College of San Mateo

**Student Services
ANNUAL UPDATE
PROGRAM REVIEW &
PLANNING**
Form Approved 9/2/2008:
Governing Council
Revised: 3/9/2010

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

INSTRUCTIONS

This *Annual Update for Program Review and Planning* is due each year that your *Comprehensive Program Review and Planning* report is not due.

Resources for Supporting Documentation:
A listing of resources and documents which provide data or information for each section is included at the end of this document, after the final signature page. These resources are posted online and their URLs are also listed at the end of this document.

(You may delete these resource listings, when you submit your final program review.)

Note for Student Services:
The Office of Planning, Research, and Institutional Effectiveness is developing a pilot template for quantitative data related to student success especially for student services programs. This data will be available in March 2010.

Next Steps:
Program Review and Planning reports are due March 25, 2010. This date is aligned with CSM's *Integrated Planning Calendar.*
(See: http://collegeofsanmateo.edu/prie/institutional_documents.php)

Upon its completion, please email this *Program Review and Planning* report to the Vice President of Instruction, the Vice President of Student Services, the appropriate division dean, the CSM Academic Senate President, and the Dean of Planning, Research, and Institutional Effectiveness (PRIE).

Diana Bennett, Academic Senate President, bennettd@smccd.edu
Susan Estes, Vice President of Instruction, estes@smccd.edu
Jennifer Hughes, Vice President of Student Services, hughesj@smccd.edu
John Sewart, Dean (PRIE), sewart@smccd.edu

DEPARTMENT OR PROGRAM:

1. **BRIEF DESCRIPTION OF PROGRAM:**
   - **The Career Development Center (CDC)** provides career services to students, CSM staff/faculty, community members and employer organizations. The Career Services Center provides assistance to students individually and in groups, through classroom presentations about career services, in collaboration with faculty about career services, and through assistance with career resources and tools.

   - We also provide counseling, career coaching, assistance with the use of career tools and resources (Eureka, EDD LMI info). In addition, we present career information days, general and targeted career fairs, career search presentations, internship and job development, and collaboration with community businesses and agencies on employment programs.

   - Our program also teaches two courses listed below. **These are listed with the other career courses under the Counseling division and will not be addressed in this program review.**

     o **CRER 126 -- Career Choice – Career Assessment** consists of a career assessment class
     o **CRER 127 – Career Choices – Job Search** provides a job search strategy class about strategies for finding work.

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.

Career Center Student Users	**422 appointments** were made with FT career counselor and two career interns (278 appointments were kept) between August 2, 2010 – March 29, 2011 based upon SARS data.
Key successes during past year:	• Require as part of course requirements that CRER 127 students tape an interview using the Perfect Interview software program and share it with instructor for evaluation. **197 students have registered on the Perfect Interview with 97 having completed taped interview sessions.** • **312 employers registered and 409 jobs were posted on CSM JobLinks** between August 2010 and March 2011

	• **461 students registered on CSM JobLinks of those, 87 have resumes posted.** • One job fair was held on campus – • **the Autumn Job Fair on Nov 10, 2010 -- 24 employers and about 200 students attended.**
Biggest challenges:	• **No permanent support staff** to assist in the running of the Career Center (approval of job postings, updating of forms and materials, support during summer, etc.) and planning and executing of career events • Finding better more effective ways to **market our services to students** • Finding ways to **develop more partnerships with faculty**

Results of Student Satisfaction Surveys:
- 132 students in the CRER 126 and 127 classes took surveys regarding their satisfaction with our career services
- 82% of students rated the career services as excellent or very good
- 81% of students felt that the staff answered their questions successfully
- The majority of students learned about the career center through the **Schedule of Classes** or their counselor
- The primary reasons for visiting the career center were to develop a career/job search plan, to find a major, talk with a career counselor, develop an educational plan, and to use Eureka or computer career programs.
- About 60% of students have used the center one time and 37% have used it 3-6 times.
- Regarding future workshop offerings, students would like to see workshops on choosing a college major.
- When asked about additional services they would like to see, students would like to see more employer involvement in job fairs, career events or campus presentations. They'd like to see employers from various industries speak. Another area of interest is in better publicizing career center services on campus and letting high school students know about our services.

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.

   Goals listed in last year's comprehensive program review:
   - Upgrade Career website with relevant career resources
     - Results: Added some new career resource information, but with limited time, not able to research/add new resources. Rely on interns for assistance, but they need close supervision. With permanent staff, could research career resources on continual basis and enter onto website.

- Prepare an employer marketing brochure
  - o Results: With all of the tasks requiring my attention was unable to work on this project (will try to complete it 2011-2012). With permanent staff, could spearhead this and other projects.
- Provide one targeted job fair – Autumn Job Fair on Nov 10, 2010
  - o Results: difficult to prepare and execute events with no staff to perform these on a regular basis.
- Provide at least 5-8 employer contact lists by industry
  - o Results: Organized 3-4 lists of individual employer contacts during summer 2010.
- Purchase additional webcams for use with Perfect Interview program.
  - o Results: not completed. Will try to purchase two for 2011-2012.

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.).

   New goals for 2011-2012:
   - Continue upgrading the career website with new resources.
   - **Prepare an employer brochure** -- will try to write the text for the brochure during the summer 2011.
   - **Provide two targeted job fairs/career days or employer presentations during 2011-2012**
   - **Target 2-3 instructional faculty (CTE preferably) to develop partnerships with** – by making career presentations to classes and preparing career info events using their classes as audience platform
   - Will **purchase two new webcams** for use with the Perfect Interview.
   - Provide more **services on a group rather than individual basis**.

5. Are there any critical issues you expect to face in the coming year? How will you address those challenges?
   - Will be moving to a new building and don't anticipate any critical issues/challenges arising, but won't know until after settled.
   - Need to revise my 2011-2012 work schedule to allow more time to meet with faculty and plan and execute more small career events.

6. **STUDENT LEARNING OUTCOMES (SLOs) AND ASSESSMENT FOCUS FOR THIS YEAR:**
   Program SLO results for 2010-2011:

   "Students will be able to accurately identify the types of career services provided by the Career Services Center."

   Students will complete a brief test about CSM's Career Services after meeting with a counselor or listening to a briefing. At least 75% of students will be able to complete the survey with an average score of at least 70%. Assessment was administered during the fall 2010.

   Based upon the results of the assessment, **75% of students received a score of 82% in their ability to accurately identify career services offered by the Career**

Services Center. The average test score for the entire group of 28 was 74% correct.

Although students satisfactorily met the assessment criteria, an analysis of the assessment results showed that students had difficulty identifying the correct answer for question 1 (correctly identifying CSM JobLinks as the program that offers job/internship listings for students) and some were not clear about the purpose of informational interviewing and the Perfect Interview.) More effort will be made to make students aware of the value of CSM JobLinks and to have them enroll in it.

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.

Courses will be addressed in Counseling Dept. program and course SLO program review.

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.
N/A	N/A	N/A

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.
One part-time permanent Program Services Coordinator	Overseeing of Career Center operations, materials and programs. Will have more timely review and approval of jobs posted on CSM JobLinks,	The addition of a part-time Program Services Coordinator will ensure that all dept. tasks and projects are completed on a timely basis since there will be

	assist in developing new dept. materials, updating current materials, etc., assisting students with use of career resources, etc. Will be able to plan and implement targeted job fairs or events. Without additional staff there will continue to be delays and inconsistencies made in the planning and provision of timely services (approving job postings, developing new materials, providing targeted job fairs/career events for specific student groups).	a regular staff member who won't need retraining each year and who will ensure the continuity of Center services, including services during the summer, as other programs provide.

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, briefly indicate how the requested resources will link to achieving department action steps based on SLO assessment.
Item: Two webcams **Number:** QuickCam Pro 9000 **Vendor:** Logitech **Unit price:** About $100/ea **Total Cost:** $200 + tax **Status*:** New	If granted, will be able to accommodate more students who want/need to record their answers to the Perfect Interview program. Would especially help if take students to a computer lab or have several students who want to tape their interviews. If not granted, students may not be able to practice interview answers especially if more than one student needs to record their answers for CRER 127.	With additional webcams, more students will be able to practice answering interview questions and improve their prospects for obtaining employment.

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** <u>as appropriate</u>**:**

Primary program contact person:
Phone and email address:
Full-time faculty:
Part-time faculty:
Administrators:
Classified staff:
Students:

Eileen O'Brien	March 24, 2011
Primary Program Contact Person's Signature	*Date*
Eileen O'Brien	March 24, 2011
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*

Student Services
Annual Program Review
RESOURCES FOR SUPPORTING DOCUMENTATION

This section contains a listing of sources for data and key documents referred to in this *Annual Update* along with other resources. Contact information for relevant people is also included.

Academic Senate
http://www.collegeofsanmateo.edu/academicsenate/
Contact: csmacademicsenate@smccd.edu
Diana Bennett, President, bennettd@smccd.edu, (650) 358-6769

College Catalogs and College Class Schedules are archived online:
http://collegeofsanmateo.edu/schedule/archive.asp

Course Outlines are found at:
http://collegeofsanmateo.edu/articulation/outlines.asp

Committee on Instruction
http://www.smccd.net/accounts/csmcoi
Contact: Laura Demsetz, Chair, demsetz@smccd.edu, (650) 574-6617.

Program Review Resources (includes forms, data, and completed program reviews for both instructional and student services program review)
http://collegeofsanmateo.edu/prie/program_review/program_review.php

Core Program and Student Success Indicators (see links for PRIE's Program Review "Quantitative Data for Instructional Programs")
Distance Education Program Review Data (see links for PRIE's Program Review "Quantitative Data for Instructional Programs" and for "Research")
Glossary of Terms for Program Review (see Instructional or Student Services' Program Review pages)
Listing of Programs Receiving Program Review Data from PRIE
http://collegeofsanmateo.edu/prie/program_review/programReview_instructionalv2.php
Rotation Schedule for Instructional Program Review, 2008-2014
http://collegeofsanmateo.edu/prie/program_review/program_review.php
Rotation Schedule for Student Services Program Review, 2008-2011
http://collegeofsanmateo.edu/prie/program_review/programReview_student_servicesv2.php

Office of Planning, Research, and Institutional Effectiveness (PRIE)
http://collegeofsanmateo.edu/prie/
Contact: John Sewart, Dean, sewart@smccd.edu, (650) 574-6196
Contact: Milla McConnell-Tuite, Coordinator, mcconnell@smccd.edu, (650)574-6699

At PRIE Website:
College Index, 2009-2010, http://collegeofsanmateo.edu/prie/institutional_documents.php
Comprehensive Listing of Indicators and Measures, 2009-2010
http://collegeofsanmateo.edu/prie/institutional_documents.php
Division/Department Workplans, Spring 2009 (only)
http://collegeofsanmateo.edu/prie/institutional_documents.php
Educational Master Plan, 2008, http://collegeofsanmateo.edu/prie/emp.php

Institutional Priorities, 2008-2011
   http://collegeofsanmateo.edu/prie/institutional_documents.php

Student Learning Outcomes (SLOs) website:
http://www.collegeofsanmateo.edu/sloac/
Contact: Frederick Gaines, Interim SLO Coordinator, gainesf@smccd.edu, (650)574-6183