

# Fostering a Culture of Feedback to Improve Student Success & Staff Engagement

CAPE FEAR  
COMMUNITY  
COLLEGE



# CFCC Overview

- Approximately **23,000** students annually and growing
- Campuses/Centers in Wilmington, Castle Hayne, Burgaw, and Surf City
- Applicants from all 50 states
- **71%** of students from New Hanover and Pender County
- **29%** of students from outside service area
- Student to faculty ratio is **14:1**
- **230+** ways to earn a credential
- Average curriculum age: **23**
- Average continuing education age: **37**



# CFCC Student Services Overview

## VP, Student Services

- Sr. Executive Assistant to the VP, Student Services
- Senior Director of Financial Aid & Veterans Services
- Dean of Enrollment Services
  - Admissions, Recruitment, & Sea Devil Support
  - Educational Partnerships
  - Registrar & FTE Compliance
- Dean of Student Affairs
  - Athletics
  - Conduct & Title IX
  - Student Life
- Dean of Student Support Services
  - Advising & Career Services
  - Counseling & Student Accessibility Services
  - Health Science Enrollment Center
  - Learning Lab & Tutoring Services
  - Nixon Center (Diversity Success Coordinator)
  - Upward Bound



# Vision for Fostering a Culture of Feedback

Vision for Fostering a Culture of Feedback was developed to:

- Enhance Communication
- Promote Continuous Improvement
- Improve the Student Experience & Success
- Increase Engagement
- Facilitate Stronger Relationships
- Promote Innovation
- Stabilize Staffing



# Mechanisms to Building a Culture of Feedback

STUDENT SERVICE SPOTLIGHT



GO SEA DEVILS!

CAPE FEAR COMMUNITY COLLEGE 

- Working Teams
- Bi-Monthly Staff Surveys
- Student Services Spotlight Series
- CFCC Student Services Spotify Playlist
- Monthly Meetings with Department Leads & Supervisors
- Monthly Meetings with Student Services Leadership
- Monthly Meetings with Student Services Senior Staff

# CFCC Student Services Bi-Monthly Staff Survey

## Student Services Meeting - October 23, 2023

Form description

### Possible Topics for Discussion

Short answer text

### Specific Questions

Long answer text

Professional Development Needs (i.e. specific training, presentations from other college departments, etc.)

Short answer text

Songs/Artists to Add to Student Services Music Playlist

([https://open.spotify.com/playlist/3lInUuVsYWYrmEmlw5g9zr?si=3L834qmmSnOw2QWA43\\_eOA&pt=8861fe1c0c91f590771bac31620e453a](https://open.spotify.com/playlist/3lInUuVsYWYrmEmlw5g9zr?si=3L834qmmSnOw2QWA43_eOA&pt=8861fe1c0c91f590771bac31620e453a))

How happy are you at work?

1 2 3 4 5  
Very unhappy      Very happy

I have access to everything I need to perform to the best of my ability.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

I receive meaningful recognition for doing good work.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

# Use of CFCC Student Services Bi-Monthly Staff Survey

## Team Feedback: Concerns, Opportunities for Improvement, and Solutions

### Concerns:

- Lack of communication
- Lack of adequate staff
- Large caseloads
- Micromanagement
- Lack of flexibility
- Redundancy of services/lack of collaboration (ping-pong)

### Suggested Opportunities for Improvement:

- Opportunity for casual dress
- Opportunity to telework
- Opportunities for self-care & small gatherings/potlucks

## Staff Questions/Concerns

- Do you see any increase in new positions within Student Services
- When will the state pay increase go in effect? Will it be retroactive from July 1st
- How to approach supervisors
- Status of Career Counselors for new students trying to select a major?
- Is getting a rec center on CFCC's radar?
- Can we get a review of the various changes that have been made? Also is there any way that ambassadors can be introduced to us all?
- Do we have an update on orientation? - Many folks have said we need an orientation to cover topics with students on the front end. Even faculty who have spoken to staff have been confused as to why orientation is not required and asking questions about its content.
- Even with raises, salaries are not keeping up with inflation. Does the college have a plan for this (especially for entry level staff)? With FTE up, is there a plan for the college to increase salaries apart from what the state has done?
- What is your vision for CFCC and its employees for the future? What is your plan to help empower employees to assist students?
- Budget positions additions, updates on grants and opportunities for these position next year?

# **CFCC Student Services Working Groups**

## **Working Groups - Achieving the Dream: Holistic Student Supports Redesign Toolkit**

- Admissions & Entry
- Orientation
- Advising & Planning
- Student Financial Security
- Integration of Student Supports & Success Strategies
- Use of data and adoption of technology

## **Working Groups - Membership & Leadership**

- Cross-sectional membership from all departments within Student Services
- Staff completed a survey to indicate their working group(s) preferences
- All FT staff were required to participate in a working group; PT staff could choose to participate, but would have to do so during work hours
- Team leads were identified by senior staff, though senior staff did not participate in working groups
- Monthly meetings were held with team leads and VP





## The Working Group Experience

Team Lead facilitated conversation and maintained tone.

Open forum for sharing ideas and resources between departments.

Asked to provide 2 ideas to implement before conclusion of project.

CAPE FEAR  
COMMUNITY  
COLLEGE



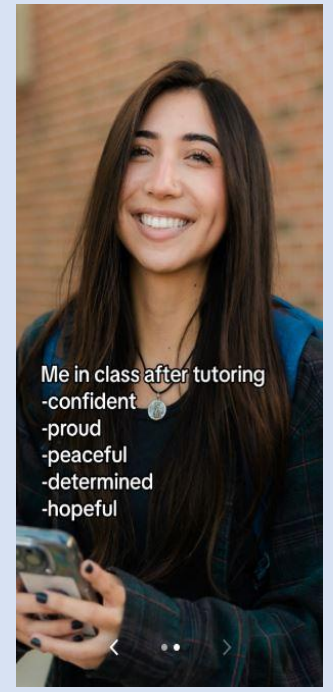
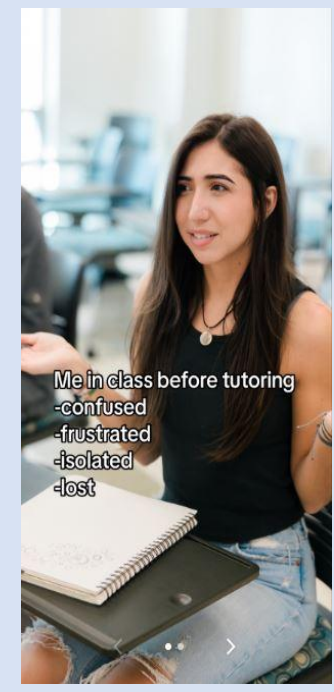
Cape Fear Community College's library has access to the same research materials as a 4-year university library.



# SOCIAL MEDIA OUTREACH

## Result:

- Partnership with Community Relations
- Series of Library and Tutoring videos
- 9 - 20 seconds each



# Learning Lab



**Me worried I'm going  
to fail my finals**

<https://www.tiktok.com/@capefearcc/video/7306521970248633643>

# Trends That Emerged

- Policy vs. Process
- Develop a working group to assess the major change process and determine how to reduce the number of students changing their major
- Onboarding Process - we need to assist students in making informed decisions at the point of application/admission
- Continue working on ways to delineate between advising and registration

# Team Recommendations & Actions

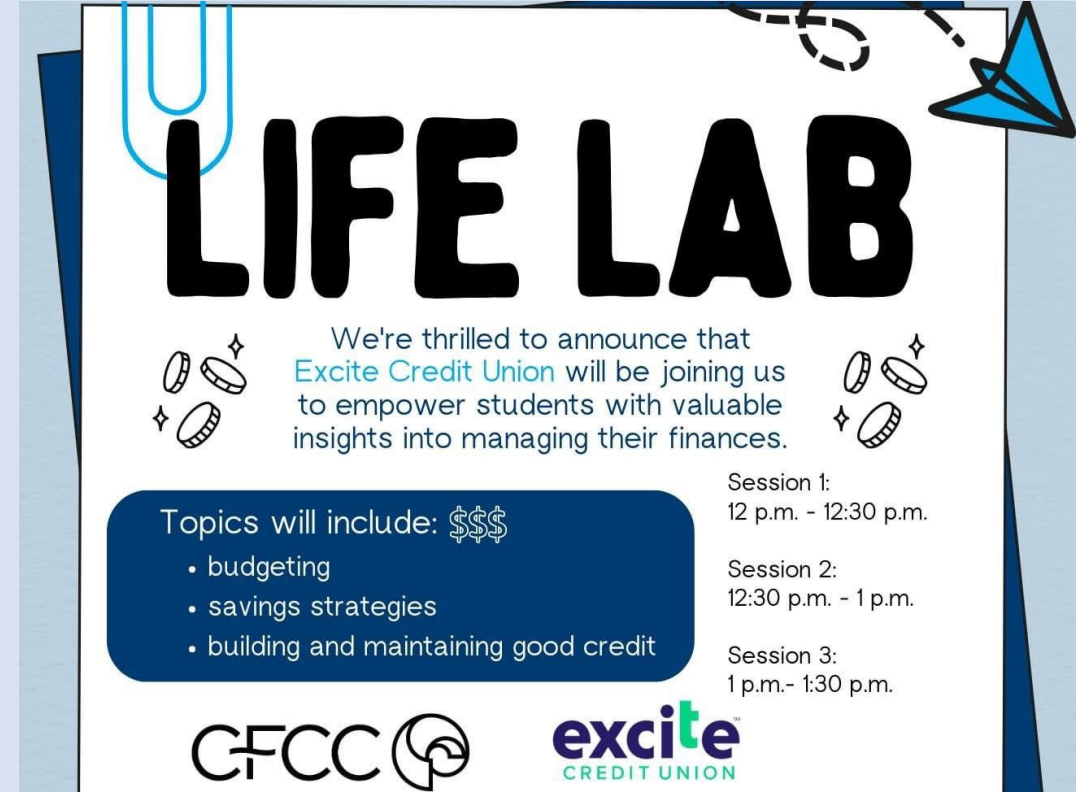
## Withdrawal Process

- Streamlined the process for students & staff
- Moved withdrawal date to 75% of semester
- Increased “W” grades by 1%; however, dropped “F” grades by 2%

Counselor	Notes	Semester Type	Status	Course(s)	Reason	1st Semester?	Counselor Comments
Mia		16 wk	3/30	MAT 003	cannot recover grade	<input type="checkbox"/>	submitted over the phone 3/24, MK
Mackenzie		16 wk	3/30	SPA-111	course load too heavy	<input type="checkbox"/>	submitted via phone 3/24 MR
Mackenzie		16 wk	3/29	CTI-110, OMT-156		<input type="checkbox"/>	submitted via phone 3/24 MR
Emily	CCP - Topsail	16 wk	4/4	ENG 111		<input type="checkbox"/>	copied hs counselor and sent email on 3/27
Emily		16 wk	3/30	HUM 160		<input type="checkbox"/>	sent email on 3/27 EV / W submitted via
Mackenzie		16 wk	past deadline	ENG-112		<input type="checkbox"/>	sent email asking for proof he discussed
Mackenzie	CCP - Hoggard	12 wk	3/30	MAT-171		<input type="checkbox"/>	sent email copied HS Con counselor 3/27 M
Mackenzie		2nd mini	3/30	ACA-122		<input type="checkbox"/>	sent email 3/27 MR
Mackenzie		16 wk	past deadline	PED-113		<input type="checkbox"/>	sent email past deadline 3/27 MR
Mia		16 wk	4/4	ENG 112	not good with online, cannot recover	<input type="checkbox"/>	sent email 3/27, MK, submitted over em
Mia		16 wk	4/3	All	personal	<input type="checkbox"/>	sent email 3/27, MK, submitted over em
Emily		16 wk	3/30	ENG 111		<input type="checkbox"/>	sent email on 3/27 EV / W submitted via
Mia		16 wk	4/4	PSY 150	personal	<input type="checkbox"/>	sent email 3/27, MK/ # disconnected, se
Emily		16 wk	S, I & R Pending	All	personal	<input type="checkbox"/>	sent email on 3/27 EV/ submitted over th
Emily	CCP - SEA Tech	16 wk	S, I & R Pending	BIO 163		<input type="checkbox"/>	sent email and copied hs counselor on 3
Beth		16 wk	3/30	BIO-175, PSY-241		<input type="checkbox"/>	VM email 3/27, Beth
Beth		16 wk	4/12	GER-111		<input type="checkbox"/>	VM email 3/27, text, VM email 4/3, VM te
Beth		16 wk	3/30	MAT-171	failing	<input type="checkbox"/>	copied HS counselor for approval, rec'd
Emily		16 wk	3/30	BUS 110		<input type="checkbox"/>	W submitted via email on 3/27 EV
Beth		16 wk	4/4	EGR-150, MAT-171, PSY-150	failing	<input checked="" type="checkbox"/>	submitted phone 3/27, asked instructor t
Beth		16 wk	Pending Counselor Submission	DRA-111, MAT-143		<input type="checkbox"/>	no VM, sent email 3/27, VM email text4/
Beth		16 wk	3/29	COM-120		<input type="checkbox"/>	VM email 3/27, submitted email 3/29, Be
Beth		12 wk	3/30	BIO-168	dissatisfied with instructor, IT problem	<input type="checkbox"/>	submitted phone 3/27, Beth
Emily		16 wk	past deadline	NUR 111		<input type="checkbox"/>	sent w/d past deadline email on 3/27 EV
Beth		16 wk	past deadline	SPA-111		<input type="checkbox"/>	forwarded request to Angela 3/27, reque
Emily		16 wk	3/30	ENG-111		<input type="checkbox"/>	forwarded request to Angela checked wi
Beth		16 wk	past deadline	ECO-252		<input type="checkbox"/>	sent email past deadline 3/27 Beth

# Team Recommendations & Actions

- Financial Literacy Website, Financial Resource Page & Events
- Identified disconnect between support services and tutoring/library services



## LIFE LAB

We're thrilled to announce that **Excite Credit Union** will be joining us to empower students with valuable insights into managing their finances.


Topics will include: \$\$\$

- budgeting
- savings strategies
- building and maintaining good credit

Session 1:  
12 p.m. - 12:30 p.m.

Session 2:  
12:30 p.m. - 1 p.m.

Session 3:  
1 p.m. - 1:30 p.m.

CFCC  **excite**  
CREDIT UNION

# Team Recommendations & Actions

Cape Fear Community College  
New Student Orientation  
December 14, 2023  
Downtown Campus: 10:00 AM-1:00 PM  
North Campus: 4:30-7:30 PM

Time	Downtown Campus - Day Option
9:30-10:00 AM	Check-In (Union Station Lobby)
10:00-10:05 AM	Welcome (Union Station, Room U-170)
10:05-10:30 AM	<b>Student Support Resources</b>
	Counseling & Student Accessibility Services, Library & Learning Lab, Student Life
10:30-10:45 AM	<b>Technology and Tools</b>
	IT Services and Helpdesk
10:45-11:15 AM	<b>Academic, Career, and Registration Success</b> <i>(CCF students and guests exit and proceed to U-387)</i>
	Academic Advising Center, Career Development, Registrar's Office
11:15-11:45 AM	<b>Financial Aid, Scholarships, and Payment Information</b>
	Financial Aid, Foundation, Business Office
11:45-12:00 PM	<b>Student &amp; Family Panel (Q&amp;A)</b>
12:00-1:00 PM	<b>Campus Resource Fair &amp; Lunch</b> <b>Union Station, Daniels Hall, 5th Floor</b>

All offices and services open for assistance, including Business Office (student ID's/parking passes), Financial Aid, Academic Advising, Bookstore.

## New Student Orientation

- Brought staff & faculty together institution-wide
- Allowed for a trial run of orientation
- Offered at two campuses vs. one



# LESSONS LEARNED

## Pros:

- Working Groups allowed staff the opportunity to get to know one another and promoted collaboration division-wide
- All initiatives were student-focused
- Group conversations led to many policy and process changes

## Cons:

- Monthly meetings were difficult for many front-line staff, particularly during peak times
- Groups were fairly large, so it was difficult for everyone to participate equally





# MOVING FORWARD

## Meetings

- Continue to host bi-monthly division meetings
  - Possibly allow part of this time to be utilized for group meetings
- Continue to meet with departmental leads and senior staff monthly (both individually and as a group)

## Social

- Revitalizing Student Services Social Committee & Social Opportunities
- Continue with Student Services Spotlight Series
- Continue with Student Services Spotify Playlist
- Create Opportunities for Informal Meetings with VP/Deans (departmental lunches, informal chats, etc)

## Working Groups

- Create groups of 8-10 staff members
- Groups will meet quarterly, rather than monthly
- Groups will be given 1-2 charges, and asked 2-3 general questions
  - Student Experience - what is working/not working
  - Brainstorm - "Pie in the Sky"
  - Staff Experience - what is working/not working
- Support staff will express interest in lead roles
- Directors and senior staff will not participate in working groups
- Team leads will present to senior staff quarterly
- Pull together speciality teams for process/policy initiatives, as needed (major changes, onboarding, etc)



# Contact Us

Jackie Foster, Dean of Support Services  
[jfoster@cfcc.edu](mailto:jfoster@cfcc.edu); 910.362.7019

Jeremy Gibbons, Dean of Enrollment Services  
[jgibbons@cfcc.edu](mailto:jgibbons@cfcc.edu); 910.362.7054

Beth Smedley, Director of Counseling & Student Accessibility Services  
[bsmedley@cfcc.edu](mailto:bsmedley@cfcc.edu); 910.362.7013

Sabrina Terry, Vice President of Student Services  
[sterry@cfcc.edu](mailto:sterry@cfcc.edu); 910.362.7040