Admissions & Records Program Review

Evergreen Valley College

Spring 2014

Mission Statement / Program Description

The Admissions and Records office at Evergreen Valley College is dedicated to providing an open door policy aimed at promoting student access. Through the use of technology, we strive for the efficient, accurate, and timely delivery of services to our diverse college community. We are committed to helping students navigate the matriculation process, while maintaining strict compliance in all areas of Title 5 rules and regulations.

List of Staff and Titles

Octavio Cruz, Dean of Enrollment Services
Tiffani Lam, A&R Coordinator II
Youfen Chang, Evaluator Specialist
Francesca Griffin, A&R Technician
Angelica Bintocan, A&R Technician
Kim Steele, A&R Technician
Maria Zendejas, A&R Assistant

Hours of Operation:

Admission and Records
A&R Building
408.270.6441
Intersession (winter) 2014
M-TH 8:00 AM – 5:00 PM
F 9:00 AM – 1:00 PM
Spring 2014
M-TH 8:00 AM – 5:00 PM
F 9:00 AM – 1:00 PM
Extended Hours
1/27 – 2/28 8:00 AM – 6:00 PM
1/31 9:00 AM – 4:00 PM
2/1 – CLOSED

External Contributing Factors

State Budget Crisis

As of 2013, the fiscal outlook for Evergreen Valley College has dramatically improved with the continued State economic recovery. The San Jose Evergreen Community College District has now become a Basic Aid District dependent on revenues from property taxes as opposed to student enrollment. The Admissions and Records office lost a total of two positions to the reduction in force efforts that were initiated in the 2011-2012 academic year. This reduction in force adversely affected the department's ability to offer evening service hours to students. Since the last program review conducted in 2010-11, the District's financial health has improved to the point that an organizational redesign was launched during the 2013-14 year to reorganize core functions in essential programs. The Admissions and Records Office will look to improve delivery of services to students by merging key departments into one location for students.
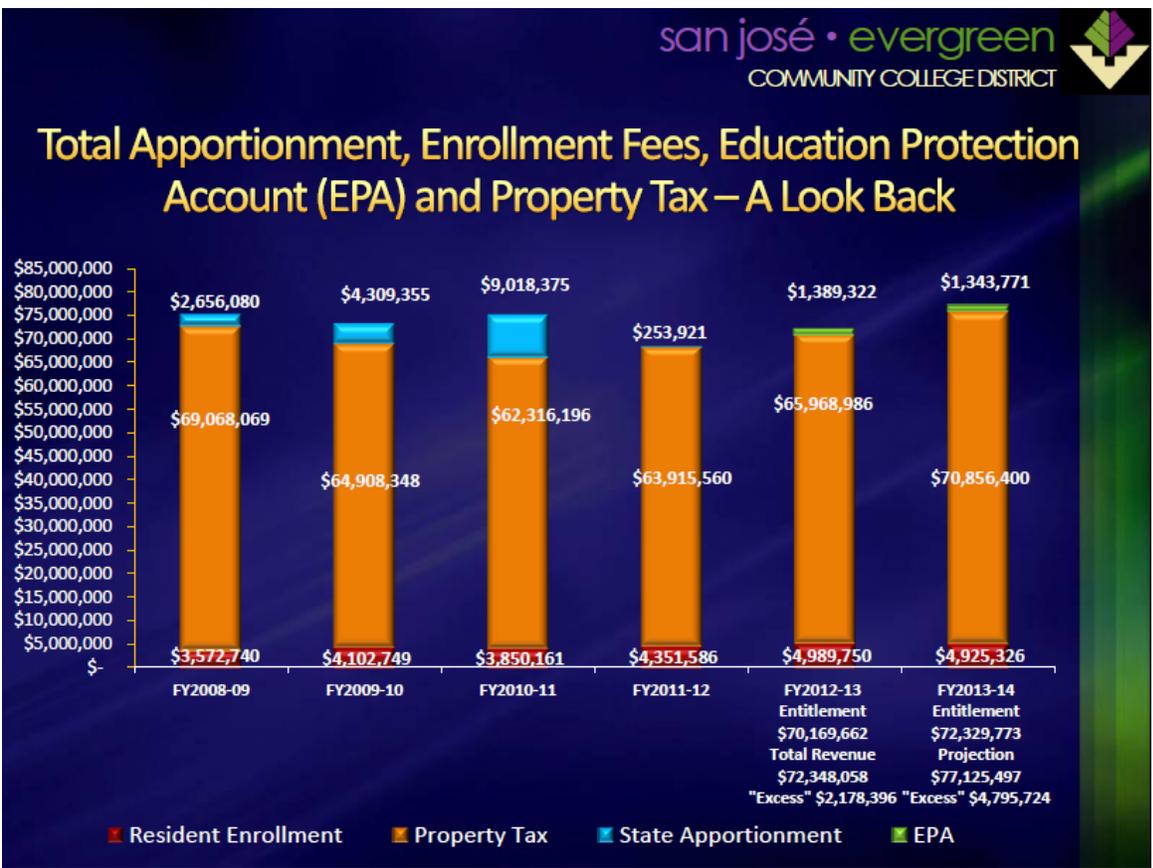
Staffing

Over the last four years from 2008-2012, the lack of state monies has directly affected the staffing levels for the vast majority of community colleges statewide. This has directly impacted the Admissions and Records department in the following areas:

- Reduction in force (RIF) of Admission and Records Assistant 2011-12 year
- Hiring freeze of Administrative Assistant for Dean of Enrollment Services
- Reduction of evening hours beyond 5:00 pm for students
- Hiring freeze of Coordinator II position in Admissions and Records
- Limiting of discretionary conference and travel spending for A&R
- Less professional development and training monies for A&R employees
- Restricted hiring of A&R hourly assistants during peak rush times only, i.e. start of registration and start of semester.
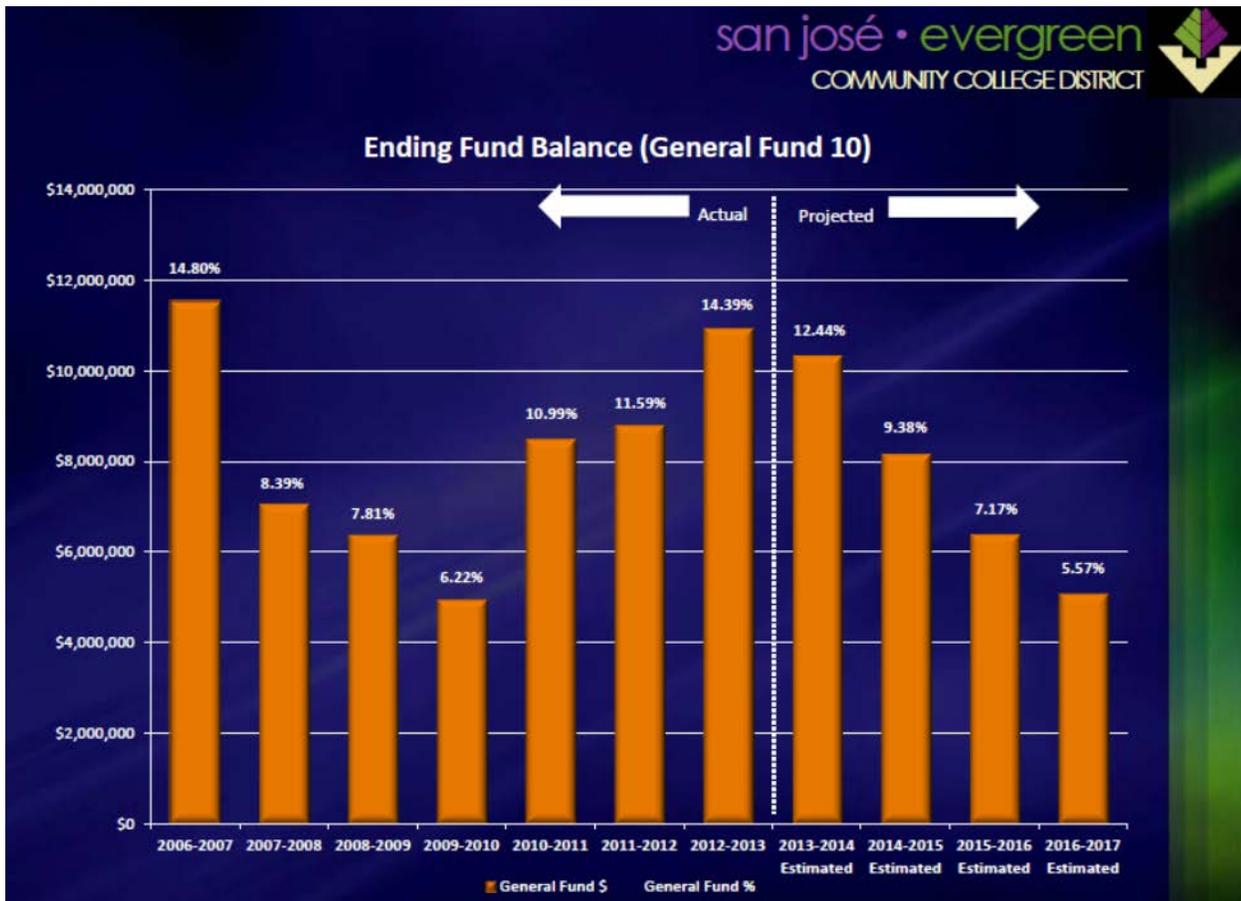
Technology

The use of technology has become an essential tool for the Admissions and Records area. Given the fact that the State fiscal picture continues to improve for community colleges, the A&R department has adopted new technologies aimed at better serving an emerging technology driven student population. By implementing new technology, the A&R staff has benefited by doing more with less. The department has managed to leverage the technology resources at the District level to provide a more user friendly model for students. Below are the technology initiatives since the previous 2011 program review:

- Etranscript California – Fully implemented in spring of 2013
- CCC- Apply new online web interface – Pilot scheduled for 2013-14 year
- Adapt Course Ware Orientation – Pilot scheduled for 2013-14 year
- Image Now Document Imaging – Fully implemented in fall of 2008
- Add Codes for telephone registration – Phased out in fall of 2012
- Add Codes for web based registration – Fully implemented fall 2010
- Online Census – fall 2010
- Grade Collection - ongoing

Evergreen Valley College Enrollment History

Evergreen Valley College experienced marginal enrollment growth since the 2008. The improved national, state, and local economy has created an environment for students to re-enter the workforce. In addition, the passage of Proposition 30 significantly changed the landscape for all California Community Colleges. They all directly benefited by steadily increasing course offerings. Thus, creating a scenario where there is an overabundance of course offerings to students within our immediate service area. This also created an environment where students could readily obtain various core GE courses from any of the surrounding community colleges. It has resulted in a flat enrollment growth forecast for Evergreen Valley College.

Fall Term	Evergreen Valley College	San Jose City College	District Total
2008	3,522	3,958	7,480
2009	3,500	4,011	7,512
2010	3,483	3,743	7,226
2011	3,384	3,374	6,758
2012	3,190	3,292	6,482
Change 2008-2012	*-9.43%*	*-16.83%*	*-13.34%*
Change 2011-2012	*-5.73%*	*-2.43%*	*-4.08%*

Evergreen Valley College
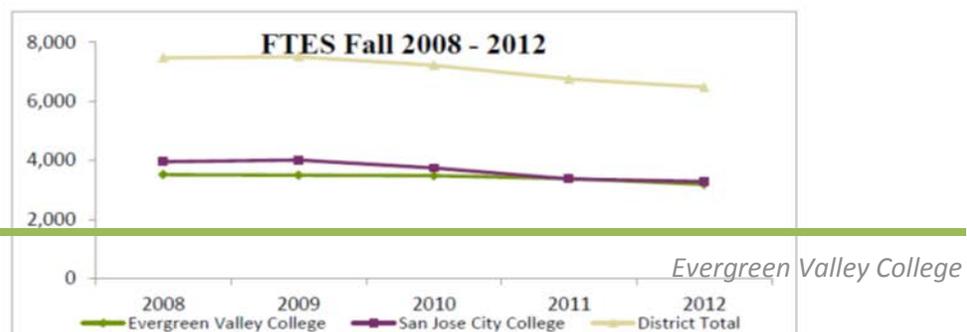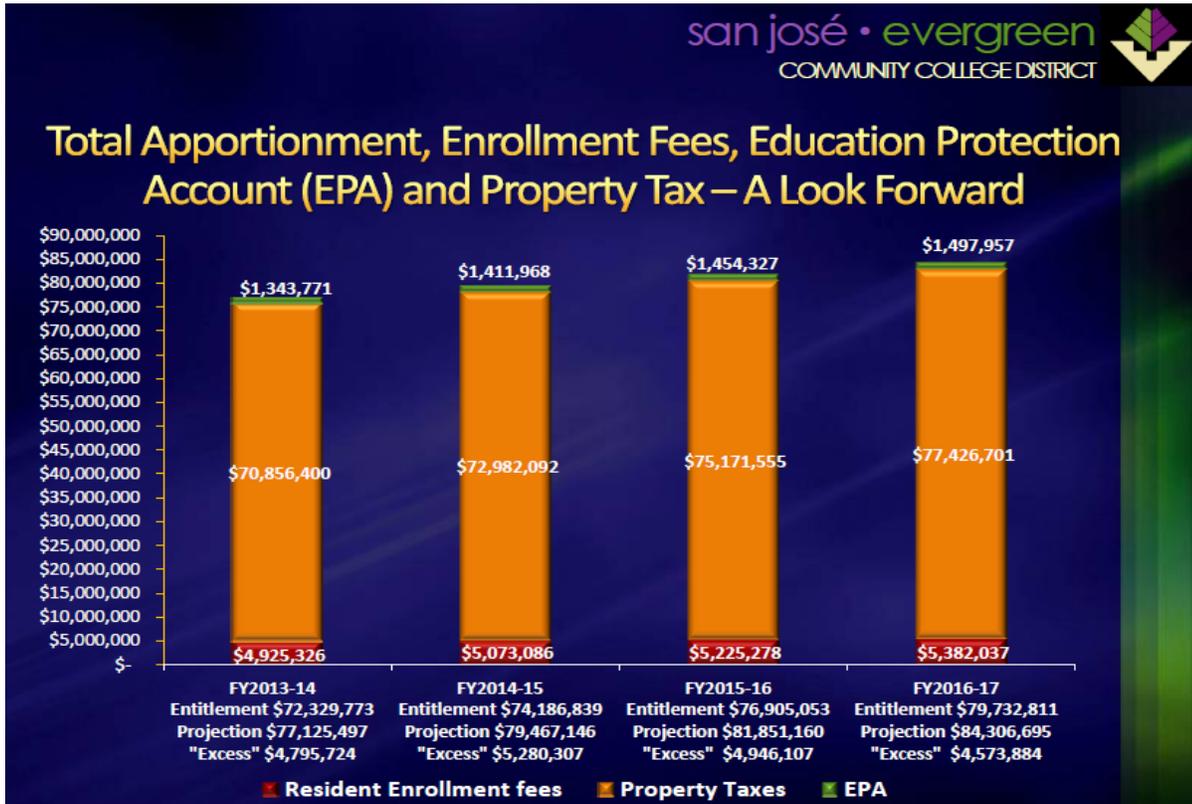
Restoration of Full Summer Term 2012 & 2013

Due to the economic recovery at the State level, EVC made the decision to restore both Intersession (winter) term 2013 and (summer) 2014 to full levels. A&R managed to provide services to students with a reduced work force. This recovery phase started in 2012 and will continue through the 2017-18 academic year. EVC is exploring alternate course offerings to accommodate evening and weekend students.

Fee Stabilization in Fall Term 2012

The State of California decided in March of 2011 to increase student fees for all community colleges students from $26 per unit to $36 per unit. In previous years, an increase to student's fees has resulted in a deflation effect of student enrollment by approximately 10%. The A&R office will need to play a more active role in building awareness amongst students to apply for

financial aid or enter into a payment plan agreement. The fee structure has now stabilized to $46 per unit as of fall term 2012.

Payment Plan Implemented Spring 2011

As a result of depleting revenues at the District level, the decision was made to systemically collect all unpaid fees for students that attended EVC within the past ten years. The amount of uncollected fees came to approximately four million dollars. Given the fact that the amount of unpaid fees by students was so significant, the District asked each college to develop a payment plan for students in DataTel. After a small pilot was launched over the summer term, the official payment plan was launched and coordinated by Admissions and Records in spring 2011.

COTOP Collection Started in Fall 2012

In addition to standardizing the billing process for students, the District embarked on a collection effort in the fall of 2012 to systematically collect unpaid fees from students. This process was accomplished by offsetting the unpaid fee amount from the student's State income tax return. The project required the coordination of Admission and Records personnel to problem solve student disputes regarding unpaid fees. In many cases, student discovered that failure to drop a course by the census deadline resulted in a charge being applied to their student account. The project has dramatically improved revenues for the District and student fee collection remains an ongoing coordinated effort between A&R and the District.

Outreach Model Changed in Fall 2009

In the fall of 2009, the Outreach team at EVC decided to launch a new approach in the recruitment of prospective first time high school students. These efforts focused on recruiting students from the East Side Union High School District. In order to facilitate this process, the Outreach staff worked closely to collect and enter admission application data for prospective students. Although the response from service area high schools was encouraging, the Outreach and A&R areas still hand entered the vast majority of applications for new prospective students. This manual entry process pushed the A&R staff to look for an alternative for entering mass applications. This approach continues to evolve as the demand for student enrollment growth continues.

Outreach Model Adopted in Fall 2010

After learning from the application challenges in 2009, the A&R office and Outreach areas worked with East Side Union High School District officials to install Compass Assessment software and CCC Apply Admission application software at all ESUHSD high school computer labs. This allowed for greater flexibility for A&R staff to enter and track application data for prospective students. Instead of hand entering applications, the admission process moved to an online format that resulted in a more focused recruitment effort for prospective students. This in 2013 continues to be the standard for offering remote services to students within the

immediate service area. The acquisition and deployment of Ipad technology should only improve our high tech touch amongst prospective students.

Day at Green Registration 2010

Evergreen Valley College has for the past three years offered a one day orientation for all new first time prospective students. The Admission and Records area is responsible for facilitating the registration process for Day at the Green. The information below outlines the statistical data for Day at the Green:

- 1456 First Time Freshman Early Admission Applications processed
- 794 of 1456 First Time Freshman Assessments completed
- 403 of 794 First Time Freshman (confirmed) attended the event
- 26 local service area high schools participated (Independence)(Yerba Buena)(Andrew Hill) top three from East Side Union High School District
- 71 of 403 First Time Freshman registered for SUMMER coursework on May 1, 2010 (Total Aggregate Units = 305.5)
- 367 of 403 First Time Freshman registered for FALL coursework on May 1, 2010 (Total Aggregate Units = 3,878)
- FTES Estimate = 278.9 FTES @ $4200 per FTES = **$1,171380**

Days at Green Programmatic Change in fall 2012

In order to accommodate more students, the decision was made to no longer offer a one day orientation model to prospective students. The new model for orientation now includes a series of days in late April to facilitate the orientation and registration process for new prospective students. This has proved to be less effective in the overall recruitment of prospective students. Hence, a decision was made in explore new alternate ways of highlighting EVC to the campus community through a series of open house events.

Evergreen Valley College Details

	2008	2009	2010	2011	2012	5-Year Change	2-Year Change
Ethnicity							
African American	469	479	370	416	385	-17.91%	-7.45%
Asian	4,058	4,065	4,145	4,226	4,174	2.86%	-1.23%
Hispanic/Latino	3,563	3,505	3,606	3,629	3,390	-4.86%	-6.59%
Native American	66	72	81	71	60	-9.09%	-15.49%
Pacific Islander	106	95	74	99	74	-30.19%	-25.25%
White	1,311	1,115	1,068	897	777	-40.73%	-13.38%
Other/Unknown	1,609	1,195	1,249	1,285	832	-48.29%	-35.25%
Total	**11,182**	**10,526**	**10,593**	**10,623**	**9,692**		
Gender							
Female	5,615	5,527	5,577	5,598	5,116	-8.89%	-8.61%
Male	5,540	4,982	4,997	5,016	4,553	-17.82%	-9.23%
Declined to state	27	17	19	9	23	-14.81%	155.56%
Total	**11,182**	**10,526**	**10,593**	**10,623**	**9,692**		
Status							
New Student	2,378	1,937	1,749	2,047	1,590	-33.14%	-22.33%
Continuing	6,244	6,574	6,957	6,560	6,534	4.64%	-0.40%
New Transfer	76	30	17	27	12	-84.21%	-55.56%
Returning	1,835	1,731	1,592	1,693	1,307	-28.77%	-22.80%
High School	376	247	278	296	249	-33.78%	-15.88%
Unknown	273	7	0	0	0	-100.00%	0.00%
Total	**11,182**	**10,526**	**10,593**	**10,623**	**9,692**		
Age Group							
Under 16	39	45	39	22	29	-25.64%	31.82%
16 - 18	1,727	1,405	1,418	1,377	1,292	-25.19%	-6.17%
19 - 24	4,706	4,808	4,689	4,864	4,778	1.53%	-1.77%
25 - 29	1,307	1,335	1,307	1,325	1,247	-4.59%	-5.89%
30 - 34	822	707	759	785	690	-16.06%	-12.10%
35 - 54	2,157	1,829	1,909	1,788	1,331	-38.29%	-25.56%
55 - 64	324	310	364	341	233	-28.09%	-31.67%
65 and Over	100	87	108	121	92	-8.00%	-23.97%
Total	**11,182**	**10,526**	**10,593**	**10,623**	**9,692**		

AB 540

Undocumented students are not allowed to legally establish residency and thus would have to pay out of state tuition. In October of 2001, Governor Gray Davis signed into law Assembly Bill 540 which allows certain undocumented students to be exempt from paying out of state tuition fees. As can be seen from the requirements below, for AB 540 students, the right to pay in-state tuition is based on high school attendance and not residency. Students must reside in the state of California, have attended a CA high school for at least 3 years, and have graduated from a CA high school or obtained their GED.

Note: The passing of CAHSEE is not required if the student has a GED and according to legal opinion cited in the District report entitled, "The AB 540 Student and Legal History," a student (other than a non-immigrant) who attends high school for three years in California and receives a certificate of completion from a California high school is eligible for the exemption from nonresident tuition provided by Education Code section 68130.5.

Since AB 540 does not provide financial aid to undocumented students, those who need financial assistance must look for scholarships that do not require legal permanent residency or U.S. Citizenship.

Impact: *The AB 540 student population has increased significantly in recent years. This increase resulted in more applications being received and processed by the Admissions & Records area. Evergreen Valley College took significant steps to establish the Outreach, Advocacy, and Services for Spanish Speaking Immigrant Students (OASSSIS) student run organization to help undocumented students navigate the prospective student process. This increased the number of applications and AB540 certifications being completed. Student felt more comfortable when applying for admission to the college. In addition, AB540 students were allowed to enter into a payment plan that was designed to provide more time for paying fees. The program proved to be a successful option for all students.*

California DREAM Act – AB130 & AB131

On January 11, 2011 Assemblyman Cedillo reintroduced the legislation as two separate bills, AB130, and AB131. AB 130 was signed into law by Jerry Brown on July 25, 2011,granting undocumented students access to an estimated $88 million in private financial aid in the form of scholarships and grants. AB 131, which allows undocumented students who meet criteria for in-state tuition to apply for financial aid, was signed by Brown on October 8. The passage of the California DREAM Act opened the door for undocumented students to directly benefit from

State financial aid programs. It enhanced EVC's ability to recruit students from our local service areas.

Demographics – East Side Union High School District

The college demographics will continue to shift; the main feeder high school districts reveal a continuation of the trend. The East Side Union High School District (ESUHSD) with a student population of 26,915 is the College's largest feeder district, and of those students 46% are Hispanic, 27% Asian, 12% White, 9% Filipino, 4% Africa American, 1% Native Americans, and 1% Pacific Islanders. The second largest feeder district for the College is San Jose Unified School District with a population of 8198; Hispanics comprise 56% of this population. The remainder of the high school population is 16% Asian, 35% White, 4% African American, 2 % Filipino, 1% Native Americans, and 1% Pacific Islander. Of each of these populations, a large part is English learners.

> ***Impact:*** ***Based on data obtained from the feeder high school districts indicating the ethnicity of students, Admissions and Records will need to work towards the development of a multilingual online application for admission.***

Demographics – East Side Union High School District

Level	Code	Hispanic or Latino of Any Race	American Indian or Alaska Native, Not Hispanic	Asian, Not Hispanic	Pacific Islander, Not Hispanic	Filipino, Not Hispanic	African American, Not Hispanic	White, not Hispanic	Two or More Races, Not Hispanic	Not Reported	Total
East Side Union High	**4369427**	**12,966**	**94**	**7,501**	**250**	**2,311**	**1,062**	**2,555**	**80**	**96**	**26,915**
Santa Clara Total	43	97,098	1,079	70,194	2,086	12,319	7,460	60,824	4,764	9,719	265,543
State Total	00	3,118,041	44,915	526,860	36,993	156,433	424,198	1,673,278	96,785	112,405	6,189,908

East Side Union High School District continues to be the primary feeder high school in our service area. With more than 26, 915 student it remains the primary focus for outreach efforts and assessment. In fall of 2012 and fall 2013, the Outreach area of the college moved towards developing a more proactive form of recruitment that mirrored that of the four year university. It continues to be very successful and applications for admissions entered the DataTel system in a more streamlined manner.

Concurrent Enrollment Students

Evergreen Valley College has several subsets of Concurrent Enrollment Students. These include the students of Accel Middle College as well as individual students who are enrolled in courses for enrichment or graduation requirements. Accel Middle College is run through a partnership between Evergreen Valley College and East Side Union High School District (ESUHSD). While these programs are housed at EVC, the college receives no apportionment funds for these students. It is true that the college receives some revenue from textbook costs, parking and fees, but these monies are minimal.

> ***Impact:*** ***Accel Middle College Students manually facilitate the matriculation process at EVC. This adds to the workload of the staff. Efforts should are being explored to automate this application and registration process. beneficial to see what impact these programs have on future enrollment along with the associated revenues for the college.***

Concurrent Enrollment Students – Restoration of Policy

As the economic future for EVC continues to improve, the policy of admitting high school student concurrently to the college has changed to allow all high school levels (freshman, sophomore, juniors, and seniors) to enroll concurrently for college level coursework. As of 2011, Middle School (R42) students are still not allowed to register for coursework at EVC.

Technology Challenges - Updates

Admissions and Records department continues to face challenges when using technology to facilitate its workflow. Examples of these challenges occur within CCCApply, the registration process, and reports generated from Datatel. In the 2014-15 academic year, the Admissions and Records Office will work to pilot the new online version of CCC Apply. The new enhanced version will allow end user to have better flexibility over Admission data collected from prospective students.

CCC-Apply

CCCApply should help to streamline the application process for students. However, the online tool is limited in its ability to collect alternate admission or programmatic information. Students find the CCCApply user interface cumbersome. There are several pages and screens to navigate and

many edit fields to enter data into. Many students prefer the quick two page paper application which in turn requires hand processing by the A&R staff.

Impact: ***Users may believe that their application is processed immediately when using CCApply, but this is not the case. The SJECCD office runs a daily batch job to import the new application data into Datatel. Difficulties arise when the prospective student does not provide a social security number (which is not required) on the application. Applications without a social security number are not processed in the batch job. Students often send an email or phone A&R when they are unable to log onto MyWeb or use STAReg. The staff member then knows to look for their online application and must print it out and then process it by hand. What should have been a one-step process is now in reality a five-step process.***

CCC-Tran – Converted to E-Transcript California

This project allows both SJCC and EVC to transmit electronic transcripts to participating institutions at the request of the student. Unfortunately, the automated process has been plagued with technical problems. Furthermore, the automation of transcript ordering will need to be developed in order to maximize the technology behind E-Transcript California.

Impact: ***Evergreen Valley College has concerns about outsourcing the transcript request process. While this may seem to benefit students, it may have glitches as with another of the family of programs—CCApply. What seemed to be a good solution for students has created the issues previously listed. Also EVC would see a reduction in transcript revenue, as it would now be required to give a portion of each fee to CCC Tran. Other avenues for online transcripts should be explored before losing the revenue to outside sources. The combined cost for CCC Apply and CCC Tran is approximately $17,000 per college per year. The cost continues to be a major concern for the participation in both CCC-Apply and E-Transcript.***

Technology Challenges

Datatel

The retention of ITSS staff originally trained on the Datatel software continues to create significant technology challenges; staff's expertise in the use of Datatel left—and their knowledge with them. Lack of full training and knowledge of current staff limits the functionality of the product. Staff is required to get the job done with their limited knowledge of applications within the Datatel software, leading to work-arounds and dependence on consultants at high rates.

> Impact: *These "firefighting" techniques bleed into the reporting of available data. Once a report is requested, it takes staff several days to run a query which often results in a report that takes hours to organize into usable material, if the material is correct to start with. Dependence on consultants is costly to the district; the inability of Administration with Datatel access and the ability to use query software creates frustration with the lag time and quality of data received. In fall of 2008 and fall 2009 the District completed the reporting portal for college use. The reporting feature has proven useful in accessing real time reporting. However, ad-hoc reporting continues to be a District driven process.*

Add Code Phone & Web Registration

Semester course registration creates an increased workload for A&R staff. The process with the greatest impact to staff was class adds performed during the first two weeks of the semester. The college averages 900 course sections a semester; prior to Fall 2007, instructors added students through the Block Add form—a spreadsheet containing student and course information. These forms were then entered into the system manually, requiring hourly employees to get them completed in a timely manner. Instructors were often slow or late in turning in the block add forms adding difficulties to the already less than ideal process.

 In fall 2007, after one year of piloting the program, the use of electronic add codes were introduced to students. Instructors are now given 24 add code stickers on their opening day roster. Students able to add are given a sticker placed on a slip containing the add code along with the procedure;

students are responsible for completing the process of adding the class using the ad code number through the telephone STAReg process. Since 2007, the add code process, has become a district wide implementation. San Jose City College (SJCC) now fully uses add codes in conjunction with their add process.

Impact: *The electronic add codes have eliminated the manual processing of adds for up to 900 semester sections; the adds are now processed quickly and class rosters are updated automatically. This process benefits A&R, and in turn, the college and students, in several ways:*

- *Clerical responsibility has shifted from the instructor to the student who has a vested interest in seeing the process completed quickly.*

- *Unmet prerequisites are identified early on, allowing space to be freed up for qualified students or time for the challenge process.*

- *Cost reduction in hiring of hourly employees during peak registration periods.*

- *Enrollment spike – adds show up in class rosters before Census and the college receives the correct apportionment automatically without any manual backdating of records. This should also benefit the strategic planning process within A&R and the academic departments.*

A&R at both colleges have now fully implemented Online add codes for Myweb. Both colleges continue to advertise the usage of the web based version of MyWeb as the primary method of student registration. Although the telephone registration system continues to be maintained, it is rarely accessed by students. The focus for Admissions and Records in the coming years will be to provide a full line of services to students over the internet and mobile computing.

External On-Campus Factors

Leadership changes

New leadership at all levels within the District has created many positive changes for the college as a whole and for Admissions and Records in particular. The VP of Student Affairs has taken deliberate steps to centralize operations for many of the initial response services for students.

A new approach was developed for Outreach and A&R to work towards a more streamlined approach for servicing students.

Leadership support

As a result of audit findings in recent years, the Admissions and Records area was forced to maintain strict compliance with many Title 5 regulations. This created a very difficult working environment as the department moved towards keeping Faculty in full compliance in the following areas:

- Late Add Petition Process
- Online Census Reporting
- Add Codes & Prerequisites
- Drops after Census
- Graduation Petition Process
- Student Success mandates
- SB1440 AST Degree Requirements

The continued support of the VP of Student Affairs was instrumental in moving towards full compliance with Faculty and creating a positive environment at the college. Although progress was made in recent years to keep the college community in compliance, this will continue to be an area of interest in future years.

International Student Program

Currently, both San Jose City College and Evergreen City College coordinate separate International Student Programs (ISP). The revenue generated by each ISP program continues to be sent to the District. In previous years, a plan was developed to re-direct fee revenue to each college in order to expand the programs. In the coming 2014-15 academic year, the focus will be to develop a more comprehensive International Student program for students. Currently, the ISP program is still facilitated by the Dean of Enrollment Services.

Campus Union Climate

CSEA is the Union for classified staff at the college. In recent years, the relationship between the Administration and classified staff deteriorated. This was a direct result of classified staff layoffs.

> *Impact: A&R staff is concerned about the reduction in force (RIF) strategies being proposed at the college and District level. The*

vast majority of staff in the A&R area are classified staff that are experiencing greater workloads with fewer staff and resources. The relationship has now shifted in the 2013-14mic year. The CSEA Union is more willing to work collaboratively to resolve employee related issues.

Internal Contributing Factors

Facilities Measure G

The current set-up of the Admission and Records building is less than ideal. The setup is not welcoming, nor is it student friendly. The current lobby is small and unwelcoming; foot traffic does not flow well with the current three main access points for Online/STAReg access, Assessment, and Admissions and Records Counter Area all converging in one small area. Necessary paperwork is available but uneasy to access, especially during peak hours. Once inside these separate areas, the accommodations are not much better. The main counter office is a large cavernous area with a blown ceiling to help reduce noise. While there is no echo, the appearance is not optimal. The Assessment Center is a maze of hallways with no signage for students. While it is true the building was remodeled following the completion of Gullo I and the movement of the Bookstore, it seems to have been completed in a "slap-dash" manner with little thought to work and traffic flow. While signage exists in the lobby informing of DSP student priority access, the area is small, and it is easy for traffic flow to be interrupted; on a busy day there could also be an issue with building evacuation in case of emergency.

> *Impact:* *The unfriendly atmosphere and layout can be confusing for students and disheartening for staff. This is often the students' first contact with the college. The College will need to look towards renovating the Admissions and Records area to a one stop solution for student services. This could make a significant difference in the delivery of services to students. By creating one location for Outreach, Assessment, Admission & Records, and Financial Aid, student would be better served.*

Cashiering Security

The current arrangement of the A&R office and counter area does not allow for a cashier, and poses a great security risk for the department.

> *Impact:* *While there have never been any problems resulting from the lack of a cashier within A&R, the security risk is great. During*

peak registration hours the A&R assistants can have upwards of $30,000 in the combined drawers. There have been no robberies to date, but this issue is a concern of the Dean of Enrollment, along with employee safety at the front counter as well as within the back office as mentioned above.

Photo ID

Over the years the Student IDs were obtained in a few different areas. First it was placed in the library, as the ID was used for the Library. The IDs were free unless students wanted their picture then the student was charged $5. Following this the IDs were distributed through the Office of Student Life once the fees were paid. Both of these methods created several problems:

- Students did not place importance on the IDs as pictures were optional and student identification numbers were not printed on the card.
- Students had to travel to more than one site to pay for and obtain the card and AS sticker.
- Staff had difficulty knowing whether fees were paid or not.
- Students did not learn their ID numbers and continued to use their Social Security numbers which were being phased out.

As of spring 2007, the policy at EVC continues to mandate that every student be provided a photo ID free of charge. The primary reasons being security and creating a database of student photos in case of emergency and the need to identify a student. The Student ID process was moved to A&R and continues to be a core function for the department.

Impact: The process has added only a minor amount of work for A&R staff; the benefits to students outweigh the additional work in several ways:

- *Students now have a "one stop shop" when obtaining photo IDs. Once registered and fees have been paid, they are given a photo ID that includes their student ID number by A&R staff.*
- *A&R also places the AS sticker on the card once fees have been paid; students are not required to go to Student Life for the sticker, eliminating confusion over whether the fees were paid or not.*
- *The service is consistent for Library and Open Lab identification.*
- *Students have a "built in" place with their student ID number; no more lost slips of paper. Social Security numbers are more secure.*

Program Accomplishments and Strengths

The Admissions and Records are has made significant strides since its last program review in 2011. It continues to look for new innovation in the delivery of key services to students. Below are the program's strengths

- Graduation rate improvement – Highest amongst bay area colleges

- Facilitated Day at the Green Registration 2009, 2010, 2011, 2012

- Maintained installation of Compass Assessment and CCC Apply tool at all ESUHSD high schools

- Fully implemented E-Transcript California mandate

- Secured $15,000 State grant to further enhance E-Transcript project

- Fully implemented parking permits in MyWeb system

- Deployed online census in DataTel for Faculty

- Fully implemented student payment plans for students - ongoing

- Fully implemented add codes for MyWeb system

- Participated in Kindercaminata Early Outreach event

- Grade Submission for 2009, 2010, 2011, 2012, 2013 at 100% - Apportionment

- Deployed Image Now Document Imaging for Counseling department spring 2011

- Streamlined graduation petition process for students

- Knowledgeable staff

- Technology driven approach

- Strong communication with Faculty

- Title 5 compliance – No audit findings in recent years

- Strong customer service

- Staff diversity – Multiple languages

- Departmental budget yearly compliance

Program Weaknesses

- Location and design of the Admissions and Records department

- Students cannot complete matriculation process in one location

- Limited resources

- Limited staff and hourly help

- International program support is limited

Program Goals and Areas for Improvement

As a direct result of an organizational redesign aimed at improving services to students, the Admissions and Records area will need to look toward blending certain core functions in order to serve students. This will involve some level of merging departmental functions between A&R, Financial Aid, Assessment and Outreach personnel. The suggested areas for improvement are noted below:

1. Remodel Admission and Records area to a one stop welcome center
2. Continue to improve communication with Faculty on compliance related matters
3. Explore cross training opportunities amongst enrollment services areas
4. Explore grade book feature in Moodle in order to streamline grade reporting
5. Submit 2014 proposal for International Student Program college based revenue model
6. Develop universal web based application for admission – eliminate CCC Apply
7. Explore Degree Audit functionality in DataTel
8. Explore Electronic Educational Plans in DataTel
9. Identify staffing needs or restructuring of enrollment services departments

Annual Report on SLO's

Program/Service	Year	Prepared by:
Admission and Records	2012	Octavio Cruz

1. What is the _purpose_ of the program/service?

The Admissions and Records office at Evergreen Valley College is dedicated to providing an open door policy aimed at promoting student access. Through the use of technology, we strive for the efficient, accurate, and timely delivery of services to our diverse college community. We are committed to helping out students navigate the matriculation process, while maintaining strict compliance in all areas of Title 5 rules and regulations.

Identify 3-5 activities that deliver the purpose of the program/service

1. Online Admission application submission via CCC- Apply
2. Online Registration via MyWeb for students
3. Online Add Codes for students

3. Online Census Roster for Faculty

4. Online Grading for Faculty

2. **What are the objectives of the program/service?**

   Identify 3-5 activities that deliver the objectives of the p**rogram/servic**e

   1. Provide a user friendly Admission application for prospective students

   2. Provide a streamlined approach for student class registration cycles

   3. Create a paperless reporting environment for Faculty

   4. Create awareness of fee obligations amongst student population

3. **Describe current department-level Commitment To Action (CTA)**
   The Admissions and Records office at Evergreen Valley College has taken significant steps to enhance its delivery of services to prospective students. By installing critical software at our local service area high schools, the department has successfully streamlined the process of admitting and assessing students. This approach is in alignment with the department's student centered philosophy and commitment to action.

4. **What are the SLOs for your program/service?**

   - Students will be able to utilize online web technology and enhance their computer literacy by applying, registering and accessing their records online. **(completed)**
   - Students will demonstrate their ability to navigate the graduation petition processes in succeeding semesters. **(in progress)**
   - Students will demonstrate increased awareness of registration fee obligations. **(under review)**

5. **How do you know your SLOs are met?**

   By reviewing DataTel ESQL reports, the department is able to monitor the volume of student applying, assessing, registering, paying fees, and applying for graduation. Furthermore, the data contained in the the reports allows the department to determine which tool or method students are utilizing to accomplish the aforementioned student learning outcomes. Although the data is readily available in a report format, the Admission and Records office is committed to not only meeting its student learning outcomes, but assessing the quality associated with the delivery of services.

What assessment tools are used to evaluate them?

The Admission and Records office will utilize standardized DataTel ESQL reports to readily assess the overall effectiveness of its three student learning outcomes. In addition to reviewing and monitoring trends reflected in the reports, the department administered an online surveys to assess the quality of delivering its services to students.

6. **Planning Agenda: based on the results of your assessment of SLO, identify 2-3 areas that you plan to improve for the following year.**

   1. Develop and refine standardized statistical reporting criteria for the upcoming academic year.

   2. Refine student and faculty based survey to improve and assess the overall quality of services.

   3. Identify pre and post population selections of Early Admission cohort to assess effectiveness of building awareness of fee obligations amongst students.

   Identify 2-3 activities that will ensure improvements.

   1. Work closely with District ITSS personnel to identify reporting criteria

   2. Assign development of customer service survey to A&R Coordinator

   3. Work with SLO Committee to ensure data being collected is in alignment with college's goals and

   objectives.

7. **What is your SLO assessment cycle? When is your next SLO assessment?**

The Admission and Records office continues with its assessment cycle as of spring term 2014. This will allow for the gathering of admission, assessment, registration, payment, and graduation data for prospective and continuing student groups. By gathering data during the upcoming academic year, the goal is to incorporate this information as part of the next 2017 program review cycle.