



ADMISSIONS AND RECORDS PROGRAM REVIEW

2009

Prepared by

Jennifer McDonald



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Admissions and Records Program Review

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Admissions and Records Program Review

Executive Summary

In October 2007 the Coast Community College District implemented SCT/Banner as part of the new district integrated information system which now offers on-line application services, registration and access to grades and unofficial transcripts for students as well as allows faculty to retrieve “real-time class rosters, process withdrawals for no-shows and/or students who stop attending class and allow on-line grading and attendance hours collection. The office supports four computer stations and one shared printer for students to use to submit applications, reference the Searchable Class Schedule, register and access grades and unofficial transcripts. Registration has also been available electronically using the IVR (interactive voice response) module in Banner however this was discontinued effective spring 2009 registration since IVR (interactive voice response). To that end, additional staff resources were needed to assist the students who cannot successfully use on-line services through the MyCCC site.

The goal of the Admissions and Records Department is to provide precise and timely information to the community, admit and register students, support special programs, maintain academic records, and provide students access to services through the use of technology and in-person services. To recognize, understand and appreciate the vast diverse population we serve and treat each student with respect, patience, and understanding. The department strives to meet the changing needs and challenges of the campus community. The department attempts to be innovative and flexible in delivering services to students, faculty, and staff. Although, students can apply, register, obtain unofficial transcripts and order official transcripts on-line without ever coming to the College Center, the A&R department still believes it is important to provide all services in person as well as provide assistance to students who wish to utilize on-line services.

Following is a summary of the Admissions & Records long term goals for 2008-20011:

- Provide technical training to all who admit and register students on a regular basis.
- Continue to advocate for the expansion of the automation within the admissions process within Banner and CCCApply.
- To work with our College Webmaster to facilitate easy access to MyCCC.
- Reorganize structure of Admissions and Records to accommodate changes in responsibilities due to Banner Student System; increase in student enrollment that has impacted all functions of Admissions and Records; and overall improvement of services.
- Assist in the redesign of the Admissions & Records Department to give it a more customer friendly atmosphere.

Through Coastline’s strategic planning the college has seen an increase in its enrollment over the last several years. This growth has impacted the college at all levels. Admissions & Records has been significantly impacted especially with the new student system implementation.

Though many processes are now handled electronically, there are significant numbers of our student population who still require manual input of their applications. Admissions & Records will continue to work to improve quality of services and seek opportunities to enhance its multiple functions.



Admissions and Records Program Review

I. Description

Admissions and Records is responsible for the following services: student application process, registration, processing of student fees/refunds/third party billing, evaluations, transcripts, subpoenas processing, graduation, veterans' services, International Students, I-20's, commencement, matriculation, attendance, census, grade, and positive attendance roster distribution/collection/reporting, resolution of faculty and student issues regarding education records. Admissions and Records must be in compliance with Title 5 of the California Education Code, state and federal regulations and local college and district policies.

II. Master Plan College Priorities

Services Priority

- CCC will expand and enhance its support services and programs to better serve the needs of students and encourage their matriculation into CCC programs leading to certificates and degrees.
- CCC will promote greater communication between faculty, staff and students to enhance student success.

Programs Priority

- CCC will continue to advance the quality of its instruction and support services through a comprehensive faculty and staff development program.

Technology Priority

- CCC will enhance the computer systems, internet access service, Cyber Security standards, and other technology infrastructure to meet the instructional and administrative needs of the college.

III. Program Goals (2008-09)

The goal of the Admissions and Records department is to provide precise and timely information to the community, admit and register students, support special programs, maintain academic records, and provide students access to services through technology and in-person services. To recognize, understand and appreciate the vast diverse population we serve and treat each student with respect, patience and understanding, the department strives to meet the changing needs and challenges of the campus community. The department attempts to be innovative and flexible in delivering services to students, faculty, and staff. Although students can apply, register, obtain unofficial transcripts and order official transcripts on-line without ever coming to the Admissions & Records department we still believe it is important to provide all services in person, or by mail.

IV. Service Area Outcomes and/or Student Learning Outcomes

Current Goals: Overview/Summary

1. Implement use of "Robo-Registrar." Robo-Registrar is a system that automates certain processes for transcript orders placed through a service provider, Credentials, Inc. Robo automatically responds to students 24/7 updating them of the status of their order and notifies them if they have a hold. It will print transcripts automatically in batch so that they can be mailed immediately.

This implementation meets the following College 2008-2011 Priorities & Initiatives
CCC will expand and enhance its support services and programs to better serve the needs of students and encourage their matriculation into CCC programs leading to certificate and degrees.

Status: The Directors of A & R at Coastline, Golden West and Orange Coast have requested that a table be installed on the Banner server so that this project can be implemented. This project is pending approval from District Information Services.

2. Send timely targeted announcements to students and faculty one week prior to upcoming deadlines.

This implementation meets the following college 2008-2011 Priorities & Initiatives
CCC will promote greater communication between faculty, staff and students to enhance student success.
CCC will explore different course methodologies and create pathways to implement offering new methodologies through an expedited process.
CCC will enhance the computer systems, internet access service, Cyber Security standards, and other technology infrastructure, to meet the instructional and administrative needs of the college.

Status: The Admissions & Records office informed all students regarding important deadlines, registration appointments and grade information via MyCCC. In addition, faculty receives targeted announcements regarding census drop deadlines and final grade submission deadlines. This will be continued in future semesters.

3. To encourage all Admissions & Records staff to participate in staff development and other job-related workshops and conferences.

This implementation meets the following college 2008-2011 Priorities & Initiatives
CCC will continue to advance the quality of its instruction and support services through a comprehensive faculty and staff development program.

Status: Admissions & Records staff will continue to participate in staff development, The California Association of Community College Registrars & Admissions Officers (CACCRAO) conferences and workshops.

V. Integration and Coordination

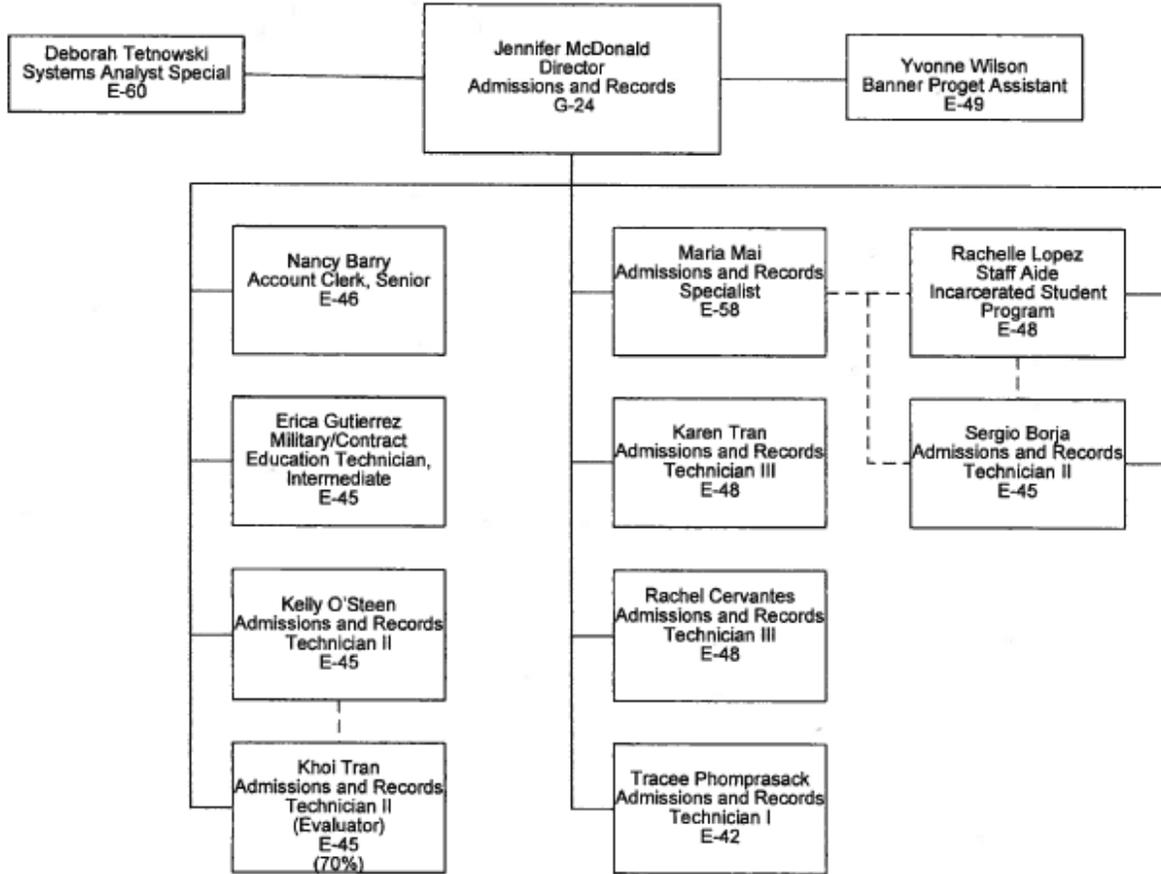
The Admissions & Records office assists other College staff and offices in the provision of accurate and

timely data and information for reports, decision making and problem solving. The office serves other educational institutions, the public and local community by responding to questions concerning College admissions, registration, academic requirements and graduation.

- Admissions and Records can only be effective as it coordinates and integrates all aspects with other areas in Student Services (especially counseling, financial aids, EOPS and DSPS). In these areas we routinely coordinate the times, dates and staffing necessary for priority registration, giving access to essential records, clearing students' residency status, transcripts and educational plans.
- Admissions and Records work collaboratively with the Office of Instruction with setting up the "start of term" before each semester, in order for registration and schedule development. The two departments meet 1-2 times a semester.
- Admissions and Records works collaboratively with the staff from Distance Learning, the three learning centers and the Bookstore to enhance communication to effectively inform students of available services (admissions, registration, add and drop dates).
- Admissions and Records office works on a daily basis during registration with our fiscal services office. We have never had a compliance or fiscal discrepancy. The District external auditor has never indicated any major concerns with our accounting records.
- Admissions and Records works well with outside agencies regarding student billings and payments. (Dept of Rehabilitation, Military, and Vocational Rehabilitation)
- The Admissions and Records office has a good working relationship with the Educational Departments within the California Prison system.
- Admissions and Records staff currently serve on campus committees, including scholarship, matriculation, curriculum, marketing and others.

VI. Organization Chart

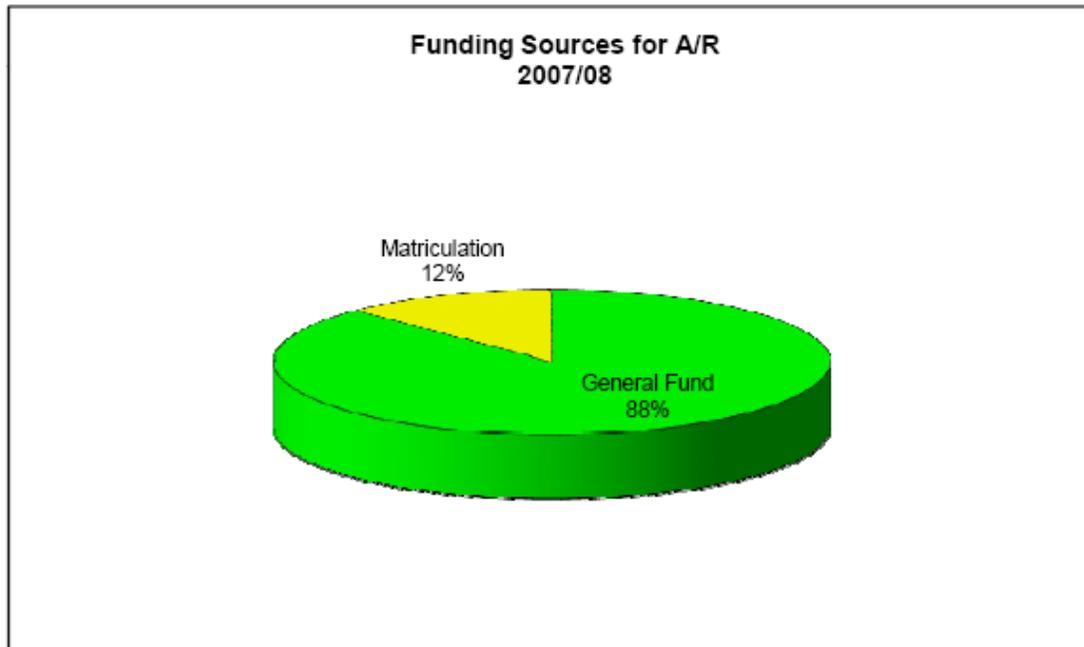
Office of Student Services and Economic Development – Admissions and Records



VII. Budget

Coastline Community College
Budget Analysis for Program Review
Admissions & Records (including Incarcerated Program)

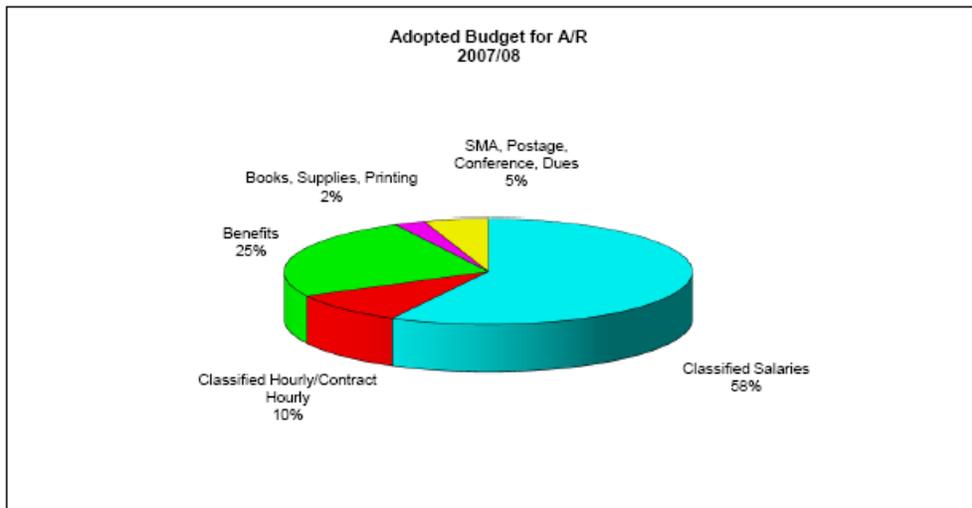
Funding Source	2007/08	2006/07	2005/06
General Fund	1,063,513	762,107	707,876
Matriculation	150,739	110,015	126,266
Total	1,214,252	872,122	834,142



Coastline Community College
Budget Analysis for Program Review
Admissions & Records (including Incarcerated Program)

GENERAL FUND & MATRICULATION

Object	Description	2007/08	% of	2007/08	2006/07	% of	2006/07	2005/06	% of	2005/06
		Adopted	Total	Expenses	Adopted	Total	Expenses	Adopted	Total	Expenses
2100	Classified Salaries	701,498	58%	711,998	459,978	53%	514,547	449,315	54%	456,506
2300	Classified Hourly/Contract Hourly	116,587	10%	227,895	101,597	12%	172,735	101,899	12%	134,116
3000	Benefits	304,748	25%	316,979	201,128	23%	232,916	202,009	24%	217,007
4000	Books, Supplies, Printing	29,592	2%	46,673	42,592	5%	34,979	25,592	3%	46,771
5000	SMA, Postage, Conference, Dues	61,827	5%	61,249	66,827	8%	52,352	55,327	7%	37,495
6000	Equipment	-	0%	1,827						
Total		1,214,252	100%	1,366,621	872,122	100%	1,007,529	834,142	100%	891,895



GENERAL FUND

Object	Description	2007/08 Adopted	% of Total	2007/08 Expenses	2006/07 Adopted	% of Total	2006/07 Expenses	2005/06 Adopted	% of Total	2005/06 Expenses
2100	Classified Salaries	600,971	57%	608,306	389,400	51%	424,223	368,879	52%	376,235
2300	Classified Hourly/Contract Hourly	112,389	11%	168,173	97,399	13%	172,233	96,899	14%	134,116
3000	Benefits	258,734	24%	264,981	185,889	22%	190,003	161,179	23%	176,325
4000	Books, Supplies, Printing	29,592	3%	46,432	42,592	6%	34,979	25,592	4%	46,771
5000	SMA, Postage, Conference, Dues	61,827	6%	61,249	66,827	9%	8,538	55,327	8%	37,236
6000	Equipment	-	0%	1,827	-	-	-	-	-	-
	Total	1,063,513	100%	1,450,967	762,107	100%	829,977	707,876	100%	770,682

Expenses reported under 2300 object code included One-Time costs for Professional Expert for the Incarcerated Program as follows:

2005/06 = \$29,400

2006/07 = \$21,261

2007/08 = \$9,100

For FY 2006/07, postage expenses totaling \$50K were charged to Matriculation (\$43K) and BFAP/Financial Aid (\$7K)

MATRICULATION

Object	Description	2007/08 Adopted	% of Total	2007/08 Expenses	2006/07 Adopted	% of Total	2006/07 Expenses	2005/06 Adopted	% of Total	2005/06 Expenses
2100	Classified Salaries	100,527	67%	103,692	70,578	64%	90,324	80,436	64%	80,272
2300	Classified Hourly/Contract Hourly	4,198	3%	59,723	4,198	4%	502	5,000	4%	-
3000	Benefits	46,014	31%	51,998	35,239	32%	42,913	40,830	32%	40,683
4000	Books, Supplies, Printing	-	0%	241	-	0%	-	-	0%	-
5000	SMA, Postage, Conference, Dues	-	0%	-	-	0%	43,814	-	0%	258
6000	Equipment	-	0%	-	-	-	-	-	0%	-
	Total	150,739	100%	215,653	110,015	100%	177,553	126,266	100%	121,213

VIII. Student Information

The Admissions & Records Department serves the entire student and faculty population.

	2005-2006	2006-2007	2007-2008
Headcount (Unduplicated)	21,707	23,696	28,088
Seat Count (Duplicated)	52,905	59,691	69,899

IX. Evaluation

Graduation Survey Results

The annual Graduate Survey is our primary source of student feedback. We would like to update the graduation survey, but for now the survey is being outside of Banner in an online electronic format.

Graduation Survey – 2005

The survey included 48 items designed to capture students' knowledge of and satisfaction with a variety of services and resources available at Coastline. The survey's final section provided space for students to write comments. More specifically, the survey asks student 1) how they first learned about Coastline College, 2) factors that influenced their decision to attend Coastline, and 3) if they have any comments (e.g., satisfaction, complaints, and suggestions) based upon their experiences while attending Coastline. The Research Office continues to administer the survey to students applying for graduation. Since these students have spent considerable time attending Coastline, they constitute an excellent information

resource. The survey is an important tool for assessing Coastline’s effectiveness, and is part of the College’s Institutional Effectiveness assessment plan. Nearly 219 students completed the 2005 survey. Some students did not answer every question on the survey, so item-by-item statistics do not always total 219.

Survey responses indicate a high level of satisfaction with the accuracy of information given by college staff (94% very satisfied or satisfied) and with registration procedures (93%).

	Accuracy of info given by college staff			General registration procedures	
	Count	%		Count	%
NA / no opinion	2	1.0%	NA / no opinion	3	1.4%
Very Satisfied	123	58.6%	Very Satisfied	111	53.1%
Satisfied	74	35.2%	Satisfied	84	40.2%
Dissatisfied	4	1.9%	Dissatisfied	5	2.4%
Very Dissatisfied	7	3.3%	Very Dissatisfied	6	2.9%
Total	210	100.0%	Total	209	100.0%

Similarly positive responses were received about Admissions and Records in general. Only 2.3% of all respondents indicated that they were not satisfied.

	Admissions & Records	
	Count	%
Heard of it; Never used it	12	5.6%
Used it; found it Very helpful	111	51.9%
Used it; found it helpful	86	40.2%
Used it; but Not satisfied	5	2.3%
Total	214	100.0%

Observation: These percentages can serve as benchmarks for future years. Some units may want to brainstorm strategies for increasing student awareness of their services.

Graduation Survey – 2006

Two hundred thirty-one students completed the 2006 Graduation Survey. Some students did not answer every question on the survey, so item-by-item statistics do not always total 231.

Ninety-percent of the respondents indicated satisfaction with the accuracy of information given by college staff; 94% were satisfied with registration procedures; and 92% were satisfied with procedures for billing and fee payment.

Accuracy of info given by college staff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NA or No Opin	10	4.3	4.3	4.3
	Very Satisfied	115	49.8	50.0	54.3
	Satisfied	91	39.4	39.6	93.9
	Dissatisfied	6	2.6	2.6	96.5
	Very Dissatisfied	8	3.5	3.5	100.0
	Total	230	99.6	100.0	
Missing		1	.4		
Total		231	100.0		

General registration procedures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NA or No Opin	2	.9	.9	.9
	Very Satisfied	142	61.5	61.7	62.6
	Satisfied	76	32.9	33.0	95.7
	Dissatisfied	4	1.7	1.7	97.4
	Very Dissatisfied	6	2.6	2.6	100.0
	Total	230	99.6	100.0	
Missing		1	.4		
Total		231	100.0		

Billing and fee payment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NA or No Opin	7	3.0	3.0	3.0
	Very Satisfied	128	55.4	55.7	58.7
	Satisfied	83	35.9	36.1	94.8
	Dissatisfied	6	2.6	2.6	97.4
	Very Dissatisfied	6	2.6	2.6	100.0
	Total	230	99.6	100.0	
Missing		1	.4		
Total		231	100.0		

In terms of their overall experience at Coastline, 97% of the Graduation Survey respondents rated their experience as good or excellent.

Overall rating of experience at Coastline

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	136	58.9	59.6	59.6
	Good	85	36.8	37.3	96.9
	Average	6	2.6	2.6	99.6
	Poor	1	.4	.4	100.0
	Total	228	98.7	100.0	
Missing		3	1.3		
Total		231	100.0		

The following table presents information on our graduating students' satisfaction with the Admissions & Records office. Data are restricted to those saying they had actually used the service. As can be seen, satisfaction was high. Dissatisfaction was minimal.

Admissions & Records

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Used it; found it Very helpful	113	54.1	54.1	54.1
	Used it; found it helpful	95	45.5	45.5	99.5
	Used it; but Not satisfied	1	.5	.5	100.0
	Total	209	100.0	100.0	

Summary of written responses to the question: *If you have any comments about your experiences and satisfaction while attending Coastline College, please feel free to write them here.* The following is a sample of the written comments that were submitted

Positive Comments:

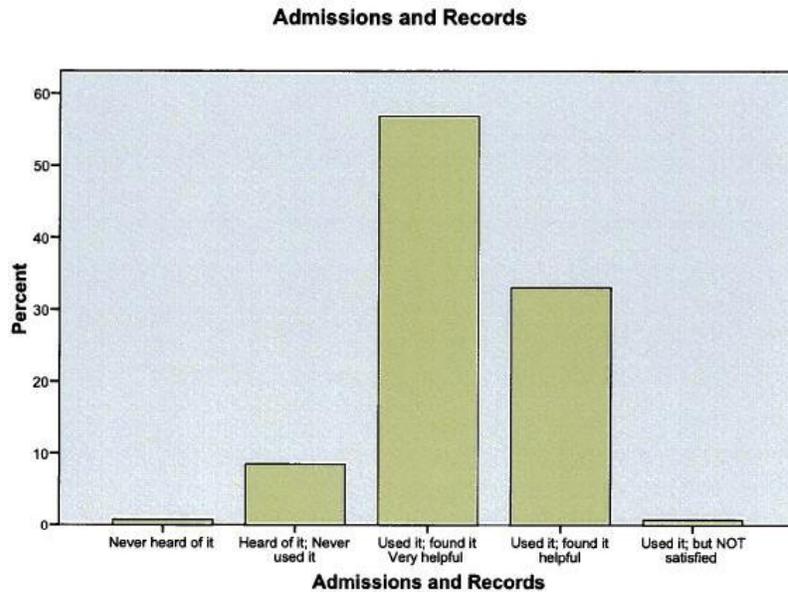
- Instructors and staffs are very helpful. A great service of knowledge. Thanks for all the help.
- Excellent ...The staff provides good service and expresses great concern to help me achieve my educational goal.
- I am extremely pleased with the service that was offered by Coastline Community College.
- I am glad I found Coastline Community College. I am very satisfied with the help I received. The Incarcerated Student Program is a good thing.
- Coastline Community College always provided prompt and great service.

Criticisms and Recommendations:

- Registration should be done on-line for students. Payment as well. Between certain period students should be able to drop a class online. More things should be electronic.

Graduation Survey – 2007

The 2007 Graduation Survey again showed a high level of satisfaction with Admissions and Records, with fewer than 1% of the respondents indicated dissatisfaction.



Admissions & Records – Strengths

Analysis of the Admissions and Records operation reveals a number of strengths:

- The Admissions & Records Department offers outstanding customer services especially given the limited staff resources.
- Accessibility and timeliness of information
- Information regarding admissions, registration and records is provided in a clear and concise manner and is accessible in a variety of formats.
- Efficient use of available technology applications.
- Student records are maintained and distributed in accordance with all Title V, FERPA, college and district policies and procedures.
- Provides services in an efficient and timely manner.
- Provides excellent support to a variety of instructional departments such as Early College High School, College for Credit, English as a Second Language, and Emeritus.
- Use of technology to facilitate accessibility of services.
- Ability of the department to be innovative and responsive to the changing needs of the college and to respond to changes imposed by state and federal regulations.
- The department has been extremely successful in balancing staffing requirements between full-time staff and augmenting with hourly staff during peak registration periods.
- The registration information in the class schedule has been edited and redesigned; A&R information on the web continues to be enhanced.
- Information is more consistent across the Class Schedule, Catalog and Web page.

Admissions & Records – Banner-Related Challenges

Without a doubt, this past year has been the most difficult, stressful and challenging ever for the Admissions & Records Office staff. The involvement required for the development, conversion, training,

testing and go-live of a system the size and complexity of the SCT/SunGard (Banner) system in the aggressive time-line necessary was an almost impossible task. In an extremely busy and over-burdened department, the staff had to do dual entry in both DSK and in Banner for an extended period of time. Although, we all survived and recovered the department is still experiencing problems and challenges with conversion data as well as many of the processes within the design of Banner which continues to cause frustration, confusion, and workload issues. The staff needs to be commended for their support and effort in making this implementation a success.

Contrary to what some may believe, Banner is not a “plug and play” system, which once implemented would be a stable and final product. On the contrary, we will be managing upgrades, modifications and/or product conversion on an annual basis and therefore department resources will continue to be required to maintain the system. Fortunately or unfortunately, we are in it for the long voyage. We are currently upgrading to CalB (California Banner) 7.4.5 which is due to be implemented in March 2009 primarily for 320 reporting purposes. Again in mid-2009, we are scheduled to upgrade to Banner 8.1 with Banner 9.0 soon thereafter and any number of patches, modifications and upgrades as needed in between. There is, and will continue to be a lot of work associated with keeping Banner current.

- Provide on-going training for full and part-time staff
- Ability to offer regularly scheduled staff meetings
- Need to establish staff morale and team building activities
- Keep website reviewed and updated as an accurate and timely resource to students, faculty, and staff
- Policies, procedures, forms and materials need to be reviewed and updated as appropriate on a regular basis
- Challenges getting departments with non-traditional programs to work within the requirements of A&R
- Building course articulation/equivalencies with other accredited colleges and entering into Banner; this is an important step in the move to expedite transcript evaluation, and the implementation of degree works.
- During our peak registration periods, password resetting & unlocking requires an additional 2 full-time employees for 2 to 4 weeks.

Admissions & Records – Other Challenges

In addition to the Banner-related challenges, the program review revealed some additional issues:

- The departmental budgets have not been adjusted to accommodate the change in operations and services, especially in the areas of technology and supplies, and hourly’s pay increases.
- Inadequate staffing levels to keep pace with the growth of the college and the implementation of student information system (Banner) in the areas of:
 - Help Desk/On-Line System Support for students/faculty/staff
 - Transcript evaluations, transfer/articulation and prerequisite equivalencies
 - Incarcerated, Emeritus, College for Credit, Early College High School and English as a Second Language admissions/registration processes
- College policy on Course Auditors. This is an extremely cost and labor intensive process.
- Insufficient supply and equipment budgets
- Lack of Title V compliance by many faculty by not withdrawing no-show students

- Late submission of grades and/or positive attendance hours for attendance accounting purposes

X. Program Support

Staffing Needs

With the implementation of the new district-wide Banner database, students and faculty now have access to a myriad of online services through 'MyCCC'. Although this new system provides more convenience for these groups, it has added additional workload in certain areas of the Admissions & Records, such as admissions, transcripts, and residency. This has created additional resource/staffing problems for the Admissions & Records office.

Banner implementation is ongoing. The new system is dynamic and will provide a great value to our students, but the utilization of Banner has impacted and will continue to impact the workload of staff.

- **Hire two (2) part-time employees**

Justification:

- **One to support residency**

Currently the A&R Technician 3 handles both residency and International Students. She determines residency for applications received through CCCApply if there is a discrepancy; ESL, Emeritus, Special Education, ECHS, College for Credit and Incarcerated. There has been a steady increase in International students the past few years. Fall 2006 we had 12-15 full-time students, fall 2007 we had 40 full-time students. Each student's portfolio must be reviewed – application, bank certification, financial support, transcripts, and TOEFL score. International students – Spring 2009 - 95 new perspective international students applied, 15 transfer students from other colleges attended our college.

- **One to support Veterans/Contract Ed.**

Currently the A&R Tech 3 handles Verifications of enrollment/degrees, veteran's/GI Bill, graduation, and credit by exam.

Due to Military programs' increase of students, we have over 300 students that are using their GI Bill each semester. The VA pays our college so many dollars per student and we receive payment at the beginning of the year.

Verifications of Enrollment/Degree Verifications have also increased.

Graduation – This year we granted 108 more AA degrees, 25 more certificates of achievement, and 193 more certificates of completion.

Due to the increase in Incarcerated Students, graduation petitions have increased; number of Credit by Examination has grown (spring term 2008 - 125 credit by exam requests from incarcerated students); the population of Incarcerated students from fall 2005 through spring 2008 has increased by 3,267. All applications from this student population are manually processed.

New Components/Opportunities

- The department has new opportunities to provide resources to the college through new technology and the use of on-line services
- Regular updates/versions of Banner to resolve system or program problems, workload issues, Title V mandates etc.
- With the implementation of the SCT/SunGard suite of products, there are many possibilities for new and improved technology to better assist us in supporting the needs of students and allowing the department to perform our duties more efficiently. A few of these products are:
 - **Xtender Imaging System** - Convert our current imaged records to Xtender files and continue to image our incoming records in an efficient and effective manner. This imaging solution can be used not only by A&R to replace Image Source Imaging Inc., but can be used throughout the department and other college departments as a safe and efficient method of record storage.
 - **Axiom** - An OCR (optical reader) software product which would allow A&R to upload data directly into Banner through this OCR technology. This would be especially helpful for the thousands of paper applications received per semester and for the large volume of incoming transcripts received.
 - **Degree Works** - A comprehensive web-based academic advisement, degree audit, and transfer articulation system will allow students, counselors, and staff to navigate through the colleges requirements and to perform “what if” evaluations of their academic courses to determine eligibility for certification, degree and transfer options.
 - **Workflow** - Allows staff to perform a series of designated processes within the Banner suite of products by running a predetermined set of scripts to complete particular functions.

XI. Recommendations and Goals

The program has identified five primary goals for 2008-2011:

1. Provide technical training to all who admit and register students on a regular basis.
2. Continue to advocate for the expansion of the automation within the admissions process within Banner and CCCApply.
3. To work with our College Webmaster to facilitate easy access to MyCCC.
4. Reorganize structure of Admissions and Records to accommodate changes in responsibilities due to Banner Student System; increase in student enrollment that has impacted all functions of Admissions and Records; and overall improvement of services.
5. Assist in the redesign of the Admissions & Records Department to give it a more customer friendly atmosphere.