

COASTLINE COLLEGE

2018-2019

Annual Department Review

Student Life and Outreach

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Student Life & ASG

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Outreach & Recruitment

Section 1: Department Planning:

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

Internal Analysis

In the 2017-18 Academic Year, Outreach & Recruitment hosted a number of events on- and off-campus to encourage partnerships with surrounding schools and non-profit organizations. Events are the primary means by which this department generates leads and collects interest forms for two programs: STAR 2.0 Transfer-prep Program and Coastline Promise First-year college promise program.

A new partnership was forged with a local non-profit after-school program called Save-our-Youth—a Newport-Mesa Unified affiliated program that supports low-income youth from the District. As a result of that partnership, a small group (about 5) received extra nudges and assistance in completing their Coastline Promise steps.

One new initiative, brought forward as a proposal by one of the Coastline Ambassadors, was to do more lunchtime events at Costa Mesa High School. The idea was to bring lunch and/or snacks to their College & Career Center to help gather students together. Multiple events were held throughout the year to foster a stronger relationship with CMHS students who chose to sign an agreement for the Coastline Promise Program.

The following tables detail the on- and off-campus events and activities the Outreach & Recruitment Department hosted or participated in throughout the 2017-18 Academic Year. The department participated in and/or hosted 114 events.

On-campus Events Hosted by Outreach & Recruitment

Table 1.1 2017-18 Outreach & Recruitment On-site Events

DATE	EVENT NAME	LOCATION	HS IN ATTENDANCE	# OF ATTENDEES
Wed. Nov. 1, 2017	Early College High School Day	Newport Beach Campus	Early College High School	31
Wed. Jan. 31, 2018	Education Partners Breakfast	Newport Beach Campus	Various	40
Mon. Feb. 12, 2018	College Preview Day	Newport Beach Campus	Costa Mesa High School, Estancia High School	49
Thu. Mar. 29, 2018	Chicano/Latino Empowerment Summit	Newport Beach Campus	Huntington Beach High School, Samueli Academy	69
Tue. Apr. 10, 2018	STAR 2.0 Preview Day	Garden Grove Campus	La Quinta High School	22

Outreach Events by the Numbers

Top 5 High Schools by Number of Events

Costa Mesa High School – 15
 Fountain Valley High School – 14
 Lorin Grisnet Academy – 9
 NOVA Academy - 8
 Estancia High School – 7

Table 1.2 2017-18 Outreach & Recruitment Off-site events

Date	Time	Event
9/11/17	11:00am-12:00pm	NOVA Academy Early College High School- College Hub Tabling
9/15/17	11:45am-12:44pm	Lorin Grisnet Academy - Table Visit
9/24/17	9:00am-1:00pm	La Habra Goes to College-Resource Fair Tabling
9/25/17	7:00pm-8:30pm	Fullerton South USD College Fair
9/25/17	8:00am-12:30pm	Lorin Grisnet Academy: 2017 Senior Push Day
9/25/17	11:00am-12:00pm	NOVA Academy Early College High School- College Hub Tabling
9/26/17	12:15pm-12:45pm	Fountain Valley HS - Lunch Visit

9/27/17	11:30am- 12:30pm	Samueli Academy - Lunch Visit
9/28/17	11:00am-12:00pm	Costa Mesa High School: Lunch Visit
10/3/17	8:00am-2:00pm	Fountain Valley High School: Senior Presentations
10/4/17	11:30am-1:15pm	Westminster Chamber of Commerce - Luncheon Tabling
10/5/17	11:00am-12:00pm	Costa Mesa High School: Lunch Visit
10/5/17	9:30am-12:00pm	NOVA Academy Early College High School- College Fair
10/6/17	8:00am-3:30pm	2017 OC Counselor Symposium: Preparing Students for College, Career and Life Success
10/9/17	5:00pm-8:00pm	GGUSD Annual College Fair
10/9/17	11:00am-12:00pm	NOVA Academy Early College High School- College Hub Tabling
10/11/17	7:30am-12:00pm	Los Amigos High School: College Knowledge Day (Part 1)
10/11/17	10:00am-12:30pm	Marina High School - College/Career Fair
10/12/17	12:00pm-1:00pm	Fountain Valley High School: Lunch Visit
10/17/17	11:00am-12:00pm	Costa Mesa High School: Lunch Visit
10/17/17	6:30pm-8:30pm	FVHS - College Knowledge Night for Parents
10/18/17	6:30pm-9:00pm	NMUSD College & Career Night 2017
10/18/17	11:30am-12:30pm	Samueli Academy - Lunch Visit
10/19/17	5:00pm-8:30pm	SAUSD College Night
10/20/17	11:30am-12:30pm	Estancia High School: Lunch Visit
10/21/17	1:00pm-2:00pm	Concordia University's 2nd Annual Latina Leadership Conference (Resource Fair)
10/21/2017	9:00am-11:30am	OC Oral Surgery: 2nd Annual Academic Advantage College and Career Fair
10/23/17	11:00am-12:00pm	NOVA Academy Early College High School-College Hub Tabling
10/24/2017	5:30pm-8:00pm	AUHSD College Fair
10/25/2017	8:30am-10:30am	Valley Vista High School: College/Career Fair
10/26/2017	12:00pm-1:00pm	Fountain Valley High School: Lunch Visit
10/27/2017	11:00am-1:00pm	Godinez Fundamental High School: Lunch Table Visit
10/30/2017	11:30am-12:30pm	Estancia High School: Lunch Visit
10/31/2017	11:00am-12:00pm	Costa Mesa High School: Lunch Visit
11/01/2017	8:30am-11:00am	Fountain Valley High School: College Fair
11/01/2017	8:00am-12:00pm	Los Amigos High School: College Knowledge Day (Part 2)
11/02/2017	7:30am-3:00pm	Fullerton Union High School: "College Application Day"
11/02/2017	9:00am-10:30am	Richland High School - College and Career Fair
11/03/2017	7:30am-3:00pm	Fullerton Union High School District: "College Application Day"
11/03/2017	8:00am-12:00pm	Samueli Academy: Career Day
11/6/2017	11:30am-1:30pm	Lorin Griset Academy: Lunch Visit
11/06/2017	11:00am-12:00pm	NOVA Academy Early College High School-College Hub Tabling
11/7/2017	9:30am-11:30am	Tewinkle Middle School: College Fair
11/8/2017	7:00pm-9:00pm	HBUHSD College Fair
11/9/2017	12:00pm-1:00pm	Fountain Valley High School: Lunch Visit
11/15/2017	12:00pm-1:00pm	Estancia High School: Lunch Visit
11/16/2017	5:30pm-7:00pm	GGUSD: Parent Information Night
11/16/2017	10:00am-12:00pm	Lorin Griset Academy: Financial Aid Presentation (Student)
11/16/2017	2:30pm-3:30pm	Samueli Academy - Presentation

11/17/2017	7:30am-2:00pm	Costa Mesa High School: Coast District Application Workshops
11/17/2017	11:00am-1:00pm	Godinez Fundamental High School: Lunch Table Visit
11/20/2017	7:30am-2:00pm	Costa Mesa High School: Coast District Application Workshops
11/20/2017	11:00am-12:00pm	NOVA Academy Early College High School-College Hub Tabling
11/21/2017	11:30am-1:30pm	ECHS: College Application Success Campaign
11/28/2017	11:00am-12:00pm	Costa Mesa High School: Lunch Visit
11/29/2017	12:00pm-1:00pm	Estancia High School: Lunch Visit
11/29/2017	8:30am-2:30pm	Estancia High School: Senior Class Presentations (in English class periods)
11/30/2017	12:00pm-1:00pm	Fountain Valley High School: Lunch Visit
11/30/2017	1:00 pm -3:00 pm	Lorin Grisette Academy
11/30/2017	6:00pm-8:00pm	Migrant Education Program: Parent Advisory Committee Meeting
12/4/2017	11:00am-12:00pm	NOVA Academy Early College High School-College Hub Tabling
12/6/2017	6:00pm-7:00pm	Tustin High School: Community College Knowledge Night
12/7/2017	12:00pm-1:00pm	Fountain Valley High School: Lunch Visit
12/7/2017	1:00pm-3:00pm	Lorin Grisette Academy: 1-1 Financial Aid Help
12/11/2017	11:30am-12:30pm	Estancia High School: Lunch Visit
12/14/2017	1:00pm-3:00 pm	Lorin Grisette Academy
1/16/2018	11:00am-12:00pm	Costa Mesa High School: Lunch Visit
1/17/2018	12:00pm-1:00pm	Valley High School: Community College Fair
1/18/2018	6:00pm-8:30pm	Huntington Beach High School: Parent Night
1/22/2018	7:30am-10:00am	Santiago High School Presentations: Mr. Coyle's Class
1/23/2018	7:00pm-8:00pm	Fountain Valley High School PTSA Meeting - General Financial Aid
02/05/2018	8:30am-12:30pm	Santiago High School Presentations: Mrs. Zoratti's Class
02/06/2018	11:00am-12:00pm	Costa Mesa High School: Lunch Visit
2/7/2018	5:00pm-8:00pm	Huntington Beach High School: Parent Presentation, College 101 (Spanish)
2/7/2018	12:30pm-1:00pm	Pacifica High School: Community College Application Workshop
2/8/2018	8:30am-3:00pm	Santiago High School Presentations: Mrs. Honrath's Class
2/13/2018	6:00pm-7:30pm	Fountain Valley High School PTSA Meeting - FAFSA Application Workshop
2/13/2018	9:00am-10:30am	Lorin Grisette Academy: Guest Speaker Presentation (Chicana/Chicano Studies)
2/13/2018	12:00pm-1:00pm	Lorin Grisette Academy: Lunch Visit
2/14/2018	10:00am-1:30pm	Brea Olinda High School: Destination - Community College
2/14/2018	2:00pm-3:30pm	Pacifica High School: Community College Workshop
2/21/2018	10:00am-1:00pm	Anaheim High School: ROP Career Fair
2/21/2018	5:00pm-8:00pm	Huntington Beach High School: Parent Workshop, Funding your Education (Spanish)
2/22/2018	11:00am-2:00pm	Canyon's Community College Day
2/27/2018	11:00am-12:00pm	Costa Mesa High School: Lunch Visit
03/06/2018	11:00am-12:00pm	Costa Mesa High School: Lunch Visit
03/13/2018	6:30pm-8:30pm	Fountain Valley High School PTSA Meeting
03/15/2018	4:30pm-6:00pm	Buena Park Jr. High School: College & Career Night
03/16/2018	8:30am-12:30pm	Samueli Academy: Career Ignition Conference
03/20/2018	11:00am-12:00pm	Costa Mesa High School: Lunch Visit
03/21/2018	7:30am-12:00pm	Loara High School – Conference for HS Seniors
3/21/2018	3:30pm-4:30 pm	NBC Tour: Small Group

03/24/2018	9:00am-11:30am	OC Oral Surgery: Academic Advantage College & Career Fair
3/27/2018	7:00pm-8:00pm	FVHS PTSA Meeting: Scholarships and Grants
3/28/2018	8:00am-10:30am	La Quinta High School: Senior Classroom Presentation
4/3/2018	11:00am-12:00pm	Costa Mesa High School: Lunch Visit
04/09/2018	3:00pm-4:00pm	Hold Date: Pacifica HS - Presentation & Application Workshop
04/17/2018	6:30pm-7:30pm	Brea Canyon High School
04/22/2018	1:30pm-4:30pm	NACAC OC College Fair
04/23/2018	7:30am-1:00pm	Loara High School Senior Push Event
04/24/2018	11:00am-12:00pm	Costa Mesa High School: Lunch Visit
04/30/2018	3:00pm-4:00pm	Hold Date: Pacifica HS - Presentation & Application Workshop
05/16/2018	8:00am-11:00am	La Quinta High School: In Classroom Announcements
05/21/2018	7:00pm-8:00pm	FVHS PTSA Meeting: Career Workshop
05/21/2018	1:00 pm- 4:00 pm	REI's 5th Annual Cultural Diversity & Education Fair
05/21/2018	7:00pm-8:00pm	Fountain Valley High School PTSA Meeting
5/23/2018	10:30 am- 1:00pm	FVHS RACC Event (Registration Assistance)
5/23/2018	8:00am-11:00am	La Quinta High School Off-site Registration Day
5/31/2018	1:30pm-3:00pm	CMHS Off-site Enrollment Day

Tracking Access

One of the previously identified objectives of Outreach & Recruitment was to assist in increasing the enrollment of local Hispanic/Latinx students. Since the creation of Outreach & Recruitment in 2014 and with increased collaboration with other areas of the College in subsequent years, Coastline has seen a steady increase in the number of both Hispanic/Latinx students and recent high school graduates in college enrollments. This department has dramatically increased Coastline’s presence in the local service area high schools and continues to focus its efforts there.

In 2017-18 it was announced College-wide that Coastline is now fully eligible, by population of Hispanic students, to qualify for all levels of the Hispanic Serving Institution (HSI) federal grant. This is a momentous and redefining moment for the College—a chance to re-focus energy and funding on supporting this group of students with much to contribute to the future of the College.

Table 1.3 Within District and Out of District California Population by Race

California	Population	African American	American Native	Asian/Pacific Islander	Hispanic	White Non-Hispanic	Two or More Races	Other
Total Population	38,654,206	5.6%	0.4%	14.0%	38.6%	38.4%	2.9%	0.2%
Coast District Service Area								
Costa Mesa	112,439	1.7%	0.1%	9.3%	36.0%	50.1%	2.4%	0.4%
Fountain Valley	56,670	0.7%	0.2%	33.5%	16.1%	46.3%	3.0%	0.2%
Garden Grove	174,676	1.0%	0.3%	39.4%	36.8%	20.8%	1.5%	0.1%
Huntington Beach	198,724	1.1%	0.4%	11.6%	19.4%	63.7%	3.5%	0.3%
Midway City	9,235	0.0%	0.0%	54.6%	30.5%	13.6%	1.3%	0.0%
Newport Beach	86,813	0.6%	0.2%	7.9%	8.4%	80.2%	2.5%	0.2%
Seal Beach	24,510	1.1%	0.1%	8.8%	13.0%	74.1%	2.6%	0.2%
Westminster	91,635	0.7%	0.3%	47.8%	24.0%	24.9%	2.2%	0.1%
CCCD Within District	754,702	1.0%	0.3%	23.7%	24.9%	47.4%	2.5%	0.2%
In CA/Out-of-District	37,899,504	5.7%	0.4%	13.8%	38.8%	38.2%	2.9%	0.2%

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates

Note: The above table reflects the total population and is not limited to the adult population.

Table 1.3 shows the total population for California, cities within CCCD’s service area, and out of district/within California, as well as the ethnic composition of each of these areas. An analysis of CCCD’s student population reveals that the District serves 2.0% of the total California population, and 24.1% of the total Orange County population. CCCD’s immediate service area reflects a population that is proportionately more White Non-Hispanic and Asian/Pacific Islander than the overall state population. The service area also contains proportionately fewer African American and Hispanic/Latinx residents than the out of district/California population.

Table 1.4 Hispanic Student Population, Fall 2013-Fall 2016 (Federal Financial Aid Eligible)

	Ethnicity (Federal Financial Aid Eligible Students)							
	Fall 2013		Fall 2014		Fall 2015		Fall 2016	
	Students	Percent	Students	Percent	Students	Percent	Students	Percent
Hispanic of Any Race	1419	19.4%	1685	22.5%	1847	24.1%	1849	25.4%
Asian / Native Hawaiian / Pacific Islander	2838	38.8%	2745	36.6%	2707	35.4%	2535	34.8%
American Indian or Alaskan Native	28	0.4%	22	0.3%	33	0.4%	32	0.4%
Asian	2565	35.1%	2469	32.9%	2434	31.8%	2242	30.8%
Black or African American	406	5.6%	470	6.3%	473	6.2%	446	6.1%
Hispanic	789	10.8%	970	12.9%	1095	14.3%	1057	14.5%
Multiple Ethnicity (Includes Hispanic and Asian/NH/PI)	921	12.6%	1015	13.5%	1074	14.0%	1116	15.3%
Native Hawaiian (NH) or Pacific Islander (PI)	25	0.3%	14	0.2%	21	0.3%	19	0.3%
Other / Unknown	229	3.1%	150	2.0%	127	1.7%	99	1.4%
White	2348	32.1%	2394	31.9%	2398	31.3%	2278	31.3%
Total	7311	100.0%	7504	100.0%	7655	100.0%	7289	100.0%

Table 1.4 shows the increase of the Hispanic student population at Coastline through 2016.

Table 1.5 Access by Age Group

Age Group	2013-14	2014-15	2015-16	2016-17	2017-18
19 or less	13.3%	11.2%	12.0%	26.2%	18.2%
20 to 24	15.3%	16.7%	13.5%	11.9%	12.3%
25 to 29	16.2%	17.6%	18.1%	14.9%	15.3%
30 to 34	14.5%	15.2%	15.2%	12.7%	13.9%
35 to 39	11.6%	11.6%	13.3%	10.8%	12.9%
40 to 49	18.0%	16.9%	16.6%	13.6%	16.9%
50 +	10.9%	10.7%	11.4%	10.0%	10.5%
Unknown	0.0%	0.0%	0.0%	0.0%	0.0%

The table above indicates growth among the “19 or less” age group. Since 2015-16, there has been a 14.2% increase in the “19 or less” age group category on average each year. It is important to note that 2015-16 was the year the first full-time Outreach Program Specialist was hired to support the growth of the STAR 2.0 Programs and facilitate increased participation in local high school outreach activities.

Table 1.6 Headcount of Recent High School Grads from GGUSD, NMUSD, and HBUHSD Only

Academic Year	2013-14	2014-15	2015-16	2016-17	2017-18
HS Grad Year	2013	2014	2015	2016	2017
Bolsa Grande High School	7	4	2	14	4
Coast High School*	0	0	2	4	3
Corona Del Mar High School	3	1	2	2	0
Costa Mesa High School	0	2	6	9	19
Edison High School	8	8	8	17	10
Estancia High School	0	0	35	7	9
Fountain Valley High School	4	14	15	19	19
Garden Grove High School	2	7	6	7	2
Hare	1	0	1	0	1
Huntington Beach Adult	1	2	0	1	2
Huntington Beach High School	5	5	10	6	7
La Quinta Senior High School	14	7	8	40	29
Los Alamitos High School	4	0	2	0	0
Los Amigos High School	2	0	2	17	1
Marina High School	3	2	2	9	1
Monte Vista High School	0	1	0	0	2
Newport Harbor High School	11	8	8	11	10
Newport-Mesa Adult	1	0	0	1	0
Ocean View High School	1	1	1	2	3
Pacifica High School	0	5	3	3	3
Rancho Alamitos High School	7	12	11	8	5
Santiago High School	2	2	12	19	4
Valley Vista High School	1	1	0	1	0
Westminster High School	4	7	5	1	7
Total by Columns	81	89	141	198	141

Table 1.6 above shows a marked increase in the enrollment of recent high school graduates, Outreach & Recruitment’s primary target population, since 2014-15 (when the department was first established). This seems to indicate that the activities of the department are having an impact on the visibility of Coastline among this student population.

Why Choose Coastline?

According to the 2018 Online Student Engagement Survey,

The majority of respondents indicated that they are attending Coastline because they plan to transfer to a 4-year college or university (76.0%), they plan to obtain an associate degree (73.1%), and/or they are taking courses for self-improvement/personal enjoyment (71.1%). More than half of respondents (54.5%) indicated that they are attending Coastline to obtain or update job-related skills. About one-third of respondents indicated that they are attending Coastline because they plan to change careers (37.1%) and/or they plan on completing a certificate program (33.6%).

Seeing that most students indicate they are attending Coastline because they plan to transfer to a 4-year college or university, the Outreach & Recruitment team is well positioned. The main message of the two programs it recruits for (STAR 2.0 and Coastline Promise) is transfer preparation. In the coming year, the department will evaluate and adjust its practices and identify events and activities that best support the department's efforts to recruit students who plan to transfer.

Internal Analysis of Event Attendance Data

In 2017-18, Outreach & Recruitment sought to collect event effectiveness data from staff (including student workers). This effort allowed staff to provide important feedback about department efforts to help with future planning. The following data was collected from staff and student ambassadors after each event:

- Staff Name
- Event Name
- Event Location
- Event Date
- Start Time/End Time
- Type of Event (District College Fair, School College Fair, Career Fair (vocational focus), Conference, Lunch Visit, Community Fair, Campus Tour – Individual, Campus Tour – Group, Other)
- Our Participation (Info booth/Tabling, Presenter, Panelist, Application Assistance, Tour Guide, Other)
- Total # of Event Attendees
- Total # of Table Visitors
- Total # of Presentation Attendees
- Total # of Lead Cards Collected
- Please describe the event. (What was the setup like? Was there a target population? What type of students were attracted to the event?) This should be 3-5 sentences and give a detailed description of the event that took place.
- Were students interested in Coastline? Why or why not? Please share any specific comments you heard. (3-5 sentences)
- What Coastline programs/services were students most interested in? What programs/services were they looking for that we may not have? (3-5 sentences)

- In your opinion, did the activity provide more visibility for Coastline? Why or why not? (3-5 sentences)
- Were there any challenges at this event that made it easier or difficult to promote Coastline? (e.g. Weather, target audience, event distractions, table location, etc.) (3-5 sentences)
- Overall feedback for the event? Should we continue to attend these events? (1-3 sentences)

148 responses were collected about 94 of the department’s 114 events.

The following table summarizes some of the data points collected which will be used to guide department planning meetings for 2018-19.

Table 1.7 Summary of Select Info from Staff Event Attendance Data (2017-18)

Questionnaire Category	Total / Percentage
Total # of Lead Cards Collected: 567	Average for all reported events: 11
What Coastline programs/services were students most interested in?	STAR 2.0: 67 (48.5%) Coastline Promise: 43 (31.2%) CTE-based Programs: 3 (2.0%) Specific Majors (Psychology, Sociology, Business, etc.): 25 (17.0%)
Overall feedback for the event? Should we continue to attend these events? (1-3 sentences)	Total Positive (and %): 112 (76.2%) Total Negative (and %): 20 (13.6%) Total Neutral (and %): 15 (10.2%)

Service Area Outcomes (SAOs) & Student Learning Outcomes (SLOs)

SAO	Measures/Targets
<ol style="list-style-type: none"> 1. Develop partnerships with local and regional areas (high schools, high school districts, community orgs, etc.) 2. Continually build awareness of Coastline Community College and its programs and services. 3. Lead efforts to increase the enrollment of students from target populations. 	<p>M: Number of partnerships and/or Memoranda of Understanding T: Increase annually</p> <p>M: Number of events and number of lead cards and/or participants contacted T: Increase annually</p> <p>M: Number of students enrolling each Fall Semester (disaggregate by target population/demographics)</p>
<p>[NEW FOR 2018-19]</p> <ol style="list-style-type: none"> 1. Student-prospects tracked through the lead card process will complete the process of applying to Coastline and enrolling into courses. 2. Student-prospects will demonstrate an increased knowledge about college including, but not limited to, the admissions process, choosing a major, financial aid, and more. 	<p>[NEW FOR 2018-19]</p> <p>M: Number of students tracked through the lead card process who apply and enroll within the same academic year T: Increase annually by 3%</p> <p>M: Survey data collected from students in lead card database, at local high school presentations, and at the conclusion of each outreach and recruitment on-campus event</p>

The Service Area Outcomes, along with their measures and annual targets, will be reviewed and updated in 2018-2019.

Progress on Initiative(s)

Table Progress on Forward Strategy Initiatives

Ongoing Initiative(s)	Status	Progress Status Description	Outcome(s)
Increase the number of first-time Freshmen (full-time students) enrolling in the STAR 2.0 Programs at Newport Beach and Garden Grove campuses.	In-Progress	When compared to two previous years, these cohort statistics are steady but also reflect a decrease. While interest in the program remains constant at most partner high schools, the STAR 2.0 Program itself is not growing.	2018 Fall Cohort Data for the STAR 2.0 Program: 31 students in the Newport Beach Campus cohort 19 students in the Garden Grove Campus cohort
Recruit students for the new College Promise Program (now Coastline College Promise Program)	In-Progress	Recruitment concluded in August 2018 for the second cohort of Coastline College Promise students.	Initial cohort of registered Coastline College Promise students was 56 as of the start of the Fall 2017 term. For Fall 2018, the initial cohort of registered College Promise students is 76.
Annually increase the number of Latino/Hispanic students who apply and eventually register at Coastline. (Outreach & Recruitment is funded by Student Equity, and this population has been identified as the most disproportionately impacted population.) Target: Close access gap by 2021	Completed	The recent Student Equity Report contained data indicating there is no longer a disproportionate representation of Latino/Hispanic students attending Coastline.	From Fall 2013 to Fall 2016, the percentage of federal financial aid-eligible Hispanic students has increased from 19.4% to 25.4%.

Response to Program/Department Committee Recommendation(s)

Progress on Recommendations

Recommendation(s)	Status	Response Summary
Develop a common outreach message that is reflective of the programs at Coastline.	In Progress	<p>Renewed interest in this topic, especially relating to the goals set forth in the Enrollment Management Plan, has begun a new move among all outreach entities at the College.</p> <p>The goal is to unify the message among all constituents, including Career & Technical Education, Adult Education Block Grant, Military/Contract Education, and others. Outreach & Recruitment will actively participate in the work that goes on college-wide to support growth and collaboration in this area.</p>
The department needs to provide an outreach plan that integrates with the marketing plan at the college in support of the College's Enrollment Management Plan.	In Progress	The College's Enrollment Management Plan being finalized in Fall 2018 and the Marketing Plan has been completed as of August 2018. Outreach & Recruitment will be a part of the discussion and align its goals and Outreach Plan with the two plans.
Conduct assessments on outreach efforts to continually measure the effectiveness of the activities in relation to recruiting students.	Addressed	All visits to high schools are now tracked for attendance and audience response via After-event Summaries.
Define roles of student life and outreach.	Addressed	Through the annual Program Review process the roles, duties, events, and each department's activities are described (and distinguishable) in detail.

Department Planning and Communication Strategies

In 2017-18, Outreach & Recruitment utilized weekly Outreach Team Meetings (including the Director of Student Life & Outreach, Outreach Program Specialist, and Outreach Assistant) to discuss objectives, plan department events and activities, and discuss data findings. Agendas for each meeting were developed and minutes were generated and distributed to all members following each meeting.

As institutional performance data became available during the year, it was distributed and discussed during the weekly meeting or the periodic Outreach Team Retreats.

One-on-one meetings were held between the Department Supervisor and each employee to discuss more specific project goals. The Outreach Program Specialist was included in the kickoff meeting for the Department’s Annual Program Review.

Implications of Change

As the College seeks to unify and coordinate outreach activities together, it is important to note that the focus of the Outreach & Recruitment Department will continue to be on K-12, especially local service area high schools.

As noted in previous Program Review reports, the Department seeks to differentiate “Outreach” and “Recruitment.” The former (“Outreach”) refers to the act of distributing information about the College, exposing prospective students to the variety of offerings, services, and locations/modalities available at Coastline. The latter (“Recruitment”) refers to the programmatic and other efforts to assist prospective students to participate in a specific Coastline program (i.e. Coastline College Promise, etc.).

With the introduction of a new Dean of Students in August 2018, the Department is seeking to clarify its focus and outreach and recruitment roles. New systems and collaboration opportunities with other areas, such as Marketing and Info Center, have been in development and will be re-visited to align with the Department goal of increasing student enrollment.

In 2018-19, the Department intends to be more intentional in its event and activity planning to increase alignment between our stated goals and efforts.

Section 2: Human Capital Planning

Staffing

Table 2.1 Staffing Plan

Year	Administrator	Management	F/T Faculty	P/T Faculty	Classified	Hourly
Current year 2018-19	Dean of Students (1)	Director, Student Life & Outreach (1) [working title]	None	None	Outreach Program Specialist (1)	Outreach Assistant (1) Coastline Ambassador (6)
1 year 2019-20	Dean of Students (1)	Director, Student Life & Outreach (1) [working title]	None	None	Outreach Program Specialist (1)	Outreach Assistant (2) Coastline Ambassador (8)
2 years 2020-2021	Dean of Students (1)	Manager, Outreach & Community Partnerships (1)	None	None	Outreach Program Specialist (2)	Outreach Assistant (3) Coastline Ambassador (8)
3 years 2020-2021	Dean of Students (1)	Manager, Outreach & Community Partnerships (1)	None	None	Outreach Program Specialist (2)	Outreach Assistant (3) Coastline Ambassador (10)

Professional Development

Provide a description of the department’s professional development participation over the past year. Include evidence that supports program constituents participating in new opportunities to meet the professional development needs of the program.

Table 2.2 Professional Development

Name (Title)	Professional Development	Outcome
Outreach Program Specialist	Kathy O’Bear Equity & Inclusion Training	Increased understanding/awareness of campus climate; Strategies for increasing equity awareness
Outreach Program Specialist	All-College/FLEX Day Meetings (FA17 & SP18)	Awareness of college-wide initiatives; teambuilding
Outreach Program Specialist	Hiring Committees: Dean of Students, Vice President of Student Services	Successful hiring; increased collaboration among staff and administrators
Outreach Program Specialist	UndocuAlly Training: Supporting Undocumented Students	Awareness of issues, policies, and legislation related to undocumented students in higher education

- As stated in previous Program Review reports, Coastline’s Outreach & Recruitment office seeks to be more active with professional organizations and networking opportunities to learn more about best practices in the field. WACAC (Western Association of College Admissions Counseling), NACAC (National Association of College Admissions Counselors), UPCEA (University Professional and Continuing Education Association), and the Outreach and Engagement Practitioners Network (OEPN) are all organizations that the Department will explore in 2018-19. Each organization provides opportunities for conference participation and other professional development.

Section 3: Facilities Planning

Facility Assessment

The Outreach & Recruitment Department moved into the space previously used by Marketing. As such, more storage space has been acquired and a more open and welcoming setup is available for students interested in coming in for assistance and/or acquiring more information about attending Coastline.

Facilities are adequate at this time for our workspace and student interaction needs.

Section 4: Technology Planning

Technology Assessment

Outreach & Recruitment makes use of the following applications for the following purposes:

- Microsoft Suite: Outlook, Word, PowerPoint, Excel
 - o For the preparation of calendars, documents, and presentations to facilitate planning, tracking, and data analysis
- Student Contact Form: Online student information input page
 - o For the inputting of student-specific data electronically
- Remind: Free text messaging service for educators to large groups of students
 - o Ideal for the most direct mode of communication to students

In 2018-19, in collaboration with Marketing and Student Services, various recruitment/communication platform products will be reviewed for their effectiveness in impacting enrollments. A District-wide meeting will take place in September 2018 to review products and begin deciding which platforms could have the most impact on recruitment efforts.



Student Life & ASG

Section 1: Department Planning

Internal Analysis

Student Life continues to grow in the number of events it organizes, clubs, participation/attendance, and focus. The Student Life and Associated Student Government (ASG) areas held multiple events on each of the Coastline campuses. A listing of events specifically sponsored/hosted by ASG or Student Life can be found below in Table 1.2.

One significant change to the development of Student Life at Coastline was the increase of the ASG Advisor's hours from 19.5 hours per week to 40 hours per week (full-time status). This unprecedented level of support was provided by action of the Associated Student Government (ASG) when they supported and approved funding the additional hours from the annual ASG Budget. The full-time ASG Advisor began the new work schedule July 1, 2017.

ASG held events at each of the Coastline campuses—one of their primary goals for 2017-18—and continued to support the development of student life at Coastline by participating in College and District participatory governance meetings. Two of their newest events were hugely successful—the Fall Carnival Event brought in over 150 students and guests and the Distance Learner Appreciation Night Event provided snacks, supplies, and encouragement to students coming in from a distance to complete a proctored exam. Both of these new events were held at the Garden Grove Campus.

To better support the development of club life at Coastline, the Student Life office began hosting monthly Club Advisor Meetings to bring together all those interested in or currently advising a campus club. These meetings consisted of thoughtful discussions about ways advisors can help get Coastline employees involved with campus clubs and encourage increased student participation.

Table 1.1 ASG Membership and Activities

ASG Membership and Activities for 2013-2018		
Academic Year	Membership (avg.)	Total ASG-sponsored/attended
2013-2014	6-8 officers	20
2014-2015	10-11 officers	24
2015-2016	10-11 officers	31
2016-2017	10-11 officers	31
2017-2018	10-11 officers	37

Table 1.2 List of ASG and Student Life Events (Date, Location, Approx. Attendance)

Event Name	Date	Event Purpose/Description	Location	Approx. Attendance
ASG Officer Retreat – Part I	8/4/2017	ASG retreat where ASG members learn about committees, bylaws, standing rules, etc.	College Center	8
Dolphin Day	8/14/2017	College-wide event for students to come and explore the College Center. ASG hosts informational exhibit in the office to inform students of opportunities to join student government.	College Center	150
ASG Officer Retreat – Part II	8/21-8/24/2017	ASG retreat including half-day training with ASOCC/ASGWC on social media etiquette and Title IX policy and procedure. Teambuilding activity included on last day of training.	College Center / Orange Coast College	8
Week of Welcome	8/28-8/31/2017	ASG joins with Student Life and multiple departments to welcome students back, answer questions, and provide assistance with finding classes.	Newport Beach / Garden Grove / Westminster Campuses	500
Fall 2018 Movie Night: Guardians of the Galaxy	9/15/2017	ASG hosts the first movie night of the year.	Newport Beach Campus	50
Fall 2018 Movie Night: Guardians of the Galaxy, Vol. 2	9/29/2017	ASG hosts the second movie night of the year.	Garden Grove Campus	50
Club Rush	9/6/2017	Tables set up at multiple centers to spread awareness of ASG and currently active Campus Clubs.	Newport Beach / Garden Grove / Westminster Campuses	45
How to Start A Club Workshop	9/12/2017	In-person presentation to introduce students to the key steps and principles to keep in mind with starting a club.	Newport Beach Center	1
Constitution Day	9/18/2017	Promote awareness about the U.S. Constitution at multiple centers. Games, information, and giveaways available.	Newport Beach Center, Garden Grove Center, Le-Jao Center	70
Group Dialogue 1: What's Happening?	9/21/2017	A dialogue about current events and how students can make a difference. Collaboration with IRC.	Garden Grove Campus	6
Participatory Governance Workshop	9/28/2017	In-person workshop detailing the process and motivation for getting involved with	Garden Grove Campus	5

		participatory governance committees.		
CCCSAA Student Leadership Conference	10/13-10/15/2017	3 ASG students attended the annual Student Leadership Conference hosted by California Community Colleges Student Affairs Association (CCCSAA) in San Jose, CA.	San Jose, CA	3
Fall Carnival	10/26/2017	Student-lead carnival games, pumpkin decorating, kids crafts, and free food provided by TK Burgers.	Garden Grove Campus	150
Group Dialogue 2: Navigating Conversations at Thanksgiving Dinner	11/16/2017	Explore your own beliefs, values, and ideas about the world (including your own political views). Discuss in a group of peers how you interact with people you care about who may have different perspectives and beliefs. Collaboration with IRC.	Garden Grove Campus	20
SSCCC General Assembly		ASG students attended the Student Senate for California Community Colleges (SSCCC) General Assembly conference and represented the voice of Coastline student body by voting on a series of resolutions authored by students statewide.	Sacramento, CA	2
Group Dialogue 3: Managing Stress	12/5/2017	Students use this time to reflect on their past experience and gain new perspectives on how to better manage stress in a productive and positive way.	Garden Grove Campus	10
Therapy Dogs Event	12/6/2017	ASG hosts Pet Partners dogs and volunteers for stress therapy. Students interact with animals for stress relief.	Garden Grove Campus	
Angel Tags	12/1 – 12:15/2017	Annual Toy Drive in collaboration with President's Office. ASG to set-up and take down Christmas tree in President's office then promote the opportunity to donate toys.	College Center, President's Office	40
ASG Winter Training	1/23 - 24/2018	ASG training to orient students to the upcoming projects and events for Spring semester.	Le Jao Westminster Campus	10
Week of Welcome	1/29 – 2/1/2018	ASG joins with Student Life and multiple departments to	Newport Beach	500

		welcome students back, answer questions, and provide assistance with finding classes.		
Join-a-Club Event	1/6-8/2018	ASG and Student Life support club tabling as requested by clubs at all three campuses.	Newport Beach / Garden Grove / Westminster Campuses	150
Spring Movie Night: Coco	2/23/2018	Movie Night featuring a hit pre-released movie. Free admission and refreshments.	Westminster Le Jao Campus	60
Blood Drive	2/27/2018	ASG hosts San Diego Blood Bank's Blood Mobile for a blood drive.	Newport Beach Campus	25
Food Fair	3/7/2018	ASG provides catered food for evening students and promotes events and activities.	Garden Grove Campus	
Student Advocacy Day	3/15/2018	Coastline ASG to attend with sister schools OCC & GWC (3 reps from each school). All students fly to Sacramento together and go to the State Capitol and talk to legislators/staffers.	Sacramento, CA	3
Group Dialogue: Current Issues	3/21/2018	Facilitated dialogue event where students discuss current issues and how they can affect change. Collaboration with IRC.	Garden Grove Campus	7
Distance Learner Appreciation Event	3/23/2018	ASG provides school supplies and snacks to distance learning students arriving on campus for proctored exams.	Garden Grove Campus	60
National Student Leadership & Diversity Conference	4/5 – 8/2018	Conference welcoming students from throughout the United States for a weekend of educational workshops, keynote speakers, and activities based around increasing awareness of diversity issues.	Chicago, IL	6
ASG Annual Election	4/9 – 13, 2018	ASG will hold an election to replace those ASG members whose terms are ending. All students are encouraged to participate in this Election.	Facilitated Online	200
Health Fair Presented by Student Life	4/19/2018	Free blood pressure and body mass index screenings, non-profit and health related info tables, free food for all student participants who visit each table.	Newport Beach Campus	115

Spring Dance	4/27/2018	Live DJ and decorations according to a lively theme	Newport Beach Campus	40
Annual Scholarship Awards Ceremony	5/3/2018	Scholarship Awards Ceremony recognizing recipients of 2018 scholarships.	Orange Coast College, Robert B. Moore Theater	400
Let's Talk Student Life: Free Food Event	5/7/2018	Free food and conversation. All students required to fill out a survey with feedback for Student Life/College to consider regarding foodservice, campus activities, etc.	Newport Beach Campus	47
Group Dialogue: Managing Stress	5/16/2018	Students use this time to reflect on their past experience and gain new perspectives on how to better manage stress in a productive and positive way.	Garden Grove Campus	12
Installation Dinner	5/25/2018	Event to swear in new ASG members and bid farewell to the outgoing ones.	Newport Beach Center	40
Annual Graduation Ceremony	6/1/2018	Ceremony to recognize Coastline graduates, welcoming students, their guests and families, faculty, administrators, staff, and District officials.	Orange Coast College, Robert B. Moore Theater	1,000

Scholarships at Coastline

In 2017-18, Student Life took the lead in scholarship support, including committee meetings, student communication, facilitating the scholarship reading process, and planning and executing the annual Scholarship event.

Table 1.3 2017-18 Scholarship Program by the Numbers

Category	Total
Scholarship Applications Received	508
Awards Given	242
Award Recipients	218
Ceremony Attendance (required for those without waived attendance)	157

Clubs at Coastline

Club life has been on a steady trajectory upward. In 2017-18, four new clubs were established. Student Life hosted monthly club advisor meetings during the 2017-18 Academic Year. Goals and initiatives for student clubs and advising were discussed and club advisors used those meetings to ask specific questions, weigh in on the formation of new club policies and procedures, and build an advisor support network.

The information below highlights some details about the clubs supported by Student Life.

Table 1.4 Club Development

As a “snapshot,” here is a list of recently activated or re-activated clubs from 2014-2017.

2014-2015	2015-2016	2016-2017
English Club (online only)	English Club (online/on-site)*	Arabic Club*
Psychology Club (online only)	Mathematics Club	English Club (online/on-site)
Student Activities Club	Psychology Club (online/on-site)*	Got Science?
Student Veterans of America	Got Science?*	Latinas con Nuevos Horizontes*
	Student Activities Club	Mathematics Club
	Student Veterans of America	Psychology Club (on-site only)
	Surf Club*	Student Veterans of America
	Xploit Cybersecurity Club*	Xploit Cybersecurity Club*
*New Club		

Table 1.5 2017-18 Club Information

2017-18	Advisor and # of Club Members at activation
Arabic Club*	Dr. Amer El-Ahraf Members: 8
English Club (online/on-site)	Charles Ardinger Members: 5
Latinas con Nuevos Horizontes	Maria Hernandez-Figueroa / Sara Estrada Members: 6
Pre-med Club*	Dr. Daniel Salcedo Members: 8
Pride Club*	Kevin Donahue / Maribeth Daniels / Sasha Montero Members: 6
R.I.S.E. (Representing and Integrating Students Everywhere)*	Rene Gutierrez Members: 5
Student Veterans of America Club	Tom Boscamp / Nathaniel Harrison Members: 8
Xploit Cybersecurity	Tobi West Members: 6
*New Club	

Survey Results

Services and Options at each Campus

Respondents were asked to indicate what services and options they would like to have available at each Coastline Campus. The results are shown in Table 1.6 below.

Table 1.6 Services Desired at each Coastline Campus

Answer Options	Fountain Valley	Garden Grove	Newport Beach	Le-Jao/ Westminster	Response Count
Extended campus hours	60.9%	33.4%	39.5%	29.9%	775
Study space	55.7%	37.6%	42.0%	33.3%	801
Food services/food courts on campus	53.6%	35.1%	46.5%	34.6%	775
Food pantry for students in need	60.3%	41.0%	47.5%	38.6%	690
Recreation/game room	55.6%	35.7%	44.4%	32.0%	594
Designated posting boards for student groups	57.7%	41.6%	44.6%	37.4%	610
Charging towers for phones/laptops	58.6%	44.1%	51.2%	40.2%	741
Water bottle filling stations	59.2%	43.7%	52.1%	41.3%	732

More than half of the respondents indicated that they would like more services and options at the **Fountain Valley Campus**, including extended campus hours (60.9%), more study space (55.7%), food services (53.6%), food pantry for students in need (60.3%), recreation/game room (55.6%), designated posting boards for student groups (57.7%), charging towers for phones/laptops (58.6%) and water bottle filling stations (59.2%).

Campus Clubs & Activities

Of the 1,253 survey respondents, the majority (89.9%) indicated that they have **not participated** in any campus clubs or activities. Of the 124 respondents who have participated in campus clubs or activities, 85.5% are **satisfied** or **very satisfied**.

Table 1.7 Satisfaction with Clubs and Activities

Answer Options	Response Percent	Response Count
Very Satisfied	41.1%	51
Satisfied	44.4%	55
Dissatisfied	10.5%	13
Very Dissatisfied	4.0%	5

Qualitative Feedback

Student satisfaction with clubs and activities is **positive**, particularly with the level of organization of events. Respondents expressed appreciation for the presence of student clubs and activities at Coastline. Some students indicated that they were not able to participate in many club events due to distance and time conflicts.

CCC Diversity & Climate

Respondents were instructed to indicate their level of agreement with each of the statements in Table 1.8 about diversity and climate at Coastline. The results show that 97.2% of respondents agree that Coastline acknowledges and supports **diversity**, 96.4% agree that they are treated with **respect** at Coastline, and 96.5% agree that they feel **comfortable** in the Coastline college environment.

Table 1.8 Diversity and Climate at Coastline

Answer Options	Agree	Disagree	Response Count
Coastline acknowledges and supports diversity.	97.2%	2.8%	1,163
I am treated with respect at Coastline.	96.4%	3.6%	1,172
I feel comfortable in the Coastline college environment.	96.5%	3.5%	1,160

Qualitative Feedback

Students primarily reported that because they are taking online courses, they did not have much to say about diversity, comfort, or safety. Those that do take classes at a campus report feeling **comfortable** and **safe**.

Table 1.9 Student Responses from Annual Student Survey About Campus Climate

I am treated with respect at Coastline					
Ethnicity	Strongly Agree	Agree	Disagree	Strongly Disagree	N
African American	64.5%	31.2%	3.2%	1.1%	93
American Indian/ AK Native	61.9%	33.3%	4.8%	0.0%	42
Asian	44.2%	52.6%	2.9%	0.3%	378
Hispanics of any race	62.1%	35.9%	1.6%	0.4%	256
Pacific Islander/ HI Native	25.0%	66.7%	0.0%	8.3%	12
Unknown	62.5%	25.0%	6.3%	6.3%	16
White	58.2%	37.8%	2.7%	1.3%	474
Coastline acknowledges and supports diversity					
Ethnicity	Strongly Agree	Agree	Disagree	Strongly Disagree	N
African American	56.5%	39.1%	4.3%	0.0%	92
American Indian/ AK Native	63.4%	36.6%	0.0%	0.0%	41
Asian	42.9%	55.2%	1.3%	0.5%	375
Hispanics of any race	58.5%	39.5%	1.2%	0.8%	258
Pacific Islander/ HI Native	33.3%	58.3%	8.3%	0.0%	12
Unknown	68.8%	18.8%	6.3%	6.3%	16
White	56.1%	41.3%	1.3%	1.3%	467
I feel comfortable in the Coastline college environment					
Ethnicity	Strongly Agree	Agree	Disagree	Strongly Disagree	N
African American	63.0%	31.5%	4.3%	1.1%	92
American Indian/ AK Native	63.4%	31.7%	2.4%	2.4%	41
Asian	47.1%	49.7%	2.7%	0.5%	374
Hispanics of any race	61.3%	36.3%	1.6%	0.8%	256
Pacific Islander/ HI Native	41.7%	41.7%	8.3%	8.3%	12
Unknown	53.3%	40.0%	0.0%	6.7%	15
White	60.2%	36.0%	2.1%	1.7%	467

The above data shows that a vast majority of students at Coastline feel they are treated with respect, have a high level of comfort in the Coastline environment, and that the College supports diversity. These responses give a positive impression of the campus climate.

This information will be referenced in department planning meetings. Student Life and Associated Student Government (ASG) will explore ways in which programming can deepen student’s positive experiences of campus climate.

Online Clubs and Activities

Respondents were asked to indicate whether they would be interested in online clubs and activities. The results are displayed below in Table 1.10. These questions were collaboratively developed by ASG, Student Life staff, and Institutional Research.

Table 1.10 Interest in Online Clubs & Activities

Answer Options	Very Interested	Somewhat Interested	Not at all Interested	Response Count
Online Chess Club	9.3%	14.7%	76.0%	1,094
Mobile App Review Club	12.7%	17.4%	69.9%	1,091
Fantasy sports (football, baseball, or basketball)	10.0%	13.8%	76.2%	1,090
Online radio station	13.2%	17.5%	69.3%	1,096
Music review podcasts	11.9%	20.4%	67.7%	1,097

About one-third (32.3%) of respondents expressed interest in joining **music review podcasts**, 30.7% are in joining an **online radio station**, and 30.1% in joining a **mobile app review club**. The majority of respondents are **not interested** in the online clubs and activities listed in the survey.

Service Area Outcomes (SAOs)

SAO	Measures/Targets
<ol style="list-style-type: none"> 1. 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. 2. A student involved in ASG activities, programs, workshops, and services will improve their awareness of leadership skills such as knowledge of leadership theories, communication skills, and conflict resolution. 3. The program will support engagement of online students through targeted programming, support services, and the use of new technology. 	<p>M: Annual comparison of number of events and activities with previous years. T: Increase annually</p> <p>M: 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. T: Increase in depth of responses from participating students</p> <p>M: Tracking of involvement data including attendance, interaction, and feedback. T: Increase annually by 5%</p>
<p>[NEW FOR 2018-19]</p> <ol style="list-style-type: none"> 1. Students involved in participatory governance committees will be able to effectively communicate a position to a committee based on discussions with student leaders. 2. Students involved in ASG and campus clubs will show increased levels of knowledge related to leadership skills and principles. 	<p>M: Post-committee meeting survey and student self-reflection. T: Students to indicate an increase in confidence with their communication skills.</p> <p>M: Student Leadership Competencies Inventory https://studentleadershipcompetencies.com/evaluations/inventory/ T: All ASG student leaders and at least one from each campus club to complete the inventory.</p>

Progress on Initiative(s)

Progress on Forward Strategy Initiatives

Initiative(s)	Status	Progress Status Description	Outcome(s)
Search current facilities and/or explore options for remodeling space for ASG equipment/event storage	Completed	The decision was made in 2017-18 to create another space for ASG storage in the Student Life & Outreach Office at College Center	Additional space provided in 2017-18. New space remodeled and now occupied by Student Life & Outreach. Also includes conference room space, desk space for student government officers, and storage room.

Response to Program/Department Committee Recommendation(s)

Progress on Recommendations

Recommendation(s)	Status	Response Summary
Provide data on student life activities by campus location and online.	Addressed	Table 1.2 provides an overview of campus events with approximate event attendance included. No online events were conducted in 2017-18, but a number of online events and activities are planned for 2018-19.
Define roles of student life and outreach.	In Progress	Through the annual Program Review process the roles and duties of each department are described in detail. Effectively, they are two distinct areas overseen by one manager.

Department Planning and Communication Strategies

Student Life has three primary constituents: staff/manager, student leaders, and club advisors. The Department organized constituent specific meetings to foster more department planning and communication in 2017-18. In order to discuss important forward strategies and successfully bring in new programming, Club Advisor Meetings, Staff one-on-one meetings, and Associated Student Government and Standing Committee meetings were coordinated to inform decision-making and brainstorm new ideas and initiatives for increasing student participation in student life at Coastline.

In March of 2018, the Director of Student Life & Outreach met with the Associated Student Government (ASG) and worked with the students to generate a series of questions to add to the Annual Student Survey. The results and accompanying discussion are included in this Program Review report.

Implications of Change

New clubs are forming, ASG is consistently keeping a high percentage of its positions filled, scholarship support programming is now under the umbrella of Student Life, ASG-hosted events have consistent student attendance, and attendance at Coastline's Graduation Ceremony continues to grow. The Coastline Mobile App, hosted by Student Life, now has over 2,300 registered users—most of whom are students.

As the program and services continue to grow, there is a need to continue building infrastructure. In 2018-19, both the ASG and Student Life areas will be revisiting past planning and practices and will make necessary adjustments based on findings in the available data.

Section 2: Human Capital Planning

Staffing

Table 2.1 Staffing Plan

Year	Administrator	Management	F/T Faculty	P/T Faculty	Classified	Hourly
Current year 2018-19	Dean of Students (1)	Director, Student Life & Outreach (1) [Working Title]	None	None	Student Leadership Specialist (1) [Full-time]	ASG Clerical (1)
1 year 2019-20	Dean of Students (1)	Director, Student Life & Outreach (1) [Working Title]	None	None	Student Leadership Specialist (1) [Full-time]	ASG Clerical (1)
2 years 2020-2021	Dean of Students (1)	Director, Student Life & Outreach (1) [Working Title]	None	None	Student Leadership Specialist (1) [Full-time]	ASG Clerical (1)
3 years 2021-2022	Dean of Students (1)	Director, Student Life & Outreach (1) [Working Title]	None	None	Student Leadership Specialist (1) [Full-time] Student Leadership Coordinator (1)	ASG Clerical (1)
3 years 2021-22	Dean of Students (1)	Director, Student Life & Outreach (1) [Working Title]	None	None	Student Leadership Specialist (1) [Full-time] Student Leadership Coordinator (1)	ASG Clerical (1)

Professional Development

Provide a description of the department's professional development participation over the past year. Include evidence that supports program constituents participating in new opportunities to meet the professional development needs of the program.

Table 2.2 Professional Development

Name (Title)	Professional Development	Outcome
ASG Advisor	June 2018 - California Community Colleges Student Affairs Association/American Student Association of Community Colleges Professional Conference – Advisor Certification	Attended and Certified
Director of Student Life & Outreach	October 2017 – Attended California Community College Civic Engagement Summit	Knowledge of developing Civic Engagement Plan/Networking
Director of Student Life & Outreach	June 2018 - California Community Colleges Student Affairs Association/American Student Association of Community Colleges Professional Conference – Advisor Certification	Attended and Upgraded Certification
ASG Advisor	Participation/Officer in Classified Senate, Multiple Hiring Committees	Awareness and impact on college governance and hiring committee participation
ASG Advisor	Kathy O’Bear Equity & Inclusion Training	Increased understanding/awareness of campus climate; Strategies for increasing equity awareness

Section 3: Facilities Planning

Facility Assessment

Over the summer of 2018, Student Life & Outreach relocated to the space formerly utilized by Marketing. The new space includes a separate meeting room for ASG and other student groups to use for meetings and study, a work desk and computer for ASG-related projects, and adequate storage space for ASG items. The space is more than adequate for the events and activities of this department.

Section 4: Technology Planning

Technology Assessment

Student Life and ASG currently have three (3) desktop computers for use by the full-time staff member, Director, and one for ASG student use. There is one phone number with a dedicated line and phone tree for ASG/ASG Advisor. Email accounts that are monitored by Student Life and ASG are asg@coastline.edu as well as individual officer email accounts and studentlife@coastline.edu.

Student Life manages the posting of event content on the Coastline Mobile App, which provides event check-in capabilities and a powerful communication platform to approximately 2,200 students who are using the app.