



College of Alameda

2020-21 Program Review Template – Admissions & Records

Program Overview

Please provide your program's mission statement.

The mission of College of Alameda is to serve the educational needs of its diverse community by providing comprehensive and flexible programs and resources that empower students to achieve their goals.

The mission of College of Alameda Student Services Division is committed to guiding, empowering, and inspiring students to achieve their academic, career and personal goals through a student centered and caring approach.

The Office of Admissions and Records is committed to the values by welcoming and admitting diverse population from the community we serve. We provide face to face and online service to ensure students continue their success with achieving their certificate or degree.

List your program staff including full-time and part-time faculty, classified staff, and other categories of employment.

Dr. Amy H. Lee, Dean of Enrollment Services
Marcean Bryant, Senior Admissions & Records Specialist
Munira Ahmed, Admissions & Records Clerk
Connie Wu, A&R Evaluator
Michelle Chen, Part Time Evaluator
Rudy Rudijator, Student Worker

List your program goals from your most recent Program Review or APU. Then, provide an update on the status of the goal. Has your program achieved the goal? Have any of your goals been revised or any still in progress? Lastly, make sure to discuss which College or District goal your program goal aligns to: [Alignment of Goals](#)

If no program goals exist or if this is your first program review, create 2-3 goals and align them with a College or District goal.

Program Goal	A&R will continue to post important deadlines and dates around campus such as add/drop with W and without Ws, and degree petition dates.
Status: In-Progress or Complete?	In progress
Which college or district goal is aligned with your program goal?	Aligns to CoA's goal to strengthen data driven/informed decision making and to the goal of reducing loss of students prior to start of classes

Program Goal	Working with Institutional Research and Student Services at large to create a comprehensive student satisfaction survey to assess our services in the next year.
Status: In-Progress or Complete?	In- Progress – New Goal
Which college or district goal is aligned with your program goal?	Aligns to CoA's goal to strengthen data driven/informed decision making.

Program Goal	
Status: In-Progress or Complete?	
Which college or district goal is aligned with your program goal?	

List the essential functions of your department, program or unit and provide a description of how the unit aligns with the college mission.

Admissions & Records enrolls students into courses online, via phone and prior to Covid-19 in person. We assist with enrollment issues, enrollment verification, census and attendance verification (faculty), residency verification, dual enrollment, contract education courses. We work with students to process degree and certificate requests.



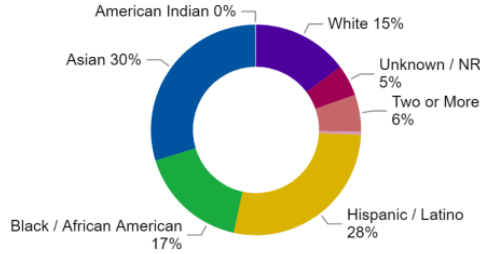
2019-20 Demographic Snapshot

Unduplicated Headcount
10600

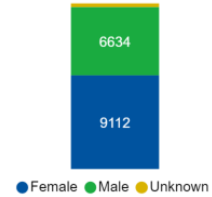
College Enrollment Load



Ethnicity



Gender



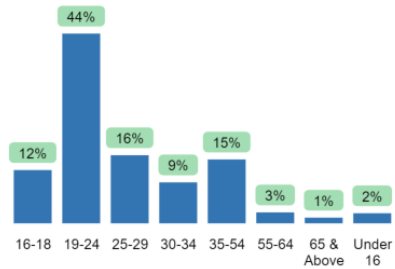
Academic Program Status Percent

Academic Program Status	Percent
Exempt	34%
Matriculating	56%
Special Admit	10%
Total	100%

Top 10 Majors at CoA Percent

Top 10 Majors at CoA	Percent
Transfer Studies/General*	27%
Business Administration-TR*	15%
BIOL Biology*	14%
CIS Computer Info Systems*	8%
Liberal Arts/Natural Sciences*	8%
PSYCH Psychology*	7%
PSYCH Psychology-TR*	7%
ADAM Apparel Design & Merchan*	5%
BUS BUSINESS/Accounting*	5%
Transfer Studies/IGETC	3%

Age Range



Demographics dashboard link

Describe how external factors such as the implementation Guided Pathways, AB705, Student Centered Funding Formula, advisory board recommendations, changing demographics, and/or COVID-19 has impacted the support services your program or administrative unit provides.

How has your program addressed these changes or challenges to ensure students are supported and can continue to work towards meeting their educational goals?

Guided Pathways, AB705, or the Student-Centered Funding Formula (SCFF)

Admissions & Records is such critical operational unit that by providing day to day service to students, staff, faculty and administrators, the unit is supporting all current efforts. In the future, A&R staff hopes to contribute to college wide conversations around student success efforts.

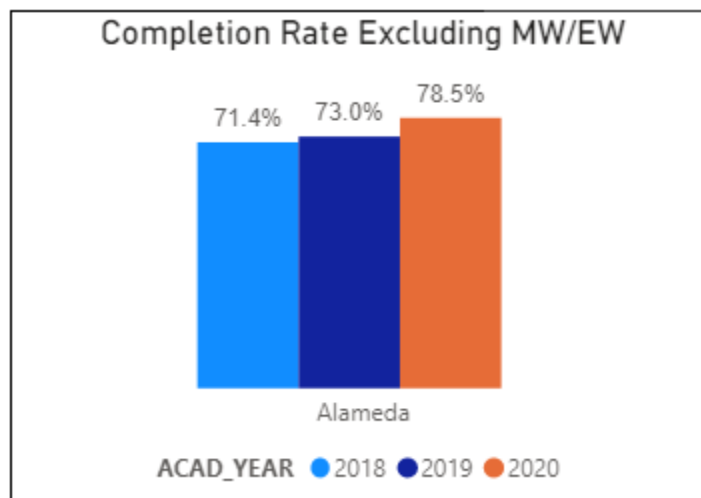
Advisory board recommendations

N/A

Impact of COVID-19

With Covid-19 A&R is now servicing students via email & Google and Zoom phone. Emails have increased immensely which required us to hire a part time evaluator. When the pandemic first hit, we referred students to district A&R to process emergency excused withdrawals. Since A&R is usually the first line of contact, we also refer students to the appropriate resources.

Data Analysis

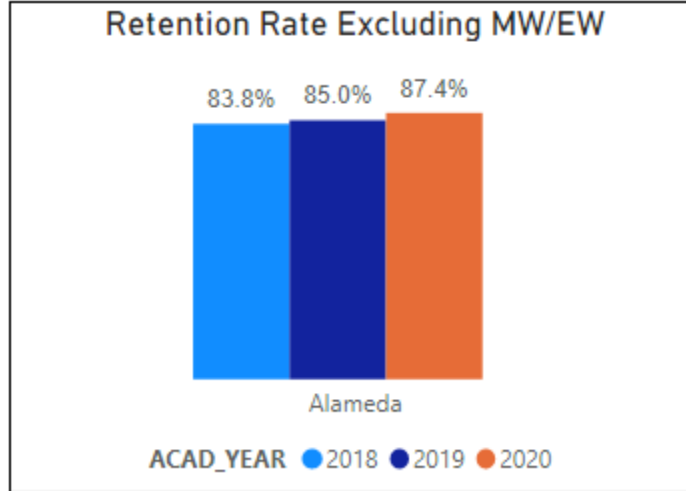


Consider your program's course completion rates over the past three to five years (% of student who earned a grade of "C" or better).

How do the course completion rates for your program or discipline compare to your college's College-Set Standard for course completion of **67%**?

N/A

On average the course retention rate (number of students are retained in the course) for College of Alameda has been **85%** for the past three years. Examine the course retention rates for your program over the last three years. How does your program or discipline course retention rates compare to the college?



N/A

Equity

College of Alameda continues to focus on access, equity, and success. The goal is to create an inclusive environment where all students can thrive and meet their education and career goals. In 2019 the Student Service Equity team [analyzed data](#) to identify groups that were disproportionately impacted in access, persistence, transfer rate, completion of transfer level English and Math, and goal completion.

- **Access:** Black or African American male students enroll at disproportionate rates. Additionally, female Black or African American, disabled and LGBTQIA students enroll at disproportionate rates.
- **Persistence:** Female Black or African American, Latinx, foster youth, LGBTQIA and veteran students are persisting at disproportionate rates. Male Black or African American, foster youth and LGBTQIA students are also persisting at disproportionate rates. The most significant retention equity gap was with male foster youth students.
- **Transfer to a Four-Year Institution:** Female American Indian or Alaska Native, Native Hawaiian or other Pacific Islander and disabled students transferred at disproportionate rates. American Indian or Alaska Native, Black or African American, Filipino, Latinx,

disabled, first generation and foster youth males also transferred at disproportionate rates.

- **Complete both Transfer-level Math and English within the first year:** Female foster youth complete both transfer level math and English at disproportionate rates. Additionally, Black or African American, Latinx, disabled, economically disadvantaged, foster youth and LGBTQIA males transfer at disproportionate rates.
- **Vision 2022 Goal Completion:** Asian, Black or African American, Latinx, foster youth, LGBTQIA, and veteran female students complete at disproportionate rates. American Indian or Alaska Native and LGBTQIA male students are also completing at disproportionate rates.

Discuss how your program worked to address these equity gaps since 2019. Incorporate examples of your program data where applicable.

AR's focus in this area is primarily access-- A&R supports equity activities by providing enrollment services to targeted groups like Umoja (which supports African American students), the Puente Program (which supports Latinx students) and International students. A&R also supports dual enrollment students and CCAP courses. In areas where the PCCD Peoplesoft system has limitations or known recurring issues (ex linking courses or cohort enrollment) , AR provides manual enrollment of students. Furthermore, in instances when the College outreach department works with cohorts of students, COA AR works collaboratively to adjust student status' and troubleshoot to help streamline registration for new/ continuing students.

Degrees & Certificates Conferred

For more information on awards: [Degrees & Certificates Dashboard link](#)

Degrees and Certificates

Increasing the number of students who complete a certificate or degree is a shared goal across CoA's Ed Master Plan Goals, PCCD Goals, the Chancellor's Office Vision for Success, the Student-Centered Funding Formula, and Guided Pathways.

How can your program contribute to increasing the number of certificates and degrees awarded over the next three years?

Admissions & Records changed their business process to allow students petition for degrees and certificates year-round. However, we still adhere to ADT deadline dates. Student services is continuing to reach out to students that are close petitioning. Our staff, in particular, Connie Wu and Michelle Chen have participated in the testing of the PeopleSoft upgrade process to ensure accurate training. These efforts will continue to contribute to overall increase in awards conferred.

Student Learning Outcomes Assessment

List your program's Student/Service Area Learning Outcomes that have been assessed in 2018-19 and 2019-20?

Students will fulfill degree and certificate requirements within semester in which they applied for a degree or certificate in person or online.

Our department assessed there was 600 students applied and 574 met the criteria

How has your dept worked together on assessment (planning together)? Include the challenges and the successes. What aspects of assessment work went especially well in your department and what improvements are most needed?

Detail the planning process, examples of collaboration with other depts or faculty members, roles in leadership and how the dept used student satisfaction surveys, college surveys or outcome data to assess.

Ms. Bryant worked with the SLO coordinator, Jamar Mears to assess the SLO for Admissions & Records regarding degrees awarded. A comprehensive survey to properly assess the outcome.

What were the most important things your department learned from assessment? Did implementation of your action plans result in expansion or improvement of your departments service to students? If so, please explain:

N/A – more information is needed.

What support does your department need from administrators, assessment coordinators and/or your campus assessment committee to continue to make progress in assessment of outcomes and implementation of action plans?

We need data support to look at our operational functions and surveys to help us assess our work.

Engagement

How has your department has participated in college wide efforts such as committees, presentations, and departmental activities?

Our department will continue to support faculty and staff and we will continue to support our outreach and counseling department.

How has your department has engaged in community activities, partnerships and/or collaborations?

We will continue to work our Alameda Unified counterparts.

Prioritized Resource Requests Summary

In the boxes below, please add resource requests for your program. If there are no resource requested, leave the boxes blank.

Resource Category	Description/Justification	Estimated Annual Salary Costs	Estimated Annual Benefits Costs	Total Estimated Cost
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Personnel: Classified Staff	Permanent Full time Evaluator	51600	44000	95600
Personnel: Student Worker	Student worker	7000		7000
Personnel: Part Time Faculty				
Personnel: Full Time Faculty				

Resource Category	Description/Justification	Total Estimated Cost
Professional Development: Department wide PD needed	Attend CACRO meetings \$250 per person	\$1000
Professional Development: Personal/Individual PD needed		

Resource Category	Description/Justification	Total Estimated Cost
Supplies: Software		
Supplies: Books, Magazines, and/or Periodicals		
Supplies: Instructional Supplies		
Supplies: Non-Instructional Supplies		

Supplies: Library Collections		

Resource Category	Description/Justification	Total Estimated Cost
Technology & Equipment: New	<p>Three (3) laptops for Admissions & Records Currently A&R is borrowing laptops from other departments to enable staff to work from home. A&R needs new laptops to assigned our department.</p> <p>Four touchpad computers in all workstations To assist students complete online surveys when they are at our workstation</p>	7000
Technology & Equipment: Replacement		

Resource Category	Description/Justification	Total Estimated Cost
Facilities: Classrooms		
Facilities: Offices		
Facilities: Labs		
Facilities: Other		

Resource Category	Description/Justification	Total Estimated Cost
Library: Library materials		
Library: Library collections		

Resource Category	Description/Justification	Total Estimated Cost
Other		