

*Institutional Effectiveness*  
*Annual Report*  
*2017-2018*

**\*\*\*Completed in July, 2018**

**Southeastern Baptist College**

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

President.....\*Dr. Scott Carson

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

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

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

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

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

\*Signifies faculty members on the Committee

**\*\*\*January 2018 Staff Changes:**

**Academic Dean – Dr. Frank McArthur**

**Director of Admissions & Recruiting – Brad Phillips**

**Director of Financial Aid – Ginny Singleton**

**Added to Institutional Effectiveness Committee: Registrar & Bookkeeper**

## **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.

**2017-2018 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 2023.</p>	<p>Enrollment will see a growth of 5% from the previous year.</p> <p>(Fall/Spring enrollment in 2016-17 was 99 students, with an FTE of 65.)</p> <p>Goal this year: 110 students (combined semesters)</p>	<p>Monitor enrollment; record actual enrollment numbers.</p>	<p>2017-18 enrollment was 69 students, with an FTE of 52.</p>	<p>Goal for 2018-19: 72 students in the Fall.</p>

**2017-2018 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: “Hire” a volunteer/unpaid recruiter to take over the majority of the recruiting efforts (one who has already come forward seeking this position).</p>	<p>Monitor; determine if sufficient.</p>	<p>A volunteer recruiter was utilized, Justin Rhodes. Also, in the Spring Semester, a new admissions director/recruiter was hired, Brad Phillips, to replace Ronnie Kitchens.</p>	<p>For next year, hire a second recruiter.</p>

**2017-2018 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: Have newly developed recruiting brochures professionally printed.</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 move toward complete conversion 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. New brochures were created (both in-house, and then by our newly-hired PR Firm).</p> <p>2. This was done. In addition, the newly-hired PR Firm took over much of the website development/maintenance.</p>	<p>1. For next year, update all brochures.</p> <p>2. For next year, conduct further/ongoing updates to the website as needed.</p>

**2017-2018 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. The recruiting area will be extended. For this year: recruiting efforts towards non-BMA churches and their youth groups (meetings, speaking engagements, advertisements, etc.) will be extended.</p> <p>2. The demographics of the current student population will be surveyed.</p>	<p>1. Maintain files of any new prospective students. Gain feedback from those visited.</p> <p>2. Examine student records; formulate percentages of population based on race and gender.</p>	<p>1. This was not done. However, a new strategy was developed mid-academic year: focus on recruiting athletes for a basketball team.</p> <p>2. For 2017-18: Male-52 Female-17 Caucasian-34 African-American-32 Hispanic-1 Other-2</p>	<p>1. For next year, investigate the possibility of adding selected new sports programs (such as golf) and begin the development process.</p> <p>2. Continue to monitor for trends and balance.</p>

## **2017-2018 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: -have ministerial students give devotionals on our Facebook page -have fellowships once a month (staff and students).</p> <p>B. Academic advising program. For this year: -maintain current practices due to high survey scores, but look for any ways to improve.</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. Changes and new processes to Populi allowed pre-registration students to actually be in the registration process.</p> <p>2. A. Neither of these plans were executed.</p> <p>B. Current practices were maintained.</p>	<p>1. For next year, continue to pre-register students with efforts to increase student credit hours.</p> <p>2. A. For next year: -carry over these plans -create a volunteer music program/club (a traveling choir)</p> <p>B. For next year, continue current practices.</p>



**2017-2018 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: -continue all current media activities -utilize EDA advertisements (as we are now members) -advertise through high school sporting event media -use billboards only possibly as supplements (not priority)</p> <p>2. Competitive informative materials will be produced. For this year: have newly developed brochures printed professionally.</p> <p>3. The campus appearance will be improved. For this year: -repair campus sign lighting -phase 2 of admin/gym (paint and landscaping) -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 any new 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 for to finances.</p>	<p>1. The current media activities were continued. In addition, a new PR Firm was hired to advertise in new ways (print advertisements, Facebook, etc.).</p> <p>2. New brochures were created (both in-house and by the new PR Firm).</p> <p>3. None of these plans were executed except the outside of the gym was painted. Instead, due to our new recruiting strategy (basketball athletes), the focus was turned to dorm and interior gym renovations.</p>	<p>1. For next year, continue all of the media outlets listed from last year; add more if financially feasible.</p> <p>2. For next year, create sports program printed media guides.</p> <p>3. For next year, -repair campus sign lighting -have large banners created for the front of the gym -upgrade the outside facades of both dorms.</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 President or VP of the EDA and the HGTV Napiers.</p> <p>3. Homeschool groups will be targeted through their basketball games (held here on our campus).</p> <p>4. Our facilities will be made available to outside groups in accordance with our written policies. * For this year: -host ballgames and promote more at them -hold an inauguration event -host Pastors’ and Business Leaders’ forums/lunches -host another Prayer Breakfast</p>	<p>1. Oversee the use of the facilities. Use students as hosts/hostesses. Observe &amp; 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. Gain feedback from those in attendance (after giving presentations, after mingling, etc.). Follow up with any prospects.</p> <p>4. Record all uses of our facilities, noting needs, successes, etc.</p>	<p>1. This was done, and the group was invited back for next year’s annual meeting.</p> <p>2. These specifically-mentioned speakers did not speak in Chapel. However, more area pastors were utilized as speakers.</p> <p>3. This was not done.</p> <p>4. -Ballgames were held in our gym. -The Inauguration was held &amp; covered by local media. -The Prayer Breakfast was held and well-attended.</p>	<p>1. Continue to host this event.</p> <p>2. For next year, African American area pastors will be invited along with the Laurel Mayor.</p> <p>3. For next year, carry this plan over.</p> <p>4. For next year, -Host a first annual Danny Pitts Lecture Series -Host SBC home basketball games</p>

## **2017-2018 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 16-17: 102, with a total of \$193,678.00 given.) For this year: Dr. Carson will speak at churches on Sundays (more direct contact).</p> <p>2. Efforts to increase the number of individual donors will be intensified. (In 16-17: 22, with a total of \$27,921.00 given.) For this year: Dr. Carson will speak with potential donors (more focused direct contact through clubs, associations, meetings, etc.).</p> <p>3. A support base from alumni will continue to be developed. For this year: Dr. Carson will energize alumni with very specific projects promoted via the MS Baptist, Facebook, and Instagram.</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>1. In 2017-18, the number of supporting churches totaled 90, with a total of \$172,337.90 given (12 less churches, and \$21,340.10 less in donations – see detailed list in the Strengths/Weaknesses Summary Sheet). Dr. Carson contacted churches more directly through Sunday engagements.</p> <p>2. In 2017-18, the number of individual donors totaled 34, with a total of \$51,629.00 given (12 more, and \$23,708.00 more in donations). Dr. Carson spoke with potential donors more directly and more frequently through meetings, dinners, etc.</p> <p>3. New Alumni Association Directors were chosen (Sam &amp; Judy Oglesby). Efforts were made to update and add to our current alumni mailing list (with success).</p>	<p>1. Continue to seek financial support from churches. For next year, increase efforts to recruit new churches to support through visits &amp; correspondence.</p> <p>2. Continue to seek financial support from individual donors.</p> <p>3. Continue to develop a support base from alumni. For next year,</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.) For this year: Dr. Carson will speak at as many associational meetings as possible (more focused direct contact).</p>	<p>4. File President's and administration's promotional visits to associational meetings; record support.</p>	<p>4. In 2017-18, the number of supporting local associations was 7, with a total of \$13,373.22 given (1 less, but \$4,216.51 more). Dr. Carson spoke at many associational meetings throughout the state on multiple occasions.</p>	<p>4. Continue to seek financial support from local associations.</p>
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**2017-2018 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 2016-17, there were 856 student credit hours.)</p> <p>2. Student fees and tuition will be increased (as needed) to offset rising costs of operation. For this year: no change in tuition, but continue plans to increase in the near future (possibly the next year).</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>In 2017-18, there were 673 student credit hours (183 hrs. less).</p> <p>2. Student fees and tuition remained the same.</p>	<p>1. Continue to monitor student credit hours.</p> <p>2. For next year, increase tuition and update/consolidate/amend student fees from \$210 an hour to \$250 an hour (but that including all fees within it/changing the structure).</p>

### **2017-2018 PLAN NUMBER 3.3 – 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 3.3</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. For next year, create materials to take to targeted senior adult conferences.</p> <p>2. More individuals will be contacted about making large donations. (Contributions to the Foundation in 16-17 totaled \$5,000.00 from 1 individual.) For this year, Dr. Carson will speak with potential donors (more focused direct contact through clubs, associations, meetings, etc.).</p> <p>3. More churches will be enlisted to give budgeted support. (2016-17: income from 6 churches totaled \$3,709.80.) For this year, Dr. Carson will speak at churches on Sundays and whenever asked (more direct focused contact).</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. This was not done.</p> <p>2. Potential donors were contacted more by Dr. Carson through meetings, dinners, etc. For 2017-18, contributions to the Foundation totaled \$5,000 from 1 individual. (basically the same)</p> <p>3. Churches were visited by Dr. Carson more frequently this year. For 2017-18, contributions to the Foundation from churches totaled \$3,429.89 from 6 churches. (basically the same)</p>	<p>1. For next year, carry over this plan.</p> <p>2. Continue to seek donations to the Foundation from individuals.</p> <p>3. Continue to seek donations to the Foundation from churches.</p>

**2017-2018 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>- phase 2 of administration &amp; gym (paint and landscaping)</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>None of these plans were executed except the outside of the gym was painted. Instead, due to our new recruiting strategy (basketball athletes), the focus was turned to dorm and interior gym renovations.</p>	<p>For next year,</p> <ul style="list-style-type: none"> <li>-repair campus sign lighting</li> <li>-have large banners created for the front of the gym</li> <li>-upgrade the outside facades of both dorms.</li> </ul>

**2017-2018 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. Dr. Carson conducted staff evaluations (taking into consideration each staff member’s Departmental Annual Report). Evaluations were signed and filed.</p> <p>2. Faculty needs were addressed based on their request forms. Any issues were addressed by the Academic Dean in each faculty member’s ASL conference.</p>	<p>1. Continue to monitor departmental needs through annual reports and evaluations.</p> <p>2. Continue to monitor faculty needs through request forms and evaluation conferences.</p>



## 2017-2018 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. 1-2 new missions courses will be developed (by Dr. Carson).</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. Dr. Carson will develop these courses based on: his missions/evangelism training through his recent BMAA Seminary coursework, through research of other ABHE schools' missions' courses, and compliance with all applicable ABHE requirements.</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. This was not done.</p>	<p>1. For next year, to help ease financial aid requirements (gainful employment), reduce the number of hours in the diploma program.</p> <p>2. For next year, carry over this plan. Also for next year: -discontinue the certificate program to help with VA and Title IV requirements -redesign the bachelor business program to update and to add an emphasis in sports management.</p>

**2017-2018 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: - two new business instructors (to replace an outgoing instructor and an instructor who is cutting back on the number of courses he teaches).</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. Needs were monitored by the newly-hired Academic Dean. Recommendations concerning faculty needs/requirements were made by the ABHE Team.</p> <p>2. A new business instructor was hired, Jennifer Ulmer.</p>	<p>1. For next year, using the ABHE Team's list of faculty needs/changed to be made, hire new faculty members to replace any unqualified ones.</p> <p>2. For next year, hire: -Oral Communications -History -Computer -Additional Bible</p>

**2017-2018 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>Personnel needs were monitored, with no need for additional workers.</p>	<p>1. and 2. Continue to monitor.</p>

**2017-2018 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 fact that this year's entire student body is made up of online-only students, foot traffic in the library was significantly down. Therefore, the librarian felt any project time would be better utilized elsewhere; she instead moved the main floor furniture around to accommodate chapel services and other meetings.</p>	<p>1. Continue to fill the Athena program with more cataloging records.</p> <p>2. For next year, as the majority of students will be on campus (athletes in dorms), move furniture back to a more conventional space for student studying. Also, update the online catalog on Populi.</p>

**2017-2018 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: 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>	<p>Personnel needs will be monitored and evaluated (ongoing) to assure that the strategy is achieved. File new contracts.</p>	<p>A new business instructor was hired. In addition, a new admissions director/recruiter/basketball coach was hired, and a new Financial Aid director was hired (replacing Ronnie Kitchens). Also, a new volunteer Academic Dean was hired.</p>	<p>For next year, -expand the work hours of current full-time staff -add a recruiter -add an admissions staff member (if financially feasible)</p>

**2017-2018 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. Compensation packages were evaluated by the President, with no new changes to benefits.</p> <p>2. Some changes were made to full-time staff salaries (slight increases, since it had been so long &amp; due to added responsibilities to some).</p>	<p>1. and 2. Continue to evaluate. For next year, if work hours of full-time staff do increase, make changes to salaries.</p>

### **2017-2018 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. For this year, along with the ABHE annual meeting, also look into ABHE’s fall leadership seminars.</p> <p>2. Dues for memberships in professional organizations will be paid. For this year, include MASFA membership for the Financial Aid Director.</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. Dr. Carson attended the ABHE Presidents’ Fall leadership seminar, and the IE Director attended the ABHE annual conference. The new financial aid director also attended MASFA and VA meetings.</p> <p>2. The Association of Christian Librarians annual membership fee (\$45) was paid for the librarian. The MASFA annual membership (\$35) was paid for the financial aid director.</p> <p>3. No assistance was utilized this year.</p>	<p>1. Continue to make provisions. For next year, -SACS workshop for the IE Director -ABHE annual meeting for the IE Director -MASFA &amp; VA meetings for the financial aid director.</p> <p>2. Continue to pay necessary dues.</p> <p>3. Continue to provide assistance when applicable.</p>

**2017-2018 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 (Dr. Coats, Dean of Students, to plan.)</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, -New Student Activity Days (Fall and Spring) -Team meetings</p>



**2017-2018 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. We were placed on probation for 800 days (due to previous financial aid officer’s poor management; was let go).</p> <p>2. The Financial Aid Director checked into it and found that MS is going to discontinue this grant (plus we were not eligible anyway).</p>	<p>1. Maintain eligibility to participate in Title IV.</p> <p>2. For next year, -Monitor the creation of the new MS grant that replaces MTAG (then see if we are eligible). -Initiate workstudy programs for incoming eligible students.</p>

**2017-2018 PLAN NUMBER 8.3 – 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 8.3</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. Homeschool groups will be targeted through their basketball games (held here on our campus).</p> <p>2. A “New Student Welcome Event” will be held (Dr. Coats, Dean of Students, to plan).</p> <p>3. A monthly fellowship meal with staff and students will be planned (by the President of the Student Body).</p>	<p>1. Gain feedback from those in attendance (after giving presentations, after mingling, etc.). Follow up with any prospects.</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>3. After planned meals, gain feedback from attendees. Also, observe success of the planning, execution, and enjoyment of attendees in order to make plans for future events.</p>	<p>1. This was not done.</p> <p>2. This was not done. However, there were some unscheduled/spontaneous lunch meetings/visits between students/staff/prospective students.</p> <p>3. This was not done.</p>	<p>1. For next year, carry over this plan.</p> <p>2. Carry this over to next year, making it a New Student Activity Day (one in the Fall &amp; one in the Spring).</p> <p>3. For next year, -get students plugged into area churches and ministries off campus.</p>

**2017-2018 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>The front of Hilbun Hall will be updated.</p>	<p>1. and 2. Administration will coordinate hired and volunteer personnel, overseeing completion of projects; file receipts of any expenses. Gain feedback from staff/students.</p>	<p>Due to our mid-academic year recruiting strategy change (recruit basketball athletes), much focus was devoted to dorm renovations (interior) – especially the boys’ dormitory.</p>	<p>For next year, continue the renovations already in process in both dorms.</p>