

Fall 2012

**Peralta Community College District
Berkeley City College
Student Services Program Review**

In- and Out-reach and Student Ambassador Program

Executive Summary

The mission of Community In- and Out-reach Services is to ensure that persons of all ages and backgrounds have a clear understanding of all the growth and learning possibilities that exist at Berkeley City College (BCC) and that they feel that the college is a place that can readily turn to satisfy their growth and learning needs. BCC's In- and Out-reach and Student Ambassador Program has been cited nationwide, and by the ACCJC Accrediting Team, as an exemplary program. In addition to the campus, BCC Ambassadors have been having a presence in the local communities, including schools, community organizations and churches.

Success Stories

- In recent years, services through the Program have been extended from outreach to in-reach, student access, retention, and success.
- Through Welcome Center, Student Ambassadors have been providing vital support to entry services. Their contribution has been cited by the BCC Admissions and Records Program Review
- Student Ambassadors have been successfully representing the BCC student body at major fund raising events at both college and district levels.
- Student Ambassadors have been selected to serve as interns working in Berkeley City Mayor's and State Assembly Nancy Skinner's offices.

Action Plans

- Establishing a comprehensive community In- and Out-reach program to all feeder locations
- Establishing a set data base for community In- and Out-reach locations and populations within these locations
- Data goals for In- and Out-reach activities
- Develop and implement an intensive Student Ambassador Training Program

Equipment/Material/Supply/ Classified/Student Assistant Needs:

- **Supply:** Provide handout materials explaining what BCC is in the community.

- **Space:** Provide space where materials can be stored when visiting local partners and conduct In- and Out-reach activities. The space is further needed due to the growing number of student ambassadors and local requests for BCC information and tour.
- **Budget:** Consistent budget to finance BCC In- and Out-reach program. Currently the office budget is partially funded by the District and the College. However, the funding has been extremely unstable and continuously changing. This challenge has made the office planning challenging.

Introduction

The primary objective of Berkeley City College (BCC) Community In- and Out-reach Services program is to assure the quality of the college’s partnership with the community, one that reflects both prospective and current student needs and encourages student success. It is a systematic process for the collection, analysis and interpretation of data concerning this program and its services. Recommendations for this program will be linked and incorporated into the entire BCC strategic planning process, and decisions concerning schedule proposals, services changes, budget development, and hiring practices.

As part of the BCC Student services program reviews, program review for In- and Out-reach will be completed every three years. It intends to support and complement the completion of annual plans required of each office and the college as a whole.

Program Review Narrative

I. Background Information

A. Describe:

The mission of Community In- and Out-reach Services is to have a presence in the local communities, including schools, community organizations and churches. The involvement in the community is one of ensuring that persons of all ages and backgrounds have a clear understanding of all the growth and learning possibilities that exist at Berkeley City College and that they feel that the college is a place that can readily turn to satisfy their growth and learning needs.

There are currently 8 schools that are served: Berkeley High School (population 3600), Albany High School (population 1200); Emery High School (population: 300); Berkeley Technical Academy (population: 200); McGregor High School (population: 150); King Middle School, Willard Middle School and Longfellow (populations not known).

However, K-12 schools in non-BCC service areas have been requesting for support and partnership building.

B. How do you know that the program is meeting its goals? What are the indicators that measure your present goals? What are expected results of these indicators?

TABLE 1.

GOAL	HOW IS THE GOAL MEASURED (INDICATORS)	WHAT ARE EXPECTED OUTCOMES
(1) Establishing a comprehensive community In- and Out-reach program to all feeder locations	In- and Out-reach program for each feeder locations.	Positive outcome and constructive feedbacks from user's survey.
(2) Establishing a set data base for community In- and Out-reach locations and populations within these locations	Tracking system will be established	Positive outcome and constructive feedbacks from user's survey.
(3) Develop and implement an intensive Student Ambassador Training Program	Training development and implement plan	Ambassadors will be well selected and trained.

III. Student Performance and Feedback

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

The strength of the community In- and Out-reach Program lies in the in-depth connection with the In- and Out-reach Specialist that has developed with many sectors of the local communities, including middle and high school personnel, faith-based community, city government, and the business community. Another important strength of the program is the personal contact that the Berkeley City College Student Ambassador's enact with the student body of the different middle and high school feeder sites.

The success of this program has established pipeline that has enabled BCC to have phenomenal growth.

V. Service Area Outcomes/Student Learning Outcomes

The program's SLO is published online at http://www.berkeleycitycollege.edu/wp/student_service_programs/files/2011/08/Inoutreachslos.pdf

SLOs are developed for two different audiences: Student Ambassadors and Community Events Participants.

In Fall 2012, the two sets of survey have been administered. Please see findings and recommendations below.

Four SLOs were selected to measure the program impact on Student Ambassadors:

Information competency

- Understand more about programs and services available at BCC
- Understand more about some specially designed programs e.g., DSPS, EOPS, PACE, to assist prospective and current students to meet their education needs

Communication

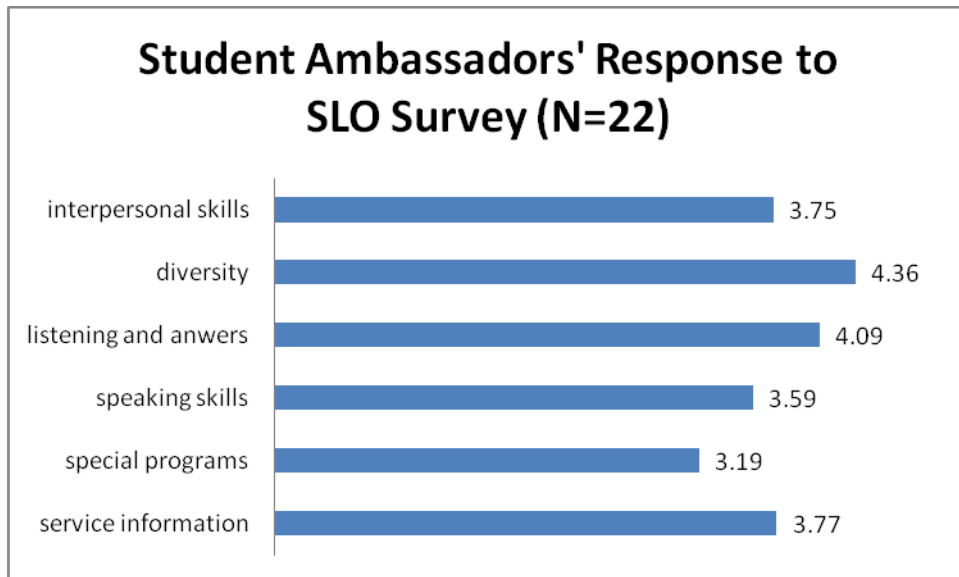
- Be able to effectively speak in front of public
- Improve my listening skills and provide adequate answers to those who need our services

Diversity

- Appreciate people from diverse background

Interpersonal skills

- My interpersonal skills when working with my ambassador peers and others



Recommendations:

Student Ambassadors need comprehensive training to receive information about the college and various programs

Student Ambassadors believe that "improvement" of the program is much needed.

BCC will communicate with all Student Ambassadors to specify areas in need of

improvement.

Similarly, four SLOs are assessed for event participants:

Information competency

- Understand more about programs and services available at BCC
- Understand more about the nature and mission of community colleges in general

Critical thinking

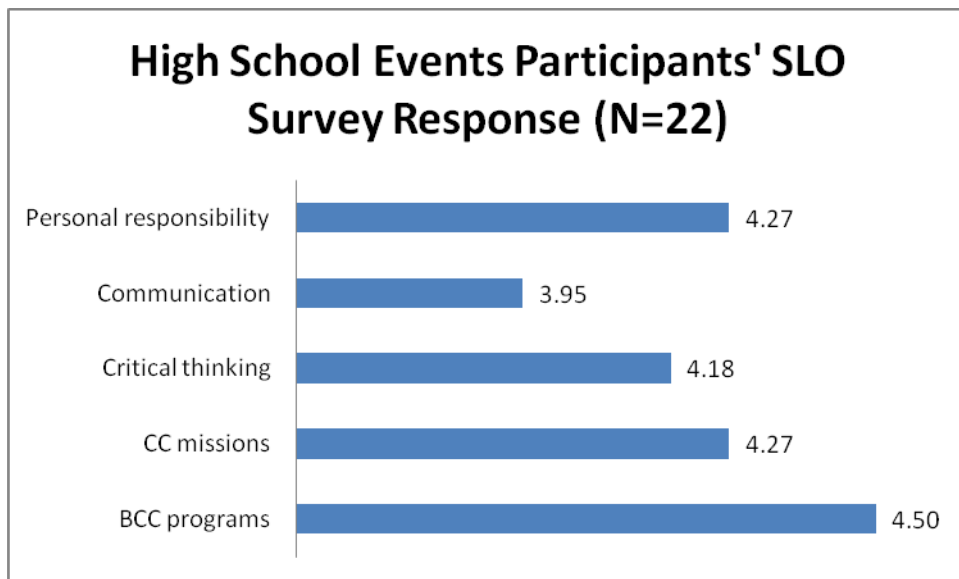
- Be able to think critically about making my choice of college

Communication

- Ask more questions to enhance my understanding about BCC/community colleges

Personal responsibility

- Learn that it is my responsibility to follow through college application process



Recommendations:

- keep the answers short and direct
- ask the question at least twice or clarify it
- provide more detailed news such as applications
- etc.

VI. ACTION PLAN: Using the results of the data collected and discussed in this program review, identify:

- A. The future needs of the program/service area.
- B. The future goals and methods of assessment of the program/service area, including student learning outcomes service area outcomes.
- C. The strategies and actions to be taken by the program/service area over the next six years to strengthen the program and meet the strategic goals of the program and the college.
- D. The support needed by the program/service area in order to address issues resulting from the self-study.

The action plan is divided into 4 areas:

- Establishing a comprehensive community In- and Out-reach program to all feeder locations
- Establishing a set data base for community In- and Out-reach locations and populations within these locations
- Data goals for In- and Out-reach activities
- Develop and implement an intensive Student Ambassador Training Program

Action Plan 1:

- Establish a list of all feeder locations (high schools and middle schools, churches, community organizations, etc)
- Establish a contact person list for all feeder locations
- Establish a list of outreach activities to be completed according to each outreach location
- Establish a calendar of outreach activities to be completed according to each outreach location
- Work with faith-based churches
- Work with city governments to do outreach activities to special community groups

Action Plan 2:

- Get baseline for past 2 years of concurrent enrollment high school students
- Get data for past 2 years of freshman enrolled in fall semester following high school graduation by high schools

Action Plan 3:

- To establish a database of students in the ambassador program transferring to a four year college
- Establish a percentage of student ambassadors in a successful transfer program

Action Plan 4:

- A comprehensive training manual will be developed for student ambassadors, including defined areas for training in basic skills and retention

Equipment/Material/Supply/ Classified/Student Assistant Needs:

- **Supply:** Provide handout materials explaining what BCC is in the community.

- **Space:** Provide space where materials can be stored when visiting local partners and conduct outreach activities. The space is further needed due to the growing number of student ambassadors and local requests for BCC information and tour.
- **Budget:** Consistent budget to finance BCC outreach program. Currently the office budget is partially funded by the District and the College. However, the funding has been extremely unstable and continuously changing. This challenge has made the office planning impossible.

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