

## STUDENT SERVICES PROGRAM REVIEW

Annual Program Review Form: Academic Year 2007 - 2008

Due: June 2, 2008

*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 1, 2008

Student services unit: TRANSFER SERVICES

Student services unit staff: Mike Mitchell

Program review prepared by: Mike Mitchell

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

Transfer Services provides information and workshops on such topics as transfer planning, Guaranteed Transfer Contracts, choosing a university, completing application forms and writing the application Personal Statement. Tours are given of Transfer Services as well as presentations to classes, student clubs, high school students and community organizations. Transfer Services schedules university representatives - including UC, CSU and private/independent colleges to meet with students individually. Other events held in conjunction with universities include the annual Transfer Day each Fall, workshops on CSU/UC/Private Universities, Major Program Days (i.e. Business, Engineering and Health), Evening Programs, workshops for EOPS, DSP&S & International Students and campus tours to colleges like *Stanford, UC Davis* and *University of San Francisco*. Also, our weekly Transfer Club meetings sponsor various topics and fosters networking with speakers and other students. All of the above information is available in our monthly Transfer Services Activities Calendar which is available in the Transfer Services office and on-line at: [collegeofsanmateo.edu/transfer](http://collegeofsanmateo.edu/transfer).

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

A total of nearly 6,500 students were served in or by Transfer Services this past academic year broken down into the following classifications:

Student Assistant Research/Questions/Drop-ins: 1,440 + (based on the ones I counted)

Transfer related incoming phone calls (students, college reps, community): 420 + (based on the ones I counted)

Career/Transfer Services Orientations (Aug.-May) : 88

Classroom Presentations – CRER, EOPS, DSP&S, Accounting, Administration of Justice, Biology, Business, Electronics, Engineering, Ethnic Studies, Human Services, Italian & Political Science (Aug. – May): 1,171

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**Campus Club/Student Senate/Community Presentations/Events: 1,225**

*ASCSM Student Senate: 20*  
*Inter-Club Council: 10*  
*EOPS College Readiness Program: 20*  
*International Student Orientation: 50*  
*Disability Awareness Month: 60*  
*San Mateo County High Schools Youth Leadership Day: 25*  
*Associated Students Club Day (Info Table) (Fall/Spring): 80*  
*Hillsdale High School: 300*  
*Serra High School: 200*  
*High School Counselor Presentation: 60*  
*CSM High School Parents Night: 200*  
*NACAC National College Fair (San Francisco): 200*  
*Transfer Club Scholarship Fund Raiser: (Fall/Spring): \$75.00+43.50=\$118.50*

**College/University Representatives scheduled appointments/drop-ins with students: 798**

**Private Universities:**

Academy of Art University: 16

Calif. Inst. Of Integral Studies:(Info table)

Cornell University: 2

Dominican University: 13

Fashion Institute of Design: 1

Golden Gate University: (Information Table)

Menlo College: 3

National University (Information Table)

Notre Dame de Namur University: 12

Pacific Graduate School of Psychology (Information Table)

University of San Francisco: 21

**UC Campus:**

UC Berkeley: 92

UC Davis: 347

UC Merced:(Info table)

UC Riverside: 21

UC San Diego: 59

UC Santa Cruz: 43

**CSU Campus:**

CSU East Bay: 24

CSU Sacramento:10

San Francisco State: 84

San Jose State: 48

**Transfer Workshops/Presentations: 158**

UC Berkeley Transfer Admissions Presentation: 17

UC Davis TAG Workshop: 29

UC San Diego TAG Workshop: 38

UC San Francisco Pre-Med Workshop: 30

Financial Aid Workshop (*Transfer Students*): 15

Transfer Scholarship Workshop: 10

How to Transfer to a Private University: 12

How to Land an Internship: 7

**Major (Educational Program) Days: 230**

*Engineering: 30*

*Evening Business Fair: 100*

*Health Services: 100*

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**Application/Personal Statement Workshop Attendance: 254**

**University of California, Davis College Tour: 13**

**Stanford University Tour: 20**

**Guaranteed Transfer Contracts (Transfer Admission Agreements): 129**

*Cal State East Bay: 2*

*San Jose State University: 10*

*Santa Clara University: 2*

*University of California, Davis: 63*

*University of California, San Diego: 7*

*University of California, Santa Cruz: 12*

*University of San Francisco: 3*

*Notre Dame de Namur University: 1*

*University of California Santa Barbara: 29*

**Transfer Day Attendance (Estimate): 500 (40 college/university representatives)**

**C. List significant unit accomplishments in 2007-2008:**

- Added Bethany University & Golden Gate University to the list of Guaranteed Transfer Contracts
- Continued to identify more instructional programs to give classroom presentations to programs like Accounting, Administration Of Justice Biology, Business, DSP&S, EOPS, International Students, Electronics, Engineering, Ethnic Studies, Foreign Language, Human Services and Political Science
- Attended various high school conferences and outreach events with Steve Morehouse: San Francisco High School Fair (NACAC Conference), Serra High and Hillsdale High Parents' nights and helped plan & coordinate CSM High School Parents Night to promote the benefits of a community college in assisting students with transfer. Also participated in CSM's High School Counselor Conference.
- Created a Transfer Club Scholarship to assist students transferring to a four-year university
- Planned & Promoted two fundraisers (Fall & Spring) for the Transfer Club Scholarship & university tours
- Continue to actively recruit/register CSM students, staff, high school counselors and community members to our Transfer eNews electronic newsletter sent to CSM transfer bound students and community members interested in transfer throughout the year highlighting key events, workshops and activities.
- Establishing a more user friendly eNews database for students to register in cooperation with the Public Relations & District Offices called Lyris (*in progress*)
- Designed two Transfer related Financial Aid Workshops
- Identified & referred several students from EOPS/Multicultural/Honors/First Generation/CalWorks and others to UC Berkeley's Transfer Alliance Project (TAP).
- Took on an undergraduate intern from San Francisco State in Fall semester
- Had a designated Transfer counselor for Fall & Spring part-time
- Utilized more university representatives (i.e. UC Berkeley, UC Davis, San Francisco

State, San Jose State & Notre Dame De Namur University) to visit classes and high schools to share university information related to transferring.

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

**Goal 1: Programs and Services: (Action Steps #6 & #7)**

Expanded Transfer Admission Agreements (TAAs) with four-year universities (i.e. Bethany University & Golden Gate University.

Attended high school/college fairs and gave presentations to High School parents and students about CSM Transfer Services in an effort to strengthen the relationship between local high schools and CSM.

**Goal 2: Enrollment Management (Action Step #5)**

Profiled current CSM students on Transfer web site who are transferring to four-year universities and updated annually for third consecutive year.

**Goal 3: Diversity (Action Step #3)**

Coordinated transfer workshops/orientations/presentations for international students with two special presentations for the International Student Orientation Program. Also involved with Disability Awareness Month sharing transfer resource related information to DSP&S students. Also visited EOPS classes to give information about Transfer Services and participated in the EOPS/Multicultural Center College Readiness Summer Program sharing transfer information with incoming college students. Gave presentations to evening (adult) students regarding transfer as well to vocational classes for those students interested in the transfer process. Coordinated second annual Evening Business College Fair for Working Adults and part-time students.

**Goal 4: Assessment (Action Step #5)**

As a result of SLO outcomes, Transfer Services expanded the programs and majors offered in both the Health Services Major Day and Evening Business College Fair to include a diversified range of programs thereby inviting even more four-year university representatives from a variety of department programs in the areas of Health and Business for each of those majors as well as offering catered lunches & dinners to both the Health Services Major Day representatives and Evening Business College Fair reps as well as free popcorn to students. In regards to our annual Transfer Day, we invited more transfer related CSM programs to participate as well as offered free food to students and catered lunches to college reps.

**Goal 5 – Staff Recruitment, Retention, Development and Recognition (Action Step #4)**

Attended UC/CSU/Private University Transfer conferences (i.e. UC/CSU Conferences, Ensuring Transfer Success, NDNU & USF information sessions, etc.) focusing on many topics including transfer issues related to diversity and underrepresented groups as well as collaborating with CSM/Four-year institutional partnerships.

- E. Summarize the results of the annual student survey for your unit (including the total number of survey responses) AND identify the implications for the future delivery of your unit's services:

In all categories, the student survey responses revealed that the majority of students

received “Excellent” to “Very Good” services or “Very Useful” information from Transfer Services with the highest marks going to overall satisfaction to Transfer Services received, satisfaction with Transfer Services staff and the ability of staff to answer questions; workshops and events, ease of finding transfer information and information received from university representatives. Workshops/Events, college reps, resources, web site and eNews letter are key delivery components of our unit’s services. In the future we hope to invite more college reps from Southern California, recruit more students to our e-mail database and continue to expand our college fairs and program days.

**F. Summarize the findings of your unit’s assessment of Student Learning Outcomes AND identify the implications for the future delivery of your unit’s services.**

Surveys and anecdotal evidence found that virtually every student felt that his/her learning process was truly beneficial in some aspect of transferring via Transfer Workshops. Responses revealed an understanding of the many aspects of transferring as a result of transfer related workshops focusing on a variety of transferring related issues i.e. “Deciding on A Major” “Deciding on a Four-Year University” “Understanding the Transfer Process” “Understanding a Particular University’s Requirements” and “Understanding a Particular Department’s Requirements.” Due to some of the responses/demands of certain workshops, Transfer Services plans to utilize even more university reps to present and expand on an even greater amount of transfer related topics in the areas of Health, Business and new Transfer Admission Guarantees.

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

- Through the continuing partnerships with the UC system (i.e. Transfer Partnership Programs, Transfer Opportunity Programs and Transfer Admission Guarantee Programs) students who are ethnic minority, first generation college, low income and re-entry are provided the necessary encouragement and guidance to ensure proper transfer preparation. Also, presentations to the EOPS/Multicultural College Readiness Program, EOPS Career classes, International Student Orientation, as well as involved and shared information with DSP&S Awareness Month, NACAC College Fair, local high school parents’ nights, High School Counselor Conferences, San Mateo County High Schools Youth Leadership Program and a first ever Pre-Med Application Workshop in conjunction with UCSF which also encouraged under represented students to participate. Conducted the second annual Evening Business College Fair on TWO nights targeted toward the evening/adult/working population in regards to BA/BS on-line/evening/weekend accelerated programs as well as MBA programs and for students who were seeking a second bachelor’s degree. Also began a Transfer partnership program with UC Berkeley targeted toward under represented students called the “Transfer Alliance Project” (TAP) which focuses on first semester qualified students interested in attending UC Berkeley who are either first generation, EOPS, Multicultural, DSP&S, CalWorks or Honors students. Workshops and class presentations were also conducted which focused on TAP.

**H. List your anticipated goals for 2008-2009 based on the findings of this year’s 2007-2008 Program Review:**

- 1. Redesign current Guaranteed Transfer Contract brochure for marketing purposes both on/off campus.**
- 2. Work with Dean of Counseling to establish a permanent Transfer Counselor to assist with counseling, workshops and targeting under represented groups to assist in the transfer process.**
- 3. Expand on utilizing the English faculty in assistance of reading Personal Statements for UC applications (especially those applying to UC Berkeley & UCLA). Possibly have English Dept. develop a series of short (one-half unit) courses on developing and critiquing the Personal Statement.**
- 4. Continue to get more four-year university reps involved in classroom presentations that focus on academic disciplines (i.e. Business, Computer Science, Multimedia, Engineering and Biological Sciences) and continue inviting university representatives who have accelerated /on-line programs and transfer partnerships with CSM to target part-time, full-time and working adult students to visit day and evening classes to address that diverse population at CSM.**
- 5. Continue to update the Transfer website with more pictures and reports of past events and personal student testimonials to help promote upcoming events and transfer as a whole.**
- 6. Continue to recruit more students to register for the Transfer eNews on-line newsletter.**
- 7. Have fundraisers sponsored by Transfer Club to provide finances for possible Transfer Scholarship and university tours.**
- 8. Work with Dean, Instruction office, V.P. of Student Services to establish the UCLA TAP (Transfer Alliance Program).**
- 9. Continuation of more articulation agreements and possible transfer contracts with private/independent universities including some out of state schools especially with schools of ethnic and cultural diversity. Because of the increasing competitiveness of UCs and CSUs as well as certain programs and majors that have become impacted/competitive within the UC/CSU system, as well as the current budget situation facing these public institutions, private and out-of-state colleges are becoming much more of an attractive option for students seeking to transfer.**
- 10. Work with Scholarship office to increase transfer type scholarships**
  - I. Identify your unit's needs and recommendations for 2007-2008 (including staffing, equipment, etc.):**
    - 1. The use of a computer laptop and projector for presentations in classrooms and off campus events.**
    - 2. More easels, boards and tents for display purposes for transfer events, activities**

and college reps to reach out to more of the CSM population.

**3. Extra funding to pay for food /door prizes for events like Transfer Days, Major Days and Evening College fairs.**

**J. Identify notable individual accomplishments in 2007-2008 (optional):**  
*See list of significant unit accomplishments above*

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

Nearly 6,500 CSM, High School, other community college and four-year university students, as well as members from the local community visited Transfer Services and participated in a wide range of activities and services sponsored or hosted through Transfer Services including: Transfer Services Orientations, Classroom/Club Presentations, workshops on Guaranteed Transfer Contracts and UC Partnership Programs, High School Fairs, Evening/Adult College Fairs, Major Program Information Days, College/University tours, presentations to community organizations, one-on-one counseling appointments with university representatives; activities & events specifically targeted toward international students, EOPS, DSP&S & Associated Students as well as fundraisers for a Transfer Club Scholarship and future university tours and the annual Fall Transfer Day with over 40 colleges and universities and 500 CSM students in attendance.

**L. Additional comments:**

Attached to this document are samples of the various Transfer Services events and activities that were offered throughout the year as well as marketing brochures. For the sake of brevity in this report, I did not include all of the e-mails to faculty and staff or the bountiful information from the Transfer Services website which can be accessed by going to [collegeofsanmateo.edu/transfer](http://collegeofsanmateo.edu/transfer).