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 **College of Alameda**

2021-22 Annual Program Update – **Transfer Center**

**Program Overview**

Please provide your program’s mission statement and program’s learning outcomes

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| 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. |

List your program staff or faculty

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| Vivian Virkkila - .5 Dedicated to Transfer Center |

Your program goals have been listed from your most recent Program Review or APU. 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.

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

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| **Program Goal** | Launch STARS Student Transfer and Reaching Success |
| Status: In-Progress or Complete?  | In-Progress |
| Which college or district goal is aligned with your program goal? | A. Advance Student Access, Equity, and SuccessC. Build Programs of Distinction  |

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| **Program Goal** | Provide students with accurate transfer information and transition services  |
| Status: In-Progress or Complete?  | In-progress |
| Which college or district goal is aligned with your program goal? | A. Advance Student Access, Equity, and Success |

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| **Program Goal** | Monitor the progress of transfer students to the point of transfer.  |
| Status: In-Progress or Complete?  | In-progress |
| Which college or district goal is aligned with your program goal? | A. Advance Student Access, Equity, and Success |

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| **Program Goal** | Assess students that utilize the resources offered at the Transfer Center for transfer related activities, guidance, and support  |
| Status: In-Progress or Complete?  | In-progress |
| Which college or district goal is aligned with your program goal? | A. Advance Student Access, Equity, and SuccessE. Develop and Manage Resources to Advance Our Mission |

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

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| 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 i s clearly identified as a primary mission of the college4. 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. Chairing the Transfer Center Advisory Committee developed to assist in supporting and strengthening transfer activities on campus.6. Working with the campus articulation officer to monitor and encourage the development of articulation agreements and campus participation in articulation efforts.7. 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.Program Review – Annual Program Update – Page 38. 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.9. Receiving daily California Community College and university updates through the statewide Transfer Center Director’ s distribution list |

**Program Update**

Using the dashboards, review and reflect upon the data for your program.

[**Course Completion and Retention Rates – Instructional Dashboard**](https://app.powerbi.com/view?r=eyJrIjoiNjc2MDhiNTEtNTJhZi00MDM0LTk5NDItNTRiY2EzMGI1NTZiIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSection86d6f65e2fb41a73da4d)

[**Course Completion and Retention Rates – Student Services Dashboard**](https://app.powerbi.com/view?r=eyJrIjoiNjk3NDJjOTItNzI5MS00MDhjLWJhN2EtZjcxNzU4OTBiZDBjIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSection86d6f65e2fb41a73da4d)

[**Enrollment Trends and Productivity Dashboard**](https://app.powerbi.com/view?r=eyJrIjoiNWJlOWZmYTEtNTY0MC00MDhkLWE5OTAtYmJjZjIxNzJiNWViIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSection86d6f65e2fb41a73da4d)

[**Degrees and Certificates Dashboard**](https://app.powerbi.com/view?r=eyJrIjoiZjU2M2M5MzItOTcwZi00Y2U1LWJmODUtYTc0YjlhZGI2ZDhjIiwidCI6ImVlYTE2YTE2LTQ4YWYtNDc3Yi05MTEzLTA1YjFjMDExMjNmZiIsImMiOjZ9&pageName=ReportSectionde32556e136b0a8caccd)

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| **COA Transfer Oriented Students\* 2020-21** | **Total Graded** | **Success** | **Success Rate** | **Retained**  | **Retention Rate** |
|  | 4245 | 3662 | 86% | 3879 | 91% |
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| **By Ethnicity for 2020-21** | **Total Graded** | **Success** | **Success Rate** | **Retained**  | **Retention Rate** |
| Asian | 1972 | 1759 | 89% | 1829 | 93% |
| Black / African American | 411 | 291 | 71% | 339 | 82% |
| Hispanic / Latino | 871 | 751 | 86% | 797 | 92% |
| Two or More | 242 | 208 | 86% | 223 | 92% |
| Unknown / NR | 163 | 143 | 88% | 147 | 90% |
| White | 582 | 507 | 87% | 541 | 93% |
|   |   |   |   |   |   |
| **By Gender for 2020-21** | **Total Graded** | **Success** | **Success Rate** | **Retained**  | **Retention Rate** |
| Female | 2185 | 1873 | 86% | 1989 | 91% |
| Male | 1985 | 1716 | 86% | 1815 | 91% |
| Unknown | 75 | 73 | 97% | 75 | 100% |
|   |   |   |   |   |   |
| **By Age Range for 2020-21** | **Total Graded** | **Success** | **Success Rate** | **Retained**  | **Retention Rate** |
| 16-18 | 280 | 271 | 97% | 271 | 97% |
| 19-24 | 2687 | 2358 | 88% | 2492 | 93% |
| 25-29 | 580 | 445 | 77% | 498 | 86% |
| 30-34 | 362 | 305 | 84% | 315 | 87% |
| 35-54 | 326 | 275 | 84% | 295 | 90% |
|   |   |   |   |   |   |
| *\* COA Transfer Oriented students are identified as students with a matriculating goal of transfer or complete an AA and transfer, a COA major, and have completed 30 units or more - EOPS students are excluded from this cohort.*  |
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Describe any significant changes and discuss what the changes mean to your program. Consider whether performance gaps exist for disproportionality impacted students by using filters to disaggregate the data. Focus upon the most recent year and/or the years since your last comprehensive program review. Cite data points to support your reflection.

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| Retention rates appear positive across all demographics, however due to the anomalous situation of the Covid pandemic these numbers may not accurately reflect our typical student population retention rates.  |

Describe the department's progress on Student Learning Outcomes (SLOs) and/or Service Area Outcomes (SAOs) since the last Program Review/APU.

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| Due to Covid SLOs were not measured.  |

Describe the outcomes and accomplishments from previous year’s funded resource allocation request.

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| **Brief description of funded request** | **Source (any additional award outside your base allocation)** | **Total Award Amount** | **Outcome/Accomplishment** |
| Due to Covid funding for in person services and events were not requested for the academic year.  |  |  |  |

**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.

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| **Resource Category** | **Description/Justification** | **Estimated Annual Salary Costs** | **Estimated Annual Benefits Costs** | **Total Estimated Cost** |
| **Personnel: Classified Staff** | PT Support Transfer Center functions: college representative scheduling, promotion materials, student outreach and data tracking, transfer events, workshops, and other related tasks |  26400 |  7890 |  34290 |
| **Personnel: Student Worker** | Support Transfer Center services, provide mentorship to students  |  |  |  10500 |
| **Personnel: Part Time Faculty** |  |  |  |  |
| **Personnel: Full Time Faculty**  |  |  |  |  |

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| **Resource Category** | **Description/Justification** | **Total Estimated Cost** |
| **Professional Development: Department wide PD needed** |  |  |
| **Professional Development: Personal/Individual PD needed** | College Essay writing workshop series ETS, UC/CSU College Counselor Conferences | 1000 |

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| **Resource Category** | **Description/Justification** | **Total Estimated Cost** |
| **Supplies: Software** |  |  |
| **Supplies: Books, Magazines, and/or Periodicals** |  |  |
| **Supplies: Instructional Supplies** |  |  |
| **Supplies: Non-Instructional Supplies** | operational expenses and office supplies; pens, paper, folders, promotional/marketing materials to support outreach efforts | 4000 |
| **Supplies: Library Collections** |  |  |

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| **Resource Category** | **Description/Justification** | **Total Estimated Cost** |
| **Technology & Equipment: New** | Computer/printer upgrades for Transfer Center | 10000 |
| **Technology & Equipment: Replacement** |  |  |

**Prioritized Resource Requests Summary - Continued**

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

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

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| **Resource Category** | **Description/Justification** | **Total Estimated Cost** |
| **OTHER** | **UC Davis Transfer Opportunities Program (TOP)** The Transfer Opportunity Program (TOP) brings UC Davis admission advisors onto select community college campuses in Northern California. Each participating college has a dedicated UC Davis advisor who is on campus and is available to help students transfer successfully.  | 7000 |
|  | **Marketing/meals for Transfer Day** | 5000 |
|  | **Graphic design costs for Transfer Student Handbook** | 2500 |
|  | **Decision Day Celebration** | 2500 |