Peralta Community College District
STUDENT SERVICES ANNUAL PROGRAM UPDATE

Academic Year 2015-2016

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:	10/28/2015
College	College of Alameda	**Administrator:**	Amy H. Lee, Ed.D
Unit/Area	Admission and Records		
Completed By:	Marcean Bryant & Amy H. Lee		

Mission/History and Description of Service Provided *Brief, one paragraph.*	Admissions and Records Department serves as the first point of access to the college for new students and the general public. Admissions and Records is dedicated to providing exceptional customer service. Open CCC is the online application service for students to enroll in any of the Peralta colleges. A&R assists students with adding and dropping classes; changing majors and personal information; enrollment verification; ordering official transcripts; records corrections; and other issues that affect registration and enrollment.
Student Learning Outcomes (SLOs) *(or Service Area Outcomes-SAOs, or Program Learning Outcomes-PLOs)*	SLO1 Students will understand about drop and add dates and that all fees are due at the time of registration and the resulting consequences of unpaid balances. SLO 2 Students will fulfill degree and certificate requirements within the semester in which they applied for a diploma or certificate.
SLO/SAO/PLO Mapping to Institutional Learning Outcomes (ILOs)	SLO 1 Students will be able to increase their independence in managing their academic affairs by effectively navigating through Passport to Add & Drop classes. (ILO 2: Technology & Communication) SLO 2 Students will understand about drop and add dates and that all fees are due at the time of registration and the resulting consequences of unpaid balances. (ILO 1: Problem Solving & Decision Making) SLO 3 Students will fulfill degree or certificate requirements within the semester in which they applied for a diploma. (ILO 1: Problem Solving & Decision Making)

II. ASSESSMENT, EVALUATION AND PLANNING

Quantitative Assessments	
Include service area data such as number of students served by your unit/area. Include data and recommendations from program review. *Include data used to assess your SLO/SAO/PLOs.*	SLO1 Students will understand about drop and add dates and that all fees are due at the time of registration and the resulting consequences of unpaid balances. Based on the Record Correction we received from the following terms we have not met our outcome from last year there was an increase in Record Correction forms turned in. Fall 2014 137 Spring 2015 128 Summer 2015 41 SLO 2 Students will fulfill degree and certificate requirements within the semester in which they applied for a diploma or certificate Based on the diploma and certificate we have met this year outcome more students have applied and were awarded from last year. The number of Degree and Certificate we collected and awarded for the following terms: Fall 2014 Degree Approved 75 Degree Denied 13 Certificate of Achievement Approved 68 Certificate Achievement Denied 4 Certificate of Proficiency Approved 10 Certificate of Proficiency Denied 1 Total of students applied 171 Spring 2015 Degree Approve 138 Degree Denied 38 Certificate of Achievement Approved 257 Certificate of Achievement Denied 20 Certificate of Proficiency Approved 3 Certificate of Proficiency Denied 0

| | Total of students applied 456
Summer 2015

Degree Approved   23
Degree Denied   13

Certificate of Achievement Approved   37
Certificate of Achievement Denied   6

Certificate of Proficiency Approved   1
Certificate of Proficiency Denied   0

Total of student applied   80 |
| | |

Qualitative Assessments

Qualitative Assessments	
Present evidence of community need based on advisory committee input, student surveys, focus groups, etc. *Include data used to assess your SLO/SAO/PLOs.*	Our department has noticed shorter lines; perhaps students are using online service. We are still assisting High School students and students with permission numbers when they need assistance. As far as faculty we are currently assisting more faculty needing assistance submitting census and attendance and grade rosters.

Identifying Strengths, Weaknesses, Opportunities, and Limitations

Strengths *What are the STRENGTHS of your unit/area?*	The Welcome Center provides relief of the traffic at the Admissions and Records counters. Students are able to use the computers in the Welcome Center to submit online applications and update and view their program information. Student Ambassadors are available to help students successfully enroll in classes and make necessary changes in their programs by providing customer service and technological assistance. We also provide accessibility for our faculty when they need help troubleshoot with Passport problems.
Weaknesses *What are the current WEAKNESSES of your unit/area?*	Continuing difficulties with Passport: when students complete the online application through Open CCC the turnover on the application process may be 24 to 48 hours so students cannot register for classes on the same day. Additionally, we currently do not have a system to collect data on how many students we service at the front counter throughout the day.

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Opportunities *What are the OPPORTUNITIES in your unit/area?*	1. Participate in the new student as well as faculty orientation. 2. Provide outreach and support to high school counselors to yield seniors to our campus 3. Create opportunities and strengthen training for Student Ambassadors to go in the community and represent the College; provide tours; advertise reminders for important A&R dates
Limitations *What are the current LIMITATIONS of your unit/area?*	1. No system to track the number of students assisted in Admission and Records. 2. Permanent Funding for Ambassador's in Welcome Center. 3. Students are not aware if there is a problem with submitting their application to Open CCC

Action Plan for Continuous Improvement
Please describe your plan for the continuous improvement of your unit/area.

1. Participate in the new student as well as faculty orientation.

2. Provide outreach and support to high school counselors to yield seniors to our campus

3. Collaborate with and support Outreach activities

4. Prominently advertise A&R dates through FAS; campus signs; ASCOA; automated calls

5. Define Student Ambassador role and provide training which matches the job description

6. Develop evaluation methods for SLO measurement

7. Develop online survey or at the counter survey

Additional Planned Educational Activities Towards FTES, Student Success, Persistence, and Completion

Describe your unit/area's plan to meet district FTES target and address student success, persistence, and completion, especially for unprepared, underrepresented, and underserved students. (see Student Success Scorecard-http://scorecard.cccco.edu/scorecard.aspx)

Meet District FTES Target for AY2013-2014 of 18,830	- Assisting students in students in applying and enrolling in classes - Notifying students of important dates related to add/ drop - Supporting faculty with enrollment issues and submission of Census rosters - Partnering with ASTI high school concurrent enrollment
Increase Student Success	Referring students to campus services including Counseling, LRC, and Financial Aid, and Special Programs
Increase Persistence *Percentage of degree and/or transfer-seeking students who enroll in the first three consecutive terms. This metric is considered a milestone or momentum point, research shows that students with sustained enrollment are more likely to succeed.*	Supporting continuing students in registering for courses.
Increase College Completion *Percentage of degree and/or transfer-seeking students who complete a degree, certificate or transfer related outcomes.*	- Evaluating transcripts for credits that can be used to meet student education goals (Certificate, AA/AS) - Processing degree petitions - Processing transcript orders

III. RESOURCE NEEDS

Human Resource/Personnel
Please describe any human resource/personnel needs for your unit/area.

Current Staffing Level:		Headcount	FTE Equiv.
	Faculty (Permanent)	0	0
	Faculty (PT/Adjunct)	0	0
	Classified Staff (Permanent)	3	3
	Classified Staff (Hourly)	1 (temp)	1
	Students	5	2.5
	ICC/Consultant/Other	0	0

Narrative: *Describe the current staffing level in relation to the relative need for effective delivery of your unit/area's programs and services.* *Discuss any current position vacancies, the need for additional personnel, the need for permanent faculty/staff instead of adjunct/hourly personnel, etc.* *Describe implications of the current staffing level in your unit/area to overall service delivery.*	Current Staffing Level: 1 Fulltime Supervisor 1 Fulltime Evaluator 1 Fulltime Clerk 1 Hourly Clerk 2 Student Ambassador (work hours varies) 3 Student Workers work (hours varies)
Human Resource/Personnel Requests *List your human resource/personnel requests in prioritized/ranked order.* *Human resource/personnel requests will go through the established College and District planning and budgeting process.*	An additional staff person (.hourly clerk permanently) is needed to provide support for the 3 FTE, increase customer service, and cover the evening hours. Additional 3 student workers to provide assistance in Admission and Records.

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Facilities/Infrastructure

Please describe any facilities/infrastructure needs for your unit/area.

Narrative: *Describe the current facilities/infrastructure of your unit/area in relation to the relative need for effective delivery of programs and services.* *Describe implications of the current state of facilities/infrastructure in your unit/area to overall service delivery.*	The College provides a Welcome Center on the first level in front of the Admissions and Records Office that supplies 21 computers and one printer that is used by the students to submit on-line applications to Open CCC through the Passport system, add/drop classes, make changes in personal information and print unofficial transcripts. The College also provides space to hang the Credential Solutions transcript banner to inform students how to submit official transcript requests.
Facilities/Infrastructure Requests *List your facilities requests in prioritized/ranked order.* *Facilities requests will go through the established College and District planning and budgeting process.*	None.

Technology

Please describe any technology needs for your unit/area.

Narrative: *Describe the technology needs of your unit/area in relation to the relative need for effective delivery of programs and services.* *Describe implications of the current state of technology in your unit/area to overall service delivery.*	1. Programmer in the District IT Department dedicated to Admissions and Records to maintain and increase the functionality of the PeopleSoft system. 2. Computer Program modification or process that would assist in notifying applicants of input errors prior to the upload into PeopleSoft. This would decrease the number of phone calls and students with problems at the counter. 3. 3 New computers at the front counter current computers always need to be re-started in middle transactions. 4. 1 additional computer or I Pad so students can do online survey at counter
Technology Requests *List your technology requests in prioritized/ranked order.* *Technology requests will go through the established College and District planning and budgeting process.*	1. Printer for front counter use 2. A way to track how many students we service at the counter 3. Connect with SARS system so we can track how many students we serve at the counter.

IV. OTHER

Please feel free to provide any additional information about your unit/area below.

None