



2018-19 Program Review – Administrative Unit

Berkeley City College Program Overview

Please verify the mission statement for your program. If there is no mission statement listed, please add it here.

The Office of the Vice President of Student Services of Berkeley City College supports the college mission ensuring that students received the co-curricular supports they need to be successful in accomplishing their educational goals. The primary purpose of the Office of the Vice President of Student Services is to support students, staff, faculty and administrators by continually improving services to students so they can fully benefit from as many resources as possible while attending Berkeley City College.

The Vice President of Student Services works in partnership with the Vice President of Instruction to co-chair the Integrated Planning Committee, Enrollment Management Committee and Guided Pathways Design Team. This shared responsibility helps Instructional and Students Service areas work in unison to support students.

In addition, the Vice President of Student Services also works in conjunction with counterparts at Laney, Merritt, College of Alameda and the Vice Chancellor of Student Affairs for the Peralta District on District policies and procedures in student services and on accreditation.

The most recent administrative program review was completed for the 2013-2015 years. Due to the number of leadership transitions in this office, administrative program reviews have not been completed on a regular basis. In addition, there are gaps of knowledge on the annual goals and progress toward those goals between 2015 and 2019.

List your Faculty and/or Staff

The Vice President of Student Services supervises the following positions:

- Dean of Student Support Services
- Dean of Enrollment Services
- Director of Student Activities/Campus Life
- VPSS Staff Assistant
- SSSP/Equity Staff Assistant
- SSSP/Equity Project Coordinator
- Articulation Officer
- 9 Full-Time and 2 Part-Time Counselors
- Counseling Staff Assistant
- Mental Health Counselor

- Transfer/Career Center Coordinator

The Program Goals below are from your most recent Program Review or APU. If none are listed, please add your most recent program goals. Then, indicate the status of this goal, and which College and District goal your program goal aligns to. If your goal has been completed, please answer the follow up question regarding how you measured the achievement of this goal.

The following activities were listed as Goals in the 2013-2015 Administrative Student Services Program Review:

1. Assist the college in meeting resident student FTES target (3691) by leading BCC Student Support Services through preserving, nourishing and strategically managing resources of all kinds. This goal aligned with the enrollment management plan for the college and district.
 - Established outreach baseline for Fall and Spring terms: conducted 10 on/off site workshops, presentations, college fair related events, including counselors' breakfast, orientation and assessment, financial aid, community college information and counseling course offerings, etc.
 - Financial Aid office received an increased invitation to offer presentations and workshops for high schools and 4 year institutions
 - Established at least 5 additional partners within BCC service areas and/or in the nearby communities through partner initiated invitation; new partners included Pittsburg High School, El Cerrito High School, Martinez High School, Bay Area Black United Fund, Young Invincible, Bay Area Women's Business and Professional Association.
 - Established new partnership with Berkeley Adult School GED and diploma programs.
 - Initiated and conducted Braille placement assessment for the visual impaired.
 - BCC financial aid office received an increased invitation to offer presentations and workshops for high schools, adult school and 4-year institutions, including 4 times at Albany High, 3 times at Berkeley Adult School, 1 time at Holy Name University. In addition, presentations were made at APAHE National Conference, 4 times in the BCC classrooms, and weekly college-wide FA overview presentations throughout 2013-14.
 - EOPS/CARE conducted outreach activities in the BCC Assessment/Orientation sessions by providing information/application for EOPS/CARE programs; presented at BCC ESL Department's orientation for Berkeley High School ESL students by providing admission information and application for the fall 2014 semester; and presented at the 2014 annual Dream Summit to recruit AB540 students for the fall 2014 semester.
 - DSPS Office performed outreach to several community organizations, including: The Lion's Center, Orientation Center for the Blind, Department of Rehabilitation Berkeley & Oakland Offices, and the CalPrep School.

- The BCC Veteran’s Club is well established and continues to partner with other clubs on campus sponsoring both an Alameda County Food Drive and Toys for Tots campaign during the 2013 holiday season.
- Access, Assessment and Orientation –
- Conducted approximately 100 on- and off- campus assessment and orientation sessions, including orientations specially designed for in-coming high school graduates, ESL students. DSPS assisted several new students with disabilities access and complete the English and Math placement assessment.
 - Initiated and conducted 6 sessions of early assessment and orientation at Berkeley High and Albany High Schools.
 - BCC assessed more new students (N=5,421) than the two PCCD colleges of similar size. The number of new students received orientation at BCC represented 28%, and the number of assessed represented 26% of the overall PCCD new students in Fall 2013.
 - Initiated and completed the draft information for BCC online orientation.
 - Jointly organized and conducted a Career Technical Education Fair with Instruction for approximately 200 high school seniors from local high schools, including presentations made by Financial Aid, Assessment, and Campus Life gave presentations.
2. Quality Student Support Services –
- Led college-wide internal collaboration and communication to increase understanding of on-/off-campus student needs and make support services and learning resources accessible to students by conducting at least 2 Enrollment Facilitation Committee meetings per term. Recommendations for improvement, e.g., align course offerings to meet student needs, align resources with student success recommendations, arrived at the meetings will be forwarded for College’s consideration and implementation.
 - Recommended and implemented strategies are recorded in meeting minutes.
 - Two more full-time contract counseling faculty members are hired; bring total number of counselors from 3 in 2009-10 to 8 in 2013-14.
 - Financial Aid services received 1 FTE additional Financial Aid Specialist. One part-time Clerical Assistant position increased to full-time.
 - One FTE Staff Assistant is being hired for BCC Counseling Office.
 - In 2012-13, \$9.26 million dollars in financial aid were awarded to 5,805 students; one student could receive multiple types of financial aid. This amount of financial aid awarded is a 6% increase from last year’s amount, and 125% increase from 2008-09.
 - In Fall 2013, BCC EOPS served 23% of all BCC full-time students (EOPS = 250, all BCC full-time = 1,098); in addition, 35 CalWORKs, 247 DSPS, 48 foster youth, and 155 special admitted students were served.
 - EOPS collaborated with Office of Instruction/Title III Grant to provide series of workshops/information sessions on assisting students to access quality food and community resources, especially for homeless individuals, low-income families and CalWORKs families. EOPS/CARE/CalWORKs students represented majority of the attendees in the workshops.
 - EOPS program provide drop-in counseling and extended office hours during priority registration period. About 50% of the current program participants registered during priority registration.
 - Supported over 250 DSPS students for priority registration in Fall 2013 and over 280 in Spring 2014.
 - TRiO served 120 BCC students in 2013-14. TRiO conducted 8 workshops and 1 4-year campus tour.

- Veteran Services served more than 214 veteran and veteran dependents in the FY 2013-14 academic year; up from 150 students the previous year, with only a .5 FTE veteran academic counselor and .5 FTE veteran certifying official.

Progress on the Goals

Due to the turnover in the Office of the Vice President of Student Services, there is no specific information on the progress of each activity listed in the goal section of the last Administrative Student Services Program Review. There was a change to one of the programs in Student Services, the TRiO Program is no longer in existence at BCC.

Describe your current utilization of facilities, including labs and other space

The Vice President of Student Services currently has staff, faculty and administrators in the following facilities:

First Year Experience Counselor-Room 124C

Assessment- Room 121

Counseling- 12 offices and a reception area

Transfer and Career Center- Room 243

Vice President of Student Services – Room 242

Staff Assistant of Student Services- Room 241

Workstation- adjacent to Room 241

Mental Health Services- 3 offices and a workstation in 2000 Center Street

Articulation Officer- 1 office, 3rd floor

SSSP/Equity Staff Assistant- 1 cubicle on 1st floor

Director of Student Activities/Campus Life- Room 151

Dean of Enrollment Services- Room 251

Dean of Student Support Services- Room 352

The Career and Transfer Center is highly utilized by BCC students. Due to the high traffic from student use and the many college and university representatives that visit the campus, additional space is needed.

Assessment

Which Administrative Unit Outcomes (AUO) did you assess in the past year? What were the results? Please describe the assessment methods used. How did your work lead to program improvement, that is, the development of Program Improvement Objectives (PIO's) as a result of your assessment?

Due to turnover between 2015-2018, there are no Administrative Unit Outcomes for the Vice President of Student Services Office. Administrative Unit Outcomes will be developed in the Student Services Division and vetted through the shared governance process at the BCC Roundtable in the Spring 2019 Semester.

What Administrative Unit Outcomes (AUO) and program improvement objectives (PIO) do you plan to work on in the next 2 years?

In collaboration with the Student Services Division and upon approval from the BCC Roundtable, the following areas will be considered for Administrative Unit Outcomes and Program Improvement Objectives:

- Ensure collaboration and Integrated Planning is occurring between Student Services, Instruction, and Business and Administrative Services
- Ensure that Student Services communicates widely available resources to the campus and external community
- Ensure that Student Services have a student first orientation in customer services

Major Accomplishments

Please describe 1-3 major accomplishments below since completion of the previous program review.

- Customer Service Training in Admissions and Records
- Creation of an Enrollment Services Department lead by Dean of Enrollment Services
- Re-organization of enrollment services to include student ambassadors, increasing time for A & R processing and decreasing student complaints
- Creation of a Veterans Center

Accomplishments

BCC Student Ambassador Program. Rejuvenation of the BCC Student Ambassador Program for 2016-2017 Academic Year. The Berkeley City College (BCC) Student Ambassador Program assumes and fact that students are best equipped to assist other students with navigating the campus and utilizing its services to the maximal extent. Students with background like those who need help can most expeditiously achieve the objectives set forth in our program to help new and continuing students to succeed in a college setting. BCC Student Ambassador Program is designed to train students to be leaders in the community and to be of service to their student body. The task is to help the other students get acclimated to the campus and to be aware of the services available to the on the Berkeley city college campus so that students can accomplish their educational goals. The Ambassadors are called on to help students with such matters as applying for college, provide tours, selecting classes, managing their passport accounts, assisting with utilizing all the college's' resources and services, and assisting faculty, staff and students with outreach.

Student Activities and Campus Life. During the spring 2016 semester, there were over 80 student activities held on campus. The activities ranged from student appreciation event, co-curricular movie viewings, Black History Month celebrations, Asian Food Festivals, International Dance and Culture, Teacher Appreciation, to Latino heritage celebrations. The strong sense of community on campus assisted with the connection within the student body. During the spring 2016 semester, there were approximately 30 chartered and active student clubs.

Orientation Week. The purpose of the Fall 2016 BCC Welcome Week is to prepare new students and continuing students to be academically successful at Berkeley City College. By providing information and resources in a formal in person presentation, will allow our students to make informed and appropriate academic and social decisions. The creation of this welcoming environment will build a sense of community as well as connect the student body with Administration, Faculty, and Staff.

Engagement

How have the administrators and staff in this area been engaged in institutional efforts such as committees, presentations, and department activities? Please list the committees your staff participate in.

Administrators, staff and faculty are engaged in the following committees, presentations and department activities.

BCC Integrated Planning Committee - (Career and Transfer Center Coordinator, Counseling Faculty Co-Chair, Vice President of Student Services, DSPS Coordinator, Enrollment Services Coordinator, Veterans Services Coordinator, Articulation Officer, EOPS/CARE Coordinator, Dean of Enrollment Services)

BCC Enrollment Management Committee- (Vice President of Student Services, Dean of Enrollment Services, Dean of Student Support Services)

BCC Roundtable-(Vice President of Student Services, Dean of Student Support Services, Dean of Enrollment Services, Director of Student Activities and Campus Life)

BCC Cabinet- (Vice President of Student Services, Dean of Enrollment Services, Dean of Student Support Services, Director of Student Activities and Campus Life)

BCC Academic Senate- (Counseling faculty)

BCC Curriculum Committee- (Articulation Officer, Counseling faculty)

BCC Department Chairs' Council- (Counseling Faculty Chairs)

BCC Guided Pathways Design Team- (Vice President of Student Services, Dean of Student Support Services, Dean of Enrollment Services, Director of Student Activities and Campus Life, Counseling Faculty, Learning Community Faculty, Veterans Services Coordinator)

BCC Classified Senate-(Administrative Assistant for the Vice President of Student Services, Veterans Services Coordinator, Student Services staff)

Berkeley Promise- (Learning Community Counseling Faculty)

High School Counselors Conference- (Counseling faculty, Dean of Enrollment Services, Enrollment Services Coordinator)

Student Success Day- (Counseling Faculty, Dean of Enrollment Services, Enrollment Services Coordinator)

Starfish Implementation and Coordination- (Counseling Faculty, Counseling Staff Assistant, Vice President of Student Services)

BCC AB705 Implementation- (Counseling Faculty Chairs, Enrollment Services Coordinator, Dean of Enrollment Services, Dean of Student Support Services)

District AB705 Implementation- (Counseling Faculty, Counseling Faculty Chairs, Enrollment Services Coordinator, Dean of Enrollment Services)

One Peralta Advisory Committee- (Financial Aid Supervisor, Counseling Faculty)
 BCC Facility Committee-(Dean of Student Support Services)
 BCC Professional Development Committee- (Dean of Student Support Services)
 Berkeley HS Liaison and recruitment for Learning Communities- (Learning Community Counseling Faculty)
 Berkeley HS Outreach- (Learning Community Counseling Faculty, Enrollment Services Coordinator, Dean of Enrollment Services)
 Undocumented Community Resource Center- (Director of Student Activities and Campus Life, Counseling Faculty Co-Chair, Student Services Classified Staff)
 Peralta Enrollment Management and Student Success ACCJC Work Group- (Vice President of Student Services)

Discuss how the administrators and staff have engaged in community activities, partnerships and/or collaborations.

- Learning Community Counselors and Enrollment Services staff and administrators are very engaged in Berkeley High School outreach and recruitment, the Berkeley Promise and Berkeley 2020 in partnership with the City of Berkeley
- The Counseling faculty are engaged with UC Berkeley admissions staff
- The Wellness Center has partnered with the Alameda Food Bank to host weekly Food Pantry Days, the BCHS Crisis Response Program and several local health and mental health agencies
- Veterans Services works with the Veterans Administration
- Enrollment Services cultivates connections with Berkeley High School, Emeryville High School and other feeder high schools.
- I think there are other key partnerships, i.e. UCRC has many, Next Up, etc.

Additional community partners are:

Grand Canyon University
 Asian Health Services
 Upward Bound

Prioritized Resource Requests Summary

In the boxes below, please add resource requests for your program. If there are no resource requested, leave the boxes blank.

Resource Category	Description/Justification	Estimated Annual Salary Costs	Estimated Annual Benefits Costs	Total Estimated Cost
Personnel: Classified Staff	Student Equity and Achievement	\$87,096	\$51,967	\$139,063

Personnel: Student Worker				
Personnel: Part Time Faculty				
Personnel: Full Time Faculty				

Resource Category	Description/Justification	Total Estimated Cost
Professional Development: Department wide PD needed	Local SEAP Training Annual Title IX Training Annual Behavioral Intervention Team training Annual UC and CSU Counselor Conferences	\$500 \$1500 \$1500 \$500
Professional Development: Personal/Individual PD needed	Chief Student Services Officer Conference and Membership ACCCA Conference and Board meetings	\$3000 \$1500

Prioritized Resource Requests Summary - Continued

Resource Category	Description/Justification	Total Estimated Cost
Supplies: Software	Maxient-A software program for managing behavior records. It provides Centralized reporting and recordkeeping for discipline and Title IX incidents. This would also support Clery Reporting.	\$15,000
Supplies: Books, Magazines, and/or Periodicals		
Supplies: Instructional Supplies		
Supplies: Non-Instructional Supplies		
Supplies: Library Collections		

Resource Category	Description/Justification	Total Estimated Cost
Technology & Equipment: New		

Technology & Equipment: Replacement		
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Prioritized Resource Requests Summary - Continued

Resource Category	Description/Justification	Total Estimated Cost
Facilities: Classrooms		
Facilities: Offices Career and Transfer Center	Due to the heavy student use in a small existing space and a strong and consistent interest in transfer a larger space is needed for the Career and Transfer Center.	
Facilities: Labs		
Facilities: Other		

Resource Category	Description/Justification	Total Estimated Cost
Library: Library materials		
Library: Library collections		

Resource Category	Description/Justification	Total Estimated Cost
OTHER		