Assessment 10/2020 APU (2019)

<https://www.berkeleycitycollege.edu/wp/programreview/files/2020/10/APU-ASSESSMENT-HTML-REPORT.pdf>

Berkeley City College – 2020

Student Success & Placement Services Department – Service Ares or Special Program

Annual Program Update

**Program Overview**

**Program Mission Statement**

The mission of the Student Success & Placement Services Office (formerly Orientation & Assessment Placement Department) provides newly admitted and returning students with an Multiple Measures Transcript Assessment, assist with Guided-Self Placement and Orientation. Provide an experience to college that empowers them to make informed decisions about their academic experience. The students are given clear and useful information about their academic skills and the college environment in order to support their active efforts in choosing and achieving their educational goals. The department serves as one of the first points of contact to the college for new/returning students and the community. Dedicated to exceptional customer service, student access and success by providing accurate, timely and quality services regarding application process, registration, online access and academic policies while providing responsive respectful service to students, faculty, staff and the community.

**Program Total Faculty and/or Staff**

**Full Time**

Gail Pendleton, Enrollment Services Coordinator

**The Program goals below are from your most recent PR or APU**

Transitioned from standardize placement tests for Math, English and ESOL, based on the state mandate AB705. The Chemistry Placement exam, administered under the BCC Chemistry Department and the Department Chair, Sam Gillette, is the new point of contact for students taking the exam. The departments redesign is to focused more on Community Outreach and Recruitment efforts to the K-12 school districts while still aligning with mandates set forth by the state that satisfied the needs of the institution and community. Effective April 2019, title change to Enrollment Services Coordinator and new department name Student Success & Placement Services Department.

**Status**

On going

**College Goal**

Ensure Institutional Sustainability: Increase BCC’s impact in education through innovation, internal and external collaborations and partnerships, and sufficient resources, both short-term and long-term.

**District Goal**

Advance Student Access, Equity, and Success

Since the last round of services for the assessment placement in January 2020, per AB705 mandate, standardize placement test are no longer offered. The department will continue to assist students with Multiple Measures Placement and transcript review advisement. We will review transcripts, clear orientation and enrollment holds, answer general college FAQ's and refer students to counseling for comprehensive SEP's, follow up advising, prerequisites checking, class waivers, general information, transcript evaluation, and course placement options. With continued collaborations and strategic planning, we will continue to improve on processes to streamline services to the students and community.

**Status**

On going

**College Goal**

Raise college Competence; Raise student skills and competences, and expand their learning experiences, so that they can successfully complete their college degree/certificate program.

**District Goal**

Strengthen Accountability, Innovation and Collaborations

**Describe your current utilization of facilities, including labs and other spaces.**

**Pre COVID-19**, we have dedicated lab space (Room 126) to assist with UC/CSU Application Workshops, Financial Aid Workshops, DSPS Finals, Counseling 24 & 57 classes, in person Orientation and Chemistry Placement Exam. This lab also shared with the BCC Library for shared classes and resource workshops.

**COVID-19 (SIP)**, we are not conducting nor have the need for facilities usage at this time.

**Post COVID-19**, upon returning to the campus, we will resume utilizing the facilities per pre COVID-19 operational status.

**Semester End Enrollment/Usage Pattern**

**Review your Semester End Enrollment by setting the filter to your college and subject**

Using the dashboard, review and reflect upon the data for your program. Describe any significant changes and discuss what the changes mean to your program. Consider whether performance gaps exist for disproportionality-impacted students. Focus upon the most recent year and/or the years since your last comprehensive program review. Cite data points from the dashboard to support your answer.

The changes that are currently occurring regarding enrollment has affected our department largely due to the state mandate AB705, effective 2019, which eliminated one full-time personnel staff, and the administration and proctoring of, standardize placement testing. Now with the Multiple Measures Placement our institution is placing students directly into college-level English and math courses with and without support for the first year. The impact directly affects the students and shows through enrollment trends. We need to meet the needs of our students (i.e., laptops, internet access, classroom flexibility, etc.) There are those who need to take refresher courses to get up to speed, which means, we may still need to offer refresher courses for English and Math as non-credit. It also means that the department has to strengthen outreach efforts and our partnerships to the various middle/high schools and the community to provide them with well-informed information, along with their options and alternatives regarding their future educational decisions. Informing them of the exceptional benefits of going to college early, first to years free tuition, increased support opportunities, more support resources, embedded class room support and how this new way of streamlining the 2-year college experience and being better prepared for transfer to 4-year. These efforts are done with continued recruiting collaborations with Counseling, Financial Aid, Admissions & Records, Ambassadors and special programs such as AB540 students, Veterans, Foster Youth, CAFYES, CalWORKs, DSPS, EOPS, First Year Experience Students, Learning Communities, UMOJA Program.

**Cited Data:** From 2018-19 and 2019-20 our census-enrolled students has declined by 1,605; FTES declined by 192.41 and productivity declined by 0.55

**Assessment Placement Exam**

**Year Exams Proctored**

The beginning of the implementation of AB705 and the utilization of Multiple Measures Placement.

2017-18 2,707 (Math, English, ESOL)

2018-19 742 (ESOL only)

2019-20 131 (No exams proctored per AB705, utilized MMP for student course placements)

**Chemistry Placement Exam**

California Chemistry Diagnostic Test (CCDT), approved by the state fall 2017 and implementation and proctoring to the college fall 2018. Proctoring services at BCC began in April 2018. Since March 2020 and COVID-19 (SIP), the Science Department Chair has taken over the coordination and proctoring of the exam to students.

**Year Exams Proctored**

2018 42

2019 68

2020 15 (January 2020 only; March 2020 the Science Department Chair now coordinates the proctoring of the exams).

**Enrollment**

High school graduates enrolling into college one year after graduation.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 2017  (all students/schools) | 1,888 | 29.5%  N=557 | 32.6%  N=615 | 37.9%  N=716 | |
| 2018  (all students/schools) | 1,984 | 30.9%  N=614 | 30.1%  N=598 | 38.9%  N=772 | |
| Total Students | 4-Year | 2-Year | | Not Enrolled |

Note: % = the number of high school graduates.

Reflecting trending years 2012 to 2018, with data showing a high number of students graduating overall from the highest of 1,984 students to a low of 1,742 students completing high school, within the perspective years mentioned. Noted that it is a consistent but small variations, however nonetheless much more needs to be done to capture and consider what types of performance gaps or life’s occurrences are existing now more so for our disproportionality-impacted students who are not enrolling into any secondary level of college education, 2-Year or 4-Year.

Cited Data: No data available for 2018-19. PCCD Institutional Research “College Enrollment” (source OUSD)

Overall Course Completion and Retention Rates

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Year | Completion Rate | Retention Rate | Completion Rate w: MM/ EW | Retention Rate wo: MM/ EW |
| 2017-18 | 66.7% | 79.7% | 66.9% | 79.9% |
| 2018-19 | +1.3% | +1.3% | -0.8% | +1.3% |
| 2019-20 | -1.5% | -1.5% | +7.1% | +5.0% |

Overall average student population for each academic year (spring, summer, and fall semesters)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Year | Student Enrollment | FTES | FTEF | Productivity |
| 2018-19 | 10,281.33 | 1,288.01 | 86.516 | 14.76 |
| 2019-20 | 10,335.60 | 1,232.21 | 82.713 | 14.80 |

The above-mentioned data will aid us with engaging more publicly, assisting students and the community with a comprehensive enrollment process to meet their needs and provide flexibility when possible during our current state of SIP. Develop, coordinate and organize regularly (monthly/quarterly) calendared scheduled meetings, events and site visits via Zoom to the high schools and communitypartners. Develop consistent office hours to meet the needs of our perspective students and community. Continuing to strengthen our partnerships and streamlining the enrollment process during and after COVID-19 SIP.

**Outreach**

2019-20, we participated in 51 requested community outreach events.

**Describe the department's progress on Student Learning Outcomes (SLOs) and/or Administrative Unit Outcomes (AUOs) since the last Program Review/APU. If your discipline offers a degree or certificate, please describe the department progress on Program Learning Outcomes (PLOs).**

In our department our SAO for Student Success & Placement Services Office continues to collaborate with Ambassadors, Admission & Records, Counseling, Financial Aid, and Cashier’s, Special Programs (i.e., such as Veterans, Foster Youth, CAFYES, CalWORKs, DSPS, EOPS, FYE Students, Learning Communities, UMOJA Program) and other stakeholder(s) groups. Aligning our office hours under the Enrollment Management Plan to ensure that students get adequate customer service within all of the Student Services Area. Through the District offering new paper application designed for incarcerated and middle school only. New revised CCCApply application, International Student application (free) and Bilingual applications, allowing students to apply for the BOGW Fee Waiver, the A&R staff now able to assist the Ambassadors with resetting students passwords for Canvas and student portal access.

**Resource Request**

Technology and Equipment New Estimated Cost: $3,000.00

Description/Justification

**Priority #1** MS Surface Pro 3 Laptop & accessories: This item is necessary and in direct relations to improving community outreach and college recruitment/enrollment. Needed to conduct data tracking and collection at various college & career fairs, high school and community events, producing reports and developing new and enhancing current community partnerships.

**Resource Request**

**Personnel**  Classified Staff

**Time** 100 %

**Description/Justification**

**Priority #2:** Student Personnel Services Specialist (Outreach & Recruitment): This position will maximize our community outreach in efforts to increase community engagement, promoting college awareness options and increasing college enrollment rates.

**Estimated Annual Salary**: $4047.00 monthly

**Costs Estimated Annual Benefits Costs**: $16,566.00

**Total Cost:** $61,302.00

**Resource Request**

Supplies

Non-instructional Supplies and Materials

Description/Justification Estimated Cost: $4,000.00

**Priority #3 Supplies:** These items are in direct relations and necessary to improving community outreach and college recruitment/enrollment. BCC Retractable Banner Stands w/ carrying case (2/ Large) $129.00 ea. ($248.00) BCC Retractable Table Top Banner Stands w/ carrying case (2/ Small) $60.00 ea. ($120.00)11.75” x 21” BCC Printed Table Headers $400.00 ea. BCC College Swag $2,000.00 BCC Printed Table Header $356.00. (Upon our return to campus)

Resource Request Summary

Total Cost: $0

Total Resource Request: 0

**Resource Request Summary**

Total Cost: $0

Total resource Requests: 0

Program Update

Personnel

Professional Development

Technology and Equipment

Supplies

Facilities

Library

Other

**Sign and Submit**

**Please provide a list of members who participated in completing this Program Review.**

Gail Pendleton – Enrollment Services Coordinator

**Please enter the name of the person submitting this Program Review**

Gail Pendleton ~ Enrollment Services Coordinator