Program Review

Name of Unit: Admissions & Records
Name of person preparing document: Joe Cabrales. Dean
Student Services & Student Development & Larry Aycock,
Admissions & Records Coordinator (working out of class)
Date of unit meeting to review document: 9/11/09

Reviewer Name:	Reviewer Position:

Kirsten Colvey Dean: Student Services & Matriculation
Larry Aycock, Admissions & Records Specialist/A & R
Coordinator (working out of class)
Benjamin Mudgett, Evaluator
June Wagner, Admissions & Records Technician
Floyd Simpson, Admissions & Records Technician
Kristin Overturf, Admissions & Records Technician
Steve Rush, Admissions & Records Technician
Diana Sierra, Clerical Assistant

In responding to the following questions, consider your program or service in all its aspects, such as organizational effectiveness, quality of services offered, innovation, internal processes, external constraints, relationship to other programs, the future of the field, human resources, training, finance and budget, and governance and social responsibility.

Note: Include when possible all members of the unit, a student and others outside the unit in the review of this document.

Please respond to the following:

1. Assume the reader doesn't know anything about your program. Please describe your program including organizational chart/structure, your mission (purpose), whom you serve, what kind of services you provide, and why these services are valuable, especially to students or other recipients.

Program Overview

- The unit processes students' educational records from the initial admissions application to final graduation, including transfer and issuance of official transcripts. The unit ensures that

registration in classes is accurate and timely, and that grades and transcripts are processed and available.

- The unit assists faculty in accessing their class and grade rosters via hard copy delivery or online (Campus Central) and resolving any problems associated with class registration and grading.
- The unit assists other college staff and offices in the provision of accurate and timely data and information for reports, decision making and problem solving.
- The unit serves the public and local community by responding to questions concerning college admission, registration, academic requirements and graduation.
- The majority of the unit's services, are available online 24 hours per day, 7 days per week, year round via Campus Central. Examples of online services include the California Community Colleges (CCCApply) online admissions application, 24/7online transcript ordering service, the department's active email response service, and a comprehensive informational section on the CHC/Admissions & Records homepage; including the availability to download most Admissions and Records forms.
- The services provided by the unit are essential for students to be registered in their classes in a timely manner, to have access to their registration and academic records, and for faculty to be able to access accurate and current class rosters.
- The unit is typically the first point of contact for prospective students and community members in response to initial inquiries and applications.

Organizational Structure
Joe Cabrales
Dean Student Services & Student Development
Oversees the following areas**:** Admissions & Records, Financial Aid, Student LIfe, Health & Wellness and Veteran's Affairs. *Note: Due to recent reorganization Kirsten Colvey, Dean Student Services & Matricularion oversees E.O.P.S & CARE*

- 1 FTE-**vacant** (**position frozen**), Admissions & Records Coordinator
- 1-FTE-Larry Aycock, Admissions & Records Specialist/**A & R Coordinator** (**working out of class**)
- 1-FTE-(Benjamin Mudgett) Evaluator
- 1-FTE-(June Wagner) Admissions & Records Technician
- 1-FTE-(Floyd Simpson) Admissions & Records Technician
- 1-FTE-(Kristin Overturf) Admissions & Records Technician
- 1-FTE-(Steve Rush) Admissions & Records Technician
- 1 19-hour permanent part-time-(Diana Sierra) Clerical Assistant

Mission Statement
The mission of Admissions & Records is to educate students in the use of online functions, college policies, procedures and processes related to admissions, registration and student records and to provide accurate and timely admissions, registration, and records services to all Crafton Hills College students and to all alumni of CHC.

Population Served
- Community
- 100% prospective students
- 100% applicants

- 100% registered students
- 100% enrolled students
- 100% of former students /alumni

Student Classification Type/Status:
- New, returning & continuing
- CA resident & non- CA resident,
- High school/concurrent/special admits
- Veterans & V.A. dependents
- Migrant
- International/F1
- *AB 40

*AB540: The AB540 law was passed in 2001 in order to allow undocumented students to pay resident fees in California's public colleges and universities, as long as the student graduates from a California high school with at least three years of residency in the state.

SERVICES PROVIDED
- Transcripts (online and in-person)
- Verifications for enrollment and degrees earned
- Maintain and store academic student records in a secure environment that is compliant with Federal, State, and SBCCD policy
- Evaluate coursework from other colleges and universities
- Evaluate and process advance placement test scores
- Evaluate and certify student for transfer general education requirements (CSU GE and IGETC)
- Prepare and maintain student files for various offices as needed in hard copy and electronic formats
- Respond to court ordered subpoenas for student records
- Produce and submit annual reports to the state for compliance and funding
- Facilitate and adjudicate various student appeals regarding such items as late add appeals, denial of graduation, grades, add/drops, and refunds
- Maintain and process CCCApply online admissions applications
- Coordinates web registration
- Enforce district education code and the California Code of Regulations (Title 5)
- Enforce policies and/or regulations including but not limited to: refunds, residency, high school concurrent enrollment, grade change, academic renewal.
- Produce the Admissions and Records text for the class schedule and college catalog
- Support the many Datatel functions in admissions and student records processes such as uploading applications, positive attendance, communications management enrollment verifications for federal and state agencies, directory information for military branches, end of term processing, etc.
- Run the background processes to complete the process of all online faculty grading, roster updates, prerequisite reporting, high school concurrent enrollment reporting,
- Trouble shoots and recommends to DCS improvements to Datatel/Colleague system
- Runs reports/queries for various college and district needs
- Processes and edit the State's Management Information Systems reporting in Basic Student Data, Student Enrollment Data

2. How does your program define effectiveness, and what measures have you chosen to gauge it?

CCCAPPLY Satisfaction Survey & Point of Service Survey

Two measures of student satisfaction have been used to measure the extent to which students are happy with the services provided by Admissions and Records. First, two questions measuring Student Satisfaction with the online CCCApply process were embedded in the online application, itself. Data was collected from 4/1/2009-8/7/2009. Second, a Point of Service Survey was administered in Spring, 2008. Documents detailing the full results of the surveys are attached.

CCCApply Embedded Survey
The results below reveal that while most students chose not to respond to the online survey, the majority of respondents were satisfied to very satisfied with the process, and would recommend it to others. A small number of students had difficulty with the process, which presents an opportunity for the program to provide in-person support to students who are having difficulty and to develop materials that can help a student to navigate the online application process.
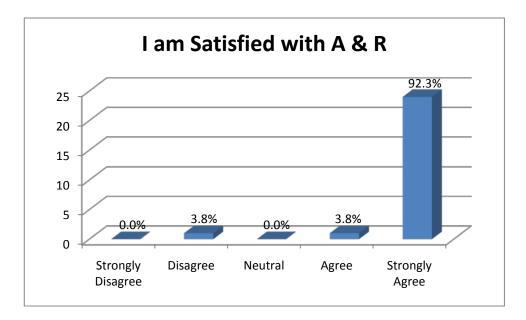
2(a)

From: 04/01/09 to: 08/07/09   CCCAPPLY Service Area Outcome (satisfaction survey) Report

Rate your experience?	Records
No Response	3871
Very Dissatisfied	12
Dissatisfied	5
Neutral	91
Satisfied	473
Very Satisfied	712
Total	**5164**
Recommend this application?	**Records**
No Response	3874
No	36
Yes	1254
Total	**5164**

2(b)Point of Service survey
Sample provided- Full P.O.S. survey document attached.

The majority of participants, 92.3%, responded strongly agree when asked the question "In general I am satisfied with this service." As shown in Figure 7, one participant responded Disagree to the same question. While the number of respondents for this survey was low, the result is parallel to that of the

CCCApply embedded survey. Students tend to be satisfied with the services they receive from Admissons and Records.

I am Satisfied with A & R

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
0.0%	3.8%	0.0%	3.8%	92.3%

2. Please summarize the results of the measures you have applied.

    The survey results support the accolades CCCApply has received as a highly successful technological tool for students, colleges, and the CCC system as a whole.

    Majority of participants surveyed are satisfied with the level of services offered to prospective currently enrolled students and the general public.

3. Reflect on those results and tell us what they mean for your program.
    The steps taken to streamline all processes of A & R serve the needs of the students.

4. In answering both the following questions, please include as appropriate such areas as student performance, SLO/SAO cycle and results, curriculum, scheduling, alternative modes of delivery, outreach, partnerships, best practices, efficiency in using resources, group dynamics, strengths, weaknesses, innovations, etc.
    a. What is going well and why?
    b. What is not going well and why?

The department has implemented many innovations and service improvements using online modes of delivery. One of the department's Service Area Outcomes is administered online in the form of a brief survey embedded in CCCApply, a new online process implemented in April of 2009. In addition, service enhancements such as Web Advisor, A&R Student email communication, the online BOGGW application A&R Twitter and RSS feeds, have been developed to meet the needs of today's technologically astute students. Detail about each of these innovations is provided below.

SAO

Student Learning Outcome (SLO)	Students will be able to utilize technology to accurately and successfully apply and register on-line.
Service	On-Line Admissions Application (CCCApply)

SLO and Assessment

Completion Date	**Fall Term: November 30th , 2009**		
Contact Personnel	**Names:**	**Extensions:**	**Email Addresses:**
	Joe Cabrales Dean, Student Service & Student Development	3368	jcabrale@craftonhills.edu
	Larry Aycock Interim Admissions & Records Coordinator	3663	Laycock@craftonhills.edu

Division and Department Information	**Division**	**Program or Department**
	Student Services	Admissions & Records

Assessment Process	A two question survey has been established at the end of the CCCApply admissions application. Responding to the survey is optional. Question 1 asks: Rate your experience? There are five levels of satisfaction provided to responding students: No Response, Very Dissatisfied, Dissatisfied, Neutral, Satisfied, and Very Satisfied. Students who do not answer the question are counted in the No Response category. Question 2 asks: Would you recommend this application? Students are presented with two choices: Yes or No. As with question 1, students who do not answer are included in the No Response category.
Timeline for Assessment	The assessment will occur biannually: once at the conclusion of the on-line admissions cycle for summer/fall and again at the conclusion of the on-line admissions cycle for winter/spring.
Rubric and Standards for Success	The minimum standard established by Crafton Hills College, Admissions and Records Office and by the CCCApply Steering Committee is a combined "satisfied" and "very satisfied" rating of 85%.
Resources Needed for Assessment	Access to the CCCApply Control Center and Report Writer.

Alternative modes of Delivery (online services)/efficiency in using resources/innovations

CCCAPPLY web application CCCApply is the statewide system for online applications to the California Community Colleges. CCCApply is maintained by DCS and Admissions & Records. Annual updates and modules ensure that the CCCAPPLY suite remains state compliant.

Phase I Standard Application Implemented 4/1/2009

- Auto generated student emails with acknowledgments and instructions are sent to students, using custom rules
- Supports electronic signatures i.e., 100% online submitable
- Allows for returning and high school students to submit application online
- Automates application processing and preliminary evaluation of residency eligibilities
- Save-out feature allows applicants to save and close application.

Phase II BOG fee Waiver online application & custom supplemental questions
Features:
- Much easier to use then paper form
- BOG Waiver Application enables colleges to process applications faster and more effectively
- Error checking to ensure consistent responses
- Eligibility determination based on special classification, status and income tables

A & R –Student email communication
A & R has in its "library" of 40 different HTML documents that are sent to students at any given time. The type of e-emal sent to the student is triggered by a particular action. For example; once a transcript request is processed, an email is sent to the student informing him/her it's ready for pick-up. A & R looks employ mobile alerts in the near future.

Official Transcript Online Ordering system
Description: (Proprietary software) A fully automated online transcript ordering service
Features:

- Eliminated manual data entry by staff
- Direct interface with Datatel/Colleague
- 24/7 ordering with student help desk
- Audit trail of every transaction
- Email and text messaging notification
- Reporting tools

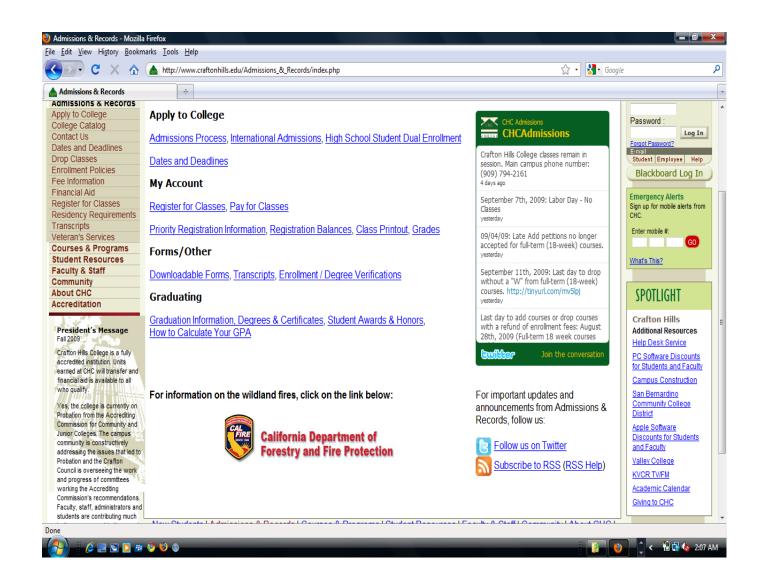## Veterans (online certification) Services- VA-ONCE
Description: VA-ONCE is an enhanced alternative for submitting VA Forms It is a completely Internet based application.

A & R Twitter & RSS Feeds
Larry Aycock, Interim A & R Coordinator and Joe Cabrales, Dean Student Services & Student Development created an Admissions Twitter account for students and visitors to "follow" Admissions & Records. Students and visitors who *follow* Admissions will receive updates to their account, which includes mobile devices. Twitter (Tweets) updates are updated by Larry Aycock and Joe Cabrales. A Twitter RSS widget was added to the A & R homepage. The widget enables visitors who do not wish to directly *follow* A & R or may not have a Twitter account to view scrolling updates by simply visiting the Admissions & Records homepage.
Sample Screen Shot:

Datatel Colleague Communications Management

Description: Communications Management ensures efficient and economical management of e-documents sent and received from Admissions & Records.
Communications (CM) Management enables A & R to do the following:

- Manage and coordinate emails
- Maintain a complete history of correspondence with applicants and enrolled students
- Allow for customized correspondence tracks, identifying specified e-mailing dates, expected return correspondence, and subsequent mailings
- Process large batches of correspondence quickly and easily, with personalized salutations and other variables within emails

- Track all incoming transactions, noting received documentation and generating reminders for missing information
- Generate mass mailing lists based on data contained in Colleague or from outside sources
- Eliminates need for paper documents and tracking

Strengths & Weaknesses (*What is going well and why?*)

Strengths:
1. A&R CHC website/student portal continuously updated by A&R.
2. Outstanding office environment, which is oriented to assisting campus community and the general public.
3. Collaborative relationships with other Student Services areas to communicate available services and programs to students.
4. Awarding of specific degrees, certificates, and general education transfer certification efficiently processed.
5. A strictly enforced payment policy enables fee transactions to be collected and reconciled in an accurate and timely manner.
6. Primary resource for faculty in attendance accounting matters, registration, admissions, evaluations, and student record analysis.
7. Cross-trained and web/tech savvy staffs
8. 90% of A & R in-person transactions can be done online 24/7. From Campus Central, students and general public have access to real-time access to class schedule, college catalogs, ordering of official transcripts, viewable unofficial transcripts. Students may apply online 24/7- with helpdesk. Students can register/add/drop/withdrawal/pay for classes, download A & R forms etc.

Weaknesses: (*What is not going well and why?*)
1. No Veterans Affairs unit/department to adequately serve incoming veterans
2. One Evaluator serving entire CHC student population
3. A & R staff handles large amounts of a cash transactions with no secure area to reconcile receipts
4. Additional need for student computers on front counter (currently only two available)
5. No locking door on west end of office to prevent unauthorized personnel from entering records area.
6. Lack of privacy area for staff to handle 'face to face" confidential matters such as; residency determination, AB540/Undocumented student, subpoenas etc.

5. What feedback did you receive from your last Program Review? How did you respond to it?

   Information unavailable at time of submission

6. Tell us where you would like your program to be three years from now (vision).

   - 100% paperless
   - All student records digitized
   - Advance the development of the Datatel Degree Audit system. The system will provide electronic student degree evaluation for counselors, evaluator, and students
   - Establish an online "rumor control" webpage on behalf of A & R/Student Services division
   - To have a certificated manager serve directly over Admission & Records. Crafton Hills College is the only college in region IX & X without an Associate Dean, A & R Director or Registrar.

7. Reflect on your responses to all the previous questions. Complete the Three Year Action Plan worksheet, entering in priority order the specific program goals and objectives you have formulated to maintain or enhance your strengths, or to address identified weaknesses. In addition, enter any resources required to achieve each objective.

8. How do your vision and goals contribute to the college's mission?

The services provided by the Admissions and Records department helps fulfill the College's mission through the following: a) promoting a user-friendly college environment that is oriented to assisting the campus community and the public b) providing students and staff with clear and accurate information about admissions, registration, graduation, attendance accounting, and student records c) regularly reviewing technology to ensure student ease of system (admissions, registration, accessing transcripts, payments, student records) navigation as well as to enhance program processes.

The A&R staff recognizes the importance of a welcoming atmosphere to a growing, diverse campus community. The A&R department works to respond in a timely, sensitive, friendly, and helpful manner to all students and faculty they serve. The A&R department is vital to overall student access and success and strives to remain as technologically current, innovative, and flexible as possible.