Welcome to Program Review

Berkeley City College - 2019

Office of the President - Administrative Unit

Annual Program Update

Program Overview

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 mission.

Program Total Faculty and/or Staff

Full Time

Phoumy Sayavong (Research & System Technology Analyst)
Felicia Bridges (PIO)
Cynthia Reese (Executive Assistant)
Kuni Hay (VPI)
Stacey Shears (VPSS)
Shirley Slaughter (Director of Business and Administrative Services)

Part Time

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.

Status

Completed

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

College Goal

Ensure Institutional Sustainability: Increase BCC's impact in education through innovation, internal and external collaboration and partnerships, and sufficient resources, both short-term and long-term.

District Goal

Develop and Manage Resources to Advance Our Mission

Status

Completed

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

College Goal

Ensure Institutional Sustainability: Increase BCC's impact in education through innovation, internal and external collaboration and partnerships, and sufficient
District Goal
resources, both short-term and long-term.
Develop and Manage Resources to Advance Our Mission

Status

Completed

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

College Goal

Ensure Institutional Sustainability: Increase BCC's impact in education through innovation, internal and external collaboration and partnerships, and sufficient
District Goal
resources, both short-term and long-term.
Develop and Manage Resources to Advance Our Mission

Status

  In-Progress

College Goal

  Strengthen Resilience: Strengthen BCC students'
  abilities to become self-directed, focused and engaged
  in the pursuit of transformative, life-long learning
  experiences that result in personal and academic
  success.

District Goal

  Advance Student Access, Equity, and Success

If Completed, What evidence supports completion of
this goal? How did you measure the achievement of this
goal?

Status

  In-Progress

College Goal

  Strengthen Resilience: Strengthen BCC students'
  abilities to become self-directed, focused and engaged
  in the pursuit of transformative, life-long learning
  experiences that result in personal and academic
  success.

District Goal

  Advance Student Access, Equity, and Success

If Completed, What evidence supports completion of
this goal? How did you measure the achievement of this
goal?

Status

In-Progress

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

College Goal

Raise College Competence: Raise student skills and competencies, and expand their learning experiences,
District Goal
so that they can successfully complete their college program.
Develop and Manage Resources to Advance Our Mission

Status

Completed

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

College Goal

Ensure Institutional Sustainability: Increase BCC's impact in education through innovation, internal and external collaboration and partnerships, and sufficient
District Goal
resources, both short-term and long-term.
Strengthen Accountability, Innovation and Collaboration

Status

Completed

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

College Goal

Strengthen Resilience: Strengthen BCC students' abilities to become self-directed, focused and engaged

District Goal

in the pursuit of transformative, life-long learning experiences that result in personal and academic success.

Advance Student Access, Equity, and Success

Status

Completed

College Goal

Raise College Competence: Raise student skills and competencies, and expand their learning experiences, so that they can successfully complete their college program.

District Goal

Advance Student Access, Equity, and Success

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

Status

Completed

College Goal

Ensure Institutional Sustainability: Increase BCC's impact in education through innovation, internal and external collaboration and partnerships, and sufficient resources, both short-term and long-term.

District Goal

Develop and Manage Resources to Advance Our Mission

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

Status

Completed

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

College Goal

Ensure Institutional Sustainability: Increase BCC's impact in education through innovation, internal and external collaboration and partnerships, and sufficient resources, both short-term and long-term.

District Goal

Develop and Manage Resources to Advance Our Mission

Status

Completed

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

College Goal

Strengthen Resilience: Strengthen BCC students' abilities to become self-directed, focused and engaged in the pursuit of transformative, life-long learning experiences that result in personal and academic success.

District Goal

Advance Student Access, Equity, and Success

Status

Completed

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

College Goal

Ensure Institutional Sustainability: Increase BCC's impact in education through innovation, internal and external collaboration and partnerships, and sufficient resources, both short-term and long-term.

District Goal

Select District Goal....

Status

Completed

College Goal

Ensure Institutional Sustainability: Increase BCC's impact in education through innovation, internal and external collaboration and partnerships, and sufficient resources, both short-term and long-term.

District Goal

Develop and Manage Resources to Advance Our Mission

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

Status

Completed

College Goal

Ensure Institutional Sustainability: Increase BCC's impact in education through innovation, internal and external collaboration and partnerships, and sufficient resources, both short-term and long-term.

District Goal

Strengthen Accountability, Innovation and Collaboration

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

Status

Completed

College Goal

Strengthen Resilience: Strengthen BCC students' abilities to become self-directed, focused and engaged in the pursuit of transformative, life-long learning experiences that result in personal and academic

District Goal

If Completed, What evidence supports completion of this goal? How did you measure the achievement of this goal?

Strengthen Accountability, Innovation and
success.
Collaboration

Status

Completed

If Completed, What evidence supports completion of
this goal? How did you measure the achievement of this
goal?

College Goal

Ensure Institutional Sustainability: Increase BCC's
impact in education through innovation, internal and
external collaboration and partnerships, and sufficient
District Goal
resources, both short-term and long-term.
Develop and Manage Resources to Advance Our
Mission

Status

Completed

If Completed, What evidence supports completion of
this goal? How did you measure the achievement of this
goal?

College Goal

Enhance Career-Technical Education Certificates and
Degrees: Enhance BCC's 1- and 2-year career and
technical education programs so that they provide
District Goal
current and transferable skills and competencies to
Engage and Leverage Partners
earn a living wage in our area, and to maintain
competency for advancement in one's career.

Status

Completed

If Completed, What evidence supports completion of
this goal? How did you measure the achievement of this
goal?

College Goal

Increase Transfer and Transfer Degrees: Ensure that all
of BCC's programs of study and transfer pathways for
degrees prepare students, in a timely manner, for
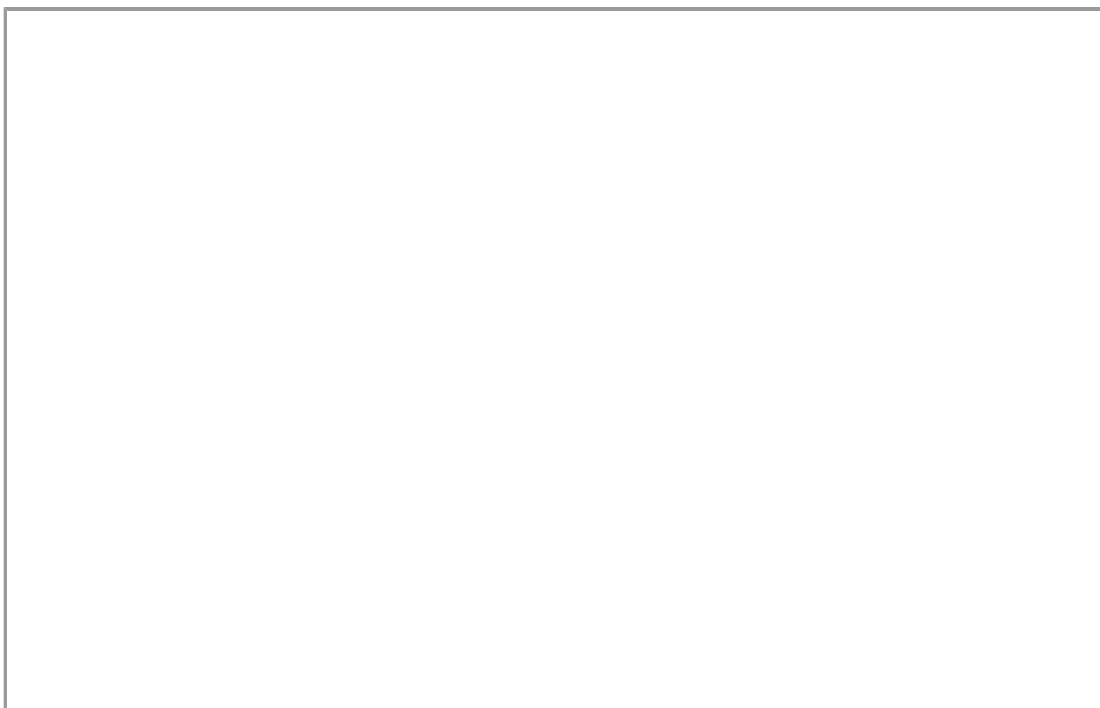District Goal
multiple transfer options.
Build Programs of Distinction

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

Program Update

Semester End Enrollment/Usage Pattern

Review your Semester End Enrollment by setting the filter to your college and subject

Using the dashboard, review and reflect upon the data for your program. Describe any significant changes and discuss what the changes mean to your program. Consider whether performance gaps exist for disproportionality impacted students. Focus upon the most recent year and/or the years since your last comprehensive program review. Cite data points from the dashboard to support your answer.

Microsoft Power BI

Describe the department's progress on Student Learning Outcomes (SLOs) and/or Administrative Unit Outcomes (AUOs) since the last Program Review/APU. If your discipline offers a degree or certificate, please describe the department progress on Program Learning Outcomes (PLOs).

Describe the outcomes and accomplishments from previous year's funded resource allocation request.

Brief description of funded request	Source (any additional award outside your base allocation)	Total Award Amount	Outcome/Accomplishment

In the boxes below, please add improvement actions and resource requests that are directly related to the questions answered in this section. If there are no improvement actions or resource requested in this area, leave blank.

Improvement Actions	Improvement Action

Improvement Action

Action Item	Description	To be completed By	Responsible Person

Resource Request

Personnel	Classified Staff		
% Time	Description/Justification	Estimated Annual Salary Costs	Estimated Annual Benefits Costs

Total Costs

Resource Request

Personnel	Classified Staff		
% Time	Description/Justification	Estimated Annual Salary	Estimated Annual

Costs   Benefits Costs

Total Costs

Resource Request

Personnel   Classified Staff

% Time   Description/Justification   Estimated Annual Salary   Estimated Annual
                                                 Costs   Benefits Costs

Total Costs

Resource Request

Personnel   Student Worker

% Time   Description/Justification   Estimated Annual Salary   Estimated Annual
                                                 Costs   Benefits Costs

Total Costs

Resource Request

Professional Development	Individual/personal PD needed

Description/Justification	Estimated Cost

Resource Request

Professional Development	Individual/personal PD needed

Description/Justification	Estimated Cost

Resource Request

Professional   Individual/personal
Development   PD needed

Description/Justification   Estimated Cost

Resource Request

Supplies   Noninstructional
                             Supplies and
                             Materials
Description/Justification   Estimated Cost

Resource Request

Technology and   New
Equipment
Description/Justification   Estimated Cost

Resource Request

Technology and
Equipment

New

Description/Justification

Estimated Cost

Resource Request

Other

Other

Description/Justification

Estimated Cost

Resource Request Summary

Total Cost: $331200
Total Resource Request: 11

Program Update
Personnel

Type	% Time	Description/Justification	Estimated Annual Salary Costs	Estimated Annual Benefits Costs	Total Costs

Classified Staff	50	PRIORITY #1 1 Web Content Developer (half-time) currently frozen, position is critical for ongoing work with website refresh and supporting Canvas online training	80000	80000
Classified Staff		PRIORITY #2 1 Staff Assistant BCC does not have a staff assistant/staff services specialist in the Office of the President. All sister colleges and the Office of the Chancellor have of minimum of two support staff, which includes an Executive Assistant. The staff assistant/staff services specialist (or second assistant) will increase capacity to process financial activities, external relations for fundraising, and	86000	86000

	accreditation related activities.		
Classified Staff	PRIORITY #4 1 Consultant Services for Advancement & Fundraising Activities, including event coordination and grant writing	40000	40000
Student Worker	PRIORITY #5 2 (at least) Part Time Student Worker Support for Public Information Office for flyer creation and postings, social media, in reach and outreach activities	15000	15000

Sub-Total: $221000

Professional Development

Type	Description/Justification	Estimated Cost
Individual/personal PD needed	PRIORITY #10 Council for Advancement and Support of Education (CASE) for President, VP of Instruction, VP of Student Services, Public Information Officer • Conferences • Workshops	5000
Individual/personal PD needed	PRIORITY #11 Annual conferences/workshops for College Researcher: 1. CAIR (California Association for Institutional Researchers) 2. Institutional Effectiveness Planning Initiative (IEPI) 3. Research and Planning (RP) Group	5000

Individual/personal PD needed	PRIORITY #12 Annual Conferences/workshops for Public Information Officer: 1. California Association of Public Information Officials (CAPIO) 2. National Information Officers Association (NIOA) 3. Workshops on Graphic Design and Web Content Development	5000

Sub-Total: $15000

Technology and Equipment

Type	Description/Justification	Estimated Cost
New	PRIORITY #8 Annual subscriptions: Qualtrics ($10,000) Social Media ($8,000)	18000
New	PRIORITY #7 Website hosting/server; Annual fee	7200

Sub-Total: $25200

Supplies

Type	Description/Justification	Estimated Cost
Noninstructional Supplies and Materials	PRIORITY #9 Office Supplies for Office of President, Executive Assistant, Public Information Officer, College Researcher, Web Content Developer: • Printer Ink • Printer Paper • College promotional materials (swag)	10000

Sub-Total: $10000

Facilities

No Resources found for this category

Library

No Resources found for this category

Other

Type	Description/Justification	Estimated Cost
	PRIORITY #6 Marketing & Social Media Services to increase visibility for enrollment • Radio Ads – Ran 15 and 30 second radio advertisement	60000

on KMEL FM for "Money in the Bank" campaign from May to July. Will continue November through January. • High School/Glacier Ads – Displayed "Save you a Seat" posters were placed in Btech, Emery High, Albany HS, Oakland Tech. They ran from January 2019 through July 2019. Will continue for Spring and Fall 2020 Campaign. • Light Pole Banners - Hanging banners at strategic locations throughout city of Berkeley • Mongoose Text Messaging – Used for enrollment pushes, college transfer workshops, FAFSA deadlines and enrollment activities. • Comcast Digital Cable Ads - Planned as placement for cable television and digital advertising for Spring and Fall campaigns. • Social Media - Created a Social Media plan that utilizes ambassadors as influencers to promote BCC events, activities and BCC as a college. Utilizing SM as an announcement HUB for BCC initiatives, enrollment pushes, and academic support messaging.

Sub-Total: $60000

Sign and Submit

Please provide the list of members who participated in completing this program review.

Rowena Tomaneng
Phoumy Sayavong
Felicia Bridges
Cynthia Reese

Please enter the name of the person submitting this program review.

Microsoft Power BI