

Institutional Effectiveness
Annual Report
2020-2021

*****Completed in July, 2021**

Southeastern Baptist College

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.

2020-2021 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>Institutional Goal: Plan number 1.1</p> <p>Strategy: We will pursue continued growth in enrollment through intensified recruiting efforts.</p> <p>Action Plan Objective: Establish an enrollment growth plan through the year 2026.</p>	<p>Enrollment will see a growth of 5% from the previous year.</p> <p>(Fall/Spring enrollment in 2019-20 was 63/50 students, with an FTE of 58/45.)</p> <p>Goal this year: 100 students in Fall FTE.</p>	<p>Monitor enrollment; record actual enrollment numbers.</p>	<p>2020-21 enrollment was 93/73 students, with an FTE of 82/62. *11 Students were part time students.</p>	<p>For next year, have a fall enrollment of 110.</p>

2020-2021 PLAN NUMBER 1.2 – 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	Needs Projection
<p>Institutional Goal: Plan number 1.2</p> <p>We will ensure the hire of appropriate personnel to ensure the goals of student recruitment.</p> <p>Action Plan Objective: We will ensure the hire of appropriate personnel to ensure the goals of student recruitment.</p> <p>Strategy: Examine the current personnel for gaps to be filled toward recruitment goals.</p>	<p>The determination of gaps in personnel.</p> <p>For this year: Hire an Athletic Director and Assistant Athletic Director to aid in the recruitment of athletic programs. Hire coaches for appropriate sports. Hire Registrar. Hire Choir Director.</p>	<p>Monitor; determine if sufficient. Make adjustments if necessary.</p>	<p>An Athletic Director and Assistant Athletic Director were both hire. An assistant basketball coach, softball coach, and baseball coach was hired. A Volleyball coach was hired to begin recruitment of team. Men’s and Women’s Soccer Coaches were hired to begin recruitment of those teams. A new Registrar was hired. A new Choir Director was hired.</p>	<p>For next year, hire the following personnel:</p> <p>Personnel hire for the restructure of website and social media. Seek a new Choir Director, a result of vacancy due to recruitment by another University.</p>

2020-2021 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	Needs Projection
<p>Institutional Goal: Plan number 1.3</p> <p>We will pursue continued growth in enrollment through intensified recruiting efforts.</p> <p>Action Plan Objective: Develop and distribute high quality printed materials and other media to enhance recruiting efforts.</p> <p>Strategy: Examine the current for updates and better delivery mechanisms.</p>	<ol style="list-style-type: none"> 1. Up to date recruiting brochures and publications of professional quality will be developed and produced. 2. The college website will be improved in appearance and in ease of use, through a hired outside web design group. 	<ol style="list-style-type: none"> 1. Observe materials that were produced. Use results from the “Registration Satisfaction Survey” to determine student opinions concerning all college publications. 2. Examine completed product of web design and ease of use. 	<ol style="list-style-type: none"> 1. Based on the results of Registration Satisfaction Survey, brochures were created. 2. Several updates have been made and are ongoing. 	<ol style="list-style-type: none"> 1. Integrate sports recruitment for ease of use access for recruits. 2. Continue to improve the website with updates.

2020-2021 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>Institutional Goal: Plan number 1.4</p> <p>We will pursue continued growth in enrollment through intensified recruiting efforts.</p> <p>Action Plan Objective: Broaden the potential recruiting base.</p> <p>Strategy: Examine opportunity for recruitment toward academic and athletic pursuits.</p>	<p>1. The recruiting area will be extended based on determined potential.</p>	<p>1. Attend local recruiting events, conferences, camps, reaching out to local and state-wide guidance counselors. Maintain list of students spoken to at events to monitor who matriculates. *Covid greatly deterred in person events.</p> <p>2. Completing study of the 10 supporting counties in this area for potential students based on interest, ability, and church affiliation, who want to remain local while attending school.</p>	<p>1. Covid19 greatly deterred in person recruiting events for the 2020-2021 school year. We will carry over these plans into the next year.</p> <p>2. The admissions documents were examined and follow through were given on each one. Insert Data from populi.</p>	<p>1. For next year, -Visit high schools to recruit for soccer, baseball, softball, and volleyball. -Continue to expand recruiting efforts in our local 10-county support base at conferences, local activities, camps, etc. -Plan to attend SOAR – denominational conference. -Attend Awakening Conference in Laurel, a Southern Baptist youth event</p> <p>2. Continue to monitor demographics data. Also, for next year, -Attend college fairs. -Attend homeschool events. -Survey church staff.</p>

2020-2021 PLAN NUMBER 1.5 – ADMISSIONS/RECRUITMENT

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Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p>Institutional Goal: Plan number 1.5</p> <p>We will pursue continued growth in enrollment through intensified recruiting efforts.</p> <p>Action Plan Objective: Establish and implement a program designed to improve retention of current students.</p> <p>Strategy: Develop a student retention plan and hire a retention director.</p>	<p>1. Identify for hire a student retention director. Develop job description and training mechanisms for said Director.</p> <p>2. The following existing programs will be strengthened: Student assimilation (chapel, orientation program, and student activities). For this year: -Continue weekly Tuesday Talk fellowships. -Form a traveling choir. -Create a new orientation program.</p> <p>3. By Committee, develop a retention plan based on athletic and academic needs.</p> <p>4. Strengthen performance supports for students (orientation, ASC, advisory, etc).</p>	<p>1. Distribute and then evaluate student surveys concerning chapel, orientation, and student activities.</p> <p>2. Implement retention plan supported by semester enrollment data and student tracking over time.</p> <p>3. Responses to embedded surveys that encompass retention.</p>	<p>1. Postponed due to Covid19.</p>	<p>1. Implement next year, complete this intended outcome, adding additional staff to attend (Registrar, Dean of Student Affairs).</p> <p>2. A. For next year, carry over all of these plans to improve upon. In addition, develop the FLLF (First Last, Last First) program.</p> <p>3. For next year, complete this intended outcome.</p>

2020-2021 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>Institutional Goal: Plan number 2.1</p> <p>We will endeavor to enhance the college’s public image through continued and new public relations efforts.</p> <p>Action Plan Objective: Increase visibility.</p> <p>Strategy: Increase visibility through investigation of possible avenues.</p>	<p>1. Advertising in appropriate media will be accomplished.</p> <p>2. Competitive informative materials will be produced. For this year: -complete this plan to create a sports program printed media guide -create a sports program newsletter</p> <p>3. The campus appearance will be improved. For this year: -complete several landscape projects (flowerbeds, porch planter boxes with plants, etc.) -paint the men’s dorm exterior - Create and hang a large “Chargers” logo sign on the front of the gym.</p>	<p>1. Gain informal feedback from constituents/viewers/users of the advertisements. Note students gained through these avenues.</p> <p>2. Produce 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 due to finances. Continue campus improvement plan.</p>	<p>1. Advertising was accomplished through various print and electronic/social media outlets. SBC procured several billboard advertisements in the Laurel area.</p> <p>2. Cancelled due to Covid19.</p> <p>3. Listed plans were accomplished.</p>	<p>1. Continue to advertise in appropriate media.</p> <p>2. For next year, -Create a sports media guide. -Create sports media pages.</p> <p>3. -Paint all building exteriors.</p>

2020-2021 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>Institutional Goal: Plan number 2.2</p> <p>We will endeavor to enhance the college’s public image through continued and new public relations efforts.</p> <p>Action Plan Objective: Increase on-campus visitation.</p> <p>Strategy: Target the following public groups: homeschool, civic and community groups, general public.</p>	<ol style="list-style-type: none"> 1. Educational-related events will be hosted on campus. For this year: -ACT prep classes hosted on campus. -Board of Realtors monthly meeting hosted on campus lunches. 2. Civic, community, and business leaders will be invited to speak in chapel services. 3. Homeschool groups will be targeted through their basketball games (held here on our campus). For this year, have a recruiter or college rep available at a table for every game. 4. Our facilities will be made available to outside groups in accordance with our written policies. For this year: - -serve the public through “High 5 Eats” aka “The Lighthouse Café” 	<ol style="list-style-type: none"> 1. Oversee the use of the facilities. Use students as hosts/hostesses. Observe & gain feedback from attendees. 2. The Chapel Committee will produce a chapel speakers schedule. Chapel programs will be promoted. Chapel services will be recorded/posted on website. 3. Gain feedback from those in attendance (after giving presentations, after mingling, etc.). Follow up with any prospects. 4. Record all uses of our facilities, noting needs, successes, etc. 	<ol style="list-style-type: none"> 1. ACT prep classes were conducted on campus and hosted by SBC faculty member. The Board of Realtors met for 3 lunches and they conducted a fundraiser benefiting SBC on site. SBC staff served as hosts. 2. Covid 19 inhibited outsiders attending chapel. National Day of Prayer event was hosted in May 2021. 3. None of these listed plans were accomplished due to Covid19. 4. The Lighthouse Café was open for students and the public. Mississippi Magazine did a two page spread on the Café and ministry on campus. 	<ol style="list-style-type: none"> 1. For next year, complete the plans: -Continue ACT Prep Classes. -Continue Board of Realtor hosting. -Look for opportunities to host on campus events for outside groups. 2. Continue to invite civic, community, and business leaders. Host National Day of Prayer event this year. 3. For next year, invite local schools’ cheerleading groups to cheer at homeschool basketball games as guests. 4. For next year, -Holloway’s Dairy Bar has moved into vacant café space. (Café was made vacant due to opportunities elsewhere for Lighthouse business owner.)

2020-2021 PLAN NUMBER 3.1 – FINANCIAL RESOURCES

The mission of SBC is to glorify God by providing quality post-secondary education from a biblical worldview in a Christian atmosphere, by 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>Institutional Goal: Plan number 3.1</p> <p>We will endeavor to increase revenue through continued appeals to traditional sources and initial appeals to new sources.</p> <p>Action Plan Objective: Intensify efforts to increase regular and special donations.</p> <p>Strategy: Hire The Timothy Group for fundraising. Increase church support by contacting them directly. Increase donor support through individuals, alumni, and community by contacting them directly.</p>	<p>1. Increase the number of supporting churches, contacting them directly. (In 18-19: 87, with a total of \$138,252.19 given.) For this year: -Hosting Pastor Luncheon at MS BMA meeting. -Hosting Pastor Luncheon for Laurel area ministers.</p> <p>2. Efforts to increase the number of individual donors will be intensified. (In 18-19: 48, with a total of \$88,829.00 given.) For this year: -corporate sponsorships of sports -created a list of community contacts of local businesses</p> <p>3. A support base from alumni will continue to be developed. For this year, alumni members will choose new officers, and they will plan alumni projects/activities.</p> <p>4. An increase in the number of financially-supporting local associations will be sought. (In 18-19 was 9, with a total of \$12,596.42 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. (ongoing)</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 & 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. In 2019-2020, the number of supporting churches was 87, with a total of \$143,931 given. Both listed plans were accomplished.</p> <p>2. In 2019-20, the number of individual donors totaled 34, with a total of \$60,268 given. A golf tournament for scholarships was held.</p> <p>3. This was not done.</p> <p>4. In 2019-20, the number of supporting local associations was 10, with a total of \$12,212 given.</p>	<p>1. Continue to seek financial support from churches. For next year, have the choir visit churches.</p> <p>2. Continue to seek financial support from individual donors. For next year, -host a golf tournament for scholarships. -seek corporate sponsorships of sports.</p> <p>3. For next year, complete this intended outcome.</p> <p>4. Continue to seek financial support from local associations.</p> <p>5. Hire Director of Financial Advancement.</p>

2020-2021 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>Institutional Goal: Plan number 3.2</p> <p>We will endeavor to increase revenue through continued appeals to traditional sources and initial appeals to new students.</p> <p>Action Plan Objective: Intensify efforts to increase income from students.</p> <p>Strategy: We will raise student’s tuition, fees, and on campus housing to offset rising costs of operation.</p>	<ol style="list-style-type: none"> 1. For this year, encouraged “baseline” credit hours of at least 15 hours (allowing for full-time status with the ability to drop one course for academic viability). 2. Student fees and tuition will be increased (as needed) to offset rising costs of operation. 3. Increase on campus housing costs per semester to offset the rising costs of operation. 	<ol style="list-style-type: none"> 1. Compare credit hours to the year before and evaluate progress (through recruiting/retention efforts). 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>In 2020-21, there were 1285 (fall) and 1047 (spring) student credit hours. The listed plan was accomplished at 30% increase.</p> <p>Tuition was increased to \$350 per credit hour with a platform established for 18 hours and above.</p> <p>On campus housing cost increased to \$1600 (fall) and for continuing students \$1200 (spring).</p>	<ol style="list-style-type: none"> 1. Continue to make efforts to increase student credit hours. 2. Continue to monitor tuition costs and assigned fees, modifying as needed.

2020-2021 PLAN NUMBER 3.3 – FINANCIAL RESOURCES

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Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p>Institutional Goal: Plan number 3.3</p> <p>We will endeavor to increase revenue through continued appeals to traditional sources and initial appeals to new sources.</p> <p>Action Plan Objective: Intensify efforts to increase Foundation income.</p> <p>Strategy: Hire The Timothy Group for fundraising. Discuss President’s promotion of the SBC Foundation.</p>	<ol style="list-style-type: none"> 1. The Timothy Group strategy to be presented to the Foundation. 2. Increase the foundation’s principle amount. 	<ol style="list-style-type: none"> 1. Based on The Timothy Group strategy, foundational income increased. 2. Use the discussion results to formulate a direct plan to implement the President’s promotional plan. 	<ol style="list-style-type: none"> 1. This was not done. 2. Due to Covid19, plans for this were postponed. 	<ol style="list-style-type: none"> 1. For next year, the Timothy Group strategy will be implemented to inform the foundation to set new targets. 2. Continue discussion for the implementation of the President’s promotional plan for the foundation.

2020-2021 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>Institutional Goal: Plan number 4</p> <p>We will endeavor to maintain high quality physical facilities, equipment, and departmental resources as needed to accomplish our mission.</p> <p>Action Plan Objective: Establish and implement a schedule for addressing maintenance, equipment, and improvement needs of physical facilities and grounds.</p> <p>Strategy: Hire full time Physical Plant manager.</p>	<p>The following projects will be completed:</p> <ul style="list-style-type: none"> -continue outside facades of all buildings upgraded -continue use of community service and volunteers for projects and ongoing grounds maintenance -physical plant projects are assessed and a completion of all targets are demonstrated 	<p>Advertise for and hire qualified physical plant manager. Develop and implement outcomes toward completion of the physical plant projects.</p> <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>All of the listed plans were accomplished except the upgrading of all building facades. Plan development included the renovation of the President’s House, updated façade of Granberry Hall, upgraded the campus wifi backbone, updated the driveway to Granberry Hall, added cameras across campus, implemented the Badgepass security system, reconfigured 2 game rooms and outfitted with games; updated the gym floor to accommodate new NCCAA rules, upgraded 5% of the resident hall doors, added restaurant equipment to the café, a host of minor repairs to infrastructure across campus.</p>	<p>For next year,</p> <ul style="list-style-type: none"> -Upgrade the outside facades of all buildings and landscaping. -Purchase new resident hall property as expansion.

2020-2021 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>Institutional Goal: Plan number 4.2</p> <p>We will endeavor to maintain high quality technology, equipment, and departmental resources as needed to accomplish our mission.</p> <p>Action Plan Objective: Evaluate the needs of each department in materials and services.</p> <p>Strategy: For this year, target re-establishing the bookstore department for materials on-site (as part of the retention process). Faculty needs will be evaluated through “Faculty Budget Request Forms”. Hire BCI to access the wifi backbone, upgrade and purchase.</p>	<p>1. Departmental needs will be evaluated through “Departmental Annual Reports”. For this year, target re-establishing the bookstore department for materials on-site (as part of the retention process).</p> <p>2. Faculty needs will be evaluated through “Faculty Budget Request Forms”. For next year, establish a purchase order system for adequately tracking purchasing & use of funds.</p> <p>3.Hire BCI to access the wifi backbone, upgrade and purchase.</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>3. Successful implementation of the upgraded wifi.</p>	<p>1. Departmental Annual Reports were completed and turned in - but only by a few staff members. A textbook center was established with copies available for students to rent.</p> <p>2. Faculty Budget Request Forms were distributed, and those with needs returned them with requests. Requests were addressed in a timely manner. A purchase order system was established, but it did not work well; it needs reviewing and refining.</p> <p>3. Upgrade to wifi was successful.</p>	<p>1. Continue to monitor staff needs through these reports. For next year, continue the textbook center with evaluating the processes for check-out, check-in, housing books and reorder.</p> <p>2. Continue to monitor faculty budgetary needs through these forms. For next year, review and refine the purchase order system.</p> <p>3.Other upgrades for: Upgrade the campus phone system, printer, computers, website, etc.</p>

2020-2021 PLAN NUMBER 5.1 – ACADEMIC PROGRAMS

The mission of SBC 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>Institutional Goal: Plan number 5.1</p> <p>We will endeavor to offer high quality educational programs through continued upgrading of academic programs and by the meeting of our across-the-curriculum educational objectives.</p> <p>Action Plan Objective: Ongoing plan to create, evaluate and/or revise programs.</p> <p>Strategy:</p>	<ol style="list-style-type: none"> 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. 2. Create an “academic success center” for student study times by appointment/schedule. 3. Current programs to be expanded: Church Ministries, and Business Administrations degree to be evaluated. 4. Have Student Ministries program operate under a 3 tiered scope – chapel, student activities, and extended community ministries 	<ol style="list-style-type: none"> 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, est a list of improvements. 2. Observe student use, and examine student course activity/grades to determine if student learning improved. 3. Submit to ABHE: BS in Church Ministries was redesigned into Pastoral Ministries, then the BS in Christian Ministries was created with 3 concentrations (Children/Youth Ministry, Administration, or Missions). The BS in Business Administration was expanded with concentrations in Sports MGMT, Marketing MGMT, and Global Supply Chain. Courses and program updates will be developed and assessed based on compliance with all applicable ABHE requirements, research of 	<ol style="list-style-type: none"> 1. This year’s rotation of evaluations were conducted, with results analyzed, summarized, and distributed to appropriate personnel/constituents. 2. We lacked personnel to achieve this in this school year. 3. Approval was granted for ABHE for Pastoral Ministries, Christian Ministries and the Business Administration concentrations. The BS in Elementary Education degree is still in the process of being approved by MDE (ABHE has approved, however). 4. Successful student activities were well attended (Taco and Game Room Night) and (Campfire Smores). Community ministries conducted Samaritan’s Purse Shoe Box Ministry packing and shipping activity with local churches. Conducted weekly Chapel Services, with 	<ol style="list-style-type: none"> 1. Continue to evaluate our degree programs with input from students and faculty. 2. For next year, continue the academic success center, with appropriate personnel. 3. For next year, <ul style="list-style-type: none"> -Develop a concentration in the Business program: communications. -Develop concentrations in the Church Ministries program: Missions and Pastoral Studies. -Investigate joining the rize consortium.

		other institutions' programs, etc. 4. Conduct sign in sheets for participation.	the theme "Biblical World View".	
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2020-2021 PLAN NUMBER 5.2 – ACADEMIC PROGRAMS

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Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p>Institutional Goal: Plan number 5.2</p> <p>We will endeavor to offer high quality educational programs through continued upgrading of academic programs and by the meeting of our across-the-curriculum educational objectives.</p> <p>Action Plan Objective: 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 have been filled: -choir (was filled, then a competing college recruited the choir faculty member, so position became available again.) -music appreciation -accounting -new/old testament survey -math literacy</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. Faculty members for the proposed elementary education degree program were selected.</p> <p>2. All positions were filled.</p>	<p>1. For next year, -if approved prior to the Spring semester, hire needed elementary education faculty for the Spring semester. -hire additional instructors in general education and Bible to be able to offer duplicate courses to cover increased enrollment.</p> <p>2. For next year, hire new instructors to teach the following courses: -extra general education instructors -a new choir director (all with a goal of securing instructors with Doctorate degrees whenever possible). -other areas as needed.</p>

2020-2021 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>Institutional Goal: Plan number 6.1</p> <p>We will endeavor to maintain an adequate library to support the courses being taught.</p> <p>Action Plan Objective: Provide the personnel needed to assure an efficient library operation.</p> <p>Strategy:</p> <p>Change structure from browsing library to a managing library.</p>	<ol style="list-style-type: none"> 1. Student workers will be used as needed. 2. Personnel needs will be monitored. 3. Utilize management request system to support student and faculty library needs. 	<ol style="list-style-type: none"> 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). 3. Utilization records to assess that procedures are being followed. 	<ol style="list-style-type: none"> 1. and 2. None were needed this year. 3. Feedback from student and faculty evaluations will enable monitoring. 	<ol style="list-style-type: none"> 1. and 2. Continue to monitor library personnel needs. 3. Results from evaluations will be utilized.

2020-2021 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>Institutional Goal: Plan number 6.2</p> <p>We will endeavor to maintain an adequate library to support the courses being taught.</p> <p>Action Plan Objective: Evaluate the needs of the library in materials and services.</p> <p>Strategy: Review student evaluations and poll faculty for needs requests, in tune with academic program needs.</p>	<ol style="list-style-type: none"> 1. The Athena computerized catalog program will be filled with more cataloging records. 2. Reestablish bookstore for a rental textbook system. 	<ol style="list-style-type: none"> 1. Monitor progress of the books being transferred from print to electronic catalog. 2. Analyze check-in/check-out rental and return process. 	<ol style="list-style-type: none"> 1. Was not done, due to the librarian's resigning. 2. Results showed the rental process was successful, the return process needs review and changes made accordingly. 	<ol style="list-style-type: none"> 1. Hire new librarian to continue to fill the Athena program with more cataloging records. 2. For next year, -bookstore rental and return system changes will be implemented to best serve students

2021-2022 PLAN NUMBER 7.1 – COLLEGE PERSONNEL

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Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p>Institutional Goal: Plan number 7.1</p> <p>We will endeavor to maintain high quality of service to students through selective employment and continuing support of college personnel.</p> <p>Action Plan Objective: Recruit personnel to fill vacancies that presently exist that will develop in the near future.</p> <p>Strategy: Hire new support personnel to maintain high quality service.</p>	<p>Personnel will be adequate to assure that the strategy is achieved.</p> <p>Focus this year: -hire Covid 19 liaison -hire Administrative Assistant -hire Director of Institutional Effectiveness</p>	<p>Personnel needs will be monitored and evaluated (ongoing) to assure that the strategy is achieved. File new contracts.</p>	<p>The following personnel were added: All positions have been hired. -Ambassador from the FCA (not on the payroll)</p>	<p>For next year, hire the following personnel: -Administrative Assistant -Director of Admissions</p>

2020-2021 PLAN NUMBER 7.2 – COLLEGE PERSONNEL

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Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p>Institutional Goal: Plan number 7.2</p> <p>We will endeavor to maintain high quality of service to students through selective employment and continuing support of college personnel.</p> <p>Action Plan Objective: Improve personnel compensation.</p> <p>Strategy: Examine need and feasibility in budget.</p>	<ol style="list-style-type: none"> 1. The current compensation package for employees will be evaluated. 2. Salary/cost-of-living increases will be provided if financially feasible. 	<ol style="list-style-type: none"> 1. Evaluate/determine feasibility of salary increases by president. 2. The President will approve based on budget constraints. 	<ol style="list-style-type: none"> 1. The president made evaluations and made changes where appropriate. 2. Changes were made this year because of budget availability. 	<ol style="list-style-type: none"> 1. Continue to monitor and make changes when financially feasible. 2. Continue to monitor and make changes when financially feasible.

2021-2022 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>Institutional Goal: Plan number 7.3</p> <p>Strategy: We will endeavor to maintain high quality of service to students through selective employment and continuing support of college personnel.</p> <p>Action Plan Objective: Strengthen efforts in personnel development.</p> <p>Strategy: Prepare and provide professional development opportunities based on targets and available funding.</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, --ABHE annual conference for appropriate personnel -MASFA & VA for the Director of Financial Aid -Athletic conferences when needed for AD/coaches</p> <p>2. Dues for memberships in professional organizations will be paid.</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>1. All personnel attended the listed planned events.</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>For next year,</p> <p>-continue to make provisions for professional development of personnel.</p> <p>-continue to pay membership dues.</p> <p>-prepare and implement professional training on instructional delivery best practices for designated faculty.</p>

2021-2022 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>Institutional Goal: Plan number 8.1</p> <p>We will endeavor to provide a positive educational experience for students through ongoing attention to student services.</p> <p>Action Plan Objectives: Improve new student orientation.</p> <p>Strategy: Develop an orientation agenda and implement.</p>	<p>1. Dean of Student Affairs will develop orientation agenda and solicit appropriate personal to deliver.</p> <p>2. Orientation will be evaluated, with feedback from students.</p>	<p>Orientation was scaled back due to Covid19.</p> <p>1. Evaluate through a formal Registration Satisfaction 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. Assessment was postponed due to Covid19.</p> <p>Orientation was formally evaluated this year.</p> <p>2. A Dean of Student Affairs was hired to oversee Orientation.</p>	<p>1. Reinstate student surveys that formally evaluate Orientation.</p> <p>-For next year, redesign the Orientation program. - Hire a Director of Admissions to expand scope and efficiency of the admissions and matriculation process.</p>

2021-2021 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>Institutional Goal: Plan number 8.2</p> <p>We will endeavor to provide a positive educational experience for students through ongoing attention to student services.</p> <p>Action Plan Objectives: Develop sources of financial aid.</p> <p>Strategy: Examine possible new sources, while continuing current structure.</p>	<ol style="list-style-type: none"> 1. Good standing in Federal Title IV program will be maintained. 2. Pursue Private Student Loan system. 3. Individuals and churches who will underwrite scholarships will be sought. For this year: - Board of Realtors held a fundraising event for SBC scholarship -add SOAR scholarship 	<ol style="list-style-type: none"> 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. 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. 	<ol style="list-style-type: none"> 1. Good standing was maintained. 2. Board of Realtors plan to continue fundraising efforts. SOAR scholarship was obtained. 	<p>Continue to maintain good standing with Federal Title IV.</p> <p>Private Student Loan system was obtained for 2021-2022 term.</p> <p>Continue to seek scholarships for students from individuals and churches. SOAR scholarship is annual.</p>

2021-2021 PLAN NUMBER 8.3 – STUDENT SERVICES

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Program Objectives & Institutional Goals	Intended Outcomes	Assessment Procedures	Assessment Results	Use of Results
<p>Institutional Goal: Plan number 8.3</p> <p>We will endeavor to provide a positive educational experience for students through ongoing attention to student services.</p> <p>Action Plan Objectives: Intensify efforts to provide a positive educational experience for students through ongoing attention to student services.</p> <p>Strategy: Develop and extend current student activities in an organized fashion.</p>	<p>1. Homeschool groups will be targeted through their basketball games (held here on our campus). For this year, visit the homeschool conference and informational meetings.</p> <p>2. Shoebox ministry was launched.</p> <p>3. Students will participate in various worship and service opportunities. -Continue Tuesday Night Talks. -seek an area church(es) to invite our dorm students to services (providing transportation possibly) -establish a connection with the FCA -organize service activities through a new FLLF program (in community & on campus)</p>	<p>1. Gain feedback from those in attendance (after giving presentations, after mingling, etc.). Follow up with any prospects.</p> <p>2. SBC acted as a liaison to the Samaritan’s Purse Ministry and local churches.</p> <p>3. Tuesday Night Talks were started, then Covid19 postponed the activities. FCA was visible on campus and at sporting events. FLLF programs were curtailed due to Covid19.</p>	<p>1. This occurred some, but not often enough.</p> <p>2.This project is successful and ongoing.</p> <p>3. These activities are successful when able to meet and participate.</p>	<p>1. For next year, change this intended outcome to “potential students” targeted through “youth sports”.</p> <p>2. Shoebox ministry will continue.</p> <p>3. For next year, - Create a Student Activities calendar. - Establish weekly Bible Study meetings. - Reinstate TNT. - Maintain and expand a connection with FCA. - Organize service activities through the FLLF program.</p>

2020-2021 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>Institutional Goal: Plan number 8.4</p> <p>We will endeavor to provide a positive educational experience for students through ongoing attention to student services.</p> <p>Action Plan Objectives: Enhance the quality of dormitory life by modernizing and improving the facilities.</p> <p>Strategy: Assess dorm needs and act accordingly.</p>	<p>The renovations already in process in both dorms will be continued.</p> <ul style="list-style-type: none"> -renovation of the President’s House was completed. -completion of café updating -establish a common area/game room for dorm students. 	<p>Administration will coordinate hired and volunteer personnel, overseeing completion of projects; file receipts of any expenses. Gain feedback from staff/students.</p>	<p>Renovations in the President’s House were completed, and the café’ was completed. Common areas were established with 2 game rooms completed.</p>	<p>For next year, focus efforts on:</p> <ul style="list-style-type: none"> -painting exterior both dorms. -renovation of the basketball dorm area. -acquire new property for additional on-campus housing -generate funds in anticipation of replacing the dorm roof.