



2020-21

Annual Department Review

Admissions and Records and Information Center

Table of Contents

Section 1: Department Planning	2
Internal Analysis.....	2
Survey Results	2
Student Survey Results	2
Employee Survey Results	Error! Bookmark not defined.
Service Area Outcome(s)	4
Progress on Initiative(s)	5
Response to Program and Department Review Committee Recommendation(s).....	7
Department Planning and Communication Strategies	7
Coastline Pathways	7
Equity	7
Efficiency	7
Implications of Change.....	7
Section 2: Human Capital Planning	8
Staffing	8
Professional Development	8
Section 3: Facilities Planning	8
Facility Assessment	8
Section 4: Technology Planning	9
Technology Assessment.....	9
Section 5: Ongoing/New Initiatives	10
Section 6: Prioritization.....	11
Prioritization Glossary	11

Section 1: Department Planning

Internal Analysis

The department performs at a high level, meeting deadlines and producing work in a timely manner. Each staff person in the office works together to as a cohesive team to ensure that all work is completed on time, provide high level customer service, works with management to solve problems and improve processes in the office. The A&R team has done a great job of adapting to working remotely during the pandemic. They continued to maintain a high level of service, overcoming the challenges of not having hourly support, nor the same grade of hardware at home as in the office. The staff uses Microsoft Teams to communicate, share files and continue their camaraderie.

Survey Results

Student Survey Results

Application and Registration Process

Table 1 below shows the percentage of student respondents who agree or disagree with the set of statements regarding the application and registration process at Coastline.

Table 1. *Application and Registration Process*

Answer Options	Strongly Agree	Agree	Disagree	Strongly Disagree	Response Count
It was easy to apply for admission to Coastline.	70.4%	26.8%	2.3%	0.6%	1,417
It was easy to use the online searchable schedule to find classes at Coastline.	60.7%	32.9%	4.9%	1.5%	1,416
It was easy to register for classes at Coastline.	62.2%	32.9%	3.9%	1.0%	1,411
Admissions staff were helpful in the application and registration process.	58.0%	36.6%	3.9%	1.4%	1,396

The majority of respondents agree that it was easy to apply for admission to Coastline (97.2%), that it was easy to use the online searchable schedule to find classes at Coastline (92.6%), it was easy to register at Coastline (95.1%) and 94.6% indicated that admissions staff are help.

Qualitative Feedback

Overall, qualitative feedback was varied. Some respondents indicated that the registration process was quick and easy, especially compared to other colleges they have attended, while other respondents expressed difficulty navigating through the registration process, noting that the website, menus, and class schedule are not user friendly.

Satisfaction with Services

The majority of respondents (96.9%) are satisfied or very satisfied with the services they received from Admissions and Records.

Enrolling in At-Capacity Courses

Respondents were asked to select all of the ways that one would enroll in a course that has met its capacity before the term begins. Of all responses, 62.4% included getting on the **wait list**, 22.9% included getting an **add code** from the instructor, 7.3% included calling Admissions and Records for a **petition form**, and 2.0% indicated that students **cannot enroll** in at-capacity courses. Of the total respondents, 5.3% indicated that they **do not know** how to enroll in a course that is at-capacity.

Table 2. *Enrolling in At-Capacity Courses*

Answer Options	Response Percent	Response Count
Get on the wait list	62.4%	613
Get an add code from the instructor	22.9%	225
Call Admissions and Records for a petition form	7.3%	72
Students can't enroll in closed distance education courses	2.0%	20
Don't know	5.3%	52

Enrolling in Courses after the Term Begins

Respondents were asked to select all of the ways that one would enroll in a course after the term begins. Of 930 total responses, 62.1% included **e-mailing the instructor** for an add code and registering through MyCCC, 24.1% getting on the **wait list**, and 13.8% included **petitioning Admissions and Records**.

Table 3. *Enrolling in At-Capacity Courses*

Answer Options	Response Percent	Response Count
E-mail the instructor for an add code and register through MyCCC	62.1%	578
Get on the wait list	24.1%	224
Petition Admissions and Records	13.8%	128

Dropping Courses

Survey respondents were told the following statement: "If you stop attending any courses in which you are enrolled, including distance learning courses, you risk receiving an 'F' or 'NP' for those courses." They were then asked to indicate how they would **drop a course**, selecting all answers that they think are correct. The percentage of responses for how the respondent would drop a course. Of 692 total respondents, the majority (88.6%) indicated using the student's **MyCCC account** to drop a class. Only 5.1% respondents indicated that they **do not know** how to drop a course.

College Policies and Procedures

Respondents were asked to indicate their degree of familiarity with the college policies and procedures shown in the table below. Of all respondents, 95.2% are at least somewhat **familiar** with the fact that there are important drop deadline dates that can be seen in the student MyCCC account. Secondly, 96.2% of all respondents indicated that they are at least somewhat **familiar** with the statement that students may be dropped from courses if registration fees are not paid in a timely manner. The specific percentages of respondents' degree of familiarity with these policies and procedures are shown in Table 4.

Table 4. *CCC Policies and Procedures*

Answer Options	Familiar	Somewhat familiar	Not at all familiar	Response Count
There are important drop deadline dates that can be seen in the student MyCCC account.	73.5%	21.8%	4.8%	693
If registration fees are not paid in a timely manner, students may be dropped from courses.	80.5%	15.7%	3.8%	688

Information Center

Out of 1,227 respondents, about one-third (41.0%) have called the Coastline Information Center. These respondents were asked rate their levels of satisfaction with the services they received at the Information Center. The results are shown in Table 5.

Table 5. Satisfaction with Information Center Services

Answer Option	Strongly Agree	Agree	Disagree	Strongly Disagree	Response Count
Information Center staff were professional.	58.6%	37.7%	3.1%	0.6%	488
Information Center staff provided exceptional customer support and service.	57.0%	37.2%	4.7%	1.0%	486
I was satisfied with the information provided.	57.0%	35.7%	6.2%	1.0%	484
I was connected to the resource(s) that I needed.	57.5%	36.1%	5.0%	1.5%	482
My phone call(s) were answered in a timely manner.	54.9%	37.5%	4.4%	3.3%	483

The majority of respondents agree that the Information Center staff were **professional** (96.3%), the staff provided **exceptional customer support** and service (94.2%), they are **satisfied** with the information provided (92.8%), the student were connected to the correct resource (93.6%), and their phone calls were answered in a **timely** manner (92.3%). Overall, 95.7% of respondents are **satisfied** with the services they received from the Coastline Information Center.

Service Area Outcome(s)

Service Area Outcomes (SAOs)

SAO	Measures/Targets
Enable all students to have easy access to MyCCC through online instructions and assistance by phone, online or in-person.	Measure: Survey on student access Target: 80% will indicate having easy access to obtain information
Ensure superior customer service from support services staff to our students.	Measure: Satisfaction survey focused on service provided Target: 80% satisfaction
Maintain accurate student data for MIS files	Measure: Data accuracy assessment/correction Target: 100% of student errors are resolved for MIS reporting
Provide timely reporting of graduation numbers in the database system	

<p>Students will be satisfied with the information provided.</p>	<p>Measure: Data reporting Target: 100% of student graduation records will be reported on-time in the Banner system</p>
<p>Students' phone calls were answered in a timely manner.</p>	<p>Measure: Satisfaction survey focused on service provided Target: 80% satisfaction</p> <p>Measure: Satisfaction survey focused on service provided Target: 80% satisfaction</p>

SAO 1: In 2019-20 96.9% of students indicated that it was easy to access to MyCCC. Based on the findings the service areas outcome was met. It is recommended that the department Streamline the process and provide a more user-friendly layout.

SAO 2: : In 2019-20 94.6% of students indicated that Admissions and Records staff were helpful in the admissions and registration process. It was indicated that Coastline campuses should provide more enrollment services and options.

SAO 3: In 2019-20 100% of student errors were resolved for MIS reporting.

SAO 4: In 2019-20 100% of student graduation records were reported on-time in the Banner system.

SAO 5: In 2019-20 94.2% of Students were satisfied with the information provided.

SAO 6: In 2019-20 92.3% of Students' phone calls were answered in a timely manner.

Progress on Initiative(s)

Progress on Forward Strategies

Initiative(s)	Status	Progress Status Description	Outcome(s)
<p>Strengthen customer service, efficiency and support for incarcerated students: Provide additional support to admissions and residence services</p>	<p>In-Progress</p>	<p>The support staff for the incarcerated program strives to provide the best service. They face challenges as we go through changes with not being able to hiring and retain hourly support staff for the area. Another challenge was our OCR software failing, which requires applications to be manually processed. Despite the challenges the staff has performed at a high level.</p>	
<p>Transition to Banner 9: Provide technical support for staff and students in A&R supporting the Banner Transformation</p>	<p>Completed</p>	<p>This is a 3-phase project. The first two phases are complete. Phase three is in progress with an anticipated completion date of 6/30/2020.</p>	<p>The outcomes to date are the Coast District has moved to cloud based servers which provides for a more stable environment, that is able to handle larger system loads. Banner 9 is a web based system that uses Oracle pages for cleaner easier navigation. The third phase of the project, converting to a single term configuration was</p>

Initiative(s)	Status	Progress Status Description	Outcome(s)
			completed and launched on 6/15/2020.
Strengthen customer service, efficiency, and support for incarcerated students: Provide technology for students to use MyCCC (Welcome Center)	Not Started	This initiative is dependent on the state prison system providing computer access to incarcerated students. At the last proctors conference, it was stated that the system is progressing toward a pilot program. No dates were provided.	The expected outcomes for this initiative would be enabling incarcerated students to apply and register online, take online classes and eliminate delays in grading work and processing grades etc.
Provide new software support for receptionist and call center management (phones, other communication modes) (Welcome Center)	Completed	Have implemented Ring Central phone system. District is looking into Ring Central Contact Center software which is more robust than the basic phones.	The implementation of Ring Central has given us access to our work phones offsite, the ability to respond to staff and students in a timelier manner. A decision was made not to use Ring Central Contact Center. Ring Central has been essential for providing service during remote work due to the world wide pandemic.
Implement Cranium Café (Welcome Center).	Completed	We have posted on the website that Cranium Café calls are available by appointment.	Improved customer service, that allows video calls to better serve students by allowing screen sharing to assist with forms, registration and other services.
Actively enroll Coastline College Promise students (Welcome Center)	In-Progress	Welcome Center staff assist promise student with registration as needed each semester. They are available to answer questions and assist as needed.	This service provides a hands-on model working with students which helps them engage with the college and feel part of the coastline family
Transition to Banner 9 including Banner 9 self-service and conversion of our student information system to a single term environment.	Completed	Provides an updated self-service product that has additional features and compatible with mobile devices	Self-Service registration version 9 was launched on 6/15/2020. This provides an updated self-service product that has additional features and compatible with mobile devices.

Response to Program and Department Review Committee Recommendation(s)

Progress on Recommendations

Recommendation(s)	Status	Response Summary
Seek opportunities to collaborate with other student support services as it related to Coastline Pathways implementation.	In-progress	A&R team members are participating in the design teams working collaboratively with other members to implement processes that help students easily navigate the admissions and registration processes
Continue to utilize service area outcome data to support planning.	In-progress	A&R continues to use SAO's for planning. We look for technology that can improve service and strive to produce accurate work.
Strengthen awareness about the waitlist process for students and employees.	In-progress	We continually review website information and student communications related to wait lists. We improve communications as we receive feedback from students and staff regarding the process, keeping in mind the system limitations to the process.

Department Planning and Communication Strategies

Weekly staff meetings are held to discuss SAOs, equity, and institutional performance data. Staff are encouraged to share ideas, participate in other college committees, to give and receive feedback on these areas. As ideas and feedback are shared, they are reviewed to see if they can be implemented.

Coastline Pathways

A&R staff are participating on Pathways Design Teams, providing ideas and feedback on areas related to student services. This active participation provides ideas on how A&R can help students navigate their experience at Coastline College to help them efficiently achieve their educational goals.

Equity

Low income students not having access to technology for assessing the admissions application, and online registration.

Efficiency

Based on survey results we do not have efficiency gaps. We have accomplished a high satisfaction rate with our services. That being said we need to keep our fingers on the pulse of the students to ensure that we maintain a high level of service and make any small improvements that we can.

Implications of Change

There are opportunities to change how we communicate with students meeting students where they are at instead of expecting students to meet us where we are at. We need to communicate with student using their preferred communication tools when possible.

Section 2: Human Capital Planning

Staffing

Staffing Plan

Year	Administrator /Management	F/T Faculty	P/T Faculty	Classified	Hourly
Previous year	1			18	12
Current year	1			18	0
1 year	2			27	20
2 years	2			27	20
3 years	2			27	20

In order to efficiently provide a high level of service to students and maintain use of current and future technology, Admissions and Records will need additional positions that include a Manager, Enrollment Services, Technical Functional Analyst, A&R Tech II for residency support, and additional Hourly Support in both the incarcerated programs, Admissions/Residency, Transcripts and Verifications and to staff the Welcome Center. With the changes in the District hourly personal policies, having permanent part-time staff in place of some hourly positions is crucial in order to have consistent, superior service to students and staff. The areas with the greatest need for permanent part-time staff are in residency and the Welcome Center.

Professional Development

Professional Development

Name (Title)	Professional Development	Outcome
Flex Day	Various Staff Development Workshops – All staff	Improve overall staff service
Inclusiveness Training	Inclusiveness – All staff	Learning to be inclusive of all people regardless of differences
Verbal De-Escalation Training	Customer Service and Conflict Resolution – All staff	Staff learned how to react in confrontational situations
Safe Talk	Suicide Awareness – All staff	Becoming aware of suicidal signs and behavior
Guided Pathways Equity and Inclusion	Serving Disabled Students – All staff	Learning how to best serve the needs of disabled students

Section 3: Facilities Planning

Facility Assessment

Currently, the department operates on the first floor of the College Center Campus. In 2019-2020 no major changes occurred with the department facilities

Based on your forward strategy what facilities will you need?

A new building is being planned and should be completed in 2022. What is needed in the new building is an open concept design with a large lobby, kiosks for students to serve themselves, a one-stop concept so that students can easily take care of business without having to go to different floors. The main departments that should be on the same floor are Admissions and Records, Financial Aid and Counseling so that students can receive all needed services seamlessly.

Admissions and Records will need Offices/cubicles for up to 27 permanent staff and up to 16 hourly staff. The layout of the area for admissions and records needs to be laid out so that Managers/Team Leads can see and hear student activity at the counter. This allows knowledge of office operations and timely intervention if a student is upset and needs higher level assistance. As Cranium Café is implemented, having a dedicated space to utilize this service that is enclosed and permits privacy when assisting students will provide the level of service and confidentiality that students expect.

Section 4: Technology Planning

Technology Assessment

The department currently uses computers, with dual monitors to process admissions, records and registration. We utilize web cams for cranium café. We use a VoIP phone system, that allows us to answer phones and service students whether working in the office or working remotely.

The Coast District implemented Banner 9 which includes a modern interface with the self-service functions in Banner. This interface provides students with a better online experience.

To effectively operationalize and complete the forward strategies we will need to fully implement Cranium Café or similar product that allows instant communication with students. We will need a dedicated computer and quality headset with microphone to utilize this technology. The new phone system requires new headsets for hands free conversations. New Kiosks will be needed for the new building to provide fast secure stations for students to take care of college business.

Section 5: Ongoing/New Initiatives

Initiative: Continue transition to Banner 9 including Banner 9 self-service and conversion of our student information system to a single term environment.

Describe how the initiative supports the college mission:

Provide an explanation of how the initiative supports the College mission. The initiative supports the college mission by steadfastly focusing on providing access and supporting student success and achievement. Banner 9 improves the student experience by providing a mobile friendly structure so students can utilize our registration system on any mobile device. Banner 9 allows for improved student communication through the improved Banner Communication module.

What college goal does the initiative support?

- Reduce all student equity gaps regarding access and achievement (Equity)
- Increase student completion and achievement outcomes by 20% (Achievement)
- Strengthen College collaboration, communication, continuous learning, and community engagement (Engagement)
- Further develop, adopt, and adapt innovative practices and technologies that advance student success and institutional effectiveness (Innovation & Effectiveness)

How does this initiative play a part in Coastline Pathways?

Having a Student Information System that is based on current software platforms and a Student Portal is mobile friendly and easier to navigate is just one step in provide an easily navigable admissions and registration system that will facilitate students enrolling in the classes they need to achieve their educational goals.

What evidence supports this initiative? Select all that apply

- Learning or Service Area Outcome (SLO/SAO) assessment
- Internal Research (Student achievement, program performance)
- External Research (Academic literature, market assessment, audit findings, compliance mandates)

Describe how the evidence supports this initiative.

Student surveys on using the student portal to apply to Coastline and register for classes shows 93% or higher satisfaction with using online services.

Recommended resource(s) needed for initiative achievement:

The resources are A&R staff, IT staff, project manager working collaboratively to install test and implement the software.

What is the anticipated outcome of completing the initiative?

An even higher student satisfaction rate, leading to increases in enrolment, retention, and graduation.

Provide a timeline and timeframe from initiative inception to completion.

The initial phases of the project began on 2016 and completed June 2020. There will be ongoing implementation of additional modules for students and faculty to continue to improve the student experience and improve advising from counselors. Additional phases should be completed by January 2022.

Section 6: Prioritization

List and prioritize initiative requests.

Initiative	Resource(s)	Est. Cost	Funding Type	Health, Safety Compliance	Evidence	College Goal	Complete By	Priority
Provide additional managerial support to A&R in the Directors absence	Manager Enrollment Services	TBD	On going		Internal research	Access and Student Support	06/30/2020	2
Provide additional support to admissions and residence services	A&R Tech II, Permanent part-time staff	TBD	On going		Internal research	Student Success, Completion, and Achievement	06/30/2020	1
Provide technical support for staff and students in A&R supporting the Banner Transformation	Technical Analyst	TBD	On going		Internal Research	Student Success, Completion, and Achievement	06/30/2020	3
Provide technology for students to use MyCCC	Kiosk Computers	TBD	One Time		Internal Research	Access and Student Support	06/30/2021	4

Prioritization Glossary

Initiative: Provide a short description of the plan

Resource(s): Describe the resource(s) needed to support the completion of the initiative

Est. Cost: Estimated financial cost of the resource(s)

Funding Type: Specify if the resource request is one-time or ongoing

Health, Safety Compliance: Specify if the request relates to health or safety compliance issue(s)

Evidence: Specify what data type(s) supported the initiative (Internal research, external research, or learning outcomes)

College Goal: Specify what College goal the initiative aligns with

Complete By: Specify year of anticipated completion

Priority: Specify a numerical rank to the initiative