

# Peralta Community College District

## STUDENT SERVICES ANNUAL PROGRAM UPDATE

Academic Year 2013-2014

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:**

**College** Berkeley City College

**Administrator:** Mostafa Ghous

**Unit/Area** Student Activities and Campus Life

**Completed By:** Mostafa Ghous

**Mission/History and Description of Service Provided:**

**Mission:** The In- and Outreach Program 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 In- and Outreach Program collaborates with departments, Learning Communities, ambassadors, and other district organizations to provide in-reach 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 In-reach 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 Student Activities 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 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., DSPS, 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:**

In- and Out-reach and Student Ambassador:

- (1) Outcomes: Three (3) out of the seven BCC's Core Values: information competency, communication, and self-awareness will be assessed. See Survey below.
- (2) Participants: A randomly selected sample of new incoming students who participate in Assessment & Orientation will be given the survey.
- (3) Assessment method: Survey to be administered to a random sample of In- and Out-reach participants. Morning, afternoon, evening participants will be coded differently for comparison purpose.

Criteria for success: Both longitudinal and cross-sectional comparisons will be applied. Success will be measured and compared among the three groups, and semester-by-semester thereafter. We anticipate survey results will show higher average evaluation numbers in the later semesters than those in the beginning semester. BCC intends to continuously improve In- and Out-reach based upon SLO assessment findings.

The first study will be completed by the end of Fall 2012 and thereafter in a 3 year cycle.

BCC will establish a benchmark using results of the first study. The Success measure may be:

1. Time of the session will not be a factor: There would be no significant difference among groups from the three "time" session.
2. There will be an increase of at least an average of 2% increase from the benchmark: fall 2012 to Spring 2013.

(4) First surveys will begin in mid-July 2012, and during new student registration periods of each semester term, thereafter.

(5) The survey will be conducted for the three different assessment session times (i.e. morning 9am, afternoon 1pm, and evening 5:30pm. sessions). Based upon survey findings, program improvements and/ or changes will be discussed and implemented for the future.

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.

## **Identifying Strengths, Weaknesses, Opportunities, and Limitations**

### **Strengths**

A full-time director was hired in August of 2013 to supervise and advise the ASBCC, ICC, Campus Activities and conduct Out, In-reach. A full-time clerical assistant was also hired in October of 2013 to provide support to the Office of Campus Life.

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.

### **Weaknesses**

None at this time.

### **Opportunities**

None at this time.

### **Limitations**

None at this time.

## **Action Plan for Continuous Improvement**

### **III. RESOURCE NEEDS**

#### **Human Resource/Personnel**

##### **Narrative and Current Staffing Level:**

Campus Life: 1 FTE Full-time Classified Staff, 3 semi-permanent Student Workers

Outreach and Retention: 20 semi-permanent student workers. 1 FTE full-time Classified Staff.

#### **Human Resource/Personnel Requests**

An outreach specialist is needed to conduct off-campus outreach and maintain community partnerships.

#### **Facilities/Infrastructure**

##### **Narrative:**

Currently the Ambassadors are situated at the Welcome Kiosk on the first floor to assist guests with registration, directions, etc.

ASBCC offices are housed on the basement floor. The meeting room is located adjacent to it.

Office of Campus Life is located on the first floor.

#### **Facilities/Infrastructure Requests**

To better acclimate students at the South Campus, a Student Lounge/ ICC Meeting area is needed to expand Campus Life services to all students.

There is a need to provide the campus with BCC swag. A swag store is needed to store and sell BCC merchandise.

#### **Technology**

**IV. OTHER**

None at this time.