

DELTA STATE UNIVERSITY: NON-ACADEMIC ANNUAL REPORT
Academic Year 2005-06

I. Unit Title: Student Business Services

Division or School/College: Division of Finance

Unit Administrator: Teresa I. Houston

II. Educational Program Learning Outcome Assessment Plan

These are Learner Outcomes identified for the **current** year. Contents of the table should be very brief. Footnotes may be included for items needing explanation or documentation. Not all units have direct student impact. Those that do should have clear learner outcomes developed. Those with no student contact may indicate that this section is not applicable.

<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. b. The default rate from Perkins Loan c. The percentage of students turned over to collections.</p>	<p>a. Reduce the delinquency rate by 1%. b. Drop default rate by 2% c. Reduce the percentage of accounts turned over to the collection agency (GRC) by 1%.</p>	<p>a. November and April b. Annually c. Annually</p>
<p>2. Solve any problems related to the Student Business Services.</p>	<p>a. GST Survey b. Graduation Survey</p>	<p>a/b. 85% Satisfaction Rate</p>	<p>a. Once a year b. Twice a year</p>
<p>3. Illustrate awareness of services offered.</p>	<p>a. Graduation Survey b. One Card Data</p>	<p>a. Increase use of services reported by 5% b. Increase usage of Okra Green debit account by 10%</p>	<p>a. Twice a year b. Once a semester</p>

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: Assist students to better afford their education by offering them a more flexible payment plan than the 3 pay plan that the university has been offering them in the past.

1. Institutional Goal which was supported by this goal: Catalyzing partnerships that bring benefits to the region.

2. Evaluation Procedure(s): A partnership was formed with Tuition Management Systems.

3. Actual Results of Evaluation: A slight decrease was seen from FY04 to FY05.

4. Use of Evaluation Results: A strenuous marketing plan was implemented targeting all freshmen applied and accepted.

B. Goal # 2: Ensure a smooth transition in phasing the one-card system into full operation into Student Business Services.

1. Institutional Goal which was supported by this goal: Introducing the latest in knowledge and technology to the region.

2. Evaluation Procedure(s): The re-structuring of the Bursar's Office to Student Business Services provided the opportunity to hire another employee as a Customer Service Representative.

3. Actual Results of Evaluation: The re-structuring of the Bursar's Office to Student Business Services provided the opportunity to hire another employee as a Customer Service Representative.

4. Use of Evaluation Results: Adding another employee has allowed Student Business Services to better service students using the Okra Kard by allowing dissemination of information regarding the use of the card system to more students.

C. Goal #3: Offer more services to students using the Okra Kard.

1. Institutional Goal which was supported by this goal: Introducing the latest in knowledge and technology to the region.

2. Evaluation Procedure(s): Analysis of services offered students.

3. Actual Results of Evaluation: Door access was installed in the Court of Governors residence halls. Students were offered more flexibility in using the Okra Kard when off-campus merchants began accepting the Okra Kard Okra Green Anywhere tender.

4. Use of Evaluation Results: The door access is currently used in the Court of Governors by the students. The off-campus program is still in the pilot phase. The services offered off-campus are currently being monitored to ensure that students are being offered beneficial services.

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: Marcia Lishman, Jerry M. Taylor, Marjorie Gladden and Barbara McKnight

Noteworthy activities and accomplishments: Marcia Lishman received the Odyssey PCS Certification for the one-card system. 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 is now accepted off-campus with eight merchants with plans for expansion.

New position(s) requested, with justification:

Recommended change of status

VI. Division/Department Goals for Coming Year

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

1. Institutional Goal(s) supported by this goal: Introducing the latest in knowledge and technology to the region.

2. Expected Results: Students will be able to deactivate lost cards on line, make deposits to Okra Green Anywhere using a credit card, and view current and previous months' statements.

3. Evaluation Procedure(s): The on-line office will be fully operational and utilized by students.

4. Use of Evaluation Results: The use of the office will be monitored to evaluate if the services offered adequately meet our students' needs.

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

1. Institutional Goal(s) supported by this goal: Introducing the latest in knowledge and technology to the region.

2. Expected Results: Participation in pilot program offered by CBORD permitting the use of merchants' credit card systems.

3. Evaluation Procedure(s): The success of the Okra Kard use as a debit card.

4. Use of Evaluation Results: An increase in merchants accepting the card off-campus.