STUDENT SERVICES PROGRAM REVIEW

Annual Program Review Form: Academic Year 2007-2008
Due: June 30, 2008 (Updated)

Each year, no later than June 30, Student Services Staff analyze the state of their program. The Program Review analysis includes the following information and should not be more than 3-4 pages. Programs may include additional data and information in support of the annual review—as an attachment only.

Date: June 30, 2008

Student services unit: Admissions & Records

Student services unit staff: Dr. Henry B. Villareal, Dean; Arlene Fajardo, Assistant Registrar; Grace Gamiao, Program Services Coordinator, Degree Audit; Six A&R Assistants (A&R IIs): Mario Mihelcic; Jeremy Mileo; Gert Sartor; Mary Nway Sein, Geri Trevaskis, Chequita Williams.

Program review prepared by: Henry B. Villareal and Arlene Fajardo with input from Admissions & Records Staff

A. Summary description of your unit's program and services (one paragraph):

Admissions and Records provide a number of different services which provide direct contact with all constituents which include students, alumni, faculty and staff. Specific services include responding to general inquiries, processing admission applications, transcript requests, and enrollment verification. Also, A&R staff assess degree and certificate eligibility, conduct incoming transcript evaluation, course to course evaluation, determine veteran's eligibility for benefits, and conduct CSU GE and UC IGETC evaluations. Further, A&R staff assist students with registration; assist faculty with census and grade changes; and coordinate the College Connection Concurrent High School program. In addition, the A&R Staff answer numerous telephone calls and participate in various college in-reach programs such as Welcome Mat, Parents Night, and Once Were Warriors High School Recruitment Program. College outreach participation by A&R staff included a veteran's Welcome Home event at Moffet Field, representation at the San Mateo County Fair and at Hillsdale Mall.

B. Number of students served/types of services provided:

All students at CSM will at one time or another have direct or indirect contact with A&R staff. Representative of the many services provided to students by Admissions and Records staff are processing of admission applications, assistance with registration, processing transcript requests, determining graduation eligibility, and certifying veteran students eligibility for educational benefits.

As noted below, there were a total of 16,683 admission applications submitted in 2007-2008, an increase of 2179 or 13 percent with 52 percent submitted using the online CCCApply. In 2006-07, 57.3 percent of applications were submitted using CCCApply.

Outgoing official transcripts totaled 11,175 with 5,249 or 47 percent of requests being submitted using WebSMART. This total reflects a 14 percent increase over last year in online transcript requests.

Service	Paper	Online	Total
Processing Admission Applications	8,055/48.0%	8,628/52%	16,683
Outgoing Official Transcript Requests	5,926/53%	5,249/47%	11,175

While promoting and encouraging use of web-based services, A&R also maintains a helpful and courteous staff that is available to assist students, faculty, and other members of the CSM community.

For example, during the past year, two A&R staff members have been assigned to Veteran's services. Both staff members are responsible for certifying and maintaining records associated with veteran student's eligibility for educational benefits. In addition, both staff members have been intricately involved with assessing current program services and advocating on behalf of these students. For example, priority registration has been established and a veteran's student club was formed during spring 2008.

C. Significant unit accomplishments in 2007-2008:
- Continued promotion of web-based services to students, faculty and staff;
- Promotion of the web-based CCCApply admission application led to 52 percent (8,628 of 16,683) of admission applications being submitted online;
- 92 percent of students registered using WebSMART;
- 47 percent of official transcripts requests were submitted online;
- Priority Registration established for Veteran Students;
- A counselor has been designated to serve veteran students;
- Course to course transcript evaluations transitioned to A&R and CSM is the only college in the district providing this service;
- Significant utilization of Xtender, the software program used for scanning documents and which provides expedient access to documents used by A&R staff, counselors, and others.

D. Where appropriate, delineate the relationship of significant unit accomplishments in 2007-2008 to current Student Services Planning Document:

The significant accomplishments as outlined coincide primarily with Goals one and three of the most recent Student Services Planning Document. The relationship of the units' accomplishments to Programs and Services is outlined below.

Goal 1. Programs and Services

1.2 Develop a global sensitivity by creating a welcoming and supportive environment and by providing cross-cultural learning opportunities for staff and students
- ➢ Admissions and Records staff have attended various diversity related events including the President's Diversity Lecture Series and a workshop focusing on Respect in the Workplace;
- ➢ Several A&R staff are active members of the College's Diversity In Action Group (DIAG);
- ➢ As members of DIAG, A&R staff has coordinated programs focusing on cultural sensitivity, immigration issues, and awareness of LGBT issues.

1.3 Collect and analyze information from student satisfaction surveys and program reviews to improve programs and services to students.
- ➢ Admissions and Records continue to collect student survey data which is then used to asses, improve and enhance student services.

1.9 Evaluate and implement use of online services to better serve the changing needs of students.
- ➢ Admissions and Records Staff continue to provide suggestions for enhancing user-friendliness of WebSMART;
- ➢ The assistant registrar and an admissions assistant are currently involved with the

redesign of the Admissions and Records website;
- ➢ The assistant registrar and program coordinator for degree audit are actively involved with development and maintain the computerized degree audit program;
- ➢ A&R continues to modify and update commonly used forms and make them available to students online;
- ➢ Veterans' website continues to be monitored and enhanced so that pertinent and timely links can be added.

1.10 Develop means by which to exchange ideas/information between students services and instruction.
- ➢ The dean and assistant registrar continue to periodically meet with the vice president of instruction and instructional deans to discuss proposed changes to operational procedures that can improve existing services;
- ➢ The dean served as a member of several shared governance committees including Budget Subcommittee, Strategic Planning Subcommittee, and Enrollment Management;
- ➢ Assistant registrar is an ad hoc member of the Curriculum Committee.

Goal 3. Diversity

3.3 Expand opportunities for instruction and student services to further collaborate using diversity events to do so
- ➢ As chair of the Diversity In Action Group, the dean of enrollment services invited instructional administrators and faculty to attend, participate, and coordinate diversity programs and events;
- ➢ Admissions & Records staff coordinated diversity programs involving counseling and instructional faculty.

A&R staff actively contributes suggestions for improving and enhancing the unit's services. They recognize and support the use to technology for streamlining operations and also recognize the importance of providing excellent customer service. In addition, A&R staff acknowledge the diverse composition of the CSM student body and effectively use their interpersonal, language and other skills in assisting anyone who come to A&R for assistance.

E. Summarize the results of the Annual Student Survey for your unit _AND_ identify the implications for the future delivery of your unit's services:

The results of the Annual Student Survey for Admissions and Records affirm the high quality services provided by the staff. However, we in A&R continuously strive to improve our services by reviewing and assessing current procedures, seeking and listening to constituent feedback, and actively participating in college and district meetings that address operational issues. A summary of selected Annual Student Survey data are presented below.

- ➢ 60% of respondents noted that the overall quality of services received were Excellent (19%) or Very Good (41%); This reflects a decrease from last year's total of 65%;
- ➢ 65% responded that overall satisfaction with A&R staff was either Excellent (26%) or Very Good (39%). This is very similar to last year's assessment;
- ➢ 62% responded that the ability of A&R staff to answer questions was Excellent (25%) or Very Good (37%); a two percent increase over last year;
- ➢ 49% responded that A&R office hours were Excellent (18%) or Very Good (31%). This

response reflects a slight decrease of 2 percentage points from last year;
- ➢ 62% responded that the user-friendliness of WebSMART was Excellent (32%) or Very Good (30%) reflecting a 5 percent decrease in overall satisfaction from the previous year;
- ➢ 59% found the usefulness of the A&R website to be Excellent (22%) or Very Good (37%) in comparison to 61 percent last year.

The survey data generally confirms that A&R services are valued and appreciated. However, as with past survey results, A&R office hours continues to receive the least desirable marks. Given this ongoing concern, during the past year, A&R attempted to better accommodate student needs by extending its office hours during the first two weeks of the fall and spring terms, and one week during the summer term. During the past academic year, for the first two weeks of the fall and spring terms, A&R was open from 7:30 am to 7:30 pm, Monday thru Thursday and 7:30 am – 4:30 pm on Friday; totaling 57 hours per week; perhaps the most hours of any department at CSM. In addition, A&R was open two Saturday mornings each during the fall and spring terms.

Overall, A&R continues to provide high quality services to its various constituents and will endeavor to continue to improve. Thus, A&R will continue to collect and analyze student survey results as a means of further improving its programs and services. One area to include in future surveys is student satisfaction with telephone calls to Admissions and Records.

A&R implications for future delivery of A&R services include:
1. Continuing to collect, analyze and respond to student survey results;
2. Maintain emphasis on high quality customer service and a student-centered orientation;
3. Continuously assess and respond to recommended WebSMART improvements;
4. Enhance and maintain the A&R website;
5. Maintain ongoing collaboration with other student services and instructional units to provide seamless services to students;
6. Continue to extend A&R office hours from 7:30 am to 7:30 pm during the first two weeks of the fall and spring terms and be open the first two Saturdays of each fall and spring semester.

F. Summarize your unit's assessment of Student Learning Outcomes AND identify the implications for the future delivery of your units' services.

As survey data highlight, there is a significant appreciation of the online services provided by the college. However, there are still a significant number of students who are not familiar with or who may not be comfortable with using online services. Nonetheless, A&R staff will continue to promote utilization of web-based services and provide assistance to students as needed.

For the past full year, veteran students have been directed to utilize the Veteran Administration's web-based service to submit required materials. This process has significantly reduced staff workload by eliminating the snail paced process of faxing documents to the VA office. As well, the new procedure has empowered the veteran students by allowing them to take responsibility for submitting the compulsory documents.

Since its introduction in early 2006, the online transcript request service has experienced greater and greater utilization from both current and former students. During 2007-2008, 47 percent (5,249) of all official transcripts (11,175) were requested using the online option. This data substantiates the acceptance of this electronic format for requesting transcripts by current and former students.

The general satisfaction as presented by the survey results, particularly as it relates to students acceptance of web-based technology, provides further justification for A&R's emphasis on exploiting available technologies for enhancing student services. As already demonstrated, the majority of applicants seeking admission to CSM along with current and former students are at ease with technology and expect the flexibility and simplicity provided by web-based services. Admissions and Records will continue to support and promote the utilization of web based services to students, faculty and staff.

G. Summarize your unit's strategies and accomplishments that have fostered a climate in which diversity is recognized and valued:

For the past several years**,** A&R staff have attended and actively participated in diversity programs and events. All A&R staff have attended a President's Lecture Series on Diversity and some staff have attended several different Diversity In Action Group events. In fact, several of the staff have involved themselves in coordinating diversity events such as "Coming Out Day", an International Salad Bowl Luncheon", and a "Respect in the Workplace" workshop. Several A&R staff are also active members of DIAG and include Arlene Fajardo, Grace Gamiao, Jeremy Mileo, Mary Nway Sein, and Mario Mihelcic.

When seeking to fill vacated A&R positions, the dean and assistant registrar are cognizant of the importance of considering ethnic, gender, language, and cultural diversity as one of the many factors in hiring decisions. Further, they recognize the importance of hiring staff that are also skilled interpersonally as well as technologically savvy.

During 2007-08, A&R staff was represented by various ethnicities, cultural backgrounds, and gender. Full-time permanent staff was comprised of three males and six females, including a Latino, a Filipina, a Chinese individual from Burma, an African American woman, and five Anglos.

H. Anticipated goals for 2008-2009 based on the findings of your 2007-2008 Program Review:
- Continue to ensure the highest quality customer service;
- Enhance staff's technological skills by attending targeted skill building workshops;
- Continue to assess and streamline operations using available technology. Targeted areas for next year include:
    1. Continue to promote the use of web-based services to students and faculty;
    2. Maintain utilization of VA Once for processing veteran students' eligibility;
    3. Ensure all staff are competent with utilizing technological services related to their areas of responsibility;
    4. Utilize computerized degree audit program for evaluating degrees (if operable);
    5. Maintain catalog and reciprocity data entry for the computerized degree audit program;
    6. Continue to utilize degree audit program for determining IGETC and CSUGE certifications;
    7. Collaborate with ITS to further enhance the user-friendliness of WebSMART;
    8. Promote and enhance utilization of on-line admission application and other recent web-based services such as enrollment verification and transcript requests.

I. Identify your unit's needs and recommendations for 2008-2009:
- ➢ Continued funding for an hourly staff member to assist during high peak periods;
- ➢ Staff participation in workshops that enhance their technological skills;
- ➢ Provide professional development and networking opportunities for staff through involvement in local, regional and national conferences;
- ➢ Approved A&R III position to be
- ➢ Additional staff position to support computerized Degree Audit Program

J. Notable individual accomplishments and Professional Development Activities

Immediately below is an annotated list of individual accomplishments and professional development activities.
- o Arlene Fajardo, Chequita Williams, Mary Nway Sein, Mario Mihelcic and Henry Villareal

attended a regional CCCApply Workshop at Skyline College;
- o Jeremy Mileo and Mario Mihelcic attended several workshops addressing veteran services including a workshop at CSU East Bay that Arlene and Henry also attended;
- o Mario Mihelcic attended the Veteran's WAVE Conference in Washington State;
- o Mario Mihelcic and Jeremy Mileo coordinated the establishment of a Veteran Student Club;
- o Arlene Fajardo co-coordinated the DIAG sponsored International Salad Bowl Luncheon;
- o Grace Gamiao and Mary Nway Sein participated in coordinating a series of DIAG events focusing on the LGBT issues;
- o Chequita Williams and Grace Gamiao attended a CACCRAO Regional Workshop;
- o Arlene Fajardo, Grace Gamiao, Mary Nway Sein, and Chequita Williams attended the 3CBG Conference in Fremont;
- o Henry Villareal and Arlene Fajardo attended a Title 5 Workshop in Sacramento;
- o Arlene Fajardo and Henry Villareal continued their membership on the College's Budget and Planning Subcommittee;
- o Mario Mihelcic served as a member of the College's Classified Staff Planning Committee;
- o Henry Villareal, Arlene Fajardo and Grace Gamiao attended the CACCRAO Annual Conference in South Lake Tahoe;
- o Arlene Fajardo, Mario Mihelcic and Henry Villareal participated as facilitators for a Respect in the Workplace Workshop;
- o Henry Villareal served as an Executive Board Member of the National Council on Student Development

K. Provide a brief two or three sentence description of your unit's key accomplishments for use in the *"2007-2008 Student Services Key Accomplishments"* publication.

As confirmed through the student satisfaction survey, students are generally very satisfied with the services provided by A&R. A&R staff continues to promote the use of web-based services for students and faculty resulting in increased utilization of web-based services. For example, online transcript requests increased to 47 percent within a year and a half of implementation and online admission applications totaled over 50 percent of all applications submitted.

L. Additional comments: None