

# **Peralta Community College District Student Services Program Review Admissions and Records**

## **Introduction**

The Admissions & Records offices serve as the first point of access to the colleges for new students and the general public. Admissions and Records is dedicated to student access and success by providing accurate, timely and exceptional customer service regarding application, registration and academic policies while providing responsive and respectful service to students, faculty, staff and the community.

The Admissions and Records department strives to provide efficient, accurate, and timely services that will contribute to the attraction, retention and graduation of a highly diverse student body. The department works to provide faculty and college administrators with data and services that enable them to accomplish their instructional and management objectives, creates and maintains records systems designed to protect the academic integrity and security of confidential student data, in accordance with state and federal regulations and guidelines. We strive to communicate clearly, patiently and politely, whether in writing, in person, by phone or via electronic communication.

The Atrium/Welcome Centers has been instrumental in relieving some of the traffic at the Admissions and Records counters. Students are able to use the computers in the Welcome Center to submit online applications and update and view their program information. Student Ambassadors are available to help students successfully enroll in classes and make necessary changes in their programs by providing customer service and technological assistance.

The A&R staff on the campuses assists students with adding and dropping classes, changing majors and personal information, enrollment verification, ordering official transcripts and other issues that affect registration and enrollment. In an ongoing effort to provide efficient, user friendly services, the Admissions and Department has supported the implementation of PeopleSoft and online official transcript ordering and continues to work with faculty and college administrators to maintain accurate accounting of grade and attendance records.

## **Background Information**

### **The Unit:**

The Admissions & Records Department is centrally located at the District Office under the supervision of the Vice Chancellor of Student Services and the District Admissions Officer. The centralized model of the Admissions and Records Department is designed to provide the district and campuses with technical infrastructure and consistent, standardized policies to ensure the integrity and security of confidential student data, in accordance with state and federal regulations and guidelines. Three fulltime staff maintains the operation of Admissions & Records at each College (4 fulltime staff at Laney College). Admissions and Records strives to provide efficient, accurate, and timely services that will contribute to the attraction, retention and graduation of a

highly diverse student body, and works to provide faculty and college administrators with data and services that enable them to accomplish their instructional and management goals.

Functions of the unit are as follows:

- Coordination and oversight of student registration
- Processing of all student applications
- Management of records systems
- Oversight and processing of official transcripts order, output, and delivery
- Evaluation of petitions for Associate Degrees, Certificates, and General Education Certifications
- Coordination of matriculation and prerequisite guidelines
- Collection and maintenance of all auditable attendance accounting and grading documents
- Provide functional support to end users of the Passport system
- Monitor California residency status

#### The History:

The Admissions and Records Department serves as the first point of access to the colleges for new students and the general public. Admissions and Records are dedicated to providing exceptional customer service. The department has endured challenges since the implementation of the PeopleSoft system in spring 2008.

CCCApply is the online application service for students to enroll in any of the Peralta colleges. This application service has taken the place of paper applications. District Admissions and records staff provide service to students regarding CCCApply and Passport login issues.

#### Purpose:

The purpose of the Admissions and Records department is to provide efficient, accurate, timely and exceptional customer service that will contribute to the attraction, retention and graduation of Peralta students, and enable faculty and college administrators to accomplish their instructional and management goals.

#### Needs Assessed:

##### Human Resources:

An additional staff person (.5 P/T Clerical Assistant I) is needed to provide support for the 3 FTE, increase customer service, and cover the evening hours.

##### IT:

- 1) Electronic Imaging to share documents with other departments, eliminate the loss of paperwork, and increase the efficiency of staff.
- 2) Programmer dedicated to A&R to maintain and increase the functionality of the PeopleSoft system.
- 3) A modification or process that would assist in notifying applicants of input errors prior to the upload into PeopleSoft. This would decrease the number of phone calls and students with problems at the counter.

### Current Components:

The Admissions and Records office requires students to submit an online application using CCCApply. We no longer accept paper applications. Once the online application is uploaded into PeopleSoft, students can add and drop classes, make necessary changes to their program, access their Peralta Student Email and view or print their unofficial transcripts. Students are now able to access this information in less than three hours of submitting their application. These services are also available to students who come to the Admissions and Records counter or the Welcome Centers.

The Welcome Centers have been instrumental in relieving some of the traffic at the Admissions and Records counter. Students are able to use computers in the Welcome Centers and get assistance from Student Ambassadors who provide technical assistance and information on procedures.

Degree evaluators have been moved from the District office to the campus Admissions and Records offices to assist students and counselors with graduation and awarding and posting of degrees and certificates. Having the additional staff on campus also alleviates the long lines and waiting time for students during peak enrollment.

The Admissions and Records staff provides faculty and college administrators with data and services that enable them to accomplish their instructional and management objectives. These services include processing and collecting grade rosters, processing record corrections, and assisting with enrollment of students.

### **Unique Aspects of the Program**

The unique aspect of our program is the utilization of the Student Ambassadors to assist other students in enrollment activities.

### **Current Resources**

#### Classified Staff Resources

1 FTE permanent Admissions and Records Clerk (2 FTE clerks at Laney)  
1 FTE permanent Admissions and Records Technician  
1 FTE permanent Admissions and Records Specialist

Additional Resources for all colleges:

2 District classified staff for back up at campuses  
Hourly staff and student workers as needed and available for peak enrollment periods

#### Facility Resources –

Laney College provides a Welcome Center on the first level (A-101) next to the Admissions and Records Office that supplies 26 computers and one printer that is used by the students to submit

on-line applications to CCC Apply through the Passport system, add/drop classes, make changes in personal information and print unofficial transcripts. The College also provides space to hang the Credential Solutions transcript banner to inform students how to submit official transcript requests. Provide the unit with extra phones during Peak Registration period. Our office receives technical assistance from the IT Department on campus.

### Fiscal Resources

Budget supporting the function of Admissions and Records has been allocated by the District Office annually and managed by the District Admissions and Records Office. The main source of the Admissions and Records budget is General Funds.

### **Program Goals and Measurements**

The goals of Admissions & Records are to:

- provide accurate and timely information regarding application, registration and academic policies
- provide responsive and respectful service to students, faculty, staff and the community
- maintain confidentiality, accuracy, and security of student records and reports
- serve as a primary resource for faculty in matters related to accurate accounting of census, attendance, and grade reports in compliance with college, state and federal regulations
- review current and/or proposed technological software and hardware programs that will improve efficiency of the Admissions and Records delivery system
- assist in improving PeopleSoft functionality to enhance a “user-friendly” environment for students, staff, and faculty
- implement Progress Probation program
- implementation of document imaging system
- implementation of electronic receipt and delivery of official transcripts

### **How do you know that the program is meeting its goals:**

The Admissions and Records offices conducted a Student Learning Outcomes survey during spring 2012 enrollment.

Based on a SAO Survey conducted in spring 2011 the following questions were asked and the number of responses received.

Q. (A) After my initial contact with the Admissions and Records Office, I understand the enrollment process.

A. 21 – Agree

Q. (B) After completing the online Admissions application, I understand that I may need to complete Assessment and Counseling services prior to registering for classes.

A. 18 – Strongly Agree

Q. (C) I am able to log onto my Passport Student Center to add and drop, view my class schedule and grades, make payments, and update my address.

A. 24- Strongly Agree

Q. (D) I am aware that I can request official transcripts online.

A. 21- Strongly Agree

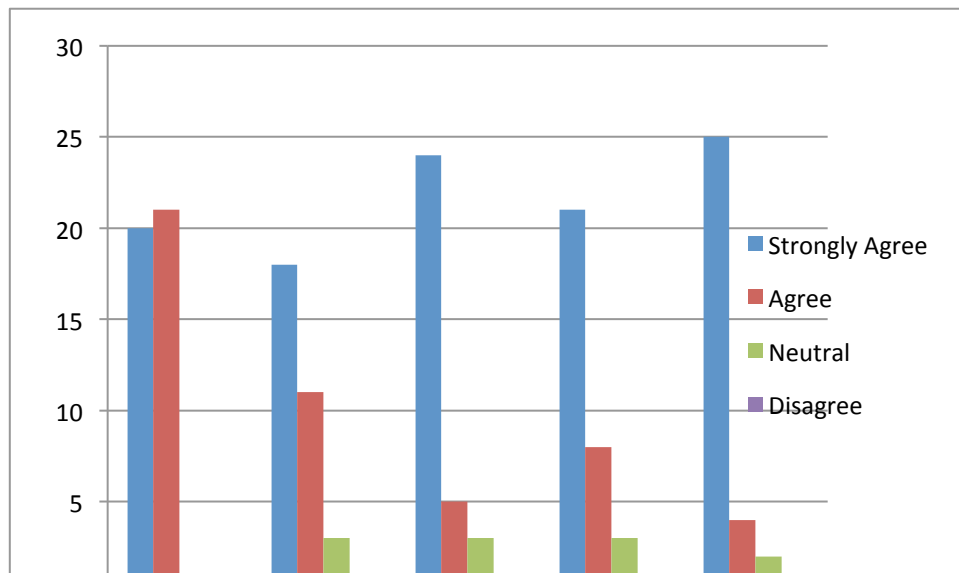
Q. (E) I am aware of the importance of following specific policies and procedures as they will assist in my academic, personal, and professional goals.

A. 25- Strongly Agree

## Admissions & Records Student Learning Outcomes Survey

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<b>A</b>	<b>20</b>	<b>21</b>	<b>1</b>	<b>0</b>	<b>0</b>
<b>B</b>	<b>18</b>	<b>11</b>	<b>3</b>	<b>0</b>	<b>0</b>
<b>C</b>	<b>24</b>	<b>5</b>	<b>3</b>	<b>0</b>	<b>0</b>
<b>D</b>	<b>21</b>	<b>8</b>	<b>3</b>	<b>1</b>	<b>0</b>
<b>E</b>	<b>25</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>0</b>
<b>Total</b>	<b>108</b>	<b>49</b>	<b>12</b>	<b>2</b>	<b>0</b>

**A : General INFO about enrolling at Peralta**  
**B: Understanding steps for enrollment**  
**C: Specific INFO about logging into Passport**  
**D: Ordering an official transcript**  
**E: Understanding school policies and procedures**



**What are the indicators that measure your present goals?**

Results of our efforts can be measured by a decrease in the number of phone calls and students with problems at the counter. This would indicate that students clearly understand the specifics of the on-line admissions, registration and special petitioning processes, and that students are taking advantage of the Early Registration for special groups and continuing students.

**What are the expected results of these indicators:**

Students enrolled in appropriate classes with course completion and success.

**II. Student Demographics of Those Using Your Services**

A. Who do you serve?

All Laney students receive services from A&R in-person and/or online.

B. Laney College, enrollment by age, three year trend.

Enrollment Status Summary Report (see TABLE 1)

TABLE 1.

	2009-10	2010-11	2011-12
<b>AGE GROUPS</b>			
UNDER 16	236	117	166
16-18	990	899	881
19-24	5,702	5,429	5,207
25-29	2,505	2,220	2,162
30-34	1,530	1,465	1,444
35-54	3,288	2,857	2,800
55-64	748	657	566
65+	351	243	218
<b>TOTAL</b>	<b>15,351</b>	<b>13,888</b>	<b>13,444</b>

<b>GENDER</b>			
MALE	6,561	5,765	5,652
FEMALE	8,010	7,373	6,981
UNKOWN	780	750	811
TOTAL	15,351	13,888	13,444
<b>ETHNICITY</b>			
ASIAN/PI	4,161	3,760	3,616
BLACK	3,795	3,628	3,649
FILIPINO	244	255	229
LATINO	1,508	1,515	1,565
NNATIVE AMER.	70	62	43
N/AWHITE	1,675	1,943	1,954
OTHER/MULTI	263	748	1,053
UNKNOWN	3,625	1,977	1,335
TOTAL	15,351	13,888	13,444
<b>SPECIAL POPS</b>			
EOPS/CARE	N/A	N/A	N/A
CALWORKS	N/A	N/A	N/A
DSPS	N/A	N/A	N/A
MATRICULATED FIN AID RECPT	N/A	N/A	N/A N/A.
	N/A	N/A	

### **III. Student Performance and Feedback**

#### A. How do students who receive services perform?

Students will respond well if given clear concise information to various questions they have about how to enroll at Laney College, by submitting the CCC Apply application, waiting the 24 hours to log in, activate and reset account with specific personal information through Passport, follow the steps to assessment, orientation/counseling, enrolling in classes on line and paying fees on line. Receiving guidance and our resources will lead to a feeling of academic success.

#### B. How do their counterparts who do not receive services perform?

Students who do not seek our services are individual students who have either gone through the process through other academic levels or have successfully completed some portion of college matriculation.

#### C. What do students have to say about student services

No other survey used.

#### D. Have you used statewide or national assessment instruments to assess your program?

No

TABLE 2

	FALL 2009 (#/%)	FALL 2010 (#/%)	FALL 2011 (#/%)
Success	11,043/ 62.9%	11,869/ 67.6%	12,024/ 65.0%
Retention	13,944/ 71.7%	14,587/ 75.8%	19,924/ 75.5%
Persistence FA TO SP	56.6%	55.7%	53.8%

**IV. Program Effectiveness-** (How do you know that your program/service/ department is effective?)

A comprehensive annual program review was conducted in 2010-11. Please see <http://web.peralta.edu/district/annual-program-reviews/> Ed Services Review – A&R.

**A. Interdepartmental/ Program/Campus Collaboration**

2. Please provide a list of memberships in standing committees and governance groups.

As an A&R Specialist we serve on the Student Services Committee, our unit participates in departmental student issues such as posting high school graduation dates for financial aid, changing high school students to matriculating students with a program plan for assessment and orientation, discussing staffing needs, space allocation, priority enrollment dates for students in this area. Serve on the Laney College Augmented Administrative Council, A member of the Classified Senate assist in the discussion of involving classified on committees, space allocation, raise the issue of fair and equitable distribution of department funds, discussing classified issues with the President, We also serve on the Student Services Council and the AB540 Task Force.

3. How does the unit (and committees in which unit participates) support other administrative, student services and academic units in the college?

Our units support the faculty by assisting during the online grading process to provide necessary paper rosters for faculty with log in problems upon request, providing census/fee dates and fee information for short/term classes, post flyers in the Welcome Center showing census dates, drop/with W, drop/without W, provide printer paper for students to print schedules and unofficial transcripts in the Welcome Center.

4. If your program does have an impact on other programs/dept/service, please describe the nature of the relationship with the program/dept/service and the effectiveness of the



relationship.

Our unit supports and assist in the enrollment of special faculty Cohort Programs or outside agencies programs such as Gateway to College, Industrial Maintenance Program, Green Jobs Program, Ubaka, Apass, Trio, Music, Mathematics and English Cohorts which are short-term programs which begin and end during the semester calendar and it is important to get students in these programs enrolled in a timely manner to meet short-term census dates.

C. Quantity of program/dept/service delivered (student utilization of services and student engagement)

Q. How many students do you serve (unduplicated)?

A. The number of students served would be closed to 12,500.

Q. How appointments do you have on any given day?

A. During the enrollment period, appointments are given to all students from the Central Admissions and Admissions Office based on Academic Program Plans, units completed, and priority registration. The number could range 1000 to 3000 per day based on what the system will carry. These appointments are posted in the Student Center of each student.

Q. How many contacts do you make with students?

A. After census and the last day to add classes we average about 75 to 100 students per day. During Peak Enrollment we average 300 to 500 or more students per day.

## **V. Student Learning Outcomes**

A. List the student learning outcomes that are presently being assessed

Students will be able to increase their independence in managing their academic affairs by effectively navigating through the Passport System and the Peralta website.

Students will become aware of and utilize referrals provided by A&R staff to counseling, financial aid, and other needed resources on campus, at the district and in the community in an effort to improve their success.

Students will be aware of the importance of time management (Adds/Drops, Refunds, Petitions and other deadlines) for successful personal and professional growth and effective civic engagement.

B. What additional student learning outcomes should be considered to demonstrate what your student should know and/or be able to do as a consequence of the service provided by your unit?

## **VI. Action Plan**

A. The future needs of the program

- a. One (1) full time staff person at each campus to work during peak enrollment.
  - b. Continued use of Student Ambassadors to assist student with on-line applications.
  - c. More privacy at the counter by raising the counter panels higher for student privacy.
  
- B.** The future goals and methods of assessment of the program, including student learning outcomes.
  - a. Student satisfaction surveys
  - b. Number and type of complaints
  - c. Comparisons to professions organizations' best practices
  - d. Focus groups
  - e. Time to complete a task
  
- C.** The strategies and actions to be taken by the unit over the next six years to strengthen the program and meet the strategic goals of the program and the college.
  - a. Specialist to collaborate with VPSS and Deans on specific college strategies.
  
- D.** The support needed by the unit in order to address issues resulting from the self-study.
  - a. IT support
  - b. District administrative support
  - c. College administrative support