Peralta Community College District
STUDENT SERVICES ANNUAL PROGRAM UPDATE

Academic Year 2013-2014

This presents the common elements to be addressed by each student services unit/area in its annual program update. Depending on College preferences, elements may be formatted or addressed slightly differently.

I. OVERVIEW

		Date Submitted:	11/15/13
College	Berkeley City College	**Administrator:**	Dr. May Chen
Unit/Area	Admissions & Records		
Completed By:	Loretta Newsom		
Mission/History and Description of Service Provided *Brief, one paragraph.*	Admissions & Records is dedicated to student access and success by providing accurate, timely and exceptional customer service regarding the online application process, registration and academic policies while providing responsive and professional service to students, faculty, staff and the community.		
Student Learning Outcomes (SLOs) *(or Service Area Outcomes-SAOs, or Program Learning Outcomes-PLOs)*	Students able to increase their independence in managing their academic affairs when managing through the Passport system and Peralta Website. Being aware of the time management that refers to Add and Drop Forms, refunds, petitions and other deadlines. Based on resources provided by the college resource staff, Admissions & Records, printed posted data and computer access service. Students will be able to recognize a situation, through the use of the academic calendar in regards to refunds, last day to add, dropping classes without a w grade and the pass/no pass grading option to understand consequences and their impact on society and self.		
SLO/SAO/PLO Mapping to Institutional Learning Outcomes (ILOs)	Collaborate with other units, VP's and Deans on specific college strategies. Continue to work with support groups with issues resulting from self-study conducted during the spring 2011 semester. The IT campus and District IT Department distribute administrative support and college administrative support. *Example: SLO/SAO/PLO #1 is mapped to College ILO #1: Academic Excellence*		

09/07/2013- ASM

II. ASSESSMENT, EVALUATION AND PLANNING

Quantitative Assessments	
Include service area data such as number of students served by your unit/area. Include data and recommendations from program review. *Include data used to assess your SLO/SAO/PLOs.*	We estimate the number of students unduplicated to be close to 6,200. During the enrollment period based on Student Educational Plan, units completed and priority registration, the number range from 1,000 to 3,000 per day based on what the system will carry.

Qualitative Assessments	
Present evidence of community need based on advisory committee input, student surveys, focus groups, etc. *Include data used to assess your SLO/SAO/PLOs.*	An SAO Survey conducted in spring 2013 showed 69% of students understood the online enrollment process, 62% understood the need to complete the assessment, counseling and orientation prior to enrolling into classes, 76% were aware of the importance of following specific policies as they will assist in academic, personal and professional goals.

Identifying Strengths, Weaknesses, Opportunities, and Limitations

Strengths *What are the STRENGTHS of your unit/area?*	We are able to serve approximately 6,200 students during peak registration with limited staff and space.
Weaknesses *What are the current WEAKNESSES of your unit/area?*	Limited space allocation for Admissions & Records and technology that does not allow for quick responses to students demands.
Opportunities *What are the OPPORTUNITIES in your unit/area?*	Expand our services as the student population grows with the prospect of a new campus building to support our growth.
Limitations *What are the current LIMITATIONS of your unit/area?*	Because of limited staffing and space the expectations of meeting the district FTE for 2013-14 goals are questionable.

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Action Plan for Continuous Improvement

Please describe your plan for the continuous improvement of your unit/area.

[text]

Peralta District received a grant from the CCC Electronic Transcript Mini Grant which allows the Peralta Community College District to participate in the electronic transcript program with institutions that also process electronic transcripts at http://etranscriptca.org/. We now send and receive electronic transcripts.

Verification of enrollment would be a process where a student could view the dates of attendance they have completed in the Peralta District and submit the verification of enrollment to student loan agencies and other types of enrollment request. Currently students are able to go online to process student loan verifications, however in the future Passport will offer website for students to go to for support on how to understand and submit the verification independently.

As Financial Aid joins the PeopleSoft System, they will get access to the Passport system and will be able to view the same data Admissions and Records enter in the system when assisting students at the financial aid counter.

Additional Planned Educational Activities Towards FTES, Student Success, Persistence, and Completion

Describe your unit/area's plan to meet district FTES target and address student success, persistence, and completion, especially for unprepared, underrepresented, and underserved students. (see Student Success Scorecard-http://scorecard.cccco.edu/scorecard.aspx)

Meet District FTES Target for AY2013-2014 of 18,830	Mobile enrollment services for special populations and groups. Verify enrollment where viewing data of student enrollment date in the system.
Increase Student Success	Orientation, special priority based on Student Educational Plan (SEP)
Increase Persistence *Percentage of degree and/or transfer-seeking students who enroll in the first three consecutive terms. This metric is considered a milestone or momentum point; research shows that students with sustained enrollment are more likely to succeed.*	Sustained enrollment comparison 2010-11 — 587.03 2011 — 4,200 2012-13 — 4,011.91

Increase College Completion
Percentage of degree and/or transfer-seeking students who complete a degree, certificate or transfer related outcomes.

	F10	S10	Total	Percent%
13	16	154	183	18.52%
M11	**F11**	**S11**		
35	69	183	287	29.05%
M12	**F12**	**S12**		
26	81	212	319	32.29%
M13	**F13**			
33	166		199	20.14%
Total: 988 100%				

III. RESOURCE NEEDS

Human Resource/Personnel
Please describe any human resource/personnel needs for your unit/area.

Current Staffing Level:		Headcount	FTE Equiv.
	Faculty (Permanent)	[#]	[#]
	Faculty (PT/Adjunct)	[#]	[#]
	Classified Staff (Permanent)	[3]	[#]
	Classified Staff (Hourly)	[#]	[#]
	Students	[1]	[#]
	ICC/Consultant/Other	[#]	[#]

Narrative: *Describe the current staffing level in relation to the relative need for effective delivery of your unit/area's programs and services.* *Discuss any current position vacancies, the need for additional personnel, the need for permanent faculty/staff instead of adjunct/hourly personnel, etc.* *Describe implications of the current staffing level in your unit/area to overall service delivery.*	During peak registration students are more effective because of the assistance from the student ambassadors. Students are more effective and capable of managing their own account.
Human Resource/Personnel Requests *List your human resource/personnel requests in prioritized/ranked order.* *Human resource/personnel requests will go through the established College and District planning and budgeting process.*	The need for a 1.0 staff person to assist at the front counter and over the evening shift, including mobile services.

Facilities/Infrastructure

Please describe any facilities/infrastructure needs for your unit/area.

Narrative: *Describe the current facilities/infrastructure of your unit/area in relation to the relative need for effective delivery of programs and services.* *Describe implications of the current state of facilities/infrastructure in your unit/area to overall service delivery.*	Currently our unit has two stations to serve students and a lowered area to serve disable students and because of the limited space we are forced to use a laptop at the disable area to meet the volume of student we serve during peak registration.
Facilities/Infrastructure Requests *List your facilities requests in prioritized/ranked order.* *Facilities requests will go through the established College and District planning and budgeting process.*	The unit needs an additional st____ support the increase in enrollment in order to deliver ___ type ___ service necessary.

Technology

Please describe any technology nee____ you____ ___it/area.

Narrative: *Describe the technology needs of your unit/area in relation ___ ___relative need for eff____ ___ programs and ser____* *Describe implication____ ___ the current state of technology in y___ unit/area to overall service delivery.*	The equip____ent curren___ used to service the students at the ____missio___ & Records c___nter has very slow responses. The ___ ___ct I___ ___artme___ ___s unresponsive to the demands during peak r___ ___tration an___ ___cial requests.
Technology Requests *List your technology requests in prioritized/ranked order.* *Technology requests will go through the established College and District planning and budgeting process.*	___ ___2) new computers at the Admissions & Records counter, one (1) new laptop to be used during peak registration and two (2) printers to be updated. Special cartridges for the printer in the welcome center and at the Admissions and Records counter.

IV.   OTHER

Please feel free to provide any additional information about your unit/area below.

- In the coming year Admissions & Records staff will collaborate closely with Financial Aid Office as they join the PeopleSoft System to ensure that students are receiving the information needed.
- Enable students to www.assist.org in the Welcome Center, which lists all transferable courses and transfer requirements.
- To provide program planning for high school students based on verifications from principles of graduation to enroll early as incoming matriculating students.