

Peralta Community College District

Student Services Program Review

Admissions and Records

Introduction

Executive Summary

The Admissions & Records (A&R) 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.

Success Stories

- 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.
- Degree evaluators have been moved from the District office to the campus A&R to assist students and counselors with graduation and awarding and posting of degrees and certificates.
- BCC A&R ranked favorably by student users through Student Learning Outcome (SLO) survey.

Action Plans

- Strive to provide efficient, accurate, and timely services that will contribute to the attraction, retention and graduation of a highly diverse student body.
- 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.
- Strive to communicate clearly, patiently and politely, whether in writing, in person, by phone or via electronic communication.

Program Needs

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:

- Electronic Imaging to share documents with other departments, eliminate the loss of paperwork, and increase the efficiency of staff.
- Programmer in the District IT Department dedicated to Admissions and Records to maintain and increase the functionality of the PeopleSoft system.
- Computer Program 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.

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.

The 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.

The Admissions and Records 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.

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 is 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 in the District IT Department dedicated to Admissions and Records to maintain and increase the functionality of the PeopleSoft system.
- 3) Computer Program 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 –

The College provides a Welcome Center on the first level in front of the Admissions and Records Office that supplies 14 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

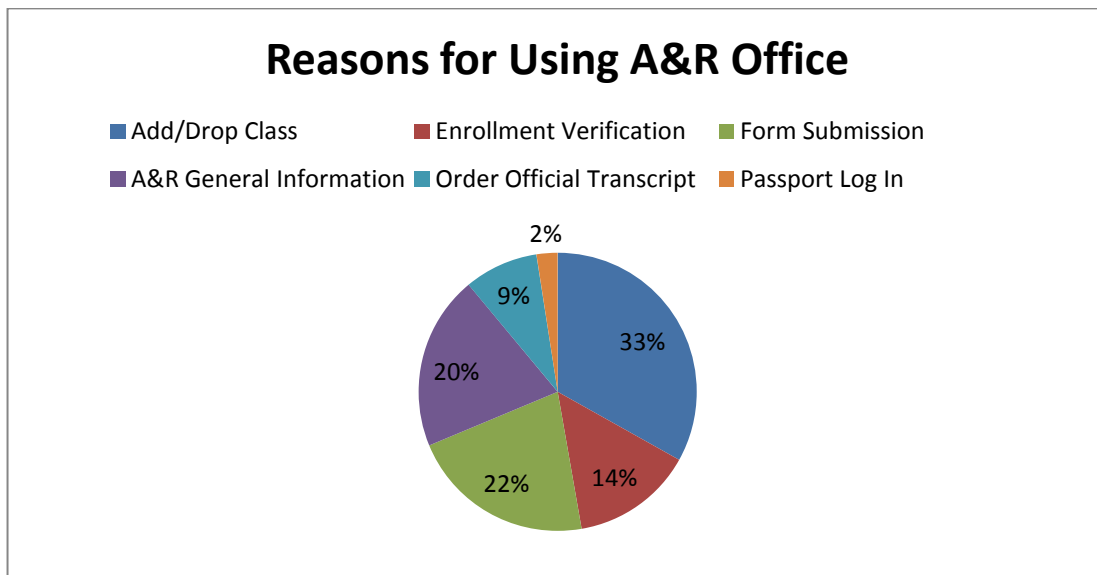
The goals of Admissions & Records are to:

- 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 BCC Admissions and Records offices conducted a Student Learning Outcomes survey during Spring 2011 enrollment.

CHART 1



Among the 140 survey participants, 33% came to the office to add and/or drop classes, followed by 22% submit A&R forms, and 20% learn general information about A&R.

Based on a SAO survey conducted in Spring 2011 the following questions were asked and the percentage of responses received.

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

A. 69% - Strongly Agree

Q. After completing the on-line application, I understand that I may need to complete assessment and counseling services prior to registering for classes.

A. 62% - Strongly Agree

Q. I am able to log into my Passport Student Center to add and drop classes, view my class schedule and grades, make payments and update my email and address.

A. 65% - Strongly Agree

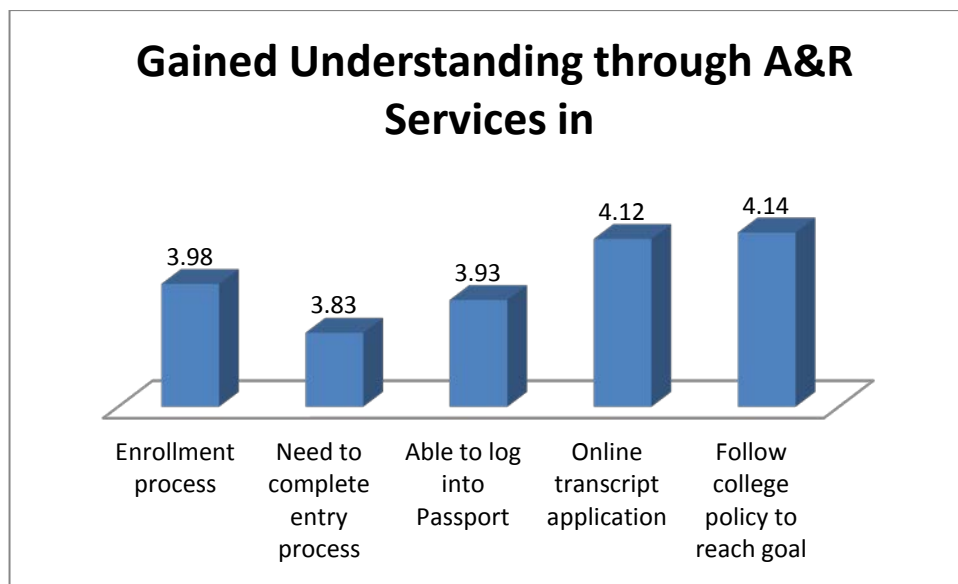
Q. I am aware that I can request official transcripts online.

A. 74% - Strongly Agree

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

A. 76% - Strongly Agree

CHART 2.



Note. The 5-point scale ranges from 1 to 5, while 5 being strongly agree, 1 means disagree.

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

B. Berkeley City College, enrollment by age, three year trend

Enrollment Status Summary Report (See TABLE 1, next page)

TABLE 1.

Berkeley City College, enrollment by age, three-year trend
Enrollment Status Summary Report

	Annual 2009-2010	Annual 2009-2010	Annual 2010-2011	Annual 2010- 2011	Annual 2011- 2012	Annual 2011- 2012
	Student Count	Student Count (%)	Student Count	Student Count (%)	Student Count	Student Count (%)
Berkeley City Total	12,723	100.00%	12,326	100.00%	11,415	100.00%
1 - < 18	783	6.15%	448	3.63%	498	4.36%
18 & 19	1,979	15.55%	2,004	16.26%	1,914	16.77%
20 to 24	3,902	30.67%	4,031	32.70%	3,983	34.89%
25 to 29	2,017	15.85%	2,065	16.75%	1,817	15.92%
30 to 34	1,110	8.72%	1,061	8.61%	1,005	8.80%
35 to 39	707	5.56%	693	5.62%	557	4.88%
40 to 49	984	7.73%	928	7.53%	756	6.62%
50 +	1,240	9.75%	1,094	8.88%	884	7.74%
Unknown	1	0.01%	2	0.02%	1	0.01%

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TABLE 2.

GENDER			
MALE	4,905	4,852	4,537
FEMALE	6,926	6,624	6,157
UNKOWN	892	850	721
TOTAL	12,723	12,326	11,415

ETHNICITY			
ASIAN/PI (M/F)	1,648	2,028	1,884
BLACK (M/F)	2,091	2,411	2,185
FILIPINO (M/F)	187	252	226
LATINO (M/F)	1,473	1,907	2,003
NNATIVE AMER. (M/F)	60	55	42
N/AWHITE (M/F)	2,609	3,362	3,012
OTHER/MULTI (M/F)	96	421	564
UNKNOWN			
TOTAL (M/F)	12,723	12,279	11,383

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 in Berkeley City 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? [If data are available.]

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 [CCSSE Reports 2007 & 2009 as well as other surveys]?

No other survey used.

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

No.

TABLE 3.

	FALL 2009 (#%)	FALL 2010 (#%)	FALL 2011 (#%)
Success	65.10%	67.80%	65.60%
Retention	75.30%	76.00%	75.20%
Persistence FA TO SP	52.00%	65.00%	67.00%

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, and priority enrollment dates for students in this area. Serve on the BCC Technology Committee offer input on technical compatible equipment hardware to be purchased and used by students, faculty, administrators and classified staff. Discuss space allocation, camera positions and accountability in purchasing items college wide. 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.

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 Green Career Pathway Program, Persist Program, 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 close to 6200.

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

A. During the enrollment period, appointments are given to all students from the Central

Admissions and Records Office based on Academic Program Plans, units completed and priority registration. The number could range from 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 25 students per day. During Peak Enrollment we average 100 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 Admissions and Records 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?

Based on resources provided by the College Resource staff, Admissions and Records staff, printed posted data, computer access service, students will be able to recognize a situation, understand the consequences of actions taken and their impact on society and self.

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

- E. The decision-making process includes dialogue on the results of assessment and is purposefully directed toward aligning institution-wide practices to support and improve student learning.

Added Questions to address accreditation Recommendation #5.

- a. If your department experienced a reduction in resources, describe the impact of that reduction on the overall educational quality of your unit and the College.

A reduction of resources in the Admissions and Records department would adversely affect the quality and quantity of services to students, faculty and administrators. Students depend on the Admissions and Records department for registration, degree evaluation, official transcripts, maintenance of their academic records, and support for the Passport system. A student's access and success depends on each of these elements in the educational process, and any reduction in resources would diminish timely and accurate service to students.

The Admissions and Records department relies on the Welcome Center and Student Ambassador program. This program is essential in allowing students access to the online application and enrollment process. Fewer resources would mean less money to fund the Student Ambassador program and less and lower quality services for students.

Faculty and administrators depend on the Admissions and Records department to maintain accurate accounting of grade and attendance records. A reduction of services would have an impact on staff but would ultimately affect the students' access to accurate academic records.

- b. How does the department plan to sustain the quality of instruction and/or services offered through your department in the current environment of reduced resources?

Admissions and Records is a centralized service. The 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. 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.

The office continues to share resources with the district and the other three colleges through collaboration and coordination.

- c. What does the department recommend that the college do to maintain quality educational programs and services?

Please see Action Plan above.

Final Copy
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