

BREKELEY CITY COLLEGE

STUDENT SERVICES ANNUAL PROGRAM UPDATE

ADMISSIONS & RECORDS

ACADEMIC YEAR 2014-2015

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.

Executive Summary:

The Admissions & Records (A&R) Office serves 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, staff and the community.

Success Stories:

Student Ambassadors are available to help students successfully enroll in classes and make necessary changes to their programs on line by providing customer service and technological assistance.

BCC Admissions & Records ranked favorable by students through the Student Learning Outcome survey, which showed that 75% to 84% strongly agreed that BCC'S A&R office provided quality service to our students.

Admissions & Records along with the Assessment, Orientation and Counseling offices has teamed up to provide a one stop service, providing students with assessment, orientation, counseling and enrollment to ensure that all needs are met prior to the beginning of each semester.

Strategic Action:

Continue to partner with Assessment and Counseling to enroll students in the on-stop-shop to ensure that all needs are met prior to the beginning of each semester.

Implement new and revised enrollment procedures provided by the IT Department that will speed up the enrollment process which will result in shorter lines and more effective service.

Collaborate with VPSS and Deans on specific college strategies and actions to be taken over the next six years to strengthen the program and meet the strategic goals of the program and the college.

Continue to process all in-coming high school students with program plans to change their status to matriculating students for assessment and counseling prior to enrollment.

With the implementation of Financial Aid in PeopleSoft we will work closely with their office in processing student program plans, change in student majors and student term withdrawals.

Human Resources/Personnel needs Request

Personnel: An additional staff person (.5 P/T Clerical Assistance) is needed to provide support for the 3 FTE, and to increase customer service, and to cover evening hours. Upgrade all A&R computers and copier.

Facilities/Space: Space to accommodate all necessary files required on site, e.g. residency and supporting documents, paper copies of grade forms, student verification records, substitute waivers pertaining to graduation petition files.

Peralta Community College District

I. OVERVIEW

College	Berkeley City College	Date Submitted:	[02/24/2015]
Unit/Area	Admissions & Records	Administrator:	[Dr. May Chen]
Completed By:	Loretta Newsom		
Mission/History and Description of Service Provided <i>Brief, one paragraph.</i>	[text]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) <i>(or Service Area Outcomes-SAOs, or Program Learning Outcomes-PLOs)</i>	[text] Students are able to increase their independence in managing their academic affairs when using 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 date and computer access services, student 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)	[text]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 in the Fall 2014 semester. The IT campus and District IT Department for department and institutional changes that support our programs and policies.		

II. ASSESSMENT, EVALUATION AND PLANNING

Quantitative Assessments						
	[text]We estimate the number of students unduplicated to be close to 6, 654. During the enrollment period based on Student Educational Plan, units completed and priority registration , the number range from 1000 to 3000 per day based on what the system will carry.					
		2010-2011	2011-2012	2012-2013	2013-2014	2014-2015*
	Total					6,654
	•					

Qualitative Assessments

Present evidence of community need based on advisory committee input, student surveys, focus groups, etc. [text] An SAO Survey conducted in Fall 2014 showed 74% of the students understood the on line enrollment process, 84% understood the need to complete the assessment, counseling and orientation prior to enrolling into classes 83% were aware of the importance of following specific policies as they will assist in academic, personal and professional goals.

Include data used to assess your SLO/SAO/PLOs.

Identifying Strengths, Weaknesses, Opportunities, and Limitations

Strengths [text]
What are the STRENGTHS of your unit/area? We are able to serve approximately 6,500 students during peak registration with ;limited staff and space.

Weaknesses [text]
What are the current WEAKNESSES of your unit/area? Limited space allocation for Admissions & Records and technology access that would allow for on site responses to students demands.

Opportunities [text]
What are the OPPORTUNITIES in your unit/area? Expand our services as the student population grows with the acquirement of a new building to support our growth. Work closely with other department such as financial aid as they format the program to PeopleSoft

Limitations [text]
What are the current LIMITATIONS of your unit/area? Because of limited staffing, space allocation to meet the district FTE for 2014-2015 we will strive to meet our goals with limited resources.

Action Plan for Continuous Improvement

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

[text

With the implementation of financial in PeopleSoft we will work closely with their office in processing student program plans, changes in student majors and student term withdrawals

Work closely with IT Department and PeopleSoft to currently give student access to the on line process of student loan verifications. Give students access to view their dates of attendance completed in the Peralta District and submit the verification of enrollment to student loan agencies and other types of enrollment request.

'Continue to expand the process to receive and send electronic transcripts.

Continue to partner with assessment and counseling in the one-stop- shop to ensure the students in the program clear all pre-requisites prior to enrollment.

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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 AY2014-2015 of 19,355 [text]

Continue to use the mobile services in the one-stop-shop for assessment, counseling and enrollment.

Increase Student Success [text]

Continue to process high school graduates with program plans to clear their assessment, counseling and enrollment. Work with the counseling staff to enroll special priority groups based on Student Educational Plan (SEP)

Increase Persistence [text]

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

2011-2012 – 4,265.50

2012-2013 – 4,011.91

2013-2014 – 4,366.42

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Increase College Completion

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

[teg

Get numbers

M10	F10	S10	TOTAL	PERCENT
13	16	154	183	10%
M11	F11	S11		
35	69	183	287	16%
M12	F12	S12		
26	81	212	319	17.5%
M13	F13	S13		
33	166	246	445	24.5%
M14	F14	S14		
38	118	428	584	32%

Total 1818 100.0%

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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.

[text]
During peak registration A&R is assisted by student ambassadors, safety aids, etc, to control the flow of students in line. The need for additional staff would assist us in a more effective delivery of our services.

Discuss any current FTE position vacancies, the need for additional personnel, the need for permanent faculty/staff instead of adjunct/hourly personnel, etc.

Need a board runner to post important A&R dates that affect the outcome and delivery of our services.

Describe implications of the current staffing level in your unit/area to overall service delivery.

Has provided an A&R rack with forms near the admissions and records office that contain all the forms that can be found on line.

Human Resource/Personnel Requests

List your human resource/personnel requests in FTE, prioritized/ranked order.

[text]
We need 1.0 FTE to assist with full time enrollment process and to cover the evening hours.

Human resource/personnel requests will go through the established College and District planning and budgeting process.

1 student worker but does not have the space to accommodate two student workers.

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.

[text]

For more effective delivery we need space to accommodate all necessary files required on site, e.g. residency and supporting documents, paper copies of grade forms, petitions, verification of enrollment records, substitute waivers pertaining to graduation. Petition files and all documents that are housed beyond the one year on site.

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.

[text]

New Computers at each station at the counter and at the desk of each staff member.

Copiers for heavy duty copying

Ergonomics chairs for 3 staff

Technology

Please describe any technology needs for your unit/area.

Narrative:

Describe the technology needs of your unit/area in relation to the relative need for effective delivery of programs and services.

Describe implications of the current state of technology in your unit/area to overall service delivery.

[text]

With the implementation of the new CCCApply application which allows students to apply to a specific campus and select that college's major. Students receive confirmation messages if they are required to complete the Student Success and Support Program services at each college. If the student is exempt from completing the services they are directed to enroll in classes.

With A&R given access to update student passwords we now can assist the students on site to update passwords and email at the counter

Need an IT department designate to answer reset messages with concerns of students log in and lost applications.

Technology Requests

List your technology requests in prioritized/ranked order.

Technology requests will go through the established College and District

planning and budgeting process.

New computers for the Admissions & Records staff at the counter that service the students and at our desks. Special cartridges for the printer in the welcome center and at the Admissions & Records counter.

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[text]

IV. OTHER

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

Admissions & Records will continue to serve our student with excellence and professional service even with our limited space and staff.

Collaborate with financial aid as they incorporate the new PeopleSoft System that affects the service we provide for our students such as the majors, programs plans and term withdrawals.

Provide program plan changes from high school status to matriculating students based on verification from high school principals of graduation date that allow these students to enroll as incoming matriculating students.

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Admissions & Records Service Area Outcomes Survey Result Fall 2014

What was the reason for your visit today? Check all that apply.

General information about enrolling at Peralta	6
Ordering an official transcript	1
Specific information about logging into passport	1
Adding or dropping classes	40
Enrollment Verification	10
Submitting a form, i.e. course repetition form, alleviation form, high school concurrent form, prerequisite challenge form, etc.	54
Other:	2
NO response	1
Total	115

Based on your current experience with Admissions & Records, please respond to the following statements. The results of this survey will help us address the areas where we need to improve.

Please indicate your level of agreement with the following statements:	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	NO RESPONSE	TOTAL
I received accurate information regarding the application process.	49	29	13		5	1	97
	51%	30%	13%	0%	5%	1%	
I received accurate information regarding registration.	49	30	14		4		97
	51%	31%	14%	0%	4%	0%	
I received accurate information regarding academic policies.	46	29	16		5	1	97
	47%	30%	16%	0%	5%	1%	
The Admissions and Records Office provided me with timely service.	58	22	11	2	4		97
	60%	23%	11%	2%	4%	0%	
Please indicate your level of agreement with the following statements:	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	NO RESPONSE	TOTAL

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After my initial contact with the Admissions and Records Office, I understand the enrollment process.	51	23	14	4	3	2	97
	53%	24%	14%	4%	3%	2%	
After completing the Admissions application, I understand that I need to complete orientation, assessment, and counseling services prior to registering for classes.	47	26	14	2	4	4	97
	48%	27%	14%	2%	4%	4%	
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 address.	60	21	10	2	4		97
	62%	22%	10%	2%	4%	0%	
I am aware that I can request official transcripts online.	58	22	11	2	3	1	97
	60%	23%	11%	2%	3%	1%	
I am aware of the importance of following specific policies and procedures as they will assist in my academic, personal, and professional goals.	51	29	11	2	4		97
	53%	30%	11%	2%	4%	0%	
I am aware that the Ambassadors at the Information Desk are there to assist you to log in the Passport system.	54	24	12	2	5		97
	56%	25%	12%	2%	5%	0%	

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	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
Strongly Agree	51%	51%	47%	60%	53%	48%	62%	60%	53%	56%
Agree	30%	31%	30%	23%	24%	27%	22%	23%	30%	25%
Neutral	13%	14%	16%	11%	14%	14%	10%	11%	11%	12%
Disagree	0%	0%	0%	2%	4%	2%	2%	2%	2%	2%
Strongly Disagree	5%	4%	5%	4%	3%	4%	4%	3%	4%	5%
No Response	1%	0%	1%	0%	2%	4%	0%	1%	0%	0%

