

Peralta Community College District

STUDENT SERVICES ANNUAL PROGRAM UPDATE

Academic Year 2014-2015

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

OUTREACH

		Date Submitted:	November, 2014
College	College of Alameda	Administrator:	Amy H. Lee
Unit/Area	Outreach & Retention		
Completed By:	Caitlin Fischer, Acting Outreach & Retention Specialist		
Mission/History and Description of Service Provided <i>Brief, one paragraph.</i>	<p>Outreach efforts have been building since November, 2013. This December, 2014, Outreach gained an acting Outreach & Retention Specialist and additional support from a Student Support Services Specialist.</p> <p>Continuing projects and services:</p> <ul style="list-style-type: none"> - Updating website pages dealing with Financial Aid, Veterans Services, AB 540 Students, and Outreach requests - Mobile CoA - 5 primary partner high schools with comprehensive student support services on site (CCCOpen, Assessment, and Counseling) Oakland Technical High School, Oakland High School, Encinal High School, Alameda High School, Lionel Wilson Preparatory Academy - At least one of the above services offered on site at all remaining Oakland public high schools - High school partnerships strengthened - MOUs with OUSD and AUSD, relationships with on-site staff and administrators - Increase College of Alameda brand recognition and community presence throughout Bay Area <p>Internal Partnerships: CTE & Workforce Development, Classified Council, Student Life & Activities</p>		
Student Learning Outcomes (SLOs) <i>(or Service Area Outcomes-SAOs, or Program Learning Outcomes-PLOs)</i>	<p>Outreach - Service Area Outcomes: Outreach aims to create, strengthen and support the following in our surrounding areas of Alameda, Oakland, and San Leandro:</p> <ol style="list-style-type: none"> 1. Community college awareness and access, and college readiness in high school students at feeder high schools. 2. Brand recognition of the College of Alameda, and PCCD, in Bay Area. 3. Accessibility of CoA student services, from outreach to retention, for the most vulnerable populations: African American, Hispanic, Asian diaspora, ELL, and LGBTQ (equity). 4. Accurate and up-to-date knowledge (through printed collateral, workshop attendance, and) of enrollment, registration, scholarship opportunities, transfer opportunities, college options, financial aid, information regarding special populations (AB 540, Veterans, Foster Youth). <p>Alameda, Oakland, San Leandro, and surrounding communities will:</p> <ol style="list-style-type: none"> 1. Apply and enroll at College of Alameda in greater numbers. 2. Recognize College of Alameda as a valuable public institution with culturally relevant community services that provide support specifically for African American, Hispanic, Asian American and Asian diaspora, ELL, and LGBTQIA populations. 3. Trust CoA and reps to serve surrounding community in their best interest. 		
09/04/2014- ASM	A B		
SLO/SAO/PLO Mapping to Institutional			

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4. Build College of Alameda Outreach opportunities into their academic calendars. Work with CoA to sync academic calendars and application and enrollment dates.

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>	<p>[text]</p> <p>NOTE: Given the different type of units/areas under Student Services, each of the VPSS and Student Services Deans will come up with the basic quantitative elements which will be used by each particular Student Services unit/area.</p> <p>Presentations/campus tours given: ~ 12</p> <p>High School Educators reached: ~100</p> <p>Students reached: ~1000 (through college fairs, outreach presentations, campus tours, online response to campus information requests)</p>

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>	<ul style="list-style-type: none"> - Community wants information about college offerings, including certificate, degree, and career technical education offerings - Community members are impressed with the pricing of the education and support services offered at CoA

Identifying Strengths, Weaknesses, Opportunities, and Limitations

<p>Strengths <i>What are the STRENGTHS of your unit/area?</i></p>	<ul style="list-style-type: none"> - Level of service/problem solving available to students around academic/career development - Education around students' options regarding academic options, certificate degree offerings, financial aid options and opportunities, learning communities available on campus
<p>Weaknesses <i>What are the current WEAKNESSES of your unit/area?</i></p>	<ul style="list-style-type: none"> - Lack of cohesion among programs to guide students to all available options - Lack of information among departments and learning communities regarding events and opportunities on campus and within the community to enhance student success - Outdated website information, lack of cohesion between the unofficial webmaster and individual website managers regarding most current information - Amplified messaging regarding the opportunities that exist at the College of Alameda for community members from high school, adult retraining, and senior populations
<p>Opportunities <i>What are the OPPORTUNITIES in your unit/area?</i></p>	<ul style="list-style-type: none"> - Training Student Services, Student Life, and Faculty on basics of social media tools to paint a coherent picture of the opportunities available to the campus community. - Using the space on campus to highlight department events, student

	<p>accomplishments, including student government, showcasing student projects/research, community engagement, key dates for enrollment/registration.</p> <ul style="list-style-type: none"> - Using the website to better advertise key dates on the academic calendar - Educating students on the use of email and Passport to get key information - Educating students on what to expect from the financial aid process - Educating area high schools about the benefits and process to participate in concurrent enrollment - Reducing wait times for academic counseling
<p>Limitations <i>What are the current LIMITATIONS of your unit/area?</i></p>	<ul style="list-style-type: none"> - Control over website - Staff to do outreach events - Low academic department participation regarding campus outreach for tours (availability of students/instructors to highlight departments) -

Action Plan for Continuous Improvement

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

- Energy and effort in outreach has increased over the last year to:
 - Keep the Financial Aid and Veterans Services website information current
 - Add a 504B section to support financial aid needs for students who qualify for financial aid through it
 - Participate in more High School college events
 - Update the Financial Aid information screens with multimedia financial aid information and current campus events

- Next steps include:
 - Upping our efforts to target high schools and programs for students not considering a 4-year college right after high school
 - Upping our efforts to target adult schools and other adult training programs within Alameda counties to connect with potential students
 - Upping our efforts for student retention by connecting students with learning communities to improve their academic success by providing peer groups to which they are accountable
 - Upping our efforts to educate high school students about their options regarding concurrent enrollment

Additional Planned Educational Activities Toward Strategic Goals and Institutional Objectives

Describe your unit/area's plan to meet district and college strategic goals and institutional objectives.

Refer to the provided documents for district and college Strategic Goals and Institutional Objectives 2014-2015.

A. Advance Student Access, Equity, and Success	Improve access by enhancing websites to fit smartphone format
B. Engage and Leverage Partners	CTE initiatives: identify key partners and formalize their involvement with our students
C. Build Programs of Distinction	Highlight programs of distinction that exist to community members and potential students
D. Strengthen Accountability, Innovation and Collaboration	Strengthen systems of communication between student success oriented parties and general team dynamics regarding student success as our ultimate campus goal
E. Develop and Manage Resources to Advance Our Mission	Expand SSSP coordination amongst Outreach's internal partners at CoA

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)	[#]	[#]
	Faculty (PT/Adjunct)	[#]	[#]
	Classified Staff (Permanent)	1	1
	Classified Staff (Hourly)	3	1.5
	Students	8	[#]
	ICC/Consultant/Other	[#]	[#]
<p>Narrative: <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>Currently there is a $\frac{3}{4}$ time staff in charge of creating outreach materials for internal and external messages for the students and community.</p> <p>This individual is responsible for:</p> <ul style="list-style-type: none"> - coordinating outreach events with community agencies, - keeping the Financial Aid, AB540, and Veterans Services' websites current, - creating materials to help students navigate enrollment, financial aid, specific academic programs, and learning community options - Updating existing materials to keep them current - creating/monitoring social media options for quick information pushes regarding the campus, including Twitter - Supporting the Dean of Student services on projects as requested - Supporting the Peralta Colleges' efforts to create digital media around the college and its specific programs <p>It would be ideal for this staff person to be full time</p>		
<p>Human Resource/Personnel Requests <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>	[text]		

Facilities/Infrastructure

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

<p>Narrative: <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>[text]</p>
<p>Facilities/Infrastructure Requests <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>	<ul style="list-style-type: none"> - It would be ideal to have regular access to a location suited for multimedia presentations to large audiences - It would be ideal for the college to invest in campus beautification including public artwork to enhance the campus beauty and engage those walking about on campus and to provide key stops for college tours - It would be ideal for decorative plaques to be placed about campus highlighting points about campus history

Technology

Please describe any technology needs for your unit/area.

<p>Narrative: <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>[text]</p> <ul style="list-style-type: none"> - To create high end and multimedia materials, it is ideal for this position to have access to a computer with high processing power in order to create, edit, and export multimedia including high-resolution print, and video materials. -
<p>Technology Requests <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>	<ul style="list-style-type: none"> - An updated laptop and projector for ease of use for offsite outreach events

IV. OTHER

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