

# 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

		<b>Date Submitted:</b>	11.20.13
<b>College</b>	College of Alameda	<b>Administrator:</b>	Amy H. Lee, Ed.D
<b>Unit/Area</b>	Financial Aid		
<b>Completed By:</b>	Amy H. Lee, Ed.D		
<b>Mission/History and Description of Service Provided</b> <i>Brief, one paragraph.</i>	The purpose of the Financial Aid Office at College of Alameda is to provide equitable assistance to all students who apply for financial aid (grants, loans, scholarships, work-study) that will enable them to obtain a certificate, a degree or to transfer to a four-year college.		
<b>Student Learning Outcomes (SLOs)</b> <i>(or Service Area Outcomes-SAOs, or Program Learning Outcomes-PLOs)</i>	<p>SLO 1 Students will be able to identify financial aid resources for which they may qualify, submit applications and meet deadlines.</p> <p>SLO 2 Students will demonstrate knowledge and understanding of the Satisfactory Academic Progress "SAP" Policy for financial aid purposes.</p> <p>SLO 3 Students who take out a loan will gain understanding of the requirements, rights and responsibilities, and repayment obligations associated with acquiring a federal student loan.</p>		
<b>SLO/SAO/PLO Mapping to Institutional Learning Outcomes (ILOs)</b>	<p>SLO 1 maps to ILO 1: Problem Solving &amp; Decision Making</p> <p>SLO 2 maps to ILO 1: Problem Solving &amp; Decision Making</p> <p>SLO 3 maps to ILO 1: Problem Solving &amp; Decision Making and ILO 5: Civic Responsibility</p>		

## II. ASSESSMENT, EVALUATION AND PLANNING

Quantitative Assessments			
<p><i>Include service area data such as number of students served by your unit/area. Include data and recommendations from program review.</i></p> <p><i>Include data used to assess your SLO/SAO/PLOs.</i></p>	Fund	Number of Student Served	
		2012-13	2013-14* (still pending)
	1 Americorps	12	9
	2 Bogg-A	71	29
	3 Bogg-B	89	63
	4 Bogg-C	1692	1226
	5 Cal-B	277	230
	6 Cal-C	9	13
	7 CARE	52	0
	8 Chafee	5	5
	9 CWSP	86	77
	10 DLSub	74	40
	11 DLUnsub	63	35
	12 EOPB	0	0
	13 EOPG	33	22
	14 OSHER	5	0
	15 PELL	1715	1217
	16 PSCH	15	7
	17 SEOG	526	472
	Total	4724	3445

Qualitative Assessments		
<p><i>Present evidence of community need based on advisory committee input, student surveys, focus groups, etc.</i></p> <p><i>Include data used to assess your SLO/SAO/PLOs.</i></p>	<p>COA FA also has a strong practice of working with other areas. For example, the FA Appeals Committee which reviews student appeals for FA is comprised of FA staff, counselors, and administrators. The Appeals committee meets monthly to review student files. The FA Advisory committee is a shared governance committee that reviews financial aid polices and makes recommendations to the unit.</p>	

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

<p><b>Strengths</b></p> <p><i>What are the STRENGTHS of your unit/area?</i></p>	<ul style="list-style-type: none"> <li>• In compliance with federal guidelines. No audit findings in the last year.</li> <li>• Collaborate and communicate openly with counseling, EOPS, DSPS, A&amp;R, and other departments.</li> <li>• Using technology to communicate with students via Peralta e-mail</li> </ul>
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	<ul style="list-style-type: none"> <li>• Multilingual staff &amp; literature to provide service to ESL students.</li> <li>• Strong appeals committee to fully assess student financial aid appeals (comprised of FA staff, administrators, and counselors)</li> </ul>
<p><b>Weaknesses</b> <i>What are the current WEAKNESSES of your unit/area?</i></p>	<ul style="list-style-type: none"> <li>• Long wait during peak registration and noon hours</li> <li>• Loan default rate rising</li> <li>• Limited outreach at community events &amp; local high schools</li> </ul>
<p><b>Opportunities</b> <i>What are the OPPORTUNITIES in your unit/area?</i></p>	<ul style="list-style-type: none"> <li>• Increase in-reach/ outreach to COA and outside community</li> <li>• Integrate a FA module into mandatory Orientation</li> <li>• Create a survey to assess student learning outcomes and student satisfaction</li> <li>• Update website to maximize i-frame for FA TV use</li> <li>• Re-design work study program so that students who go through the program experience real-life career experiences (i.e. resume, interviewing, etc)</li> <li>• Create a social media presence</li> <li>• Post FA information in other areas of the campus</li> <li>• Create opportunities to maximize student workers (presentations, creating materials, etc)</li> <li>• Train staff regarding other on-off campus resources low-income students can use</li> </ul>
<p><b>Limitations</b> <i>What are the current LIMITATIONS of your unit/area?</i></p>	<ul style="list-style-type: none"> <li>• Higher One disbursement system has many associated transaction fees that work to the detriment of students</li> <li>• SAFE system which will be replaced next academic year with PeopleSoft creates a high level of manual labor and paperwork processing for staff, thus resulting in delayed service to students.</li> </ul>

## **Action Plan for Continuous Improvement**

*Please describe your plan for the continuous improvement of your unit/area.*

Continue to provide professional development/training for the financial aid staff in order to 1 ) increase their awareness of federal, state and institutional regulations changes especially as they relate to students in special or unusual circumstances and 2) improve customer service practices.

Strengthen and clarify work study process for students, financial aid staff, and campus supervisors to maximize use of FWS resources

Develop and implement SLO survey

Also see “Opportunities” section and “Additional Planned Activities” section

**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>)*

<p><b>Meet District FTES Target for AY2013-2014 of 18,830</b></p>	<ul style="list-style-type: none"> <li>• Support campus-based recruitment and orientation activities (ie HS visits, Fab Friday)</li> <li>• Fund students in 2 weeks of receiving completed paperwork so that students have financial aid needed to purchase books</li> </ul>
<p><b>Increase Student Success</b></p>	<ul style="list-style-type: none"> <li>• Integrate a FA module into mandatory Orientation</li> <li>• Update COA websites with Financial Aid TV links to answer common questions related to Financial Aid.</li> <li>• Re-design work study program so that students who go through the program experience real-life career experiences (i.e. resume, interviewing, etc)</li> <li>• Strengthen connection with Foster Youth students</li> <li>• Establish connection with Veterans Group</li> <li>• Create workshop modules for specialized purposes (ex prospective students, continuing students, parents, Veterans, Foster youth, loan applicants, etc)</li> </ul>
<p><b>Increase Persistence</b>  <i>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.</i></p>	<ul style="list-style-type: none"> <li>• Process student files quickly (within 3-4 weeks of receiving completed paperwork) so that students can receive funding for their education in a timely manner</li> </ul>
<p><b>Increase College Completion</b>  <i>Percentage of degree and/or transfer-seeking students who complete a degree, certificate or transfer related outcomes.</i></p>	<ul style="list-style-type: none"> <li>• Process student files quickly (within 3-4 weeks of receiving completed paperwork) so that students can receive funding for their education in a timely manner</li> </ul>

### III. RESOURCE NEEDS

#### Human Resource/Personnel

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

<b>Current Staffing Level:</b>		<b>Headcount</b>	<b>FTE Equiv.</b>
	<b>Faculty (Permanent)</b>	0	0
	<b>Faculty (PT/Adjunct)</b>	0	0
	<b>Classified Staff (Permanent)</b>	6	6
	<b>Classified Staff (Hourly)</b>	3	Varies. Temp employees
	<b>Students</b>	[#]	[#]
	<b>ICC/Consultant/Other</b>	0	0

  

<p><b>Narrative:</b>  <i>Describe the current staffing level in relation to the relative need for effective delivery of your unit/area's programs and services.</i></p> <p><i>Discuss any current position vacancies, the need for additional personnel, the need for permanent faculty/staff instead of adjunct/hourly personnel, etc.</i></p> <p><i>Describe implications of the current staffing level in your unit/area to overall service delivery.</i></p>	<p>1 FTE Supervisor (vacant)            3 FTE Specialists            1 FTE Placement Assistant            1 FTE Senior Clerical Assistant            1 PT temporary (65 day) Specialist            1 PT temporary (65 day) Placement Assistant (Vacant)            1 PT temporary (65 day) Clerical Assistant            #            There is sufficient staffing for Financial Aid.</p>
<p><b>Human Resource/Personnel Requests</b>  <i>List your human resource/personnel requests in prioritized/ranked order.</i></p> <p><i>Human resource/personnel requests will go through the established College and District planning and budgeting process.</i></p>	<p>Priority: Hiring an interim FA supervisor</p>

## Facilities/Infrastructure

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

<p><b>Narrative:</b> <i>Describe the current facilities/infrastructure of your unit/area in relation to the relative need for effective delivery of programs and services.</i></p> <p><i>Describe implications of the current state of facilities/infrastructure in your unit/area to overall service delivery.</i></p>	<p>The FA office is located in the Welcome Center and consists of a front counter area; a secure file room; 2 private offices; and 2 semi-private cubicles. COA FA also has a computer in the middle of the Welcome Center, which serves as a backup to servicing students who are waiting in line.</p>
<p><b>Facilities/Infrastructure Requests</b> <i>List your facilities requests in prioritized/ranked order.</i></p> <p><i>Facilities requests will go through the established College and District planning and budgeting process.</i></p>	<p>No facilities/ infrastructure requests</p>

## Technology

Please describe any technology needs for your unit/area.

<p><b>Narrative:</b> <i>Describe the technology needs of your unit/area in relation to the relative need for effective delivery of programs and services.</i></p> <p><i>Describe implications of the current state of technology in your unit/area to overall service delivery.</i></p>	<p>i-frame enabled web template. Our current web template does not allow for use of i-frame video services which COA FA pays for via the Financial Aid TV package (\$3500 for a 3 year contract). FA TV has personalized comprehensive videos related to financial aid issues for students. In addition to general financial aid information, this includes videos on Veterans Benefits; Foster Youth; Dream Application students, and more. These videos could be embedded into several COA webpages, including but not limited to COA FA, Veterans, and AB 540/ Dream page.</p>
<p><b>Technology Requests</b> <i>List your technology requests in prioritized/ranked order.</i></p> <p><i>Technology requests will go through the established College and District planning and budgeting process.</i></p>	<p>No hardware requests. Requesting i-frame enabled web template.</p>

**IV. OTHER**

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