Peralta Community College District

Narrative - Annual Program Update 2012-2013

Each program/department will complete this form to update program reviews developed in 2011-2012. These will be reviewed at the college level and then forwarded to the district-wide planning and budgeting process. The information on this form is required for all resource requests – including faculty staffing requests – for the 2012-13 budget year.

I.	Overview			
Date Submitted:	November 13, 2012	Administrator:		Mildred Lewis
Program/Department:	Outreach/Welcome Center	Dept. Chair:/Coordinator		David Reed
Campus:	Laney			
Mission	The Outreach Office at Laney College supports key elements of the matriculation process on and off campus, the student ambassador program, and co-curricular events such as graduation and new student welcoming events.			

II. Qualitative Assessments

| **College, Community and labor market relevance. Present evidence of community need based on Advisory Committee input, industry need data, McIntyre Environmental Scan, McKinsey Economic Report, licensure and job placement rates, etc.**	- UC/CSU fee increases are driving students into Laney and other Colleges, which increases pressure on student support offices such as the Welcome Center. - Students whose home campus is another Peralta College often receive services at Laney and therefore add to the workload of staff and offices such as the Welcome Center. 38% reduction in Full-time Classified Staff at Laney College contributes to creating conditions of long lines, delayed services and frustrated students. - More services are needed, but less resources are available to provide them. - The Welcome Center can play a key role in alleviating the conditions faced by students as a result of the above-mentioned pressures, assuming adequate resources are provided.
Quantitative Assessment **Include service area data such as number of students served by program. Include data and recommendations from program review.** **Welcome Center Traffic Pattern Report: Fall 2011** **The graph on the right shows the number of students visiting the Laney College Welcome Center during the peak enrollment period of the fall 2011 term. The lower row of numbers refers to the number of students signing in to enroll in classes and receive assistance from Student Ambassadors for enrollment-related activities (note the peak of over 700 students on 8/22).**	

Students Served
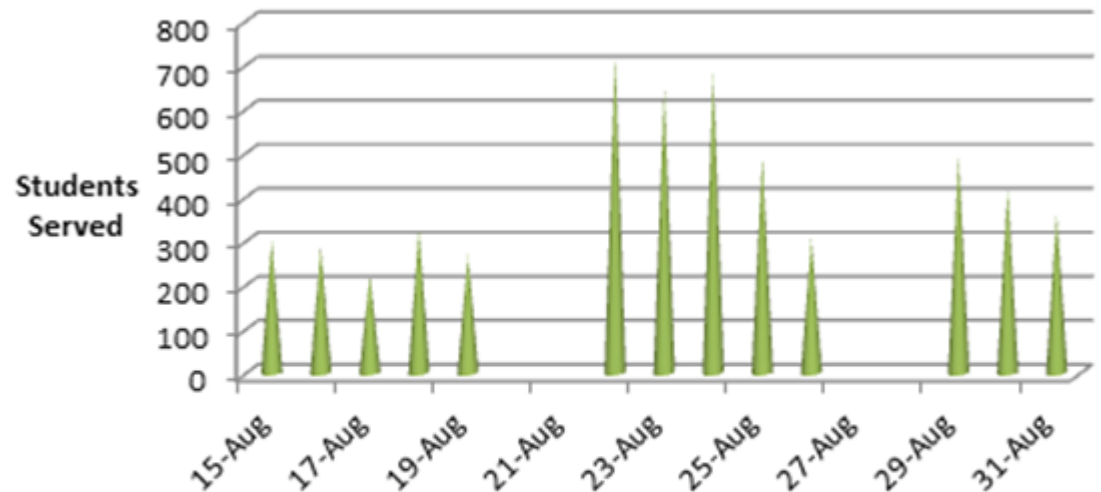
	15-Aug	16-Aug	17-Aug	18-Aug	19-Aug	22-Aug	23-Aug	24-Aug	25-Aug	26-Aug	29-Aug	30-Aug	31-Aug
■ Series1	302	285	220	328	266	724	646	684	494	304	494	418	361

III. Strategic Planning Goals

Check all that apply.	Describe how goal applies to your program.
X☐Advance Student Access, Success & Equity X☐Engage our Communities & Partners X☐Build Programs of Distinction X☐Create a Culture of Innovation & Collaboration ☐Develop Resources to Advance & Sustain Mission	The Welcome Center assists students in the completion of several key steps in the matriculation process; students who participate in the matriculation process have a higher completion and success rate than those who do not. Outreach programs include visits to K-12 schools promoting college-going behavior, links to community-based organizations through educational partnerships, and collaboration with local government agencies and private employers to enhance educational awareness and opportunities. The Student Ambassador program at Laney College is a program of distinction in that it fosters student leadership ability, 21st century skills development, and community leadership development. Laney Student Ambassadors currently participate in a pilot program utilizing a new web-based student engagement tool, the Laney College Student Success Network. Laney College is the only community college in Northern California currently using this technology. Future plans call for expansion of this resource district-wide to improve retention and success rates of incoming students.

IV. College Strategic Plan Relevance

Check all that apply

☐ New program under development
X☐ Program that is integral to your college's overall strategy
☐ Program that is essential for transfer
X☐ Program that serves a community niche
☐ Programs where student enrollment or success has been demonstrably affected by extraordinary external factors, such as barriers due to housing, employment, childcare etc.
☐ Other

V. Action Plan

Please describe your plan for responding to the above data. Consider service delivery, scheduling, and marketing strategies. Also, please reference any cross district collaboration with the same program at other Peralta colleges.

Include overall plans/goals and specific action steps.

A. The future needs of the program

Immediate need: (1) re-examine the college and district priorities given the current restrictions of budget and staffing, define the role of the Outreach Office more narrowly to meet specific program goals as identified. For example, community outreach vs. service to students in the Welcome Center. (2) Provide adequate resource and staffing support for the identified goals.

B. The future goals and methods of assessment of the program, including student learning outcomes.

1. SLO's are assessed through delivery of a pre and post hire diagnostic knowledge assessment given to all student ambassadors, in addition to a post-hire follow-up survey instrument. Additional qualitative data is gathered through interviews and during regular trainings throughout the year.

2. Future goals include implementing student leadership curriculum as part of a Community Leadership Development program at Laney College. All student Ambassadors, as well as student government and organization leaders would be required to take a course/courses in this curriculum. Student Learning Outcomes would then be identified for each course, consistent with the leadership development curriculum that these courses would focus on.

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.

Utilizing the Laney College Educational Master Plan and other strategic planning efforts, the Outreach Office will continue to identify the primary needs of the College as they relate to:

Community Outreach

Years 1-4

Goal 1:
Establish efficient lines of communication between community-based organizations (CBO's), K-12 schools, and local government agencies and the Laney Outreach office.

- Objective 1a: Update contact databases and maintain regular email or phone contact.
- Objective 1b: Update master calendar to reflect timelines and events that involve community partners
- Objective 1c: Create budget proposal for any anticipated costs

Goal 2:
Determine shared interests between Laney College programs and these organizations.

- Objective 2a: Participate in events at these organizations to learn more about shared interests.
- Objective 2b: Provide updated program and service information to these organizations.
- Objective 1c: Partner with organizations in the coordination of on-campus events, student internships, and other collaborations.

Years 4-6

Goal 1:
Establish ongoing student internships with these organizations for Laney Student Ambassadors and other student leaders.

Concurrent Enrollment Support

Goal 1:
Establish efficient lines of communication between area high schools and Laney Outreach office.

- Objective 1a: Update contact databases and maintain regular email or phone contact.
- Objective 1b: Update master calendar to reflect timelines and events that involve area high schools and coincide with key timelines for high school student concurrent enrollment

- Objective 1c: Update OUSD counseling staff and other key supports on the processes, procedures and timelines for concurrent enrollment.

Matriculation Program Support

Years 1-4

Goal 1:
Expand current Welcome Center operations to include matriculation workshops including online orientation support in multiple languages, student email set up, and an expanded campus tour schedule.

- Objective 1a: Identify additional sources of funds to support this goal.
- Objective 1b: Collaborate with related campus offices to support these workshops.
- Objective 1c: Create needs assessment and potential impact report.

D. The support needed by the unit in order to address issues resulting from the self-study.

As previously identified in Outreach Unit Plans, it is necessary to provide staffing and budget support to the Outreach Office in order to meet goals and objectives as described. The two primary needs identified are: administrative support and a dedicated budget for completing outreach and Welcome Center activities. Currently the Outreach Office is funded by available matriculation funds with partial peak enrollment period support from the office of the Vice Chancellor/Educational Services.

VI. Needs

Please describe any **equipment, material and supply** needs.

Please see appendix 1 for budget detail

Dedicated budget for staffing Welcome Center operations

Need allocation for community outreach events

Need allocation for materials, supplies

Please describe any **classified/student assistant** needs.

Full-time administrative support to assist with personnel and program operations is needed in the Welcome Center. From its creation in 2008 the Welcome Center has never been assigned dedicated staff, current staffing is provided by diverting existing positions (Outreach Specialist, Assessment Staff, Secretary to the Dean) to provide staff oversight.

Please describe any **facilities** needs.

Dedicated storage area for large equipment such as signage, pop-up tents, and other materials, currently equipment is stored in various locations throughout campus making event management difficult and leading to lost and damaged equipment at considerable cost to the college.

VII. Course SLOs and Assessment

1) Student Ambassadors will be able to correctly identify the main components of the matriculation process and the procedures for completing them.	

2) Student Ambassadors will be able to efficiently and accurately assist prospective and current students in the completion of matriculation-related application and enrollment procedures in the Welcome Center.	

Describe types of assessment methods you are using

The Student Ambassador Diagnostic Skills Assessment, and the Student Ambassador Survey are the primary assessment methods for this program. At time of hire, and upon completion of training modules, the student completes these assessments to gauge their learning outcomes and complete a self-evaluation as defined (see appendix).

Other forms of assessment include trainings and workshops where students are called upon to demonstrate their understanding of program concepts and objectives.

Describe results of your SLO assessment progress

All ambassadors are completing the diagnostic instrument at time of hire and 3 and 6 month follow-up. In addition the survey instrument is administered at the end of the year.

VIII. Program Learning Outcomes and Assessment

	Fall 2012
Number of degrees and certificates in your discipline	N/A
Number with Program Learning Outcomes	N/A
Number assessed	14
% Assessed	100

Describe assessment methods you are using

Diagnostic skills assessment module (written)
Ambassador Survey (written)
Training demonstrations (in person)
Student employee evaluations (interview, written)

Describe results of assessment

Ongoing/In progress, Ambassadors have completed the initial and follow-up skills assessment and the survey instrument.
Initial results show marked increase in learning outcomes from time of hire to 3 and 6 month follow-up assessment.

APPENDIX 1 –
Welcome Center, Photo ID and Counseling Support: Student Personnel Budget 2012-13

Student Ambassador Salaries	2012-2013 Average Monthly Cost	2012-2013 Yearly Cost
5-11-542-2353-1-632100-1080-00	5,922	59,220
14 Student Ambassadors, avg of 8 hours per week		
Student Ambassador Salaries (Peak Registration Only)		
1-01-124-2353-1-620100-0000-00	6,200	12,400
14 Student Ambassadors, avg of 12 hours per week		
Photo ID Student Staff	37 hrs per week @ $9.16/hr	
5-11-542-2353-1-632100-1080-00	48 weeks total	16,268
Four students, avg of 9 hours per week		
Counseling Support Staff		
5-11-542-2353-1-632100-1080-00	30 hours per week @ $9.16/hr	13,190
Two students, avg of 15 hours per week	48 weeks total	
		TOTAL $101, 078

2012-2013 Welcome Center and Ambassador Supply Budget

OBJECT	DESCRIPTION	COST PER UNIT	NUMBER OF ITEMS	TOTAL
Polo Shirts	Ambassador Uniform	18	12	249
T-shirts	For Volunteers and large campus events	10	72	750
Printing Costs (billed to IMC)	Enrollment materials	1500		1500
Office Supplies	Paper	350		350
	Pens/Pencils	200		200
	Cleaning Supplies	425		425
	Office organizing	350		3540
Welcome Center Printing	Ink Toner (2 printers)	236	4	944
TOTAL		note: total cost reflects shipping + tax		**7958**

Name:
Training Date:

Your Score:
Highest Possible Score:

Multiple Choice: For each of the following questions, circle the letter of the answer that best answers the question.
1. Who can attend the Peralta Colleges? What are the admission requirements?

    A. Only people 18 and over
    B. Only High School Graduates
    C. Only US Citizens
    D. People who are 18 or above, or have a High School diploma

2. Define (A) a Continuing student, (B) a New student, (C) a Returning student

    A.
    B.
    C.

3. True or False: For each statement, circle True or False.

True	False	1.	Students need an ID to use the computer lab
True	False	2.	CTE stands for Counseling, Technology and Education
True	False	3.	Priority registration for spring 2012 started on April 12th and 13th 2012
True	False	4.	If a concurrent enrollment student is 18 they do not need a parents signature on their application
True	False	5.	It is ok to give people advice on which classes to choose while working in the Welcome Center

4. When can you apply for financial aid? When is the deadline?

    _____

5. What types of financial aid are available?

_____

6. Are there any fees besides tuition? What are they and how much are they?

_____

7. What is the Board of Governors Fee Waiver? Who is eligible to get it?

_____

What are the three main educational areas of focus at the Peralta Colleges?

1) _____

2) _____

3) _____

_____

_____

_____

(For office use only)

APPENDIX 3 – Student Ambassador Self-Evaluation Survey

DIMENSIONS OF MATRICULATION

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
For the following statements below, please respond to the following questions using the scale of **1 to 5**.	1	2	3	4	5
1. I understand the individual steps in the matriculation process very well and can describe each one					
2. I am familiar with the requirements and processes for completing matriculation.					
3. I am comfortable explaining the online application process to new and prospective students.					
4. I am aware of the different types of assessment tests that students may need to take.					
5. I understand the connection between the assessment results and meeting with a counselor to develop a student educational plan.					
6. I understand how to explain the process of enrolling in classes to new and prospective students.					
7. I know how to explain the process and requirements for paying enrollment fees.					

8. I understand how to explain the process and requirements for obtaining a student photo ID.					
9. I understand how to resolve common problems with the online application (CCCapply).					
10. I understand how to resolve common problems accessing the Passport Student Information System.					