

## Office of Fellowships & Scholar Programs Departmental Planning Blueprint 2010-11

June 18, 2010

**Mission:** The Office of Fellowships and Scholar Programs provides an enhanced University experience for the Carolina and McNair Scholars and coordinates the process for academically talented students to apply for nationally prestigious fellowships such as Rhodes, Truman, Marshall, Rotary, NSF, Fulbright, Udall and Goldwater. The ultimate goal is for University students to be awarded a national scholarship; however, the application process – preparation, application and advisement - is designed to be a valuable learning experience.

**Vision:** Carolina and McNair Scholars will reach their full potential as academic achievers, leaders and ambassadors during their undergraduate tenure and beyond. Academically talented students will see participation in national scholarship competitions as an enriching academic experience, advancing to the optimal level of achievement.

**OFSP Goal No. 1: Provide an integrated learning experience for national fellowship applicants leading to national award winners.**

**Division Goal 3:** Research, Scholarship and Creative Achievement – Contribute to the discovery, application, and dissemination of knowledge and creative achievement.

**Outcome C:** SA/AS programs and services facilitate scholarship of teaching, learning and student development.

**OFSP Initiative 1A: The number of competitive applications submitted for national fellowship competitions will meet or exceed the three year average.**

### 1A KPI:

- Total number of students who apply, are nominated, are selected as finalists and then as winners of national fellowship competitions and their GPAs;
- Number of SCHC and Capstone students who apply, are nominated, are selected as finalists and then as winner of national fellowship competitions;
- Percentage of SCHC students as applicants, finalists and winners;
- Percentage of Capstone students who are applicants, finalists and winners;
- Comparison of numbers with previous years.

### 1A KPI Method

- Record names and profile information (GPA, majors, year in school) of applicants, finalists and winners in the “2010-2011 National Fellowship Applicant Report” compiled throughout the year;
- Update the “USC Applicants per Select Competitions Report” with 2010-2011 information in May 2011;
- Record percentages of applicants, finalists and winners who are SCHC members of Capstone Scholars;
- Update the “Annual Summary of National Fellowship Winners” compiled in May 2011 with respect to
  - Overall number of applicants, winners, SCHC status, amount won, and in and out of state status; and
  - 2011 results will indicate changes in these numbers from previous years.

**OFSP Initiative 1B: Facilitate a process for self reflection and academic and career planning for national fellowship applicants involving OFSP staff, scholarship committees, and faculty mentors.**

**Outcome B:** Results of systematic planning and assessment are used for innovative improvement of programs and services.

**1B KPI:**

- Assess the satisfaction and learning outcomes of students in nominated competitions such as Fulbright, Goldwater, Truman, Marshall and Udall as well as applicants in national competitions that do not require nomination.
- Learning outcomes such as (1) the value of constructing a competitive application; (2) the ability to evaluate and defend a proposed academic program and potential career plans; (3) the ability to distinguish what forms of help were beneficial in the application process; (4) the ability to learn something new about themselves; and(5) the ability to better explain academic and career
- Indirect assessment of the processes will be gathered via in conversations with the advisors, written correspondence from students, and email exchanges from students and alumni.
- Impact of the application processes gathered from a targeted group of scholar alumni (Goldwater in 2010) and results use to enhance program offerings and communicate long-term benefits derived from the process.

**1B KPI Method:**

- Student Voice assessments administered throughout the year to applicants of specific competitions following their submission of final applications
- Comparison of overall Student Voice results as of April 2011 with those of previous years
- Assessment and communication of results of Goldwater Alumni Survey administered via Student Voice.

**OFSP Goal No. 2 Increase the number of national fellowship applicants through identification and recruitment of academically talented students and educate the University community on these awards.**

**Division Goal 1:** Teaching and Learning – Enhance the richness of the student experience in and beyond the classroom and provide excellent educational experiences for all.

**Outcome A:** Essential programs are effectively provided.

**OFSP Initiative 2A: Develop and communicate opportunities that encourage students with a competitive profile to engage with the Office of Fellowships & Scholar Programs.**

**2A KPI:**

- Number of students on our data base;
- Number of student contacts with the office during the 2010-2011 academic year;
- Number of students nominated to the office and advised during drop-in hours;

- Number of students participating in special events such as Orientation Session, National Signing Day, Writing a Personal Statement Workshop and Hot Cookie Fridays;
- Number of workshops, and information sessions held and the number of students at each;
- Number of website hits and the links activated (Goggle Analytics);
- Number of Facebook book fans;
- Responses in annual Technology Communication Survey;
- Changes in these numbers and responses from previous years.

**2A KPI Method:**

- Use sign-in sheets and Candidate Information Card at workshops, information sessions, drop ins, and special events;
- Record students nominated and faculty nominators;
- Document students advised in office meetings and electronically;
- Record and compare the number of Facebook fans at the beginning and end of each semester;
- Record and review hits and patterns of use on our Website provided by Google analytics;
- Administer and analyze results of Technology Communication Survey (Student Voice) in April 2011;

**OFSP Initiative 2B: Educate and recruit incoming and returning groups of academically talented students with academic and leadership profiles competitive for national fellowships.**

**2B KPI:**

- Record targeted outreach efforts and the student populations contacted;
- Number of new SCHC and Capstone students added to the database through drop-ins, referrals, attendance at workshops and special events, etc;
- Number of SCHC contacts at HRH office hours and special HRH events;
- Number issues of The Candidate newsletter;
- Number of SCHC newsfeeds, HRH slides, and other special outreach efforts to SCHC;
- Changes in these numbers from previous years.

**2B KPI Method:**

- Use sign-in sheets and Candidate Information Card at workshops, information sessions, drop ins, and special events;
- Record SCHC and Capstone Scholars designation on Candidate Cards in OFSP data base;
- Record the number of Candidates, SCHC newsfeed and other SCHC communication efforts.

**OFSP Goal No. 3: Optimize the intellectual and personal development of Carolina and McNair Scholars and nurture the development of their community through planned events and advising.**

**Division Goal 2:** Quality of Life – Provide a rich and rewarding student-centered learning and working environment, facilitating for all Carolinians the highest levels of intellectual and personal achievement.

**Outcome E:** Facilities, programs and services meet the needs and expectations of students and other constituents.

**OFSP Initiative 3A: Communicate opportunities for rewarding student-centered activities and information for academically-talented students to reach their full potential and distinguish themselves on campus and beyond.**

**3A KPI:**

- Number of Carolina and McNair Scholars and First-Year Scholars (FYS);
- Percentage of Scholars enrolled in the SCHC;
- Retention rates of Scholars compared to SCHC retention rates;
- Number of Scholars studying abroad;
- Number of Magellan Scholars who are Scholars;
- Number of Scholars applying for national fellowship and their success rate;
- Methods used to communicate with Scholars;
- Number of Scholars in primary campus leadership positions and recognized on campus and beyond;
- Comparison of these numbers to previous years.

**3A KPI Method:**

- Carolina and McNair Scholars will be added annually to the OFSP database and numbers documented in the OFSP Scholars by the numbers report;
- Retention rates of Scholars will be collected from the Office of Institutional Research;
- Number of Magellan Scholars will be collected from the Office of Undergraduate Research;
- Number of Scholars applying for national fellowships and scholarship will be collected from the OFSP 2010-11 Annual Summary of National Fellowship Applicants;
- Methods of communication such as weekly scholar email will be recorded;
- Number of campus leaders will be noted as selections are announced throughout the year;
- Number of Scholars receiving awards at the 2011 University Awards Day will be collected;
- Comparison of these numbers to previous years.

**OFSP Initiative 3B: Assist in the transition of First-Year Scholars and the continued success of Sophomore Scholars through information and programs, as well as through OFSP serving as their institutional home base.**

**3B KPI:**

- The number of FYS who participate in the mentor program, orientation, retreat and FYS Chats with a target of each FYS participating in one FYS program. The percentage of FYS participating will be recorded and compared to the three year average of participation.
- Assess the sense of FYS assimilation to the University with OFSP staff, other students and a faculty member through a Student Voice survey;

- Number of Sophomore Carolina and McNair Scholars who participate in “Sophomore September” advising and meetings to reflect on their first year, brainstorm plans for their second year and beyond. Participation goal to meet the percentage of sophomores participating compared to the three year average.

### **3B KPI Methods:**

- Record the participation of FYS in the mentor program, welcome reception, scholar buddy program, retreat and FYS chats;
- Assess the sense of FYS assimilation to the University with OFSP staff, other students and a faculty member through a Student Voice survey administered;
- Record appointments scheduled and the number of Sophomore Strategy for Success sheets submitted with subsequent advising;
- Conduct a Student Voice satisfaction survey late in the fall semester to sophomores;
- Results of surveys will be used to adjust plans for 2011-12 program offerings;
- Participation numbers and responses will be compared to previous years.

### **OFSP Initiative 3C: Enhance the University experience of scholars through a balanced calendar of programs hosted and/or advised through OFSP.**

#### **3C KPI:**

- Number of scholars who attend events such as the Fall Dinner and cultural performance, the spring dinners, monthly scholar socials;
- CSA and MSA will function as student organizations with advisement via OFSP;
- Number of LLS lectures held and of individuals who attend;
- Number of student leaders advised throughout the year;
- Numbers will be compared to previous years.

#### **3C KPI Method:**

- RSVP records and sign-in sheets at monthly Scholar Meetings, lectures and other events will be compiled throughout the year;
- Evaluation of programs will be completed throughout the year.
- At the end of each semester, a Student Voice survey will be administered to the officers of CSA and MSA to measure learning outcomes and satisfaction of the student leaders.
- Information will be compared to previous years used to adjust plans for 2010-11 program offerings.

### **OFSP Goal 4: Facilitate learning and student development through engaged faculty in the integrated learning processes of national fellowship advisement and as mentors for Carolina and McNair Scholars.**

**Division Goal 1:** Teaching and Learning – Enhance the richness of the student experience in and beyond the classroom and provide excellent educational experiences for all.

**Outcome C:** SA/AS engages and collaborates with faculty on educationally purposeful activities.

**OFSP Initiative 4A: Continue a coordinated effort to recruit and recognize student-oriented faculty to participate in OFSP programs and services.**

**4A KPI:**

- Number of faculty and staff serving on OFSP advisory and scholarship committees;
- Number of faculty and staff serving on Fulbright Campus evaluation committees, special interview practice teams, etc;
- Number of faculty serving as First-Year Scholar Mentors;
- Number of faculty participating in lecture series and other special events;
- Perception of these faculty about their interaction with OFSP and students engaged in a national fellowship application process;
- Name of departments and colleges and/or schools that these faculty represent;
- Recognition events offered (Awards Day and Year-End Reception) and the number of faculty participating; and
- The change in numbers from previous years.
- **Target:** Faculty contacts will remain the same or increase over the previous two year average of faculty contacts (288 contacts in '08-09 and 354 in '09-10).

**4A KPI Method:**

- Follow OFSP Faculty Engagement Plan to recruit faculty to support the work of the office;
- Record the names, departments and colleges of faculty serving as committee members, mentors, nominators, and other supportive capacities;
- Administer Student Voice satisfaction survey in April 2011 to faculty participating in scholarship processes;
- E-mail First-Year Scholar Mentors for feedback about the development of their mentoring relationship and their willingness to mentor again, in order to plan for 2010-11 and beyond.

**OFSP Goal No. 5: Strengthen institutional academic stature resulting in heightened distinction and humanistic awareness of the entire University community.**

**Division Goal 5:** Recognition and Visibility – Promote accomplishments of students, faculty, staff and alumni and University programs that demonstrate excellence and leadership.

**Outcome A:** SA/AS supports and encourages development toward campus and national visibility and expertise.

**OFSP Initiative 5A: Enhance the recognition of the university through the promotion of national fellowship winners and Carolina and McNair Scholars within the campus community as well as on a city, state and national level.**

**Outcome D:** SA/AS maintains strong relationships with University (and student) media outlets.

**5A KPI:**

- Alumni data base of national fellowship winners and Carolina and McNair Scholars maintained;
- Carolina and McNair Scholar alumni will receive greetings from office and update request annually;
- Record the inquires and responses for alumni scholar information and involvement;
- Press releases developed and distributed to all appropriate University administrative and academic units;
- Use of releases and photos will be recorded in the 2010-11 OFSP Publicity Book for future reference and planning.

**5A KPI Method:**

- National fellowship winners profile information will be added to the alumni data base annually;
- Record the alumni paired to mentor/assist current students in national fellowship competitions,
- Respond to requests from SCHC, Media Relations, Advancement, University Publications, and the Associate Vice President for Marketing and Communications to provide student and alumni profiles, stories, photos, and interviews of academically talented students.
- Number of requests and responses will be recorded while balancing the best interests of the students involved.

**OFSP Initiative 5B: Document and share Scholar achievements to heighten visibility and recognition of the Carolina and McNair Scholar experience for current students and donors as well as recruitment efforts of future students and potential donors while building community among the current Scholars.**

**5B KPI:**

- Develop and publish Scholars annual report, *True Scholar*, highlighting Scholars, donors and program activities in summer 2010;
- *True Scholar Stories*, an internal document distributed electronically monthly to keep campus constituents apprised of scholar news;
- *True Scholar Times* compiled in June 2010, a booklet of newspaper and other clippings.

**5B KPI Method:**

- Record the distribution and number of *True Scholar Annual* reports distributed;
- Record the distribution and number of *True Scholar Stories*;
- Record the distribution and number of *True Scholar Times*.

**OFSP Initiative 5C: Continue to support Enrollment Management recruiting efforts for Carolina and McNair Scholars and other high achieving students via recruitment weekends and Scholars Day, and provide copies of True Scholar and information on activities of current Scholars and national fellowship winners.**

**5C KPI:**

- Number of events participated in and publications shared;
- Number of requests for current scholars to volunteer their time with Admissions Office events;
- Facilitation of communication among scholars and Admissions staff.

**5C KPI Method:**

- Number of requests and responses will be recorded in the OFSP 2009-10 Outreach document;
- Number of scholars participation will be recorded
- Event support will be recorded via staff calendars.