**College of Alameda**

**Program Review**

**Transfer Program**

**2012-2013**

**Peralta Community College District**

**Student Services Program Review**

**Program Review Narrative**

**I. Background Information:**

The mission of College of Alameda’s Transfer Program is to continually increase the student transfer rates from COA to four-year colleges/universities. In order to accomplish this goal, it is the Transfer Program’s primary function to ensure that all students have access to necessary transfer information and provide programs and services needed for successful transition to the receiving institutions. An area of 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
* On-the-Spot Admissions w/CSUEB
* Concurrent Enrollment Program w/UCB, Holy Names, Mills, CSUEB
* Workshops – Personal Statement, Application, TAG, Concurrent Enrollment, General Transfer
* Resource library- includes catalogs, brochures, printed materials and other relevant literature

**Facilities:**

* 5 Computer stations for student access to online applications and college information
* Resource library and literature rack
* One assigned bulletin board to provide transfer related information
* Designated Transfer Program website

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

The following program goals address the minimum established standards for Transfer Centers in accordance with Title 5, Chapter 2, Subchapter 1, Section 51027.

**Program Goal:**

1. Increase the student transfer rates from COA to four-year colleges/universities with a 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.

**Objectives:**

1. Recognize transfer as a primary mission of College of Alameda
   1. Create a campus wide transfer culture
2. Develop and adopt a Transfer Program Plan
   1. Update Transfer Center Unit Plan and submit to Student Services Manager for approval
3. Identify and serve target populations
   1. Develop a system to identify potential transfer students
4. Provide students with academic planning for transfer
5. Provide students with accurate transfer information
6. Monitor progress of transfer students
7. Refer transfer students to other support services
8. Provide student with transition services
9. Coordinate services with four-year institutions
10. Maintain a resource library
11. Facilities: Provide a convenient and student friendly Transfer Program
12. Staffing
13. Advisory Committee: Create an active Advisory Committee
14. Evaluation and reporting of Transfer Program Services and activities

**II. Student Demographics of Those Using Your Services:**

Who do you serve?

*Student demographic data unavailable*

**III. Student Performance** **and Feedback:**

College of Alameda Transfer Data

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CSU Transfer Rates | | | 2009 | | 2010 | 2011 | | | |
| African American | | | 17 | | 11 | 19 | | | |
| Asian/Pacific Islander | | | 37 | | 45 | 46 | | | |
| Mexican/Latin American | | | 11 | | 10 | 17 | | | |
| Native American | | | 1 | | 0 | 0 | | | |
| Other | | | 6 | | 4 | 8 | | | |
| White | | | 6 | | 9 | 18 | | | |
| Other/Non-Resident | | | 1 | | 5 | 5 | | | |
| Declined to State | | | 3 | | 10 | 2 | | | |
| Total | | | 82 | | 94 | 115 | | | |
| UC Transfer Rates | | | 2009 | | 2010 | 2011 | | | |
| African American | | | 10 | | 3 | Data not available | | | |
| Asian/Pacific Islander | | | 17 | | 26 |
| Mexican/Latin American | | | 2 | | 4 |
| Native American | | | 0 | | 0 |
| Other | | | 1 | | 3 |
| White | | | 6 | | 4 |
| Other/Non-Resident | | | 5 | | 3 |
| Declined to State | | | 1 | | 0 |
| Total | | | 41 | | 43 |
| Private/Independent Institutions Transfer Rates | | | | | | | | |
| 2008 (Current data unavailable) | | | | | | | | |
| African American | | 2 | | Other | | | | 0 | |
| Asian/Pacific Islander | | 1 | | White | | | | 0 | |
| Mexican/Latin American | | 0 | | Other/Non-Resident | | | | 0 | |
| Native American | | 0 | | Declined to State | | | | 2 | |
|  | |  | | Total | | | | 5 | |
|  |  | |  | | | |  | | | |  |
|  |  | |  | | | |  | | | |  |
| Transfer Admission Guarantee | 2009 | | Applications Submitted for Fall 2011 | | | | Applications Submitted for Fall  2012 | | | | Applications Submitted for Fall  2013 |
| UC | ----- | | 157 | | | | 57 | | | | 72 |
| CSU | 2 | | CSU TAG Discontinued | | | | | | | | |
| Concurrent Enrollment | 2009 | | 2010 | | | | 2011 | | | | 2012 |
| CSU | 1 | | ------ | | | | ------ | | | | ------- |
| UC | 2 | | 2 | | | | 2 | | | | 4 |

Following data was gathered from student evaluation surveys distributed at the fall 2012 Transfer Day. Using a Likert Scale, students were asked to rate the following questions:

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| How did you hear about this event? | | | | | | | | | |
| Flyer | Class Announcement | | Facebook | | Transfer Program Website | | Instructor | | Other |
| 6 | 7 | | 1 | | 2 | | 8 | | 6- Walked by  2- Counselor  3- Other |
| I was well informed about this event (date, time, location etc.) | | | | | | | | | |
| 1 | | 2 | | 3 | | 4 | | 5 | |
| 0 | | 0 | | 8 | | 4 | | 15 | |
| Satisfaction with Transfer Day location | | | | | | | | | |
| 1 | | 2 | | 3 | | 4 | | 5 | |
| 0 | | 0 | | 3 | | 8 | | 16 | |
| I feel more informed about my transfer options | | | | | | | | | |
| 1 | | 2 | | 3 | | 4 | | 5 | |
| 0 | | 1 | | 8 | | 7 | | 11 | |
| Overall Satisfaction | | | | | | | | | |
| 1 | | 2 | | 3 | | 4 | | 5 | |
| 0 | | 1 | | 2 | | 10 | | 14 | |
| **What other transfer related events would you like to see on campus?** | | | | | | | | | |
| * Meeting a student pursuing a career in different fields * Information on planning financially for other colleges * Job fair * More out of state and Black College events * When to apply for college workshops * More workshops offered at COA * Information regarding studying abroad * Nursing school information * More options (schools) * Include more schools for graduate students | | | | | | | | | |

**IV. Program Effectiveness:**

1. Interdepartmental/ Program/Campus Collaboration

How does the unit (and committees in which unit participates) support other administrative, student services and academic units in the college?

The Transfer Program at College of Alameda serves as the focal point of transfer activities; the work of improving transfer is a responsibility of the institution as a whole, including campus administration, faculty, staff and student services programs, in cooperation with baccalaureate institutions.

The Transfer Program is part of the Student Services department and the Transfer Program director collaborates with colleagues to provide students access to current transfer information and resources. As a member of the general Counseling Department, the Transfer Program director provides transfer related updates at both general and joint counseling meetings. Also, the Transfer Program director collaborates with instructional faculty by providing in class transfer presentations and encourages collaboration with student government and Student Activities by announcing events at ASCOA meetings and discussing student needs with student government officers. Due to the combined Articulation/Transfer Program Director position, the Transfer Program faculty member participates on the following college and district committees:

* College of Alameda Curriculum Committee
* Council on Instruction, Planning and Development (CIPD)
* GE Subcommittee

**Quantity of program/dept/service delivered (student utilization of services and student engagement)**

1. How many students do you serve (unduplicated)?
2. How many appointments/ contacts with students do you have on any given day?

*Data unavailable*

**V. Service Area Outcomes:**

1. List the Service Area Outcomes that are presently being assessed. Describe the activities that will be or have been implemented to achieve the SAOs.

**Outcomes and Assessment Plan - Student Services/Non-Instructional Units**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Office or Unit:**  Transfer Program | | **Contact:** | | **Date:**  October 2012 | |
| **Unit Mission Statement:**  The mission of the Transfer Center at College of Alameda is to provide all students access to necessary transfer information as well as programs and services needed for successful transition to a four-year college or university. A primary objective of the program is to identify, contact and provide transfer support services to underrepresented, low-income, disabled, and first generation college students at College of Alameda through outreach and recruitment. | | | | | |
| **SLOs/ Student services outcomes/ Administrative outcomes** | **Assessment Methods** | | **Criteria for successful performance** | | **When will you collect this information?** |
| 1. Students will learn to utilize transfer resources related to individual transfer goals. | Students utilizing counseling services will be asked to complete a survey.  Paper survey: distributed in Counseling Center | | 70% of the students who respond to the survey will report increased knowledge in utilizing transfer resources. | | FALL 2012 |
| 2. Students will have an understanding of the transfer application process, procedures and deadlines. | Students utilizing counseling services will be asked to complete a survey | | 80% of students surveyed will indicate an understanding of how to complete an online transfer application | | FALL 2012 |

**VI. ACTION PLAN:** Using the results of the data collected and discussed in this program review, identify:

1. The future needs of the program/service area. (Include your resource needs, i.e. faculty, staff, technology, software, infrastructure, etc.).

The Transfer Center Director is assigned to teach Counseling 221 class “Preparing for College/University Transfer”, and Counseling 24 “College Success” in addition to presentations/workshops and trainings for students interested in transfer. In order to conduct these classes, workshops and trainings successfully, a projector needs to be purchased in order to demonstrate for students the various websites to access transfer information and to present PowerPoint presentations.

The Transfer Program provides computer access to prospective transfer students to research resources, (i.e., videos that show how to write a “Personal Statement”, how to fill out an application for admission). To provide access to transfer resources, new computers should be purchased. It would benefit students if the Transfer Program could subscribe to resource websites such as “Collegesource.org” which require a subscription fee to be determined.

Because the Transfer Program is responsible for producing flyers/announcements to promote all campus transfer activities, off campus events relating to transfer, Transfer Day events and four year college representative visits, this will require a budget in order to purchase large quantities of colored paper annually.

The Transfer Program also needs to produce a pamphlet brochure to advertise services offered and general information. This will require a budget to hire a vendor to create the artwork as well as print/produce the publication.

Each year the Transfer Center is responsible for coordinating and hosting “Transfer Day” at COA, an event which includes over 40 representatives visiting from statewide and out-of-state four-year Colleges and Universities. As an incentive to maintain annual attendance, the Transfer Center requires a functioning budget for catering and gratuity items.

**The future goals and methods of assessment of the program/service area, including student learning outcomes service area outcomes.**

**The strategies and actions to be taken by the program/service area over the next six years to strengthen the program and meet the strategic goals of the program and the college.**

In accordance with Title 5, Chapter 2, Subchapter 1, Section 51027, this plan addresses each of the established minimum standards for Transfer Centers.

**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)]*

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| --- | --- | --- |
| **Objective** | **Activities** | **Timeline** |
| Create a campus wide transfer culture | * College explicitly states their commitment to the transfer of students in public forums such as campus mission statement, college catalog, student handbooks and other relevant college publications | Ongoing |
| * Provide current, accurate transfer information | Ongoing |
| * Update information on Transfer Program bulletin boards, and campus bulletin boards, website | Ongoing |
| * Promote *Don’t* *Cancel That Class* substitution for absent faculty | Ongoing |
| * Distribute Transfer Events Calendar to faculty, staff and students | Fall/Spring |
| * Transfer Program Newsletter | Fall/Spring |
| * Distribute Transfer Program flyers to faculty, staff and students | Ongoing |
| * Sign up classes for transfer presentations to promote Transfer/Transfer Day | Fall |
| * Staff an information table in the Student Union Center to promote Transfer Program services and upcoming events during campus events |  |
| * Promote and encourage faculty, staff and administrators to participate in Transfer Day | Fall |
| **Goal:** | |
| * Propose the coordination of a Transfer Student Celebration ceremony | May |
| * Propose the creation of a Transfer Student Hall of Fame | May |

1. **Develop and adopt a Transfer Program Plan**

*Each community college district governing board shall direct the development and adoption of a Transfer Center Plan describing the activities of the Transfer Center* *and the services to be provided to students, incorporating the provisions established in these standards outlined below. Plans shall identify target student populations and shall establish target increases in the number of applicants to the four year segments from these populations, including specific targets for increasing the transfer applications of those underrepresented among transfer students.* *Plans shall be* *developed in consultation with four-year college and university personnel as available. [Section 51027 (b)]*

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| --- | --- | --- |
| **Objective** | **Activities** | **Timeline** |
| Update Transfer Center Unit Plan and submit to Student Services Manager for approval | * Collect transfer /SLOs data | Annually |
| * Meet with Transfer Center Advisory Committee to review Transfer Program Plan |
|  |
|  |

**3. 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)]

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| --- | --- | --- |
| **Objective** | **Activities** | **Timeline** |
| Develop a system to identify potential transfer students | * Work with student organizations: Student Activities, ASCOA, EOPS, DSPS, Learning Communities, to identify potential transfer students | Ongoing |
| * Create e-mail list for target populations | Ongoing |
| * E-mail calendar of Transfer Center events to target populations | Ongoing |
|  | * Invite UC/CSU/Private recruitment offices that assist specific student populations ( i.e., UC Berkeley Black Student Recruitment and Retention Center) | Ongoing |
|  | * Propose use of CCC Apply (applications) identify underrepresented, undeclared, disabled, low-income, transfer-bound students to create an email list serve to communicated upcoming transfer related functions, events, topics and information; as well as Transfer Program information regarding programs and services, four-year rep. visits, TAG information, etc. |  |

**4. Provide students with academic planning for transfer**

*Ensure the provision of academic planning for transfer, the development and utilization of transfer admission agreements with four-year institutions where available and as appropriate, and the development and utilization of course-to-course and major articulation agreements. Academic planning and articulation activities shall be provided in cooperation with student services, with faculty and with four-year college and university personnel as available [Section 51027 (b.1.B)]*

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| --- | --- | --- |
| **Objective** | **Activities** | **Timeline** |
| Provide students with academic planning for transfer | * Update major sheets - post on Transfer Program website and distribute to Counseling Department | Ongoing |
| * Propose COUN 221- Preparing for College/University Transfer be offered each semester |  |
| * Update and distribute handouts on transfer process, completing university applications, and other transfer related topics | Ongoing |
|  |
|  | * Counsel students on transfer planning | Ongoing |

# **5. 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]*

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| --- | --- | --- |
| **Objective** | **Activities** | **Timeline** |
| Provide students with accurate transfer information | * Maintain university resource library with up-to-date transfer information | Ongoing |
| * Provide updates on TAG, IGETC, CSU GE, Transfer Degrees to students and counselors | Ongoing |
| * Coordinate and advertise visits from university representatives | Ongoing |
| * Coordinate and advertise Transfer Day and Spring Transfer Panel | Ongoing |
| * Update and maintain Transfer Program website | Ongoing |
| * Use internet and social media for distribution of transfer information | Ongoing |
| * Create and distribute newsletter | Fall/Spring |
|  | * Advertise “Don’t Cancel That Class” to faculty to cover classes when they are absent | Ongoing |
|  | * Coordinate tours to local universities | Spring |

**6. 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 the 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 |
| * Provide sign-in sheets for Transfer Program workshops, Resource Library and class presentations | Ongoing |
|  | * Track the number of students who tour the Transfer Program Resource Library | Ongoing |

**7. Refer transfer students to other support services**

*Support the progress of transfer students through referral as necessary, to such services as ability and diagnostic testing, tutoring, financial assistance, counseling, and to other instructional and student services on campus as appropriate. [Section 51027 (b.1.E)]*

|  |  |  |
| --- | --- | --- |
| **Objective** | **Activities** | **Timeline** |
| Refer transfer students to other support services | * Maintain list of student support services | Ongoing |
| * Make referrals as appropriate | Ongoing |
| * Maintain list of CSU/UC/Independent College transfer student services and programs | Ongoing |
|  | * Maintain scholarship and financial aid information | Ongoing |

**8. Provide student 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 English Chair to provide support for student writing personal statements | Fall |
| * Provide UC Personal Statement training for Counseling Department by UC Rep. as requested | Fall |
|  | | * Provide Personal Statement and UC TAG workshops | Fall/Spring |
|  | | * Propose “Next-Steps” workshops to provide students post application support | Spring |

**9. 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 and Transfer Information Panel | Fall/Spring |
| * Coordinate and advertise University specific fairs with local universities | Ongoing |
| * Maintain membership in - WACAC | Ongoing |
| * Attend Region 3 Transfer Center Directors Association (TCDA) meetings | Fall/Spring |
| * Attend counseling conferences hosted by universities | Fall/Spring |
| * Post university representative visits on the Transfer Program website | Ongoing |
| * E-mail information about university representative visits to all faculty and staff | Ongoing |
| * Meet with representatives from local universities to increase services to students | Ongoing |
|  | * Coordinate tours to local universities | Spring |
|  | * Feature a University of the Month in Transfer Program bulletin/resource library | Ongoing |
|  | * Coordinate with university representatives to present “Next Steps” workshops for transferring students | Spring |
|  |  |  |

**10. 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 |
|  | * Propose the addition of second designated Transfer Program bulletin board located in high traffic area |  |

**11. 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 | * Maintain a highly visible and accessible, Transfer Program | Ongoing |
| * Continue to provide computer access for students |  |
| * Provide office space for university representative visits |  |
| * Provide office space and technology for distance advising * UC Berkeley Distance Advising |  |
|  | * Propose replacement of out-dated computers for Transfer Program resource area |  |

**12. 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 | * .5 FTE Faculty assigned to Transfer Program 2011-2012 | Ongoing |
| * Work with Financial Aid Workstudy program to provide student employees |  |

**13. 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** |
| Create an active Advisory Committee | * Create an Advisory Committee that includes College of Alameda faculty, staff, administration, students and university representatives | Each semester |
| * Hold meetings to review the activities and needs of the Transfer Program |  |

**14. 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 |
| * Provide evaluation to students attending workshops | Ongoing |
| * Track evaluate Student Learning Outcomes (SLO) for the Transfer Program | 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 |
|  | * Create a suggestion box for student ideas |  |
|  | * Evaluate the feasibility of student suggestions |  |