IMPERIAL VALLEY COLLEGE
PROGRAM REVIEW
NON-ACADEMIC PROGRAMS

DATE:	February 13, 2014
DEPARTMENT/PROGRAM:	Admissions & Records
PREPARED BY:	Gloria J. Hoisington Name
AREA DEAN/DIRECTOR:	Sergio Lopez Name
AREA VICE PRESIDENT:	Todd Finnell Name

IMPERIAL VALLEY COLLEGE
MISSION STATEMENT

The mission of Imperial Valley College is to foster excellence in education that challenges students of every background to develop their intellect, character, and abilities; to assist students in achieving their educational and career goals; and to be responsive to the greater community.

Institutional Goals

Educational Master Plan 2012-15

Approved by Board of Trustees May 16, 2012

Goal One (Institutional Mission and Effectiveness): The College will maintain programs and services that focus on the mission of the college supported by data-driven assessments to measure student learning and student success.

Obj.	Objectives for EMP Goal 1
1.1	Develop systems and procedures that establish the mission of the college as the central mechanism for planning and decision making.
1.2	Develop an institutional score card to assess student learning that drives integrated planning and resource allocation.
1.3	Develop systems and procedures to ensure that the college maintains a collegial and self-reflective dialogue that improves effectiveness.
1.4	Develop systems that are inclusive, cyclical, and understood by all stakeholders.

Goal Two (Student Learning Programs and Services): The College will maintain instructional programs and services which support student success and the attainment of student educational goals.

Obj.	Objectives for EMP Goal 2
2.1	Ensure that all instructional programs, regardless of location or means of delivery, address and meet the current and future needs of students.
2.2	Review program learning outcomes annually (or biennially) to assure currency, improve teaching and learning strategies, and raise student success rates.
2.3	Ensure that all Student Services programs, regardless of location or means of delivery, address and meet the current and future needs of students.
2.4	Ensure that all Student Services programs engage in a process of sustainable continuous quality improvement by annual review of Service Area Outcomes, annual Program Review, and Comprehensive Program Review every three years.
2.5	Ensure that the Library meets as closely as possible the "Standards of Practice for California Community College Library Faculty and Programs" of the Academic Senate for California Community Colleges.
2.6	Ensure that instructional labs continue to collaborate in sharing financial and human resources, thus maintaining continuous quality improvement.

Goal Three (Resources): The College will develop and manage human, technological, physical, and financial resources to effectively support the college mission and the campus learning environment.

Obj.	Objectives for EMP Goal 3
3.1	Develop and implement a resource allocation plan that leads to fiscal stability.
3.2	Implement a robust technological infrastructure and the enterprise software to support the college process.
3.3	Build new facilities and modernize existing ones as prioritized in the facility master plan.
3.4	Design and commit to a long-term professional development plan.
3.5	Raise the health awareness of faculty, staff, and students.

Goal Four (Leadership and Governance): The Board of Trustees and the Superintendent/President will establish policies that assure the quality, integrity, and effectiveness of student learning programs and services, and the financial stability of the institution.

Obj.	Objectives for EMP Goal 4
4.1	Review all Board policies annually to ensure that they are consistent with the College mission statement, that they address the quality, integrity, and effectiveness of student learning programs and services, and that they guard the financial stability of the institution.
4.2	Maintain a clearly defined Code of Ethics that includes appropriate responses to unprofessional behavior.
4.3	Ensure that the Board of Trustees is informed and involved in the accreditation process.
4.4	Ensure that processes for the evaluation of the Board of Trustees and the Superintendent/President are clearly defined, implemented, and publicized.
4.5	Establish a governance structure, processes, and practices that guarantee that the governing board, administration, faculty, staff, and students will be involved in the decision making process.

IMPERIAL VALLEY COLLEGE
PROGRAM REVIEW
NON-ACADEMIC PROGRAMS

I. **PROGRAM/DEPARTMENT DISCRIPTION** (include Vision; Mission; Services-Functions; Funding Sources Statement)
The Imperial Valley College Admissions & Records office is dedicated to student access and success by providing accurate and timely information regarding application, registration and academic policies and providing responsive and respectful service to students, faculty, staff and the community.

II. **SERVICE AREA OUTCOMES** (identify outcomes; methods, implementation of assessment process; results; decisions & recommendations)

I. Student Services/Admissions & Records: Admissions Area

Outcome #1: We will work with our IT Department to implement the New CCCApply application. This new application will allow our non-English speaking students to complete the application in Spanish as needed. We will also be able to run statistical reports on data pulled from the application which will allow us to better meet the needs of our students.

Est. Completion Date: June 30, 2015   Way(s) to assess: Statistical data collected from the application database.

II. Admissions & Records: Registration Area

Outcome #1: Students will be better informed regarding the new priority registration categories, the limit of units during the priority registration period and any other registration changes implemented during the 2014-15 academic year.

Est. Completion Date: June 30, 2015   Way(s) to assess: Documentation of methods of communication to students.

III. Admissions & Records: Records Area

Outcome #1 Student records will be more readily accessible by students, counselors and admissions staff allowing for improved service to students. We will also digitize permanent records (those prior to 2005) that were only available on microfilm and microfiche and house those on our server for staff use.

Est. Completion Date: Ongoing.   Way(s) to assess: Documentation of

records scanned, indexed or converted to digitized format.

Outcome #2: Student transcripts will be received electronically by our college and integrated with Banner allowing for improved articulation of courses.

Est. Completion Date: June 30, 3015

Way(s) to assess: Comparative data collected for transcripts received and evaluated from last year and this year.

Outcome #3: Faculty will submit their Census Rosters online and improve the turnaround time for this process.

Est. Completion Date: June 30, 2015

Way(s) to assess: Comparative data collected for Census Rosters submitted in prior terms.

III. **DATA** (use data pertinent to your program/department; include qualitative and quantitative data; survey-evaluation results; and other relevant data to assess program/department effectiveness)

See Table 1 for 2013-14 data.
See Table 2 for Student Survey Results for 2013-14.

IV. **ANALYSIS** (evaluate the strengths, challenges, opportunities and needs of your program/department provide thorough interpretation of data and complexity of analysis).

Technology has continued to allow us to improve service to our students. We currently have all forms available to students online on our A & R website. The number of hits on each form indicates students are taking advantage of this service to them. We also have these forms available to students in our office. Our communication to students has also improved due to the use of technology. In lieu of mass mail outs we now email students, post on the IVC Homepage, and on Facebook when appropriate.

Also we were down to only two technicians for several months and are now staffed with three technicians to assist students with requests. This has greatly improved service to students and turnaround time for student requests.

We however continue to struggle with keeping up with the scanning and indexing of documents as is noted in our data for this area for the past year. We now are making better strides but the volumes of documents that still need to be scanned/indexed are overwhelming. Currently each technician is scheduled to scan/index for a week each month. Also we now have three technicians and we purchased an additional scanner which will greatly improve this process.

We are currently paying $291.26 per month ($3495.12 a year) for storage fees for 1150 rolls of microfilm of permanent records for the college. For our technicians to view these records they have to use the microfilm reader in our area. When this reader is down we are not able to access these records. This microfilm reader is old and the cost of replacing this piece of equipment is costly. Our hope is that we can digitize these records in the near future and house them on our server making them easier to access and saving the college storage costs.

V. **FINDINGS & FUTURE DIRECTION** (summarize findings and indicate how the findings have shaped decision making; areas of concern are addressed; provide recommendations for future direction of your program/department and address applicable needs (funding, facilities, staffing technology, professional development, marketing.)

As indicated above we are currently paying $3495.12 a year in storage fees for rolls of microfilm. We have written in an outcome for 2014-15 to ask for funds for a ViaTron conversion project to convert these microfilm records into digital records and house these on our secure server. This project will cost the college $62,887.00 ($17,159.00 for Admissions & Records documents only). In the long run this conversion project will save the college money in storage costs. These records will also be more readily accessible to A&R staff that needs to reference these documents to process student requests.

Also as reflected in our scanning/indexing data we did not make big strides in this area. We lost a technician position for several months and were finally able to gain a position at the beginning of the academic year. There has also been some personnel changes within the last 5 months which has impacted this process. As noted previously we have implemented a scanning/indexing schedule for our A&R Technicians and also purchased an additional scanner to improve this process.

Click here to enter text.

VI. **PROCESS IMPROVEMENT OPPORTUNITIES** (Identify three processes for improvement in terms of: 1) Work efficiency, 2) Cost reductions, and 3) Contributions to student enrollment and/or success. Identify one or more institutional goals supported by each process.)
Click here to enter text.

PROGRAM REVIEW FOR NON-ACADEMIC PROGRAMS
PROCESS IMPROVEMENT OPPORTUNITIES

PURPOSE: For all IVC programs to engage in continuous process improvements, efficiency evaluation, and implementation of steps to facilitate increased student enrollments and student success.

GOALS: Each process within the departments will be reviewed in terms of: 1) Work efficiency, 2) Potential cost reductions, and 3) Potential contributions for increasing enrollment and/or student success.

DEPARTMENT: Admissions & Records
Opportunities for:
PROCESS #1: Improving call answering especially during peak times. The switchboard has been moved back to our department increasing the volume of calls.
Work efficiencies: If improved this would greatly improve the work efficiency in our office. Technicians currently are answering incoming calls and also helping students at the front desk. Answering phone calls while assisting students at the front counter is poor customer service.
Cost reductions: Click here to enter text.
Contributions to student enrollment &/or success: Answering phone calls in a more timely manner would contribute to student enrollment.
Supports Institutional Goal and Objectives: 2.3
PROCESS #2: Work with HUD to improve our Student Enrollment Verification process. Currently technicians process hundreds of enrollment verifications prior to the beginning of the semester. I will work with HUD to determine if we can delay this process and utilize the Student Clearinghouse for these requests.
Work efficiencies: Expedite this process by having student utilize the Student Clearinghouse for enrollment verification. These requests are processed instantly and a verification can be printed off their website.
Cost reductions: This will save our department on the cost of letterhead paper, postage and staff time. This additional time can be spent scanning/indexing.
Contributions to student enrollment &/or success: Student will be able to get instant service for enrollment verifications for scholarships, loans, etc.
Supports Institutional Goal and Objectives: 3.1
PROCESS #3: Click here to enter text.
Work efficiencies: Click here to enter text.
Cost reductions: Click here to enter text.
Contributions to student enrollment &/or success: Click here to enter text.
Supports Institutional Goal and Objectives: Click here to enter text.

Table 1.

SAO Data from 2013-14

I. Admissions Area
Outcome #1: See Table 2.

Outcome #2:

Staff	Number of Help Desk Tickets submitted during 2013-14
Gloria	8
Isabel	20
David	

II. Registration Area
Outcome #1:

Item	Method of Communication to Students
Unit limit for Fall 2014	Posted on IVC website, IVC Facebook, Student Portal, and email blast to all students.
(See attached copies of documentation.)	

III. Records Area
Outcome #1:

A & R Staff	# Documents Scanned	# Documents Indexed
Gloria	500	500
Jose	1060	1060
Lisa	1176	0
Isabel	2907	3155
Carol	600	600
Gabriel	4599	7523
Norma	1425	587

Outcome #2:
See summary Table 2 for student comments.

Outcome #3:
We have not begun to implement this process. This will continue to be an Outcome for our area. This particular outcome when implemented will decrease the turnaround time for transcript evaluation, however it will be a labor intensive process to fully implement.

Table 2 (Student Survey Results)

II. Admissions & Records: Registration Area

Outcome #1:

Imperial Valley Website: Early Notification of Fall 2014 Priority Enrollment Criteria Changes on the IVC Homepage. If a student click on the link it will take them to a page that will explain in full detail the upcoming changes for Fall 2014.
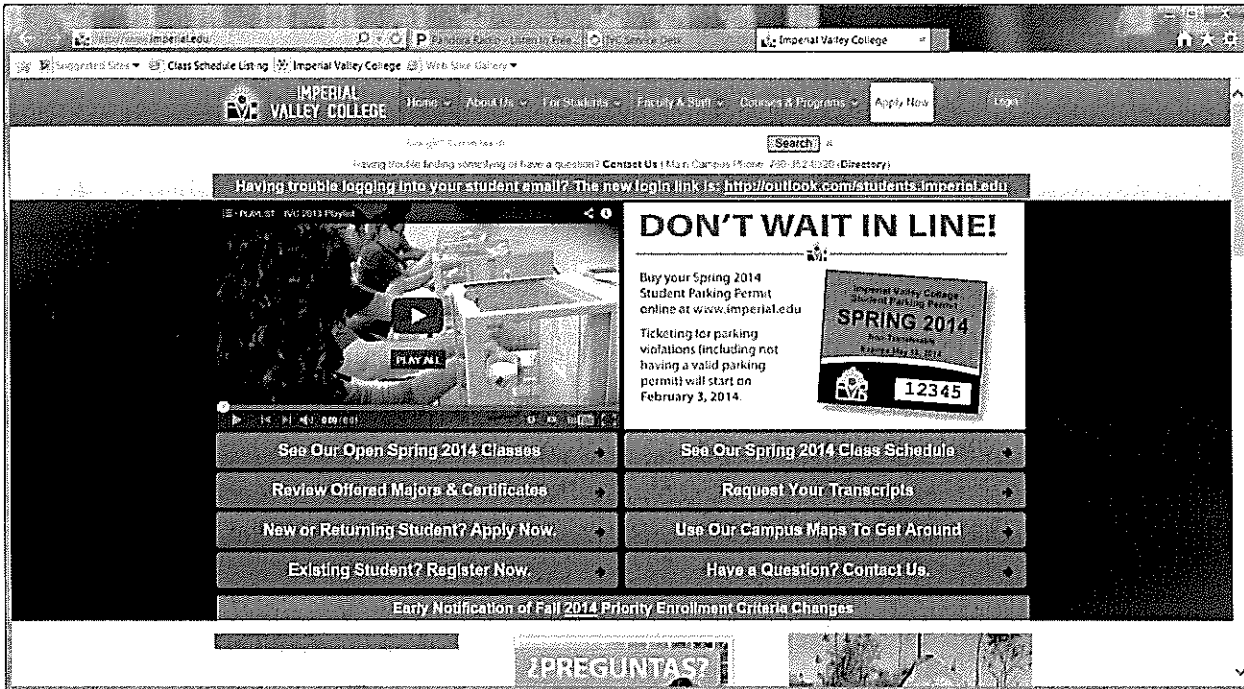
This is what was posted on the IVC Facebook page:
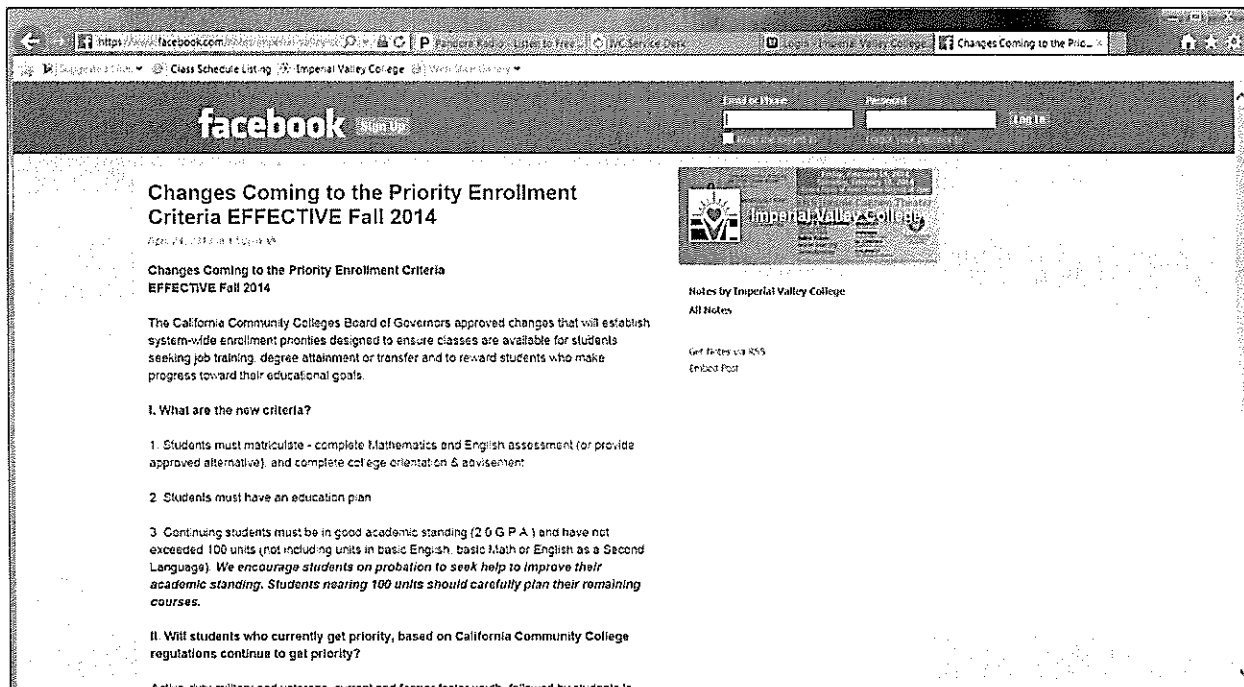
The following page is what went out to students via email.

From:	Gloria Carmona
Sent:	Wednesday, April 24, 2013 11:55 AM
To:	ivc-students@lists.imperial.edu
Subject:	Changes Coming to the Priority Enrollment Criteria for Fall 2014.

Importance: High

Changes Coming to the Priority Enrollment Criteria EFFECTIVE Fall 2014

The California Community Colleges Board of Governors approved changes that will establish system-wide enrollment priorities designed to ensure classes are available for students seeking job training, degree attainment or transfer and to reward students who make progress toward their educational goals.

I. What are the new criteria?

1. Students must matriculate - complete Mathematics and English assessment (or provide approved alternative), and complete college orientation & advisement.

2. Students must have an education plan.

3. Continuing students must be in good academic standing (2.0 G.P.A.) and have not exceeded 100 units (not including units in basic English, basic Math or English as a Second Language). *We encourage students on probation to seek help to improve their academic standing. Students nearing 100 units should carefully plan their remaining courses.*

II. Will students who currently get priority, based on California Community College regulations continue to get priority?

Active-duty military and veterans, current and former foster youth, followed by students in Extended Opportunity Programs and Services and Disabled Students Programs and Services will continue to have first priority for registration if they meet the same criteria listed above.

III. What if I don't meet the new criteria?

Students that don't meet the above criteria will enroll after the students who have earned priority.
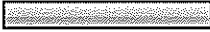
IV. What if I am a concurrently enrolled high school student?

California Community College regulations require that concurrently enrolled high school students receive a low enrollment date so as not to displace adult students

Admissions & Records Office Assessment Survey

How easy was the application for admission process on our website?

	Response Percent	Response Count
Extremely easy	20.4%	65
Very easy	36.5%	116
Moderately easy	32.4%	103
Slightly easy	5.0%	16
Not at all easy	5.7%	18
answered question		318
skipped question		3

SurveyMonkey
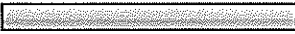
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
2. Is the online Class Schedule easy to understand?

		Response Percent	Response Count
Very Easy		44.8%	141
Somewhat Easy		43.2%	136
Not Easy		12.1%	38
	Comments:		35
	answered question		315
	skipped question		6

3. Is the online Class Schedule easy to use?

		Response Percent	Response Count
Very Easy		46.0%	144
Somewhat Easy		42.8%	134
Not Easy		11.2%	35
	Comments:		27
		answered question	313
		skipped question	8
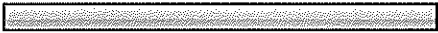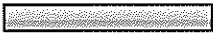
4. I understand that each semester the Class Schedule contains policy and procedures for all students attending IVC.

		Response Percent	Response Count
Yes		89.3%	283
No		11.4%	36
		answered question	317
		skipped question	4

5. I access my IVC student email address at least twice a week.

		Response Percent	Response Count
Yes		70.3%	223
No		29.7%	94
		answered question	317
		skipped question	4
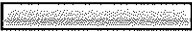
6. I like having the Class Schedule available only online.

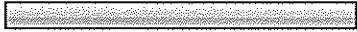|	Response Percent	Response Count
Yes	67.6%	213
No	32.4%	102
	Comments:	39
	answered question	315
	skipped question	6

7. The Admissions & Records hours of operation are sufficient to meet my needs.

	Response Percent	Response Count
Strongly agree	16.4%	52
Agree	54.4%	173
Disagree	11.0%	35
Strongly disagree	6.6%	21
No basis for opinion	11.6%	37
	answered question	318
	skipped question	3

8. The people working in the Admissions & Records office are courteous and helpful.

		Response Percent	Response Count
Strongly agree		29.5%	94
Agree		51.7%	165
Disagree		7.5%	24
Strongly disagree		4.1%	13
No basis for opinion.		7.2%	23
	answered question		319
	skipped question		2

9. The people working in the Admissions & Records Office are knowledgeable.

		Response Percent	Response Count
Strongly agree		24.2%	77
Agree		55.0%	175
Disagree		7.2%	23
Strongly disagree		4.1%	13
No basis for opinion		9.4%	30
	answered question		318
	skipped question		3

10. I understand it is my responsibility to keep my contact information current with the Admissions & Records Office.

		Response Percent	Response Count
Yes		96.2%	302
No		3.8%	12
	answered question		314
	skipped question		7

11. I understand the steps to apply for graduation or a certificate during my last semester at IVC.

		Response Percent	Response Count
Yes		42.9%	135
No		34.6%	109
Not applicable		22.5%	71
	answered question		315
	skipped question		6

12. I understand how to use WebSTAR to access my class schedule, financial aid, records and billing information.

	Response Percent	Response Count
Yes	93.4%	298
No	6.6%	21
Comments:		18
answered question		319
skipped question		2

13. Information about deadlines for registration, adding and dropping classes, refunds, and withdrawal is readily available to me.

	Response Percent	Response Count
Yes	87.3%	274
No	12.7%	40
Comments:		17
answered question		314
skipped question		7

14. The Admissions & Records Office have added other online services. Please indicate whether you have used the following services.

	Yes	No	Rating Count
Electronic reminders about registration through the Student Portal	65.0% (202)	35.0% (109)	311
DegreeWorks - online degree audit program	40.3% (122)	59.7% (181)	303
Docufide - Requesting official transcripts online	38.9% (118)	61.1% (185)	303
Student Clearinghouse - Requesting enrollment verifications online	25.9% (79)	74.1% (226)	305
Waitlists for closed classes	60.5% (184)	39.5% (120)	304
		answered question	314
		skipped question	7