Part 2 – Comprehensive Program Review Fall 2010

Program Name: **Admissions & Records**

A. PAST: Review of Program Performance, Objectives, and Outcomes for the Three Previous Academic Years: 2007-08, 2008-09, 2009-10

1. List the objectives developed for this program during the last comprehensive program review.

GOAL 1: To increase the retention level of Imperial Valley College Students

Admissions and Records Objective 1:
Improve communication with students who have been classified as nonresidents of California by informing them of their status via mail early each semester and providing clarification of residency requirements and the process to request re-classification.

Admissions and Records Objective 2:
Each staff member will participate in at least one customer service training activity per year to improve customer service to students and encourage retention.

GOAL 2: To improve student success at Imperial Valley College

Admissions and Records Objective 1:
Improve communication with students regarding the process for applying for graduation and increase the number of completers applying for a degree or certificate.

Admissions and Records Objective 2:
Decrease turn-around time on fulfilling requests for official transcripts from current 5 to 10 working days.

Admissions and Records Objective 3:
After full implementation of degree-audit program is completed, make it available to students via WebSTAR for self-evaluation and major exploration.

GOAL 3: To enhance the development of recruitment strategies for Imperial Valley College.

Admission and Records Objective 1:
Send letters to all concurrently enrolled K-12 students each semester informing them of the procedures for continuing as K-12 or changing status to college-level.

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2. Present program performance data in tabular form for the previous three years that demonstrates the program's performance toward meeting the previous objectives. Include the following standard program performance metrics as well additional program specific metrics, if any.

Item	Status	Method of Evaluation	Summary of Results
Goal 1, Objective 1	Re-evaluate and review capabilities of CCCApply.	Student Survey.	Move objective to next comprehensive program review.
Goal 1, Objective 2	On-going.	Sign-in sheets and staff meeting agendas.	This is an area of need. I hope to schedule some customer service training sessions this summer. Due to the nature of our department it is very difficult to schedule training sessions for staff due to Front Desk Traffic and the switchboard. Switchboard was recently removed from our area which will allow staff to attend future training sessions as a team.
Goal 2, Objective 1	On-going	Number of grad petitions submitted each year.	20.38% increase in degrees and certificates for the 2009-2010 year. More care was taken to advertise deadlines and post this information on Student Portal, Class Schedule and IVC Home page. Posters were also posted around campus. Once we go live with DegreeWorks this will also increase our numbers in this area.

Goal 2, Objective 2	Completed	Banner entries in SHARQTS.	Turnaround time for transcript requests has improved from 5 -10 days to 3-5 days. This past year we were able to offer Rush Orders which have 24 a hour turnaround time. We have contracted with Docufide a Electronic Transcript vendor who will be handling transcript requests in the future.
Goal 2, Objective 3	On target.	Evaluator and counselor feedback.	DegreeWorks is scheduled to go live with students before the end of the Spring 2011 semester. Student will be able to use this audit program to determine progress toward program goals.
Goal 3, Objective 1	Re-evaluate	Student, counselor and principal feedback regarding process.	Each year we present to high school counselors information regarding concurrent enrollment. I also send out a yearly letter to principals noting deadline dates and procedures for students to apply.

3. Present student learning or service area outcomes data that demonstrate the program's continuous educational and/or service quality improvement. Include the following standard information and metrics as well as additional program specific metrics, if any.

   List the program level outcomes, goals or objectives and show how these support the Institutional Student Learning Outcomes. Identify the method(s) of assessment used for each of the program level outcomes. Provide a summary of the outcome data for the program, including course and program level data as appropriate.

Student Services/Admission & Records: Admissions Area

<u>Outcome #1</u>: Students will continue to become more knowledgeable about services available, time required to fulfill requests, and visits to the office and number of inquiries will be decreased resulting in increased student satisfaction.

1. **First Method of Assessment:**

   a. How did you assess Outcome #1?

   We had our evening technician keep a tally of students over a 20 day period coming in to the office and/or phone calls coming in to our department. The spreadsheet noted the types of inquiries made by students.

   b. Provide a summary of results:

   We had more students coming in to the office (60%) versus phone calls (40%) during the time period covered. Almost half the phone calls coming in were to be transferred to a different department. 51% of the phone calls were specific to our department. For student inquiries made in person the more common reason was late add registration issues or other registration/admission issues.

   In summary it appears we can improve the process for students adding a class during late registration. Students did not seem to understand the steps necessary to add a class through WebSTAR. I believe if students were more successful adding a class during late registration we could cut down on students needing to use the Late Add Form.

   c. How will your program use this information to improve student learning or services?

   We will review what is currently in place to assist students in adding a class through WebSTAR. We will look at other alternatives available in educating students regarding how to add a class.

   d. What is your Timeline for Program Modifications or Response to Data?

   Estimated Completion Date: February 10, 2011

<u>Student Services/Admission & Records: Admissions Area</u>
<u>Outcome # 2:</u> Students will remain on probation for fewer terms by earning higher grades and fewer marks of W.

1. **First Method of Assessment**:

a. How did you assess Outcome # 2?

Spring 2010 was the first semester we were able to identify students on Scholastic and/or Lack-of-progress probation this will serve as our base number. Students were sent a letter notifying them of their academic standing at the end of the Spring 2010 semester. Students were referred to the Counseling Department for support services.

b. Provide a summary of results:

Moving this Outcome to this next academic year 2010-11 due to issues with Banner upgrades.

c. How will your program use this information to improve student learning or services?

d. What is your Timeline for Program Modifications or Response to Data?

Estimated Completion Date: July 1, 2011

Admissions & Records: Registration Area
Outcome # 1: Students will become more knowledgeable about registration priority time schedules. Students will register during their priority registration times resulting in increased student satisfaction.

1. **First Method of Assessment**:

a. How did you assess Outcome # 1?

We reviewed registration data during priority registration for Fall 2009, Winter 2010 and Spring 2010. Starting in Fall 2009 our mail out to students regarding registration included their priority registration time.

b. Provide a summary of results:

Fall 2009: 1035 more students registered during their priority registration period as compared to Fall 2008.
Winter 2010: Increase in student registration numbers for the first six days and then it slowed down. Overall Winter 2009 enrollment was 853 over Winter 2010.
Spring 2010: 1362 more students registered during their priority registration period as compared to Spring 2009.
Summer 2010: Increase in student registration numbers for the first three days and then it slowed down. Overall

Summer 2009 enrollment was 93 over Summer 2010.

c. How will your program use this information to improve student learning or services?

We will use this data to confirm that providing registration times to students via mail, email or posting it in WebSTAR will increase the chance students will register during their priority time slot.

d. What is your Timeline for Program Modifications or Response to Data?

Est. Completion Date: Outcome met for the 2009-10 academic year.

Admissions & Records: Records Area
Outcome # 1: Students records will be more readily accessible by students, counselors and admissions staff allowing for improved service to students.

1. **First Method of Assessment**:

a. How did you assess Outcome # 1?

Statistical data collected for items scanned and posted on WebSTAR.

b. Provide a summary of results:

The following items have been scanned and posted on WebSTAR

Item Scanned	Year	# of items scanned to date
Permanent Record Cards (PRC)	1988 – 90	10,715
O' Cards (Admission Applications)	1994-95	23,281
Rosters – First Census	2005-08	13,931
Transcripts (HS/College)	1988-90	3,141

c. How will your program use this information to improve student learning or services?

This information has also validated the importance and usefulness of this program for the benefit of students. I will review student utilization of DegreeWorks once it is available to them.

d. What is your Timeline for Program Modifications or Response to Data?

Est. Completion Date: July 1, 2011

2. **Second Method of Assessment**:

a. How did you assess Outcome # 1?

We implemented DegreeWorks and trained all counselors in how to use this program to assist students in planning their Student Educational Plan (SEP). Evaluators also utilized this program to determine if students met requirements for graduation and or for certificate program. Use of this program by students will occur during the 2010-11 academic year.

b. Provide a summary of results:

Degreeworks allows counselors to better assist students in planning their coursework and determining what is still needed to complete their academic goal. Use of this program has also proved very effective by our evaluator. This program saves counselors time and provides a report for students for future use.

c. How will your program use this information to improve student learning or services?

The success of this program with counselors validates the usefulness for students.

d. What is your Timeline for Program Modifications or Response to Data?

Est. Completion Date: Implement with students by July 1, 2011.

4. Analyze the data presented visually (graphs, diagrams, etc.) and verbally (text) as appropriate, present any trends, anomalies, and conclusions. Explain the program's success or failure in meeting the objectives presented above in

item one. Explain the ways that the program utilized the student learning or service area outcome data presented in item three to improve the program (changes to curriculum, instructional methodology, support services, etc.)

Overall all outcomes were met, except for Outcome 2: Student Services/Admissions & Records: Admissions Area. We are currently making great strides toward this outcome. We have notified students for two semesters regarding probationary status and are working closely with counseling to provide support services to students. This coming Fall we have approximately 591 students who will be dismissed due to academic standing.

B. PRESENT: Snapshot of the State of the Program in the Current Semester: Fall 2010

1. Give a verbal description of the program as it exists at the present time. Include information on current staffing levels, current student enrollments, student learning or service area outcome implementation, number of majors, and/or other data as appropriate.
   Currently the Admissions & Records Department is staffed with one Director, three Student Services Technicians, one Student Services Specialist and two Evaluators. We are down one Technician which has increased the work load for the other three Technicians. We also lost our Administrative Secretary due to the re-organization of administrators. Currently the Administrative Secretary for the Vice President of Student Services is assisting the director with clerical help as needed. Student enrollment at Census for Spring was 8996. We have also begun scanning and indexing student records from 1999 to the present. This is a very time intensive process and has added to the work load for our department.

2. Verbally describe any outside factors that are currently affecting the program. (For example: changes in job market, changing technologies, changes in transfer destinations, etc.)

   Enrollment has increased at the college due to high unemployment, and universities limiting their enrollments. We have many students coming back to pursue a different career.

3. List any significant issues or problems that the program is immediately facing.

   Dismal budget and fear of work force reductions in our area and the college as a whole.

C. FUTURE: Program Objectives for the Next Three Academic Years: 2010-11, 2011-12, 2012-13

1. Identify the program objectives for the next three academic years, making sure these objectives are consistent with the college's Educational Master Plan goals. Include how accomplishment is to be identified or measured and identify

the planned completion dates. If any objectives are anticipated to extend beyond this three-year period, identify how much is to be accomplished by the end of this review period and performance measures.

GOAL 1: To increase the retention level of Imperial Valley College Students

Admissions Objective 1:
Each staff member will participate in at least one customer service training activity per year to improve customer service to students and encourage retention.

a. Method of Measurement: Sign-in sheets, staff surveys.
b. Estimated Completion Date: Ongoing

Admissions Objective 2:
Improve student access to Admissions & Records forms via the Admissions & Records website.

a. Method of Measurement: Student surveys.
b. Estimated Completion Date: Ongoing

GOAL 2: To improve student success at Imperial Valley College

Records Objective 1:
Improve communication with students regarding the process for applying for graduation and increase the number of completers applying for a degree or certificate.

a. Method of Measurement: Number of applications received for graduation/or certificates each term.
b. Estimated Completion Date: Ongoing

Records Objective 2:
After full implementation of degree-audit program is completed, make it available to students via WebSTAR for self-evaluation and major exploration.

a. Method of Measurement: Student surveys, counselor review and utilization reports.
b. Estimated Completion Date: June 2012

3. Identify how student learning or service area outcomes will be expanded and fully implemented into the program. Include a progress timeline for implementation and program improvement.

   Refer to SLO's for progress timeline for implementation and program improvement.

4. Identify any resources needed to accomplish these objectives. Identify any obstacles toward accomplishment and the plan to surmount these obstacles.

   I do not foresee any obstacles toward reaching our objectives only if the college is faced with making workforce reductions. This will surely impede our progress toward reaching our goals and objectives if our staff or IT staff is reduced.

4. Identify any outside factors that might influence your program during the next three years.