DUAL2DEGREE DEPARTMENT ANNUAL REPORT

FY 2015-2016

SOUTH TEXAS COLLEGE

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A Message from the Director

As student service professionals, it is our job in the Dual2Degree Department to enhance the growth and development of Dual Credit students through a variety of services. Whether it be providing assistance with the enrollment process or conducting orientations, we take great pride in the service that we deliver and are grateful for the opportunity to serve our community.

Our frequent interactions with students, families, and high school officials are a daily reminder of the great impact we are collectively making on the lives of our students. I know I speak on behalf of the entire Dual2Degree team when I say that our professions are a rewarding and life-changing experience. We are appreciative each and every year for the countless students we have met and served through our many services and activities.

I am especially grateful for the strong relationships we have built with our high school partners. As someone who works with school district administrators, faculty, and staff on a daily basis, I have witnessed the hard work, passion, and dedication of our K-12 partners in education. I could not be more thankful for their commitment to student success.

The achievements highlighted in this year's annual report are a testament to the cross-institutional collaboration between South Texas College and our 78 high school sites who have been seminal to the success of these initiatives. This report also illustrates the teamwork at South Texas College among administrators, faculty, and staff of different divisions and departments. Therefore, as we begin another school year, let us be mindful of our continued collaboration and the rewards it brings to our students and community.

Here's to another great year,

Tony Matamoros
Director of Dual2Degree High Schools
South Texas College

Department Overview

Department Services

The Dual2Degree Department manages enrollment and support services for high school students admitted to the Dual Credit Program at South Texas College. Department staff provides assistance to dual credit students with the admission and registration process, and supports their academic success through a variety services such as advisement, orientation, and transition activities. Department staff maintains a unique relationship with community agency representatives, high school counselors, and other school district personnel to ensure they are providing the most efficient and effective service possible.

Mission Statement

The Dual2Degree Department cultivates a college culture in our community and provides enrollment and quality services to ensure academic success for dual credit students at South Texas College.

Employee of the Year

Each year, the Department honors the exceptional public service and contributions of its professional staff. This year, we are proud to present the Employee of the Year Award to Arturo Martinez.

Arturo Martinez, Dual2Degree Specialist

Arturo Martinez has worked at South Texas College since 2013 and has over six years of professional experience in higher education. Arturo earned a Bachelor's of Arts Degree in Business Administration from Lubbock Christian University and is expected to complete his Master's in Business Administration in May 2018 from Texas A&M International University.

Prior to working at South Texas College, Arturo served as a College Readiness and Advancement advisor at Mercedes High School, where he taught college readiness coursework. Arturo also gained academic experience at Texas State Technical College as a GED and TAKS Remediation instructor.

In his current capacity as a Dual2Degree Specialist, Arturo has been an advocate for student success. In particular, he was seminal in the implementation of the self-service advisement and registration initiative at Weslaco ISD, and has been closely involved with advisement, orientation, and transition service activities for high school seniors.

Arturo is a graduate of South Texas College's Ambassadors Cross Training Academy (ACTA), Ambassadors Leadership Academy (ALA), and the Distinguished Leadership Academy (DLA). During his spare time, Arturo volunteers as a worship leader and teacher at different local-area churches.

Departmental Initiatives

Throughout the 2015-2016 academic year, the Department spearheaded various initiatives designed to positively impact student success.

Self-Service Advisement and Registration

A new enrollment model was designed by the Department to improve the advisement and registration process for dual credit students at South Texas College. The new process enables students to simultaneously conduct a Degreeworks audit and register online for dual credit courses via JagNet. Weslaco East High School was selected as the pilot school for this initiative for the Fall 2016 term.

Online New Student Orientation

The Department will improve New Student Orientation for dual credit students in the upcoming year by migrating to a web-based delivery model via Blackboard Collaborate. This initiative will allow the Department to virtually conduct orientations for prospective dual credit students at multiple campuses simultaneously. The new initiative will be piloted at Sharyland Pioneer High School for the Fall 2016 term.

Event Request Form

An online event request page was created for high school contacts to request departmental services for students and parents. This will allow the department to better coordinate and streamline services, and improve tracking of departmental activities.

Departmental Initiatives

The Department partnered with the Public Relations & Marketing Office to improve communication to students and parents, which includes development of new promotional literature and resources.

Enrollment Deadline Communication

In an effort to increase early registration of dual credit students, enrollment deadline signage was developed to promote awareness of critical Dual Credit Program enrollment deadlines.

New Student Resource Guide

A guide was created to assist new dual credit students become aware of student resources such as Blackboard and Degreeworks.

Promotional Videos

Dual Credit Success Stories

Online Resources for Dual Credit Students

Promotional videos were created to highlight success stories of current and former dual credit students, and to promote awareness of the Dual Credit Program and South Texas College. The videos will be shown at New Student and Parent Orientations.

Dual Credit Enrollment

Thanks to ongoing efforts to improve the Dual Credit student enrollment process, the number of students registered by the first class day continued to increase.

Fall 2014 – Fall 2015 Enrollment Comparison Report

Fall 2014

Total Census Day Enrollment	Total Students Enrolled by First Class Day	Percent of All Students Enrolled by First Class Day
12,505	7,264	58%

Fall 2015

Total Census Day Enrollment	Total Students Enrolled by First Class Day	Percent of All Students Enrolled by First Class Day
15,267	9,930	65%

Highlights

- Dual credit student enrollment increased by **22%** from Fall 2014 to Fall 2015.
- The number of students enrolled by the first class day increased by **7%** from Fall 2014 to Fall 2015.
- The increase in the number of students registered by the first class day is attributed to the successful implementation of new enrollment deadlines and procedures.
- The Department continued to work with school districts to automate the submittal of student records electronically via the Texas Records Exchange (TREx) system, which has significantly streamlined student registration.

Dual Credit Enrollment

Departmental efforts to improve the enrollment process led to a decrease in the number of registration errors and the enhanced management of student enrollment records.

Registration Errors by Academic Year and Term

Term	2014-2015 Academic Year	2015-2016 Academic Year	Change
Fall	826	682	-17%
Spring	358	83	-77%
Summer I&II	106	42	-60%
Total	**1,290**	**807**	**-37%**

Highlights

- Despite an increase in enrollment, the number of registration errors decreased substantially by **37%** from 2014-2015 to 2015-2016.
- The Department implemented an online Dual Credit Reconciliation system in Summer 2016 to streamline the processing of registration errors and improve student document retention.
- The Department has migrated to online student records management systems that will better organize and secure student records.

Departmental Activities

During the 2015-2016 academic year, the Department participated in nearly 500 activities across Hidalgo and Starr counties to provide services to students, parents, and the community.

Breakdown of Services by Activities

Activities	Types of Activities	Total
Enrollment Support	Admission Application Drives Registration Visits	186
Student Service Support	Academic Advisement Workshops New Student Orientation Sessions Academic Progress Seminars	125
Transition Support & Outreach	Community Events Parent Orientations College Connections Support	126
ISD Trainings & Meetings	Meetings Trainings Updates	59
	Total Activities	**496**

Departmental Activities

Breakdown of Services by Activity Types and Semester

Activity Types	Fall 2015	Spring 2016	Total
Enrollment Support			
Admission Application Drives	28	30	58
Registration Visits	55	73	128
Student Service Support			
Academic Advisement Workshops	0	12	12
Academic Progress Seminars	17	38	55
Student Orientation	33	20	53
Other	0	5	5
Transition Support & Outreach			
College Connections Support	16	44	60
Community Events	18	8	26
Parent Orientation	9	31	40
ISD Trainings and Meetings			
Meetings, Trainings, and Updates	16	43	59

Highlights

- Nearly **38%** of all department activities were related to providing enrollment support, including assistance with the admission application process to prospective students.
- The department continues to rely on manual enrollment processes, and as a result, registration activities accounted for a large share of the department's overall activities **(26%)**.
- With the expansion of early college high schools, the department's services are expanding into middle schools.
- Student Orientations and Academic Progress Seminars continued to make up the largest amount of activities not related to enrollment.
- More than **11%** of all department services were related to providing updates and trainings to high school officials, including administrators, faculty, and staff.

Dual Credit Update

The Department hosted the 3rd Annual Dual Credit Update at the Pecan Campus on April 27, 2016. The event brought together more than 100 high school administrators and staff from across the service area. The agenda focused on communicating important program updates, developing pathways for dual credit students, and continuing to improve the student enrollment process.

Student & Parent College Day

The Department held four events in April 2016 to assist high school dual credit seniors transition to South Texas College. Approximately 300 students and parents attended the sessions at the Pecan, Mid Valley, and Starr County campuses. The events were designed to assist high school seniors who have earned college hours through the Dual Credit Program register for courses as entering freshman at South Texas College.

Student Engagement

New Student and Parent Orientation held at the Weslaco High School Library.

Department staff assists with an admission application drive at Mission High School.

Dual2Degree Specialist Danny Perez at a Starr County campus event for Roma High School students completing a STC Substitute Teaching Certificate.

Department staff pose for a picture with the Vice President for Student Affairs and Enrollment Management during the Spring 2016 Commencement Ceremonies at the State Farm Arena.

Partners in Education

Mission CISD high school counselors pose for a picture with Jerry the Jaguar at the Annual Counselors' Update, which was co-hosted by the Dual2Degree Department.

Tony Matamoros provides Dual Credit Program updates to ISD administrators during a regular meeting at the STC Pecan Campus.

Dual2Degree staff provide an enrollment update to Weslaco East High School faculty and staff.

Staff Professional Development

The professional growth and development of Dual2Degree staff is critical to the success of the Department. Throughout the year, staff participated in various professional development opportunities to enhance their technical and leadership skills.

Accomplishments

South Texas College Professional & Organizational Development Academies

Distinguished Leadership Academy Graduates	Ambassadors Leadership Academy Graduates	Ambassadors Cross Training Academy Graduates	Jaguar Academy Graduates
• Arturo Martinez, Dual2Degree Specialist	• Mayra Carver, Coordinator of Dual2Degree High Schools	• Meranda Barron, Dual2Degree Specialist	• Nichole De Leon, Dual2Degree Specialist • Becky Ramirez, Dual2Degree Specialist • Ana Segura, Dual2Degree Specialist

Ambassadors Leadership Academy (ALA) Graduate Mayra Carver (back row in the left) and other South Texas College participants.

Staff Professional Development

Dual2Degree Specialists accept their STC College Advising Training Academy certificates of completion. From left to right are: Nichole De Leon, Becky Ramirez, and Ana Segura.

Staff at the Annual South Texas Leadership Academy (STLA)

Dual2Degree and College Connections staff attending the Annual Texas Association of Collegiate Registrars and Admissions Officers (TACRAO)

The 3rd Annual Dual2Degree Department Retreat was held at the Mid Valley Campus on July 2016.