Peralta Community College District

Berkeley City College
College of Alameda
Laney College
Merritt College

**College of Alameda
Transfer Program
Program Review
2015**

1. **College:** College of Alameda

   Program: Transfer Center

   Date: November 3, 2015

   Members of the Department, Program or Administrative Unit Program Review Team:

   Members of the Validation Team:

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2. Narrative Description:

The Transfer Program's primary function is to ensure that all students have access to necessary transfer information and provide programs and services needed for successful transition to receiving institutions. The primary responsibility for the Transfer Program is to assist underrepresented, low-income, disabled, and first generation college students through outreach programs and services to increase their awareness of the opportunities and resources available to achieve student success and transfer.
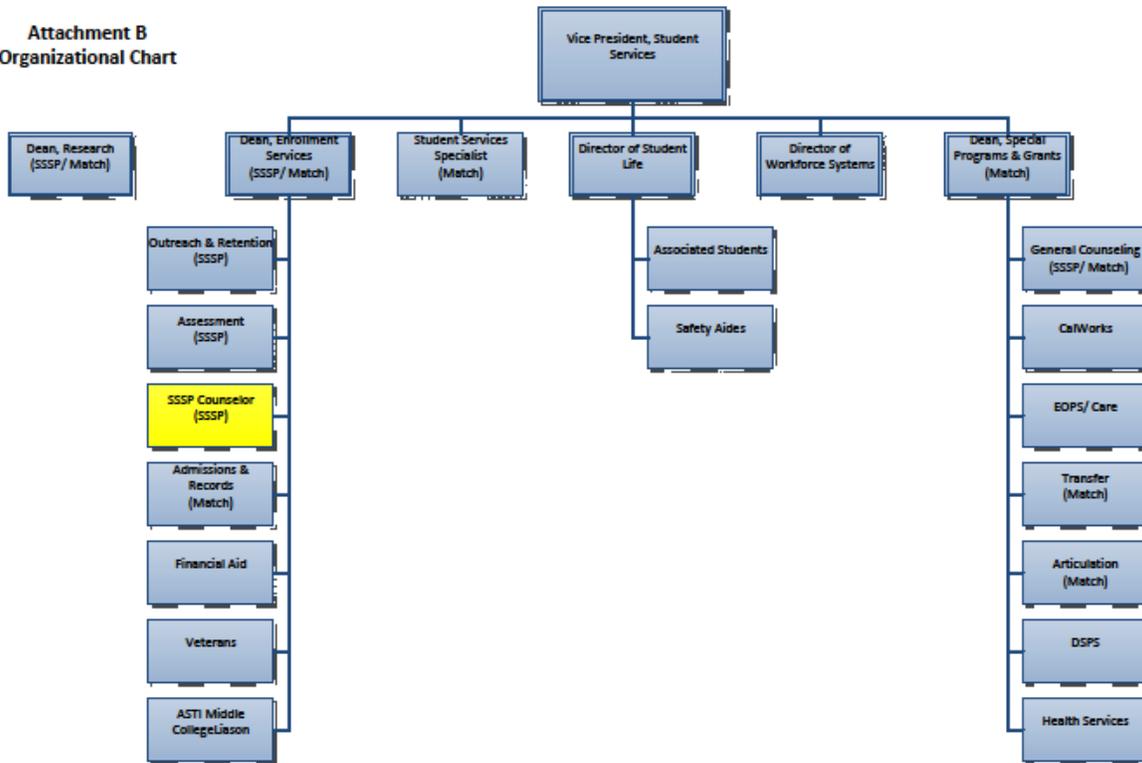
Program and Services:
- Transfer Admission Guarantee (TAG) agreements
- 4-yr Representative visits
- Transfer Day - college information fair includes over 40 CSU/UC and private colleges and universities
- Scholarship Information
- Cross Enrollment Program
- Workshops
- Resource library
- Application assistance
- College Tours

Facilities:
- Shared space with Counseling Staff Assistant
- 2 Computer stations for student access to online applications and college information
- Resource library
- Cubicle space for college representatives
- Counselor office

3. Organizational Chart:

Attachment B
Organizational Chart

Vice President, Student Services

Dean, Research (SSSP/ Match)

Dean, Enrollment Services (SSSP/ Match)
- Outreach & Retention (SSSP)
- Assessment (SSSP)
- SSSP Counselor (SSSP)
- Admissions & Records (Match)
- Financial Aid
- Veterans
- ASTI Middle College Liason

Student Services Specialist (Match)

Director of Student Life
- Associated Students
- Safety Aides

Director of Workforce Systems

Dean, Special Programs & Grants (Match)
- General Counseling (SSSP/ Match)
- CalWorks
- EOPS/ Care
- Transfer (Match)
- Articulation (Match)
- DSPS
- Health Services

2015-16 College of Alameda
SSSP Organizational Chart

*Does not include hourly staff or student workers

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The Transfer Center functions are coordinated by a designated Transfer Counselor (FTE 1.0) with time divided between General Counseling and the Transfer Center. The Transfer Center is central to the college's transfer function and strives to strengthen the institutional commitment to supporting students in their transfer planning. Following the Transfer Center Guidelines set by the California Community College Transfer Center Directors and the California Community Colleges Chancellor's Office the Transfer Counselor works to engage with the college community in the following areas:

1. Serving as the primary contact person for inquiries from community college administrators, faculty, staff, students and the community concerning the college's transfer programs and services.
2. Serving as a liaison between the community college and baccalaureate-level universities in regards to admission policies and transfer requirements.
3. Working with campus faculty and administration to ensure that the transfer function is clearly identified as a primary mission of the college
4. Working with college administrators to coordinate the activities of the Transfer Center with other instructional and student services programs on campus and to encourage cooperative working relationships.
5. Informing the college's academic senate of critical transfer initiatives and policy changes, and encouraging the participation of instructional faculty in the development, implementation and evaluation of transfer efforts. Working with instructional faculty to incorporate the transfer function as a part of the syllabus of select courses offered at the community college
6. Chairing the Transfer Center Advisory Committee developed to assist in supporting and strengthening transfer activities on campus.
7. Working with the campus articulation officer to monitor and encourage the development of articulation agreements and campus participation in articulation efforts.
8. Providing ongoing information and training to counselors regarding new transfer options, changing requirements, university selection criteria, ASSIST and university application procedures to ensure that accurate and up-to-date information is being conveyed to students.
9. In conjunction with the Counseling Department, provide transfer counseling that includes handling complex transfer cases referred to the Transfer Center by counselors, administrators or instructional faculty; the evaluation of independent and out-of-state transcripts for transfer to UC, CSU or other baccalaureate-level colleges or universities; research regarding transfer requirements to independent or out-of-state universities; or advocacy for students who believe their denial of admission from a baccalaureate-level university is unfair or incorrect.
10. Receiving daily California Community College and university updates through the statewide Transfer Center Director's distribution list (organized through the CCC Chancellor's Office) and redirecting these updates to counselors, Transfer Center staff, and appropriate administrators and instructional faculty.
11. Providing transfer courses, workshops and classroom presentations that include information about university admission requirements, selection criteria, Transfer Admission Agreements, and application processes to baccalaureate-level campuses. These classes, workshops and presentations should be provided for all students including EOPS, DSPS, foster youth, veterans and Umoja students.
12. Encouraging and participating in campus wide efforts to identify and remove barriers to the retention and transfer of all students including low-income, disabled and first generation college students. Assisting in campus wide efforts to develop strategies to improve the transfer rate for these students.
13. In conjunction with regional universities, developing and implementing methods to evaluate the effectiveness of local transfer activities.

14. Directing the Transfer Center's university tour program.
15. Reporting to the college governing board annually on transfer numbers and community college or university trends or policies that are affecting transfer students.

Demographics

College of Alameda's student population is largely first generation and likely to be enrolled in foundational English and math courses. The Transfer Center's focus is enhancing the transfer of students from economically disadvantaged families and students from traditionally underrepresented minorities. The Transfer Center strives to engage and collaborate with programs and services that support underrepresented students, such as, EOPS, Brotherhood, UMOJA, Open Gate, DSPS, and Veterans.

Advisory Committee

The Transfer Counselor chairs the Transfer Center Advisory Committee which assists in supporting and strengthening transfer activities on campus. Members of this committee have included instructional and counseling faculty, students and representatives from local universities.

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4. Student Demographic Data:

Data collection is currently limited to transfer rates to CSU, UC, private and out of state institutions. Some demographic data is available through reports from CSU and UC data centers. To have meaningful impact on Transfer Center planning, the Transfer Program needs support from administrators and Institutional Research to develop useful data collection strategies.

In State Private and Out of State Transfers by Year

Year	In State Private	Out of State
2011-2012	38	51
2012-2013	22	30
2013-2014	12	10

California State University – College of Alameda Transfer Data

	AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN ONLY	HISPANIC	PACIFIC ISLANDER	WHITE	TWO OR MORE RACES	UNKNOWN	TOTAL
2011-12	28		71	22		29	10	5	165
2012-13	15	-	52	17	-	11	9	7	111
2013-14	25	-	68	21	1	22	9	-	146
2014-15	25	-	53	19	1	16	7	8	129
TOTAL	93	-	244	79	2	78	35	20	551

University of California Transfer Data

	Applicants	Admits	Enrollees
Fall 2012	83	55	44
Fall 2013	103	86	64

Fall 2014	98	72	58

5. Assessment:

The following program goals and objectives are evaluated through UC, CSU and independent institution transfer rates, SLOs, and surveys collected after counseling sessions, workshops and transfer events.

The Transfer Center has identified the following Student Learning Outcomes for the various services provided to students:

1. Students who utilize the Transfer Center's services, events, and programs will demonstrate the ability to access, utilize, and integrate new transfer information learned into their transfer planning.
2. Students who utilize the Transfer Center's services and resources, and participate in the center's events, will demonstrate an increased level of confidence in their transfer knowledge.

Student Learning Outcomes (SLOs) may be assessed through the following methods:

- Surveys
- Questionnaires
- Review of collected data

The Student Learning Outcomes (SLOs) are published on the Transfer Center website at:

http://alameda.peralta.edu/transfer-program/transfer-center-student-learning-outcomes/

In spring 2015, Student Learning Outcomes for the Transfer Center were reevaluated and modified. Updated surveys contain a pre/post component and are distributed at workshops and transfer events. Prior to this change, data was collected from a Counseling Department survey distributed annually. Alternative feedback provided by student surveys, faculty input and Transfer Center advisory committee meetings, has resulted in the following significant improvements to the program.

Improvement 1
The Transfer Center has increased the number of college tours offered over the last three years. The Transfer Center began to offer tours again in 2013 and has increased tours to four in 2014-15. In 2014-2015, students attended San Francisco State University Transfer Day which included a college tour, transfer workshops, transfer student panel, and resource fair; Discover Davis transfer conference and tour; CSU East Bay college tour and WACAC College Fair; and UC Berkeley college tour. Student feedback has been very positive with requests for more tour options. Funding for tours is not currently budgeted for annually.

Improvement 2
In 2014, the Transfer Center and Student Success Academy collaborated on an end of year Student Success Celebration. This event was prompted by the Peralta Chancellor's directive to "celebrate our students" and recognized students transferring from College of Alameda. It became an opportunity to collaborate with the Success Academy and acknowledge students completing their first semester/year

at College of Alameda. This event provided an opportunity to promote transfer to new students participating in the Success Academy course and for transferring students to connect with other students leaving College of Alameda.

Assessment of surveys completed by students attending transfer workshops and activities seem to indicate students are not familiar with the full range of transfer services available at College of Alameda. Students did demonstrate a high level of familiarity with majors offered, the application process and Low attendance at some of the introductory transfer workshops intended for new students may be due to students not feeling ready to attend transfer workshops, not being properly informed about the workshops, or lack of time to attend activities outside of class. As a result of this feedback, the Transfer Center has set goals to improve communication with potential transfer students, increase contact with students directly in the classroom and make transfer services more visible on campus.

Plan 1
Contacting students directly through classroom visits/presentations and campus tabling would ensure that students will have multiple contacts with the Transfer Center and access to transfer information. The Transfer Center will focus specifically on visiting foundational courses in English and math, Learning Communities, and College Success courses. Visits will be made by counselors and UC/CSU/private college representatives. The Transfer Center will also begin tabling frequently throughout the year to increase visibility on campus.

Plan 2
To capture students early in the transfer process, the Transfer Center will contact new students each semester who indicate they are interested in transferring on their OpenCCC application. Students will be contacted either by mail or email and introduced to the Transfer Center and its services, given general transfer information and will be invited to sign up for text updates, participate in Transfer Online Chat and attend a Transfer Orientation.

The Transfer Center has identified the following Student Learning Outcomes which are aligned with institutional level outcomes:

Students who utilize the Transfer Center's services, events, and programs will demonstrate the ability to access, utilize, and integrate new transfer information learned into their transfer planning. (ILO 1 Problem Solving & Decision Making; ILO 2 Technology & Communication)

Students who utilize the Transfer Center's services and resources, and participate in the center's events, will demonstrate an increased level of confidence in their transfer knowledge. (ILO 1 Problem Solving & Decision Making; ILO 2 Technology & Communication)

(See attached Goal Alignment Summary)

What do members of your program do to ensure that meaningful dialogue takes place in both developing and assessing the program level outcomes and/or service area outcomes?

The Transfer Program works with campus faculty and administration to advocate for the transfer function and receive feedback on services provided. The Transfer Program also participates on the following committees:

- Chair, Transfer Advisory Committee
- Student Services Council
- Curriculum Committee
- Success Academy

Survey Summary

Surveys are primarily distributed to students participating in transfer workshops and events. Surveys have been useful in determining the level of student satisfaction with services provided, student familiarity with transfer services, and for gathering general feedback and suggestions. However, to better serve underrepresented student populations, additional surveys may need to be developed for students who have not made connection to transfer services. To accurately assess the extent students are being educated about transfer resources and support services, surveys will be developed and distributed to classrooms.

2012-2013
Summary of Findings:
I can identify programs and services that can assist me with my transfer needs

Transfer Admission Guarantee (TAGS) 29.2%
Transfer Alliance Project 12.5%
Concurrent Enrollment Program 8.3%
Transfer Resource library 4.2%
Not Applicable 66.7%

I have participated in transfer functions at College of Alameda
Transfer Day 17.4%
Transfer workshop at Fabulous Friday New student Orientation 4.3%
UC personal statement workshop 0 0%
Not applicable (N/A) 19 82.6%

I am familiar with the various degrees/majors offered at the CSU and UC campus and their requirements in order to transfer.
Scale of 1 to 5 - (1 Disagree - 5 Strongly Agree)

1 .3%
2 0%
3 4.3%
4 26.1%
5 65.2%

Summary of Findings: I am aware of the transfer application process, procedures and deadlines.
Scale of 1 to 5 - (1 Disagree - 5 Strongly Agree)
1 4.5%
2 4.5%

3 22.7%
4 18.2%
5 50%

I have a general understanding of how to use any or all of the following websites:
ASSIST, CSU Mentor, CCC Apply, and UC Apply.
Scale of 1 to 5 - (1 Disagree - 5 Strongly Agree)
1 0%
2 4.3%
3 13%
4 30.4%
5 52.2%

62% of students indicated they were aware of the application process.
82.6% of students indicated an understanding of the how to use online resources to complete their application.

2013-2014

Summary of Findings: I feel more informed about my transfer options:
Scale of 1 - 5 (1 = Do not agree 5 = Strongly Agree)

1 - 0%
2 - 2%
3 - 32%
4 - 33%
5 - 29%

2014-2015 Survey Results
Summary of Findings: I can identify programs and services that can assist me with my transfer goals
29.6% - Concurrent Enrollment Program
59.3% - College Representative Appointment
66.7%- Transfer Workshops
37% - Transfer Resource Library
77.8% - UC Transfer Admission Planner
85.2% - UC Transfer Admission Guarantee (UC TAG)
74.1% - UC Davis Transfer Opportunities Program (TOP)
59.3% - Transfer Alliance Project (TAP)

I have participated in transfer functions at College of Alameda
30% - Transfer Day
86.7% - Discover UC Davis Tour
20% - Met with College Representative
10% - Classroom Visits from Transfer Center/ College Rep.
23.3% - Transfer Workshops
3.3% - Other

I am familiar with the various degrees/majors offered at the CSU and UC campuses and their requirements in order to transfer.
1 - Strongly disagree: 0%
2 - 12.5%
3 - 21.9%
4 - 37.5%
5 - Strongly Agree: 28.1%

I have an understanding of how to use any or all of the following websites: ASSIST, CSU Mentor, CCC Apply, and UC Application.

1 Strongly Disagree: 3.1%
2 15.6%
3 18.8%
4 28.1%
5 strongly agree: 34.4%

I am aware of the transfer application process, procedures and deadlines.
Strongly Disagree: 1 0%
2 12.9%
3 22.6%
4 29%
Strongly Agree: 5 35.5%

Program Effectiveness
Indicators of program effectiveness are measured through the following Student Learning Outcomes:

Students who utilize the Transfer Center's services, events, and programs will demonstrate the ability to access, utilize, and integrate new transfer information learned into their transfer planning.

Students who utilize the Transfer Center's services and resources, and participate in the center's events, will demonstrate an increased level of confidence in their transfer knowledge.

Other indicators that measure program effectiveness include:
Annual increase in student's awareness and use of transfer services as measured through student surveys
Increase in transfer rates among underrepresented student populations

To accurately determine the Transfer Program's effectiveness, moving forward, a more meaningful strategy for collecting and assessing data will need to be implemented. Possible steps include: Consulting with outside Transfer Centers on their data collection process and with the District Institutional Research.

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6. Student Success and Student Equity:

Counseling 221 – Preparation for Transfer/ Retention-Success Rates

	2013 Spring		2013 Summer		2013 Fall		2014 Spring		2014 Summer		2014 Fall		2015 Spring	
	Retention	Success	Retention	Success	Retention	Success	Retention	Success	Retention	Success	Retention	Success	Retention	Success
Asian	-	50.00%	100.00%	50.00%	87.50%	87.50%	100.00%	100.00%	75.00%	75.00%	100.00%	100.00%	70.00%	40.00%
Black/Afr Am	-	16.67%	57.14%	28.57%	90.91%	90.91%	100.00%	85.71%	100.00%	100.00%	100.00%	100.00%	70.00%	70.00%
Filipino	-	-	-		100.00%	100.00%	-		100.00%	100.00%	-		-	
Hispanic	-	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Multiple	-	50.00%	75.00%	50.00%	100.00%	100.00%	100.00%	100.00%	100.00%		100.00%	50.00%	50.00%	25.00%
Unkn/Non Resp	-	100.00%	100.00%	50.00%	100.00%	100.00%	100.00%	100.00%	-	100.00%	100.00%	0.00%	66.67%	33.33%
White Non Hisp	-	100.00%	100.00%	100.00%	50.00%	50.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	75.00%	75.00%
16-18	-	-	-	-	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	66.67%	100.00%	100.00%
19-24	100.00%	-	75.00%	62.50%	85.71%	85.71%	100.00%	80.00%	87.50%	87.50%	100.00%	93.75%	76.47%	58.82%
25-29	100.00%	-	100.00%	50.00%	66.67%	66.67%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	71.43%	57.14%
30-34	-	-	100.00%	100.00%	83.33%	83.33%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	80.00%	60.00%
35-54	100.00%	-	50.00%	25.00%	100.00%	100.00%	-	NA	100.00%	100.00%	100.00%	100.00%	25.00%	25.00%
55-64	-	-	#DIV/0!	-	-	-	-	NA	100.00%	100.00%	100.00%	100.00%	-	
Female	100.00%	50.00%	75.00%	50.00%	90.00%	90.00%	100.00%	100.00%	94.12%	94.12%	100.00%	95.00%	72.00%	56.00%
Male	100.00%	100.00%	100.00%	100.00%	66.67%	66.67%	100.00%	85.71%	100.00%	100.00%	100.00%	88.89%	72.73%	63.64%

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7. Human, Technological, and Physical Resources (including equipment and facilities):

    Current Staffing

Full-time faculty headcount:	1.0 FTE (Divided .5 General Counseling/.5 Transfer)
Program)	
Part-time faculty headcount:	
Total FTEF faculty for the program:	1.0 FTE (Divided .5 General counseling/.5 Transfer)
Classified staff headcount, if applicable:	
Administrative staff:	
Other:	

Staffing Needs

According to the California Community College Transfer Center Recommended Guidelines, minimum staffing should consist of:

- One faculty director assigned full time to the Transfer Center with appropriate experience and training in university admissions and transfer counseling (or an administrative director with a master's degree in counseling, or a related field or equivalency, and experience in
- One to two full-time counseling faculty positions, or more depending on size of campus and scope of the transfer program; and
- One to two full-time classified positions, or more depending on the size of campus and the scope of the transfer program

Currently Transfer Center functions are coordinated by the Transfer Counselor with time divided between General Counseling. Limited staffing reduces the time available to provide the full range of recommended transfer services. Increasing the current Transfer Counselor's time from .5 to .75 to coordinating the Transfer Center would provide additional time needed to focus on the Transfer Program. The hiring of a classified staff assistant or clerical assistant would release the Transfer Counselor to focus on program coordination.

Facilities and Equipment

The Transfer Center is located in the Welcome Center in building A. It consists of an office, and an open location shared with the Counseling Staff Assistant. The center has two computer stations available for student use and a cubicle for college representatives. The space is used for students to receive assistance with applications, gather transfer related materials, and meet with college representatives.

Equipment Needs
Transfer Center computer refresh
Printer
Annual online chat subscription (Pending renewal of PASS funds)
Online chat will allow transfer students easy access to the Transfer Counselor and transfer information.

What are your key facilities needs for the next three years? Why? Please provide evidence to support your request such as assessment results data, student success data, enrollment data, and data on the number or type of services provided, survey results, and/or other factors.

Relocate Transfer Center to dedicated space on second floor of building A
Additional space would provide room for Transfer Center coordinator, counselor, staff, college representatives, and student workspace.
The Transfer Center serves as the focal point for transfer functions on campus. To provide a full range of transfer services, adequate staffing and space is needed. Previously the Transfer Center operated within its own designated space. Over the past five years, what was once the Transfer Center, has been divided and is now a shared use space occupied by the Counseling Staff Assistant, Counseling Department printer, and copier?

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8. Community, Institutional, and Professional Engagement and Partnerships:

  Chair – Transfer Center Advisory Committee
  Curriculum Committee
   Student Services Council
  Success Academy
  Pathways to Law School

The Transfer Counselor participates in the following activities:
- Regional Transfer Center Directors meetings coordinated by the CCC Chancellor's Office
- Transfer meetings and conferences sponsored by UC, CSU and independent colleges and universities.
- Contacting other California Community College campuses that have strong Transfer Center programs to obtain information and assistance in the development of transfer activities.
- Encouraging staff from university admissions offices to participate in Transfer Center activities: to meet regularly with potential transfer students to discuss academic options, evaluate transcripts, and assist in planning transfer coursework; to provide transfer and application workshops for students; to attend Transfer Center Advisory Committee meetings; and to attend annual Transfer Day events
- Receiving daily California Community College and university updates through the statewide Transfer Center Director's distribution list (organized through the CCC Chancellor's Office) and redirecting these updates to counselors, Transfer Center staff, and appropriate administrators and instructional faculty.
- Serving as a liaison between the community college and baccalaureate-level universities in regards to admission policies and transfer requirements.

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9. Professional Development:

Transfer Counselor remains current with transfer information through participation in meetings and annual counselor conferences sponsored by UC, CSU, private and out of state institutions.
Ensuring Transfer Success
University of California Counselor Conference
California State University Counselor Conference
Black College Expo
WACAC college fairs and workshops

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10**. Program Goals and Activities:**

Goal 1. Support Services:

Provide students with transition services

Assist students in the transition process, including timely completion and submittal of necessary forms and applications. [Section 51027 (b.1.F)]

Objective	Activities	Timeline
Provide students with transition services	Coordinate with Writing Center to provide personal statement workshops	Fall
	UC Personal Statement training for Counseling Department by UC Rep. as requested	Fall
	Personal Statement, UC TAG, "Next-Steps" workshops	Fall/Spring

Provide students with accurate transfer information

Ensure that students receive accurate and up-to-date academic and transfer information through coordinate transfer counseling services. [Section [Section 51027 (b.1.C]

Objective	Activities	Timeline
Provide students with accurate transfer information	• Maintain university resource library	Ongoing
	• Provide updates on TAG, IGETC, CSU GE, Transfer Degrees to students and counselors	Ongoing
	• Coordinate and advertise visits from university representatives	Ongoing
	• Transfer Day	Ongoing
	• Update and maintain Transfer Center website	Ongoing
	• Use internet and social media for distribution of transfer information	Ongoing

| | • Coordinate tours to local universities | Ongoing |

Maintain a resource library

Provide a resource library of college catalogs, transfer guides, articulation information and agreements, applications to baccalaureate institutions, and related transfer information. [Section 51027 (b.1.H)]

Objective	Activities	Timeline
Maintain a resource library	• Maintain an updated library of California college and university catalogs	Ongoing
	• Subscribe to *College Source* for student and counselor access to online catalogs	Ongoing
	• Maintain an updated library of resource materials	Ongoing
	• Maintain updated information in Transfer Program bulletin boards	Ongoing
	• Provide transfer, career, and major resources and research websites	Ongoing
	• Advocate for designated Transfer Center bulletin boards located in high traffic areas	

Facilities

Each district governing board shall provide space and facilities adequate to support the Transfer Center and its activities. Each district shall designate a particular location on campus as the focal point of transfer functions. This location should be readily identifiable and accessible to students, faculty and staff. [Section 51027 (b.2)]

Objective	Activities	Timeline
Provide a convenient and student friendly Transfer Program	• Provide computer stations for students to conduct research on colleges, majors, scholarships and to get assistance with completing college applications.	Ongoing
	• Advocate for a designated Transfer Center with adequate space for transfer services, college representatives, and Transfer Center Staff Assistant.	

Staffing

Each district governing board shall provide clerical support for the Transfer Center and assign college staff to coordinate the activities of the Transfer Center; to coordinate underrepresented student transfer efforts; to serve as liaison to articulation, student services, and to instructional programs on campus; and to work with baccalaureate institution personnel.[Section 51027 (b.3)]

Objective	Activities	Timeline
Staffing	• Advocate for budget allocation for classified staff, transfer counseling and student employees to expand and support Transfer Center Services	Ongoing

Goal 2 Assessment (of SAOs or AUOs):

Evaluation and Reporting

Each district governing board shall include in its Transfer Center Plan a plan of institutional research for ongoing internal evaluation of the effectiveness of the college's transfer efforts, and the achievement of its Transfer Center Plan. [Section 51027 (b.5)]

Objective	Activities	Timeline
Evaluation and reporting of Transfer Program Services and activities	• Participate in Student Services Unit Plan Review	Annually
	• Provide evaluations to university representatives after each transfer fair	Fall/Spring
	• Survey students attending workshops	Ongoing
	• Track evaluate Student Learning Outcomes (SLO)	Fall/Spring
	• Gather transfer statistics	Annually
	• Complete annual Transfer Center Report for the Community College System Office	Annually
	• Report Transfer Program activities and evaluation outcomes to the Advisory Committee	Fall/Spring
	• Work with 3SP coordinator to access student data collected in SARS	

Monitor progress of transfer students

Monitor the progress of transfer students to the point of transfer, in accordance with monitoring activities established in the Transfer Center Plan. [Section 51027 (b.1.D)]

Objective	Activities	Timeline
Monitor progress of transfer students	• Utilize SARS to track the number of students who use the Transfer Center services	Ongoing
	• Identify number of College of Alameda students who transfer to UC, CSU and California Independent schools	Ongoing
	• Utilize UC Data Share to maintain contact with students through transfer to admissions	Spring
	• Utilize SARS to track the number of students who meet with university representatives	Ongoing
	• Track student workshop attendance	Ongoing

Advisory Committee

Each district shall designate an advisory committee to plan the development, implementation, and ongoing operations of the Transfer Center. Baccalaureate institution personnel shall be included as available. [Section 51027 (b.4)]

Objective	Activities	Timeline
Develop active Advisory Committee	• Invite participation from student organizations and programs to participate on Transfer Advisory Committee: Student Activities, ASCOA, EOPS, DSPS, Learning Communities, etc.	Fall/Spring

Goal 3. Student Success and Student Equity:

Identify and serve target populations

Identify, contact and provide transfer support services to targeted student populations as identified in the Transfer Center Plan, with priority emphasis placed on African-American, Chicano/Latino, American Indian, disabled, low-income, and other underrepresented students. These activities shall be developed and implemented in cooperation with student services departments and with faculty. [Section 51027(a.1.A)]

Objective	Activities	Timeline
Identify and serve target populations.	• Invite UC/CSU/Private recruitment offices that assist specific student populations (i.e., UC Berkeley Black Student Recruitment and Retention Center) to offer workshops/information sessions/classroom visits	Ongoing
Identify and serve potential transfer students	• Request data from OpenCCC to identify potential transfer students and communicate upcoming transfer related functions, events, topics and information; as well as Transfer Center information regarding programs and services, four-year rep. visits, TAG information, etc. • Classroom visits visiting foundational courses in English and math, Learning Communities, and College Success courses. Transfer Center will also begin tabling every other week. • Contact students who indicate "transfer" on OpenCCC application and introduce Transfer Center services, provide general transfer information and steps • Develop Transfer Orientation • Collaborate with special student groups and programs to develop Southern California and HBCU college tour opportunities • Develop marketing materials to promote and education students about transfer services	Ongoing

Goal 4. Student Success:

Recognize transfer as a primary mission of College of Alameda

The governing board of each community college district shall recognize transfer as one of its primary missions and shall place priority emphasis on the preparation and transfer of underrepresented students, including African-American, Chicano/Latino, American Indian, disabled, low-income, and other students historically and currently underrepresented in the transfer process. [Section 51027 (a)]

Objective	Activities	Timeline
Support and encourage the development of a College wide transfer culture	• Work with college administrators and faculty to promote commitment to the transfer of students in public forums such as campus mission statement, college catalog, student handbooks and other relevant college publications	Ongoing
	• Update information on Transfer Center website, bulletin boards, campus bulletin boards	Ongoing
	• Distribute Transfer Events Calendar and events flyers to faculty, staff and students	Ongoing
	• Promote transfer services and resources through classroom presentations and tabling	Ongoing
	• Promote and encourage faculty, staff and administrators to participate in Transfer Day	Ongoing
	• Transfer Student Celebration ceremony	Fall
	• Develop online Transfer Chat (Pending PASS renewal)	
	• Meet with Transfer Center Advisory Committee to review Transfer Program Plan	Ongoing
	• Develop marketing materials to promote and education students about transfer services	

Goal 5 Professional Development, Community, Institutional and Professional Engagement and Partnerships:

Coordinate services with four-year institutions

In cooperation with baccalaureate institution personnel as available, develop and implement a schedule of services for transfer students to be provided by baccalaureate institution staff. [Section 51027 (b.1.G)]

Objective	Activities	Timeline
Coordinate services with four-year institutions	• Coordinate and advertise visits from university representatives	Ongoing
	• Coordinate and advertise Transfer Day	Fall/Spring
	• Attend Region 3 Transfer Center Directors Association (TCDA) meetings	Ongoing
	• Attend counseling conferences hosted by universities	Ongoing

- Meet with representatives from local universities to increase services to students   Ongoing

- Coordinate tours to local universities   Ongoing

- Coordinate with university representatives to present "Next Steps" workshops   Spring

Appendices

Appendix A

Non-Instructional Department, Program or Administrative Unit Program Review
Prioritized New Resource Requests Summary

College: College of Alameda
Discipline, Department or Program: Transfer Center
Contact Person: Vivian Virkkila
Date: November 10, 2015

Resource Category	Description	Priority Ranking (1 – 5, etc.)	Estimated Cost	Justification (page # in the program review narrative report)
Human Resources: Faculty	Expand .5 Transfer Counselor Position (Vivian Virkkila) to .75	1	0	18
Human Resources: Classified	1 Staff Assistant/Clerical Assistant	2	$37,000	18
Human Resources: Student Workers	1 student worker	3	$3,000	18
Technology	Subscription to online "Chat" provider (PASS Funds allocated for 1 year) Computer Refresh for student work stations	5	$600 Annual Cost	21
Equipment	Printer Computer Refresh	6	$2000.00	14
Supplies	Paper Laminating Sheets A-Frames Bulletin Boards	7	$3000.00	14
Facilities	Request expansion of Transfer Center	4		14
Professional Development	Conference Fees		$500.00	16

Other (specify)	Marketing materials that promote transfer services and events - Banners - Handouts - Pamphlets		$3000.00	21

Appendix B

PCCD Program Review
Alignment of Goals Template

College: _____

Department, Program or Administrative Unit:
_____

Contact Person: _____

Date: _____

Department, Program or Administrative Unit Goal	College Goal	PCCD Goal and Institutional Objective
Provide students with accurate transfer information Provide student with transition services Maintain a resource library Provide a convenient and student friendly Transfer Program	**Goal 1 Support Services:**	
Evaluate and report Transfer Program Services and activities Develop and maintain Advisory Committee	**Goal 2 Assessment (of SAOs or AUOs):**	

Identify and serve target populations. Identify and serve potential transfer students	**Goal 3 Student Success and Student Equity:**	
Recognize transfer as a primary mission of College of Alameda Support and encourage the development of a College wide transfer culture.	**Goal 4 Student Success:**	
Coordinate services with four-year institutions	**Goal 5 Professional Development, Community, Institutional and Professional Engagement and Partnerships:**	

Appendix C

Program Review Validation Form and Signature Page

College:

Department, Program or Administrative Unit:

Part I. Overall Assessment of the Program Review Report

Review Criteria	Comments: Explanation if the box is not checked
☐ 1. The narrative information is complete and all elements of the program review are addressed.	
☐ 2. The analysis of data is thorough.	
☐ 3. Conclusions and recommendations are well-substantiated and relate to the analysis of the data.	
☐ 4. Department, program or administrative unit planning goals are articulated in the report. The goals address noted areas of concern.	
☐ 5. The resource requests are connected to the department, program or administrative unit planning goals and are aligned to the college goals.	

Part II. Choose one of the Ratings Below and Follow the Instructions.

Rating	Instructions
◼ 1. Accepted.	1. Complete the signatures below and submit to the Vice President of Instruction.
◼ 2. Conditionally Accepted.	2. Provide commentary that indicates areas in the report that require improvement and return the report to the department, program or administrative unit manager with a timeline for resubmission to the validation chair.
◼ 3. Not Accepted.	3. Provide commentary that indicates areas in the report that require improvement and return the report to the department, program or administrative unit manager with instructions to revise. Notify the Dean and Vice President of Instruction of the non-accepted status.

Part III. Signatures

Validation Team Chair

_____   _____

_____
Print Name   Signature
        Date

Counseling Department Chair

_____   _____

_____
Print Name   Signature
        Date

Received by Vice President of Instruction or Vice President of Student Services

_____   _____

_____
Print Name   Signature
    Date

At-a-Glance - Assessment Details

Outcome Set: Transfer Center Outcome Set **Outcome:** Outcome **Outcome:** Transfer Planning Students who utilize the Transfer Center's services, events, and programs will demonstrate the ability to access, utilize, and integrate new transfer information Learned into their transfer planning.	in Transfer Program	**Set:** Institutional Learning Outcomes (College of Alameda AMS) **Goal:** Problem Solving Solve problems and make decisions. **Initiative:** Problem Solving and Decision Making Solve problems and make decisions in life and work using critical thinking, quantitative reasoning, community Resources, and civic engagement.

▼
Measure: Transfer Resources

Details/Description of the Assessment Method (please identify current data sources): Students who use the Transfer Center, attend workshops/presentations/events will be asked to complete a survey.
• Paper survey: distributed by Transfer Center

Criteria for Successful Performance: 70% of the students who respond to the survey will report increased knowledge in utilizing transfer resources.

When will you collect this information? During 2015-2016 academic year.

Who will be responsible for collecting this information? Surveys will be collected and evaluated by the Transfer Center.

  Findings for Transfer Resources

  No Findings documented for this measure

▼
Measure: Transfer Resources

Details/Description of the Assessment Method (please identify current data sources): Students who use the Transfer Center, attend a workshops, presentations or events will be asked to complete a survey.

Criteria for Successful Performance: 70% of the students who respond to the survey will report increased knowledge in utilizing transfer resources.

When will you collect this information? During the 2015-2016 academic year

Who will be responsible for collecting this information? Surveys will be collected and evaluated by the Transfer Center.

  Findings for Transfer Resources

  No Findings documented for this measure

Outcome Set: Transfer Center Outcome Set **Outcome:** Outcome **Outcome:** Transfer Planning Students who utilize the Transfer Center's services, events, and programs will demonstrate the ability to access, utilize, and integrate new transfer information Learned into their transfer planning.	**Set:** Institutional Learning Outcomes (College of Alameda AMS) **Goal:** Communication and Technology Technology and written and oral communication. **Initiative:** Technology and Communication Use technology and written and oral communication to discover, develop, and relate critical ideas in multiple Environments.

2015-2016 Assessment Cycle:

Measure: Transfer Resources

Details/Description of the Assessment Method (please identify current data sources): Students who use the Transfer Center, attend workshops/presentations/events will be asked to complete a survey.
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Who will be responsible for collecting this information? Surveys will be collected and evaluated by the Transfer Center.

Findings for Transfer Resources

No Findings documented for this measure

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Findings for Transfer Resources

No Findings documented for this measure

At-a-Glance - Assessment Details

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2015-2016 Assessment Cycle:

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> • Paper survey: distributed by Transfer Center
>
> **Criteria for Successful Performance:** 70% of the students who respond to the survey will report increased knowledge in utilizing transfer resources.
>
> **When will you collect this information?** During 2015-2016 academic year.
>
> **Who will be responsible for collecting this information?** Surveys will be collected and evaluated by the Transfer Center.
>
> **Findings** for Transfer Resources
>
> *No Findings documented for this measure*

Measure: Transfer Resources

> **Details/Description of the Assessment Method (please identify current data sources):** Students who use the Transfer Center, attend a workshops, presentations or events will be asked to complete a survey.
>
> **Criteria for Successful Performance:** 70% of the students who respond to the survey will report increased knowledge in utilizing transfer resources.
>
> **When will you collect this information?** During the 2015-2016 academic year
>
> **Who will be responsible for collecting this information?** Surveys will be collected and evaluated by the Transfer Center.
>
> **Findings** for Transfer Resources
>
> *No Findings documented for this measure*

At-a-Glance - Assessment Details

<table>
<tr>
<td>

Outcome Set: Transfer Center Outcome Set

Outcome: Outcome

Outcome: Transfer Knowledge
Students who utilize the Transfer Center's services and

resources, and participate in the center's events, will

demonstrate an increased level of confidence in their

Transfer knowledge.

</td>
<td>

in Transfer Program

</td>
<td>

Set: Institutional Learning Outcomes (College of
Alameda AMS)

Goal: Problem Solving
Solve problems and make decisions.

Initiative: Problem Solving and Decision Making
Solve problems and make decisions in life and work using
critical thinking, quantitative reasoning, community

Resources, and civic engagement.

</td>
</tr>
</table>

2015-2016 Assessment Cycle:

▼

Measure: Transfer Applications

Details/Description of the Assessment Method (please identify current data sources): Students who use the Transfer Center, attend a transfer workshop, presentation or event will be asked to complete a survey.

Criteria for Successful Performance: 70% of student surveyed will indicate an increased level of confidence in their transfer knowledge.

When will you collect this information? Surveys will be collected during the 2015-2016 academic year.

Who will be responsible for collecting this information? The Transfer Center will collect and evaluate the surveys.

Findings for Transfer Applications

No Findings documented for this measure

▼

Measure: Transfer Applications

Details/Description of the Assessment Method (please identify current data sources): Students who use the Transfer Center, attend a workshop, presentation or event will be asked to complete a survey.

Criteria for Successful Performance: 70% of the students surveyed will indicate an increased level of confidence in their transfer knowledge.

When will you collect this information? During the 2015-2016 academic year..

Who will be responsible for collecting this information? The Transfer Center will collect and evaluate surveys.

Findings for Transfer Applications

No Findings documented for this measure

At-a-Glance - Assessment Details

Outcome Set: Transfer Center Outcome Set **Outcome:** Outcome **Outcome:** Transfer Knowledge Students who utilize the Transfer Center's services and resources, and participate in the center's events, will demonstrate an increased level of confidence in their Transfer knowledge.	**Set:** Institutional Learning Outcomes (College of Alameda AMS) **Goal:** Communication and Technology Technology and written and oral communication. **Initiative:** Technology and Communication Use technology and written and oral communication to discover, develop, and relate critical ideas in multiple Environments.

2015-2016 Assessment Cycle:

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Who will be responsible for collecting this information? The Transfer Center will collect and evaluate the surveys.

 Findings for Transfer Applications

 No Findings documented for this measure

▼
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 Findings for Transfer Applications

 No Findings documented for this measure