty not present at the last meeting

Motion(s)

- Meeting 1 minutes – Michele Mathis asked for a motion to approve meeting 1 minutes, Beverly Murphy made a motion and Jimmie Whitfield seconded, the minutes were approved by the committee unanimously.
- Strategic Plan Committee – after some brief discussion about the composition of the SP committee, Michele Mathis asked for a vote to confirm that the composition of the Strategic Plan committee would be the same individuals on the IE Committee, which was approved by the committee unanimously.

Updates / announcements

- The overview of the policies and goals was not done prior to this meeting. It will be done prior to our next meeting.
- IRB Committee – The College currently does not have an IRB (Institutional Review Board) committee. There have been conversations in the past but no formal committee was created. Michele Mathis will do some research to see what other colleges are doing. Dr. Senegal suggested our Doctoral students on the IE committee also be in the IRB committee.
- Compliance Assist– Beverly Murphy noted the representative for Compliance Assist had contacted her office about PCC renewing their services. Michele Mathis has talked with CPCC about changing from CA and they decided not to change simply because they are using the system robustly and did not want to retrain employees. PCC only uses CA for SASCOC accreditation therefore changing to a new system would not be a major transition. Michele will do further research to see if there is a better system on the market.
- Data Dashboards – Michele Mathis will schedule time with Julie Gilliam for dashboard training sessions. At our previous meeting an inquiry was made as to how the Foundation office would use dashboards. Dr. Doris Carver spoke with Bill Schneider at the NCCCS and found there is only limited endowment data on the finance tab available in the dashboards.



Old business

- Review of surveys – surveys were not provided from all departments of the College as requested, only ORIE. A second request will be made for those surveys in order to streamline the amount of surveys going out, increase the completion rates of surveys (which is relatively low), improve the quality of the surveys going out and reduce survey fatigue. We would like to house surveys in one central location so that the data is readily available to ORIE for SACSCOC reporting.

Survey cost – a SurveyMonkey account with three users would cost the college approximately \$900 a year. This does not seem like a cost effective option at this time.

Dr. Senegal requested Lisa Palmer forward the NC State survey administered when she first arrived. The survey gathered data about employee morale. She would like to send the survey out again in the next year or two.

Survey suggestions to increase completion rates

- More interaction from faculty encouraging students to complete surveys
 - The survey be mandatory before a student takes their final exam
 - Allow the completion of the survey to count as a student grade – the drawback is the loss of student confidentiality
 - A statement is added that results will be made available to faculty after the class ends
 - Paper surveys as an alternative - the drawback with paper is student concern about being identified by handwriting and the survey has to be keyed individually
 - Have students complete the survey on their cell phone at the beginning or end of class
 - A different survey tool like Kahoot. It is more modern, interactive, student friendly and used for spare of the moment surveys. This survey would provide students with more security - the drawback is the results are only available for a limited time and it may not meet the needs of a more robust survey.
- 2019-2020 IE plan - Michele Mathis is moving forward with updates and filling in dates on the IE document
 - Strategic Planning process – Michele noted that we were not behind in our SP planning as previously thought. The current plan is set to expire June 2021. She also distributed two handouts, 2019-2020 Strategic Planning Timeline and the Aspen Institute Excellence Program.
 - 2019 - 2020 Strategic Planning Timeline – timeline is November 2019 through December 2020. The first stage will take place November – December 2019 and is the Leadership Alignment which includes meta-objectives, identifying stakeholders, discussing the end products and budgetary needs.

Timeline suggestions - Add an evaluation piece at the end of the process



When do we review the mission, vision, goals and values? In the past this was done at the beginning of the process. We tend to get caught in the wording and the process stalled a bit. In an effort to prevent this, we may need to review these things at the end once we have a better understanding of the College direction.

Michele Mathis is planning the SP kick-off event for the third week of January 2020. There will be three days of information and interactive sessions, one on the Person campus, one on the Caswell campus and one for students possibly using TED Talks.

A major marketing plan is needed to let all stakeholders involved know the new SP developed. Dr. Senegal noted the results would be on the PCC website but we also need to make additional efforts. She suggested a three-fold pocket handout of the new SP made available at the conclusion and at all major PCC events going forward.

- Aspen Institute Excellence Program – this program offers a half million dollar compensation. It focuses on four components: Learning outcomes, Completion outcomes, Labor market outcomes and Equity in outcomes. All on the committee have been asked to research other measureable options.

Debra Harlow asked how we are to track labor market outcomes. The low response rates on surveys to students about employment data makes the process difficult. Dr. Senegal noted that although difficult, this will be a requirement of SACSCOC in the near future for college accreditation. She also noted the Department of Commerce has an agreement with the NCCCS that will help us obtain this data through the dashboards. Currently the data reported is a year behind and does not include stats for self-employed and people working on farms.

Other options to capture the data were to follow up with local businesses, have a PCC liaison work with local companies, encourage students to update employment data on media platforms, and use EMSI which gathers employment data from social media sites.

New business

- Race/ethnicity and disability type data standards - NCCCS will be taking a vote later this year on the new standards for collecting race/ethnicity and disability type data. The new standards will provide more detail for improved reporting.
- Equity Institute - There will be an Achieve the Dream Workshop for the guided pathways. A five-member team from PCC will be attending. Michele Mathis will put the team together after additional input from other departments of the College. The meetings will take place January 16th and March 12th of 2020. These meetings should provide valuable information about student success outcomes and strategic planning.

Adjournment

Meeting adjourned at 1:49 pm

As recorded by Lisa Palmer