Section 1 is due by October 6, 2009

PROGRAM AREA: Admissions and Records Office

Program Philosophy: The Office of Admissions and Records is a department with a scope of responsibility that is multi-faceted. As the primary contact for students, faculty, and staff, we provide the following services that are vital to student access and success: admissions, registration, grades, academic records maintenance, transcripts, verifications, graduation eligibility, IGETC and GE breadth certification, attendance accounting, fees, tuition, refunds, and program referral. We strive to remain technologically current and innovative in the application of technology to streamline processes to better serve our students and the campus community. As always, maintaining the confidentiality, accuracy, and security of student records in a manner consistent with Federal and State regulations is a priority. The staff is dedicated in addressing the needs of our diverse students in a welcoming professional manner; thereby promoting a successful experience throughout their academic career.

Progress on Goals, Objectives (2005-2009):
Please list each goal from goal's matrix and describe progress on each.

1. **Pilot Banner Faculty Web:**
    As of Spring Semester 2008, "Web for Faculty" was successfully implemented. All attendance and grade rosters are submitted online. Ongoing training is provided to new faculty on a regular basis.
2. **Advance the development of the Banner Student Degree Audit System:**
    The initial groundwork for implementing the Degree Audit System began in March 2008. Our evaluators went through training and coded and scribed current and past catalogs into the Degree Works program. This is an on-going project which will require an assessment of current roles and responsibilities as it relates to program maintenance.
3. **Incorporate a more effective method of email communication – Maximize the use of the Zone Portal with targeted announcements:**
    In January 2009, "The Zone" web portal was implemented. The Zone enables students to have access to personalized registration, financial aid, online courses via Blackboard, and links to other student support services. Once an application is submitted online, the student

is automatically issued a college email account which is accessible by logging into "The Zone". Training on the effective use of the Zone - specifically targeted announcements to students - will be provided at future meetings. The objective is to promote the use of the zone as the key communication forum for our students. It is anticipated that the increased zone usage will result in a decrease of mailings to students.

4. **Facts Payment Plan:**
    In Fall 2006, the Facts Payment Plan was implemented. Students access the Facts Payment Plan link (E-Cashier) on the Registration Fee Assessment page. Students complete an online enrollment application and pay a non-refundable fee of $20each semester. Students also set up an agreement contract indicating payment will be pulled from their checking, savings, or by credit card each month. As of Fall 2010 there are 218 students using the payment plan.

5. **Develop a comprehensive records management process for the storage, retrieval and destruction of records:**
    In March 2010, A&R staff from both colleges attended a demonstration of SunGard's Document Imaging System. The system provides scanning and retrieval capabilities to replace the current and outdated ATI Filer System. This module is an integral part of the Banner system and contains automatic links within the Banner System to view or modify the documents directly. Phase 1 of this project will focus on the implementation of A&R transcripts and other pertinent A&R documents.

Program Information

Staffing: Sylvia Rodriguez, Dean of Enrollment Services
Cheryl Rothman, Administrative Assistant (.50)
John Armstrong, Student Records Evaluator (75%) Outreach Specialist (25%)
Donna Best, Student Records Evaluator (.50)
Janice Cantua, Admissions and Records Assistant III
Debbie Earney, Admissions and Records Assistant II
Jeff Lawes, Admissions and Records Assistant II
Jocelyn Santos, Admissions and Records Assistant II
Mario Orozco, Admissions and Records Assistant I
Maria Bradford, Admissions and Records Assistant I (.50)

Location: Building 700
Hours of Operation: Monday, Wednesday, Thursday 9am-5pm, Tuesday 9am-7pm, Friday 9am-12noon

Services: Students may submit applications for admission via the Class Web online service. The Zone and Class Web is available for registration, fee payment, parking permits, unofficial transcripts and student information related to other student support services. For faculty and staff, the system also provides access to reports such as class roster, course deadline dates, benefits, room availability, etc. Faculty submit attendance rosters and grade reports online using "Web for Faculty".

The Zone and Class Web hours are: Monday to Friday 7am-11pm*, Saturday and Sunday 7am-11pm* (subject to change)

Program Components: Admissions:
- Applications
- Residency
- Registration
- Concurrent Enrollment
- Early Admission
- Cross Registration

Records Verification:
- Transcripts
- Enrollment Verifications

Cashiering/Accounting:
- Student Account Reconciliation
- Facts – student payment plan account maintenance
- Third Party Billing
- Refund processing
- BOSSCARS
- Cash reconciliation

Attendance Accounting:
- Census
- Positive attendance
- Reconcile attendance data for state reporting

Attendance Reporting:
- 320 Report – State mandated

Student Records Maintenance:
- Grade changes
- Academic renewal
- Academic standing

Evaluations:
- Incoming transcripts
- Degree/certificate evaluation
- IGETC and GE Breadth certification
- Degree Works scribe

Technology:
- ATI Filer – image scanning system
- Transcript Scanner
- Banner upgrades & testing
- CCC Apply Maintenance

Records Retention and Disposal
Outreach

	2007-2008	2008-2009	2009-2010
Number of Students Services:			

	2007-2008	2008-2009	2009-2010
Budget:			

1. What is the program's connection/dialogue to other programs?
   The Admissions and Records Office works in collaboration with all student services programs as well as Academic Services to provide comprehensive and seamless referrals and services for students and for planning. This effort enhances overall efforts to

effectively inform students, faculty, and staff of available services and programs.
2.   Identify and describe the status of your Student Learning Outcomes.
       Include an analysis of your assessed SLO's.
       Attach Elumen Matric of SLO's in Appendix.

   1. *Concurrent Enrollment (high school) students will understand how to navigate and utilize online registration services provided through Class Web.*
   Status: Beginning with the Fall 2008 semester, concurrent enrollment (high school) students were allowed access to the online registration system. Previously, high school students were required to complete their application and registration in-person. To assess the effectiveness and navigation of the online registration system, an optional online survey was administered to high school students at the completion of their registration for the Fall term.
   Analysis:
   Most respondents (76%) rated the concurrent enrollment process "easy to follow". Most respondents (74%) noted that the college provided adequate information related to the registration process. The majority of the respondents (78%) expressed confidence in navigating the online registration system. Areas of concern were related to college information at the high school. The survey results indicate that high school students responded favorably to the overall registration system. Admissions and Records will review information provided online on a continual basis.
   2. *New students will be able to complete and successfully submit the online application.*
   Status: The majority of students utilize CCCApply to submit their applications to the College. In October 2009 and April 2010, a survey was administered to students requesting feedback on the overall online and in-person services.
   Analysis: Most respondents (83%) use the college website to access information regarding admission and registration. Most respondents (83%) found it easy to navigate through the online registration process. The survey results indicated that students responded favorably to the overall application and registration systems.

3.   Provide a summary of current and future programmatic challenges. Use this to provide supporting data/information for requested increased resources.
Due to the budget crisis, the Admissions and Records hourly budget allocation was decreased significantly. A&R staff had to assume the front line counter duties typically performed by hourly personnel. To provide staff adequate time to complete the myriad of A&R duties, processing timelines have been revamped and office hours of availability have been reduced. The future implementation of DegreeWorks will also have an impact on the number of staff available to assist with general A&R customer service related tasks. An appropriate level of hourly support is essential for the office to adequately meet the needs of our students and campus community.

1. Training to increase the use of technology by staff and students with regard to electronic processing, communication with students, and legal compliance. Included in this would be Banner refresher training to maximize system capabilities.

2. Continue to review and update the A&R webpage for information and accuracy.

3. Staff training on Zone "targeted announcements" and "email blasts" to maximize the use of electronic communication for admission, registration, and evaluation student status updates.

4. Increase on-call hourly budget to help staff balance student needs and their own workload.

5. Increase current Administrative Assistant position from .5 to 1.0. Position would provide administrative support to the Dean of Enrollment Services of: Admissions and Records/Financial Aid/Veterans/International Student Program/Community Education, and Assessment. In addition to duties normally assigned to an administrative assistant, the position would provide needed support to projects such as the schedule of classes, CCC Apply, 320 Report (State) and other programs which require special handling.

6. The implementation of the Degree Works online audit system will greatly increase the efficiency in which students can determine which courses are required for graduation and/or transfer. However, as the curriculum and degree requirements are constantly changing, the Degree Works system will need to be maintained and tested for accuracy. The responsibility for "scribing" falls to the evaluators, which will greatly increase their workload.

Section 2 is due by February 26, 2010

Point of Service Surveys:
Number of surveys gathered: Fall 2009 =35, Spring 2010=47 (in-person in A&R Office)

Date range of survey(s):   October 2009 and April 2010

Attach copy of survey in Appendix.

Program Strengths Identified (utilizing survey data):
1. The service provided to students by the A & R staff is helpful and responsive to their needs.
2. The program staff answers questions adequately and completely.
3. Students are satisfied with the overall quality of the services received.
4. Students identified the Admissions and Records service area environment as welcoming and user friendly.
5. Students indicated that they find the A & R staff knowledgeable and helpful.

Areas of Improvement Identified (utilizing survey data):
1. Enhance the ease in which students can access A&R forms on the Las Positas College's website.

2.   Increase student and staff knowledge of their Zone account and how to utilize its features.
3.   Provide assistance and training for students to utilize A&R online services for admission and registration.

Section 3 – Goal Matrix completed by March 31, 2010

1. Promote the use of Admissions and Records online services.

    A. Meet with the Web Master to see if A&R can be more prominently displayed on the home page.
    B. Provide assistance to students to familiarize and enhance the awareness of A&R services available on the web page.
    C. Focus on training students to utilize A&R online services.

2. Enhance student and staff knowledge in using The Zone and how to utilize its features.

    A. Provide assistance to students to familiarize and enhance the awareness of The Zone and its features.
    B. Develop online tutorial for students and staff. Informational Flyers are available in A&R, at the Welcome Center and on bulletin boards around the campus.
    C   Provide training to A&R staff on "targeted announcements" and "email blasts" to maximize mode of communication to students.

3. Implement Degree Works program for use with students, counselors, and evaluators.

    A. Meet with IT Dept. to determine the steps needed to bring Degree Works online.
    B. Establish training program with Sungard for evaluators and counselors.
    C. Initiate a beta-program for counselor/evaluator use only and timeline for implementation.

Student Services Program Review
Action Plan Template
2010-2011

I.   Objective (Formerly Target):

Promote the use of Admissions and Records online services.

II.   Plan to Accomplish the Objective:

Plan:			
Activity		**Timeline**	**Responsibility**
a.	Meet with the Web Master to see if A&R can be more prominently displayed on the home page – a new tab or section. Review and/or revise A&R web page.		A&R Staff & Web Master
b.	Provide assistance to students to familiarize and enhance the awareness of A&R services available on the web page.		A&R Staff
c.	Focus on training students to utilize A&R online services.		A&R Staff

III.   How Will You Measure the Effectiveness of This Objective?

Create a survey for students to complete before they pay their fees online or in-person to determine effective use of online services.

IV.   How Does This Objective Relate To/Support the College's Strategic Plan 2010-2015?

Our department needs to be more prominently displayed on our web site to ease the frustration in locating information and forms online. Strategic Goal #3: Ensure the highest level of services to student and the community through continuous and purposeful evaluation of programs and services that situates student learning, community responsiveness, and employee engagement as the center of all we do. (Accountability)

V.   Estimated Resource Requirement
       (Please indicate if resources are needed "one time" or if they are ongoing.)

		Estimated Cost

Category	Description	(if known)
Personnel		
Supplies		
Facilities		
Other		

KIT|G:/DOCUMENT/WORD/PR/2010/ACTION PLAN TEMPLATE (9/20/10)

Program Review Type	Discipline/Unit (ex. CHEM, Research, Library, A&R, AUTO)	Division (Instructional Program Review Only)	What do you want to accomplish? (Objective)	How do you plan to accomplish this?	What is/are your measurement criteria? (How will you measure and document effectiveness?)	Which College Strategic Goal(s) does this objective address? (all that apply 1-10)	Does this objective address an Accreditation Recommendation or Planning Agenda?	When do you plan to start?	What resources will this take? (all that apply)	What Institutional Process/ Committee/Office will you need? (all that apply)	Specify if Other process	Prioritized
Student Services	Admissions and Records Office	Student Services	Enable the program to serve increased number of students with less staff	Promote the use of existing online services	Student Satisfaction surveys and data analysis	3 Accountability, 1 Teaching and Learning	Not sure	Spring 2011	Non-Financial, Ongoing			High Priority
Student Services	Admissions and Records Office	Student Services	Increase student usage of The Zone	Workshops and training for students and staff	Student Satisfaction surveys	3 Accountability	Not sure	Spring 2011	Financial, One time, Non-Financial ongoing			High Priority
						1 Teaching and Learning						
Student Services	Admissions and Records Office	Student Services	Enable students to determine their progress toward completion of degree/certificate objective	Implement DegreeWorks	Student Satisfaction surveys and Student utilization data	3 Accountability	Not sure	Spring 2011	Financial, Ongoing		Budget	High Priority
						1 Teaching and Learning						