

Coastline Community College
 Annual Institutional Planning Report
 Departmental Review

Department: Associated Student Government (ASG)

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	0	0	0
Number of Full-Time Faculty	0	0	0
Number of Full-Time Managers	1	0	0
Number of Part-Time Classified	1	0	0
Number of Part-Time Faculty	0	0	0
Number of Part-Time Managers	0	0	0

2. Department Activities

1. ASG Meetings (twice a month – 2nd and 4th Fridays)
2. Constitution Day activities (September 2013)
3. Participation in District Student Council (meets once a month)
4. Angel Tags Toy Drive in Partnership with President’s Office (December 2013)
5. Financial Support for College/Department events (Including Transfer Fair, EOPS Holiday Event/End-of-year banquet, and Graduation)
6. Scholarships (\$35,000 annually)
7. Movie Night: Frozen (Spring 2014)
8. Activate Clubs: Student Activities Club, Psychology Club, English Club, Business Honors Society (Provide clubs with \$1,000 seed money)
9. By-laws Revision (Spring 2014)
10. Elections (Spring 2014)
11. Recognition/Installation Dinner (May 2014)

Coastline Community College
 Annual Institutional Planning Report
 Departmental Review

Department: Associated Student Government (ASG)
 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
Create Full-time ASG Clerical Position	\$40,000 Continued Funding – To meet the need of an anticipated increase in the Student Life area’s volume of work. Currently, the ASG is in the process of securing a part-time Clerical and funding it from the ASG fund.
ASG Promotional Campaign: Raising Awareness of ASG	\$3,000 for printing and/or design work for a “refresh” on all ASG promotional materials

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

Administrative Unit/Service Area Outcomes	AUO/SAO Findings
1. ASG Executive members will be able to identify personal leadership styles and strengths.	Findings: There is no data collected on this SAO from past ASG Advisors.
2. ASG members will engage in shared governance meetings and utilize committees in order to update By-laws and plan student activities.	Findings: ASG is actively pursuing a presence at Coastline’s College Committee meetings, however some members are not engaged or submitting regular reports to the ASG. Key standing committees within ASG have been inactive for some time, including the Finance, By-laws, and Public Relations Committees.
3. ASG members will be able to understand departmental budgets, college and District policies and procedures.	Findings: Knowledge of departmental (ASG) budgets is limited to the ASG Treasurer and Advisor. Through participation in participatory governance/College committees, a small group of ASG members engage actively with the development of College and District policies and procedures.
4. ASG members will be able to follow procedures when conducting business with limited assistance from Advisor or Coordinator.	Findings: It is difficult to capture data on this outcome. ASG members are required to follow guidelines from Robert’s Rules of Order and are bound by the Brown Act meeting and posting requirements. The ASG Standing Rules have not been updated since 2012.

Coastline Community College
Annual Institutional Planning Report
Departmental Review

Department: Associated Student Government (ASG)

Planning Year 2014 for 2015 planning process

Action Plans in response to the outcomes:

1. Discussion: During the trainings in the beginning of the Fall and Spring semesters ASG Executive Officers are given the opportunity to reflect on their leadership styles and strengths. Going forward, more attention will be given to this aspect of training with the regular use of the Strengths Finders product. At the end of the year, a questionnaire will be completed by all ASG Executive members on leadership styles and strengths, utilizing the Strengths Finders information as a pre-test. The ASG Advisor plans to increase training offerings for ASG members throughout each year, including special topics like Conflict Resolution, Communication Skills, Leadership Theory, etc.
2. Discussion: Increased attention must be provided to encourage broad participation in the College's decision-making process. The ASG Secretary will be tasked with tracking student attendance at College Committees, and additional student representatives will be added to meetings as needed during the Spring 2015 ASG training. The ASG Advisor plans to coordinate efforts for increased student participation by utilizing part-time staff and ASG student support.
3. Discussion: ASG is in the process of reactivating the Finance Committee, which will provide ASG students with an opportunity to become more engaged with the decision making process for ASG budgets. Through the increased efforts to assign and track student representation at College committees, a wider group of ASG students should gain better understanding of District and College policies/procedures.
4. Discussion: Parliamentary Procedure training will be provided to all ASG members during the Spring 2015 Training, which will help provide students with the skills to be more autonomous when conducting business. The ASG Advisor plans to provide this training in an ongoing/annual basis.

Coastline Community College
Annual Institutional Planning Report
Departmental Review

Department: Associated Student Government (ASG)

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
1. Realign department functions and the role of Associated Student Government under the umbrella of Student Activities.		x			Instead of "Student Activities" will now be referred to as "Student Life"
2. Develop a Club Handbook to guide faculty on how to create and maintain student clubs.			x		
3. Increase the number of student club activities including, but not limited to, English Club, Honors Club, Speech/Debate Club, and Political Science Club.		x			
4. Relocate and expand the Associated Student Government Office.	x				ASG now housed at Newport Beach Center in Room 224
5. Increase the number and dollar amounts of ASG-sponsored College Scholarships.	x				Number was raised from \$35,000 to \$40,000 in the 2014-2015 school year
6. Increase the number of Coastline students who join and participate in ASG and other College activities.		x			
7. Review scholarship software application to increase the number of student applications for improved accessibility to Coastline scholarship opportunities.				x	Not under ASG's purview, referred to Coastline Scholarship Committee/Work Group
8. Review all ASG forms to make accessible for online completion and submission (PDF format).		x			
9. The ASG will provide campus community members with important social, cultural, and recreational opportunities as well as a wide range of programs and services.		x			This is a major function of the ASG
10. The Student Activities department will develop procedures, processes, and environments for students involved in ASG activities, programs, and services to achieve maximum involvement in their college life.			x		

Coastline Community College
 Annual Institutional Planning Report
 Departmental Review

Department: Associated Student Government (ASG)

Planning Year 2014 for 2015 planning process

Analysis of Progress on 5-year Goals

Overall, the goals (approximately 70%) have been addressed through new or existing programming of the ASG. Certain goals will be abandoned due to there already being structures within the College tasked with the responsibility. Seeing that the majority of goals have been completed or are in progress is a healthy sign for ASG.

In reading the most recent Comprehensive Program Review, it is clear that the ASG is a newly restructured entity as of 2010. Much progress has been made, but in many ways the ASG is still in the early development stages. Many organizational improvements will need to be addressed to enhance the current structure of the program.

Recent survey data, collected by the Office of Institutional Effectiveness & Research, indicated that many students are still not aware of the existence of ASG or its purpose. Among staff and faculty, there is a good level of familiarity with ASG but students of Coastline are the “target” group for the organization. As such, ASG is in the process of developing new approaches to raising awareness of ASG and its programs and services.

ASG has grown in number during the 2014-2015 school year, now having a full board with no vacancies. As such, many of the projects that are in progress including Goals 3, 6, 8, and 9 will be more adequately addressed by the students in positions with ASG.

6. New Annual Program/Department Goals

Goal	5 Year Goal Addressed	Project Completion Date	Lead Employee	Comments
None				

Coastline Community College
 Annual Institutional Planning Report
 Departmental Review

Department: Associated Student Government (ASG)
 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
Create position and complete hiring process for full-time ASG Clerical Support	6	Provide greater access to ASG during regular business hours	Staff	Office/Desk Space	1	\$40,000	ASG

*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.

Coastline Community College
 Annual Institutional Planning Report
 Departmental Review

Department: Outreach & Recruitment

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	0	0
Number of Full-Time Faculty	0	0	0
Number of Full-Time Managers	1	0	0
Number of Part-Time Classified	0	1	1
Number of Part-Time Faculty	0	0	0
Number of Part-Time Managers	0	0	0

2. Department Activities

1. College/Career Fairs (16 events in 2013-14)
2. Daytime Classroom Presentations (14 events in 2013-14)
3. Counselor Meetings (one-on-one/small group) (16 events in 2013-14)
4. Community Outreach Events (9 events in 2013-2014)
5. Collaboration with Coastline Marketing Dept. (Multiple projects coordinated in staff meetings)
6. College Preview Day (conference program hosted by Coastline, 200+ students in attendance)
7. Latino Youth Leadership Day (conference hosted by Coastline, 50-60 students in attendance)
8. CTE Collaborative “Pathway Day” Events (4 events in 2013-14)

Please see PDF attachment for complete calendar list of Outreach activities for 2013-2014. Contact count included as well.

Coastline Community College
 Annual Institutional Planning Report
 Departmental Review

Department: Outreach & Recruitment
 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
Online Student Outreach: Development of branded Coastline online marketing campaigns (web banners, emails, video content, etc.)	\$30,000 additional to annual \$50K for General Outreach/Part-time Graphic Designer (housed in Marketing Department)

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

Administrative Unit/Service Area Outcomes	AUO/SAO Findings
Students will report that they are well-informed of the College’s programs and services. (Reference Marketing Program Review from 2013-2014)	On multiple occasions, students at college night fairs report they’ve never heard of Coastline. High school professionals are familiar with Coastline, but often report they are not as familiar with the programs and services as compared to Goldenwest and Orange Coast College.

Action Plans in response to the outcomes:

1. The Outreach Team (composed of one staff member and one administrator) will continue to partner with the Marketing Department to develop new printed and electronic materials to promote Coastline’s programs and services
2. The Outreach Team will develop new programming to provide workshops for high school students, community members, and professional staff from local high schools
3. The Outreach Team will continue to build connections with local high school counselors and provide informational presentations in classrooms

Coastline Community College
 Annual Institutional Planning Report
 Departmental Review

Department: Outreach & Recruitment
 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
Students will report that they are well-informed of the College's programs and services. (Reference Marketing Program Review from 2013-2014)		x			

Analysis of Progress on 5-year Goals

Outreach is a new student services program as of 2014-2015. The progress made in this area has been based out of the efforts from the Marketing Department. Many new marketing materials and strategies have been employed to ensure that there is more Coastline awareness in the public and at our local high schools. Now that the program has been established, new goals and AUOs will need to be developed.

6. New Annual Program/Department Goals

Goal	5 Year Goal Addressed	Project Completion Date	Lead Employee	Comments
Overall student enrollment will increase by at least 1% beginning with the 2015-2016 school year.	1	September 2015	Staff	This figure seems realistic, as the numbers for headcount between Fall 2012 and Fall 2013 matched this increase.
The percentage of first-time student enrollment will increase by at least 1% beginning with the 2015-2016 school year.	1	September 2015	Director	
Participation in Outreach events held at the Coastline learning centers will have an increased number of high school students/personnel in attendance	1	June 2015	Staff	
Overall enrollment of face-to-face students will increase in 2015-2016.	1	September 2015	Director	Face-to-face students have decreased while Online and Distance Learning student populations have grown or remained the same as previous years.

Coastline Community College
 Annual Institutional Planning Report
 Departmental Review

Department: Outreach & Recruitment
 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
Develop database for newly recruited students	#3	Better tracking and responsive communication with potential Coastline students	Electronic Database	Web integration (IT); student employees	1	\$0.00	N/A
Build Coastline Ambassadors Program: Student Outreach	#3, #4	Involve current Coastline students in Outreach & Recruitment activities	Student Staff/FWS	Office space, computer stations, uniforms	2	\$10,000	General Outreach Budget

*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.