

## STUDENT SERVICES PROGRAM REVIEW

### Annual Program Review Form: Academic Year 2007-2008

**Date:** June 14, 2008

**Student services unit:** High School Relations

**Student services unit staff:** Steve Morehouse

**Program review prepared by:** Steve Morehouse

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

The High School Relations Program is a part of the College's comprehensive counseling, outreach and recruitment program designed to provide information to high school students, parents of high school students, and high school counselors/teachers/support staff about the opportunities available at College of San Mateo. Among the services provided to students include the following (*see attachment*): (1) participation in college fairs/nights, college presentations, application workshops, and Career & Educational Planning Inventory presentations; (2) delivery of college schedules, concurrent enrollment forms & related recruitment materials to county high schools; (3) provide phone and e-mail response, and advising sessions regarding inquiries related to college admission (regular & concurrent), or issues concerning concurrent enrollment; and (4) work directly with the Office of Admissions and Records, Office of Counseling Services, Office of Public Information and Marketing, Office of Articulation and Research, Office of Special Programs & Services, Financial Aid Office, and the District Office in an effort to support and promote the enrollment of high school students through the Concurrent Enrollment Program and the Priority Enrollment Program.

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

Over 6,000 students are serviced through the following primary services (*see attachment*):

1. College Nights/fairs
2. Community Coll./CSM Presentations
3. CSM/SMCCCD Application Workshops
4. Career and Educational Planning Workshops
5. Phone/E-mail/and individual meetings with students
6. Concurrent enrollment (Summer, Fall, Spring)

#### **C. Significant unit accomplishments in 2007-2008:**

- Collaborated with the Transfer Center and Office of Articulation & Research, and Office of Public Information and Marketing, to produce three marketing pieces highlighting 1) CSM's Guaranteed Transfer Contracts, 2) Transfer & Degree Completion Rates & SM Times & Independent/Examiner's readers voting CSM as "Best College" in San Mateo County, and 3) a new College View Book.
- Coordinated efforts with the Office of Public Information and Marketing to have an advertisement piece in the Summer/Fall and Spring schedule of classes to help provide information and recruit students into CSM's Concurrent Enrollment Program.

- Coordinated two special recruitment-mailing campaigns to all currently enrolled high school students promoting CSM enrollment through our Concurrent Enrollment and Priority Enrollment Programs.
- Concurrent enrolled students continued to account for a fairly large proportion (6.2%) of the Colleges overall enrollment (i.e., 12% Summer 2007, 5% Fall 2007, and 4% Spring 2008).
- The number of students recruited to participate in the Office of Counseling Services Priority Enrollment Program (PEP) exceeded 600 students, resulting in the highest total in the past 12 Years! A follow-up program for PEP students who were not registered was also initiated.
- Worked with the Office of Articulation and Research to update the home page for the Concurrent Enrollment Program: [www.collegeofsanmateo.edu/ce](http://www.collegeofsanmateo.edu/ce). This, in addition to a new “Q & A” link, and a new “College Connection” link, and e-advising for high school students seeking information for Concurrent Enrollment or Priority Enrollment programs, has helped to capitalize on available technologies with timely support services to meet student needs.
- Published and distributed to local HS’s a Pre-Application Quick Reference Guide for Associate Degree/Certificate Programs Requiring Supplementary Applications within the SMCCD.
- Collaborated efforts with the District Office to produce 1) a new *College Connection Concurrent Enrollment Packet*, and 2) a new *Career Program Booklet*, which listed the Certificate and Associate Degree Programs offered at each campus throughout the SMCCD.
- Ensured that all high school college centers throughout San Mateo County were well supplied with appropriate CSM materials (e.g., Schedule of Classes, College Catalogs, Concurrent Enrollment Forms, special PEP Application Forms, CSM view brochures, etc.).
- Administered a Career and Educational Planning Inventory and Student Learning Outcome Surveys during FY 07-08 to over 2,389 students, and achieved between a 95% - 97% effectiveness in students meeting learning objectives.

**D. Where appropriate, delineate the relationship of significant unit accomplishments in 2007-2008 to current 2006 – 2007 Student Services Planning Document:**

All anticipated goals as listed above are related to current Student Services Planning Document in three specific ways:

**Goal 1 – Program and Services.** We helped to improve CSM’s ability to offer programs and services to the evolving needs and expectations of the community through **1)** our continued outreach efforts to strengthen our transfer image (e.g., HS Relations Counselor made over 30 presentations at Bay Area HS College Night/Fairs) *SSPD Goal 1.7*, **2)** by initiating outreach efforts focusing on career development (e.g., HS Relations Counselor administered a Career and Educational Planning Inventory to over 2,389 HS students at several local High Schools) *SSPD Goal 1.8*, and **3)** through proactive marketing efforts into the community “College Connection” (*SSPD 2.1*) **Enrollment Management.**

**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:**

Respondents to the Annual Student Services survey indicated the following:

- 92% rated CSM’s Concurrent Enrollment Program as good to excellent, and 88% would recommend CSM’s Concurrent enrolment Program to other students.

- 58% of students hear about the Concurrent enrollment program through HS staff (counselor, teachers, etc.)
- The vast majority of students (i.e., 61%) over the four three years are still obtaining their concurrent enrollment forms from their high school.

1. While there are many reasons why students participate in CSM's Concurrent Enrollment Program, student surveys over the past few years have clearly indicated that high school counselors play a big role in this process and that students are very satisfied with CSM's program and related services. Based on these results, it is extremely important that we do everything we can to preserve the good working relationships with the high school counselors, and for the campus to maintain a priority emphasis for the concurrent enrollment program.
2. To increase the number of students obtaining concurrent enrollment information via the internet, it is extremely important that the District Office ensures that each year's version of the concurrent enrollment forms are available "online" well prior to the availability of class schedule information, and that they (SMCCD) continue marketing efforts to promote the College Connection Program..

**F. Summarize the results of the Annual Student Survey for your unit AND identify the implications for the future delivery of your unit's services:**

Over 95% of the students surveyed indicated that they were able to 1) understand the vital role that community colleges play in higher education, 2) identify their career field(s) of greatest interest, and 3) understand level of education recommended to support career & educational objectives,

The findings (including student comments) suggest a very high level of understanding achieved by students, and that they value the information delivered. This suggests to me that I stay on course in my delivery system, while continuing to seek ways of enhancing the learning experience for students.

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

In addition to making college presentations and attending College Fairs located in areas which have previously enrolled, or currently attract, a wide variety of diverse student populations, many outreach and recruitment efforts are coordinated with the College's Multicultural Center, EOPS Office, Financial Aid Office, to ensure that the college image is one where diversity is recognized and that the college places a high value in attracting underrepresented students.

**H. Anticipated goals for 2008-2009 based on the findings of your 2007-2008 Program Review:**

1. Maintain the general level and scope of school relations and outreach services, with particular emphasis on the "Concurrent Enrollment Program" and "Priority Enrollment Program."
2. Maintain a high level of student satisfaction with the Concurrent Enrollment Program; maintain a high % of students meeting learning objectives; and continue to collect and evaluate student comments to improve effectiveness.
3. To monitor the impact that the new "College Connection" initiative is having on enrollment management and enrollment procedures, and provide consult as future changes are considered.

**I. Identify your unit's needs and recommendations for 2008-2009:**

1. To encourage and support the District Office to ensure that the 2009-10 version of the concurrent enrollment form is available on-line (hard copies at local high schools) by early February. Further, that there is careful evaluation regarding the impact that the "College Connection" Program is having on enrollment management and enrollment procedures. That there is a coordinated effort to insure that future "College Connection" initiatives are educationally sound for both students and staff.
2. To encourage the Office of Counseling Services to communicate sooner (i.e., conforming PEP admission) with early PEP applicants to promote retention and ensure that these students feel connected with the College's admissions and matriculation process. Additionally, that the new PEP Program (Phase II) be expanded in an effort to recruit more full time students well into the May.
3. To encourage and support of the Office of Counseling Services & Outreach Office to communicate sooner with "Post PEP" applicants to ensure that they have enrolled in Fall/Summer classes.
4. To encourage the Assessment Center, to stay open one hour later in the evening, and/or to expand by one additional evening a week. Especially during peak periods, high school students find they are forced to miss high school classes, or are delayed in getting their testing completed in a timely manner, because of limited evening hour availability. This effects their enrollment. And, of all the CSM offices that provide key matriculation services, only the Assessment Office has the most restricted evening hours.

**J. Notable individual accomplishments and Professional Development Activities**

Applied for and received 1) an enrollment "fee waver" so CSM could participate in the 2008 NACAC College Fair and save the College hundreds of dollars, 2) Assisted the District Office in the development of a new Concurrent Enrollment Packet and a new Career Program Booklet, 3) Assisted the Marking Office in the development of a new college view book, 4) Provided mentoring for the College's Outreach Specialist, and participated on the selection committee for the new Community Outreach Coordinator.

**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.**

Over 1,725 high school students took the opportunity to get an early start on higher education by enrolling in College of San Mateo's Concurrent Enrollment Program. During summer 2007, concurrent enrolled students accounted for 12% of the College's enrollment. Additionally, the Priority Enrollment Program (PEP), designed to encourage San Mateo County graduating high school seniors to enroll at CSM, attracted over 600 participants during Spring 2008.

**L. Additional comments:** Great decision by the College to make the Community Outreach Coordinator a full time regular staff position. The importance of this position cannot be over emphasized and given its level of effectiveness, it has already proven to be of tremendous value to the College. Also, I was pleased to participate as a team in the development of the new CSM View book. At the rate we have distributed this new marketing piece, it has already proved to be very popular among parents and students, and has been an effective recruitment tool at outreach events, and as part of a new mailer for confirming PEP student's fall admission to the college.

