



# College of Alameda

## 2022-23 Annual Program Update – Student Activities and Campus Life

### Program Overview

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

The mission of Student Activities and Campus Life is to improve student persistence, retention and completion rates by offering opportunities and experiences beyond the classroom that encourage learning and student success.

List your program staff or faculty

Natalie Rodriguez, Director of Student Activities and Campus Life  
 Jeremy Simmons, Basic Needs Coordinator  
 Viviana Rodriguez-Smith, ASCOA Advisor  
 Xitlalli Macarena Valenzuela, Senior Clerical Assistant

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.*

<b>Program Goal</b>	Create consistent and engaging campus life programs and activities.
Status: In-Progress or Complete?	<p>Complete. Student Activities and Campus Life continues to partner with other on-campus programs and support services to offer regular activities and programs for students. Most recently, we have implemented Tasty Tuesdays which provides students with Free lunch and an activity or informational tabling from 11:30 – 1:30 p.m. every Tuesday.</p> <p>Tasty Tuesday has allowed us to combine our Basic Needs services along with other types of programming such as cultural events and celebrations and student accessibility services. In addition to receiving free lunch during Tasty Tuesdays students are also able to receive free produce/groceries on the second and fourth Tuesday of the month and personal care items from the Cougar Closet every Tuesday. They can also claim Emergency Food Grants during this time.</p>

	<p>We also continue to host the following events and celebrations:</p> <ul style="list-style-type: none"> <li>• Welcome Week</li> <li>• Black History Month Programming</li> <li>• SWANA Heritage Month Programing – Including a Ramadan event</li> <li>• AAPI Heritage Month Programming</li> <li>• Latinx Heritage Month Programing</li> </ul>
Which college or district goal is aligned with your program goal?	<p><b>College Goal</b> – Increase retention and persistence rates.  <b>District Goal</b> – Advance Student Access, Equity, and Success</p>

<b>Program Goal</b>	Implement a comprehensive leadership program for ASCOA student leaders.
Status: In-Progress or Complete?	In-Progress. For the first time in years ASCOA has a full senate and a total of seven (7) Senators.
Which college or district goal is aligned with your program goal?	<p><b>College Goal</b> – Increase retention and persistence rates  <b>District Goal</b> – Advance Student Access, Equity and Success</p>

<b>Program Goal</b>	
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.

Student Activities and Campus Life, which includes the Associated Students of College of Alameda (ASCOA) and campus clubs is the cradle for campus life programming. It is an information and resource center as well as the hub for student leadership, community service, and recreational and cultural programs.

Services include:

- Basic Needs
  - \* The Free Produce Market – Every 2<sup>nd</sup> and 4<sup>th</sup> Tuesday of the month
  - \* Emergency Food Grants in the amount of \$300 per award
  - \* Cougar Closet – Personal Care Items
  - \* CalFresh Outreach
  - \* Hot Spot Distribution for any CoA student enrolled in a minimum of 1 course at the college or working at CoA as a student worker
- Office of Discipline
- Campus Posting Review
- Literature Distribution Guidelines
- Campus Social, Recreational, Cultural and Educational Programming
- Campus Life Calendar/Master Activities Calendar Clearance
- Campus Lost and Found
- Use and Maintenance of Student Center (The first floor is open for the first time in two years, since the start of the pandemic. The second floor continues to be closed due to short staffing)
- Multicultural Programming (Latino Heritage Month, Black History Month, Women’s History Month, Asian Pacific Islander Heritage Month, LGBTQ)
- Support for the College’s Student Government, Associated Students of College of Alameda (ASCOA)
- Campus Club Organizations, Formation, Support and Advising
- Supervision of Office of Student Activities Student Employee Support Staff
- Supervision of Campus Food Services (None currently on campus due to lack of foot traffic)
- Coordinate annual commencement ceremony and student awards banquet

The department aligns with the college mission by providing programs and services that empower students to achieve their goals and serve their educational needs.

### **Program Update**

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

- [Course Completion and Retention Rates – Instructional Dashboard](#)
- [Course Completion and Retention Rates – Student Services Dashboard](#)
- [Enrollment Trends and Productivity Dashboard](#)
- [Degrees and Certificates Dashboard](#)
- [Demographics dashboard link](#)



## Student Demographic Snapshot

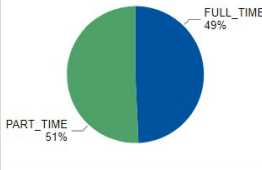
### Academic Year, Semester

- Select all
- 2020
- 2021
- 2022
- 2023
- Fall 22
- Summer 22

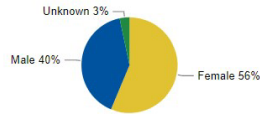
9038

Unduplicated Headcount

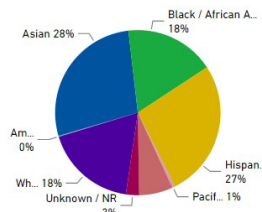
### Academic Enrollment Load (Districtwide)



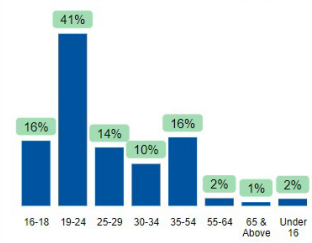
### Gender Identity



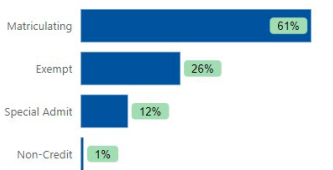
### Percent of Enrolled Students by Race/Ethnicity Category



### Percent of Enrolled Students by Age



### Percent of Enrolled Students by Academic Program



### Academic Year

2021-2022

### Campus

Alameda

### Division

All

### Service Area

All

### Student Group

All

### Subject

All

### Course Completion and Retention Rates by Student Group or Service Area

Academic Year	Gender	Headcount	Census Enrollment	Completion Rate	Retention Rate	Completion Rate*	Retention Rate*
2021-2022	F	5092	10175	70.4%	84.9%	71.5%	84.7%
2021-2022	M	3654	8080	70.7%	84.9%	71.5%	84.7%
2021-2022	X	300	604	74.7%	84.4%	75.3%	84.3%
<b>Total</b>		<b>9046</b>	<b>18859</b>	<b>70.7%</b>	<b>84.9%</b>	<b>71.6%</b>	<b>84.7%</b>

Academic Year	Age	Headcount	Census Enrollment	Completion Rate	Retention Rate	Completion Rate*	Retention Rate*
2021-2022	16-18	1414	2625	76.4%	89.3%	78.2%	89.1%
2021-2022	19-24	3745	8612	71.1%	85.1%	72.0%	84.9%
2021-2022	25-29	1270	2399	66.2%	82.6%	67.0%	82.4%
2021-2022	30-34	913	1721	65.2%	80.0%	65.5%	79.9%
2021-2022	35-54	1493	2800	68.9%	83.7%	69.4%	83.6%
2021-2022	55-64	165	309	76.8%	86.8%	77.1%	86.7%
2021-2022	65 & Above	82	198	84.8%	93.2%	87.1%	93.0%
2021-2022	Under 16	152	195	80.4%	90.2%	83.9%	89.8%
<b>Total</b>		<b>9046</b>	<b>18859</b>	<b>70.7%</b>	<b>84.9%</b>	<b>71.6%</b>	<b>84.7%</b>

Academic Year	Ethnicity	Headcount	Census Enrollment	Completion Rate	Retention Rate	Completion Rate*	Retention Rate*
2021-2022	American Indian	18	44	61.5%	89.7%	61.5%	89.7%
2021-2022	Asian	2331	5676	83.6%	91.0%	84.1%	90.9%
2021-2022	Black / African American	1585	3089	61.9%	80.6%	63.1%	80.2%
2021-2022	Hispanic / Latino	2528	4937	65.3%	81.9%	66.5%	81.6%
2021-2022	Pacific Islander	53	103	63.0%	82.0%	65.6%	81.3%
2021-2022	Two or More	593	1205	65.2%	82.4%	66.1%	82.2%
2021-2022	Unknown / NR	233	492	70.0%	83.4%	70.9%	83.2%
2021-2022	White	1705	3313	67.2%	83.9%	67.8%	83.8%
<b>Total</b>		<b>9046</b>	<b>18859</b>	<b>70.7%</b>	<b>84.9%</b>	<b>71.6%</b>	<b>84.7%</b>

**i** For more information

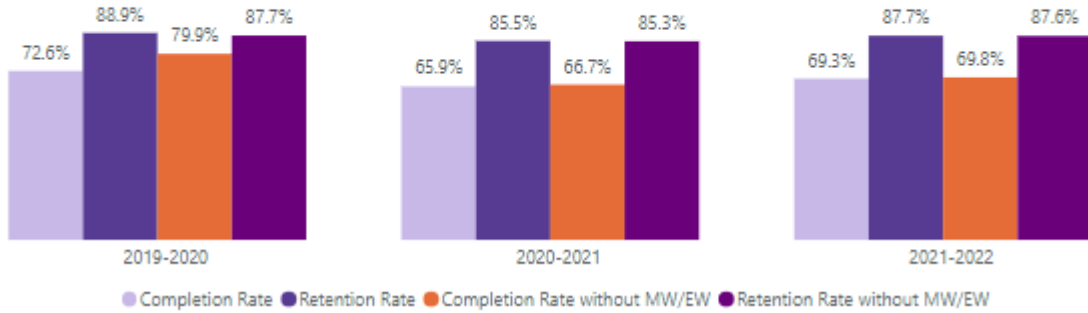
Note: Gender, Age and Ethnicity Groups that are greater than 5 are shown in this report.

\* Excluding MW and EW grades

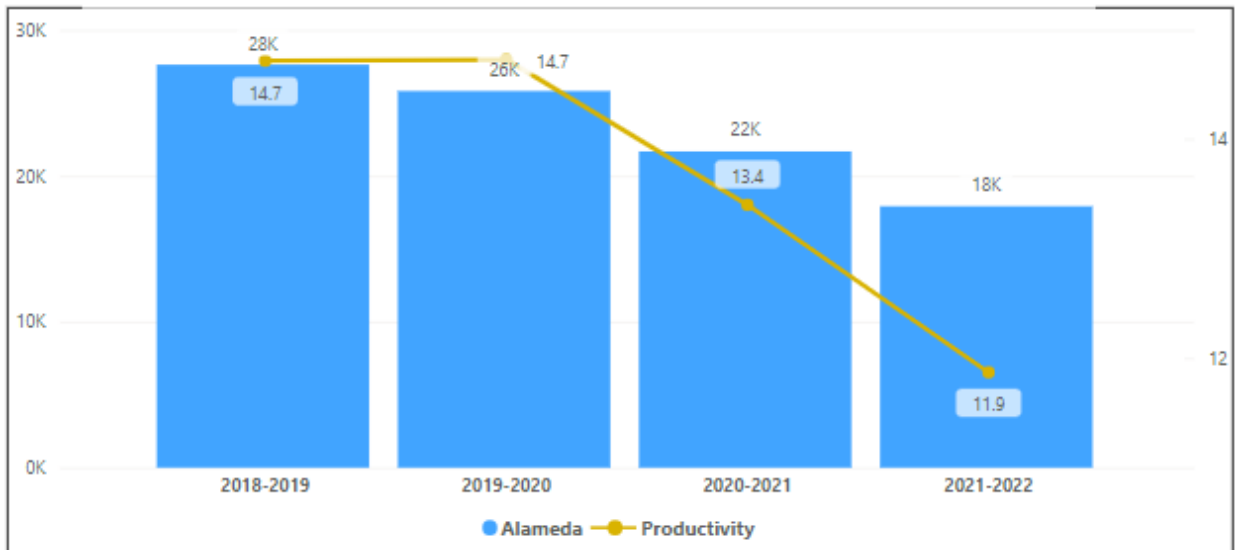
Describe any significant changes and discuss what the changes mean to your program. Consider whether performance gaps exist for disproportionality impacted students by using filters to disaggregate the data. Focus upon the most recent year and/or the years since your last comprehensive program review. Cite data points to support your reflection.

## College of Alameda

### Overall Course Completion and Retention Rates by College

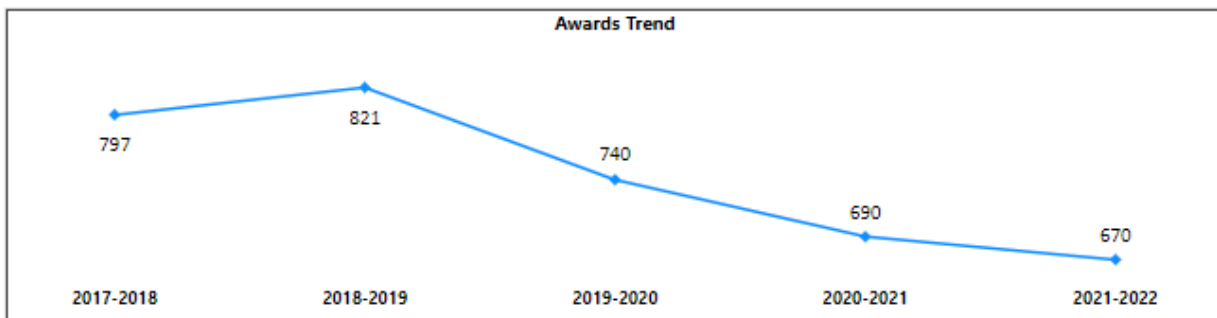


### Census Enrollment and Productivity by Year and Campus



### Degrees and Certificates Awards Trend

To view degrees and certificates conferred by college or subject, start with the right filters. Data can be disaggregated by subgroups to the lower right.



Due to the government mandated shelter-in-place directive, College of Alameda has seen a dramatic decrease in student enrollment.

While initially the Office of Student Activities and Campus Life struggled with engaging students remotely and ASCOA participation we are currently struggling the most with the current state of the Student Center and its infrastructure. As the Spring Semester was set to begin, an issue with a leaking pipe was discovered. This led to the closure of the entire building and a potential problem with mold.

Prior to the re-opening of campus the Cafeteria which is located on the second floor of the Student Center was closed due to much needed repairs. There has been no further conversation from the college or the district regarding the potential reopening of the cafeteria. Housing food services on campus has been an ongoing challenge due to the inability to turn a profit. The previously student-run café was also running in the red and was eventually forced to close. In addition to the challenges with food services on campus, the second floor of the Student Center remains closed due to short staffing and the inability to have sufficient staff to supervise the area.

In response to these challenges the Office of Student Activities and Campus Life had previously begun to collaborate with learning communities Puente/ACCESO and UMOJA in order to be able to reach our special population students. We have expanded these efforts through the Tasty Tuesday campaigns that allow us to provide Basic Needs services such as Emergency Food Grants, Free Produce, Personal Care Items and Free Lunch, while partnering with instruction and student services to provide regular programming.

The office of Student Activities and Campus Life has been engaged in addressing the challenges of external factors such as campus closure restrictions and the digital divide by providing direct support to students.

The department has provided students with support via:

- Tasty Tuesdays – Every Tuesday from 11:30 to 1:30 p.m.
  - \* The Free Produce Market – Every 2<sup>nd</sup> and 4<sup>th</sup> Tuesday of the month
  - \* Emergency Food Grants in the amount of \$300 per award
  - \* Cougar Closet – Personal Care Items
  - \* CalFresh Outreach
  - \* Hot Spot Distribution for any CoA student enrolled in a minimum of 1 course at the college or working at CoA as a student worker
- CalFresh Application Assistance – In collaboration with Financial Aid
- For students who were not able to access a computer for remote learning purposes, the college provides a Chromebook loan program – through the Library
- Black History Month programming
- SWANA Heritage Month Programming
- API Heritage Month programming
- Latinx Heritage Month programming
- Dia de los Muertos Celebration

And workshops and lectures geared at special populations.

In the coming semester we will continue to provide direct support via the Basic Needs Center which is currently in development and has begun with the hiring of our Basic Needs Coordinator and the continuation of Tasty Tuesdays.

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

**SAO 3: Celebrate cultural backgrounds and examine the relationship of cultural experiences and educational attainment. – Assessed Spring 2021**

Given the state mandated shutdown and the fact that the department was in transition for a year, there is some disconnect between previously assessed data and the current SLO. Between the Fall of 2019 and the Spring of 2020, the department provided students with support via the free food market, free breakfast and lunch programs, and cultural events such as:

- Black History Month programming
- AAPI Heritage Month programming
- Latinx Heritage Month programming
- Dia de los Muertos Celebration
- National Coming Out Week

And workshops and lectures geared at special populations such as:

- Lecture: Afro-Caribbean Music as Identity and Resistance
- Life After DACA workshop, Immigrants Rising
- Understanding the Self, Creating the Self Through Poetry
- LGBTQIA+ Student Social

The transition period and global pandemic prevented us from being able to locate attendance records for each of these events.

Offering multiple ways of participating in cultural events and celebrations seems to be of interest to students. Partnering with instruction in offering extra credit for attending workshops and events always draws a larger crowd. Offering students opportunities to engage with cultural events and celebrations via social media would also increase participation, especially in cases of emergency such as the one we have found ourselves in due to the Covid-19 pandemic.

Partnering with learning communities UMOJA, Puente/ACCESO has proven to be essential in increasing student participation. We have seen a larger turnout at events when we partner directly with the learning communities.

**SAO 1: Analyze obstacles to community college student success and examine strategies and resources to overcome obstacles. – Assessed Spring 2022**

Through the survey that we distributed via email we learned that 84.6% of the students who responded felt that the strategies and resources offered by the Office of Student Activities and Campus Life did help them overcome obstacles that would otherwise hinder them from achieving their educational goals. Of the respondents, 7.7% felt that our strategies and resources did not help them; 3.8% thought that they were helpful but not much because everything is expensive; and 3.8% were unsure which of the strategies and services that they used belong to the Office of Student Activities and Campus Life.

Through our survey distribution we also learned that we had a very low response rate. One hundred and forty-eight (148) surveys were distributed and only received 26 responses.

Based on this analysis of our data, we learned that we likely need to have our survey be open for a longer period of time, and that we need to do outreach that consists of multiple platforms, such as texting and phone calls, in addition to email solicitation.

Our department is currently in the process of developing and establishing a Basic Needs Center. This process began with the hiring of the Basic Needs Coordinator, Jeremy Simmons. The resources that our department currently provides students are:

- Tasty Tuesdays – Every Tuesday from 11:30 to 1:30 p.m.
  - \* The Free Produce Market – Every 2<sup>nd</sup> and 4<sup>th</sup> Tuesday of the month
  - \* Emergency Food Grants in the amount of \$300 per award
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**SAO 2: Increase the persistence and retention rates of students involved in Student Activities – Will be assessed in Spring 2023.**

We will assess available data pertaining to students involved in student government as well as data. For the first time in several years College of Alameda has a full ASCOA board. If pertinent we will also analyze data pertaining to students who participate in Basic Needs programs and services.

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

Brief description of funded request	Source (any additional award outside your base allocation)	Total Award Amount	Outcome/Accomplishment
Reinstate full-time program specialist to support the department activities related to student clubs, leadership workshops, coordinating campus events and basic needs initiatives.	Basic Needs Funds	\$181,076	Hiring of Basic Needs Coordinator & Creation of the Basic Needs Center



### **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.

<b>Resource Category</b>	<b>Description/Justification</b>	<b>Total Estimated Cost</b>
Personnel: Classified Staff	Currently the department shares a staff assistant with another campus department. Having a part-time staff assistant negatively affects department operations by limiting productivity and effectiveness. The addition of a full-time 10-month staff assistant would help increase productivity and program support.	\$59,000
Personnel: Student Worker		
Personnel: Part Time Faculty		
Personnel: Full Time Faculty		

<b>Resource Category</b>	<b>Description/Justification</b>	<b>Total Estimated Cost</b>
Professional Development: Department wide PD needed		
Professional Development: Personal/Individual PD needed		
Supplies: Software		
Supplies: Books, Magazines, and/or Periodicals		
Supplies: Instructional		
Supplies: Non-Instructional		
Supplies: Library Collections		
Technology & Equipment	HP Office Deskjet All-in-One Printer Lenovo All-in-One Desktop Computer	\$499.99 \$900.00
Library: Library materials/collections		
Facilities: Classrooms/Labs		
Facilities: Offices		
Other		