

Comprehensive Program Review Report



Program Review - Welcome Center

Program Summary

2020-2021

Prepared by: Juan J. Vazquez

What are the strengths of your area?: OUTREACH:

- Diverse staff: Four full-time Student Support Services Specialists (4-S) that serve district-wide. Two are located in the Welcome Center on the Visalia Campus, serving Visalia and surrounding areas: Lindsay, Farmersville, Corcoran, Dinuba, Orosi, Woodlake, and Exeter. One is located on the Hanford Educational Center, and one is located on the Tulare College Center, each serving their respective communities.
- Orientation Specialist who leads the coordination for the annual GIANT Days event as well as all campus tour requests.
- Director, Dual Enrollment, oversees every step of the dual enrollment process for 23 high schools from Tulare and King's County.
- Student Support Services Specialist with an emphasis in financial aid. This 4-S serves our financial aid outreach needs district-wide and provides training to the rest of the 4-S team as needed.
- Student Ambassador Program: Student Ambassadors are students of very high caliber that are chosen to work with the 4-S positions district-wide and attend all outreach efforts.
- Innovative technology systems in place streamline our efforts: Online outreach request form; Online campus tour request form; Online registration RSVP systems; enhanced matriculation tracking for incoming students
- Strong relationships with community partners: Our Student Support Services Specialists (4-S) have weekly communication with high school contacts, and plan district wide outreach events with feeder high schools. These events include: COS information sessions, application workshops, tabling events, college and career fairs, scheduling COS counseling appointments, and follow up.
- Strategic training and professional development of staff in targeted areas: NODA (National Orientation Director's Association) national and regional conference attendance that focus on orientation, transition, and retention efforts; Student Ambassador Training; Financial Aid Training, etc.
- Outreach efforts lead up to STEPS Priority Registration weekend, offered annually in April, where our feeder high school students register for Summer and/or Fall classes.
- As a result of these outreach efforts, COS enrollment has maintained strong growth while enrollment for community colleges across the nation continues to decrease (data taken from National Student Clearinghouse).

ORIENTATION

-New Online Orientation program was the only option this year due to health restrictions from COVID pandemic. New online orientation program had over 1900 participants by the time of this report being submitted.

What improvements are needed?: OUTREACH

- Currently, matriculation reporting is very time consuming, due to the multiple screens needed to access in Banner, for example: name, birth date, high school attended, application status, etc.

*New EIS report needed to improve matriculation student tracking and reporting

-We will work closely with the Marketing Director to ensure effective communication through social media and videos to enhance student engagement within the presentations. By using effective marketing strategies, this will allow us to reach a greater population of students and increase overall enrollment.

- There is limited space for students to utilize computers and/or work with Welcome Center staff on FAFSA applications, admission applications, or any other critical process in their academic career. During busy times, there is not enough room for students to work on laptops and have a staff member next to them to assist. An office reconfiguration could be helpful to increase the amount of space utilized for students versus staff.

ORIENTATION

We just implemented a new online orientation program. We will need to evaluate and improve services after the first year. Nothing has been identified yet but we understand that there will likely be something to improve on after the first year.

Describe any external opportunities or challenges.: The Welcome Center has the privilege and advantage of being located very close to Financial Aid, Admissions & Records, Counseling, and other student service programs. Being close makes referrals to and from these places more effective. Since mid-March, not being able to hold large gatherings of students has impacted applications, parent info nights, FAFSA workshops, scheduling counseling appointments, registration, orientation, meetings, continuing student assistance, and more. We have adjusted but we will continue to be faced with more challenges.

Overall SAO Achievement: There has been a lot of victories for the Welcome Center and Outreach team the past year. Higher number of registered students, continual enrollment growth, and modifying services to an all virtual environment have been a few of those victories. Without the global pandemic, we were still needing an online orientation program. We have since created the online orientation program and we have positive early signs.

Changes Based on SAO Achievement: We will continue to evaluate and modify our services as the health restrictions change very often. Many of our services will likely have long term changes with a heavier focus to online options.

Outcome cycle evaluation: We will monitor, track, and evaluate on an annual basis.

Action: 2020 Reconfigure the Welcome Center to be more functional in serving students.

Currently 75% of the Welcome Center is for employee functionality. We have added two additional employees to the office but should still be able to utilize the space as 50% employees and 50% for students.

There are four cubicles, a single desk for the Orientation Specialist, a single desk for the Senior Clerical, and a counter used for student workers. All four work areas are different colors and different styles while occupying most of the space available.

Leave Blank:

Implementation Timeline: 2019 - 2020, 2020 - 2021

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Identify related course/program outcomes:

Person(s) Responsible (Name and Position): Juan Vazquez, Dean, Student Services

Rationale (With supporting data): Currently 75% of the Welcome Center is for employee functionality. We have added two additional employees to the office but should still be able to utilize the space as 50% employees and 50% for students.

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Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Update on Action

Updates

Update Year: 2020 - 2021

10/12/2020

Status: Continue Action Next Year

There is still a need for more student space in the Welcome Center. The only resource lacking to increase capacity is space. We have staff and technology.

Impact on District Objectives/Unit Outcomes (Not Required):

Resources Description

Equipment - Non-Instructional - Cubicles that can be fixed to the walls. Work space for students. Reduce space for employee/student staff. (Active)

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Why is this resource required for this action?: In order to increase functional space for students, re-configuring the current layout is required.

Notes (optional):

Cost of Request (Nothing will be funded over the amount listed.): 19000

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 1.1 - The District will increase FTES by 1.75% over the three years

District Objective 4.2 - Improve organizational effectiveness by strengthening operations of and communication between District departments, divisions, and constituents

Action: 2020 Online Orientation

We are in the process of making revisions to the online orientation program. It is imperative that online orientation and videos be updated, since the information is no longer relevant and contact information is no longer accurate. We currently have Flash platform, however, we need to update to HTML5 platform.

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Implementation Timeline: 2019 - 2020

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Identify related course/program outcomes:

Person(s) Responsible (Name and Position): Juan Vazquez, Dean, Student Services/ Wendy Lee, Orientation Specialist

Rationale (With supporting data):

Priority: High

Safety Issue: No

External Mandate: Yes

Safety/Mandate Explanation: