Coastline Community College
Annual Institutional Planning Report
Non-Instructional

| | |
|---|---|
| Department/Division: Counseling and Matriculation Department/**Assessment Center** | |
| Planning Year   2013-14 | |

## A. Data and Analysis

### 1. Department/Program Data

| | Current Year 2013-14 | Previous Year 2012-13 | Two Years Prior 2011-12 |
|---|---|---|---|
| Number of Full-Time Classified | 1 | 1 | 1 |
| Number of Full-Time Faculty | 0 | 0 | 0 |
| Number of Full-Time Managers | 1 | 1 | 1 |
| Number of Part-Time Classified | 3 | 1 | 1 |
| Number of Part-Time Faculty | 0 | 0 | 0 |
| Number of Part-Time Managers | 0 | 0 | 0 |
| Students Served Annually | 7,600 | 4,845 | 6,080 |
| Total Non-Restricted Annual Budget | $275,251 | | |

### 2. Department/Program Activities

Please list areas of responsibility and any seasonal activities (i.e. heavy enrollment periods for A/R) that may impact your department/program.

Coastline's Assessment Center, located in the College Center, 4th Floor, provides students a comfortable and secure place to complete assessment for entry placement for English and Mathematics courses.  The Assessment Center ensures that all examinations are current and not compromised.  The Assessment Center provides the following services:

- Assessment placement testing in English and Mathematics courses.
- Alternative testing site for Distance Learning students.
- Testing appointments available by phone or online.
- Processing of local and non-local Math and English Placement exams for Military, Incarcerated, EBUS, and Amador County Office of Education students.
- Secure area for storing tests.
- Assessment Center website with practice exams and access to test preparation materials/websites.

- Monitored and secure environment for test taking.
- Accurate and immediate test score reporting to students, Admissions & Records, and faculty.
- Provide other Institutions with CCC student's Placement results.
- 30 stations with computer screens and CPUs.
- Access to Telecourse lecture materials for student viewing.

The Assessment Center peak periods are:

July-August = New students taking entry placement testing for Math and English prior to enrollment in the fall semester, proctoring of Distance Learning exams, processing of Math and English Placement exams for Military, Incarcerated, EBUS and Amador County Office of Education. Students using our computers to view telecourses.

September=Math and English Placement for local and non-local Military. Students using our computers to view Telecourses.

October- November-December = Proctoring of Distance Learning exams, processing of Math and English Placement exams for local and non-local Military, Incarcerated, EBUS and Amador County Office of Education. Students using our computers to view Telecourses.

January=Math and English Placement for local and non-local Military, Incarcerated, EBUS and Amador C.O.E. students in anticipation of the Spring semester.

February=Math and English Placement for local and non-local Military. Students using our computers to view Telecourses.

March-April-May = Midterm and Final examinations for Distance Learning students, Math and English Placement for local and non-local Military, Incarcerated, EBUS and Amador C.O.E. students in anticipation of the Summer semester. Students using our computers to view Telecourses.

3. **Proposed Projects Requiring Additional Resources (not listed in Section B-Action Plans/Resource)**

| Project Name and Description | Total Additional Dollars/Staff  Needed |
|---|---|
| Peak Distance Learning Alternate Testing | $3,744 /Hourly  Staff per academic year |
| Evening Testing Availability | $3,744/Hourly  Staff per academic year |
| Assessment Center Surveys | To Be Determined |
| Xerox copier with scanning capabilities: Xerox WorkCentre7232-rental agreement | $1,800 |

4. **Outcomes (from most recent Program Review or Annual Program/Department Reports)**

| Student Learning/Service Area Outcomes Statements | Strategies to Achieve or Improve SLOs/SAO Goals | Outcome Data or Other Assessment Results (i.e. Data from Student SLO Survey) |
|---|---|---|
| 1.Students will be aware of English and Math placement tests and how these placement tests are essential components of successful matriculation and integral to the development of an accurate Student Educational Plan.<br><br>2. Students will be able to understand their placement tests.<br><br>3. Students will be able to know which Math or English class they are supposed to enroll in based upon their test placement scores. | 1.Enable easy student access to test preparation resources for Math and English Placement Testing.<br><br>2. Enable easy student access to and "how to" instructions for scheduling placement exam or alternative testing appointment(s) via phone or use of online tool.<br><br>3. Provide English and Math placement results to students in a presentable, easy-to-read format.<br><br>4.Survey students on their awareness of placement tests, placement results, and satisfaction of Assessment Center services. | Fall 2013 Survey on Student Learning from Services at Coastline College:<br>49.7% of students stated that they strongly agreed/agreed that the placement tests were explained and they knew which English and Math courses they needed to enroll in.<br>4.7% of students disagreed and strongly disagreed.<br>45.7% of students indicated 'Not Applicable'.<br><br>Worked with the IT staff to update webpage info and add "how to schedule on-line appointment" instruction sheets for both assessment and DL alternate scheduling purposes (linked PDF documents).<br><br>Student's placement results are provided at check-out and emailed on electronic CCCD |

| | | letterhead within 24 hours after scores are uploaded to Banner.  As workload permits and at student's request, staff manually entered placement results into Banner to facilitate student's ability to register within assigned enrollment window. |
|---|---|---|
| Students will be satisfied with placement tests offered at convenient times. | 1.Provide alternative testing for midterms and finals for Distance Learning students.<br><br>2. Provide paper-based testing and assessment for military and incarcerated students.<br><br>3. Provide services and staff to conduct test proctoring for partnering businesses and institutions (this service ended 6/30/12).<br><br>4.Provide testing at Costa Mesa for ECHS/5th Year Cohort (5/31/13).<br><br>5. Assessment Center staff assistant will keep track of student placement exams scheduled and completed at off-site testing locations, including anticipated fill (pre-scheduled) vs. no-show rates.<br><br>6.Survey students on their awareness of placement tests, placement results, and satisfaction of Assessment Center services. | Fall 2013 Survey on Student Learning from Services at Coastline College:<br>50.2% of students responded that they strongly agreed/agreed that the placement tests were offered at time convenient to them.<br>5.3% of students disagreed/strong disagreed.<br>44.6% of students stated not applicable.<br><br>**FY 2012-13  Student Service Count**<br>Local English Placement:      541<br>ECHS English Placement:       56<br>Local Math Placement:       554<br>ECHS Math Placement:        56<br>Military English:      718<br>Military Math:      536<br>Incarcerated Math:       252<br>Amador C.O.E. Math:         21<br>Amador C.O.E. Eng. Place:      21<br>E.B.U.S. Math Placement:       10<br>DL Midterm/Final Alternate:    2,080<br>**TOTAL # OF STUDENTS =    4,845**<br><br>12-13 YTD info:<br>Results of off-site testing at GGC:<br>7/26/12: completion rate for scheduled exams was 50% for Math and 66% for |

| | | English.<br>8/16/12: completion rate for scheduled exams was 54% for Math and 47% for English. <u>These tests will be included in FY 12-13 student service count.</u>  Future requests will be considered in context of high number of no-shows, inability to fill seats with walk-ins, and greater staff effort required to coordinate off-site testing. |
|---|---|---|
| Students will be satisfied with Assessment Center services. | 1.Assessment Center scans and emails placement test results to other colleges, as requested by Coastline student.<br><br>2.Improve services and timely communication to Coastline instructors by sending scanned copies of completed exams to facilitate their ability to submit grades on deadline.<br><br>3.Facilitate student access to Assessment Center for Telecourse viewing purposes (other viewing locations available at Le-Jao, Costa Mesa and Garden Grove Centers).<br><br>4.Provide assessment services for students at other Coastline learning centers, as directed by Dean of Counseling and Matriculation.<br><br>5.For both placement and DL alternate testing purposes, the Assessment Center accommodates students with verified disabilities, as directed by DSPS, and/or refers students to the Special Programs Department for verification of disability.<br>6.Survey students on their awareness of placement tests, placement results, and | Fall 2013 Survey on Student Learning from Services at Coastline College:<br>44.5% of students used and were satisfied with Assessment Center services while 3.4% of students used and were not satisfied with services.<br>27.6% of students heard of, but did not need services and 24.5% never heard of the Assessment Center and did not need services.<br><br>**FY 2012-13 Count**:  27 students used Assessment computers for viewing telecourses for a total of 42 hours of use overall. Currently, student visitors sign in at the front desk to use one of six Telecourse stations in the Assessment Center.<br><br>Assessment Center staff kept log of accommodation requests received. In 2012-13 Assessment staff proctored 5 DSPS students for placement exams in coordination with Special Programs Department. |

| | | |
|---|---|---|
| | satisfaction of Assessment Center services. | |
| The Assessment Center staff will provide efficient assessment services to students and faculty. | Provide professional development and training opportunities for Assessment Center staff assistant and part-time assistants to keep current on best practices in placement testing and use of technology.<br><br>Provide opportunities for Dean and the Assessment Center staff to discuss goals, operational, equipment (computers, monitors, software, and security cameras), programmatic, space planning, and budgetary issues and needs. Determine College and/or District committees and meeting forums that both build the knowledge and skills of Assessment Center staff, and which will benefit from the participation and expertise of Assessment Center staff. | Assessment Center staff maintained a record of trainings and meetings attended. Reviewed and targeted specific training and professional development opportunities such as District and College software (e.g. Banner, Seaport, SARS), Pearson and Accuplacer Test instruments and software products.<br><br>Assessment Center Staff Assistant provided updates and summaries of the meetings/trainings assigned to participate in, and discussed with the Dean of Counseling and Matriculation any significant findings, recommendations and action items. |

### Analysis of Progress on Outcomes

Provide any detail that you feel will help the evaluator to understand your goals and the strategies to achieve those goals.
**Ways to Improve or Complete Goals and Results:**
- Request IT staff to give Assessment Center more control of DL Scheduler tool.
- Review Assessment Center's space for ADA compliance and ability to respond to the most commonly recommended accommodation requests. Dean of Counseling and Matriculation will communicate space planning needs to PIEAC and Facilities Committee.
- Dean of Counseling and Matriculation will make assignments and ensure that adequate staffing remains in place for placement and DL testing services.
- Work with Institutional Research Department to develop additional Assessment surveys

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## Progress on 5-year Goals (from most recent Program Review)

| Goal | Complete | Partially Complete | Not Started | Abandoned | Comments |
| --- | --- | --- | --- | --- | --- |
| Not Applicable | | | | | |

The Assessment Center will complete a comprehensive report in Fall 2019 for the Program and Department Review Committee.

## Analysis of Progress on 5-year Goals

| Not Applicable |
| --- |

## New Annual Program/Department Goals

| Goal | 5 yr Goal Addressed | Project Completion Date | Lead Employee | Comments |
| --- | --- | --- | --- | --- |
| Not Applicable | | | | |

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## B. Action Plan and Resource Requests Based on Annual Data

| Action | Institutional planning goals* | How action will improve student success | Type of Resource | Resource needs, if any | Department priority** | Approximate cost | Potential Funding Source |
|---|---|---|---|---|---|---|---|
| Replace 2 faulty security cameras in Assessment testing area. | 2011-16 Strategic Goals: I,III | Maintain integrity of testing area and exams, by improving Assessment staff's view of student's testing materials and environment. | Equipment | 2 "Digital Watchdog" High Resolution Indoor Dome cameras-3.3-12mm Lens. | 1 | 2 cameras at $225 each PLUS 2 hours installation by 3 men =$150 Total $600. | |
| | | | Facilities | | | | |
| | | | Personnel | | | | |
| Web-browser Restricting Software. | 2011-16 Strategic Goals: I,III | Maintain integrity of testing area.  Help students focus. | Software | Software can be installed in existing computers. | 3 | $500 per year/site license | |
| | | | Supplies | | | | |
| | | | Technology | | | | |
| | | | Training | | | | |
| Cell-phone lockers with keys. | 2011-16 Strategic Goals: I,II, III | Maintain testing area for integrity.  Provide safe and secure for students taking exams. | Other | Reference website: www.lockers.com. | 2 | $1,500 | M&O helping to research lockers; including use of Bookstore lockers. |

*Reference specific sections of College Education Master Plan, Strategic Initiatives, 5-year Program Review Goals, Accreditation Recommendations, SLO/SAO evaluation and assessment, College Mission, or other relevant planning documents.  **Prioritize the program's resource needs with 1 being the most important and subsequent numbers being less urgent.

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| Department: | Career Services Center |
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| Planning Year 2014 for 2015 planning process | |

## A. Data and Analysis

### 1. Department/Program Data

| | Current Year 2014-15* | Previous Year 2013-14* | Two Years Prior 2012-13 |
| --- | --- | --- | --- |
| Number of Full-Time Classified | 1 (Staff member also providing support to CalWORKS 25% of her time through December 2014.) | 1 | 1 |
| Number of Full-Time Faculty | 0 | 0 | 0 |
| Number of Full-Time Managers | 1 (Dean of Counseling who also oversees Assessment, CalWORKS, Counseling, EOPS/CARE, Transfer) | 0 | 1 |
| Number of Part-Time Classified | 0 | 0 | 1 (hourly employee) |
| Number of Part-Time Faculty | 0 | 0 | 0 |
| Number of Part-Time Managers | 0 | 0 | 0 |

*NOTE: Up until 13-14, career services were located at the Orange County One Stop Center and also included CLEP and MAT testing. In 13-14, career services were relocated to the Fountain Valley Campus due to Coastline no longer remaining the operator of the Orange County One Stop Center. In 13-14, the one staff member assigned to Career Services worked on special projects related to the transition of the One Stop Center to the new provider.

### 2. Department Activities

-Facilitate career exploration and assessment activities for students.
-Conduct workshops, career fairs and on-site recruitments.
-Promote and marketing services to students, employers, and community.
-Provide individual assistance with resume preparation, interview preparation and skills, and overall job search.
-Conduct mock interviews.
-Provide referrals, job listings, and placement assistance.
-Assist students in obtaining labor market information on specific careers such as current employment statistics, labor force, wages, and outlook.
-Collaborate with the academic counselors to assist students in making informed and educated decisions regarding their career goals.

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|---|---|
| **Department:** | Career Services Center |
| **Planning Year** | 2014 for 2015 planning process |

3. Proposed Projects Requiring Additional Resources (not listed in Section B-Action Plans/Resource)

| Project Name and Description | Total Additional Dollars/Staff Needed |
|---|---|
| n/a | |
| | |
| | |
| | |

4. Outcomes (from most recent Department Review or Annual Department Reports)

| Administrative Unit/Service Area Outcomes | AUO/SAO Findings | | | |
|---|---|---|---|---|
| What is your level of awareness, need, or satisfaction with the Career Center services related to the counseling office at Coastline? | Used/Satisfied 29.24% | Used/Not Satisfied 3.32% | Heard Of/Don't Need 53.16% | Never Heard Of 14.29% |
| Students will demonstrate the important of interviewing etiquette such as professional dress, salary negotiations, and appropriate interview follow-up. | Workshops just begun in Fall 2014. Surveys are being gathered after each Interviewing Techniques & Tips workshop. | | | |
| Students will demonstrate an understanding of how to create a resume. | Workshops just begun in Fall 2014. Surveys are being gathered after each Resume Writing Techniques & Tips workshop. | | | |

Action Plans in response to the outcomes:

Based on the Student Survey for Student Learning from Services at Coastline College conducted in September 2014, the results indicated that 29.24% were satisfied with the services and 53.16% heard of the services but did not use. Staff will work with the Marketing Department to promote the services being offered to the students.

**Department:** Career Services Center

Planning Year 2014 for 2015 planning process

5. Progress on 5-year Goals (from most recent Program Review)

| Goal | Complete | Partially Complete | Not Started | Abandoned | Comments |
|---|---|---|---|---|---|
| This is the first iteration of program review for this area so no goals to report on. | | | | | |
| | | | | | |

Analysis of Progress on 5-year Goals

| n/a |
|---|

6. New Annual Program/Department Goals

| Goal | 5 Year Goal Addressed | Project Completion Date | Lead Employee | Comments |
|---|---|---|---|---|
| To acquire an emergency budget of $9600 for the Career Services Center. | N/A | 12/2014 | Heidi Lockhart | Approved budget request as of November 12, 2014. Budget approved for one-time funding only. |
| To acquire permanent annual operating budget of $12,800 for Career Services Center to provide comprehensive career services. | N/A | 6/2015 | Heidi Lockhart | |
| Identify permanent location to house the Career Services Center. | N/A | 6/2015 | Ross Miyashiro/Heidi Lockhart | To allow accessibility of students to the services and resources available to them at the Career Services Center. |
| Purchase computerized career assessments and placement software. | N/A | 6/2015 | Mai Le | The staff will contact different vendors to provide demonstrations of their software. |
| Computers for students to have access. | N/A | 6/2015 | Mai Le | This will allow the students to have access to computers to conduct career exploration and complete career assessment on-site. |
| Develop a stronger business and industry employer network. | N/A | 6/2015 | Mai Le | Join the California Placement Association and Chambers of Commerce Networking events. |

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| **Department:** | Career Services Center |
| **Planning Year** | 2014 for 2015 planning process |

## B. Action Plan and Resource Requests Based on Annual Data

| Action | Institutional planning goals* | How action will improve student success or operational performance | Type of Resource | Resource needs, if any | Department priority** | Approximate cost | Potential Funding Source |
|---|---|---|---|---|---|---|---|
| Provide comprehensive career services to students by acquiring a permanent operating budget to fully fund Career Services now that the contract with the One-Stop is no longer valid. | College Goals 1, 2, 3, 4, 6 | • Providing basic funding for career activities and events so that students can connect with employers.<br>• Provide virtual career services to our distance learners.<br>• Build better connections between the campus and business and industry.<br>• Provide a well-stocked Career Center where students can get assessed, meet with Career Services staff, and develop employment acquisition skills. | See "Approximate Cost" | See "Approximate Cost" | 1 | **Printing:** $1200 **Supplies:** $3000 **Systems (license fees/software) for Virtual Career Center:** $6000 ($3000 for Symplicity system for job search and $3000 for assessment) **Career Fair Expenses** Including table and chair rentals, food for employers: $2200 (for 2 bi-annual career fairs) **Mileage:** $400 (for travel to Chambers of Commerce Meetings, meetings with employers, etc.) | General Fund |

| Department: | Career Services Center |
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| Planning Year | 2014 for 2015 planning process |

| | | | | | | TOTAL: $12,800 | |
|---|---|---|---|---|---|---|---|
| Provide comprehensive career services to students including front counter and office coverage. | College Goals 1, 2, 3, 4, 6 | Currently with only 1 staff member, the Career Center must shut down if that staff member is conducting a workshop, attending a meeting, etc. By hiring a part-time Guidance Assistant, better service to students will be provided. | Human Resources | 1 PT Guidance Assistant (E-48) | 2 | $25,000 (salary) $5,500 (benefits)<br><br>TOTAL: $30,500 | |
| Identify permanent location to house the Career Services Center | College Goals 1, 2, 3, 4, 6 | To allow accessibility of students to the services and resources available to them at the Career Services Center. | Facility | Computer stations, possibly cubicle(s) | 3 | TBD depending upon location. | |
| Provide comprehensive career services including in-person facilities and resources and specifically computers and printer for students to use for career assessments and job search needs. | College Goals 1, 2, 3, 4, 6 | Students will be able to conduct career assessments and job search with the assistance of staff in the Career Center ultimately improving student success and outcomes. | Technology | Computers and one printer | 4 | $5000 for 3 computers and one printer. | |
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| | | | | | | | |

*Reference specific sections of College Education Master Plan, Strategic Initiatives, 5-year Program Review Goals, Accreditation Recommendations, AUO/SAO evaluation and assessment, College Mission, or other relevant planning documents.  **Prioritize the program's resource needs with 1 being the most important and subsequent numbers being less urgent.

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| Department: | TRANSFER CENTER |
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## A. Data and Analysis

### 1. Department/Program Data

| | Current Year 2014-15 | Previous Year 2013-14 | Two Years Prior 2012-13 |
| --- | --- | --- | --- |
| Number of Full-Time Classified | 1 | 1 | 1 |
| Number of Full-Time Faculty | 0 | 0 | 0 |
| Number of Full-Time Managers | 1* | 1* | 1* |
| Number of Part-Time Classified | 0 | 0 | 1 |
| Number of Part-Time Faculty | 0 | 0 | 0 |
| Number of Part-Time Managers | 0 | 0 | 0 |

*Dean of Counseling who also oversees Career, Counseling, CalWORKS, EOPS/CARE, and Assessment.

### 2. Department Activities

The Transfer Center has the responsibility to provide students with the following services:

- Exploration and research about majors (ASSIST.ORG).
- Career paths and transfer options (EUREKA and MyPlan.org).
- Workshops on CSU, UC, and Private Institution Applications.
- Workshops on the Personal Statement for the UC and Private Schools.
- University tours.
- Scholarship opportunities, guidance, and assistance.
- College fairs.
- Other transfer-related events and workshops related to specific institutions, majors, special populations, amongst others.
- 4-year college representative site visits and appointments.
- One-on-one transfer assistance through individual appointments.
- Access to CSU/UC/Private University representatives via teleconference, webinars.
- Event and transfer information emailed to students who ask to be on the Transfer Center's mailing list.

| **Department:** TRANSFER CENTER |
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3. Proposed Projects Requiring Additional Resources (not listed in Section B-Action Plans/Resource)

| Project Name and Description | Total Additional Dollars/Staff  Needed |
| :-- | :-- |
| Spring 2015 Mini Transfer Fair | Total $750:   $250 publicity and materials.<br>                    $500 refreshments for representatives. |
| Fall 2015 Transfer Fair | Total $950:<br>                    $700 Refreshments for representatives.<br>                    $250 Marketing, promotional materials. |
|  |  |
|  |  |

4. Outcomes (from most recent Department Review or Annual Department Reports)

| Administrative Unit/Service Area Outcomes | AUO/SAO Findings |
| :-- | :-- |
| Coastline will provide a myriad of transfer services to include workshops, college fairs, university representative appointments and visits, campus tours, and individual advising.  Students who utilized these services will report satisfaction with these services. | Based on the Student Survey for Student Learning from Services conducted by the campus' Institutional Effectiveness Department, out of 291 respondents:<br>24.74% (72) Used/Were Satisfied with the Transfer Center<br>8.25% (24) Used/Were Not Satisfied with the Transfer Center<br>55.33% (161) Heard of/Don't Need the Transfer Center<br>11.68% (34) Never Heard of the Transfer Center<br><br>Of those students (96) who indicated they had used the Transfer Center, 75% (72) indicated they were satisfied with the Center's services.  It is noteworthy that more than half the respondents indicated that they did not need the Transfer Center and that nearly 12% of the respondents had not heard of the Transfer Center. |
| As a result of utilizing Transfer Center services, resources, workshops, and/or events, students will demonstrate the ability to outline a transfer preparation plan utilizing transfer resources such as ASSIST.ORG, UC transfer agreement guarantee, university representatives, university catalogs, | Based on the Student Survey for Student Learning from Services conducted by the campus' Institutional Effectiveness Department, students indicated the following change in their abilities to clearly express their transfer goals, successfully apply to four-year universities and understand transfer policies and procedures: |

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| transfer-focused workshops, and other college preparatory resources.<br><br>As a result of utilizing Transfer Center services, resources, and workshops on the CSU and UC application process, students will be able to describe the academic standards and requirements needed for acceptance into the university of their choice as described in their transfer preparation plans and process their university applications. | Student Survey for Student Learning from Services at Coastline College<br><br>**Q38 As a result of using services and resources at the CCC Transfer Center (located at the Garden Grove Center) please indicate the change in your ability to:**<br><br>Answered: 266  Skipped: 365 |
|---|---|

|  | Much better | Better | The same | Worse | Much worse | Not applicable | Total |
|---|---|---|---|---|---|---|---|
| Clearly express your transfer goals. | 19.17%<br>51 | 12.41%<br>33 | 10.15%<br>27 | 0.38%<br>1 | 0.38%<br>1 | 57.52%<br>153 | 266 |
| Successfully apply to four-year universities. | 17.36%<br>46 | 9.06%<br>24 | 9.43%<br>25 | 0.75%<br>2 | 0.38%<br>1 | 63.02%<br>167 | 265 |
| Understand transfer policies and procedures | 17.29%<br>46 | 12.41%<br>33 | 10.90%<br>29 | 1.13%<br>3 | 0.38%<br>1 | 57.89%<br>154 | 266 |

For the three areas measured, 70-75% of the students who utilized services/resources indicated that they had a "much better" or "better" change in their ability to clearly express transfer goals, successfully apply to four year university and understand transfer policies and procedures. Ideally we would like to see this be 80% so will review our services and resources and make improvements based on student comments in the survey.

Action Plans in response to the outcomes:

1. Distribute surveys to measure student satisfaction and make adjustments accordingly in the Transfer Center planning processes.
2. Provide additional services such as overnight campus tours, workshops and events throughout the academic year, including summer to improve student satisfaction. UC application available in August and CSU applications available June 1-June 30 and August 1-August 30.
3. Review services and resources for clarity and student engagement to improve student satisfaction and ability to clearly express transfer goals, successfully apply to four-year universities, and understand transfer policies and procedures.
4. Increase awareness of the Transfer Center through marketing, listserv, and other promotional means.

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5.  Progress on 5-year Goals (from most recent Program Review)

| Goal | Complete | Partially Complete | Not Started | Abandoned | Comments |
| --- | --- | --- | --- | --- | --- |
| N/A | | | | | |

Analysis of Progress on 5-year Goals

| The Transfer Center will complete a 5-year comprehensive report in Fall 2015. |
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6.  New Annual Program/Department Goals

| Goal | 5 Year Goal Addressed | Project Completion Date | Lead Employee | Comments |
| --- | --- | --- | --- | --- |
| The Transfer Center will host at least two major transfer events per academic year and invite regionally accredited colleges to participate. Will create effective partnerships with the participating colleges, encourage appointment and workshop visits, and disseminate information to College discipline chairs and departments. | On-going | June 2015 | Heidi Lockhart Helen Ward | The Transfer Center will host its major transfer event in the fall and pilot transfer fair in spring 2015. |
| Increase the number of University Tour opportunities for Coastline students, including overnight tour to Northern California | On-going | On-going | Helen Ward | Continue partnerships with GWC and OCC to offer University Tours in the fall and spring semesters. Seek new 4-year schools located within Southern and Northern California for one-day trips. |
| The Transfer Center will provide information about College majors and certificates, transfer preparation, application timelines, and access to resource materials (ASSIST.ORG) through workshops, activities (tours), announcements-publicity, website, and events to support students' transfer goals. | Ongoing | Annual | Helen Ward | |

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| Explore State and Federal grant funding for Coastline students to participate in summer camps and orientations at local 4-year schools. | | June 2015 | Heidi Lockhart Helen Ward | |
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## B. Action Plan and Resource Requests Based on Annual Data

| Action | Institutional planning goals* | How action will improve student success or operational performance | Type of Resource | Resource needs, if any | Department priority** | Approximate cost | Potential Funding Source |
|---|---|---|---|---|---|---|---|
| Improve presentation methodology and portability. | College Goals: 1, 2, 3, 6<br><br>Action Plan (above): 3 | To facilitate workshops at various campus locations. | Equipment | Laptop | 6 | $1000.00 | General Fund |
| Improve Transfer Center operating hours to provide more service to students. | College Goals: 1, 2, 3, 6<br><br>Action Plan (above): 2, 3, 4 | Provide additional support for Transfer Center and keep Center open when FT staff member is in meetings. | Personnel | Hourly staffing and interns to provide assistance during peak times and while Transfer Center staff member is away from the office. (Collaborate with CSUF Human Services Department to hire interns each semester.) | 1 | $8000 ($4000 per semester for hourly) No cost for interns. | General Fund |
| Increase awareness of Transfer Center services and activities as well as transfer requirements and deadlines. | College Goals: 1, 2, 3, 6<br><br>Action Plan (above): 4 | Keep students better informed of transfer deadlines, activities, and events. | Software | Purchase license for Constant Contact (ListServ) | 2 | $1,500.00 per year | District or General Fund |
| Ensure that staff stay current in transfer knowledge to provide accurate information to students. | College Goals: 1, 2, 3, 6 | Keep staff informed of updates to the transfer process, policies, and requirements, ways to | Training | Staff Development | 4 | $500.00 | General Fund |

| | | improve/increase transfer center services, and options for students by attending State-wide, local and webinars | | | | | |
|---|---|---|---|---|---|---|---|
| Provide additional services including an overnight tour to show students transfer options. | College Goals: 1, 2, 3, 6

Action Plan (Above): 2, 3 | Provide students the opportunity to visit universities that they may not be able to see otherwise.  Open students up to other transfer options. | Resources-Special Projects | Overnight (3 days, 2 nights) University Tour to Northern California Universities such as UC Berkeley, UC Santa Cruz, San Francisco State University, UC Davis and/or other bay area schools. | 5 | Total $15,000: Bus Transportation ($6000)

Tour for 40 students + 4 Staff

Hotel accommodations ($9000) | General Fund |
| Increase student understanding of transfer requirements, deadlines, and processes. | College Goals: 1, 2, 3, 6

Action Plan (Above): 2, 3 | Provide additional opportunities for students to learn about transfer admissions, options, and requirements. | Workshops - Expanded | Workshop sessions in Summer, Fall and Spring expanded to include College Center and the Le-Jao Center. | 3 | Total $700: $500 for materials.

$200 for mileage. | General Fund |
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*Reference specific sections of College Education Master Plan, Strategic Initiatives, 5-year Program Review Goals, Accreditation Recommendations, AUO/SAO evaluation and assessment, College Mission, or other relevant planning documents.  **Prioritize the program's resource needs with 1 being the most important and subsequent numbers being less urgent.