Annual Program Review 2011-2012 – STUDENT SERVICES

STUDENT OUTREACH SERVICES

Authorization

After the document is complete, it must be reviewed and submitted to the Program Review Committee by the appropriate area manager or Dean.

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Overview of the Program

All degrees and certificates are considered programs. In addition, divisions may further delineate and define programs based on their assessment needs (developmental sequences, career track, etc).

Statement of Purpose – briefly describe in 1-3 sentences.

Student Outreach Services (SOS) serves as a liaison to the local community and is responsible for coordinating the college's outreach and recruitment activities at area schools. The program's goals are to inform high school students, teachers, counselors, parents, and the public about educational opportunities at Glendale Community College; foster positive relationships with educational partners from K-12 school districts; and facilitate the transition of students from area high schools to GCC through regular academic advisement and other pre-admission support services. The overall mission of the program is to expand student access to the college's

Please list the **most significant achievement** accomplished since your last program review.

Over the last year SOS has expanded its focus from general student recruitment to more specific services designed to assist students with their transitions to GCC. The key component in this process has been to directly connect prospective students with specific college employees who supervise support services to help initiate relationships and utilize specific student services. Additionally, SOS staff supports students with hands-on academic advising during throughout their entire pre-enrollment experience including their actual class registration. In order to accomplish this shift in services, the SOS program has better focused its limited budget and leveraged outside resources to provide the most effective services that ensure student success.

List the current major strengths of your program

1. Dedicated staff.
2. Strong relationships with high school counselors and administrators.
3. The SOS program serves a central contact point for prospective and incoming students.

List the current weaknesses of your program

1. Limited office space.
2. Reduction in Student Ambassador budget and hours.
3. Decreased budget for transportation account which limits the number of campus tours.

1.0. Trend Analysis

For each program within the division, use the data provided to indicate trends (e.g., steady, increasing, decreasing, etc.) for each of the following measures.

Service/Function	Academic Year	Service Contacts Students	Service Contacts Other
Campus Tours Program- College students or staff led campus tours for individuals or groups. Tours are available by appointment and are catered to the needs of the individual or group.	2007-2008	3,501	107 Tours
	2008-2009	4,723	129 Tours
	2009-2010	2,898	115 Tours
	2010-2011	2,325	92 Tours
Campus Visits Program- Affords prospective students an opportunity to visit the campus for a day. This visit includes coordination of transportation (buses), parking, campus tours, college overview presentation, financial aid presentation and lunch (upon availability of funds)	2007-2008	2,520	
	2008-2009	4,723	
	2009-2010	2,898	
	2010-2011	2,325	
High School Visits Program- Assistance is provided for students and parents to guide them through the registration process. This includes general information about the college: degrees offered, student services provided, special programs, how to fill out an application, and the 5 step enrollment process.	2007-2008	1,823	133 Visits
	2008-2009	5,186	327 Visits
	2009-2010	5,395	311 Visits
	2010-2011	5,915	338 Visits
Shadow Day Program- Shadow Day was created to simulate a one-day college experience to high school students. During the day, students receive the following information Admissions Process at GCC, Financial Aid, Transfer Program' Academic Programs, and Co-Curricular Activities. Students also participate in a campus tour and learn about services and programs offered. After the campus tour, students are paired with a GCC student and attend a college classroom. During lunch, a panel of GCC students share their experiences and challenges about transitioning from high school to college and from college to a university.	2007-2008	495	10 Shadow Days
	2008-2009	497	10 Shadow Days
	2009-2010	590	12 Shadow Days
	2010-2011	274	7 Shadow Days
GCC Bound Program – Is a comprehensive program that provides high school seniors the opportunity to complete their application, take their assessment tests, attend a financial aid workshop, take a tour of the	2007-2008	48	1 GCC Bound
	2008-2009	146	2 GCC Bound

campus and meet with various department supervisors. The key is to complete all of these steps throughout the students' senior year. This allows students to meet the priority registration deadline, make connections with students and college representatives, as well as, take a tour of the campus.			
	2009-2010	50	1 GCC Bound
	2010-2011	397	8 GCC Bound
Jump Start Program- An opportunity for high school students in good academic standing and who are interested in personal enrichment. Jump Start gives the student a chance to get a head start on college by taking up to 6 units each fall/spring semester or 3 units each summer/winter session. This enables students to earn college credit while still attending high school.	2007-2008	500-700 Annually	
	2008-2009	500-700 Annually	
	2009-2010	500-700 Annually	
	2010-2011		
Counselor Day Program – Annual conference for all local high school counselors. Outreach collaborates with Student Services/Counseling to host this event.	2007-2008	164	
	2008-2009	265	
	2009-2010	133	
	2010-2011	159	
High School Class Visitation (including Collaborative Program)	2007-2008	2,052	35 Visitations
	2008-2009	3,012	45 Visitations
	2009-2010	1,454	35 Visitations
	2010-2011	1,449	27 Visitations
Financial Aid Presentations- Financial Aid Presentations are provided in many ways. For example: On & off campus tables, EOPS workshops, College Visits Program, and Shadow Days.	2007-2008	7,089	
	2008-2009	6,372	
	2009-2010	5,402	
	2010-2011	3,562	
College/Career Fairs/Parent Nights- On-site information sessions(workshops & presentations) at schools and other community events.	2007-2008	2,675	107 Events
	2008-2009	2,450	98 Events
	2009-2010	2,725	109 Events
	2010-2011	1,700	108 Events
Telephone	2007-2008	6,025	
	2008-2009	9,600	
	2009-2010	15,665	
	2010-2011	18,400	
Email	2007-2008	1,225	
	2008-2009	2,400	
	2009-2010	4,900	
	2010-2-11	5,600	
One-on-one Advisement- Walk in and appointments at in SOS office.	2007-2008	1,450	
	2008-2009	3,440	
	2009-2010	8,430	
	2010-2011	9,700	
Marketing Efforts – Collaborate with Marketing committee to design and disseminate promotional materials including the Invitation Folders, High School Connections, post cards, Class Schedules, and the Graduating Senior Piece.	2007-2008		More than 15,000 pieces were mailed/distributed
	2008-2009		More than 25,000 pieces were mailed/distributed
	2009-2010		More than 30,000 pieces were mailed/distributed
	2010-2011		More than 30,000 pieces were mailed/distributed

STAFFING	FTEF	Mgmt.	Classified	Hourly	Student Workers Hrs.
2007-2008		.5	4		120
2008-2009		.5	4		90
2009-2010		.5	4		80
2010-2011		.5	4		70

1.1. Describe how these trends have affected student achievement and/or student learning:

The SOS staff has focused on the high school visits program, which is evidenced by the increase in service contacts by nearly 10%. The most significant growth was in the GCC Bound program as indicated by an 800% increase in service contacts. Additionally, the SOS staff has evolved into a central contact point for current and prospective students as telephone calls have increased by 17.5%, direct student service emails by 15%, and walk-in service contacts by 13%. Conversely, there has been a notable 54% decrease in the Shadow Day Program service contacts due to the college's budget crisis, the loss of grant funding, and cuts in school budgets.

1.2. Is there other relevant quantitative/qualitative information that affects the evaluation of your program?

2.0. Student Service Learning and Program Outcomes

Please provide the following information for each SLO/SAO within this area (add rows as needed).

Program Service/ Function	SLO / SAO	Have program outcomes been assessed? Yes or No	Has the assessment data been analyzed? Yes or No	Has the data been used for program improvement?
Campus Visits Program GCC Bound Shadow Day Program	Understanding of the Application and Enrollment Process Prospective students understand the four-step enrollment process. Understanding of Transfer Education Opportunities Prospective students understand their transfer education options. Understanding of Vocational Education Opportunities Prospective students understand their vocational education, degree, and certificate options at GCC.	Yes	Yes	Yes

2.1. Please comment on your answers above.

The data from the assessments have been used to alter our program offerings and presentations in an effort to improve student learning.

2.2. If available, please provide a ***link**** to any program assessment reports/timelines here. This link could be to your program/department website, eLumen, etc.

N/A

2.3 Does the evidence from assessments show that students are achieving the desired outcomes?

Yes, the 2008-2009 assessments indicated a large number of students could not list two examples of Career and Tech. education programs. Conversely, the 2009-2010 and 2010-2011 assessment showed students had a better understanding of Career and Tech. programs.

2.4 Briefly summarize any elements of your program/services that have been changed or will be changed as a result of assessments.

We have achieved our goals with our current SLO's and will be evaluating other opportunities for improvement and growth.

2.5 Based on the program assessment timeline and/or evidence you have gathered, please comment briefly on how far along your department/program is in the assessment process.

SOS has completed three cycles and is currently beginning data collection for the fourth cycle.

3.0. Reflection and Action Plans

3.1 What recent activities, dialogues, discussions, etc. have occurred to promote student service outcomes or improved program/division processes?

SOS has broadened its focus from student recruitment to providing pre-enrollment services to help new students make the transition to GCC. Because the college has been over cap and reducing course offerings due to budget shortfalls, it is imperative for prospective students to prepare early with the help of SOS to ensure their success. SOS has leveraged on- and off-campus resources to maintain its programs (i.e. Shadow Days and GCC Bound) that are most effective in helping incoming students navigate through the matriculation process and get a better start at GCC.

3.2 Using the weaknesses, trends and assessment outcomes listed on the previous pages as a basis for your comments, please briefly describe your plans and/or modifications for program improvements.

Plans or Modifications	Anticipated Improvements
Continue to become more cost effective in assisting prospective students in their transition to GCC.	SOS will focus on acquiring and resources to support the Shadow Day and GCC Bound Programs.

2011 PROGRAM REVIEW

STUDENT OUTREACH *More Office Space*	S:SOS-1

Section 4
Resource Request

Type of Resource Request:

___ Facilities/Maint. ___ Classroom Upgrades _X_ New space ___ Conference/Travel
___ Instructional Equip. ___ Non-Instructional Equip ___ Training ___ Other
___ Computer/Hdware ___ Software/Licenses ___ Supplies

Mandatory: Is this request for one-time funding? _ __ OR Does this request require ongoing funding?_X_

If this is a repeat request, please list the Resource ID code or year requested: _____

Mark if the following apply to this request: ___ Health & Safety Issue ___ Legal Mandate
___ Accreditation Requirement ___ Contractual Requirement

4.1. Clearly describe the resource request.

The SOS operation is hampered by limited office space. In 2006 there were 3 full-time SOS employees. Currently, there are 5 full- time employees and up to 8 Student Ambassadors working in a confined space with very limited storage area. In order to provide a more productive work environment for staff and a better advising experience for prospective students, we will need to expand our office space.

Amount requested $ _____Unk._____

4.2. Justification and Rationale: What planning goal, core competency or student outcome does this request address? Use data from your report to support your request.

This request is addresses the SMP goal 1, objectives 1.1, 1.2, 1.3 (Student Awareness, Access, Persistence, and Success.

4.3. What measurable outcome will result from filling this resource request?

With additional space the SOS office will be able to accommodate more prospective students. Computer stations would be added to allow prospective and current students to apply online, access MyGCC, and register for classes.

APPROVALS

AGENCY	***DECISION***							
The Program Review Committee has reviewed the data, outcomes and plans in the report and finds this request to be:	Well supported							**W**
	Adequately supported							
	Not supported							
	Reason:	Sect.1: Data		Sect.2: SLOs		Sect.3: Plans		Other:
Standing Committee Review of Resource Request **Committee: Academic Affairs**					Prioritization Score			

2011 PROGRAM REVIEW

Section 4
Resource Request

STUDENT OUTREACH SERVICES ***Bus Transportation-Student Tours***	**S:SOS-2**

Type of Resource Request:

___ Facilities/Maint. ___ Classroom Upgrades _ _ New space _x_ Conference/Travel
___ Instructional Equip. ___ Non-Instructional Equip ___ Training ___ Other
___ Computer/Hdware ___ Software/Licenses ___ Supplies

Mandatory: Is this request for one-time funding? _ __ OR Does this request require ongoing funding?_X_

If this is a repeat request, please list the Resource ID code or year requested: _____

Mark if the following apply to this request: ___ Health & Safety Issue ___ Legal Mandate
___ Accreditation Requirement ___ Contractual Requirement

4.1. Clearly describe the resource request.

In order to market Glendale College to prospective students in area schools, SOS needs funding to provide bus transportation that will enable them to visit campus to participate in tours, presentations, and other outreach events at GCC.

Amount requested $ _____$10,000_____

4.2. Justification and Rationale: What planning goal, core competency or student outcome does this request address? Use data from your report to support your request.

This request is addresses the SMP goal 1, objectives 1.1, 1.2, 1.3 (Student Awareness, Access, Persistence, and Success)

4.3. What measurable outcome will result from filling this resource request?

In order to continue to bring prospective students to GCC, we need to have our transportation budget restored. Bringing students from area schools to visit campus is our most effective outreach tool. The more tours and college presentations we are able to provide prospective students on campus, the more they will know about enrolling at GCC, the transfer process, and their options for career and technical education.

APPROVALS

AGENCY	***DECISION***							
The Program Review Committee has reviewed the data, outcomes and plans in the report and finds this request to be:	Well supported							**X**
	Adequately supported							
	Not supported							
	Reason:	Sect.1: Data		Sect.2: SLOs		Sect.3: Plans		Other:
Standing Committee Review of Resource Request **Committee:**					Prioritization Score			