

Peralta Community College District

STUDENT SERVICES ANNUAL PROGRAM REVIEW

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.

I. OVERVIEW

Date Submitted:	Dec. 1, 2014
College	Berkeley City College
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Unit/Area	Out-reach and Retention, Office of Campus Life
Completed By:	Mostafa Ghous

EXECUTIVE SUMMARY

On March 1, 1976, the Peralta Community College District Board approved Policy 4.45 stating, "Student activities are recognized by the District as an integral part of a community college's total program. In Fall of 2013 Berkeley City College hired its first director of Student Activities and Campus Life. The Office of Campus Life (OCL) was also established in Fall of 2013. OCL provides many services and functions on the BCC campus, such as: ombudsman services for informal complaints; processing campus events from faculty, staff, and students; safety aides; ambassadors; college tours; outreach and retention services, support for the Associated Students of Berkeley City College; Interclub Council; Master and Campus Life Calendars; major facilities scheduling such as the auditorium, student lounges, and atrium; Welcome Week; community engagement; transfer service community; time, place and manner; posting information; digital signage; graduation services; limited merchandising; peer-to-peer advising services; and campus tours.

Success Stories

1. There was a significant increase in the number of chartered clubs in the past year. The number of clubs doubled in one year. During Fall 2013 there were 13 chartered clubs, during Spring 2014 there were 18 chartered clubs, during Fall 2014 there currently is 26 chartered clubs. The chartering process has been well advertised and the process makes it easier to charter a club.
2. Four part-time alumni peer mentors were hired as classified hourly to assist in providing professional development workshops. They serve as a mentor for the current ambassadors.

3. During the 13-14 AY, 13 out of the 15 Associated Students members transferred to four-year universities.
4. A master campus life calendar was established indicating the date and time of each club meeting, event and activity.
5. A peer alumni network with the Transfer Community and Ambassador Alumni Mentors was established to assist our current ambassadors.
6. A working relationship with all high schools in Alameda County has been established. Outreach has been conducted to all high schools in all county districts.

Service Strategies

We strive to provide a welcoming campus environment that supports student recruitment, retention and the successful achievement of academic and career goals. We oversee and assist in developing activities, events and programs designed for the social, cultural, instructional and leadership development of students. Our goals and strategies include the following:

- To provide a link between students' classroom experiences to activities outside the classroom.
- To provide learning experiences that stimulates and encourages social, cultural, intellectual and recreational interactions.
- To encourage services, programs and events to educate, advocate, entertain and challenge our students.
- To provide students the necessary tools and resources for their individual and student organization success as well as supports student advocacy efforts.
- To create a unique student life experience exclusive to Berkeley City College.

Program Needs

A minimum of 3 semi-permanent (paid through general funds) Student Workers is needed in the office to maintain the basic functions of the office.

20 semi-permanent (paid through general funds) student workers are needed to work as ambassadors. 1 FTE classified outreach specialist is needed to assist in coordinating outreach efforts and guide and supervise the peer mentor alumni. 4-5 permanent classified hourly peer mentors and alumni are needed to assist with the implementation of the Equity and SSSP Plans, and Peralta Scholars Program.

One part-time permanent advisor and faculty is needed to teach and advise the

student leadership/political science class (ASBCC). One part-time permanent faculty is needed to teach the non-fiction course for the BCC Voice newsletter. One FTE classified staff assistant is needed in the Office of Campus Life.

Currently the Ambassadors are situated at the Welcome Kiosk on the first floor to assist guests with registration, directions, answer questions, etc. An outreach specialist office is located in the south campus room 203. 2 computer stations are located in room 203 south campus for the peer mentor alumni. ASBCC offices are housed on the basement floor. The multi-purpose meeting room is in room 203. Office of Campus Life is located on the first floor behind the financial and A&R booths. A permanent meeting space is requested for the ASBCC and ICC clubs on the main campus. To make Campus Life function more efficiently a permanent office space is requested for the outreach specialist on the main campus. A permanent workspace/classroom is requested for the peer alumni mentors and outreach efforts. Cubicle walls, up to date and ergonomically correct desks and chairs are requested in the Office of Campus Life. A projector is needed in south campus room 203. A media center podium is requested to be set up in room 057, ASBCC Offices. Permanent speaker system is requested to be set up in the atrium.

MISSION/HISTORY AND DESCRIPTION OF SERVICE PROVIDED:

Mission: The **Outreach and Retention Services** at Berkeley City College (BCC) serves as a liaison to the local community, and is responsible for coordinating the college's outreach and recruitment activities at local area schools. The Outreach and Retention Program collaborates with departments, Learning Communities, ambassadors, and other district organizations to provide retention activities.

Our outreach goals are to inform high school students, teachers, counselors, parents, and the public about educational opportunities at Berkeley City College, foster positive relationships with educational partners from K-12 school districts, adult education schools, and facilitate the transition of students from area schools to BCC through pre-admission support services. Our retention efforts focus on engaging students in a variety of opportunities and activities to expand their knowledge of what BCC has to offer.

The overall mission of the program is to expand student access to BCC educational programs, increase retention, promote the college, recruit students, and develop relationships within the campus, the district and external constituents. Our overarching goal is to make BCC a first-choice campus by expediting the transition process for new students and increase retention and persistence for existing students.

BCC Outreach and Student Ambassador Program has been cited nationwide, and by the ACCJC Accrediting Team, as an exemplary program.

In recent years, both the number of student ambassadors and the number of the community events and K-12 schools have been increased significantly.

Mission: The Mission of the **Office of Campus Life** is to provide and support quality student life services with an appreciation for diversity by empowering students to achieve their academic, career, and personal goals through the promotion of opportunities and experiences beyond the classroom that encourage learning and student success student life on campus.

To provide a link between students' classroom experiences to activities outside of the classroom. To provide learning experiences that stimulates and encourages social, cultural, intellectual and recreational interactions. To encourage services, programs and events to educate, advocate, entertain and challenge our students. Student Activities and Campus Life provides students the necessary tools and resources for their individual and student organization success as well as supports student advocacy efforts. Student Activities and Campus Life exists to create a unique student life experience exclusive to Berkeley City College.

We strive to provide a welcoming campus environment that supports student recruitment, retention and the successful achievement of academic and career goals. We oversee and assist in developing activities, events and programs designed for the social, cultural, instructional and leadership development of students.

History: On March 1, 1976, the Peralta Community College District Board approved Policy 4.45 stating, "Student activities are recognized by the District as an integral part of a community college's total program. The President of each college is authorized to provide adequate facilities, to allow time for individuals and groups to participate in such activities during their regular schedules, and to provide staff assistance for planning and supervision of these activities."

Description of Program and Services: Over the last three years, over 11,000 students (unduplicated headcounts) enrolled at BCC annually, while student body continues to be diversified. Student Activities, which includes the Associated Students of Berkeley City College (ASBCC) and campus clubs, is the cradle for campus life programming. It is an information and resource center as well as the hub for student leadership, community service and recreational and cultural programming.

Information regarding ASBCC and student clubs can be found at

<http://www.berkeleycitycollege.edu/wp/asbcc/>.

**Student Learning Outcomes (SLOs):
SLO/SAO/PLO Mapping to Institutional Learning Outcomes (ILOs)**

ILO: Information Competency

Incoming Freshman will understand more about program and services available at BCC and consider using some programs and services, e.g., DSPPS, EOPS, PACE, library, to help students meeting their educational goals

ILO: Communication and Critical Thinking

SLO: Student organization leaders, in collaboration with their respective organization members, student government and/or campus departments, will plan, develop and implement meaningful student activities that promote and educate the community of the clubs' mission.

II. ASSESSMENT, EVALUATION AND PLANNING

Quantitative Assessments:

SERVICE AREA OUTCOMES:

1. **PROMOTE STUDENT LEADERSHIP:** Student leaders, in collaboration with their respective organization members such as student government, clubs and/or campus departments will plan, develop and implement meaningful student activities that promote and educate the community of the organizations' mission.
2. **STUDENT ENGAGEMENT:** Develop activities, events, and programs designed for the social, cultural, instructional, and leadership development of students.

Student Activities and Campus Life:

1. **Outcomes:** One (1) out of the seven (7) BCC Institutional Outcomes: Communication and Critical Thinking will be assessed. See Survey below.TBA
2. **Participants:** Student leaders and event participants
3. **Assessment methods:** Two surveys will be administered.

The first survey will assess the student leader's effectiveness in planning the event. This survey will sample members of the Associated Students of Berkeley City College and student organization members.

The second survey will assess the effectualness of the message of the event to the participants. The survey will sample the event participants.

Criteria for Success: Success will be measured based upon students' performance. We anticipate survey results will indicate higher level of Communication Competency.

4. The first and second survey will be administered after the event is completed.
5. The survey will be conducted end of each event during the Spring semester. Based upon survey findings, program improvements and/or changes will be discussed and implemented for the future.

14-15 SURVEY RESULTS

Cinco de Mayo, Latin American Club Event - BCC Event Participants		
n = 8, 5=Strongly Agree, 4=Agree, 3=Somewhat Agree, 2=Neutral, 1=Disagree		
Comment:		Total out of 40
The message was clearly communicated based on the topic and/or the event publicized.		38
I know more about the topic now than before I arrived at the event.		37
The event was organized and planned well.		37
The students involved in the event clearly showed confidence and understanding of the topic they presented.		28

Heart of College - Student Leader Participants		
n = 11, 5=Strongly Agree, 4=Agree, 3=Somewhat Agree, 2=Neutral, 1=Disagree		
Comments:		Total out of 55
The message of the event was clearly communicated to the audience.		46
I was able to clearly delegate responsibility to members assisting in the event.		45
I was able to self-reflect and had an opportunity to recognize room for improvement.		46
The timeline in planning the event was adequate.		46

Finals Survival Week - Student Leader Participants		
n = 3, 5=Strongly Agree, 4=Agree, 3=Somewhat Agree, 2=Neutral, 1=Disagree		
Comments:		Total out of 15
The message of the event was clearly communicated to the audience.		11
I was able to clearly delegate responsibility to members assisting in the event.		13
I was able to self-reflect and had an opportunity to recognize room for improvement.		13
The timeline in planning the event was adequate.		10

SUMMARY OF SURVEY RESULTS

1. Survey of student leader participants (Heart of College): The majority of the participants strongly agreed that:
 - a. The message of the event was clearly communicated to the audience.
 - b. [the student leader] was able to clearly delegate responsibility to members assisting in the event.
 - c. [the student leader] was able to self-reflect and had an opportunity to recognize room for improvement.
 - d. The timeline in planning the event was adequate.
2. Student Leader Participants (Finals Survival Week). Some participants strongly agreed that:
 - a. [the student leader] was able to clearly delegate responsibility to members assisting in the event.
 - b. [the student leader] was able to self-reflect and had an opportunity to recognize room

Student Leader Participants (Finals Survival Week). Some participants somewhat agreed that:

- c. The message of the event was clearly communicated to the audience.
 - d. The timeline in planning the event was adequate.
3. Survey of BCC event participants (audience): The majority of the participants strongly agreed that:
 - a. The message was clearly communicated based on the topic and/or the event publicized.
 - b. [the event participant] knows more about the topic now than before I arrived at the event.
 - c. The event was organized and planned well.
 - d. The students involved in the event clearly showed confidence and understanding of the topic they presented.

Identifying Strengths

The Campus Life Office has streamlined and developed a process in scheduling events and activities.

A Campus Life calendar has been established to communicate with the public about events on campus and meeting days and times of each club. An online tour form has been established to

ensure easy access. Ambassadors have rigorous training in understanding the campus and processes therefore they participate in a variety of outreach events.

Opportunities

The Campus Life office has a great deal of support from the community. Many partnerships have been established producing many civic engagement and volunteer opportunities. Some students live nearby are generally on campus the majority of the time.

Weaknesses

There is a lack of district and college policies for Campus Life. For example there is no policy on extra-curricular field trips and no policy exists on fundraising or receiving donations.

Limitations

A lack of a stable budget for the Office of Campus Life, a lack of student staffing and permanent classified personal makes the office inefficient.

III. RESOURCE NEEDS

Human Resource/Personnel

Narrative and Current Staffing Level:

Campus Life: 3 Student Workers

Outreach and Retention: 20 Student workers; one 15-hours/week non-permanent Outreach Specialist. 4 non-permanent classified hourly peer mentor alumni were hired.

Human Resource/Personnel Requests

As the Office of Campus Life grows with more duties and physical infrastructure, the following personnel needs are required:

1 FTE classified outreach specialist is needed to assist in coordinating outreach efforts and guide and supervise the peer mentor alumni.

1 part-time permanent advisor and faculty is needed to teach and advise the student leadership/political science class (ASBCC).

1 part-time permanent faculty is needed to teach the non-fiction course for the BCC Voice newsletter.

1 FTE classified staff assistant is needed in the Office of Campus Life.

A permanent budget for 3-4 student workers is needed.

Facilities/Infrastructure

Narrative:

Currently the Ambassadors are situated at the Welcome Kiosk on the first floor to assist guests with registration, directions, answer questions, etc. An outreach specialist office is located in the south campus room 203. 2 computer stations are located in room 203 south campus for the peer mentor alumni. ASBCC offices are housed on the basement floor. The multi-purpose meeting room is in room 203. Office of Campus Life is located on the first floor behind the financial and A&R booths.

Facilities/Infrastructure Requests

A permanent meeting space is requested for the ASBCC and ICC clubs on the main campus.

A permanent office space is requested for the outreach specialist on the main campus.

A permanent workspace/classroom is requested for the peer alumni mentors and outreach efforts.

Cubicle walls, up to date and appropriate desks and chairs are requested in the Office of Campus Life.

Technology

A projector is needed in south campus room 203.

A media center podium is requested to be set up in room 057, ASBCC Offices.

Permanent speaker system is requested to be set up in the atrium.

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

1. Based on the survey results, more workshops are needed to educate student leaders on planning an activity. A student leadership course needs to be established with a part-time instructor. A major part of the curriculum will be budgeting and planning.
2. A physical permanent teaching/meeting room needs to be assigned on the main campus.
3. A full-time 1 FTE classified outreach specialist must be hired.