

The Program Review process should serve as a mechanism for the assessment of performance that recognizes and acknowledges good performance and academic excellence, improves the quality of instruction and services, updates programs and services, and fosters self-renewal and self-study. Further, it should provide for the identification of weak performance and assist programs in achieving needed improvement. Finally, program review should be seen as a component of campus planning that will not only lead to better utilization of existing resources, but also lead to increased quality of instruction and service. A major function of program review should be to monitor and pursue the congruence between the goals and priorities of the college and the actual practices in the program or service.

~Academic Senate for California Community Colleges

DEPARTMENT OR PROGRAM: ADMISSIONS AND RECORDS 2010-2011

1. BRIEF DESCRIPTION OF PROGRAM:

Admissions and Records (A&R) is one of the units that comprise Enrollment Services along with Financial Aid, Veterans Services and the International Student Center. The departments within the Enrollment Services Division all serve as front line services for potential and current students. Specifically, Admissions and Records serves as a conduit for students as staff provide a variety of services but then also refer them to other departments as needed. Admissions is often the first contact that prospective students have with the college and once enrolled students continue to seek out A&R for assistance with registration, requesting transcripts, enrollment verification, and when applying for a certificate or degree. In addition, A&R staff assist faculty and staff with a variety of needs that include grade changes, assistance with Web for Faculty, and responding to a diverse set of inquiries. Essentially, A&R staff interact with constituents that comprise the entire institution.

2. Based on data from *Core Program and Student Success Indicators* (provided by PRIE for programs offering courses), information you have collected about student users, data about the numbers of student users, results of student satisfaction surveys, and the goals stated in your most recent Program Review, please identify any key successes and challenges.

Results of the Student Satisfaction Survey for the 2010-2011 academic year highlight that students are relatively satisfied with the services provided by Admissions and Records. For example, regarding the overall quality of A&R services received, 35% of respondents noted excellent service with another 23% assessing services as Very Good (12.5%) or Good (20.8%). A breakdown of other services and satisfaction levels are included below.

Overall Satisfaction with A&R Staff:	Excellent 35.4%	Very Good 18.7%	Good 14.5%
Ability of Staff to Answer Questions:	Excellent 34.0%	Very Good 19.1%	Good 19.1%
Hours of Availability:	Excellent 33.3%	Very Good 2.1%	Good 23.0%
Explanation of Admissions Process	Excellent 37.1%	Very Good 15.2%	Good 23.9%

In addition to the quantitative results, qualitative data was also collected. Comments from respondents regarding web-based services such as WebSMART and services students found most useful are presented immediately below.

How would you improve WebSMART?

- It is pretty perfect as is.
- Provide more access to WebSMART on campus.
- I think it is a great resource.
- Integrate email and online classes onto it.
- Modify how you can add a wait listed course.

What A&R Services did you find most useful?

- Add and Drop
- Veterans Support
- Ability to obtain a parking pass
- Registering for new classes and accessing previous class records, even from 16 years ago!

While overall satisfaction with A&R services is positive, there are also comments that demonstrate students' frustration with some services. Examples are provided below.

- No one is ever around when I call during office hours.
- I requested course substitute. Waited for 3 months. Didn't get any answer.
- Correct contact information where someone could actually pick up the Telephone and reach someone.
- I began calling every single number to get assistance to reset my password and 2 hours and 20 minutes later still no assistance online or by phone.

A&R staff also collected and tabulated many of the daily transactions they dealt with on a daily and weekly basis for a specified period of time. A representative sample of the resulting data which is outlined below highlight the thousands of transactions that take place in A&R.

	August	September	Total
Telephone Calls	1669	863	2532
Counter Assistance	2341	1738	4079
Total	4010	2601	6611

Given the variety of tasks and services provided by Admissions and Records it is incumbent that appropriate staffing be provided to ensure that students, faculty and staff are provided expedient, courteous and necessary services. Feedback from the student satisfaction previously cited highlights frustration that students are having because they cannot easily reach someone on the telephone. However, in contrast, student satisfaction levels are still relatively high. I contribute much of the student satisfaction to the quality service being extended by a dedicated and committed A&R staff.

3. Are you on track for meeting the goals/targets that your program identified in its most recent Program Review? If not, please explain possible reasons why. If needed, update your goal/targets based on these reasons.

Admissions and Records goals are on track as we continue to utilize technology to streamline and contribute to operational efficiency. This year Admissions and Records took on the task of producing online transcript requests for all three colleges; a testament to the A&R staff's operational efficiency. In addition, the degree and certificate evaluator continues to use the Degree Audit Compliance Report function to assess certificate and degree eligibility. Further, A&R staff continue to refer students and faculty to web-based services.

Staff have willingly take the opportunity to attend diversity events held on campus. As well, all staff have participated in professional development events such as workshops on and off campus. Further, staff have become involved with state-wide committees such as the eTranscript California project; CCCApply Steering Committee, and as a regional representative for a Veteran's Educational Group.

4. Have you identified any new goals or projects for the program to focus on during this next year? Please explain (grants, stipends, initiatives, etc.).

The next academic year will bring implementation of a few developments that will impact Admissions and Records. First, the DegreeWorks audit program should be up and running by the fall semester. This enhanced system which will benefit students and counselors should also contribute to increased efficiency with the evaluation of certificates and degrees.

Second, the relocation of Admissions and Records to the new College Center will necessitate modification of some existing operational procedures as A&R, Financial Aid, and Veterans Services will be consolidated into one larger but singular space. In addition, the Cashier's operation will also be directly adjacent to A&R. It is expected that the proximity of these services will allow for greater integration thus being better able to serve students. It is expected that as the transition to the new space evolves, modifications will be made as necessary to enhance operations and services.

A third objective for Admissions and Records will be to advocate for additional technological services that will streamline and enhance services for staff and students. These include a loan payment process that will allow a significantly larger number of students to schedule fee payments. This service will be critical as enrollment fees have just been increased and will become effective with the fall semester. Also, consideration of an enhanced web self-service option will be presented to the CSM Cabinet. This service can provide extensive web-based information to students thus effectively reducing phone calls and visits to the Admissions and Records Office.

5. Are there any critical issues you expect to face in the coming year? How will you address those challenges?

Though Admissions and Records has been allowed to hire a new A&R II, the department is still considered understaffed. However, incorporation of technological enhancements can streamline operations and enhance efficiencies. Thus, it is important that additional

technology enhancements be considered to offset staff workloads and improve operations.

6. STUDENT LEARNING OUTCOMES (SLOs) AND ASSESSMENT FOCUS FOR THIS YEAR:

- a. Identify at least one course SLO on which to focus. Describe the assessment strategies you will use and your method of reflection and documentation for this cycle.

Greater than 95% of admission applications will be submitted online. Assessment will consist of reviewing a Banner report that provides the total number of applications submitted online.

Greater than 85% of outgoing transcript requests will be submitted online. Assessment will consist of reviewing a Banner report that provides the total number of transcripts requested online.

7. SUMMARY OF RESOURCES NEEDED TO REACH PROGRAM ACTION STEPS

(Data resources: Educational Master Plan, 2008; Institutional Priorities, 2008-2011; College Index, 2009-2010; GE-SLOs, SLOs; department and program records; Core Program and Student Success Indicators; previous Program Review and Planning reports; other data)

- a. In the matrices below, itemize the resources needed to reach program action steps and describe the expected outcomes for program improvement.* Specifically, describe the potential outcomes of receiving these resources and the programmatic impact if the requested resources cannot be granted.

*Note: Whenever possible, requests should stem from assessment of SLOs and the resulting program changes or plans. Ideally, SLOs are assessed, the assessments lead to planning, and the resources requested link directly to those plans.

Full-Time Faculty Positions Requested (if applicable)	Expected Outcomes if Granted and Expected Impact if Not Granted	If applicable, <u>briefly</u> indicate how the requested resources will link to achieving department action steps based on SLO assessment.
Input text here.	Input text here.	Input text here.

Classified Positions Requested	Expected Outcomes if Granted and Expected Impact if Not Granted	If applicable, <u>briefly</u> indicate how the requested resources will link to achieving department action steps based on SLO assessment.
Input text here.	Input text here.	Input text here.

- b. For instructional resources or program resources including equipment and materials, please list the exact items you want to acquire and the total costs, including tax, shipping, and handling. Include items used (such as computers and furniture) and all materials designed for use by students and staff as resources (such as lab equipment, books, CDs, technology-based materials, educational software, tests, non-printed materials, etc). Add rows to the tables as necessary. If you have questions as to the specificity required, please consult with your dean. Please list by priority.

Resources Requested	Expected Outcomes if Granted and Expected Impact if Not Granted	If applicable, <u>briefly</u> indicate how the requested resources will link to achieving department action steps based on SLO assessment.
Item: Web Self-Service Number: Input text here. Vendor: IntelliResponse Unit price: \$27,500 Total Cost: New	The enhanced web self-service provided by IntelliResponse Systems provides a comprehensive Q&A online process that provides extensive information for students which can then decrease the need to contact the College for answers to questions.	This enhanced web self-service will eliminate the need to contact the College for answer to commonly asked questions thus student satisfaction with the college. Reduced student telephone calls and a reduction in emails will allow staff to dedicate their time to other tasks.

**Status = New, Upgrade, Replacement, Maintenance or Repair.*

8. PROGRAM REVIEW PARTICIPANTS AND SIGNATURES

Date of this Annual Update for Program Review and Planning evaluation:

Please list the department's Annual Update for Program Review and Planning report team as appropriate:

Primary program contact person: Dr. Henry B. Villareal
Phone and email address: 574.6590; Henry.Villareal@smccd.edu
Full-time faculty:
Part-time faculty:
Administrators:
Classified staff: Arlene Fajardo, Assistant Registrar
Students:

Henry B. Villareal 3/25/11
Primary Program Contact Person's Signature Date

Full-time Faculty's Signature Date

Part-time Faculty's Signature Date
(as appropriate)

Administrator's Signature Date
(as appropriate)

Classified Staff Person's Signature Date
(as appropriate)

Student's Signature Date
(as appropriate)

Dean's Signature Date