

Performance Support Tool Alignment Table

The performance problems found with the International Center were student recruitment, available resources and limited center staff. The following table aligns the created performance support tools with the identified performance problems. This [Performance Improvement Plan Report](#) was created and will be shared with the client.

Performance Support Tool	Performance Problem Addressed	Description		
Mock Website	-Limited Staff -Available Resources -Student Recruitment	<p>The staff of the International Center spends much of its time directing the international students to resources and information. To add to the problem, much of these resources are spread across various access points (IC website, Admissions website, Blackboard). The mock website provides an example of organization and design practices to best present these resources so that the IC staff can spend less time directing students to their resources. It also provides a template for consistency, which will make it more user friendly.</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Original IC Website Home Page</p> <ul style="list-style-type: none"> ● 8 links to subpages ● 1 image, 1 video ● 26 lines of text </td> <td style="width: 50%; vertical-align: top;"> <p>IC Website Mock-Up</p> <ul style="list-style-type: none"> ● 5 links to subpages ● 2 images, 1 carousel ● 2 icons ● 6 icon buttons ● 13 lines of text </td> </tr> </table>	<p>Original IC Website Home Page</p> <ul style="list-style-type: none"> ● 8 links to subpages ● 1 image, 1 video ● 26 lines of text 	<p>IC Website Mock-Up</p> <ul style="list-style-type: none"> ● 5 links to subpages ● 2 images, 1 carousel ● 2 icons ● 6 icon buttons ● 13 lines of text
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Streamlined Language	-Student Recruitment	<p>The prospective students who visit the International Center Website are likely not to be native English speakers. This means that it would be beneficial to have fewer lines of text and more images wherever possible. We have removed many lines of text from the home page and added illustrative graphics to each of the links.</p> <p>We have also streamlined some of the resources they already have. For example, the New Student Checklist was a four-page document with two graphics. The streamlined version is a single six-step infographic that fits on a subpage of the website.</p> <p>All of this will make the vast amount of information more approachable and engaging with the goal to increase International Student enrollment at Winthrop University.</p>		

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<p>New Student Infographic</p> <p>Template Link</p>	<p>-Available Resources</p>	<p>This infographic contains information on the first six tasks that international students need to complete when admitted to Winthrop. Items include setting up a Winthrop email account, registering for orientation, applying for housing, uploading immunization information, applying for accessibility accommodations, and sending in final transcripts.</p> <p>Winthrop’s International Center currently has two documents with this information. One resource has six pages of written directions in text; the other is a list of weblinks to access the materials.</p> <p>By creating an infographic, students are given a concise list of tasks in order with less text and the same amount of detail. This is important for students that do not speak English as their first language and may need to translate text with a device.</p> <p>In addition, the small images in the infographic give international students and parents an idea of what information is included in each section. For example, the email picture and international first aid symbol communicate information visually.</p> <p>This is a specific resource that the International Center requested as part of a transition in rebranding their site with a more welcoming and friendly design with less text for prospective and current students.</p>
<p>New Student Handout</p> <p>Template Link</p>	<p>-Available Resources</p>	<p>This handout is a modified version of the New Student Checklist Infographic. The International Center has an online resource with this information completely in text and a handout with weblinks. This handout is a combination of the updated information and a modified design. This handout follows branding colors and a straightforward design where the old handout had a holiday theme and a list of links with little to no directions for students on how to complete them. This detailed and concise list can be emailed or printed for students from the International Center office and allows students easy access to helpful materials.</p>

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Quick Reference Guide	-Limited Staff -Available Resources	<p>This quick reference guide breaks down important information for international students into the following categories: International Center Resources, Immigration Information, University Resources, and Academic Resources. With the International Center having limited staff, the more information that students can locate and find on their own without having to contact the center, the better.</p> <p>Currently, the International Center has a page of links to different areas of the Winthrop site, but it does not break the items into categories or guide students with details on what those resources include. This reference guide contains links to other departments, pages on the university website, the virtual tour of the university, the International Center office information, health and counseling services, and links to Blackboard and Wingspan.</p> <p>This guide can serve as both a reference for current students on where to go for information and services, and show prospective students what resources they have access to once a student is on campus.</p>
Blackboard Tutorial	-Available Resources -Limited Center Staff	<p>The International Center has many resources available for current students in Blackboard. For new students, knowing how to login and find the information can be challenging. Winthrop University has resources available to learn about Blackboard, but they are located on different webpages.</p> <p>With this step by step tutorial, students will learn how to login, find the International Center's page and navigate the information. This also saves the staff time, having to explain how to login and find the information.</p>
Website Design Tips	-Limited Center Staff	<p>Over the years, the staff in the International Center has changed and so have the people updating the website. This one page sheet, has 5 website design tips for the staff to reference as they update the website or other resource. This was created keeping in mind several of the issues with the current website.</p>

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Newsletter Template	-Available Resources -Limited Center Staff	<p>The staff at the International Center has a wealth of information that needs to be shared to students and their families. One way to share this information is with a newsletter. The International Center’s staff can use the newsletter template to create a variety of newsletter and updates.</p> <p>This is a specific resource that the International Center requested as part of a transition in rebranding with a more welcoming and friendly design with less text for prospective and current students.</p>
Full Time International Center Staff Template	-Available Resources -Limited Center Staff	<p>Over the years, the staff in the International Center has changed and so have their responsibilities. This poses challenges for students and staff. The International Center has a Graduate Associate who serves as a front receptionist for the center and helps with different program pieces.</p> <p>When people have questions, they may not know which of the staff members they should ask. The International Center Staff Diagram, can be used by the Graduate Associate and students as a quick guide on who to ask their questions to. This information was also added to the Mock Website. The International Center’s staff can use this to update it as needed.</p>
What's SEVIS Handout	-Available Resources	<p>This infographic contains information on what SEVIS is and who to contact with questions about it. SEVIS was mentioned on the current website, but was never fully explained.</p>