



2015
Annual Department Review

Student Life
Outreach & Recruitment
Info Center

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Section 1: Department Planning:

Internal Analysis

Student Life & Outreach is in the beginning stages of development as a program of Coastline Community College. 2015-2016 marks the beginning of the first full cycle of this department. The details of the department's areas/activities are listed below in Table 1.1. The department has a new Director who began work in September 2014 and has supported the growth and activities of Associated Student Government (ASG), Clubs, and other extra-curricular events. In addition, the Director manages the Outreach & Recruitment for the College as well as the Info Center.

Table 1.1

Student Life & Outreach – Department Activities and Staffing (As of August 2015)	
Student Life: ASG, Clubs, Other Student Activities	1 Director; 1 Hourly Clerical
Outreach & Recruitment: High Schools/Community	1 Director; 1 Full-time Specialist; 1 Hourly Assistant
Info Center: Receptionist, Mass Communication	1 Director; 1 Full-time Classified; 8 Student Assistants

Associated Student Government

ASG held two large events between the fall and spring semesters, provided volunteer services at numerous events, and met frequently to conduct business regarding the ASG budget. In addition, this past year 2014-15, ASG developed a new Election Code to govern the procedures of elections, created governing documents for its three standing committees, and began work on restructuring the organization as a whole. In May 2014, there was only one student on the ASG roster. Since that time, the ASG has been filled to capacity with no vacancies, and at the same time of year in 2015 had 6 members.

Clubs

In 2014-2015, ASG activated a total of four (4) student organizations: English Club, Psychology Club, Student Veterans of America (SVA), and Student Activities Club (SAC). The most active clubs were SVA and SAC, hosting regular meetings and numerous events on campus and out in the community. Membership in the Clubs was not solid at the end of the year, indicating that club officers and members may need additional assistance this year in successfully navigating the transition from spring to fall.

Outreach & Recruitment

2014-2015 also saw the enhancement and redevelopment of Coastline's efforts in outreach and recruitment. For several years, the outreach function of the College fell between one full-time Recruiter in EOPS and the Marketing Department. Beyond the Marketing plan and regular attendance at College Fairs, there was not much to be said about our outreach activities. With the arrival of a new Vice President of Student Services in August of 2014, Outreach expanded its focus and also began exploring a more recruitment-centric approach (primarily seen in the strategies used for the new STAR Program). Please see Table 1.2 for a more detailed breakdown of Outreach & Recruitment activities for 2014-2015.

Table 1.2

Date	Event/Organization	EVENT TIME	Count
9/20/2014	Foster Youth College and Career Resource Fair	10:30am-1pm	200
9/22/2014	Fullerton USD - South @ Troy HS	7-8:30pm	100
9/24/2014	Valley High School (HS Celebration)	11am -12:30pm	200
9/25/2014	Fullerton USD - North @ Sonora High School	7-9pm	TBD
10/6/2014	Huntington Beach UHSD @ Marina HS	7-9pm	400
10/8/2014	Newport-Mesa Unified School District	6:30-9pm	1000
10/13/2014	Garden Grove Unified School District @ BGHS	6:30-8pm	500
10/15/2014	Fountain Valley High School – Regular Visit	9am-11am	900
10/15/2014	Ocean View High School "College Knowledge" Night	6pm	200
10/20/2014	Servite/Rosary/Connelly HS's @ Servite	6:30 – 8:30pm	200
10/21/2014	Anaheim Union High School District Career Fair	5:30 - 8pm	500
10/21/2014	Mater Dei High School (College Fair)	7-9pm	200
10/23/2014	Santa Ana USD @ Valley High School	6:30 – 8:30pm	1000
10/24/2014	Senior Transition Resource Day (DSPS)	8:30-2pm	250+
11/3/2014	Tustin USD @ Tustin HS	6 – 8pm	500
11/5/2014	Orange USD @ El Modena HS	6 – 8pm	100
11/10/2014	Fountain Valley High School – general visit	8:30am - 2pm	125
11/20/2014	Savanna High School – informational event	9am-12pm	100
12/5/2014	HS Counselors Breakfast and Mini-conference (Newport)	8am-11:30am	30
1/21/15	Godinez High School (CPD Promotion)		20
1/28/15	Huntington Beach HS (CPD Promotion)		60
2/2/15	Back Bay/Monte Vista HSs (CPD Promotion)		1
2/6/15	College Preview Day @ Newport Beach Center	9:00am-1:00pm	417
2/12/2014	Brea Olinda High School – informational event	9:30am-1:30pm	200
2/18/15	Huntington Beach HS (Presentations to Seniors)		60
2/19/15	Huntington Beach HS (Presentations to Seniors)		40
2/28/2015	APIASF Jump Start College Tour's College Success Panel	9-1pm	40
3/11/2015	College Knowledge Night (3 presentations/Spanish)	5:30-8:30pm	20
3/17/2015	Seegerstrom High School (College/Career Fair)	8:30am-12:30pm	200+
4/1/2015	Westminster High School (College & Career Fair)	10am-12pm	100+
4/4/2015	GetSTARTed Event – STAR Program Recruitment	9:00am-12pm	20
4/30/2015	Career Fair @ Bolsa Grande High School	5:30-8pm	300+
5/2/2015	GetSTARTed Event – STAR Program Recruitment	9:00am-12pm	25
6/27/2015	STAR Orientation (mandatory for STAR students)	9:00am-1:00pm	50+

A Change in Philosophy

Under the leadership of the Vice President of Student Services and the Director of Student Life & Outreach, the College's outreach activities have taken on a new philosophy. In regards to the name, the Program is now referred to as Outreach & Recruitment. "Outreach" refers to the large-scale, general info

provided *from* Coastline *to* prospective students and the public. Outreach is about educating people on Coastline’s programs and services and collecting leads for further follow up. “Recruitment” is where the hard work of event planning (see GetSTARted Events listed in Table 1.2), follow up by major/program of interest, and continual “nudging” takes place. With this approach, the Outreach & Recruitment team was able to focus its efforts on building up one program: STAR On-site at Newport Beach.

The STAR Programs

For about 14 years, Coastline has had a fast-track/accelerated program called STAR. In the early stages, STAR was designed with a schedule to accommodate working adults. More recently, the program was geared toward students who wanted to transfer out of Coastline by means of an accelerated curriculum. In 2014-2015, a task force of Coastliners from the Student Services and Instruction wings got together and rewrote the program to include guaranteed classes, in class tutors, dedicated counseling staff, and dedicated student activities. The new STAR structure includes an online and on-site (Newport Beach Center) option in three majors: Business Administration, Psychology, and Pre-Allied Health.

From April 2015, the team in Outreach & Recruitment worked diligently to target local high school students graduating as seniors. The table below (Table 1.3) provides a brief summary of the outcomes.

Table 1.3

STAR Business (on-site at NBC)	STAR Psychology (on-site at NBC)	STAR Pre-Allied Health (on-site NBC)
20 total students	18 total students	24 total students
Overall Total: 62		

Info Center

A visible, significant change has been observed College-wide with the introduction of Coastline’s first Information (or Info) Center. The Info Center is a repurposing of the “Receptionist Desk” in the College Center lobby, staffed primarily by paid Coastline Student Assistants—known as Coastline Ambassadors. Each Ambassador has received training on the policies and procedures for the Center. At the Info Center, there is now a full-time classified Receptionist (Started June 2015) who is primarily there to be a greeter and answer phones and is also responsible for putting out the weekly schedule for the student assistants. Ongoing training is needed to ensure the Info Center provides the best possible referrals and transfers to the various departments of Coastline.

SAO Student Services Survey

Respondents were asked to indicate their level of satisfaction with Coastline’s Associated Student Government (ASG). Results are shown in Table 1.4. Of those who have participated with ASG, 84.9% are **satisfied**, while 15.1% are **not satisfied**.

Table 1.4 Satisfaction with ASG

Answer Options	Participated/ Satisfied	Participated/ Not Satisfied	Respondents
Associated Student Government (ASG)	84.9%	15.1%	86

Additionally, of all respondents (610), 76.4% **have heard of** ASG but **don’t need** its services, and 40.3% of all respondents indicated that they have **never heard of** ASG and don’t need it.

Diversity & Climate

Respondents were instructed to indicate their level of agreement with each of the statements in Table 1.5 about diversity and climate at CCC. The results show that 72.6% of respondents **agree** that Coastline acknowledges and supports diversity, while 2.2% **disagree**, and 25.2% **don't know** or find the statement inapplicable to them. The majority of respondents **agree** that they are treated with respect at Coastline (85.6%), 3.6% **disagree**, and 10.8% stated that they **don't know** or the statement is not applicable to them. Of 586 respondents, 85.5% **agree** that they feel comfortable in the Coastline college environment, 2.9% **disagree**, and 11.6% responded “**don't know/not applicable**”.

Table 1.5 Diversity and Climate at Coastline

Answer Options	Agree	Disagree	Don't Know/ Not Applicable	Response Count
Coastline acknowledges and supports diversity.	72.6%	2.2%	25.2%	588
I am treated with respect at Coastline.	85.6%	3.6%	10.8%	590
I feel comfortable in the Coastline college environment.	85.5%	2.9%	11.6%	586

Qualitative Feedback

The overall perception of the climate at CCC is **positive**, with many respondents indicating they feel that all campuses have a comfortable environment that is **conducive to learning**.

Service Area Outcome(s)

ASG

From previous Program Review documents, the following were identified as outcomes for this department:

1. The ASG will provide campus community members with important social, cultural, and recreational opportunities as well as a wide range of programs and services.
2. A student involved in ASG activities, programs, and services will develop and demonstrate achievement in multiple student involvement outcomes.

Dialog from Department Meetings:

In the most recent department dialog, a shift in focus to the Newport Beach Center has been identified as an important program component. Being that Newport Beach Center is now the main campus support the STAR Program learning communities—with the highest number of full-time, daytime students in attendance—it is most practical to pilot new programming at that campus beginning with 2015-16.

The department supporting student activities has traditionally been synonymous with “ASG”—reflecting an inefficient model with very little institutional support. Identifying that as an issue, the Director and staff of the Student Life office are now seeking to create a “new line” of activities that are sponsored directly by Student Life, separate from ASG.

While ASG is welcome to collaborate, co-sponsor, and participate in the events and activities of Student Life, the above mentioned shift helps to delineate responsibilities and meet the goal of increasing the number of student activities opportunities for all Coastline students.

Outreach & Recruitment

Service area outcomes are in progress for this program.

Info Center

Service area outcomes are in progress for this program.

Progress on Forward Strategy Initiative(s)

Table 1.6 Progress on Forward Strategies

ASG/Student Life Initiative(s)	Status	Progress Status Description	Outcome(s)
Realign department functions and the role of ASG under the umbrella of Student Life	Completed	With the addition of the new Student Life director, the structure is now in place.	ASG and Campus Clubs will increase in membership and quality of programming with the support of full-time workers.
Increase the number of student activities, including, but not limited to, English Club, Honors Club, Speech/Debate Club, and Political Science Club	In-Progress	In addition to the ideas presented in this initiative, new clubs like Surf Club, Hiking/Biking Club, and Phi Theta Kappa are also in the works.	Students will develop leadership skills and other transferrable skills. The presence of Student Life will be more prevailing across all Centers.
Relocate and Expand the ASG Office	In-Progress	ASG will continue to work on identifying a space that is effective at Newport and College Center.	Students will be able to more easily access ASG services and meet with student leaders.
Increase the number of Coastline students who join and participate in ASG and other College activities	In-Progress	ASG Bylaws are being updated this year to allow for more membership.	More members will provide more continuity in ASG programming year-to-year.
Review all ASG forms to make accessible for online completion and submission (PDF Format)	In-Progress	All forms are downloadable in PDF format. Next, electronic submissions.	ASG will see an increase in Distance Learning students getting involved.
Outreach & Recruitment Initiative(s)	Status	Progress Status Description	Outcome(s)
None established.			
Info Center Initiative(s)	Status	Progress Status Description	Outcome(s)
None established.			

Section 2: Human Capital Planning

Staffing

Table 2.1 Staffing Plan – Student Life

Year	Administrator	Management	F/T Faculty	Adjunct	Classified	Hourly
Previous year	Director of Student Life & Outreach (1)	0	0	0	Position Title (# of positions)	ASG Clerical Support Person (1)
Current year	Director of Student Life & Outreach (1)	0	0	0	Position Title (# of positions)	ASG Clerical Support Person (1)
1 year	Director of Student Life & Outreach (1)	0	0	0	Student Life Assistant (1)	ASG Clerical Support Person (1)

Student Life is currently staffed by one administrator, the Director of Student Life, and one part-time hourly ASG Clerical Support Person. In 2014-2015 and 2015-2016, it is anticipated that the staffing would remain the same due to a very gradual development of the program.

Within one year's time, it is the intention of the Student Life program to grow its staffing by bringing a classified position on board. The role of the Student Life Assistant (full-time Classified) would be to support the development of campus clubs at Coastline and provide "co-advisor" support for the Associated Student Government (ASG).

Table 2.2 Staffing Plan – Outreach & Recruitment

Year	Administrator	Management	F/T Faculty	Adjunct	Classified	Hourly
Previous year	Director of Student Life & Outreach (1)	0	0	0	0	Outreach Assistant (1)
Current year	Director of Student Life & Outreach (1)	0	0	0	Outreach Program Specialist (1)	Outreach Assistant (1)
1 year	Director of Student Life & Outreach (1)	0	0	0	Student Life Assistant (1)	Outreach Assistant (2)

Outreach & Recruitment was happy to welcome the first Outreach Program Specialist to Coastline starting in August 2015. With the support of a new full-time staff member, it will be much more feasible to build strong relationships with local high schools and community organizations. The current plan for Outreach & Recruitment is to keep the team to one full-time person and one hourly person. In 2016-2017, the hourly position count will increase by one to provide added assistance in Outreach & Recruitment.

Table 2.3 Staffing Plan – Info Center

Year	Administrator	Management	F/T Faculty	Adjunct	Classified	Hourly
Previous year	Director of Student Life & Outreach (1)	0	0	0	0	Student Assistant (10)
Current year	Director of Student Life & Outreach (1)	0	0	0	Receptionist (1)	Student Assistant (12)
1 year	Director of Student Life & Outreach (1)	0	0	0	Receptionist (1) Admissions & Records Tech II (1)	Student Assistant (6)

The Info Center currently houses a large team of Student Assistants who provide support via phone and email. In the future, the Info Center will grow to house more full-time staff with the student workers to supplement. Student workers have need of a more flexible schedule which is challenging for an office that must be open 45 hours a week (Monday-Friday, 8:00 a.m. – 5:00 p.m.).

Professional Development

June 2015, California Community Colleges Student Affairs Association (CCCSAA), Advisor’s Conference, Walnut Creek, CA

The Student Life Director attended a three-day conference focused specifically on honing the advising and programming skills of advisors from 30+ student governments within the CCC system.

Plans for additional professional development are in progress for newly added Student Life & Outreach staff (June and August 2015).

Section 3: Facilities Planning

Facility Assessment

Provide a description of the program facilities and specify any changes over the past year. Provide evidence of emerging needs for modifications or additions to the program facilities.

At **Info Center**, the Student Services wing provided planning and funding for a new receptionist/work area. This visible, centrally located office is available for walk-ins, phone calls, and email communication. It has 6 workstations, 4 walk-up computer stations, and 6 phone lines.

In **Student Life & Outreach**, a remodeling plan for the 400 Suite (4th Floor of College Center) has been submitted and approved. In early fall 2015, work will be completed on the suite and a complete space with student lounge, student computer access, receptionist desk, and 5 office spaces will be open for use. Within the 400 Suite will be Student Life, ASG, Career Services, Outreach & Recruitment, and Coastline Ambassadors.

Section 4: Technology Planning

Technology Assessment

Provide a description of the program's utilization of technology and specify any changes over the past year. Provide evidence of emerging needs for modifications or additions to the program technology.

The primary area within Student Life & Outreach utilizing technology is the Info Center. In 2014-2015, the Info Center was still in the early building stages. As the new furniture was installed, we progressively added computer workstations, phones, Bluetooth headsets, and set up specific email account credentials for the Info Center.

With the recent rollout of Regroup, a mass-communication tool housed at the Coast District, it is anticipated that the Info Center will have a hand in more of the large-scale communication campaigns. Already, the Info Center has done email blasts on behalf of the Distance Learning department to lists of 8,000 – 15,000+ students. Utilizing a system like Regroup will give the Info Center added capabilities for communicating to students and also open up the possibility for one-way communication through text messaging.

Section 5: New Initiatives

Initiative: Increase the number of first-time Freshmen (full-time students) in the STAR Programs at Newport Beach, Garden Grove, and Online

Describe how the initiative supports the college mission:

Goal 2 in the mission states that “a particular focus on Basic Skills” as well as “persistence, retention, and completion” are needed to improve Access at Coastline. The plan to bring in more students to the highly supportive, redesigned STAR Programs will be a contribution to this goal.

What college goal does the initiative align with?

- Student Success
- Access, Persistence and Retention
- Innovation
- Partnerships
- Culture of planning, evidence and inquiry
- Growth and efficiency

What College planning document(s) does the initiative align with? Select all that apply

- Educational Master Plan
- Staffing
- Facilities
- Technology

What evidence supports this initiative?

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

Describe how the evidence supports this initiative.

The recent Student Equity Plan outlined a disconnect between our ethno-geographic statistics and the student population we serve. The STAR Program has already attracted a majority Hispanic students, in line with our identified population for growth under the Student Equity Plan.

Recommended resource(s) needed for initiative achievement:

Marketing materials, continued funding of General Outreach (\$50K in 2014-2015)

What is the anticipated outcome of completing the initiative?

Raise FTES College-wide and increase student success

Provide a timeline and timeframe from initiative inception to completion.

2015-2016 Increase Recruitment Efforts to Underrepresented Populations
2016-2017 Completion

Section 6: Prioritization

Initiative	Resource(s)	Est. Cost	Funding Type	Health, Safety Compliance	Evidence	College Goal	To be Completed by	Priority
Increase first-time Freshmen in STAR	Marketing Materials, Event Expenses	\$50,000	Ongoing	-	-	2	2016-2017	1

Initiative	Resource(s)	Est. Cost	Funding Type	Health, Safety Compliance	Evidence	College Goal	To be Completed by	Priority

Prioritization Glossary

Initiative:	Provide a short description of the plan
Resource(s):	The resource(s) are needed to support the completion of the initiative
Est. Cost:	Estimated financial cost of the resource(s)
Funding Type:	Specify if the resource request 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
College Goal:	Specify what College goal does the initiative align with
To be completed by:	Specify year of anticipated completion
Priority:	Specify a numerical rank to the initiative