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| **Berkeley City College’s mission is to provide our diverse community with**  **educational opportunities, promote student success, and to transform lives.** |

**Introduction and Directions**

Berkeley City College (BCC), in conjunction with the Peralta community College District, has an institutional effectiveness process which consists of the following components: a District-wide Strategic Plan which is updated every six years; Comprehensive Program Reviews (CPRs) which are completed every three years; and Annual Program Updates (APUs) which are completed in non-program review years.

**TIMELINE**

The Annual Program Update (APU) for 2023-2024 marks its 3rd year in the current cycle.

APU 2023-2024 timeline has been developed for each program and services to guide through the semester. Please review and work with your Deans, Managers, and/or Supervisors to complete this APU.

During 2022-2023, BCC has completed its Educational Master Plan 2024-2028 where we can base our APU review and analysis on five strategies for success and three indicators of success that will lead us to achieve our goal of equitable student completion.

The APU is intended to primarily focus upon planning for the subsequent year based on the assessment of the prior year and determine where and how we can improve to support the goal of equitable student completion. It is important to be reminded that the EMP incorporated the State Chancellor's [Vision for Success](https://www.cccco.edu/-/media/CCCCO-Website/Files/Communications/101920-ccc-vision-onepager-accessible-final.pdf) as well as [Student Centered Funding Formula (SCFF)](https://www.cccco.edu/About-Us/Chancellors-Office/Divisions/College-Finance-and-Facilities-Planning/Student-Centered-Funding-Formula) in our five year roadmap and our APU process. Please use these foci as your reference to prioritize your department and other goals.

**RESOURCE REQUEST**

In this process of making continuous quality improvement, there is an opportunity for each program, student services, and department to request resources that support achieving the stated goals.

The APU process directly leads to the institutional resource allocation process and budget planning facilitated by the Institutional Planning and Allocation of Resources (IPAR) Committee for the following academic year (2023-24). The process for this can be found here ([2023-24 APU Timeline](https://drive.google.com/file/d/1xiKMI84yGCETRjx-cNfQRClCAe3Cu63X/view?usp=sharing)). This is an opportunity for each department to request resources in Fund 01 (General Funds) to IPAR that will support your department goals and set outcomes that support BCC’s goal of Equitable Student Completion.

**TECHNOLOGY REQUEST**

Finally, for the resource request section, please connect with your Deans, managers, and supervisors regarding your technology needs so that you can be informed about the equipment that is addressed in the BCC Technology Refresh Plan. If your requests are covered in the Refresh Plan, you do not need to request them in this APU.

If you have questions regarding other material in the Annual Program Update, please contact your Manager. If you have questions regarding data, please contact Dr. Phoumy Sayavong, Senior Researcher and Planning Analyst (psayavong@peralta.edu).

**Please email the completed Annual Program Update to your Supervisor by November 30, 2023.**

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| **College Profile** |
| [Click here to view the Berkeley City College Student Demographics Dashboard](https://app.powerbi.com/view?r=eyJrIjoiOWQ0NDc2M2YtZDUyMi00MjdkLTljZTktOWI3MzQyYzdlNDc0IiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9).  This 2-page dashboard will provide data on the demographics of our student body from the past two years such as headcount, ethnicity, enrollment status, age group, educational goals, and majors. |

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| **College Outcomes** | **2019-20** | **2020-21** | **2021-22** | **2022-23** |
| Full Time Equivalent Students (FTES) | 3,931 | 3,622 | 3,259 | 4,024 |
| Productivity (Avg. Goal = 17.5) | 13.2 | 13 | 10.9 | 13.9 |
| Success Rate (%) | 77% | 75%\* | 70%\* | 68%\* |
| Degrees + Certificates Awarded (#) | 1,109 | 1,027 | 960 | 855 |

*\*Excludes “EW” grades*

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**To view prior Program Reviews,** [**click here**](https://drive.google.com/drive/folders/1cJTL936yJGJVKo5P4OGOf2qzsMu3gEqM?usp=share_link)**. To view prior Annual Program Updates,** [**click here**](https://drive.google.com/drive/folders/1NcFLqqL0DhYtaKQ6ntaejh1z7qtGao1F?usp=sharing)**.**

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| **1a. Program Description**  Please verify the mission statement for your program. If your program has not created a mission statement, provide details on how your program supports and contributes to the College’s mission. | | |
| The mission of the Student Success & Placement Services (Enrollment and Outreach) provide newly admitted, returning, and K-12 students with a Multiple Measures Transcript Assessment, and assist with Guided-Self Placement in Math, English, and ESOL, and an Orientation to the college.  Providing an experience to the college that empowers them to make informed decisions about their academic experience. The students are given clear and useful information about their academic skills and the college environment to support their active efforts in choosing and achieving their educational goals. The department serves as one of the first points of contact for the college for new/returning students and the community. Dedicated to exceptional customer service, student access, and success by providing accurate, timely, and quality services regarding the application process, registration, online access, and academic policies while providing responsive respectful service to students, faculty, staff, and the community. | | |
| **Name(s) of member(s) completing this APU** | **Service Area/Program** | **Completion Date** |
| Gail Pendleton | **Outreach & Recruitment:** Student Success & Placement Services | 11/29/11/30/20232023 |
| **List staff and faculty names with assignments in fall 2023.** | | |
| Full Time | Part Time | |
| Gail Pendleton-Enrollment Services Coordinator | N/A | |

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| **1b. Service Area/Program Priorities & Goals** |
| Based on the [Educational Master Plan](https://www.berkeleycitycollege.edu/prm/educational-master-plan-2024-2028-2/), [Shared Vision](https://www.cccco.edu/-/media/CCCCO-Website/Files/Communications/101920-ccc-vision-onepager-accessible-final.pdf) [SCFF](https://www.cccco.edu/About-Us/Chancellors-Office/Divisions/College-Finance-and-Facilities-Planning/Student-Centered-Funding-Formula), and your department mission, what are your department’s priorities and goals for 2023-24? Look at last year’s priorities and goals, review and assess any changes you would like to make for this year. |
| The department’s redesign and new goals are to focus on:   * Increase access, ensure equity, and enhance student success through outreach and retention plans and activities. * Facilitate high school to college and adult school transition by establishing and maintaining partnerships with local feeder school liaisons including Oakland Unified, Berkeley Unified, Albany Unified, Emeryville, and West Contra Costa Unified School Districts * Assist in determining, achieving, and maintaining optimum enrollment in credit, non-credit, and contract education programs. * Design marketing, community outreach, and recruitment efforts to the K-12 school districts and in particular our Dual Enrollment programs. While still aligning with mandates set forth by the state that satisfied the needs of the institution and community. * Create and maintain partnerships with set schedules to actively coordinate and support K-12 campuses with application and enrollment workshop support regularly for spring, summer, and fall semesters. * Developed and implemented weekly on-campus workshops to support students with application, enrollment, Canvas, email access, and other enrollment challenges. * Our office collaborates and coordinates with the various special programs and services providing students with information about Admissions, Counseling, Financial Aid, Ambassador Welcome Center, Cashier, EOPS, CalWORKs, CARE, NextUp, Persist Program, First Year Experience Program, SAS, SOS, District International Office, LRC, Adult Ed, Veterans, UMOJA Program, Puente Program, Undocumented Citizen Resource Center (UCRC), Oakland/Berkeley/Richmond Promises, Mental Health Services, and BCC Student Engagement Clubs. Student Success & Placement Service along with Admission & Records and Counseling has teamed up to support students with an online application, orientation, counseling, and enrollment support to ensure that all needs are met before the beginning of each semester. My program goals align with BCC Goals I, II & IV. |

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| **2. Institutional Assessment** |
| Berkeley City College is committed to a culture of assessment to improve student services.  Findings from SLO, SAO assessments, and program review data are used to direct resources for areas that are institutional priorities, articulated in the Educational Master Plan and BCC Strategic Plan.  Due to the critical role that course and service area assessments play in our institutional planning and to be in compliance with the Accreditation requirements, assessments must be completed to qualify for the APU resource allocation requests.  <[Click here to view your Round 5 Assessment Calendar](https://docs.google.com/document/d/1DgVZLRmnKQj1jCNucuCNmTB0Wp1F3vLA/edit?usp=drive_link&ouid=105861965924346219496&rtpof=true&sd=true)> |
| **2a. What action plans did your area identify upon the assessment of each SLOs and/or SAOs? Based on your SLO assessment, what did your area do well and what do you need to improve for greater student success?** |
| Understanding the need for additional student support in navigating challenges with the application process, accessing student portals, and enrolling in courses. 2022-2023 we began implementing on/off campus Enrollment Workshops before Express Registration before the beginning of each semester to maximize student enrollment support while increasing our overall college FTES and Dual Enrollment percentage Rates. Additional staffing to increase high school and community event support attendance. |
| **2b. Describe the status of SLO and PLO completion in Rounds 5 of the Assessment Cycle. Identify the percent of completion. Briefly describe what needs to be done to reach 100% completion. Identify issues or concerns that may prevent your department from completing assessments of SLOs and/or PLOs.** |
| Currently with a department of one staff person the number go up and down, however, recently we are consistently having higher numbers and achieving our goals. Staffing continues to be an issue and is the most important way for our department to achieve the goal of 100%. |
| **2c. Where are your service area outcomes published? If on a website, please specify the URL. Outcomes should be posted on your website.** |
| If you assess SLOs, include them here… |

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| **3.** [**Student Equity, Success, & Completion**](https://app.powerbi.com/view?r=eyJrIjoiNjk3NDJjOTItNzI5MS00MDhjLWJhN2EtZjcxNzU4OTBiZDBjIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSection86d6f65e2fb41a73da4d)(<--click on the link) |
| **Using the data dashboards provided below, review and reflect upon the outcome trends for your program. Please also review overall BCC’s data linked here.**  For assistance with data dashboards, contact Phoumy Sayavong at [psayavong@peralta.edu](mailto:psayavong@peralta.edu?subject=Program%20Review%20Data%20Dashboard%20Assistance) |
| **We have focused on equitable completion for Latinx and African/African American students How are African/African American and Latinx students doing in success and completion in your area or program, compared to the BCC overall success and completion rate?** |
| Although measured differently in my department, I feel that based on our efforts to take students from the application to enrollment in courses have helped support student success rates. For students that need more attention and or support, we have various resources such as admissions, financial aid, enrollment, and system access support, Chromebook Loan Program, Library Resources, Learning Resource Center (LRC), Counseling, International Student Office, special support programs and learning communities such as UMOJA, Society Of Scholars (SOS), Puente, Undocumented Resource Center (UCRC), NextUp (Foster Youth), CARE, EOPS, CalWORKs, Veterans (VRC), and Student Accessibilities Services (SAS). Though these services are available to all, however, we are targeting specific student groups (African American, Spanish, AAPI) to support their educational achievements and transfer preparations. The retention and completion rates for the college have been consistent for the past 3 years. Completion: Low 67% and High 71%. Retention: Low 81% and High 87%. We are consistently working with best practices and new strategies developments to ensure that we meet our community and student's needs. |
| **What do you see as key factors in your area or program that contributed to an increase in success and completion rates of these student groups?** |
| Supporting the students with a guided process that included offering 1:1 and weekly workshops to support them from the application to enrolling in classes, including helping them to access their Canvas and email portals, counseling check-in, and financial aid application assistance. Providing them with a welcome packet that gives them the tools necessary to advocate and get access to people and departments throughout the semester increases their connection to the campus community. |
| **What are some strategies for improvements your area can make?** |
| Additional staffing to support the increased need to be on the K12 school sites and at community events regularly, continue to grow our dual enrollment and Career Education programs, system access for enrolling students in classes, and funding to support the marketing, outreach supplies, local travel, recruitment, and outreach efforts ongoing. |

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| **4.** [**Enrollment Trend and Productivity Dashboard**](https://app.powerbi.com/view?r=eyJrIjoiNWJlOWZmYTEtNTY0MC00MDhkLWE5OTAtYmJjZjIxNzJiNWViIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSection86d6f65e2fb41a73da4d)(<--click on the link)  \*Note that completion and retention rates are presented with the inclusion and exclusion of excused withdrawals (EW) and military withdrawals. |
| **The SCFF prioritized 70% of our college’s base allocation on FTES (full-time equivalent student) from enrollment. Review the enrollment trends for your area and describe the strategies you will implement to increase enrollment.** |
| To increase our outreach and enrollment efforts in the community and at K12 school sites with the focus on spending more scheduled times at feeder high school site locations focusing on DI students. The need for more outreach staff and services has grown over the past three years, as evidenced by the number of dual-enrolled students has increased. Additional staffing and dedicated funding to support outreach and enrollment efforts in the community and at K12 school sites, in addition to increased funds to support activities and initiatives. Currently in place are offering incentives like the “Spring 2024 is Free” Campaign, and AC Transit Bus Passes. Free weekly lunch meals, fresh food pantry access, and clothing for students. Our faculty continually engages with their students to make sure they pass their classes and support them with additional resources. |
| Community Colleges are funded based on the [Student Centered Funding Formula (“SCFF”)](https://www.cccco.edu/About-Us/Chancellors-Office/Divisions/College-Finance-and-Facilities-Planning/Student-Centered-Funding-Formula) which is comprised of the following allocations:   |  |  | | --- | --- | | **Student Centered Funding Formula: Focus and Priorities** | | | **% Of Allocation** | **Categories** | | 70%  Base Allocation: FTES (Enrollment) | * Credit FTES * NonCredit FTES * Special Admits (Dual Enrollment, etc.) | | 20%  Supplemental Allocation | * Pell Grant * AB 540 * Adult School * Promise Grants | | 10%  Student Success Allocation | * Associate Degrees * ADTs * 9 or more CE units * Transfer * Transfer level Math and English in the first year | |
| **Please describe your area’s efforts in identifying Pell Grant recipients, College Promise Grant recipients, Adult Education, and AB 540 students. What processes are in place to accurately report these students each semester?**   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **College Outcomes** | **2019-2020** | **2020-21** | **2021-22** | **2022-23** | | Full Time Equivalent Students (FTES) | 3,931 | 3,622 | 3,259 | 4,024 | | Pell Grant Recipients | 2,281 | 2,181 | 1,826 | 1,837 | | College Promise Grant Recipients | 4,143 | 4,011 | 3,500 | 3,991 | | AB 540 Students | 51 | 22 | 69 | 89 | |

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| **5. Dual Enrollment** |
| **As continued decline in overall enrollment for college going population from high school to college (see Service Area Enrollment Pipeline below), it is important for us to look at who will be coming to BCC in the next 5 years. Reviewing the data provided below, what strategies would your department employ to address bringing more high school students to BCC?** |
| We increased our outreach site visits before each semester for all high school students and community activities and events. In 2022, upon returning to the campus, we participated in 28 community outreach events and supported approximately 650 plus potential students. In 2023, we participated in 35+ community and high school outreach events and supported approximately 900 plus potential students with college information for applying, enrolling, degrees/certificates offered, campus environment, and transfer. We facilitated 30+ enrollment workshops on and off campus from March to October 2023, that served 650+ participants, the enrollment rate for these groups was 100% of students who applied to the college. We partnered with Earn & Learn, and The Alameda County Office of Education to facilitate an Apprenticeship, Internship, and Educational College Fair opportunity for high school juniors and seniors. We had over 350 students participate at this event from nine local feeder high schools. The outcome was so successful that we are going to continue this in the spring 2024 semester. |

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| **5.** [**Equitable Student Completion**](https://app.powerbi.com/view?r=eyJrIjoiNjk3NDJjOTItNzI5MS00MDhjLWJhN2EtZjcxNzU4OTBiZDBjIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSection86d6f65e2fb41a73da4d)(<--click on the link)  \*Note that completion and retention rates are presented with the inclusion and exclusion of excused withdrawals (EW) and military withdrawals.  If you need more guidance with this item, click here for additional support.[Click here for additional guidance for how to view and use equity data](https://drive.google.com/file/d/14C9cxxXt_YAzK_LJEVPSD_fJwwcWUVps/view?usp=sharing). If you would like to view BCC’s Equity Plan, [click here](https://drive.google.com/file/d/1CelN9o5mrlTVVx3ibqDDdj11PcATAjfM/view?usp=sharing). |
| **On page 3 of the “Course Completion and Retention Rates by Subject” dashboard, what are the completion and retention trends by gender, age, ethnicity in your department?** |
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| **Describe which activities and/or strategies your program used to contribute to the gains? What support does your program need to accelerate or improve these outcomes?** |
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| [**Degrees and Certificates Dashboard**](https://app.powerbi.com/view?r=eyJrIjoiZjU2M2M5MzItOTcwZi00Y2U1LWJmODUtYTc0YjlhZGI2ZDhjIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSectionde32556e136b0a8caccd)(<--click on the link) |
| **Review the data on page 1 of the “Degrees and Certificate Awards Trends” Dashboard.**  **Describe which activities and/or strategies your area used to contribute to the gains? What support does your unit need to accelerate or improve these outcomes?** |
|  |
| [**Transfer Dashboard**](https://app.powerbi.com/view?r=eyJrIjoiZmJlODJiODktZjM0OC00ZWIwLWIzNDMtN2Y1Yzc3ZGFhNGRhIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9)(<--click on the link) |
| **Review the data on the “Transfer” Dashboard.**  **Describe which activities and/or strategies your area used to contribute to the gains?**  **What support does your unit need to accelerate to improve these outcomes?** |
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| **7. Curriculum based on Pathways for Equitable Completion**  **Based on the curriculum mapping and planning of your program answer the following questions** (\*only for Library and Counseling) |
| **What specific plans does your department have for sequencing degrees and programs to ensure students successfully complete the programs in the least amount of time?** |
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| **8. Engagement** |
| **Discuss how faculty and classified staff have engaged in institutional efforts such as committees, presentations, and departmental activities. Please list the committees that full-time employees belong to.** |
| Committees: Student Services Council, Health & Safety, & Roundtable |
| 1. **Discuss how the collaborations with other instructional or administrative units helped your area achieve its goals?** |
| I continue to work and collaborate with all departments on campus to support their needs when we reach out to the K12 schools and the community. Throughout the years we refer any potential student to the various support services and programs that help with their educational needs and goals. The Department of Enrollment & Outreach will benefit from more faculty involvement and communicate better with them the need to work together to meet and increase our retention and persistence rates which increases our overall funding to the college. |

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| **9. Prioritized Resource Requests** |
| **In the 2022-23 Annual Program Update, you have provided your resource requests which went through the IPAR process.  In this section, include resource requests from last year that are still needed and/or new resources that have emerged.  Provide justifications. If there are no resource requested, leave the boxes blank.** |

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| **Resource Category** | **Description/Justification** | **Estimated Cost** |
| **Personnel** |  |  |
| Classified Staff | **Student Personnel Services Specialist (Outreach & Recruitment)**: This full-time position will assist in increasing our community outreach efforts to increase community engagement, promote college awareness options, and increase college enrollment rates. | $61,302.00 |
| Student Worker | 1-2 student workers to support with clerical duties, inventory supplies, assist students, and support on/off-campus events. | $15,000.00 |
| Part Time Faculty |  |  |
| **Professional Development** | | |
| Department wide PD needed | Attendance to Conferences and Training to improve on supporting students in various capacities and roles. | $10,000.00 |
| Personal/Individual PD needed | Return to school to improve my educational skills for personal and professional growth. |  |
| **Supplies** | | |
| Software (for whom or role?) | Dragon or a voice-speaking recognition software for report and dictation | $2,000.00 |
| Books, Magazines, and/or Periodicals |  |  |
| Instructional Supplies |  |  |
| Non-Instructional Supplies | Supplies to support outreach/recruitment in the community and at the K12 for College & Career Fairs, application/enrollment support, and tabling. These items are in direct relation and necessary to improving community outreach and college recruitment/enrollment and are needed to conduct data tracking and collection at various college & career fairs, high school, and community events, producing reports, and developing new and enhancing current community partnerships.  BCC Retractable Banner Stands w/ carrying case (2/ Large) $129.00 ea. ($248.00) BCC Retractable Table Top Banner Stands w/ carrying case (2/ Small) $60.00 ea. ($120.00) 11.75” x 21” BCC Printed Table Headers $400.00 ea. BCC College Swag $3,000.00 BCC Printed Table Header $356.00 (1). HP Officejet 250 Mobile portable printer/scanner/copier wireless $500.00 (1) + Travel Case $50.00 (1), Ink Black & Tri-Color $50.00 (6), Snap Scan Scanner ($1000) | $30,000.00 |
| **Technology & Equipment**  Description/Justification (*Before you list your technology request,* [*click here to view the latest Technology Refresh Plan*](https://drive.google.com/file/d/14FnMslW2ebA23iZl8NlAzk_2OjjGeOu8/view?usp=sharing) *to verify whether it has already included.)* | | |
| New |  |  |
| Replacement | Surface Pro Tablet | $2,500.00 |
| **Facilities** | | |
| Classrooms |  |  |
| Offices |  |  |
| Labs |  |  |
| Other |  |  |
| **Library** | | |
| Library materials (including streamline media needs) |  |  |
| Library collections |  |  |
| OER |  |  |
| **Other** |  |  |
| OTHER Description |  |  |

**Thank you for your time and effort in completing the Annual Program Update!**

**Please email the completed Program Review to your Dean by November 30, 2023**