



## 2018-19 Program Review – Student Services

### **Program Overview**

Please verify the mission statement for your program. If there is no mission statement listed, please add it here.

The Laney College **Enrollment Services division** provides access to academic programs and student support services promoting the persistence, retention and completion of the colleges' diverse and multicultural student body through high touch student engagement.

List your Faculty and/or Staff

- Mildred Lewis, Ed.D, Dean, Enrollment Services
- Cassandra Upshaw, Program Specialist, Enrollment Services

The Division has 11 programs that report to the Dean of Enrollment Services for institutional effectiveness.

The Program Goals below are from your most recent Program Review or APU. If none are listed, please add your most recent program goals. Then, indicate the status of this goal, and which College and District goal your program goal aligns to. If your goal has been completed, please answer the follow up question regarding how you measured the achievement of this goal.

Program goals:

- Improve access to federal, state and institutional financial aid and scholarship programs.
- Collaborate strategically to coordinate high touch recruitment strategies to pathway new high school students, re-entry non-high school students, AB540, immigrants and ESOL students to Laney College.
- Improve marketing of enrollment services deadlines, information and resources promoting access, persistence, retention and completion of students.
- Improve petition to graduate form, student providing permission for the A&R evaluator to review and all degrees/certificates a student may be eligible to receive.
- Create a default management plan for institutional effectiveness and student success.

The above referenced goals are all in progress for the 2018-2019 academic year. The division goals align with the institutions strategic direction with some specificity in all five areas: 1. promoting equity, 2. promoting a collaborative institutional culture for communication, governance and decision-making, 3. offer students the highest quality curriculum and services, 4. cultivate a culture of belonging, pride and self-reflection for continuous improvement and 5. increase awareness and access to disproportionately impacted communities.

Describe your current utilization of facilities, including labs and other space

The Enrollment Services division has 8 department offices. The offices are assigned per the departments function. Currently there is sufficient operational real estate to produce student learning outcomes.

### Students Served



### Special Populations Power BI dashboard

Please enter your College Mission Statement

Laney College educates, supports, and inspires students to excel in an inclusive and diverse learning environment rooted in social justice.

Please enter your Student Services Mission Statement

The Laney College Student Services mission is to provide quality support services with an appreciation for diversity by empowering students to achieve their academic, career, and personal goals.

Please include the essential functions of your department, program or unit, any unique characteristics or trends affecting the unit, as well as a description of how the unit aligns with the college mission

The Enrollment Services essential function is to lead, implement and support student service access, persistence, retention and completion of the institutions students, prospective students and greater community. The office of enrollment services is also administers student conduct issues.

The division aligns with the core mission of the college.

Please discuss the relationship and engagement with other support services, programs, and/or instruction or administrative units and how these relationships support the department, program or unit to meet its goals.

The Division of Enrollment Services leads 11 departments providing access, persistence, retention and completion in the areas of onboarding, registration, enrollment, financial aid, recruitment, assessment, school relations, categorical support programs, and learning communities. The division is also responsible for student conduct administration.

The division leads counseling faculty and partners with instruction in the learning communities and the division also participates on shared governance committees for institutional effectiveness. The division collaborates broadly with instructional and student services divisions as well as with the district office and community partnerships.

Please describe how external factors (if applicable), such as State and Federal laws, advisory board recommendations, changing demographics, etc. have an impact on the support services your department, program or administrative unit provides.

Currently, there are significant state initiatives influencing the innovation and implementation of the division of enrollment services, more specifically AB 705, AB 1805, SEA Program, the student-centered funding formula, AB 19, the Student Success Completion Grant to a name a few as well as our collaboration with Inside Track, on the Coaching Model, student support and retention strategies. The division is also the beneficiary of the DOE MUSRD Project Success Grant, thus far, the division has launched the iGrad Financial Literacy program and Super Strong Skills Assessment, ECMC default management services and upcoming Persist training.

While the division is not officially a part of the Guided Pathways Committee, we have adopted early the onboarding principles supporting students guided pathways.

Filter for your Service Area's Student Group in the data dashboard above. Examine the demographics of the students your Area has served over the past three years. Be sure to consider student sub-populations, particularly student status in terms of: gender, race and ethnicity, age range, veterans' status, foster youth status, disability status, low income status. Briefly explain the changes in students served by your department or unit over the past three years and any disparities in outcomes. If there are disparities, please create an 'improvement action' below to address them.

The Office of Enrollment Services leads departments that provide data analysis on demographics, performance outcomes and D.I. populations’ and thus does not provide that information on this report. The specific data is provided in the departmental program reviews and APU’s.

Does your department, program or service area provide Student Success & Support Program (SSSP) services?

The actual umbrella office, enrollment services does not itself contribute to SSSP; the division provides SSSP services in the following departments, A&R, Welcome Center, Assessment, categorical programs counseling services and peer advising.

Please provide the following information about these specific SSSP services, as applicable, for students in your program or college over the past three years:

# of student that completed orientation	Not Applicable for the Dean’s Office
# of students that completed assessment	Not Applicable for the Dean’s Office
# of completed Student Educational Plans (SEPs)	Not Applicable for the Dean’s Office
# of Abbreviated versus Comprehensive SEPs	Not Applicable for the Dean’s Office
Total # of follow-up services	Not Applicable for the Dean’s Office

What has your service area done over the last 2-3 years to improve SSSP services?

- Improved enrollment steps by co-creating the iEnroll@Laney flyer
- Implemented Super Strong Skills Interest Inventory
- Increased completion of comprehensive education plans
- Improved process to ensure more students complete the online Orientation

Describe your current level of staff, including full-time and part-time faculty, classified staff, and other categories of employment.

**The division employs the following categories of employment:**

- Dean, Enrollment Services | 1
- Faculty | 4
- Adjunct | 6
- Directors | 2
- Classified Staff | 32
- Student Ambassadors (Welcome Center) | 8
- Student Staff | 30
- **Total: 83**

**Students Served – Assessment**

List your Service area outcomes

- Prospective students will understand the enrollment steps to enroll and will receive SSSP supports.  
SLO metric to be launched in spring 2019 for feedback.

How does your department, program, or unit ensure that students are aware of learning or service area outcomes?

The SLO will be posted when students are taking the assessment survey. The SLO's will also be posted on the departments' website and on the colleges' assessment web page as well as in the curriMeta database.

Where are the service area and/or program level outcomes published? If on a website, please specify the URL.

The SLO is not published yet; assessment outcomes have been published on the colleges' assessment webpage <http://laney.edu/assessment/>. The outcomes will be posted in the curriMeta database moving forward, URL to be provided at that time. The database was completed 1 or 2 weeks ago.

Briefly describe at least three of the most significant changes/improvements your department, program or service area made in the past three years as a response to analysis and discussion of program level outcomes and/or service area assessment results. Please state the service area outcome and assessment cycle (year) for each example.

Increase strategic human resources, implement DOE Project Success student retention programs (iGrad & Super Strong Skills Interest Inventory, launched DOE AANAPISI grant, co-created iEnroll@Laney enrollment steps, increased student services evening hours to support student success, collaborated with instructional divisions to provide A&R evaluator sheets to support scheduling and 2-year program design. Launched, SSCG and awarded for the fall 2018-2019 academic year. The division is developing SLO's for the division to measure.

Briefly describe three of the most significant plans for service area improvements for the next three years as a result of what you learned during the Assessment process.

- Repurposing the Assessment program naming it as the Recruitment, Assessment and School Relations Department.
- Co-creating a concurrent enrollment iEnroll steps for special admit students and their families.
- Market AB 1805 per new legislation
- Improve access and support services through new statewide initiatives, i.e., Student Success Completion Grant, multiple measures, Student-Centered funding formula and effect in financial aid and A&R
- Improve marketing of Super Strong Interest Inventory as a guided pathway marketing tool
- Market the launch of the new DOE FAFSA App

What do members of your service area do to ensure that meaningful dialogue takes place in both developing and assessing your service area outcomes?

The office of enrollment services leads annual retreats highlighting departmental achievements, identifying areas of needed improvement and planning the next years' work activities and improvements.

Briefly describe the results of any student satisfaction surveys or college surveys that included evaluation and/or input about the effectiveness of the services provided by your department, program or administrative unit. How has this information informed department, program or administrative unit planning and goal setting?

SLO surveys will be launched in the spring 2019 semester. Results will be reviewed and analyzed for improvement during the annual summer division retreat.

How do you know that your program is effective? What are the indicators that measure your effectiveness? What are the expected results of these indicators?

The office of enrollment services measures its effectiveness through the department it leads and collaborated outcomes of improved processes and student engagement. The departmental slo's are indicators of effectiveness.  
The office will assess an SLO that will be provided to students in the welcome center.

**Engagement**

Discuss how faculty and staff have engaged in institutional efforts such as committees, presentations, and departmental activities. Please list the committees that full-time faculty participate in.

The direct reports to the Division of Enrollment Services engage in the Catalog committee, Learning Assessment committee, budget committee, curriculum committee (FT participate), college council (FT participate), SEM committee, counseling meetings (FT participate) and Student Services meetings. The division staff also engage in their own regular departmental meetings, advisory boards and annual retreats. Directors and supervisors in the division present at national and state conferences.

Discuss how faculty and staff have engaged in community activities, partnerships and/or collaborations.

Division faculty and staff engage in outreach and recruitment activities as well as in CBO partnerships with B:E and institutional collaborations with iEnroll@Laney, strategic enrollment with the district office and instructional collaborations to pathway students to academic programs.

Discuss how adjunct faculty members are included in departmental training, discussions, and decision-making.

Adjunct faculty participate per their faculty assignment in departmental meetings, in-service trainings, and advisory board meetings on a regular basis throughout the division.

**Prioritized Resource Requests Summary**

In the boxes below, please add resource requests for your program. If there are no resource requested, leave the boxes blank.

Resource Category	Description/Justification	Estimated Annual Salary Costs	Estimated Annual Benefits Costs	Total Estimated Cost
Personnel: Classified Staff	Not Applicable			

<b>Personnel: Student Worker</b>	<p>Student worker who can support the Dean, Enrollment services office beyond the FWS allocation and beyond the weekly allocation of FWS that varies between 10-15 hours a week.</p> <p>The goal is to have a student worker as needed up to 20 hours a week and 40 hours during non- academic periods.</p>	\$8,500.00	\$0.00	\$8,500.00
<b>Personnel: Part Time Faculty</b>	Not Applicable			
<b>Personnel: Full Time Faculty</b>	Not Applicable			

<b>Resource Category</b>	<b>Description/Justification</b>	<b>Total Estimated Cost</b>
<b>Professional Development: Department wide PD needed</b>	In-Service Training, divisional retreats	\$2,000.00
<b>Professional Development: Personal/Individual PD needed</b>	Conferences (local and out of state) and local IEPI workshops	\$6,500.00

**Prioritized Resource Requests Summary - continued**



<b>Resource Category</b>	<b>Description/Justification</b>	<b>Total Estimated Cost</b>
<b>Supplies: Software</b>	<ul style="list-style-type: none"> <li>▪ Vizio – Facilitate floor planning for student services activities.</li> <li>▪ Adobe Acrobat ProDC file conversion &amp; form creation</li> </ul>	\$800.00
<b>Supplies: Books, Magazines, and/or Periodicals</b>	<ul style="list-style-type: none"> <li>▪ Center for Education and Employment Law – Monthly newsletter &amp; Annual Publication.</li> </ul>	\$500.00
<b>Supplies: Instructional Supplies</b>	Not Applicable	
<b>Supplies: Non-Instructional Supplies</b>	<ul style="list-style-type: none"> <li>▪ Operational Supplies (division office and back up for departments)</li> <li>▪ Presentation Folders</li> </ul>	\$3,000.00
<b>Supplies: Library Collections</b>	Not Applicable	

<b>Resource Category</b>	<b>Description/Justification</b>	<b>Total Estimated Cost</b>
<b>Technology &amp; Equipment: New</b>	Not Applicable	
<b>Technology &amp; Equipment: Replacement</b>	2 Desktop computers w/two screens per desktop 1 color printer for deans office 1 office laptop	\$5,000.00

**Prioritized Resource Requests Summary – continued**

<b>Resource Category</b>	<b>Description/Justification</b>	<b>Total Estimated Cost</b>
<b>Facilities: Classrooms</b>	Not Applicable	
<b>Facilities: Offices</b>	Not Applicable	
<b>Facilities: Labs</b>	Not Applicable	
<b>Facilities: Other</b>	Not Applicable	

<b>Resource Category</b>	<b>Description/Justification</b>	<b>Total Estimated Cost</b>
<b>Library: Library materials</b>	Not Applicable	
<b>Library: Library collections</b>	Not Applicable	

<b>Resource Category</b>	<b>Description/Justification</b>	<b>Total Estimated Cost</b>
<b>OTHER</b>	Not Applicable	