



2017-2018
Annual Department Review
Office of Student Services

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Section 1: Department Planning:

Internal Analysis

Describe the department’s operational performance over the past year.

The Student Services Wing started and completed many initiatives in 2016 – 2017. The Wing worked as a division on some initiatives and departments led the initiatives in other cases. The planning and progress of each initiative was reviewed in three places: First, the Student Services Planning Committee, this group consisted of members from all around Coastline Community College; from faculty and staff members outside of the Student Services Wing to representatives from almost every department within the wing. Second, the progress and discussion of the initiatives were part of the Student Services Wing’s staff meetings. Finally, the Student Services Managers Meetings discussed the progress of each initiative and course corrections (if needed) to keep the initiative moving forward. The 2016 – 2017 academic year has been a busy one for the Student Services Wing with the following initiatives:

Initiatives for 2016 - 2017 Table

Department	Goal	Initiative
Counseling		Extreme Registration: increasing the onboarding of students. A student can complete the whole matriculation process in one day (application, orientation, counseling, financial aid, and receive a student education plan).
Student Services		EAB Navigate Implementation: increasing the onboarding of students
Counseling		Cranium Café : Provide real-time online video counseling for distance and local students
Counseling		Success Coaches: trained and support students through basic skills and general student success activities
Admissions and Records		Reorganization of Office to better support incoming students via transcript evaluation that leads to a clear path to completion of students’ goals
Outreach & Recruitment		Expand relationships with surrounding K-12 School Districts: the department of Outreach & Recruitment met and developed agreements with Garden Grove USD, Estancia High School, and Huntington Beach High USD to develop special programming between Coastline College and the respective institutions for joint programming
Student Services		My Path: This software package is sponsored by the California Community College Chancellor’s Office to promote the application to completion support software. The agreement has been given to implement and the implementation team meetings (technology & functional) are about to begin.
Student Services		Student Service Hubs: The initiative to create Student Services Hubs at each Coastline campus started with the installation of the Newport Beach hub that had a soft opening in Spring 2017 and will have a full-blown opening in Fall 2017. All services will be offered out at the Newport Beach Campus so students will not have to commute to the Fountain Valley campus center. Included in the launch is the setup for virtual services via Cranium Café in its second phase of its implementation.
Student Services		Dolphin Day: Summer 2016 the first Dolphin Day was put on with about 150 students coming into the College Center to learn about all the

		student services that Coastline College offers. Summer 2017 the event is partnered with Extreme Registration so students will also be able to complete the matriculation process all in one day. The event also started adding majors to the event so students can speak with faculty members in their majors.
Financial Aid		Financial Aid Outreach: Increased outreach efforts to the community that included presentations and information at various events and fairs. Also, provided more parent/student Financial Aid Nights at local high schools.
Student Services		Integrated Plan for Student Equity, Student Success Services & Programs, and Basic Skills Initiative: Collaborated with Instruction to create an integrated plan for all three programs for planning, programming and reporting.
Student Services		Inter-Cultural Training: In Collaboration with Title 3 the Wing coordinated an inter-cultural training with an outside expert in the field. It had participants look at themselves and their behaviors, mindset, knowledge, etc. and begin to learn to view people from a different perspective. This is one in a series of increasing better customer services.
Student Life		Increase student clubs from 4 to 10 and creating a more active environment for students.
Extended Opportunities Programs & Services		Over double their student population in less than 2 years to over 400 students this fall.
Assessment		Finished two years in the Multiple Measures pilot and is a member in the Common Assessment program.
Student Life		Implement the Mobile Application – OOH LA LA: this mobile application increases student life both online and in-person. The product has over a 1,000 users now and is in the upgrade to include direct data pulls from Banner giving students access to their class schedules.

All of the above initiatives are the foundation to implement the “gamification” of student services and increase the students’ customer service experience. The services must be available both in-person and online for the gamification system to be put in place.

Survey Data

Service Area Outcome(s)

Table X SAOs

SAO	ASSESSMENT MEASURE /TARGET
AUO/SAO 1: 1. Provide open access to allow students to obtain information on services available.	TARGET: 80% of students will be satisfied with the availability of online information on student services.
AUO/SAO 2: 2. Determine customer service from Coastline Community College students using a five point.	TARGET: Point of service at Admissions & Records, Financial Aid, Extended Opportunity Program & Services, Associated Student Government, and other

	office to be determined. FINDING: In-progress.
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SAO-1: Over 80% of students were satisfied with information access

SAO-2: To be assessed 2017-2018

Progress on Initiative(s)

Table X *Progress on Forward Strategy initiatives*

Initiative(s)	Status	Progress Status Description	Outcome(s)
The Office of the Vice President of Student Services will refocus the Coastline Community College Student Support Services Programs to be set-up in a “Distributive Model” where the services are delivered to the student at all four sites of the college and to online/distance education students	In-progress	The distributive model is in progress; the hardware has been purchased and the distribution of the hardware will take place in the beginning of the fall semester. Students will be able to receive virtual support from where they are via computer video conferencing using Canvas and/or Cranium Café.	The planning for the distributive model was completed and produced the following implementation schedule: NBC will begin in Spring 2017; GGC will begin in Fall 2018; and Le-Jao will begin in Fall 2019. Cranium Café was released in Spring 2017 and the training will continue in 2017 – 2018 academic year to other counselors and Student Services departmental offices.
Fully implement the Student Conduct, Title IX, and Behavioral Assessment Team to constitute an integrated approach to student intervention and discipline. The implementation will include training programs for students, staff, faculty, and administrators. The program will promote college community awareness of sexual violence, yes means yes, and the student code of conduct.	Still in-progress	This initiative is still in progress. The initiative depends on the hiring of the Dean of Students to move many of the responsibilities over to the Dean. Many of the responsibilities are housed in the VPSS office and an Interim Title IX Coordinator.	The position of Dean of Students was approved by the PIEAC and Budget Committees and moved forward by the College Council and signed off by the President. The reorganization of the Student Services Wing will commence once the position is filled. The position is being reviewed by the District.
The Office of the Vice President of Student Services will support the Math department in its development of a Summer Math Academy and Winter Math Retention Program by offering professional development	Pilot completed	The Math Academy was implemented in summer 2015 and then course corrected in summer 2016. Results will be release in September	The initiative produced an outcome produced a 68% success rate for students completing Elementary and Immediate Algebra of those students who enrolled in

and support in coordinating the implementation of the program.		2016.	the course in summer 2016.
The Office of the Vice President of Student Services will support the Director of Student Life, Information Center and Outreach to develop a comprehensive Coastline Community College Student Outreach and Recruitment Program that will target high school graduates, adult re-entry, and online students.	In-progress	The Information Center was launched in the fall of 2015. It is in its second cycle and the VPSS has filed a re-organization plan for the office to employ counseling classified staff members to provide a wider range of services to students.	The Student Information Center is centered around providing basic information about Coastline College's programs and services; the center will also develop into a full service center for online students who need assistance for all student service's needs.
The Office of the Vice President of Student Services will support the Dean of Counseling to develop and coordinate Coastline Community College's participation in the Statewide Alternative Assessment Program.	In-progress	This is the second cycle for Coastline CC in the MMP.	
Revising the student support services for the STAR Program to the Newport STAR that will target first-time freshmen at the Newport Beach Center into a Learning Community based system with structure pathways in Business Administration, Psychology, and Pre-Allied Health Certificate. This program will feature embedded tutoring in "gateway" classes.	In-progress; second year in a five year plan	The first cycle is complete with the second cohort coming fall 2016. The second cycle started with a larger cohort (50%) and a new curriculum pattern towards a meta major format	The first cycle completed with an 83% retention rate after one term and 60% retention rate from fall to fall. Second cycle data is coming
Start working with the Vice President of Instruction to revision the Online STAR Program to create an Institutional intrusive, integrated, student engagement model to increase retention and academic achievement among Coastline Community College online student learners.	In-Progress	In the beginning stages of implementing STAR Fish Early Alert system.	Two meetings are set: 1) Technology 2) Functional Users
Start working with the Vice President of Instruction to revision Working Adult type program that will meet the needs of working adults and create a significant increase of academic achievement of students in a structure cohort model.	Planning continues	This initiative is in the brainstorming stage with multiple alternatives still being considered.	Consulting with Faculty Senate, Deans and Directors of both the Student Services and Instructional Wings. Consult with the staff members of the Student Services Wing.
Student Services priority focus will be on to enhance the student customer service experience.	In-progress	Held several trainings on customer services and inter-cultural communication	Will be planning to run Disney's Guestology training the entire 2017 – 2018 year.

Response to Program/Department Committee Recommendation(s)

Table 1.3 *Progress on Recommendations*

Recommendation(s)	Status	Response Summary
The Committee recommends that the office discuss the use of Service Area/Administrative Unit Outcomes and summarize the ongoing dialog of outcome and achievement data.	In-progress	Student Services will attach its thematic goal "Enhance the Student Customer Service Experience" to the AUO/SAO 1: 1. Provide open access to allow students to obtain information on services available. Also, the Wing will use the Assessment Measure/Target of 80% of students will be satisfied with the availability of online information on student services.

Department Planning and Communication Strategies

There are three main communication strategies for discussing Student Services Wing planning. The first is the Student Services Wing Planning Committee; here there are members from inside and outside the Student Services Wing (SSW). Progress reports on initiatives and future planning are discussed in this committee. The second is the SSW Staff Meetings; updates are given here and further input on planning, initiatives, strategies, and course corrections are solicited from this group. The final place is the SSW Managers' Meetings; this group refines the initiatives, strategies, and activities and assigns the required staff for a successful outcome.

Vision, Mission, Values, Goals, Initiatives, Activities, and general discourse are communicated via emails, departmental staff meetings, and SSW staff meetings. During the 2017 – 2018 year the Student Services Wing will implement the Business Facebook software to increase communication, efficiency in the workplace, and productivity.

- Bi-weekly management meetings
- Single managers' meetings are on a bi-weekly to monthly basis
- Email correspondents with all
- Staff meeting monthly
- Wing Planning Council meetings
- Business Facebook Implementation in 2017 - 2018

Section 2: Human Capital Planning

Staffing

Table 2.1 Staffing Plan

Year	Administrator	Management	F/T Faculty	P/T Faculty	Classified	Hourly
Previous year 2016-17	VP SS	1	1		Admin Asst.	1
Current year 2017-18	VP SS	1			Admin Asst.	1
1 year 2018-19	VP SS	1			Admin Asst./Functional Analyst	2
2 years 2019-2020	VP SS	1			Admin Asst./Functional Analyst	2
3 years 2020-2021	VP SS	1			Admin Asst./Functional Analyst	2

Provide a description of the staffing for the program. Include a description of the previous, current, and year of staffing estimates. Support the projection with evidence and specify how position growth or reduction relates to College plans. Additionally, for full-time positions, include a Coast District approved job description.

Moving to gamification of student services

- A Functional Analyst will be required to setup, maintain, and continuously improve the game system setup for onboarding students into Coastline College and keeping engagement of students to the college.

Professional Development

Table 2.2 Professional Development

Name (Title)	Professional Development	Outcome
VP SS	EAB	Learn about onboarding of students
Assistant to the VP	Maxient Conference	Learn advance setup and use of the Maxient software
VPSS and ATVP	Maxient Training	Learn the basic and advance use of the Maxient software system
Title IX Investigator Training	Title IX	Learn all facets of Title IX investigation and report writing for cases and the college
Association of California Community College Administrators	Conference	Several key issues for student services such as Title IX, Online Education Initiative, and leadership skills

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What's next?

- Student Services will focus on two main goals in this upcoming year
- First, increasing the students' customer service experience
- Implementing Technology solutions that will move the needle towards student access, retention, and completion

Section 3: Facilities Planning

Facility Assessment

Provide a description of the department facilities and specify any changes over the past year as it relates to College planning. Provide evidence of emerging needs for modifications or additions to the department facilities.

Before the Student Services Hub initiative students would be required to travel to the College Center in Fountain Valley. Many students did not have cars and had to take the bus to make their way to the College Center. Consequently we have many students who still do not have a Coastline College I.D. because of the travel requirement. In fall 2017 students will be able to access all student services at the Newport Beach Campus. The SSW has planned to expand Student Services Hubs to both Garden Grove and Le-Jao in the upcoming years.

As the College Center is re-envisioned so will how student services fits into the new building. This will be an ongoing and dynamic process of placing and organizing departments to best suit the students experience at Coastline Community College.

Section 4: Technology Planning

Technology Assessment

Student Services has had a host of new technology initiatives this year.

- Cranium Café
- EAB Navigate
- Star Fish
- My Path
- Canvas
- OOH LA LA
- Canvas for Student Services
- Serving on the Chancellor's 115 online college recommendation committee

Section 5: New Initiatives

Initiative: Provide a short description of the initiative.

Coastline Community College will implement various technology initiatives to provide students comprehensive access to students service where ever they are.

Describe how the initiative supports the college mission:

This initiative will put Coastline College in a place no other California community college has ever been. To provide comprehensive student support services to students without the students having to drive anywhere. Whether it is on the Garden Grove Campus or if they live in Sacramento the student will be able to get personal support for their student support services needs.

What college goal does the initiative support? Select all that apply

X Student Success, Completion, and Achievement

Instructional and Programmatic Excellence

X Access and Student Support

X Student Retention and Persistence

Culture of Evidence, Planning, Innovation, and Change

Partnerships and Community Engagement

Fiscal Stewardship, Scalability, and Sustainability

What Educational Master Plan objective does the initiative support? Select all that apply

X Increase student success, retention, and persistence across all instructional delivery modalities with emphasis in distance education.

X Provide universal access to student service and support programs.

X Strengthen post-Coastline outcomes (e.g., transfer, job placement).

Explore and enter new fields of study (e.g., new programs, bachelor's degrees).

Foster and sustain industry connections and expand external funding sources (e.g., grants, contracts, and business development opportunities) to facilitate programmatic advancement.

Strengthen community engagement (e.g., student life, alumni relations, industry and academic alliances).

X Maintain the College's Asian American and Native American Pacific Islander Serving Institution (AANAPISI) designation and pursue becoming a designated Hispanic Serving Institution (HSI).

What evidence supports this initiative? Select all that apply

X Service Outcome (SAO) assessment

Internal Research (Student achievement, program performance)

X External Research (Academic literature, market assessment, audit findings, compliance mandates)

Describe how the evidence supports this initiative.

Research studies show that student engagement must be personable. Students must feel that the college cares about them. Synchronous online communication gives students a better connection with the institution.

Recommended resource(s) needed for initiative achievement:

Continued support of the technology initiatives

What is the anticipated outcome of completing the initiative?

The predicted outcomes would be increased access, retention, and completion by students as a college.

Provide a timeline and timeframe from initiative inception to completion.

The technology initiatives will take 3 years to mature to the point of becoming part of Coastline College's culture and regular processing by staff, faculty and students. At the beginning of the fourth year the student experience will

be completely different from what it is now. Our student evaluations show Coastline College experiences great student satisfaction because the college has some of the best staff members who provide excellent customer service. These initiatives will allow these same staff members to provide personal service to anywhere in California.

Section 6: Prioritization

List and prioritize resource requests which emerge from initiatives

Initiative	Resource(s)	Est. Cost	Funding Type	Health, Safety Compliance	Evidence	College Goal	To be Completed by	Priority
Increasing the Customer Service Experience	Trainer	4,500	1 time					1
Computer Stalls for GGC	Furniture	?	1 time					2
Storage area for Student Life	Storage Bin	?	1 time					3
High School Assessment Program	Supplies	10,000	1 time					4
Area for Food Bank	Storage room	?	1 time					5
Portable Student I.D. printer	Printer	3,000						
Gamification Training	Trainer	3,500	1 time					7

List and prioritize staffing requests. For full-time positions, include a Coast District approved job description.

Initiative	Resource(s)	Est. Cost	Funding Type	Health, Safety Compliance	Evidence	College Goal	To be Completed by	Priority
Functional Analyst	Personnel	160,000	ongoing					1
Student Assistant GF	Personnel	50,000	Ongoing or 1 time					4
High School Assessment Program	Personnel	20,000	1 time					3
Tenure Track Counselor	Personnel	140,000	ongoing					2

Prioritization Glossary

Initiative:	Provide a short description of the plan
Resource(s):	Describe the resource(s) needed to support the completion of the initiative
Est. Cost:	Estimated financial cost of the resource(s)
Funding Type:	Specify if the resource request is one-time or ongoing
Health, Safety Compliance:	Specify if the request relates to health or safety compliance issue(s)
Evidence:	Specify what data type(s) supported the initiative (Internal research, external research, or service outcomes)
College Goal:	Specify what College goal the initiative aligns with
To be completed by:	Specify year of anticipated completion
Priority:	Specify a numerical rank to the initiative