

***Institutional Effectiveness  
Annual Report  
2016-2017***

**\*\*\*Completed in July, 2017**

**Southeastern Baptist College**

**Southeastern Baptist College**  
***Institutional Effectiveness Committee***

President.....\*Bro. Danny Pitts  
(deceased 12/16);  
\*Dr. Scott Carson  
(elected 5/17)

Academic Dean.....\*Dr. Scott Carson

Director of Admissions, Recruiting,  
& Financial Aid.....Mr. Ronnie Kitchens

Director of IT.....\*Bro. Hubert Dyess

Librarian,  
Director of I.E.....Mrs. Amy Hinton

Student Ministries Director,  
Dean of Students.....\*Dr. Daryl Coats

\*Signifies faculty members on the Committee

## **Southeastern Baptist College** ***Institutional Effectiveness Annual Calendar***

### **June/July**

1. The Institutional Effectiveness Committee completes the current year's I.E. Annual Report by reviewing the assessment results for the year (Column Four) and by making determinations to address in the next academic year. (Column Five).
2. The Institutional Effectiveness Director presents results from the current year's student/faculty evaluations to the Institutional Effectiveness Committee. Strengths and weaknesses are identified based on the surveys, and ways to improve are established; evaluation results are then added to the current year's Annual Report, along with an analysis of the year's strengths and weaknesses (with planned improvements for the next year). Results and plans are distributed to all full-time faculty and staff.
3. The Institutional Effectiveness Committee adopts outcome statements and procedures for the next academic year (Columns One, Two, and Three) based on the following:
  - (a) Action Plan Objective Steps in the Five-Year Planning Document
  - (b) The current year's "Use of Results" determinations
  - (c) New ideas discussed/approved during this annual I.E. Committee planning session
  - (d) The current year's Survey Results

### **October**

First of Month: The Institutional Effectiveness Committee presents the new academic year's Assessment Plan (Columns One, Two, and Three) to the Board of Trustees for approval, along with the previous year's I.E. Annual Report results.

Last of Month: The Institutional Effectiveness Committee meets to assess the progress being made on the current year's plans/intended outcomes.

### **Throughout the Year**

Data collection is conducted as appropriate, coordinated by the Institutional Effectiveness Director.

### **January**

The Institutional Effectiveness Committee meets to assess the progress being made on the current year's plans/intended outcomes.

### **July**

Cycle begins again.

**2016-2017 PLAN NUMBER 1.1 – ADMISSIONS/RECRUITMENT**

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 1.1</p> <p><b>Strategy:</b> We will pursue continued growth in enrollment through intensified recruiting efforts.</p> <p><b>Action Plan Objective:</b> Establish an enrollment growth plan through the year 2021.</p>	<p>Enrollment will see a growth of 5% from the previous year.</p> <p>(Fall/Spring enrollment in 2015-16 was 89 students, with an FTE of 66.)</p> <p>Goal this year: 100 students (combined semesters)</p>	<p>Monitor enrollment; record actual enrollment numbers.</p>	<p>For 2016-17: (combined semesters) 99 students, with an FTE of 65.</p>	<p>Continue to pursue enrollment growth. For next year, set a goal of 110 students (combined semesters).</p>

**2016-2017 PLAN NUMBER 1.2 – ADMISSIONS/RECRUITMENT**

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Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 1.2</p> <p><b>Strategy:</b> We will pursue continued growth in enrollment through intensified recruiting efforts.</p> <p><b>Action Plan Objective:</b> Ensure that personnel resources are adequate for recruiting needs.</p>	<p>Personnel for the recruiting and admissions office will be adequate for the recruiting needs.</p> <p>For this year: Use other staff members to help with advertising, promotional events, and social media outlets.</p>	<p>Monitor; determine if sufficient.</p>	<p>The Dean, IT Director, administrative secretary, and IE Director all helped with advertising endeavors, promotional events, and social media outlets (ads, festival events, Facebook, Instagram, etc.).</p>	<p>For next year, “hire” a volunteer/unpaid recruiter to take over the majority of the recruiting efforts (one who has already come forward seeking this position).</p>

**2016-2017 PLAN NUMBER 1.3 – ADMISSIONS/RECRUITMENT**

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 1.3</p> <p><b>Strategy:</b> We will pursue continued growth in enrollment through intensified recruiting efforts.</p> <p><b>Action Plan Objective:</b> Develop and distribute high quality printed materials and other media to enhance recruiting efforts.</p>	<p>1. Color recruiting brochures and publications of professional quality will be developed and produced.</p> <p>For this year: Meridian extension brochures, one brochure that lists all degrees, and print some professionally.</p> <p>2. The college website will be improved in appearance and in ease of use. Focus this year: make it more mobile-friendly, and investigate moving to a WordPress website.</p>	<p>1. Observe materials that were produced. Use results from the “Registration Satisfaction Survey” to determine student opinions concerning all college publications.</p> <p>2. Observe/record any changes made to the website. Gather informal feedback from faculty and students concerning any change.</p>	<p>1. Drafts were made, and the IT Director is still in the process of finalizing the drafts for printing.</p> <p>2. The website was made more mobile-friendly by the IT Director, and he is in the process of converting the website to WordPress. In addition, our new commercial was added to the website.</p>	<p>1. Continue to produce print materials for recruiting purposes. For next year, have the drafts printed professionally.</p> <p>2. Continue to work towards completion of the WordPress conversion and further mobile-friendliness of the website.</p>

**2016-2017 PLAN NUMBER 1.4 – ADMISSIONS/RECRUITMENT**

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 1.4</p> <p><b>Strategy:</b> We will pursue continued growth in enrollment through intensified recruiting efforts.</p> <p><b>Action Plan Objective:</b> Broaden the potential recruiting base.</p>	<p>1. A festival which targets feeder schools and churches will be held in the Spring. For this year: hold one in the Fall as well.</p> <p>2. The recruiting area will be extended. For this year: investigate the possibility of an extension class in Amory.</p> <p>3. The demographics of the current student population will be surveyed.</p>	<p>1. Receipts will be kept on file, and lists of all attendees will be kept as well. Feedback from recruiter/any involved as to their success.</p> <p>2. Maintain files of prospective students. Gain feedback from extension site. Conduct evaluations of any courses.</p> <p>3. Examine student records; formulate percentages of population based on race and gender.</p>	<p>1. This was not done by the recruiter (decided that this is no longer effective and used resources for other recruiting efforts).</p> <p>2. It was investigated, but we were not able to get one established (lack of available instructor for that area was the main factor).</p> <p>3. For 2016-17: Male – 69 Female – 24 Caucasian – 48 African-American – 35 Hispanic – 7 Other – 3</p>	<p>1. Discontinue (no longer effective, very small to no turnout). Instead, for next year, target homeschool groups through their basketball games (held here on our campus).</p> <p>2. For next year, extend recruiting efforts towards non-BMA churches and their youth groups (meetings, speaking engagements, advertisements, etc.).</p> <p>3. Continue to monitor.</p>

**2016-2017 PLAN NUMBER 1.5 – ADMISSIONS/RECRUITMENT**

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 1.5</p> <p><b>Strategy:</b> We will pursue continued growth in enrollment through intensified recruiting efforts.</p> <p><b>Action Plan Objective:</b> Establish and implement a program designed to improve retention of current students.</p>	<p>1. Increase the number of students who pre-register.</p> <p>2. The following existing programs will be strengthened: A. Student assimilation (chapel, orientation program, and student activities). For this year (St. Activities): -investigate cost/est. success of reinstating goody cart -plan monthly outings for students/staff -investigate any “Bible bowls” (or start our own) -investigate possible radio spots for ministerial students</p> <p>B. Academic advising program. For this year: investigate possibility of current staff member also serving as advisor concerning job placements/career counseling.</p>	<p>1. Compile a list of students who have not pre-registered and contact those via email and phone, encouraging them to register and, if they choose not to, to give the college reasons why they are not.</p> <p>2. A. Distribute and then evaluate student surveys concerning chapel, orientation, and student activities.</p> <p>B. Distribute and then evaluate student surveys concerning Academic Advising.</p>	<p>1. Students were contacted by phone and email.</p> <p>2. A. Goody Cart: not done, Monthly outings: not done, Bible bowls: not done, Radio spots: investigated, but was a dead end.</p> <p>B. This was a project of Bro. Pitts (passed away mid-academic year), so the investigation/decision was not completed.</p>	<p>1. Continue to encourage pre-registration through one-on-one contact with students.</p> <p>2. A. For next year, - have ministerial students give devotionals on our Facebook page - have fellowships once a month (staff and students).</p> <p>B. For next year, (based on high scores from students concerning the Academic advising program), maintain what we currently do.</p>



## 2016-2017 PLAN NUMBER 2.1 – PUBLIC RELATIONS

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 2.1</p> <p><b>Strategy:</b> We will endeavor to enhance the college’s public image through continued and new public relations efforts.</p> <p><b>Action Plan Objective:</b> Increase visibility.</p>	<p>1. Advertising in appropriate media will be accomplished. For this year: -radio spots on KLOV, 95.9 -Google ads -continued press releases -attend festival/street events -create Instagram account -increase Facebook activity</p> <p>2. Competitive informative materials will be produced. For this year: produce one brochure with all degrees’ information &amp; more extension class brochures.</p> <p>3. The campus appearance will be improved. For this year: -repair campus sign lighting -update front of admin/gym -take up carpet in hallway &amp; main office (tile instead)</p>	<p>1. File receipts of all advertisement costs in Business Office. Gain informal feedback from constituents/viewers/users of the advertisements. Note students gained through these avenues.</p> <p>2. Update materials as needed. Seek approval from administration.</p> <p>3. The maintenance staff will tour campus and grounds routinely and make a list of updates needed. The President will determine what items can be done fur to finances.</p>	<p>1. All of the listed plans were completed with success: -Instagram account was created and is steadily growing. -Facebook activity has increased. -Advertisements on local radio, on Google, on Facebook, and on T.V.</p> <p>2. Drafts were made, and the IT Director is still in the process of finalizing the drafts for printing.</p> <p>3. Campus sign: not done, Admin/gym update: phase 1 complete, Hallway/office: not done. What was done instead (due to unexpected volunteer labor and donations): upgraded main foyer w/t.v. display, and landscaping around sign was cut back.</p>	<p>1. Continue to advertise through all of these media outlets. In addition, for next year, add: -Economic Development Association advertisements (as we are now members). -Sports event advertising at high schools -Billboards only possibly as supplements (not priority).</p> <p>2. Continue to produce print materials for recruiting purposes. For next year, have the drafts printed professionally.</p> <p>3. For next year: -repair campus sign lighting -phase 2 of admin/gym (paint and landscaping) -take up carpet in hallway &amp; main office (tile instead)</p>

**2016-2017 PLAN NUMBER 2.2 – PUBLIC RELATIONS**

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 2.2</p> <p><b>Strategy:</b> We will endeavor to enhance the college’s public image through continued and new public relations efforts.</p> <p><b>Action Plan Objective:</b> Increase on-campus visitation.</p>	<p>1. The annual meeting of the BMAM will be hosted on campus.</p> <p>2. Civic, community, and business leaders will be invited to speak in chapel services. For this year: begin with an invitation to the Laurel Mayor.</p> <p>3. Pastors and parents will be encouraged to attend the Spring festival; follow ups will be made with phone calls and mail outs to attendees. For this year: also host a Fall festival.</p> <p>4. Our facilities will be made available to outside groups in accordance with our written policies. * For this year: focus attention on promoting the college during ballgames.</p>	<p>1. Oversee the use of the facilities. Use students as hosts/hostesses. Observe/gain feedback from attendees.</p> <p>2. The Chapel Committee will produce a chapel speakers schedule. Chapel programs will be promoted. Chapel services will be recorded/posted on website.</p> <p>3. Record/file addresses and phone #s of pastors and parents who attended the event. Follow up with calls and mail-outs.</p> <p>4. Record all uses of our facilities, noting needs, successes, etc.</p>	<p>1. This was completed successfully.</p> <p>2. The Mayor did speak, as well as other community leaders that have never spoken in chapel before.</p> <p>3. This was not done by the recruiter (decided that this is no longer effective and used resources for other recruiting efforts).</p> <p>4. This was done some; college representatives led the prayer at a couple of games. In addition, the Walmart staff held their seminar here. Also, we hosted a community National Day of Prayer Breakfast.</p>	<p>1. Continue to host event.</p> <p>2. Continue to invite fresh, local speakers. For next year, begin with an invitation to the President or VP of the EDA and the HGTV Napiers.</p> <p>3. Discontinue (no longer effective, very small to no turnout). Instead, for next year, target homeschool groups through their basketball games (held here on our campus).</p> <p>4. For next year: -host ballgames and promote more at them -hold an inauguration event -host Pastors’ and Business Leaders’ forums/lunches -host another Prayer Breakfast</p>

### **2016-2017 PLAN NUMBER 3.1 – FINANCIAL RESOURCES**

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 3.1</p> <p><b>Strategy:</b> We will endeavor to increase revenue through continued appeals to traditional sources and initial appeals to new sources.</p> <p><b>Action Plan Objective:</b> Intensify efforts to increase regular and special donations.</p>	<p>1. Efforts will be made to increase the number of supporting churches, contacting them directly. (In 15-16: 98, with a total of \$181,132.42 given.)</p> <p>2. Efforts to increase the number of individual donors will be intensified. (In 15-16: 16, with a total of \$13,795.61 given.)</p> <p>3. A support base from alumni will continue to be developed. *For this year: reach out through Facebook &amp; Instagram, and work on reinstating the “President’s Club” or something similar.</p> <p>4. An increase in the number of financially-supporting local associations will be sought. (In 15-16 was 8, with a total of \$9,156.71 given.)</p>	<p>1. Maintain lists of churches added. Also, create a list of churches that discontinued and contact in order to determine reasons for their support termination.</p> <p>2. Record new individual donor information. Create a list of donors who have terminated and contact them by mail and/or by phone.</p> <p>3. Gain informal feedback from alumni Facebook &amp; Instagram users and alumni receivers of any “President’s Club”-like correspondence.</p> <p>4. File President’s and administration’s promotional visits to associational meetings; record support.</p>	<p>1. The number of supporting churches in 16-17 was 102 , with a total of \$193,678.00 given.</p> <p>2. The number of individual donors in 16-17 was 22, with a total of \$27,921.00 given.</p> <p>3. Alumni were reached more through Facebook and Instagram. However, no “president’s club”-type organization was established.</p> <p>4. The number of supporting associations in 16-17 was 9, with a total of \$8,772.00 given.</p>	<p>1. Continue efforts. For this year, Dr. Carson will speak at churches on Sundays and whenever asked (more focused direct contact).</p> <p>2. Continue efforts. For this year, Dr. Carson will speak with potential donors (more focused direct contact through clubs, associations, meetings, etc.).</p> <p>3. For this year, Dr. Carson will energize alumni with very specific projects promoted via the MS Baptist, Facebook, and Instagram.</p> <p>4. Continue efforts. For this year, Dr. Carson will speak at as many associational meetings as possible (more focused direct contact).</p>

### **2016-2017 PLAN NUMBER 3.2 – FINANCIAL RESOURCES**

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 3.2</p> <p><b>Strategy:</b> We will endeavor to increase revenue through continued appeals to traditional sources and initial appeals to new students.</p> <p><b>Action Plan Objective:</b> Intensify efforts to increase income from students.</p>	<p>1. Efforts to increase student credit hours will continue. (In 2015-16, there were 861 student credit hours.)</p> <p>2. Student fees and tuition will be increased (as needed) to offset rising costs of operation. For this year: study/plan for tuition increases in the near future.</p>	<p>1. Compare credit hours to the year before and evaluate progress (through recruiting/retention efforts).</p> <p>2. Examine student charges sheet and the annual budget, determining if any increase is needed (and if so, how much); seek input/approval from the Board.</p>	<p>1. This year, there were 856 student credit hours.</p> <p>2. Research of other ABHE schools and other private schools was conducted, and discussions were held throughout the year.</p>	<p>1. Continue efforts (through avenues mentioned previously in recruiting and advertising plan numbers).</p> <p>2. For next year, do not increase tuition; but, continue plans to increase in the near future (possibly the next year).</p>

### 2016-2017 PLAN NUMBER 3.3 – FINANCIAL RESOURCES

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Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 3.3</p> <p><b>Strategy:</b> We will endeavor to increase revenue through continued appeals to traditional sources and initial appeals to new sources.</p> <p><b>Action Plan Objective:</b> Intensify efforts to increase Foundation income.</p>	<p>1. Promotional materials will be developed for the Foundation.</p> <p>2. More individuals will be contacted about making large donations.</p> <p>(Contributions to the Foundation in 15-16 totaled \$5,700.00 from 2 individuals.)</p> <p>3. More churches will be enlisted to give budgeted support.</p> <p>(2015-16: income from 6 churches totaled \$3,613.23.)</p>	<p>1. File materials created and distributed. Receive informal feedback from potential donors.</p> <p>2. Compare income from individual donors to the Foundation and evaluate the progress. Also, record any new donor information.</p> <p>3. Use promotional materials in associational meetings. (The President will attend associational meetings and promote the Foundation.) Gain input/feedback from members of the churches visited.</p>	<p>1. No promotional materials were developed specifically for the Foundation.</p> <p>2. Contributions to the Foundation in 16-17 totaled \$5,000 from 1 individual.</p> <p>3. This year, income from 6 churches totaled \$3,709.80.</p>	<p>1. For next year, create materials to take to targeted senior adult conferences.</p> <p>2. Continue efforts. For this year, Dr. Carson will speak with potential donors (more focused direct contact through clubs, associations, meetings, etc.).</p> <p>3. Continue efforts. For this year, Dr. Carson will speak at churches on Sundays and whenever asked (more focused direct contact).</p>

**2016-2017 PLAN NUMBER 4.1 – PHYSICAL PLANT**

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 4</p> <p><b>Strategy:</b> We will endeavor to maintain high quality physical facilities, equipment, and departmental resources as needed to accomplish our mission.</p> <p><b>Action Plan Objective:</b> Establish and implement a schedule for addressing maintenance, equipment, and improvement needs of physical facilities and grounds.</p>	<p>The following projects will be completed:</p> <ul style="list-style-type: none"> <li>- repair campus sign lighting</li> <li>- update front of administration/gym buildings</li> <li>- take up carpet in hallway &amp; main office (replace with tile)</li> </ul>	<p>College administration will coordinate volunteer efforts, overseeing progress made. File receipts of any money spent on projects. Evaluate success of the project through observation and staff feedback.</p>	<p>Campus sign: not done, Admin/gym update: phase 1 complete, Hallway/office: not done. What was done instead (due to unexpected volunteer labor and donations): upgraded main foyer w/t.v. display, and landscaping around sign was cut back.</p>	<p>For next year:</p> <ul style="list-style-type: none"> <li>-repair campus sign lighting</li> <li>-phase 2 of admin/gym (paint and landscaping)</li> <li>-take up carpet in hallway &amp; main office (tile instead)</li> </ul>

## 2016-2017 PLAN NUMBER 4.2 – PHYSICAL PLANT

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 4.2</p> <p><b>Strategy:</b> We will endeavor to maintain high quality physical facilities, equipment, and departmental resources as needed to accomplish our mission.</p> <p><b>Action Plan Objective:</b> Evaluate the needs of each department in materials and services.</p>	<p>1. Departmental needs will be evaluated through “Departmental Annual Reports”.</p> <p>2. Faculty needs will be evaluated through “Faculty Budget Request Forms”.</p>	<p>1. The Institutional Effectiveness Director will distribute the form to each staff department/explain its use, and then collect completed forms for evaluation. Administration will address departmental needs.</p> <p>2. The Institutional Effectiveness Director will distribute the form to each faculty member at the first faculty meeting of the year, explaining its use. Then, each completed form will be collected for evaluation. Administration will address faculty needs.</p>	<p>1. Departmental Annual Reports were distributed to each full-time employee at the beginning of the academic year. Each monitored and recorded expenses/activities throughout the year on the Report form. Forms were returned to I.E. Director and given to Administration to aid in budget planning. They were discussed as a part of staff evaluations.</p> <p>2. Faculty Budget Request Forms were distributed, completed and returned. Administration was able to address faculty needs based on responses given. They were discussed as a part of faculty (ASL) evaluations.</p>	<p>1. Continue to evaluate departmental needs through these reports.</p> <p>2. Continue to evaluate faculty needs through these request forms.</p>

## 2016-2017 PLAN NUMBER 5.1 – ACADEMIC PROGRAMS

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 5.1</p> <p><b>Strategy:</b> We will endeavor to offer high quality educational programs through continued upgrading of academic programs.</p> <p><b>Action Plan Objective:</b> Establish a plan to create, evaluate and/or revise programs.</p>	<p>1. Evaluate the five degree programs through formal student and faculty surveys and evaluation procedures including: Student Course Evaluations, Student Program Evaluations, Faculty Course Reports, Faculty Questionnaires, and Faculty Program Checklists.</p> <p>2. The possibility of offering an AA degree in missions will be investigated.</p>	<p>1. Through formal surveys and evaluations from students and faculty members, the Academic Dean and I.E. Director will identify strengths and weaknesses for these programs. Then, establish a list of improvements to be made.</p> <p>2. Other ABHE schools' missions' degrees will be researched, along with ABHE requirements. Tentative degree course lists, etc. will be developed by the Institutional Effectiveness Director. The Academic Dean will contact potential instructors, review resumes, compiling a tentative list of instructors. Administration and appropriate staff will use the information gathered/developed to determine if pursuing the addition of this degree is feasible.</p>	<p>1. All evaluations were completed, reviewed by the I.E. Director, and presented to the I.E. Committee (including the Academic Dean). Notes were made concerning needs, issues, and/or improvements to be made.</p> <p>2. The investigation into this possible degree was completed. Once the Dean met with the BMAM Missions Director, however, it was realized and decided that our associational missionaries would only need a couple of evangelism classes from SBC (not an entire degree). Our President/Dean took additional evangelism classes at the BMA Seminary in order to be trained and prepared to develop those needed classes for SBC.</p>	<p>1. Continue to evaluate in this manner.</p> <p>2. For next year, develop 1-2 courses for missions.</p>



## 2016-2017 PLAN NUMBER 5.2 – ACADEMIC PROGRAMS

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 5.2</p> <p><b>Strategy:</b> We will endeavor to offer high quality educational programs through continued upgrading of academic programs.</p> <p><b>Action Plan Objective:</b> Assure that adequate faculty is employed.</p>	<p>1. The faculty employment needs will be monitored on a continual basis.</p> <p>2. The following instructors' positions will be filled: - an additional online Bible instructor.</p>	<p>1. The Dean will monitor any faculty employment needs, take resumes, hold interviews, and report recommendations to the President for approval.</p> <p>2. File new contracts and create new academic files for new instructors. Evaluations on them will be given informally and formally by students and by the Dean.</p>	<p>1. The Dean did closely monitor any faculty needs (see #2).</p> <p>2. Bart Herrington was hired as an adjunct online Bible instructor.</p>	<p>1. Continue to monitor.</p> <p>2. For next year, hire 2 new business instructors (to replace an out-going instructor and an instructor who is cutting back on the number of courses he teaches).</p>

**2016-2017 PLAN NUMBER 6.1 – LIBRARY RESOURCES**

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 6.1</p> <p><b>Strategy:</b> We will endeavor to maintain an adequate library to support the courses being taught.</p> <p><b>Action Plan Objective:</b> Provide the personnel needed to assure an efficient library operation.</p>	<p>1. Student workers will be used as needed.</p> <p>2. Personnel needs will be monitored.</p>	<p>1. and 2. Constantly assess/evaluate if work load of library tasks requires the hiring of additional library workers (librarian’s determination based on comparisons of work load in the previous year to this current year).</p>	<p>1 and 2. No new library personnel was needed this year.</p>	<p>1 and 2. Continue to monitor.</p>

## 2016-2017 PLAN NUMBER 6.2 – LIBRARY RESOURCES

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 6.2</p> <p><b>Strategy:</b> We will endeavor to maintain an adequate library to support the courses being taught.</p> <p><b>Action Plan Objective:</b> Evaluate the needs of the library in materials and services.</p>	<p>1. The Athena computerized catalog program will be filled with more cataloging records.</p> <p>2. A new book display table to promote specific books/book collections will be added to the main area of the library.</p>	<p>1. Monitor progress of the books being transferred from print to electronic catalog.</p> <p>2. Use an existing/extra table as the new display table. The librarian will select certain books/book collections based on seen (through observations and through formal evaluations) student and faculty interest. Books chosen will align with seasons, holidays, course projects, etc.</p>	<p>1. A small amount was done this year, due to the librarian's other/more pressing responsibilities as the director of the Self-Study process.</p> <p>2. This was not done. Due to the large amount of online-only students this year, foot traffic in the library was significantly down. Therefore, the librarian felt any project time would be better utilized elsewhere; she instead took the time to update the library policy and procedural manual.</p>	<p>1. Continue to fill the Athena program with more cataloging records.</p> <p>2. For next year, create the new book display table (carry over intended outcome).</p>

**2016-2017 PLAN NUMBER 7.1 – COLLEGE PERSONNEL**

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 7.1</p> <p><b>Strategy:</b> We will endeavor to maintain high quality of service to students through selective employment and continuing support of college personnel.</p> <p><b>Action Plan Objective:</b> Recruit personnel to fill vacancies that presently exist that will develop in the near future.</p>	<p>Personnel will be adequate to assure that the strategy is achieved.</p> <p>Focus this year: an additional online Bible instructor.</p>	<p>Personnel needs will be monitored and evaluated (ongoing) to assure that the strategy is achieved. File new contracts.</p>	<p>Bart Herrington was hired as an adjunct online Bible instructor.</p>	<p>For next year, hire 2 new business instructors (to replace an out-going instructor and an instructor who is cutting back on the number of courses he teaches).</p>

**2016-2017 PLAN NUMBER 7.2 – COLLEGE PERSONNEL**

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Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 7.2</p> <p><b>Strategy:</b> We will endeavor to maintain high quality of service to students through selective employment and continuing support of college personnel.</p> <p><b>Action Plan Objective:</b> Improve personnel compensation.</p>	<p>1. The current compensation package for employees will be evaluated.</p> <p>2. Salary/cost-of-living increases will be provided is financially feasible (to be determined after fall registration is complete).</p>	<p>1. Evaluate/determine feasibility of salary increases by president.</p> <p>2. The President will approve based on budget constraints.</p>	<p>1. and 2. No changes to employee compensation packages/salaries were made due to lack of funds.</p>	<p>1 and 2. Continue to evaluate.</p>

### **2016-2017 PLAN NUMBER 7.3 – COLLEGE PERSONNEL**

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 7.3</p> <p><b>Strategy:</b> We will endeavor to maintain high quality of service to students through selective employment and continuing support of college personnel.</p> <p><b>Action Plan Objective:</b> Strengthen efforts in personnel development.</p>	<p>1. Make provisions for professional development (i.e. workshops, conferences, etc.), figuring the cost of these expenses into the planning budget.</p> <p>2. Dues for memberships in professional organizations will be paid.</p> <p>3. Assistance with tuition and time off for personnel pursuing advanced degrees and/or training will be given.</p>	<p>1. Keep records of all expenses related to professional development activities. Administration will receive presentations on information gained through the workshops/conferences (determining if continued attendance at them is of value).</p> <p>2. File receipts of paid memberships and expenses to meetings. Administration will receive updates from staff on the value/knowledge gained (determining if continued membership is of value).</p> <p>3. File receipts of all costs paid for personnel by the college. File transcript updates in faculty files.</p>	<p>1. The President attended the ABHE annual conference in Florida and the BMA Seminary in Texas (for course training).</p> <p>2. The Association of Christian Librarians annual membership fee (\$45) was paid for the librarian.</p> <p>3. No assistance was utilized this year.</p>	<p>1. Continue to make provisions. For next year, along with the ABHE annual meeting, also look into ABHE’s fall leadership seminars.</p> <p>2. Continue to pay necessary dues. For next year, include MASFA membership for the Financial Aid Director.</p> <p>3. Continue to provide assistance when applicable.</p>

**2016-2017 PLAN NUMBER 8.1 – STUDENT SERVICES**

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 8.1</p> <p><b>Strategy:</b> We will endeavor to provide a positive educational experience for students through ongoing attention to student services.</p> <p><b>Action Plan Objectives:</b> Improve new student orientation.</p>	<p>1. Orientation will be evaluated, with feedback from students.</p> <p>2. A “New Student Welcome Event” will be planned.</p>	<p>1. Evaluate through a formal Orientation survey.</p> <p>2. Hold an event (planned by Student Activities Committee and/or Dean of Students) during the Orientation on-campus time slot. File receipts of money spent. Gain feedback from participants.</p>	<p>1. Orientation was evaluated formally, with many positive comments from students (survey results, along with plans for improvement are on file in the I.E. office).</p> <p>2. This was not done. However, there were some unscheduled/spontaneous lunch meetings/visits between students/staff/prospective students.</p>	<p>1. Continue to evaluate on a regular basis.</p> <p>2. For next year, execute this plan (Dr. Coats, Dean of Students, to plan).</p>

**2016-2017 PLAN NUMBER 8.2 – STUDENT SERVICES**

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 8.2</p> <p><b>Strategy:</b> We will endeavor to provide a positive educational experience for students through ongoing attention to student services.</p> <p><b>Action Plan Objectives:</b> Develop sources of financial aid.</p>	<p>1. Good standing in Federal Title IV program will be maintained.</p> <p>2. Individuals and churches who will underwrite scholarships will be sought. For this year: pursue receiving the MTAG grant.</p>	<p>1. All necessary eligibility requirements of Title IV will be submitted to the U.S. Dept. of Education. Eligibility to participate in Federal Title IV program is either certified or declined by the U.S. Dept. of Education.</p> <p>2. Contact individuals and churches by mail or through personal contact at associational meetings. Maintain records/receipts or scholarship donations. The President’s Office will send scholarship status reports in December. *For this year: the Financial Aid Director will research/pursue the MTAG grant, reporting on findings to the Administration. Record any decisions concerning this grant.</p>	<p>1. Good standing was maintained.</p> <p>2. This was not done by the Financial Aid Director.</p>	<p>1. Continue to maintain good standing.</p> <p>2. For next year, carry over this pursuit of the MTAG grant.</p>



**2016-2017 PLAN NUMBER 8.3 – STUDENT SERVICES**

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Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 8.3</p> <p><b>Strategy:</b> We will endeavor to provide a positive educational experience for students through ongoing attention to student services.</p> <p><b>Action Plan Objectives:</b> Intensify efforts to provide a positive educational experience for students through ongoing attention to student services.</p>	<p>1. Annual Spring festival of food and games will be held. For this year: host a Fall festival as well.</p> <p>2. A “New Student Welcome Event” will be held.</p>	<p>1. Receipts will be kept on file, and lists of all attendees will be kept as well. Feedback from recruiter/any involved as to their success.</p> <p>2. Hold an event (planned by Student Activities Committee and/or Dean of Students) during the Orientation on-campus time slot. File receipts of money spent. Gain feedback from participants.</p>	<p>1. This was not done by the recruiter (decided that this is no longer effective and used resources for other recruiting efforts).</p> <p>2. This was not done. However, there were some unscheduled/spontaneous lunch meetings/visits between students/staff/prospective students.</p>	<p>1. Discontinue (no longer effective, very small to no turnout). Instead, for next year, target homeschool groups through their basketball games (held here on our campus).</p> <p>2. For next year, execute this plan (Dr. Coats, Dean of Students, to plan). Also, add an additional intended outcome: to have a monthly fellowship meal with staff and students (planned by the President of the Student Body).</p>

**2016-2017 PLAN NUMBER 8.4 – STUDENT SERVICES**

The mission of Southeastern Baptist College is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, thereby developing Christian growth in students and preparing them for service in the kingdom of God.

Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p><b>Institutional Goal:</b> Plan number 8.4</p> <p><b>Strategy:</b> We will endeavor to provide a positive educational experience for students through ongoing attention to student services.</p> <p><b>Action Plan Objectives:</b> Enhance the quality of dormitory life by modernizing and improving the facilities.</p>	<p>1. Three new A/C units will be installed in the upstairs dorm apartments.</p> <p>2. The front of Hilbun Hall will be updated.</p>	<p>1. and 2. Administration will coordinate hired personnel, overseeing completion of projects; file receipts of any expenses. Gain feedback from staff/constituents.</p>	<p>1. This project was completed.</p> <p>2. This was not done due to finances.</p>	<p>1. Completed.</p> <p>2. For next year, carry over this project for completion.</p>

