

DELTA STATE UNIVERSITY: NON-ACADEMIC ANNUAL REPORT
Academic Year 2006-07

I. Unit Title: Student Business Services

Division or School/College: Finance & Administration

Unit Administrator: Teresa I. Houston

II. Educational Program Learning Outcome Assessment Plan

<p>Learning Outcome <i>What should a graduate in this major know, value, or be able to do at graduation and beyond?</i></p>	<p>Data Collection and Analysis <i>What assessment tools and/or methods will you use to determine achievement of the learning outcome? Describe how the data from these tools and/or methods will be collected. Explain the procedure to analyze the data.</i></p>	<p>Results of Evaluation <i>What were the findings of the analysis? List any specific recommendations.</i></p>	<p>Use of Evaluation Results <i>What changes in curriculum, courses, or procedures were made as a result of the program learning outcome assessment process?</i></p>
<p>1. Demonstrate financial responsibility of their student account.</p>	<p>a. The number of students delinquent with Tuition Management Systems in November 2006 and April 2007 was compared to the number of students delinquent with TMS in November 2005 and April 2006. b. The default rate from Perkins Loan cohort was compared to the default rate of previous years. c. Compared the number of students turned over to collection in previous academic years to calculate an increase or decrease in the number of students turned over to collections.</p>	<p>a. Number of student participating in the payment plan with Tuition Management Systems decreased. B. The default rate was the lowest in DSU's history. c. There has been an increase in the number of delinquent accounts and the number of students turned over to collections.</p>	<p>a. Research is being conducted to determine if an in-house plan would better suit the needs of the university and the students. b. In the Spring of 2007, Student Business began offering on-line exit interviews for students with Perkins Loans. c. Analyzing the processes and procedures for collection. Signed contracts with two new collection agencies.</p>
<p>2. Solve any problems related to the Student Business Services.</p>	<p>a. Compared the Spring and Fall Graduation Surveys to determine</p>	<p>The number of students using the services of Student Business Services increased</p>	<p>Staff participation in the analysis of the services we offer and ways to improve the</p>

	if there is an increase in the use of our services and the satisfaction with those services.	in the Spring of 2007 from the Spring of 2006; however, the satisfaction rate declined .2 on a scale of 1 to 4 (1 being excellent, 4 being poor.)	customer services provided. Plan to enhance the communication between the Financial Aid Services and our office.
3. Illustrate awareness of services offered.	a. Graduation Survey b. Gathered one card data from Odyssey system to determine the increase in Okra Kard sales off campus.	Only 49 students utilizing the 24/7 Okra Kard Online Office.	Partnering with CBord to offer an online card office that provides more services to the students, such as the ability to see the flex dollars and Okra Green dollars, the ability for parents to make deposits to the students Okra Kards without viewing the student's information.

III. Division/Department Goals for the Current Year

This is a report on progress towards goals for the **current year**. These are operational goals for the unit that are NOT tied directly to student learning outcomes which are reported in the table above. An example might be the implementation of a personnel development plan to enhance the skills of the staff in a unit.

A. Goal # 1: Offer 24/7 on-line card office for the Okra Kard.

1. Institutional Goal which was supported by this goal: Goal #3. “The University community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure.”

2. Evaluation Procedure(s): The number of students utilizing the on-line one-card office.

3. Actual Results of Evaluation: A partnership was formed with JSA Technologies, Inc. and the on-line office was operating and fully functional in the Fall of 2006.

4. Use of Evaluation Results: The use of the office was monitored to evaluate if the services offered adequately meet our students' needs. Delta State will partner with CBord to offer a 24/7 online office in the Fall of 2007 that allows the students to check Flex balances and Okra Green Dining Only balances as well as Okra Green Anywhere balances.

B. Goal # 2: Increase the versatility of the use of Okra Kard Okra Green Anywhere for off-campus merchants.

1. Institutional Goal which was supported by this goal: Goal #3. "The University community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure."

2. Evaluation Procedure(s): Growth of the off-campus merchant program.

3. Actual Results of Evaluation: The off-campus sales to merchants increased by over 75% from FY06 sales.

4. Use of Evaluation Results: Student Business Services will participate in a pilot program for off-campus merchants offered by CBord in the Fall of 2007. The new program could expand the acceptance of the Okra Kard to national chains.

IV. Data and information for department: Student Business Services is responsible for the cashiering functions of the university, including but not limited to students' accounts receivables, assessing of tuition and fees, and administering the functions of the Okra Kard which include meal plans, Okra Green debit accounts, door access, and pay for print.

V. Personnel: Teresa Houston, Director, Marcia Lishman, Jerry M. Taylor, Marjorie Gladden, Barbara McKnight and Chrissy Glasgow

Noteworthy activities and accomplishments: The Perkins Loan default rate is the lowest since Delta State University's participation in the Perkins Loan Program. The Okra Kard Okra Green Anywhere accounts and usage on and off campus continues to grow. Staff members participated in several continuing education classes such as customer service and time management.

New position(s) requested, with justification: None requested.

Recommended change of status: None requested.

VI. Division/Department Goals for Coming Year

A. **Goal # 1:** Reduce the percentage of uncollectible debt by improving the debt collection process.

1. Institutional Goal which was supported by this goal: Goal #3. “The University community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure.”

2. Expected Results: The outstanding indebtedness to the University will decrease.

3. Evaluation Procedure(s): Compare the dollar volume of accounts receivable in previous semesters and the number of students turned over the collection.

4. Use of Evaluation Results: Determine if the purge process is timely and if a change in collection agencies was sufficient to meet the University’s needs.

B. **Goal # 2:** Generate additional revenue on outstanding balances.

1. Institutional Goal which was supported by this goal: Goal #3. “The University community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure.”

2. Expected Results: Fewer students avoiding the payment plan on account balances after financial aid.

3. Evaluation Procedure(s): Analyze the revenue account to determine amount of revenue generated.

4. Use of Evaluation Results: Determine if the collection of revenue on outstanding accounts is cost beneficial.

C. **Goal # 3:** Analyze the refund process to ensure a more effective and efficient means of refunding to students the student’s excess of Title IV funds over account charges.

1. Institutional Goal which was supported by this goal: Goal #3. “The University community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure.”

2. Expected Results: The students’ funds will be available in a more secure medium than physical checks. The process of refunding will be more efficient in that the number of students standing in line for a refund will be reduced.

3. Evaluation Procedure(s): The evaluation procedure will depend wholly on the purchase and successful implementation of TouchNet’s Payment+Students software.

4. Use of Evaluation Results: If students are not utilizing the services offered by the software, Student Business Services will determine ways to communicate the availability of the services to the students and also ensure that SBS staff is well trained.

D. Goal # 4: Implement the UGryd program with off-campus merchants and CBord.

1. Institutional Goal which was supported by this goal: Goal #3. “The University community will benefit from better communication, effective operational and administrative systems, an optimal work environment, and a performance-responsive reward structure.”

2. Expected Results: Increase in the number of off-campus merchants and national merchants accepting the Okra Kard

3. Evaluation Procedure(s): Comparison of numbers of merchants participating in the off-campus program.

4. Use of Evaluation Results: Determine the types of merchants students would prefer in an off-campus program.