



2016

## Comprehensive Department Review

Student Life,  
Outreach & Recruitment, and  
Information Center

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# Executive Summary

The following is a complete summary of all areas covered in this Comprehensive Department Review. Student Life, Outreach, and Info Center each have their own sections and are separated accordingly throughout.

## Student Life/Associated Student Government (ASG)

Coastline's ASG has grown in 2015-2016 in terms of adding new events, newly reorganized Standing Committees, and increased Annual Election participation. ASG became an organization in 2010, and has been in development since that time. In Fall 2014, Coastline brought the new Director of Student Life onboard. The following are highlights from the progress made in ASG this past year:

1. PROGRAM ACCOMPLISHMENTS:
  - a. New Events:
    - i. ASG & Student Activities Club Collaboration – Spring Social Event with Live Band and DJs (Friday, April 8, 2016)
    - ii. “Tour de Coastline” Event featuring collaboration between faculty and ASG – bike ride to all four centers
    - iii. Therapy Dog Event for Finals (May 24, 2016) at Newport Beach Center
  - b. \$30,000 awarded in this year's Scholarship Ceremony, including 10 awards for incarcerated students
  - c. Blood Drives: Two events held in Spring 2016 Semester
  - d. 5 clubs activated in Fall 2015; 3 clubs activated in Spring 2016; 2 clubs activated in Summer 2016 (10 total)
2. INITIATIVES FOR 2016-2017:
  - a. Support Student Services initiative to Enhance Student Customer Service Experience through focus groups
  - b. Increase amount of events and student attendance
  - c. Grow ASG by creating new positions/restructuring
  - d. Support the implementation of a Coastline Mobile App for all students of Coastline to be more engaged
3. MAJOR HIGHLIGHT:
  - a. 100% success in filling all vacant, voted positions for Executive Cabinet. This is significant since the past few years have shown much less candidates interested and significantly lower voter turnout.

## Outreach & Recruitment

Outreach & Recruitment ran its first full-year cycle (July 2015-June 2016) this year as a reconfigured office within Student Services. Prior to this year, Outreach activities were largely centered within one office only: Extended Opportunity Programs & Services (EOPS). The desire of the Vice President of Student Services was to significantly increase the activities within this service area—creating new programming and expanding the recruitment function for specific programs like STAR 2.0. Since then, the Student Services Wing made it a priority to hire one (1) full-time Outreach Program Specialist who started in mid-August, 2015. In addition, two hourly Outreach Assistants (one funded from Student Equity and another funded from the Title III ANNAPISI Grant) provided additional support for off-campus and on-campus events.

The following is a list of highlights for Outreach & Recruitment:

1. PROGRAM ACCOMPLISHMENTS:
  - a. Introduced new Outreach Program Specialist (full-time) in August 2015
  - b. Increased amount of high school visits and on-campus events by **50%** (2014-15 = 53 events; 2015-16 = 106 events)
  - c. Strengthened strategic partnership with the following organizations:
    - i. Garden Grove Unified School District Superintendent's Office
    - ii. Costa Mesa HS College and Career Center
    - iii. Estancia HS Counseling Office
    - iv. OCAPICA (AAPI Community Organization)
    - v. Samueli Academy (first graduating class in 2017)
    - vi. Godinez Fundamental HS Counseling & Career Center
    - vii. Early College High School
  - d. Supported Recruitment for EOPS Program in collaboration with Director of EOPS
  - e. Held 10<sup>th</sup> Annual Latino Youth Leadership Conference on Friday, April 22, 2016
  - f. Held first-ever AAPIphany Student Leadership Conference in collaboration with Title III Grant Office
  - g. Developed Coastline Ambassador Outreach Program with student assistants running their own presentations (along with staff supervision at all off-site events)
  - h. Increased interest in STAR 2.0 Program participation by 30.6% (**72** confirmed STAR student agreements collected for Fall 2015 cohorts; **94** confirmed STAR student agreements collected for Fall 2016)
2. INITIATIVES FOR 2016-2017:
  - a. Work more closely with partners at local high schools to offer "tailored" events on-campus
  - b. Create outreach campaign in collaboration with Marketing Department to increase awareness of and attendance at Newport Beach Center
  - c. Begin development of "early outreach" initiative (Middle Schools/Elementary Schools)
  - d. Create "Latino Parent Academy" program for Spanish-speaking parents in the community

- e. Collaborate with Academic Areas (e.g. Psychology Department, Art Department, etc.) for development of recruitment campaigns admitting Fall 2017 students
3. MAJOR HIGHLIGHT:
    - a. Held STAR 2.0 Business Administration Preview Day event at Garden Grove Center and collected 21 student agreements/commitments to the program

## Info Center

The Coastline Info Center was identified as a priority for Student Services Wing with the introduction of the new Vice President of Student Services in the fall of 2014. Under guidance of the Vice President, the Director of Student Life implemented the Info Center which began in spring 2015. The Info Center is a dynamic office serving the entire College. In 2015-2016 the Center had two (2) full-time staff and a large team (8-10) of student assistants who cover shifts at various times each day.

Services Offered Through the Info Center:

- Reception/Welcome
- Incoming Calls to College Main Line
- Department Phone Transfers
- Walk-up Computers for Student Use
- Mail Sorting for Distance Learning/Incarcerated
- Weekly/Periodic Call Centers (outgoing)
- Assistance with Departmental Projects as Needed

In January 2016, Info Center welcomed a full-time SSSP Specialist. This employee took the place of the Outreach Program Specialist at Info Center, keeping the total within the department to two (2) full-time staff. This employee assists with various SSSP/Outreach projects and coordinates the daily operations at Info Center, including the weekly student assistant work schedule.

The following is a list of highlights for Info Center:

1. PROGRAM ACCOMPLISHMENTS:
  - a. Fielded an average of 386 calls each week
  - b. Increased number of “resolved” calls at Info Center (data pending)
  - c. Improved speed of service to incarcerated students through additional mail-sorting responsibilities
  - d. Provided highest level of department support (10-12 staff members in total) at all sites during Week of Welcome in both Fall 2015 and Spring 2016
2. INITIATIVES FOR 2016-2017:
  - a. Provide customer service through online modalities (Skype, Google Hangouts, Chat, Text platforms, etc.)
  - b. “Deepen” level of service with new staff (full-time Student Services Technician I)

- c. Centralize public information at Info Center by collaborating more closely with Marketing
  - d. Assist with increasing Coastline's social media presence (Facebook, Instagram, etc.)
3. MAJOR HIGHLIGHT:
- a. Implemented regular "call centers" with assistance of full-time staff and student assistants. This was instrumental in finalizing STAR 2.0 student commitments and ensuring a strong attendance at the STAR 2.0 Orientations on June 23<sup>rd</sup> and 25<sup>th</sup>.

# Section 1: Department Planning

## Student Life

### Mission Statement

The Office of Student Life advances the mission of Coastline Community College by connecting current students with extra-curricular opportunities that will allow them to engage with each other and help their development as student leaders.

**Student Life Vision:** Making a positive impact on all students.

**ASG Vision Statement (Fall 2016 Update):** Student leaders addressing student needs.

### Overview

Student Life (distinguished from Outreach & Recruitment) is the department that provides guidance and advising to students, staff, and faculty who participate in extra-curricular activities at Coastline Community College—online, at a distance, and on-site. Student Life supports the development of programming and services for Associated Student Government (ASG), Campus Clubs, Leadership Development, Multicultural Awareness, the Annual Graduation Event, and other student activities.

### Internal Analysis

The analysis for this department is based on data from 2013 to present.

ASG has shown a steady trajectory of growth over the past few years. On average, the ASG was composed of 6-8 students in both the 2012-13 and 2013-14 school years. The groups also overcame challenges with various transitions; having three different advisors over three years (one classified staff and two different administrators), and creating a new office space for themselves at the Newport Beach Center.

In Fall 2014, ASG gained a full-time advisor in the Student Life Director. This was a significant factor in stabilizing the ASG and helped the students gain a new sense of focus, while receiving more support than in previous years. One of the first objectives of the new advisor was to help ASG with filling all vacant spots in the group. This was accomplished by the middle of the 2014-2015 school year. This group created and approved a new Election Code document to govern ASG elections and tripled voter participation in the Annual Election when compared to the previous year's election.

The 2015-16 school year saw some key developments in the establishing of the ASG Finance Committee, new event ideas, and a full set of officers throughout the entire year. At the beginning of Spring 2016, there was a vacancy in the President position that was promptly filled by the Vice President at the time. Due to the work the rest of the group had put in up to that point, that transition was smooth and ASG was able to be even more productive in the spring than in the fall.

## Online Programming

Since the introduction of the new Student Life Program at Coastline, the Student Services Wing has explored options for online student activities. There are currently three (3) student organizations with independent web presences available for students to engage. English Club and Psychology Club both have facebook groups where club members can interact with each other. These are rarely utilized by more than 3-4 students at a time, although membership in the groups is 50-70 in total. In 2015-2016 the Xploit Cybersecurity Club hosted its own website, YouTube channel, and LinkedIn page to announce events, post meeting agendas and minutes, and distribute information. This year, they began using [www.meetup.com](http://www.meetup.com) to organize and promote their club meetings.

This is still in progress, but here are the main proposals to reach the online students:

- More “live webcasts” of on-campus events—especially for special speaker events
- Continued support of live webcast for annual Graduation Ceremony
- Utilization of new Coastline Mobile App for group function—a feature in the app to help clubs and other groups of students to communicate more directly
- Continued development of ASG’s web presence with special emphasis on more readily available club meeting and contact information

This table illustrates the growth in number of ASG activities over the past three years.

ASG Membership and Activities for 2013-14, 2014-15, and 2015-16		
Academic Year	Membership (avg.)	Total ASG-sponsored/hosted events
2013-2014	6-8 officers	20
2014-2015	10-11 officers	24
2015-2016	10-11 officers	31

As a “snapshot,” here is a list of recently activated or re-activated clubs from the 2015-2016 school year with the number of active students listed for each.

Club Name	Number of Active Students
Got Science?	7
Latinas con Nuevos Horizontes*	6
English Club	8
Student Activities Club	13
Surf Club	17
Xploit Cybersecurity Club*	5
Coastline Mathematics Club	6
Psychology Club*	12
Arabic Club*	8
Coastline Student Veterans of America*	7

\*Active Fall 2016

## Student Survey

This is a summary of the findings from the survey conducted by the Coastline Department of Institutional Research, Effectiveness, and Planning on topics related to student life.

### ***Campus Clubs and Activities***

Of 1,051 respondents, the majority (92.2%) indicated that they have **not participated** in any campus clubs or activities.

### ***Satisfaction with Clubs and Activities***

Those respondents who have participated in campus clubs or activities were asked to indicate their level of satisfaction with student clubs and activities. One hundred percent of those respondents were at least satisfied with student clubs and activities, with 50.0% indicating that they were **very satisfied** and 50.0% indicating that they were **satisfied**.

Table A. *Satisfaction with Clubs and Activities (N = 80)*

Answer Options	Response Percent	Response Count
Very Satisfied	50.0%	40
Satisfied	50.0%	40
Dissatisfied	0.0%	0
Very Dissatisfied	0.0%	0

### ***Qualitative Feedback***

The satisfaction with student clubs and activities is **positive**, particularly with regard to the Student Veterans Association. Respondents expressed appreciation for the support provided by various clubs and the helpful and informative activities provided for them.

### ***CCC Diversity & Climate***

Respondents were instructed to indicate their level of agreement with each of the statements in Table B. about diversity and climate at CCC. The results show that 96.0% of respondents **agree** that Coastline acknowledges and supports diversity, 95.0% **agree** that they are treated with respect at Coastline, and 96.9% **agree** that they feel comfortable in the Coastline college environment.

Table B. *Diversity and Climate at Coastline*

Answer Options	Agree	Disagree	Response Count
Coastline acknowledges and supports diversity.	96.0%	4.0%	994
I am treated with respect at Coastline.	95.0%	6.0%	1,004
I feel comfortable in the Coastline college environment.	96.9%	4.3%	1,006

### ***Qualitative Feedback***

The overall perception of the climate at CCC is **positive**, with regard to diversity and respect. Many respondents indicated that they feel that campuses have a **comfortable** environment that is conducive to their academic goals.

## Service Area Outcome(s)

Table C. SAO Summary

SAO	ASSESSMENT MEASURE /TARGET
<ol style="list-style-type: none"> <li>The ASG will provide campus community members with an increased amount of important social, cultural, and recreational opportunities as well as a wide range of programs and services.</li> <li>A student involved in ASG activities, programs, workshops, and services will improve their awareness of leadership skills.</li> </ol>	<ol style="list-style-type: none"> <li>Annual comparison of number of events and activities with previous years.</li> <li>One-on-one sessions with Advisors and Staff to assess students' awareness of leadership concepts and skills. Assessment of knowledge gained at the end of every workshop.</li> </ol>

Generally speaking, students in ASG and campus clubs have shown improvements in their level of awareness of leadership concepts and skills. More work needs to be done to utilize tested assessment tools for this skill set, and workshop development also needs to incorporate more feedback opportunities for student participants.

## External Compliance

Student Governments within the California Community College system are governed by their District Board of Trustees and California Education Code sections 76060-76067. ASG has complied with District policy and procedures and also abided by the Brown Act requirements for posting agendas as a legislative body.

## Progress on Forward Strategy Initiative(s)

Table D. 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 Student Life Staff.
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 development.	Students will develop leadership skills and other transferrable skills. The presence of Student Life will be more evident across all Centers.
Relocate and Expand the ASG Office	Completed	ASG has moved, as of summer 2016, to the College Center in the same space as the Director of Student Life.	Students will be able to more easily access ASG services and meet with student leaders. ASG is now located at College Center in Fountain Valley.

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 will be made available so forms can be submitted by those at a distance.	ASG will see an increase in Distance Learning students getting involved.

## Forward Strategy

For years, Coastline Community College has had a steady, but small presence of student life at each learning center. Since reforming the Student Advisory Council (SAC) into an Associated Student Government (ASG) in 2010, the ASG has gone through a tumultuous period. Every couple years, leadership changes and staffing changes have caused the group to be “passed off” to various areas within the College.

In 2014-2015, Coastline welcomed the first ever Director of Student Life as a full-time administrator position. Since that time, the ASG has developed new governing documents, new forms, and new annual events.

Club life continues to develop as well. The 2015-2016 school year saw the introduction of five (5) new student orgs; Arabic Club, Got Science? Club, Psychology Club (on-site), Xploit Cybersecurity Club, and the Surf Club.

One of the primary focuses for forward strategy at this point will be to increase student engagement in the College’s shared governance processes. ASG currently holds membership with a maximum of 11 students. It is nearly impossible for these students, with their work and school schedules, to attend all College Committees so the group is left to decide on which groups are a top priority.

In order to improve the participation in College Committees by students of Coastline, two things must be addressed: (1) the capacity of ASG officer positions must increase via an update to the Bylaws, and (2) an annual campaign, near the election period, must be introduced to gather Committee Reps who can be assigned to College Committees. In order for this to be effective, classroom visits (along with election activities) will be scheduled to inform the general on-site student population about the importance of shared governance. In addition, a new workshop series which includes a workshop on shared governance will be offered in partnership with the new Intercultural Resource Center (IRC). Through these activities, the department expects to see an increase in the number of students who participate in College shared governance committee meetings.

## Projects/New Initiatives

Here are some of the Student Life projects that constitute new initiatives for ASG to focus on in the next five (5) years:

1. **New Club and Advisor Handbook:** The ASG Advisor and Student Life Interns have been assigned to developing this handbook, under the Director's supervision  
*Master Plan Goals:* Strengthen community engagement  
*College Goals:* Instructional and Programmatic Excellence, Partnerships and Community Engagement
2. **Create Inter-Club Council:** A council composed of club student leaders to oversee club affairs  
*Master Plan Goals:* Strengthen community engagement, Provide universal access to student service and support programs, Increase student performance  
*College Goals:* Instructional and Programmatic Excellence, Partnerships and Community Engagement, Student Retention and Persistence
3. **Foster More Involvement in College Committees:** Meeting stipend incentives have recently been removed from the ASG's Standing Rules document (2016) officially. Although the incentive was in good faith, most students cannot accommodate attendance at committees because they conflict with most students' class schedules. That being the case, the strategy to foster more involvement in College Committees will be to integrate recruitment for a whole new body of Committee Representatives—a non-officer position within ASG designed specifically for this purpose. During the election period, the Public Relations Committee and Elections Committee will be responsible for designing a campaign to recruit student representatives for those positions.
4. **Going Mobile and Online:** Support Student Life activities through mobile platform and Canvas learning management system  
*Master Plan Goals:* Strengthen community engagement, Provide universal access to student service and support programs, Increase student performance  
*College Goals:* Instructional and Programmatic Excellence, Partnerships and Community Engagement, Student Retention and Persistence

In summary, the goals of the Student Life Program align with the College Goals and Master Plan Goals for 2016-2020. In particular, the mission of Student Life most frequently contributes toward the goals aligned with community engagement, partnerships, and student retention and persistence. Years of research on student engagement have proven that students who are involved in extra-curricular activities tend to persist at higher rates and show higher levels of cognitive-social development.

# Section 1 (cont.): Department Planning

## Outreach & Recruitment

### Mission Statement

**Outreach & Recruitment Mission Statement:** Outreach & Recruitment advances the mission of Coastline Community College by directing current and prospective students toward academic and extra-curricular opportunities that will help them achieve their goals.

**Outreach & Recruitment Vision:** Helping students find their home at Coastline.

### Overview

Outreach & Recruitment focuses on connecting directly with prospective students, high school counselors, community organizations, and other agencies to expose them to educational opportunities at Coastline Community College. The staff members in this department participate in many events throughout the year and contribute significantly to the positive development of Coastline's image in the community.

### Internal Analysis

The analysis for this department is based on data from 2014-15 to present.

Outreach & Recruitment is a new department to Coastline Community College. The 2015-2016 school year was the first full cycle for this department, although the program began development in the spring of 2015.

### 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, follow up by major/program of interest, and continual "nudging" takes place. With this approach, the Outreach & Recruitment team focused a majority of its efforts on building up one program: STAR 2.0 on-site at Newport Beach Center and Garden Grove Center.

## The Coastline Ambassador Program

Coastline Ambassadors are current, full-time Coastline students who work for the College as student assistants. On a daily basis, they provide customer service support at the Info Center and also at various events supported by Outreach & Recruitment. This program began in November 2014 with 5 students and has now grown to 13 students total in fall 2016.

## 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 on-site (Newport Beach Center or Garden Grove) program option in three majors: Business Administration, Psychology, and Pre-Allied Health.

The Outreach & Recruitment team has seen an increased interest in the STAR 2.0 program reflected by the number of STAR Student Agreement forms (a contract that indicates a commitment to STAR 2.0) that were collected in 2015-2016.

### Recruitment Methods: Returning Students

Returning students or adult re-entry students currently do not have a structured program in place at Coastline. There is a large-scale collaborative project in development that will combine the efforts of both Instruction and Student Services to outreach to this population in the future. Outreach will take the lead in developing the recruitment for programs of this type at Coastline.

### Recruitment Methods: Continuing Students

Recent changes to the STAR Program curriculum as well as the College-wide initiative to develop more guided pathways will allow for further recruitment of continuing students. To differentiate from “continuing education,” this would actually refer to the practice of ‘in-reach’ instead of outreach. The idea of ‘in-reach’ is to continue guiding existing Coastline students to options that will help them remain at the College to complete their academic goals. Faculty partnerships are currently being developed to make this a standard part of the process for students in guided pathway programs like STAR.

Table E. Interest and Registration

STAR 2.0 Outreach & Recruitment Outcomes		
Academic Year	Total Student Agreements Collected	Total Students Registered
2014-2015	0 (not implemented)	Fall 2014: 18
2015-2016	72	Fall 2015: 66
2016-2017	94	Fall 2016: 67

Outreach & Recruitment continues to increase the amount of activities each year. This is all part of the efforts to make Coastline more visible to the community and local high schools.

Table F. Event Tallies

<b>Outreach &amp; Recruitment Event Activity (on- and off-site)</b>	
Academic Year	Total Events
2014-2015	53
2015-2016	106

For an idea of the kinds of activities Outreach & Recruitment participates in each year, below is a complete list of all the department's events (both on- and off-campus).

Table F. Summary Event List for Outreach & Recruitment 2015-2016

<b>Date</b>	<b>Time</b>	<b>Event</b>
8/27/2015	6:30pm-8:00pm	Early College High School Parent Info Night (STAR Presentation)
9/16/2015	5:30pm-7:30pm	Lorin Griset Academy - Back to School Night
9/17/2015	8:00am-9:00am	Lorin Griset Academy - "Senior Push" Presentation
9/23/2015	12:05pm-12:45pm	Valley High School Lunch Table Visit
9/26/2015	11:30am-2:00pm	United Friends of the Children - College Within Reach (College Fair) (@ USC)
9/28/2015	7pm-8:30pm	Fullerton USD (South) College Fair
9/29/2015	11:15am-12:15pm	Costa Mesa High School College Visit (Lunch time)
9/30/2015	11am-1:30pm	Desert Sands Charter High School College & Career Fair
10/5/2015	12pm-1:30pm	Corona del Mar High School - College Fair
10/5/2015	6:30pm-8:30pm	Ocean View High School - "College Knowledge" Night Presentation
10/6/2015	5:30pm-8:30pm	AUHSD Annual District College Fair
10/7/2015	8am-12:30pm	Saddleback High School - Senior Push (Presentation)
10/7/2015	7-9pm	HBUSD Annual College Fair
10/12/2015	6:30pm-8:00pm	GGUSD College Fair
10/14/2015	8:30am-11:30am	Fountain Valley High School College Fair
10/14/2015	8am-12pm	Los Amigos HS - Presentations (5)
10/14/2016	8am-12pm	Orange High School - Senior College/Career Fair
10/16/2015	9:30am-1:00pm	Senior Transition Resource Day (SAUSD)
10/21/2015	8:45am-10:15am	Valley Vista High School College/Career Fair
10/21/2015	6:30pm-9:00pm	NMUSD College & Career Night
10/22/2016	10:30am-12:00pm	ACCESS College & Career Fair (Magnolia Lyceum)
10/22/2015	6:00pm-7:00pm	SAUSD College Night
10/27/2015	11:15am-12:15pm	Costa Mesa High School College Visit (Lunch time)
10/29/2016	10:30am-12:00pm	ACCESS College & Career Fair (Euclid Day)

10/29/2016	6:00pm-7:30pm	Lorin Grisett Academy - Table & Financial Aid Presentation
11/2/2015	6-8:30pm	Tustin USD - College & Career Night
<b>11/6/2015</b>	<b>11:30am-1:00pm</b>	<b>Costa Mesa High School - Newport Beach Center Campus Tour</b>
11/7/2016	12:00pm-1:30pm	UVSA College Fair (@ Cal Poly Pomona)
11/10/2015	9:00am-10:30am	Richland High School - College and Career Fair
11/23/2015	11:15am-12:15pm	Costa Mesa High School College Visit (Lunch time)
12/2/2015	12:00pm-12:45pm	Garden Grove High School - Visit/Presentation
12/9/2015	7:30am-12:30pm	Saddleback High School - Junior Conference
<b>12/11/2015</b>	<b>10:30am-2:45pm</b>	<b>Early College High School Day @ Newport Beach Center</b>
1/11/2016	12:30pm-1:30pm	Corona Del Mar HS Lunch Visit
1/12/2016	12:00pm-12:30pm	Marina High School - Presentation
<b>1/15/2016</b>	<b>8:00am-11:00am</b>	<b>Education Partners Breakfast</b>
1/20/2016	11:30am-12:30pm	Costa Mesa HS - OC Community College Fair
1/21/2016	9:00am-1:00pm	Tewinkle Middle School - College/Career Day
1/21/2016	6:00pm-7:00pm	Huntington Beach High School - Community College Parent Night
1/27/2016	8:30am-1:00pm	Westminster High School - AVID Class Presentations
1/27/2016	5:00pm-8:00pm	OCAPICA FAFSA Completion Workshop (@ Magnolia HS)
2/2/2016	12:00pm-12:30pm	Ocean View HS - STAR Presentation
2/4/2016	11:00am-1:00pm	Godinez HS - Community College Day
2/8/2016	9:35-10:05am	Estancia HS - Senior SSR Class (STAR Presentation)
2/8/2016	11:12am-12:15pm	Costa Mesa High School College Visit (Lunch time)
2/9/2016	11:00am-1:00pm	Godinez HS - Presentations (STAR)
2/9/2016	6:00pm-7:00pm	Los Alamitos High School - Community College Fair
2/9/2016	6:00pm-7:00pm	Newport Harbor High School - Financial Aid Workshop
2/17/2016	10am-1:30pm	Brea Olinda High School - Destination Community College Event
2/18/2016	5:30pm-8:00pm	ECHS Parent Info Night (STAR Presentation)
2/20/2016	9:30am-12:00pm	7th Annual Foster Youth College and Career Fair (w/EOPS) @ SCC
2/23/2016	10:30-1:00pm	Lorin Grisett Academy - FA Table
2/23/2016	11am-1pm	Godinez HS Lunch Visit
2/24/2016	12:00pm-1:00pm	Savanna High School Community College Fair
2/25/2016	10:30am-1:00pm	Lorin Grisett Academy - FAFSA Completion Workshop
2/26/2016	9:00am-12:30pm	Samueli Academy - Ignition Conference
<b>3/4/2016</b>	<b>9:00am-1:30pm</b>	<b>STAR PREVIEW - GARDEN GROVE (BUSINESS)</b>
3/7/2016	11:15am-12:15pm	Costa Mesa High School College Visit (Lunch time)
3/8/2016	11:00am-1:00pm	Godinez Fundamental High School Lunch Visit
3/9/2016	12:00pm-12:30pm	Ocean View High School Lunch Visit

3/9/2016	12:41-1:11pm; 2:00pm-3:00pm	Los Amigos High School STAR Lunch Visit and After-School Presentation
3/11/2016	11:30am-1:00pm	Fullerton Union High School - College & Career Fair
<b>3/16/2016</b>	<b>8:00am-2:00pm</b>	<b>STAR PREVIEW - NEWPORT (PRE-ALLIED)</b>
3/22/2016	11:00am-1:00pm	Godinez Fundamental High School Lunch Visit
3/22/2016	6:30pm-8:30pm	Estancia HS - Community College Night Fair
3/23/2016	12:00-12:30pm	Ocean View High School Lunch Visit
<b>3/25/2016</b>	<b>9:00am-1:30pm</b>	<b>AAPIphany Conference</b>
3/29/2016	8:00am-3:00pm	Santiago High School Classroom Presentations
3/30/2016	5:30pm-7:30pm	Lorin Grisett Academy Open House
3/31/2016	8:30am-11:30am	Santiago High School Classroom Presentations
4/6/2016	11:15am-12:15pm	Costa Mesa High School College Visit (Lunch time)
<b>4/12/2016</b>	<b>9:00am-1:30pm</b>	<b>STAR PREVIEW - NEWPORT (PSYCHOLOGY)</b>
4/12/2016	6:30pm-8:30pm	Huntington Beach High School - Trade Night Event
4/13/2016	10:30am-1:30pm	Westminster High School - College & Career Fair
4/19/2016	11:00am-3:00pm	Bite of Reality Financial Literacy Event
4/19/2016	12:00pm-12:30pm	Ocean View High School Lunch Visit
4/20/2016	9:00am-10:30pm	Richland High School College Fair
4/20/2016	12:00pm-2:30pm	Assurance Learning Academy & Desert Sands Charter High School - College & Career Fair
4/20/2016	12:00pm-2:00pm	<i>Magnolia High School FAFSA Celebration with OCAPICA</i>
<b>4/22/2016</b>	<b>9:00am-1:30pm</b>	<b>LATINO YOUTH LEADERSHIP CONFERENCE (LULAC)</b>
4/26/2016	11:00am-1:00pm	Godinez Fundamental High School Lunch Visit
5/3/2016	11:00am-1:00pm	Godinez Fundamental High School Lunch Visit
5/5/2016	12:00pm-1:00pm	Santiago High School Lunch Presentation
5/12/2016	1:00pm-4:00pm	Cultural Diversity and Education Fair at Recovery Education Institute
5/13/2016	12:00pm-1:00pm	La Quinta High School Lunch Presentation (VSA)
5/17/2016	1:30pm-3:00pm	Los Amigos High School Decision Day
5/17/2016	2:30pm-4:00pm	Santiago High School Afterschool Presentation
5/18/2016	12:00pm-12:30pm	Westminster High School AAPI Workshop
5/19/2016	5:00pm-7:30pm	Elementary College Night at Costa Mesa High School
5/20/2016	9:00am-11:30am	Huntington Beach High School STAR Presentation
5/20/2016	4:00pm-5:00pm	Early College High School Orientation/Application Day
5/25/2016	9:00am-10:00am	Pathway Days (GGC)
5/25/2016	12:00pm-1:00pm	Hare Continuation High School Lunch Presentation
5/26/2016	8:00am-10:00am	Westminster High School Classroom Presentations
5/26/2016	12:00pm-1:00pm	Hare Continuation High School Lunch Presentation
5/26/2016	1:30pm-2:30pm	Westminster High School Classroom Presentations
5/27/2016	9:00am-1:00pm	Pathway days (GGC)
5/31/2016	11:25am-11:55am	Costa Mesa HS - Pre-Allied Health Presentation (Lunch Visit)
6/1/2016	11:45am-12:15pm	Costa Mesa HS - Psychology Presentation (Lunch Visit)

6/2/2016	11:25am-11:55am	Costa Mesa HS - Business Administration Presentation (Lunch Visit)
5/31/2016	11:00am-12:00pm	Westminster High School Classroom Presentations
6/6/2016	5:30pm-7:30pm	GGUSD Summer Resources for Families
6/10/2016	6:00pm-7:30pm	Costa Mesa HS - Trade Show
6/14/2016	1:00pm-2:00pm	LQHS Counselor and Principal Meeting
6/15/2016	10:30am-1:30pm	OC Social Services Agency - Resource Fair
<b>6/23/2016</b>	<b>5:30pm-7:30pm</b>	<b>STAR 2.0 BUSINESS GGC ORIENTATION</b>
<b>6/25/2016</b>	<b>10:00am-2:00pm</b>	<b>STAR 2.0 NBC ORIENTATION</b>
6/30/2016	12:00pm-3:00pm	Orange County Mental Health Care Agency's Mental Health Campus - Annual Education Fair
7/27/2016	3:00pm-5:00pm	STAR 2.0 ORIENTATION (2nd)

Participation in College (on-campus) Events		
Event Name/Location	Participating Orgs/High Schools	Total Attendees
Costa Mesa High School at Newport Beach Center Campus Tour	Costa Mesa High School Sustainable Buildings Class	20
Early College High School Day at Newport Beach Center	ECHS Graduating Seniors	37
Education Partners Breakfast	Local high school counselors, career techs, OC Department of Education, Community Org Reps	39
STAR Preview Day at Garden Grove Center	HS seniors from Garden Grove High School, La Quinta High School, Westminster High School	41
STAR Preview Day at Newport Beach Center	HS seniors from Costa Mesa High School, Estancia High School, Godinez Fundamental High School	48
Latino Youth Leadership Academy	Huntington Beach High School, Samueli Academy, Boys & Girls Club of Garden Grove, Garden Grove High School	78
STAR 2.0 Business Garden Grove Orientation	Incoming STAR 2.0 Students	17
STAR 2.0 Newport Beach Orientations (June/July) – Two Events	Incoming STAR 2.0 Students	43 / 9

## Service Area Outcome(s)

Table E. SAO Summary

SAO	ASSESSMENT MEASURE /TARGET
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<ol style="list-style-type: none"> <li>1. Develop partnerships with local and regional areas (HS, businesses, community orgs, etc.)</li> <li>2. Increase number of events each year</li> </ol>	<ol style="list-style-type: none"> <li>1. Each year, a review of developing relationships is conducted. Goal: Increase number of partners who participate in Outreach &amp; Recruitment events by 10%</li> <li>2. Increase number of events by 15% each year</li> </ol>
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## Progress on Forward Strategy Initiative(s)

Table F. *Progress on Forward Strategies*

Outreach & Recruitment Initiative(s)	Status	Progress Status Description	Outcome(s)
Increase the number of first-time Freshmen (full-time students) in the STAR Programs at Newport Beach, Garden Grove, and Online	In-Progress	This continues to be one of the main objectives of Outreach & Recruitment.	Since the beginning of a concentrated recruitment effort in Spring 2015, interest in the STAR 2.0 Program (student agreements collected, with signatures) has quadrupled when compared to the initial starting cohort of 2014.

## Forward Strategy

The following points highlight the forward strategy of Outreach & Recruitment for the next five years.

1. Increase strategic partnerships at high school district level to improve “pipeline” between Coastline and its feeder high schools  
*Master Plan Goals:* Strengthen community engagement  
*College Goals:* Access and Student Support, Partnerships and Community Engagement
2. Create Online and Distance Learning Recruitment model  
*Master Plan Goals:* Provide universal access to student service and support programs, Strengthen community engagement  
*College Goals:* Access and Student Support, Partnerships and Community Engagement, Instructional and Programmatic Excellence
3. Further develop the Coastline Ambassador Program  
*Master Plan Goals:* Strengthen community engagement  
*College Goals:* Partnerships and Community Engagement, Instructional and Programmatic Excellence

# Section 1 (cont.): Department Planning

## Information Center

### Mission/Vision Statement

Connecting you to resources at Coastline.

### Overview

The Info Center at Coastline is the one department that assists anyone when contacting the College. Whether by phone, email, or in-person interaction, this department seeks to provide the highest level of customer service by assisting guests with effective phone transfers, assistance with basic problems, application assistance, and outgoing messaging to current and prospective students. The Center is open five days a week, 8am-5pm each day.

### Internal Analysis

The analysis for this department is based on data from 2014 to present.

The Info Center opened in March 2015 with a simple goal: to recover the receptionist function at College Center and provide walk-up support to Coastline students. As the Center has been in operation, it continues to develop and now supports mail sorting needs for various departments and call center function for high-touch phone communications that are outgoing to prospective students.

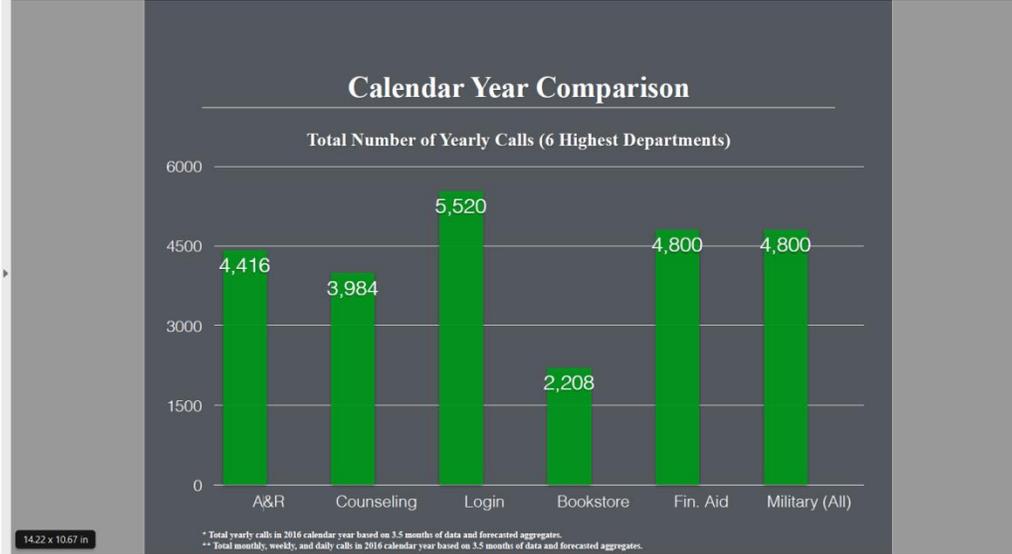
In January 2016, Info Center welcomed a full-time SSSP Specialist. This employee took the place of the Outreach Program Specialist at Info Center, keeping the total within the department to two (2) full-time staff. This employee assists with various SSSP/Outreach projects and coordinates the daily operations at Info Center, including the weekly student assistant work schedule.

The following is a list of highlights for Info Center:

1. PROGRAM ACCOMPLISHMENTS:
  - a. Fielded an average of 386 calls each week
  - b. Increased number of "resolved" calls at Info Center (data pending)
  - c. Improved speed of service to incarcerated students through additional mail-sorting responsibilities
  - d. Provided highest level of department support (10-12 staff members in total) at all sites during Week of Welcome in both Fall 2015 and Spring 2016

Info Center continues to support students, staff, and members of the public with a high standard of customer service. Frequent trainings are conducted for all student staff on best practices. A recent study was done at the Info Center to analyze phone inquiries at the Center.

Graph A. Frequency of topics from annual calls forecasted for 2016



### Service Area Outcome(s)

Table G. SAO Summary

SAO	ASSESSMENT MEASURE /TARGET
The Info Center at Coastline will steadily increase (5% annually) the number of resolved phone calls—answers given at the Info Center alone, without need for transfer to departments at the College.	Daily, call information is tracked via an online Excel database with quarterly reports on calls by category.

### Progress on Forward Strategy Initiative(s)

Table H. Progress on Forward Strategies

Info Center Initiative(s)	Status	Progress Status Description	Outcome(s)
None established.			

### Forward Strategy

1. Develop more service area outcomes for Info Center  
*College Goals:* Instructional and Programmatic Excellence, Culture of Evidence, Planning, Innovation, and Change
2. Expand services of Info Center to include text, chat, social media, and mobile communications  
*Master Plan Goals:* Provide universal access to student service and support programs  
*College Goals:* Access and Student Support, Instructional and Programmatic Excellence

## Section 2: Human Capital Planning

### Staffing

Table 2.1 Staffing Plan

Year	Administrator	Management	F/T Faculty	Part-time	Classified	Hourly
Previous year 2015-2016		1			2	2
Current year 2016-2017		1		1	2	2
1 year 2017-2018		1			4	3
2 years 2018-2019		1			5	6
3 years 2019-2020		1			5	7

### Student Life

Student Life currently has one (1) Director of Student Life—full-time Classified Manager, one (1) ASG Advisor—19.5 hour/week Classified Professional, and one (1) clerical support person—160-day hourly. As the Program grows, there will be a need for the 19.5 hour/week position to move to a full-time position. One of the challenges of Coastline Community College is its distributed campus model. With the Master Plan Goal of universal access to student services in mind, and projected growth of student life clubs and ASG activities, there will be a need for a full-time advisor. The Staff Assistant Senior – College Life position is attached in the Addendum.

### Outreach & Recruitment

Outreach & Recruitment currently has one (1) Director of Student Life—full-time Classified Manager, one (1) Outreach Program Specialist—full-time Classified Professional, at least ten (10) student assistants, and two (2) Outreach Assistants—160 day hourly. It is anticipated that this department will increase its activities within the next five years, which may justify the creation of more part-time positions.

### Info Center

Info Center currently has one (1) SSSP Specialist—full-time Classified Professional, one (1) Receptionist support person—160-day hourly, and at least 5 (five) student assistants. Due to the demand for increased business hours to provide universal access to student services (Master Plan), it is anticipated that the Info Center will need additional full-time staff to support all modes of communication through the Center.

## Professional Development

Due to certain funding constraints, opportunities for professional development have been minimal. Outside of regular staff trainings within the department and special training workshops offered through the College and District, there have been no outside professional development activities for the staff of Student Life, Outreach & Recruitment, or Info Center. The Admissions & Records Technician I position is attached in the Addendum.

Table 2.2 *Professional Development*

Name (Title)	Professional Development	Outcome
Director of Student Life	CCCSAA Annual Advisors Conference	Increase College's connection to professional organization supporting student government

## Section 3: Facilities Planning

### Facility Assessment

#### College Center

March 2015: Modular furniture installed for Info Center on the first floor of College Center. This space includes walk-up computer stations for students and the public to use for web-based service, six work stations for staff, and five phones for incoming and outgoing calls.

July 2016: ASG made their official move to a dedicated office space in the Student Life & Outreach Office on the 4<sup>th</sup> Floor of College Center. This space will be slightly remodeled with new furniture during the 2016-2017 academic year.

#### Newport Beach Center

April 2013: ASG receives dedicated office space on the second floor of the Newport Beach Center. The space includes a storage area, one workstation, round meeting table, and large flatscreen TV.

June 2016: ASG Office is re-purposed for general Student Services use and equipped with two new office spaces for use by Coastline Counselors.

### Forward Strategy

In the interest of providing universal access to student services at Coastline (Master Plan Goals), it is the hope of the areas of Student Life, Outreach & Recruitment, and Info Center to have adequate physical space at Coastline. The current situation of the Student Life & Outreach Office on the 4<sup>th</sup> Floor of College Center is crowded. Currently, that office has Career Services and Tutoring three days a week in the same space dedicated for Student Life/ASG and Outreach & Recruitment. Additionally, ASG lost their storage space in their recent move to College Center. It is of interest to ASG to get a dedicated storage space within one or two years.

Within the next five years, the Student Life & Outreach Office on the 4<sup>th</sup> floor of College Center will be completely taken by just those two programs. In addition, Student Life will have satellite or swing office space at all centers in order to have a presence to more adequately support students in ASG and/or campus clubs. This mainly relates to the Master Plan Goal to offer universal student service and support.

## Section 4: Technology Planning

### Technology Assessment

#### **INFO CENTER**

All departments listed in this report are making use of the standard technology available to all employees. The current layout of computers and phones is adequate for the time being. For Info Center, there is a need to explore products that can better serve the phone banking (call center) and receptionist functions of the Center (please see New Initiatives). In addition, further exploration on IT Helpdesk support at Info Center is needed. Due to the high volume of calls at Info Center to resolve basic-level username/password issues, it would be helpful to have access to the IT work order system or some other direct connection to IT services. This will not be explored as a part of the New Initiatives since there is no facilities or fiscal impact implied at this point.

Info Center is one department that can tip the scale when it comes to providing universal access to student services and support. The more Info Center is able to do to work toward this Master Plan Goal, the better.

#### **STUDENT LIFE**

When it comes to Student Life, the biggest part of the planning will be devoted to products and other IT initiatives to accompany the development of Student Services availability at all centers and universally (online). In 2016, a new mobile app will be implemented for use by all Coastline students to increase the level of engagement among all distance learning students. This product features capabilities to support the entire College, but for the current launch it will be focused on ease of access to Student Services.

## Section 5: New Initiatives

**Initiative:** [INFO CENTER] Provide new software support for receptionist and call center management (phones, other communication modes)

### Describe how the initiative supports the college mission:

Coastline serves a global and non-traditional student base. The Mission indicates that we desire to provide accessible, flexible, and innovative programs and services. Info Center is the frontline. A software program to help us with incoming calls as well as outgoing phone, text, and video chat communications. Ideally, this program would also help the receptionist functions by providing a means to more easily track calls by category (i.e. selecting categories from a drop-down list, leaving space for notes on individual calls, callbacks, etc.)

### What college goal does the initiative align with?

- Student Success, Completion, and Achievement
- Instructional and Programmatic Excellence
- Access and Student Support
- Student Retention and Persistence
- Culture of Evidence, Planning, Innovation, and Change
- Partnerships and Community Engagement
- Fiscal Stewardship, Scalability, and Sustainability

### What College planning document(s) does the initiative align with?

- Educational Master Plan
- Facilities
- Staffing
- Technology

### What evidence supports this initiative?

- Service Outcome (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.

The Info Center is taking in the highest volume of calls in its history. The majority of these calls are related to Admissions & Records and Password/Login issues. This is indicated in Graph A under the Info Center section of this Review. In order to expedite these “routine” calls and focus more on issues that affect student retention and success (admissions, financial aid, support services, assessment, instructional support, etc.), Info Center can use software to transfer calls more efficiently.

### Recommended resource(s) needed for initiative achievement:

Estimated \$5,000 initially with no more than \$1,500 for annual licensing and service

### What is the anticipated outcome of completing the initiative?

The anticipated outcome of this initiative is increased student retention. Many students will benefit from being able to get questions answered through Info Center in a more efficient way, and this software is the key to this efficiency.

### Provide a timeline and timeframe from initiative inception to completion.

This is the most urgent need for Coastline’s Info Center. In order to best address this need, it is the hope that the software can be identified and implemented by June 2017 or the first month of the 2017-18 fiscal year.

**Initiative:** Search current facilities and/or explore options for remodeling space for ASG equipment/event storage

**Describe how the initiative supports the college mission:**

The College Mission states that we serve local students. As such, there is still a need for our local (on-campus) student population to engage with student life activities. As with every semester, the ASG is the primary supporter of Week of Welcome, where thousands of giveaway items are handed out to students to welcome them to Coastline. For these items as well as many other items, adequate and secure storage is needed.

**What college goal does the initiative align with?**

- Student Success, Completion, and Achievement
- Instructional and Programmatic Excellence
- Access and Student Support
- Student Retention and Persistence
- Culture of Evidence, Planning, Innovation, and Change
- Partnerships and Community Engagement
- Fiscal Stewardship, Scalability, and Sustainability

**What College planning document(s) does the initiative align with?**

- Educational Master Plan
- Facilities
- Staffing
- Technology

**What evidence supports this initiative?**

- Service Outcome (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.**

The growing number of events and desire to further expand ASG and Club activities indicates a need to explore further facility resources.

**Recommended resource(s) needed for initiative achievement:**

Resources are based on availability of storage space. Preferably, this storage space would be conveniently located for ASG students and staff to get to quickly.

**What is the anticipated outcome of completing the initiative?**

More frequent events and more “felt” presence of ASG and Campus Clubs on-site. This will result in greater numbers of students who are engaged with student life activities.

**Provide a timeline and timeframe from initiative inception to completion.**

This initiative should be completed by June 2018, especially in light of the anticipated growth of student life. By June 2017, a plan for the remodel and restructuring of the College Center should be completed. It is the belief of the staff in Student Life that this should be a part of those plans.

# Section 6: Prioritization

## Resource Requests

Initiative	Resource(s)	Est. Cost	Funding Type	Health, Safety Compliance	Evidence	College Goal	To be Completed by	Priority
Provide new software support for receptionist and call center management (phones, other communication modes)	Info Center Call Center Software	\$5,000	One-time				June 2017	1
Search current facilities and/or explore options for remodeling space for ASG equipment/event storage	Storage Room for ASG	N/A	One-time				June 2018	2

## Staffing Requests (please see addendum for full-time position job descriptions)

Initiative	Resource(s)	Est. Cost	Funding Type	Health, Safety Compliance	Evidence	College Goal	To be Completed by	Priority
Hire additional support people (full-time) to provide more in-depth service (Admissions & Records, etc.) at Info Center	Two (2) A&R Tech I for Info Center	\$124,000 (salary + benefits)	Ongoing				June 2017	1
In two years, expand the role of the current Staff Asst. Senior position in Student Life to better support the online student life community as well as on-site programming and Clubs	Expand 19.5 ASG Advisor position (Staff Asst. Senior) to full-time	\$74,000 (salary + benefits)	Ongoing				June 2018	2

## 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

## Addendum – Article A



**COAST COMMUNITY COLLEGE DISTRICT  
invites applications for the position of:**

### **Staff Assistant Senior, Full Time (E-54)**

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#### **DEFINITION:**

##### **DEFINITION:**

Under the direction of the Director, Student Life, perform specialized technical, administrative and complex clerical duties requiring in-depth analysis of complex independent administrative, academic, business, and student programs. Analyze problems of varying levels of difficulty. Assignments are described in terms of desired objectives of results rather than in method and procedure.

##### **DISTINGUISHING CHARACTERISTICS:**

The **Staff Assistant, Senior** classification performs specialize technical and general administrative work requiring in-depth analysis of complex independent administrative, academic, business or student programs. This classification analyzes problems of varying levels of difficulty; assignments are described in terms of desired objectives of results rather than in method and procedures.

**EXAMPLES OF DUTIES:** Duties may include, but are not limited to, the following:

- a. Coordinate programs and activities related to clubs and organizations, including but not limited to Club Rush, student leadership program, club handbook and advisor handbook.
- b. Coordinate programs and activities related to the InterClub Council and provide advisement to the InterClub Council (e.g. ICC Twice Monthly Meeting).
- c. Coordinate programs and activities related to the Associated Student Government (ASG) and provide advisement to the ASG.
- d. Coordinate meetings and activities related to the ASG Finance Committee and provide advisement to the Finance Committee, as directed.
- e. Coordinate community service programs and activities (e.g. Angel Tree Project, Blood Drives, etc.)
- f. Contribute to the Coastline Community College Associated Student Government (CCASG) student leadership development program through advisement and program development.
- g. Serve as a resource to the campus for event planning and execution.
- h. Manage the Associated Student Government budget.
- i. Provide direction to Staff Assistant(s) to complete programs, activities and provide office support.
- j. Work collaboratively with the Student Life Director in providing quality programs, services and advisement to ASGWC students.
- k. Provide program support to CCC clubs, organizations, programs, and departments through various services and resources.
- l. Serve on a variety of campus-wide committees.
- m. Act as resource person regarding applicable policies and procedures. Resolve problems within area of responsibility. Consult relevant documentation and liaise with appropriate resource persons to obtain and provide information on diverse and complex issues.
- n. Review and recommend procedural changes to enable the assigned area to function more effectively. Collaborate with supervisor and others to establish work priorities and ensure appropriate implementation of decisions.

- o. Update, prepare and coordinate publication of documents relevant to the assigned area. Draft correspondence and other documents of a complex nature. Format documents and edit for grammar, spelling and accuracy. Take notes and type various documents such as correspondence, reports and memos.
- p. Use independent judgment and personal initiative to meet program deadlines and requirements.
- q. Interpret and apply administrative and District policies and procedures.
- r. Research, compile, analyze, and summarize data for special projects and reports.
- s. Develop record systems and maintain administrative functions.
- t. Conduct surveys and investigations related to student satisfaction, space, equipment, material, utilization and other assignments.
- u. Administer accounts for the assigned area; prepare budgets or budget proposals. Monitor and reconcile various accounts, statements and reports. Identify and analyze discrepancies and errors. Correct errors and follow up on problems; record expenses and provide status reports upon request.
- v. Compile information to prepare status reports; liaise with other departments, divisions or institutions in this compilation and coordinate their submission.
- w. Participate in activities related to organizational/program area; explain procedures and ensure deadlines are met. Refer problems, outside of area of expertise, to appropriate resource persons or officials.
- x. Provide information to callers and visitors. Determine reason for call or visit and prepare necessary documents. Assess need for intervention of other resource persons and arrange appointments as necessary.
- y. Respond to requests within area of responsibility; note required actions and ensure follow-up.
- z. Use a variety of software. Maintain computerized information systems and participate in their development to improve efficiency within the assigned area. Explain office procedures and demonstrate the use of software; resolve problems within area of expertise and liaise with computer resource persons as required. Maintain and update administrative files; maintain filing systems and arrange for archiving.
- aa. Perform related duties as assigned.

## **QUALIFICATIONS:**

### **MINIMUM QUALIFICATIONS**

#### **Knowledge of:**

1. Modern office equipment and procedures.
2. English usage, spelling, grammar, and punctuation.
3. Business math and simple statistics.
4. Principles of recordkeeping.
5. Basic administrative practices.
6. Administrative survey and reporting techniques.
7. Specialized technical and administrative principles, practices, and procedures of the assigned administrative related functions.
8. Basic technical and administrative principles, practices, and procedures of the assigned organizational/program unit.
9. Organizational principles and relationships.
10. Systems design and analysis.
11. Methods and techniques of cost analysis.
12. Fundamental research and data collection methods.
13. Fundamental organizational principles.

#### **Ability to:**

1. Communicate effectively both orally and in writing in an office environment.
2. Exercise good judgment.
3. Independently perform assigned administrative duties with speed and accuracy.
4. Independently plan, organize and complete assignments with minimal amount of detailed instruction.
5. Organize, implement and direct administrative activities.
6. Learn and understand all aspects of the assigned area.
7. Learn, accurately interpret and explain pertinent District, department, program, local, state and federal laws, rules, regulations, policies and procedures.
8. Read, understand, analyze, and apply complex written materials.
9. Gather, compile, and analyze data.
10. Prepare clear, concise and complex reports; analyze complex data and draw logical conclusions.
11. Exercise initiative and ingenuity in obtaining information and materials.
12. Assist in the development and monitoring of an assigned department or program budget.
13. Make accurate observations and obtain objective information.
14. Make detailed and accurate calculations.
15. Plan and organize work to meet deadlines.
16. Plan, organize and complete clearly defined assignments with minimal supervision.
17. Protect the confidentiality of student educational records in accordance with the Family Education Rights Privacy Act (FERPA), California law and college policies.
18. Perform paraprofessional technical work in a general or specialized administrative area.
19. Observe and problem-solve operational and technical issues.
20. Lead/oversee/supervise the work of assigned staff and/or students.
21. Devise and maintain record keeping and reporting systems.
22. Analyze and solve problems of organization and management systems to implement solutions.
23. Design and conduct research projects of moderate difficulty with clearly defined parameters.
24. Perform professional work of average difficulty in general or specialized administrative area.
25. Establish and maintain effective relationships with those contacted in the course of work.
26. Demonstrate and foster acceptance and respect for individual differences.
27. Build and maintain positive working relationships with co-workers, other District employees and the public using principles of good customer service.
28. Effectively operate modern office equipment including computers and related software.
29. Type accurately at an acceptable rate of speed.
30. Analyze situations quickly and objectively and determine proper course of action.
31. Plan, organize and schedule priorities in the department or program office.

**Education and Experience:**

1. Successful completion of at least three (3) years of college level coursework in related subject areas.
2. Minimum of four (4) years progressively responsible administrative, technical, or secretarial experience in a same or similar capacity is required. At least two (2) of those years in a lead capacity.
3. Or, any combination of education and experience that would provide the required qualifications.

**Desirable Qualifications:**

1. Completion of a bachelor's degree in student affairs, student development, counseling or related field.
2. Successful experience working with diverse students and staff who are similar to the community college population.

**PHYSICAL DEMANDS AND WORK ENVIRONMENT**

- Office environment
- Dexterity of hands and fingers to operate a computer keyboard.
- Hearing and speaking to exchange information.
- Seeing to read a variety of materials and view a computer monitor.
- Sitting for extended periods of time.
- Ability to work extended hours.
- The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job.
- The work environment characteristics are representative of those an employee encounters while performing the essential functions of this job.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- A detailed list of physical demands and work environment is on file and will be provided upon request

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Coast Colleges is an Equal Opportunity Employer

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## Addendum – Article B



# JOB SPECIFICATION

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**ADMISSIONS & RECORDS TECHNICIAN I**

**Range: E-42**

**65014/458**

**Spec ID:**

**Clerical**

**Class:**

**02/2006**

**Date:**

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**DEFINITION:** Under the general supervision of the Director of Admissions & Records, to perform a variety of responsible clerical duties in support of admissions and records functions.

**CLASS SERIES:** The Admissions & Records Technician I performs responsible clerical work in support of well defined Admissions and Records activities. The Admissions & Records Technician I is responsible for providing students, faculty, and other staff members with information about registration, admissions, and student records, in accordance with District policies and state and federal guidelines. Technicians are expected to become familiar with general duties, specific departmental duties, and other department functions.

**EXAMPLES OF DUTIES:** Duties may include, but are not limited to, the following:

- a. Perform clerical duties in support of the admissions, records, and registration functions.
- b. Learn, interpret, and apply policies and regulations that pertain to admissions and records.

- c. Provide clerical support for other admissions and records personnel in other functions including data entry and file maintenance; assure accuracy and timelines of data; review forms for completeness; enter codes as necessary; and perform optical imaging.
- d. Respond to questions from other employees, students, and faculty and refer as necessary.
- e. Use a variety of computer applications for word processing, record keeping and reporting, email correspondence, and spreadsheet preparation.
- f. Compile data and prepare basic statistical reports as directed.
- g. Receive and answer inquiries regarding admissions and records functions and independently prepare correspondence in response to routine matters.
- h. Operate a variety of modern office equipment including a computer, copy machine, fax machine, calculator, microfilm, and optical imaging systems.
- i. Apprise supervisor of unusual requests and/or exceptions to procedures regarding assigned area of responsibility.
- j. Participate in special projects as requested.
- k. Perform other related duties as assigned.

## **MINIMUM QUALIFICATIONS**

### **Knowledge of:**

1. Methods, practices, terminology, and procedures used in admissions and records.
2. State and Federal laws, codes, and regulations concerning admissions and records functions.
3. Interpersonal skills using diplomacy, tact, and patience.
4. Recordkeeping techniques.
5. Modern office practices, procedures, and equipment.
6. Computer applications, such as word processing, spreadsheets, data base management, Internet and e-mail access.

## **ADMISSIONS & RECORDS TECHNICIAN I**

### **MINIMUM QUALIFICATIONS: (Continued)**

### **Ability to:**

7. Work effectively and demonstrate currency of knowledge with computers and other forms of advanced technology utilized in providing high-quality services.
8. Demonstrate clear evidence of sensitivity to an understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students.
9. Perform responsible clerical duties in support of a specialized area within the admissions and record office.
10. Prepare reports.
11. Assure compliance with District, State and Federal regulations and laws regarding admissions and records functions, including Title V Administrative Code, the Attendance Accounting Manual, the California Education Code, and FERPA law.

12. Learn, apply, and explain rules, regulations, policies and procedures of assigned areas of responsibility, including District/College organization, operation, and objectives.
13. Provide information and assistance to employees, students, and faculty.
14. Provide high quality customer service to students, faculty, and staff.
15. Update and maintain a variety of files and records, including confidential materials.
16. Type and perform data entry accurately at an acceptable rate of speed.
17. Operate a variety of office equipment including computer, copy machine, fax machine, calculator, microfilm, and optical imaging system.
18. Review forms for completion and compliance with requirements and deadlines.
19. Meet schedules and timelines.
20. Establish and maintain cooperative and effective working relationships with others.

**Education and Experience:**

21. At least two years of responsible clerical experience, preferably including at least one year in admissions or records.
22. Or, any combination of education and experience that would provide the required equivalent qualifications.

**DESIRABLE QUALIFICATION:**

23. Bilingual ability.

**PHYSICAL DEMANDS AND WORK ENVIRONMENT**

- The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job.
- The work environment characteristics are representative of those an employee encounters while performing the essential functions of this job.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**DRC (Revision): 02/11/04**

**DRC (Revision): 11/03/99**

**BOARD APPROVAL DATE: 11/98**