



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 Welcome Center mission is to supports key elements of the matriculation process, including registration, enrollment, assessment, campus tours and photo I.D.

List your Faculty and/or Staff

The Welcome Center currently has one Staff Assistant and eight student workers (Student Ambassadors).

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.

1) To provide students with support navigating the SSSP enrollment process. (In progress)

Through tracking the numbers of student who complete the SSSP core service, we will be able to assess the progress of this goal.

2) To have students leave the Welcome Center feeling satisfied with the service they received. (In progress)

Through student survey results, along with feedback from student after being help by Student ambassadors. Student Ambassadors have been trained to ask students if they have gotten their needs met before leaving the Welcome Center. we will be able to assess progress of this goal.

3) To gauge students' view of the importance of the services provided by the Welcome Center. (In progress)

Through student survey results and tracking how often students come to the Welcome Center, we will be able to assess progress of this goal.

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

The Welcome Center is accessibly located on the ground level of Building A, just a few steps from the A&R Department on the Laney College campus. Along with finding support with the enrollment process and financial aid application, students come to the Welcome Center to schedule assessment appointments, receive student photo ID, lost and found, help with Canvas access, setting up their bank mobile accounts. All primary Welcome Center services take place in Building A, room 101. The Welcome Center is currently storing its college branding materials and supplies in the Dean's storage area.

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.

Our mission is aligned with the college's goals to offer students the highest quality curriculum and services. By creating a seamless application, enrollment and onboarding process for new and returning students.

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

As the initial point of contact for many, the Welcome Center staff encourages new, returning, and continuing students to complete the SSSP core services (Online Orientation, Assessment, and Student Educational Plan) to achieve an earlier priority registration date as well as to help students gain familiarity to the college.

The Welcome Center also conducts campus tours and is responsible for the provision of student photo IDs. The unit introduces new and continuing students to the Laney campus by providing information about academic and student support programs as well as collaborates in on-campus events to increase student's awareness of available programs and services.

The unit distributes school branding materials during campus tours and while tabling campus events. The Welcome Center Staff Assistant trains and supervises Student Ambassadors to assist in the coordination of these efforts. This culturally diverse team of student leaders plays an important role in the Welcome Center and the institution. They are responsible for; providing exceptional customer service while disseminating accurate information to inquiring students, hosting campus tours, helping students who have little to no computer literacy with on-line matriculation processes, financial aid application, orientation, and direct students to the Assessment Department to complete assessment for placement. It is here at the Welcome Center where students will be provided with information about the numerous academic programs and Learning Communities that Laney offers. Often, at-risk students are alerted by a Student Ambassador that they have an academic or progress probation hold or are at risk of losing their CCP Grant, and that follow-up services are required. Students are referred to see a counselor or other necessary departments / office within Student Services.

Since our last APR, the Welcome Center has experienced a significant cut in financial support, so much that our ability to hire student ambassadors has been reduced from eighteen to ten. We are no longer able to hire student workers directly but must hire from eligible federal work-study students. Though we are grateful for our federal work student students, we are greatly understaffed to meet the needs of our students for the upcoming spring peak enrollment. Laney has students who come from all over the world and a diverse staff is a must in the Welcome Center. The available pool of federal work-study students is limited in cultural and language diversity and many of the candidates lack the necessary skills to effectively work in the Welcome Center. This has made it difficult to fill all ten available student ambassador positions. Students have requested Student Ambassadors who speak Arabic, French, Hindi, and Somali.

With our small yet diverse team of student ambassadors the unit has continued to provide services to individuals who may not speak English or English may be their second or third language. The Welcome Center ended the 2017-18 academic year with over thirty-one thousand student service encounters tracked on our daily sign in sheets. Although, the institution may be seeing a decrease in enrollment; over the past three years, the Welcome Center consistently continues to see a high volume of students

accessing its services. It only speaks to the great need that this population of students requires, and the importance of the services being provided.

The Twenty-eight desk top computers in the unit that students use to complete SSSP core services has remained static for the last five years. Students often report their frustration about how slow the computers are. The unit is in need of a computer system overhaul. The unit's large capacity printer malfunctioned the previous semester and has not been replaced due to lack of funding. We are currently using a small desk printer, which requires a lot of serving from staff.

The lack of consistent financial support has also made it difficult to distribute student photo IDs. The photo printer is always at risk of malfunctioning due to the high volume of IDs being created. With no designated funds the unit often finds itself not able to consistently keep its annual photo ID printer software and hardware service agreement active. Students are not able to receive their student ID's on demand. If students don't have their IDs, they can't access needed services on campus.

If the Welcome Center finds itself needing to close its doors due to lack of consistent funding or support. The college, district and students would feel the pain of the loss of such an important service. The dramatic drop in enrollment would be devastation.

The Welcome Center is aligned with the college's mission by providing professional, high-quality one-on-one support through which students feel welcomed, respected and empowered to achieve their goals.

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 Welcome Center continues to maintain close working relationships with other student services departments and administrative units, for the benefit of students and staff. The unit conducts monthly trainings where other student service areas are invited to engage in information exchange. It is vital that the Welcome Center stays updated on any administrative and program changes that might affect new and returning students or staff. Particularly, changes dealing with the student enrollment process and financial aid.

This training ensures that there is frequent communication between departments, develop partnerships, provided support if needed and get buy-in from each department to provide outstanding services and accurate information to students.

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.

It is important that the Welcome Center stays abreast of any state or federal laws that might impact the college's matriculation process. The Student Ambassadors need to provide students with current and accurate information regarding (SSSP) or any changes related to financial aid process. Below are a few examples:

(AB) 705; which says no student can be denied entry into a transfer-level math or English course.

(AB) 1805; which requires the college to inform students of their rights to access transfer level coursework and academic credit ESL coursework.

The California Dream Act (AB) 540; which allows certain qualifying students to apply for and receive state financial aid at California public and private colleges.

In each case, this information is provided by the Department Dean, down to the Welcome Center Staff Assistant, who disseminates the information to the Student Ambassadors through email communications and monthly training. During the training, ambassadors are updated on how these changes will affect how students enroll, how to inform students of the new processes and how to help a student navigate the new process.

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 Welcome Center has provided services to thousands of students and prospective students over the past three years, the unit does not collect demographic data relating to gender, race, ethnicity, age range, veteran status, foster youth status, disability status, or low-income status.

Department or Program Name:	Year 1	Year 2	Year 3
Welcome Center	15-16	16-17	17-18
Total Students Served (Headcount)	34,740	31,833	30,444

Data provided from daily tracking sheets.

- The Welcome Center is looking to implement data tracking software that can accurately count non-duplicated students and to disaggregate the data. At this time, it is not possible to give an accurate assessment of the number of students served over the past three year.

To address any disparities the institution may have, the Welcome Center continues to make efforts to hire Multi-cultural student ambassadors who are regularly trained on the services provided by DSPS, and Veterans Affairs. The unit will continue to collaborate with other student services departments who serve these populations, such as but not limited to EOPS, Next Up, UMOJA-UBAKA, APASS, and Asi- Se Puede.

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

The Laney College Welcome Center supports key elements of Student Success and Support Program (SSSP), including registration, enrollment, assessment, campus tours and the provision of student photo IDs. We also, contact students through email or phone to inform students that follow-up services are need. (Online orientation, assessment or counseling)

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	15-16: 7,186 16-17: 11,177 17-18: 10,963
# of students that completed assessment	15-16: 13,178 16-17: 12,942 17-18: 12,780
# of completed Student Educational Plans (SEPs)	
# of Abbreviated versus Comprehensive SEPs	
Total # of follow-up services	

Source: ccc chancellor's office data mart

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

The Welcome Center has improved SSSP services by having a culturally diverse team of Student Ambassadors available to support students in a professional friendly manner.

We have been able to help students and prospective students in the Welcome Center and other Students Services departments who would possibly not be able to complete the matriculation process due to language barriers or lack of computer literacy. Many of the students who come to the Welcome Center possible would not be able to complete the SSSP core services without assistance from the Student Ambassadors. Because of the unique hands-on services, we provide, the unit not only services Laney College students but students who intend to attend its three sister colleges as well. Disabled students are accessing the Welcome Center needing assistance and are not eligible to access services from the Laney College DSPS department until they have completed a college application. Many of these students have visual, physical and mental disabilities that make it near impossible for them to complete the online

application without intense hands-on support. The Welcome Center Staff assistant has been able to support these students through the enrollment process.

The unit has increased the number of computers that allow students to access the online orientation.

The Welcome Center only had three computer that gave students access to the online orientation, students were noticed to have to wait longer than necessary and it was determined to increase the number from computers from three to five.

The Welcome Center staff assistant and a designated student ambassador are now able to schedule assessment appointments for students.

Improved iEnroll@Laney Steps.

In collaboration with other student services departments; provided input on the development of the iEnroll@lany steps, which now contain visual icons to help students easily understand the enrollment process.

Implementation of student survey.

The Welcome Center has recently provided students with a written survey to gage their satisfaction with our services and possible improvements. The results from these surveys will help assess our current goals and any suggested improvements by students.

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

One full-time staff assistant and eight student workers.

One Recruitment and Outreach Specialist: Shares space in the Welcome Center- Provided support within the Welcome Center to help increase the college enrollment. Spends thirty percent of time in the Welcome Center and seventy percent on outreach efforts.

Students Served – Assessment

List your Service area outcomes

SAO-1 The Welcome Center staff will provide current and incoming students with one-on-one assistance with the online college application, registration, financial aid application, scholarships, student photo ID and linkages to other on campus student support services.

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

The Welcome Center's SAO is published on the Welcome Center's web page and posted only flyers in the Welcome Center.

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

https://laney.edu/welcome_center/

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.

Service Area Outcome: The Welcome Center staff will provide current and incoming students with one-on-one assistance with the online college application, registration, financial aid application, scholarships, student photo ID and linkages to other on campus student support services.

- 1) **Increased the number of computers that student can access the online orientation:** The Welcome Center only had three computer that gave students access to the online orientation, students were noticed to have to wait longer than necessary and it was determined to increase the number from computers from three to five. **(2016)**
- 2) **Increased the number of Spanish speaking Student Ambassadors in the Welcome Center:** The unit noticed an increase in Spanish speaking students accessing the Welcome Center. Many students and counselors voiced concerns for the need to increase the number of Spanish speaking ambassadors in the Welcome Center. **(2017)**
- 3) **Staff Assistant and designated student ambassador can schedule assessment appointments:** To help alleviate the wait time for students to schedule an assessment test, particularly, when the assessment department staff are busy conducting assessment. It was determined in collaboration with the assessment department to training a designated student ambassador and the Welcome Center Staff Assistant on scheduling appointments. **(2017)**
- 4) **Implementation of student satisfaction survey:** To assess and evaluate the effectiveness and student's satisfaction with the Welcome Center. **(2018)**

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.

The unit's future plans include:

Continuing to seek funds to increase the number of Student Ambassadors. With more Ambassadors we would be able to expand the Welcome Center services and serve more students (workshops and provide students more time for one on one help, and assessment of outcomes). Currently the Welcome Center is managing to operate without a designated budget.

Collaborating with the Outreach Specialist to increase the number of campus tours we provide, along with training student ambassadors to attend high school outreach events.

The Welcome Center will collaborate with the A&R, Assessment Office and Counseling Department regarding implementation of new matriculation processes to the college (i.e. mandatory online orientation, Super Strong Skills and Implementation of, AB 705 –Assessment for Placement).

Future staff trainings that will equip student ambassadors with the necessary strategies to serve the growing number of students with mental health issues. Provide conflict management technics and increase awareness of students with disabilities and cultural differences.

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 unit engages in continuous communication and collaborations, involving the Division Dean, program staff, with input from Student Ambassadors and program participants within the Peralta District. Development and assessment of the SAOs will incorporate feedback from all involved.

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?

The Welcome Center has recently provided visitors to the Welcome Center with surveys to evaluate the effectiveness and service satisfaction. Once the data collection and analysis has been completed. The unit will assess and discuss what improvements need to be made, along with possible future goal settings.

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?

By assessing the results of the recent Welcome Center surveys, and complaint forms. We will be able to evaluate the programs' effectiveness. Some of the indicators of success will be Students increased awareness of the Welcome Center services, positive customer service satisfaction rating, and students continued use of the unit's services.

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 Welcome Center staff assistant has participated in the following committees and activities:

Division 1 Department meetings
All Student Services
Enrollment Management Meeting
Classified Senate Member
Welcome back Week

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

The Welcome Center staff has established many fruitful partnerships with staff of the OUSD and local CBOs. Local CBOs and OUSD feeder schools' partner with the Welcome Center to bring their students for campus tours and campus events.

The unit has collaborated with the Recruitment and Outreach Specialist and other student services departments by providing Student Ambassadors for outreach events and to speak on event panels.

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

The Welcome Center would like to incorporate more discussions with adjunct faculty. It's important that all faculty have a clear understanding of what services the Welcome Center provides and doesn't provided. It is important that faculty to provide student with accurate information.

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	1-Full-time student service specialist /coordinator to support enrollment efforts Manage day to day operations of Welcome Center and train Student Ambassadors.	\$52,000.00	\$20,000.00	72,00.00
Personnel: Student Worker	20 Student Ambassador	\$265,00	0	\$265.00
Personnel: Part Time Faculty				
Personnel: Full Time Faculty				

Resource Category	Description/Justification	Total Estimated Cost
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Professional Development: Department wide PD needed		
Professional Development: Personal/Individual PD needed		

Prioritized Resource Requests Summary - continued

Resource Category	Description/Justification	Total Estimated Cost
Supplies: Software	Data tracking software in the Welcome Center. It will allow us to know how many students are coming into the Welcome Center, and capture more thorough demographic data.	\$2,000.00
Supplies: Books, Magazines, and/or Periodicals		
Supplies: Instructional Supplies		
Supplies: Non-Instructional Supplies	Laney College and Campus tour Branding materials: Bags, pens, folders, paper, and more. Photo ID: Cards and Ribbons	23,000.00
Supplies: Library Collections		

Resource Category	Description/Justification	Total Estimated Cost
Technology & Equipment: New	28-New computers and monitors in the Welcome Center for students to complete online applications, online orientation, Strong Skills, access passport/canvas and add classes.	35,000.00
Technology & Equipment: Replacement	Large high capacity printer	\$5,633.00

Prioritized Resource Requests Summary – continued

Resource Category	Description/Justification	Total Estimated Cost
Facilities: Classrooms		
Facilities: Offices		
Facilities: Labs		
Facilities: Other	Storage area for large equipment such as signage, supplies, pop-up tents, and other materials, currently equipment is being stored in the Dean’s storage area.	N/A

Resource Category	Description/Justification	Total Estimated Cost
Library: Library materials		
Library: Library collections		

Resource Category	Description/Justification	Total Estimated Cost
OTHER	Photo ID/CI Badge Card Service Agreements	\$4,000.00