



2014

Department Review

Office of Student Services

Executive Summary

This document represents the first program review for the Office of the Vice President of Student Services. While the Vice President's Office itself as an entity is comprised of only two staff members, the Office itself is part of a larger Vice President's Wing comprised of the Admissions and Records; Financial Aid, Counseling and Support Services; the Assessment Office, Extended Opportunity Program and Services; Transfer and Career Services; Student Life, Student Government, and Outreach. The Vice President's Office operation has a student success focus to support students through their learning and ability to transfer and find employment.

The main focus of this review is the planning of multiple initiatives the Vice President of Student Services has begun within the Wing of Student Services. The Administrative Outcomes have been revised and all are in progress to support the many initiatives of the Student Services Wing. The Vice President has an aggressive and futuristic agenda with nine distinct initiatives/goals for the Student Services Wing to implement, collaborate, and create over the next five years. The data from the surrounding communities suggest that Coastline Community College work better to provide access to many of its underserved students in the area and this planning is constructed to meet those needs. The provided data suggests that many students need to learn more about the services of Coastline Community College and some are either not aware of the services or

Section 1: Departmental Planning:

1.1 Department Overview

The Office of the Vice President of Student Services serves as the vision and management team leadership for the Wing. The Office is directly involved in Student Conduct, Title IX, and Chairs the Behavior Assessment Team (BAT). The Office sets the vision for the whole wing and supports each office within the Wing to meet its office goals through planning and structured support. The office consists of the Vice President of Student Service and the Assistant to the Vice President of Student Services.

1.2 Department Assessment

In fall 2014 a student survey was conducted on the overall satisfaction of the departments within the Student Services wing. The most glaring statistic is when you combine “heard of/don’t need” and “Never Heard Of” percentages in all but Academic Advising Planning. Forty to seventy-three percent of students don’t believe they need or never heard of the services for the rest of the categories. The data shows a gap of knowledge for much of the student population. This data further shows the need for a more distributive student services model and a more robust student communication strategy.

Service	N	Used/Satisfied	Used/Not Satisfied	Heard Of/Don't Need	Never Heard Of
Academic Advising/Planning	343	76%	13%	9%	3%
Career Center	326	30%	3%	52%	14%
Career Counseling	322	36%	6%	47%	11%
English/Math Placement Testing	330	58%	5%	35%	2%
New Student Orientation to College (Group)	319	22%	4%	54%	19%
New Student Orientation to College (Online)	327	55%	5%	29%	11%
Walk-in/Resource Counseling	327	41%	6%	37%	15%
Online Advising	325	35%	9%	33%	23%
Transfer Center	315	25%	8%	55%	12%

1.3 Progress on Previous Goals

This is the first Comprehensive Department Review therefore there have been no previous goals established.

1.4 Administrative Unit/ Service Area Outcomes

AUO/SAO 1: 1. Provide open access to allow students to obtain information on services available.

TARGET: 80% of students will be satisfied with the availability of online information on student services.

FINDING: In-progress.

ACTIONS: Creating the Information Center to perform these communications via email, Facebook, Twitter, etc.

AUO/SAO 2: 2. Determine customer service from Coastline Community College students using a five point Lickert scale to determine if services are at an acceptable level.

TARGET: Point of service at Admissions & Records, Financial Aid, Extended Opportunity Program & Services, Associated Student Government, and other office to be determined.

FINDING: In-progress.

ACTIONS:

1.5 External Compliance

Title IX: Sexual Violence and Harassment prevention and intervention; the Violence against women reauthorization act is required to be implemented by July 1, 2015. These include policy and procedure, statistics reporting, and good-faith efforts to market contact and information to students, staff, faculty and managers. These are Title IX requirements for colleges receiving any federal financial assistance.

1.6 Goals/Recommendations

Goal 1.1

The Office of the Vice President of Student Services will refocus the Coastline Community College Student Support Services Programs to be set-up in a "Distributive Model" where the services are delivered to the student at all four sites of the college and to online/distance education students.

Goal 1.2

Fully implement the Student Conduct, Title IX, and Behavioral Assessment Team to constitute an integrated approach to student intervention and discipline. The implementation will include training programs for students, staff, faculty, and administrators. The program will promote college community awareness of sexual violence, yes means yes, and the student code of conduct.

Goal 1.3

The Office of the Vice President of Student Services will support the Math department in its development of a Summer Math Academy and Winter Math Retention Program by offering professional development and support in coordinating the implementation of the program.

Goal 1.4

The Office of the Vice President of Student Services will support the Director of Student Life, Information Center and Outreach to develop a comprehensive Coastline Community College Student Outreach and Recruitment Program that will target high school graduates, adult re-entry, and online students.

Goal 1.5

The Office of the Vice President of Student Services will support the Dean of Counseling to develop and coordinate Coastline Community College's participation in the Statewide Alternative Assessment Program.

Goal 1.6

The Office of the Vice President of Student Services will support the Director of Student Life, Information Center, and Outreach to create an Information Center to provide human and instant electronic information to Coastline students via telephone, email, text, Facebook, Instagram, Twitter, and other social media.

Goal 1.7

Revising the student support services for the STAR Program to the Newport STAR that will target first-time freshmen at the Newport Beach Center into a Learning Community based system with structure pathways in Business Administration, Psychology, and Pre-Allied Health Certificate. This program will feature embedded tutoring in “gateway” classes.

Goal 1.8

Start working with the Vice President of Instruction to revision the Online STAR Program to create an Institutional intrusive, integrated, student engagement model to increase retention and academic achievement among Coastline Community College online student learners.

Goal 1.9

Start working with the Vice President of Instruction to revision Working Adult type program that will meet the needs of working adults and create a significant increase of academic achievement of students in a structure cohort model.

Coastline Community College Mission and Goals

Coastline's Mission:

Coastline Community College promotes academic excellence and student success for today's global students through accessible, flexible, innovative education that leads to the attainment of associate degrees, transfers, certificates, basic skills readiness for college, and career and technical education.

Goals for fulfilling the Coastline Community College mission:

1. Student Success: Coastline will make learner success its core focus.
2. Access, Persistence and Completion: Coastline will increase student access, and improve persistence, retention, and completion with a particular focus on Basic Skills.
3. Innovation & Improvement: Coastline will continue to create and nurture innovative programs, services, and technology solutions that respond to the needs and expectations of its learning community.
4. Partnerships: Coastline will strengthen and expand its entrepreneurial and grant development, and collaborative activities through partnerships with business and industry, government agencies, and educational institutions, and the public to enhance the College's capabilities and opportunities for students.
5. Culture of Planning, Inquiry and Evidence: Utilizing participatory governance processes, Coastline will improve its collection, analysis and use of data to enhance the teaching, learning, and institutional effectiveness resulting in increased student success.
6. Growth and Efficiency: Coastline will purposefully advance and sustain the College's capacity for student success through the efficient use of resources as well as expanded, diverse, and responsive programs and services.

How will the goal support the mission, vision, goals or CCC Scorecard KPIs of the campus?

The ten goals listed above support Coastline Community College’s mission, vision, and goals of the campus.

Goal	Mission	Vision	Goals
1.1 – Newport STAR	X	X	1, 2, 3, 4, 5, 6
1.2 – Title IX, SC, BAT & training			2,5
1.3 – Support Math Academy	X	X	1, 2, 3, 5,
1.4 – Outreach & Recruitment	X	X	2,3,4,5,6
1.5 – Alternative Assessment	X	X	1,2,3,4,5,6,
1.6 – Info. Center	X	X	2,3,5
1.7 – SS Distributive Model	X	X	2,3,5,6
1.8 – Online STAR	X	X	1,2,3,5,6,
1.9 – Adult STAR	X	X	1,2,3,5,6

Recommendation for goal achievement

The above programs will require additional resources in staffing and technical support. Several of the initial projects are on a pilot basis and if proved successful they will again need permanent staff support for the program. Creating a paradigm shift in how the college communicates with its students may also require some reorganization of the college’s personnel to be put in a position to better assist students and meet student needs.

Section 2: Human Capital Planning

2.1 Departmental Staffing

Table 2.1 *Staffing Plan*

Year	Administrator	Management	Faculty	Confidential/Classified	Hourly
2014-2015 (present)	1	0	0	1	0
2017-2018 (3-year)	1	0	0	1	0
2019-2020 (5-year)	1	0	0	1	0

The Office of Student Services consists of the Vice President of Student Services and the Assistant to the Vice President of Student Services.

2.2 Professional Development

Both staff members have completed and are certified in the National Behavior Intervention Training.

The Vice President has attended the Association of California Community College Administrators Conference, The Technical Directors Training for Extended Opportunities Program & Services, and the Chief Student Services Officers New Vice President's training. Attended training on Title IX investigations and coordination of Title IX programs.

2.3 Goals/Recommendations

Goal 2.1

To provide the Office of the Vice President of Student Services the necessary expertise to carry out the federal and state mandates and lead the transformational change of the Wing to a more student oriented model.

How will the goal support the mission, vision, goals or CCC Scorecard KPIs of the campus?

The projects meet the mission, vision, and goals of Coastline Community College; from student access and retention to student completion.

Recommendation for goal achievement

The staff of the office will need on-going training of student centered processes, Title IX, student conduct, and behavior intervention program development.

Section 3: Facilities Planning

3.1 Facility Assessment

The facilities planning is a multifaceted plan; the College Center planning outcomes are to provide a student lounge with comprehensive services so students will be able to complete multiple tasks while visiting the College Center. This planning will centralize all student services and coordinate them for a distributive model of student services out to the three Learning Centers. The fourth floor also houses the Financial Aid Office, Extended Opportunities Programs & Services, CARE, and Calworks. This new model will be built to bring services to students not require students to come to the services and if they do make it worthwhile for the student to stay at the College Center.

3.2 Goals/Recommendations

Goal 3.1

Phase one: Reorganize the fourth and First floors to provide centralized comprehensive services. The fourth floor will be reorganized to house all counselors, the transfer and career services, assessment and testing services. This will bring together many of the student assessment and planning services. The first floor will bring together the general information and student engagement functions such as Associated Student Government, Student Life, Student Outreach & Recruitment, the Information Center, and the student lounge. The creates a study and hangout spot for students all the while have the vital testing and assessment with student planning right above them.

Phase two: Setting up a distributive model at each of the three Learning Centers Newport, Garden Grove, and Le-Jao; in a distributive model there must be a multi-functional space that will be able to house various types of student services from very private counseling sessions to walk-up services to small group services. These spaces must be able to change from Financial Aid to Admissions & Records within one day; from general counseling to EOPS counseling and then to career & transfer advising. This phase will require negotiations with campus Dean to trade or revision space to fit a distributive model.

How will the goal support the mission, vision, goals or CCC Scorecard KPIs of the campus?

Goal	Mission	Vision	Goals
Phase one	X	X	2,3,5,6
Phase two	X	X	2,3,5,6

Recommendation for goal achievement

Both the phases will require funding for remodeling of the fourth and first floors and initial set-up supplies for the offices moving into the new spaces.

Section 4: Technology Planning

4.1 Technology Assessment

The infrastructure is missing in order to operate a state of the art student outreach and recruitment program and also a more comprehensive student engagement strategy using Facebook, Twitter, InstaGram, email, text, telephone, and U.S. mail.

4.2 Goals/Recommendations

Goal 4.1

The goal of the technology plan is to recruit new students to Coastline Community College using technology to communicate the college’s message to students. Through the use of lead cards and data bases the college will create a constant contact system where students are reminded of the value of attending Coastline Community College. The goal also includes a more robust student engagement plan to use social media, email, text, telephone, and U.S. mail to create a more efficient means of college to student communication of programs, deadlines, services, events, etc. The use of technology in student engagement supports Coastline Community College’s Mission Statement by providing a flexible and innovative support program to help its students obtain their associate degree and/or certificate.

Goal	Mission	Vision	Goals
Recruitment Database	X	X	2,3,4,5,6
Online STAR Agreement	X	X	1,2,3,4,5,6
Social Media	X	X	2,3,5

Recommendation for goal achievement

The projects will require new computers for the Information Center and the movement of personnel for Outreach and Recruitment in order to manage the data in the new outreach and recruitment data base being constructed by OLIT.

The Information Center must focus on the latest and older social media in order to reach as many students as possible. Also technology must be used in conjunction with U.S. mail to reach as many potential students and their parents as possible.

Section 5: Comprehensive Planning Recommendations

5.1 Goals

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5.2 Budget Prioritization Overall

Goal	Action Plan	Inst. Goals	Type of Resource	Resource needs, if any	Dept. Priority	Approx. Cost
1.1/3.1/4.1	Distributive Student Services	2,3,5,6,	Facilities, technology, and staff	Re-organization of the area and obtain new furniture, computers, and make 1 year contracts permanent	1	\$230,000
1.7	Newport STAR	1,2,3,4,5,6	Administrative	RE-organization of several offices to meet the needs of the program	2	No Cost
1.2	Title IX training & implementation , student conduct, Behavior Assessment Team	2,5	Administrative	Training materials, meetings with all college personnel	3	\$2,000
1.6, 4.1	Information Center	2,3,5	Staff	The office will require the necessary staff and student assistants to maintain a level of communication with Coastline Students	4	\$240,000
1.4, 4.1	Outreach & Recruitment	2,3,4,5,6	Technology	Re-organization of several offices to create a functioning outreach & recruitment program	5	Data base being built by OLIT
1.5	Alternative Assessment	1,2,3,4,5,6	Administrative	Staff time	6	No Cost
1.3	Support the Math Academy	1,2,3,5	Technology, Administrative	Working relationship with the Math department to collaborate on a new type of Math Academy	7	\$10,000 from Student Equity Program
1.8,1.9	Online & Adult STAR	1,2,3,4,5,6	Administrative	Collaborate with the Vice President of Instruction to create two new STAR Programs	8	No cost



Department Review Validation Report Office of Student Services

The purpose of the Department Review Validation Report is to provide quantitative and qualitative support to the validation process of the comprehensive Department Reviews. The process will be a composite rating score for evidence supporting the planning aspects of the document. Recommendation(s) are provided for department improvement to be addressed in annual department reviews.

Mean (Average) Score

Excellent 1.80 - 2.00

Standard 1.00 – 1.79

Below Standard < 1.00

Criteria	Average Score
1. Department-related data was integrated and discussed within the document.	1.67
2. Service area/administrative unit outcome results were discussed and action plans developed	1.44
3. Previous initiatives were addressed to ' <i>close the loop</i> ' in planning.	N/A
4. The document was clear in its goals and action plans.	1.33
5. All initiatives were aligned with and supported the College Goals.	1.89
6. The document provided a comprehensive review of the department.	1.56
7. The document provided a comprehensive prioritization of recommendations.	2.00
8. There is substantial information/evidence to support the resource request(s).	1.22

Commendations:

1. The Committee commends the office for its aspirational vision and goals.

Recommendations:

1. The Committee recommends that the office discuss the use of Service Area/Administrative Unit Outcomes and summarize the ongoing dialog of outcome and achievement data.