

Office of the University of South Carolina Registrar

Mission: The mission of the Office of the University Registrar is to maintain the integrity of the official record of student academic achievement for all colleges and campuses; to provide academic planning services; data integrity services; technology integration; superior client services to current and former students, faculty, staff, administrative units and external agencies; and to support the academic program and infrastructure aspirations of the University.

Vision: The Office of the University Registrar is committed to providing outstanding service to students, faculty, staff, and higher education partners. We strive to evolve and grow with our constantly changing student body, utilizing technology to meet the ever-changing needs of our academic community, while fostering academic growth, support and excellence.

Unit overview

The Office of the University Registrar is currently staffed at 30 FTE positions: nine manager/professional positions; eleven paraprofessional positions; nine specialist positions; four temporary, part time positions and four- to-six student workers.

The source of our base budget is from operating funds, allocated from Student Affairs and Academic Support. Some “revenue” is recorded for cost recovery events.

The unit was created in 1922 to improve “matters pertaining to grades, academic records, and transcripts.” For more information about the purpose and history of the organization, link to: <http://registrar.sc.edu/html/history/origins.stm>.

The University Registrar reported directly to the Provost from the 1970s until 2004, when it became part of Enrollment Management in the Division of Student Affairs and Academic Support. The Office of the University Registrar continues to work directly with Academic Affairs, the academic units, and faculty governance in all matters related to courses, curricula, policies, and the bulletin.

The Office of the University Registrar has enjoyed success in fulfilling the mission of the unit and advancing our stated goals and objectives for the reporting period. The process of developing our goals and objectives was informed to a great extent by a registration and records process review initiated in 2001 in which we identified and engaged the various constituents of registrar-related services. Details about the process review are available at <http://registrar.sc.edu/html/NEWS/news.stm>. Assumptions drawn from this process review have been tested by client surveys and review by professional colleagues.

In the core area of **Academic Planning Services**

1) Expanded the scope and enhanced the quality of the academic bulletins

Responsibility for the editing and publishing of the Academic Bulletins of the University was moved into the Office of the University Registrar in 2008 (2009-2010 academic year). The unit converted static paper bulletins into electronic database repository with a web interface to provide greater access and an interactive presentation of the material. University Registrar’s office staff teamed with Academic Affairs to edit the bulletins for greater accuracy and consistency of information. Our bulletin editors also worked with academic deans to incorporate comprehensive descriptions of degree programs with requirements and learning outcomes to create a single authoritative source for both current students and prospective students. Survey data and web portal traffic indicate a high level of utility and customer satisfaction with the new online bulletin.

In FY 2010- 2011, the unit:

- added Law, Medicine and Regional Campus bulletins
- provided complete, interactive description of academic program requirements and expected outcomes

2) Expanded the use of the University’s degree planning software

The College of Arts and Sciences was fully programmed in DARS (Degree Audit Reporting System) bringing the total to approximately 65 percent of the degree programs on the Columbia campus. Survey data indicates that both students and advisors find the information helpful to the degree planning process.

3) Continued to improve classroom scheduling

- Classroom utilization percentages have increased each year since 2006: this has been achieved through a combination of technology integration, data analysis and collaboration and cooperative efforts with academic departments and administrators. This is important for enhancing the efficiency of our classroom resource use and supporting

student success by enabling more successful student course scheduling. In 2010, daily classroom utilization increased for each day of the week and average weekly utilization increased by 4.05% overall.

In the core area of **Data Integrity Services**

- 1) Enhanced the security and integrity of student data and the management of records by working with other university units on data standards and the monitoring and securing of confidential records
 - o Worked with Data Access Committee; UTS Security Team and University administrative units
- 2) Administration of student record and registration data access
 - o administered FERPA training and certification to faculty and staff and reviewed permit applications for access to student data
- 3) Conversion of paper records to securely stored digital records
 - o Digitized and transferred over 88,000 permanent record cards (Paper transcripts) to secure storage to enhance security and efficiency of access
- 4) Provided leadership, institutional knowledge and academic program management expertise to the OneCarolina project - aimed at enhancing the management, security and integrity of data for the USC system.
 - o committed six professional level staff with combined experience of over 100 years experience in records, registration and data management: 4 @75 percent; 2 @50 percent.

In the area of **Client Services**, we continue to receive highly positive assessment from constituents on services provided by the unit ranging from registration and transcripts to veteran's services and graduation and commencement. We have worked closely with Enrollment Management and Academic Affairs as well as with academic units on improving and enhancing service to both external and internal constituents of the University. However, we understand from our Registration Process Reviews and Client Service survey research that client service expectations continue to increase as well.

The strength of the unit in providing these core functions comes from close association with academic policy and processes and a deeply ingrained culture of service utilizing technology where appropriate. Based upon our registration and records process reviews, constituent surveys and recognition of the efficiencies that can be realized through the integration of new technologies and database structures, we believe the unit could produce greater innovation and respond more nimbly in some core service areas and are working to position the office to that end. The introduction of new student administrative systems and restructuring of our databases through the OneCarolina project should greatly enhance our ability to respond to growing client service expectations.

The resources required for system implementation in the OneCarolina project, the transition to new processes and the temporary relocation of the office during the pending renovation of Petigru College are disruptive forces that will challenge our ability to meet some of our desired goals in the short term, but the groundwork that has been laid should enable us to weather these storms.

STATEMENT OF CORE FUNCTIONS

Academic Planning Services

- Academic Bulletins
- Course schedules including classroom scheduling for Columbia campus
- Degree planning, progress, and completion systems
- Advisement documentation support

Contextual Statement

Academic Planning Services in the Office of the University Registrar have strengthened significantly over the past three years. In 2008, the Bulletin, published online by Publications, lacked academic oversight. Today, the University is able to showcase the bulletin during the SACS re-accreditation process. Since the University Registrar became responsible for its maintenance, using an Internet service provider funded by Academic Affairs, its usefulness and accuracy have been improved. Staff resources dedicated to this effort have been carefully chosen and nurtured. The University's Academic Bulletin (<http://bulletin.sc.edu/>) has become the source document for program inventory and learning outcomes. (Goal 1, Initiative a) We have improved the utilization of classrooms by changing computer procedures to enforce the policy during the building of the Columbia schedule of classes. Our work on the Provost's Ad hoc Committee on Scheduling, the standing Classroom Enhancement and Scheduling Committee (CESC), and the Space Needs and Planning (SNAP) Committee has provided an essential link with the Academic leaders who have supported our efforts. (Goal 1, Initiative c) In 2008, the Aiken campus alone piloted the Student Progress Report (SPR) on VIP. Today, almost 100 academic programs have SPRs on VIP as a resource for undergraduate degree planning. (Goal 1, Initiative d)

Data Integrity Services

- Compliance (FERPA, Records Retention Schedule, University policy, State and Federal Mandates, NCAA, Veterans certification)
- Access and Security of student data
- Data standards and administration of student information system content and processes
- Records Maintenance (Document imaging, authentication of records, verification of accuracy and completeness... policies and procedures) and management of one centralized student record for the University system.

Contextual Statement

The elimination of the Social Security Number as the active student information identifier will be realized when we move to OneCarolina for the Fall 2012 semester. The use of MYVIPID, championed by this office over the past few years as an alternate identifier, has leveled off. (Goal 2, initiative a) Secure electronic transactions, transmission, and storage of confidential student records are our goal at the Office of the University Registrar. Over 11% of our transcripts are sent to recipients via a secure electronic environment and about 27% are requested electronically. (Goal 2, initiative b) Progress toward creating electronic images of archived transcripts has accelerated with over 176 boxes (88,000) of paper transcripts digitized. This process provides greater security for this critical information and much greater ease of access which both improves staff productivity and enhances our ability to serve our constituents. (Goal 2, initiative c)

Client Services

- Student Services (registration, records and transcripts, VIP, veterans certification services graduation and commencement)
- Faculty and staff services (data retrieval/reporting, class scheduling, grading)

- Collaborative work with Enrollment Management and other University units in support of client needs.

Contextual Statement

The Office of the University Registrar continues to provide reliable client services in person, on the Web, by phone, and through automated processes. As reported elsewhere in this document, client surveys indicate a high level of satisfaction with the services, information and processes provided by the unit. This reporting year, six professional-level staff members dedicated to the OneCarolina project were able to delegate many duties to another tier of able and enthusiastic individuals on the staff. This provided us an opportunity to improve client services and develop staff.

Two **significant events** may impact all our services: the conversion of student data to a new environment (OneCarolina) and the move of our operation to 516 S. Main Street while Petigru is being renovated. The new system, while creating an improved environment for long-term change, and providing more attractive self-service for students and faculty, may cause some temporary disruption of services and slowing of progress toward goals. Change will be a challenge during the 2012 – 2013 year when registration and records-related functions go live. It is unclear at this time if our imaging operation will make the transition to Main Street in a seamless manner, so our archive project could slow. Client Services could be affected by both events and we must do all we can to maintain institutional confidence in our operation and services.

Goal 1: ACADEMIC PLANNING SERVICES: Provide accurate and timely information that meets the needs and expectations of students, faculty and staff, to facilitate academic planning.

Contributes to Division Goal 1 Outcome B “Students are engaged in academic courses and in educationally purposeful activities”

Initiative #1(a): Outcome: We want our students, faculty, staff and others to have increased access to accurate, useful, and readable information about USC’s courses and programs.

- KPI : number of visitors to the site <http://bulletin.sc.edu>
- KPI Method: Digital Architecture publisher metrics

Since 7 October 2010 bulletin.sc.edu has had 210,555 visits and 903,720 pageviews. Average time on site is 4:09 with visitors coming from 164 countries/territories.

The volume and distribution of traffic to the academic bulletin portal and the duration of visit indicates that the online bulletin is a valuable and useful information source for both current and potential students, broadening the reach of the service we are able to provide.

- KPI: benchmark accuracy and usefulness with user survey.
- KPI Method: Student Voice.

For the Undergraduate Studies Bulletin, approximately 60% of the current and future student respondents and 77% of faculty and staff respondents felt that the bulletin was easy to use and had the functions and capabilities they expected.

For the Graduate Studies Bulletin, approximately 80% of the current and future student respondents and 55% of faculty and staff felt that the bulletin was easy to use and had the functions and capabilities they expected.

As an academic support and service- oriented unit, customer perception of the quality of service provided is a critical indicator of performance. Our customer survey responses indicate that the information and service provided by the online academic bulletins is meeting or exceeding the needs of the primary populations we serve.

Initiative #1(b): Outcome: We want to provide accurate and useful information about course/sections and maximize use of available classroom space.

- KPI: percent of available instructional minutes used in classrooms
- KPI Method: data captured and presented by University Registrar

Efforts to improve classroom scheduling efficiency yielded a 4.05% increase in average weekly utilization and increases in daily utilization for each day of the week. This contributes to the overall health of the institution in greater efficiency in use of resource, helps to accommodate growth in enrollment and contributes to student success by enhancing students’ ability to create a successful class schedule.

- KPI: number of hits to textbook information from Fall 2010the online schedule of classes.
- KPI Method: logs

Web statistics provided by Barnes and Noble indicate that the linkage from online master schedule listings to the University Bookstore is an effective method of complying with HEOA guidelines for publishing textbook information to students.

Referring Site: registrar.sc.edu: Unique Visitors - 27,287; New Visitor %: 50.85%

Initiative #1 (c): Outcome: We want our students, staff, and advisors to have accurate and useful information for academic support and advisement.

- KPI: satisfaction survey of STARmart users in academic support units
- KPI method: Student Voice

Nearly 90 % (89.36%) of the STARmart users surveyed indicated that the enrollment report they use most frequently contained the information they needed and more than 93% indicated that the format of the report they used most frequently to be useful.

Initiative #1(d): We want our students and advisors to have increased access to accurate, useful, and readable information to assist with degree completion planning.

- KPI: measure level of participation in degree audit system by academic units and students
- KPI Method: number of colleges, number of SPR accessed

Ninety-two academic units are now participating in the degree audit system and 569,302 degree audits (SPR) were produced since 7/1/2010.

- KPI: increased knowledge and acceptance of the Student Progress Report.
- KPI Method: survey to be conducted following Summer/Fall 2011 advisement/registration.

More than eighty-seven percent of the respondents indicated that the Student Progress Report was Very Helpful (58.30 %) or Moderately Helpful (29.15%). Another 8% found it Slightly Helpful. Student comments were overall very positive and are summed up in this example:

“It helped me figure out where I was and what I needed to do to graduate.”

Goal 2: DATA INTEGRITY FUNCTIONS

Improve compliance with federal, state and other regulatory requirements by enhancing security and delivery of official confidential student data

Contributes to Division Goal 2 Outcome G “SA/AS programs and services demonstrate compliance with federal, state and other regulatory requirements”

Initiative #2(a): Outcome: Increased number of students accessing confidential information in a secure manner.

- KPI: number of students using MYVIPID as alternate to SSN in system.
- KPI Method: log information from VIP at UTS.

MYVIPID logins accounted for 969,021 of the 4,007,051 log-ins (24.18%) between June 2010 and the present. Student log-ins using MYVIPID as an alternate to the SSN during that period mirror the overall percentages, running slightly above 24%.

Initiative #2(b): Outcome: Increased secure options for delivery of official transcripts for students and alumni.

- KPI: number and percent of overall transcripts delivered successfully via new secure electronic document delivery service.
- KPI Methods: the number of students choosing the service option will be validated against the number of documents issued by the service provider. Follow-up survey of satisfaction to senders and recipients.

Calendar year 2010

Total number of transcripts produced = 59325

Total number of these processed as PDF (AVOW) = 2378 (beginning 3/22/2010)

Total number of these requested through VIPWEB = 13210

Total number of these processed and sent via EDI/SPEEDE = 4241

For the Fiscal year (7/1/10-5/25/2011)

Total number of transcripts produced = 51900

Total number of these processed as PDF (AVOW) = 3325

Total number of these processed and sent via EDI/SPEEDE = 3651

Total number of these requested through VIPWEB = 10990

A survey of customers who used the new secure electronic transcript delivery system indicated a 91.7% overall satisfaction with the service and 83.5% indicated that they would use the service again. Of those who indicated they were not likely to use the service again, 16.5% indicated they did not expect to need another transcript.

The high level of satisfaction with this delivery method validates the operational assumption that there exists a customer expectation for quick and efficient delivery of services and that this service meets or exceeds those expectations.

Initiative #2(c): Outcome: Improve policies and practices for protecting paper records.

- KPI: percent of old permanent records imaged and stored in Archives.
- KPI Method: Office of the University Registrar counts.

One hundred and seventy-six boxes of Permanent Record Cards (approximately 88,000) were imaged and moved to the S.C. Archives for storage. Together with the Quality Assurance work performed to ensure legibility and reproducibility of existing images, this brings the total number of digitized permanent record cards to 395,000 or approximately 90% of the total.

Goal 3: CLIENT SERVICES

Improve client services operations and related policy/procedures.

Supports Division Outcome 4E: SA/AS units provide excellent service to its constituents.

Initiative #3(a): Outcome: Provide certification services for Chapter 33 and Yellow Ribbon participants

- KPI : number of veterans and dependents served by the new programs
- KPI Method: Veterans Services unit report

	SPRING 2010	MAY/SSI 2010	SSII 2010	FALL 2010	SPRING 2011*
TOTAL # CHAPTER 33 RECIPIENTS	315	337	338	526	508
NUMBER OF DEPENDENTS	97	100	100	172	165
NUMBER OF YELLOW RIBBON APPLICANTS	32	14	13	22	19
NUMBER OF YELLOW RIBBON RECIPIENTS	32	13	1	19	12

- KPI: improved services to veterans
- KPI Method: Veterans Student Services Advisory Committee survey

Of the 201 members of the target audience, 76 responded to the VSSAC survey. 54% of the respondents believe the University either somewhat or completely addresses their needs as a veteran student.

Initiative #3(b): Outcome: We want our candidates for degrees to have accurate, useful, and good information for Graduation and Commencement.

- KPI: measure level of satisfaction with graduation communications
- KPI Method: Student Voice survey

Approximately 74% of the student respondents to our Spring 2010 Commencement student voice survey indicated that the commencement ceremony was the perfect conclusion to their time at USC; more than 82% (82.59%) of respondents indicated that communications received from the registrar's office regarding the degree application were clear, concise, and easy to understand; over 79% (79.24%) indicated that the "Graduation Information" link on the registrar's website had relevant, helpful, and informative information and more than 90% (90.62%) agreed that the degree application process was clearly defined and easy to follow.

Our positives were even higher for the Spring 2011 Commencement survey: 88.9% indicated that the commencement ceremony was the perfect conclusion to their time at USC; 89.7% of respondents indicated that communications received from the registrar's office regarding the degree application were clear, concise, and easy to understand; 82.2% indicated that the "Graduation Information" link on the registrar's website had relevant, helpful, and informative information and more than 94.6% agreed that the degree application process was clearly defined and easy to follow.

Based upon student response, the unit is providing a very high level of quality service and is meeting or exceeding expectations.