
 Dept SS - (A&R) Admissions > Academic Support Assessment Unit > Program Review



▼  Dept SS - (A&R) Admissions



SS Program Review Reporting Year: 2017-18

SS 1a) Program Name: Admissions & Records (A&R)

SS 1b) Name(s) of the author(s) of this report: Tamica Ward, Dean of Enrollment Services; Jose Hernandez, Sr. Enrollment Services Supervisor; Barry Johnson, Admissions & Records Supervisor; Gina Ward, Enrollment Services Specialist; Renee Baluta, Enrollment Services Specialist; Melodie Cheney, Admissions & Records Assistant; Cindy Nakayama, Admissions & Records Assistant.

SS 1c) Number students served annually & trend increasing, even, decreasing:
During the academic year in excess of 40,000 duplicated student contacts were served in Admissions & Records(A&R). This is a combination of new, returning and continuing students along with students returning for official transcripts or one time admissions to complete a prerequisite course at a different academic institution. Although the amount of students served is substantial, De Anza College is an a downward trend of enrollment. The A&R program is one of the few campus programs that actually serve all students, regardless of status. The A & R department is the first point of contact and often the last contact a student makes, it is vital that De Anza College support the A & R program since the Admissions office serves as the de facto call center for all student contact.

SS 1d) Who are the typical students served by this program? : De Anza College has a very diverse student population. Since A & R provides student support at the time of application, there is no typical student that A & R assists. A & R assists all students, paying particular attention to providing as much support each student needs to successfully apply and register for courses.

SS 2a) What is the program Mission Statement?: A&R provides comprehensive, client sensitive and technologically innovative services in an effort to simplify the admissions, registration and record processes.

SS 2b) In what ways and to what extent does program assure the quality of its services to students?: Quality assurance is monitored by the Dean of Enrollment Services and the Sr. Enrollment Services Supervisor. The difficulty in measuring quality student services is compounded by legislative requirements. Oftentimes students wish to petition for an exception that legally cannot be completed. Often students understand this and other times students escalate the petition without realizing the legal constraints. The goal is to deliver quality services within a specified number of business days for most petitions presented, and for email or phone responses within 1 business day. The quantity of emails and voice messages are monitored to ensure a response is provided within one business day.

SS 2c) In what ways and to what extent does program support College Mission statement?: The majority of the A&R functions are embedded either at the De Anza



College website or the students portal. The program strives to use technology as much as possible to ensure services are available to all students, regardless of location. A&R understands that not all students may be as technologically proficient as others, so staff are available to help in person, over the phone or via email if possible. Staff training is ongoing in order to best deliver the services necessary to a student.

SS 3a) In what ways and to what extent does the program assure equitable access for all students?: Equitable access is provided to all students primarily from information found at the De Anza College website or from a students portal. A&R understands that some students may not be technologically proficient, so staff are trained to answer questions via phone, email or in person.

SS 3b) State ways and extent that program encourages personal and civic responsibility.: The A & R program strives to ensure personal responsibility for all students. This is evidenced by information regarding course add and drop dates, last date to drop for refunds and last date to add courses being published within a student's portal. This vital information is relayed to students as early as the point of registration. These dates are key for successful students to understand, since all deadlines are mandated by the California Code of Regulations, Title 5. By providing these dates to students and making students responsible for understanding these dates, and the implications associated with missing these deadlines, the A & R program is instilling personal responsibility.

SS 3c) State ways & extent program designs, maintains and evaluates counseling &/or academic advising: The A & R office does not design, maintain nor evaluate counseling and/or academic advising programs for students.

SS 3d) State ways & extent program support/enhances student understanding & appreciation of diversity: The overall mission of the A & R office is to support all students with an understanding of and appreciation to the diverse student population that De Anza College serves on a daily basis; however, the A & R office does not design nor maintain practices or support services that enhance an appreciation to diversity.

SS 3e) State ways & extent program regularly evaluates admissions & placement practices: Admissions & Records consistently evaluates processes in order to find improvements. Either maximizing technology improvements to minimize obstacles to the application or registration process or to provide training to students, staff and faculty to ensure timely submission of documents and completion of any necessary reporting requirements. This is evidenced by semi-monthly department meetings where best practices and process improvements are discussed, evaluated and assigned to staff for follow-up. The Admissions & Records department does not evaluate placement/assessment information, as that function is related to a different department within the Enrollment Services division.

SS 3f) State ways & extent program maintain student records securely & confidentially?: The Admissions & Records department uses Banner as the repository of all student information. Academic history, student demographics, course information – to include instructor information, is all maintained within the student information system. The data held within Banner is compartmentalized, only staff with access to the requisite modules can access information necessary for day-to-day operations. Furthermore, all

staff are trained in the Family Education Right to Privacy Act (FERPA) and have a complete understanding that personal and academic information is confidential and only accessible when a "need to know" basis applies. The database is maintained in a secure location with an established data recovery plan in place that was established by Educational Technology Services (ETS).

SS 4a) Have there been any significant staffing changes since the last CPR?: Due to budgetary constraints the Admissions & Records office was understaffed significantly. During this time period two staff have retired, and pending permanent budget reductions are going to reduce the number of full-time staff. Current staffing is one (1) administrator, (2) Supervisors (2) Enrollment Services Specialist and two and a half full-time equivalent (2.5) admissions & records assistants, one position that is currently vacant. Given the permanent budget cuts that are expected, any further reduction in staff will have a significant impact on student services, including response times to phone and email messages.

SS 4b) Are there any significant staffing changes that will be needed over the next five years?: Given the current decline in enrollment, staffing will become an issue regarding timely completion of student requests. If De Anza College successfully increases enrollment the staffing of the Admissions & Records office would need to be reviewed to ensure students and faculty are being adequately served. With pending budget reductions, significant cuts to the A&R office will have a negative impact on timely completion of forms and paperwork, increased wait times for students along with a backlog of phone messages and emails.

SS 4b) Are there any significant staffing changes that will be needed over the next five years?: This is a repeated question.

SS 5a) Have there been any significant facility changes since the last CPR?: No significant changes to the facility have occurred.

SS 5b) Are there any significant facility changes that will be needed over the next five years?: No significant changes to the facilities are anticipated for the Admissions & Records program in the near future.

SS 6a) Have there been any significant equipment changes since the last CPR?: There have not been any significant equipment changes within this time period.

SS 6b) Are there any significant equipment changes that will be needed over the next five years?: The Admissions & Records program is constantly looking to improve processes and procedures. Furthermore, a paperless office is the ultimate goal. With this in mind, desktop scanners for all staff would be necessary. The cost of purchasing and maintaining scanners would be a significant cost to the Admissions & Records program.

SS 7a) Have there been any significant operational cost changes since the last CPR?: No significant changes to the operational cost have occurred.

SS 7b) Will any significant operational cost changes be needed over the next 5 years? : No significant changes to the operational cost have are anticipated for the Admissions & Records program in the near future.

SS 8a) Have there been any significant organizational alignment changes since the





last CPR?: No significant changes to the organizational alignment occurred during the 2016 - 2017 academic year. A reclassification study was initiated during the 2017 - 2018 year; however the study is not yet completed. This reclassification may just be title changes to staff positions, however, any expected reorganization would need to be addressed at that time to ensure adequate staffing.

SS 8b) Are there any significant organizational alignment changes that will be needed over the next : No significant changes to the organizational alignment are anticipated for the Admissions & Records program in the near future.

SS 9a) Have there been any significant changes in regulations/laws/policies since the last CPR?: Regulatory changes occur at infrequent intervals. Oftentimes implementation guidance is not provided which reinforces the need for professional development funding for staff. Recent changes to State laws include Assembly Bill (AB) 288, College and Career Access Pathways (CCAP) which changes dual enrollment programs. A recent change to AB 540 Non-Resident Tuition Exemption changed the requirement from graduating high school only to attendance in a California school and graduating from a California high school. AB 801, Homeless Youth has mandated priority enrollment to students that identify as homeless. AB 2364 relates to dual enrollment students and the exemption of certain capital outlay fees. At the Federal level, changes to the new "Green Card" and Employment Authorization Document (EAD) cards are being rolled out which necessitates training staff on residency documents. These changes have been implemented and are being monitored as they may require future reporting requirements. Furthermore the inception of the "EW" Excused withdrawal grading symbol and update to existing Title 5 language regarding grade symbols will need to be reviewed to ensure De Anza College is in compliance.

SS 9b) State significant changes in regulations/laws/policies affecting program over next 5 years.: Any change at the Federal level may bring serious challenges to the Admissions & Records office as they relate to student privacy. State level changes may occur, specifically reporting requirements related to 3SP functions. These new reporting requirements will impact the student records and any new programming requirements to extract the information from the student information database.

SS 10a) State any significant professional development activities for the program since last CPR.: No significant professional development activities have been conducted within the Admissions and Records office, beyond the normal attendance of professional conferences by limited staff members. The funding of professional development needs to be stable or increased so that the staff may stay abreast of any pending changes to the student information system or regulatory changes.

SS 10b) State any significant professional development needs for the program for the next 5 years.: Professional development is an on-going requirement within the Admissions and Records area. All staff must be continually trained regarding regulatory changes to the California Code of Regulations, Title 5; California Education Code; the Student Accounting Manual maintained by the Chancellor's office of the California Community College system. This training should remain consistent and on-going to ensure staff are adhering to legislative intent and mandates. Along with regulatory training, staff should be trained with any new technology, either software enhancements



to the baseline Banner system; or hardware upgrades which may cover a myriad of equipment necessary to maintain an efficient and well-organized Admissions Office. With this in mind funding for more than one conference per year is necessary for certain staff members within the Admissions & Records office. For instance to stay abreast of any legislative changes, staff should attend the California Association of Community College Registrar's Association. However, to maintain technical knowledge of the student information system, staff should also attend the California Community College Banner Users (3CBG) conference as well. Current funding does not allow staff to attend both conferences. Furthermore, in the past only key members of the Admissions and Records office attended conferences. The training focus will be spread to all members of the A&R office as possible to ensure a well-trained and efficient A&R office.

SS 11a) Have there been any significant curriculum since the last CPR?: The A&R office has no involvement in curriculum changes and/or updates.

SS 11b) State any significant curriculum issues that will affect the program over the next 5 yrs.: The A&R office has limited impact to any curriculum issues that may arise in the future. The impact is primarily ensuring that proper degree/certificate information is created in Banner for any new degree and/or certificates are offered by De Anza College.

SS 11c) State the aggregate student success rate in the instructional portions of the program?: The A&R office does not measure success rates in instructional programs simply because the A&R office does not have any instructional programs. The 60% successful course completion requirement is not measured by the Admissions & Records office; therefore this is not applicable.

SS 11d) State gap of student success rates with targeted groups.: The A&R program does not measure success rates between grouping of students. The goal of the A&R office is to support all students in their academic goals.

SS 12a) Have there been any other significant program changes since the last CPR?: No significant changes to the program have occurred.

SS 2b) Are there any other significant issues that will affect the program over the next five years?: No significant changes to the program are anticipated for the A&R program in the near future.

SS 13a) How will the new 3SP orientation requirements affect the program over the next five years?: The new orientation requirement should have a minimal impact on the Admissions & Records office. The only item of concern that needs to be monitored is to ensure the integrity of data that is reported, updated and maintained within the student information system.

SS 13b) How will the new 3SP assessment requirements affect the program over the next five years?: The new assessment requirement should have a minimal impact on the Admissions & Records office. Again, the only item of concern is the data integrity of information stored within the student information system.

SS 13c) Effect of the new 3SP student education planning requirements over next 5 years.: The new requirement that all students have education plans should have a minimal impact on the Admissions & Records program. The ability to properly use and store the information in the student information system is a high priority since this

information must be reported to the Chancellor's system office.

SS 14a) What are the current/active program outcome statements?: The current student services learning outcome is still active. The decision to carry over this outcome to the 2018 - 2019 academic year has been made in order to cover the changes to the student information system, which is a major change to the user experience.

SS 14b) How many SSLO/SLO statements have been assessed since the last CPR?: The current SSLO has not been assessed, however a plan is in place to provide meaningful data to compare the previous academic year with the current academic year.

SS 14c) Summarize the outcomes assessment findings and resulting program enhancements since last CPR: No summary is available since the SSLO were not assessed.

SS 14d) What are the program outcome assessment plans for the next five years?:

SS 15) Analysis of the program from last CPR to now to 2018-19.:

SS 16a) Name of the Division and the names of the programs.: Enrollment Services is the name of the Division that houses the A & R program. The other areas within the Enrollment Services Division are assessment and veteran's services.

SS 16b) Who wrote the Divisional Perspective?: The primary authors of the divisional perspective for the A & R program are Tamica Ward, Dean of Enrollment Services; Jose Hernandez, Sr. Enrollment Services Supervisor; Barry Johnson, Admissions & Records Supervisor.

SS 16c) Summarize the CPRs written by the programs of the Division.: Encompassing Admissions and Records, Assessment and Veteran's services, the Enrollment Services Division deals with a myriad of regulatory processes that are defined by various federal, state and local regulations. Enrollment Services is also responsible for attendance accounting reporting and warehousing the student information contained in electronic records system for federal, state and local reporting. With constantly updated technology requirements along with ever changing regulations, it is imperative that Enrollment Services maintain a high level of technical and regulatory knowledge to ensure successful reporting and safekeeping of student information.

Admissions and Records department oversees all facets of Admissions, Records, Transfer, Graduation, Veterans, Assessment, attendance accounting and other regulatory compliance. Faculty support related to course rosters, and Admissions staff provide assistance with census and grade submission. The department underwent a 30% decrease in the last five years. During this period Banner implementation coupled with enormous regulatory and process changes from the State created a serious technology and knowledge deficiency that had a severe impact on the Admissions and Records department.

Assessment services oversee not only a student's intake and start of their academic career; but also, assist with the fiscal support needed to fund the educational journey. As the division continues to strive to meet the needs and demands of an ever changing student body while adhering to state mandates and Title 5 regulations. The division will





also work closely with instructional deans and discipline faculty to ensure that the campus community is well informed and included in A&R policy and process changes. Additional changes at the state level to include the Common Assessment will require assessment division staff to participate in professional development, communicate change to the campus community, and participate in statewide pilots. Insufficient staff will limit De Anza's ability to be on the cutting edge of change as well as be a voice to innovation to the broader California Community College system.

The Graduation and Evaluations department has seen a tremendous increase in technology enhancements, regulatory changes, and budget reductions. During this period, the Graduation and Evaluation Coordinator was responsible for the implementation of Banner and Degree Works (DW), which required both technical understanding and leadership, and collaboration with Foothill, Educational Technology Services (ETS), Ellucian, and Counseling divisions. It required both learning to create the infrastructure to make DW function, but also the expertise to identify and implement enhancements and customization. This is an ongoing process and both functional requests and Ellucian upgrades are frequent. DW is now an integral part of meeting the Student Success and Support Program (SSSP) requirements.

Besides the technology piece, the department also had to meet the requirements of Senate Bill 1440 (SB 1440) related to Associate Degrees for Transfer (ADTs). SB 1440 mandates ADT programs offered are completed and reported based on state deadlines and regulations. With the creation of new ADT's and conversion of all local De Anza College degrees to ADT's, a subsequent increase in the number of ADT applications by students will have an impact to the staffing level of the evaluations team. This is exacerbated by the state deadlines set for semester colleges, which do not work well for quarter system colleges since the end of the spring quarter is late in the academic year.

The Veterans Services office has seen an increase in regulations, compliance, and technology changes in the last five years, at the same time the student veteran population at De Anza has increased from less than 50 students served to approximately 400. The Veterans' Specialist, along with the support of the dean, has been the sole certifier and De Anza intake/admissions person assigned to this group. The Veterans Resources Specialists have had to expand their role to include collaboration with other departments to increase and coordinate services, participate in training and educational sessions throughout the state, entertain Veterans Affairs and other community representatives interested in working with De Anza and De Anza veterans. Their role and expertise, attention to the needs of veterans, and leadership with student staff has made it possible for De Anza to serve more and more vets; however, two people cannot be expected to handle this workload or the expected increase in veterans alone.

For these reasons the Enrollment Services division has implemented a training program to convey changing legal requirements, updating processes and procedures to ensure legal compliance; and finally to instill the technical skills necessary for the staff to successfully support student learning and staff compliance. As De Anza moves forward to meet these challenges, evaluation of Student Services budgets and staffing levels will be



critical to determine rebuilding, both to meet mandates and to ensure access, equity, and success are uniformly addressed and supported. This commitment of resources ensures that the Enrollment Services Division continues to support the De Anza College mission statement of providing “an academically rich, multicultural learning environment that challenges students of every background to develop their intellect, character and abilities; to realize their goals; and to be socially responsible leaders in their communities, the nation and the world.”