

**San Diego Mesa College  
Committee on Outcomes and Assessment  
Meeting Notes**

December 4, 2018

3:30 p.m. – 5:00 p.m., MC 211B

<b>ATTENDEES</b>	Madeleine Hinkes, Co-Chair	Mary Gwin
	Kris Clark, Co-Chair	Ed Helscher
	Leela Bingham	Linda Hensley (excused)
	Ailene Crakes (excused)	Bridget Herrin (excused)
	Donna Duchow	Pam Luster (excused)
	Claudia Estrada-Howell (excused)	Mariette Rattner
	Sean Flores	Tina Recalde (excused)
	Michael Temple	Saloua Saidane (absent)
	Manuel Velez	Leslie Shimazaki
		Trung Huynh (absent)
	Support: Sahar King	Guest: Ashanti Hands, Claudia Perkins, Victoria Miller, Jennifer Kearns, Krista Stellmacher, Lorenze Legaspi, Ryan Shumaker

**Agenda Item A: Call to Order:** By Kris Clark at 3:40p.m. in LRC 432.

<b>DISCUSSION</b>	<p><b>Approval of October 16, 2018 Minutes</b></p> <ul style="list-style-type: none"> <li>The minutes from October 16, 2018, were emailed to COA prior to the meeting for review.</li> <li>The minutes were M/S by Ed Helscher and Mariette Rattner and approved.</li> </ul>
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
<ul style="list-style-type: none"> <li>Post approved minutes to the COA website.</li> </ul>	<ul style="list-style-type: none"> <li>Mona King</li> </ul>	<ul style="list-style-type: none"> <li>Before the next meeting</li> </ul>

**Agenda Item B: DOC (AUO) Reports**

<b>DISCUSSION</b>	<p><b>1. Student Services ( Ashanti Hands )</b></p> <ul style="list-style-type: none"> <li>➤ Student service overview and Student Services Leadership Team <ul style="list-style-type: none"> <li>• Dr. Ashanti Hands: Vice President</li> <li>• Ailene Crakes: Dean of Student Development</li> <li>• Larry Maxey: Dean of Student Success &amp; Equity</li> <li>• Vicki Miller: Dean of Student Affairs</li> </ul> </li> <li>➤ Offer a variety of programs and services under our Departments</li> </ul>
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- The Student Services AUOs we focused on:
  - Dissemination of data
  - Leadership
  - Use of technology
- Under Leadership, we assessed the satisfaction with services, student pathways, and established goals for 2018-2019, and we got positive feedback from the Survey.
- Created a special training for the Student Services, SSSO/SSPO presentations.
- Created a safety team and conducted evacuation training
- Created an Observation Report and Updated Safety plan and created new positions
- Technology: surveyed students to figure out how technology has been used with our students and we received lots of feedback
- Identified Student Service gaps with Wi-Fi
- E-SARS Electronic Advising Appt. Registration
- Online Commencement Check-in
- Use of Technology with the Stand
- Challenges: What to assess (Unit vs Office Outcomes), too many surveys?
- Future Focus: Continuity, Varied assessment tools, Increased participation through better planning, Greater intention
- [Power Point](#)

## **2. Victoria Miller and Claudia Perkins (Office of Student Affairs)**

- For our outcome, we focused on Rights and Responsibilities and our Board Policy 3100, the Student Code of conduct
- The population of student we assess is the students that have been charged with violation of Code of Conduct
- Give Pre and Post Initial meeting surveys
- Student's ability to demonstrate and articulate the Student Code of Conduct, Ramifications for a violation, and Importance of ethical decisions in an academic setting
- Challenges: Student don't know the Code or where to find the resources they need; try to solve the issue or have an intervention before it turns into Policy 3100 Violation
- Action Plan: Promote awareness, provide workshops
- Suggestion: Adjunct faculty Orientations
- [Power Point](#)

## **3. Jennifer Nichols Kearns (Office of communications)**

- In the process of changing our unit outcomes
- The Mesa College Office of Communications provides public relations, social media, web development and support, graphic design, event promotions, photography, videos, and other marketing and communications support to the campus community and the public
- The way to engage our services is through the project request.
- Currently have a high volume of requests
- Need 14-30 working days for all projects
- Office provides a variety of services to college and district and community for free
- It is our responsibility to provide information about the college and its

- programs across print, media, web, mobile and social media platforms
- The Office also serves as a liaison with the District and other college campuses.
  - The Office collaborates with Mesa College Foundation to support fundraising efforts.
  - We are doing lots of community work, and we work with Mesa Foundation that involves bringing outside community members to our school
  - The Office currently has four full-time staff to support a college with over 24,000 students and over 3,100 faculty and staff. In the past year, the Office of Communications has received over 1,200 work requests, averaging 4-5 requests entered per working day, with 141 projects requested in August 2018 alone (@ 6 per day). This is a 166% increase in project requests compared to 2017, and each request has more than one element
  - AUO # 1 :focus on fulfilling the communication needs of campus clients and the District in a timely manner in the following areas: graphic design, photography, event support, multimedia (web and social media), promotional and public relations/media services
  - AUO #2 : Serve as communications subject matter experts for campus clients by providing training and guidance to increase faculty and staff knowledge of communications best practices, current trends and strategies to maximize college promotional efforts
  - AUO #3: Conduct a variety of external communications, marketing, advertising and promotions to increase awareness of Mesa College initiatives, events, course offerings, activities, programs services, and other accomplishments to drive enrollment and community engagement
  - AUO #4: Implement (where feasible) new, effective and efficient methods of communication, including building and leveraging digital infrastructure for both internal and student-facing processes via the website, social media, digital promotions, and web applications
  - Our office conducts surveys, focus groups and training to asses our various outcomes. We also received feedback from client departments via email and in meetings. We can correlate the success of our internal campaigns by tracking event attendance, class fill rates and enrollment (via Instructional Services)
  - Every 3-6 months, the Office sends a “Client Satisfaction Survey” to our internal clients who have submitted or overseen Project Requests. Of the 44 responses received from our 2018 Internal Client Satisfaction Surveys (summer and fall), we received the following feedback:
    - 90% of respondents rated the quality of the product delivered by the Office of Communications as a 4 or 5 on a scale of 1-5
    - 83% of respondents said that they were satisfied/very satisfied with the Creative Design.
    - 85% of respondents said that they were satisfied/very satisfied with the Photography.
    - 89% of respondents said that they were satisfied/very satisfied with Social Media.
    - 75% of respondents said that they were satisfied/very satisfied with the Promotions/Public Relations.
    - 86% of respondents said that they were satisfied/very satisfied with the Web services.
    - 87% were satisfied/very satisfied with their overall experience

- 88% of respondents said that they received their project on-time
- 90% felt that they received timely updates on project status.
- 50% of respondents provided feedback on ways that we could improve products and services
- Challenges: Budget , Staffing, Equipment
- The office continues to develop all aspects of its mission effectively and to meet the growing demands of new programs and services, while still meeting the needs of our current clients (students, staff, administrators, programs and services) and protecting the campus brand. We are working to streamline and improve how we do business based on the methodologies developed

#### **4. Krista Stellmacher (Office of Resource development)**

- Office of Resource Development supports Mesa students and staff
- Foundation is a separate entity, nonprofit, and the mission is to support the Mesa college mission
- Developed one AUO and we are working on more
- AUO: Foundation board members will get the support, data, & communication from the Office of Resource Development to have an enriching volunteer experience and successfully advocate for Mesa's students and mission
- 2018 survey distributed to board members provided 11 responses, 6 comments about positive impact of scholarship, 7 spoke to value of helping students 5 commented on quality of people, 3 spoke to increasing diversity, 2 sought fundraising expertise, and 2 sought business, finance expertise
- Had a successful Promise Campaign which surpassed its goal and raised \$75,000
- Foundation has added 5 new board members and is seeking additional members.
- Challenges: Accessing accurate and helpful data. Additionally, the need to focus more on external relations, Board development, and recruiting reveals the need for increased operational support for the Office of Resource Development in the form of additional human resources.
- [Power Point](#)

#### **5. Lorenze Legaspi (Vice President of Administrative Services Office)**

- Administrative Services is led by the Vice President of Administrative Services and provides critical support and oversight for all business operations of the campus
- The Administrative Services office strives to provide effective, efficient, and customer friendly services to all faculty members, staff, students, and administrators, as well as customers both within and outside the community college
- Current outcomes look more like goals, so they are being revised.
- Cultivate an environment that attracts, develops, and retains knowledgeable and skilled professionals that embrace diversity to deliver the highest quality services to support student success
- We want to be data informed and try to provide high-quality administrative services in support of the college-wide mission
- We want programs to understand their budgets

**6. Ryan Shumaker (School of Exercise Science, Health Education, Dance, and Athletics)**

- The Exercise Science Department offers a diverse curriculum which includes lower division theory courses designed for those who want to complete their Associate in Arts degree in Exercise Science and transfer to an institution of higher learning
- Offer different degrees and certifications to our students; AS- Kinesiology, ADT- Kinesiology, AA- Dance, Certificates of Achievement, Choreography, Commercial Dance, Personal Training, Certificate of Performance.
- In our department we have 21 Intercollegiate Athletic Programs (11 women, 10 men), 500 Student-Athletes, Approximately 800 Sections Per Year
- Also had conflict with goals and current AUOs
  - AUO #1: promote equity and encourage an environment of equity-based decision making in our office, our classrooms, and in general practice
  - AUO #2 : provide leadership and guidance in the areas of schedule development and enrollment management practices that support student success
  - AUO #3: continue to enhance and cultivate an environment in which student-athlete completion and transfer are emphasized, valued, and encouraged.
- Assessment of AUOs: Professional development opportunities, use of dashboards, number of degrees/certificates/transfers
- [Power Point](#)

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
• N/A		• N/A

**Agenda Item C: Continuing Business**

DISCUSSION	
	<ol style="list-style-type: none"> <li><b>1. Outcomes Perception survey</b> <ul style="list-style-type: none"> <li>➤ In Progress</li> </ul> </li> <li><b>2. PLO Work</b> <ul style="list-style-type: none"> <li>➤ In Progress</li> </ul> </li> <li><b>3. Graduate ILO survey</b> <ul style="list-style-type: none"> <li>➤ In progress with the research office</li> </ul> </li> <li><b>4. ILO taskforce/Global Consciousness</b> <ul style="list-style-type: none"> <li>➤ In progress with research office</li> <li>➤ We will meet this week to discuss scoring the responses</li> <li>➤ We will meet in January and February to finalize</li> </ul> </li> </ol>

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

<ul style="list-style-type: none"> <li>Email reminder to DOCs and chairs to review the PLOs</li> </ul>	<ul style="list-style-type: none"> <li>Anda</li> </ul>	<ul style="list-style-type: none"> <li>Before the next meeting</li> </ul>
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#### Agenda Item D: New Business

<b>DISCUSSION</b>	<ol style="list-style-type: none"> <li><b>1. Guide revisions</b> <ul style="list-style-type: none"> <li>➤ We are working on an update for the Guide</li> <li>➤ Please send your feedback and suggestions</li> <li>➤ We will bring the revised version to committee for review</li> </ul> </li> <li><b>2. Donna's report on Assessment Institute</b> <ul style="list-style-type: none"> <li>➤ Assessment Institute, Indianapolis, 21-23 October</li> <li>➤ We focused on program level assessment session</li> <li>➤ They all recommend look to your capstone courses</li> </ul> </li> </ol>
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
<ul style="list-style-type: none"> <li>Update for handbook revisions</li> </ul>	<ul style="list-style-type: none"> <li>Everyone</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>

#### Agenda Item E: Announcements/Adjournment

<b>DISCUSSION</b>	<ol style="list-style-type: none"> <li>Next meeting, February 5, 2018</li> <li>6th Annual SLO Symposium, Santa Ana, Jan 25  <a href="https://www.asccc.org/events/2019-01-25-160000-2019-01-26-010000/2019-student-learning-outcomes-slo-symposium">https://www.asccc.org/events/2019-01-25-160000-2019-01-26-010000/2019-student-learning-outcomes-slo-symposium</a> </li> <li>CONFERENCE AND TRAVEL FUNDING REQUEST  <a href="https://www.emailmeform.com/builder/form/8NJlp5XYiSM5aj1gfreGccmEF">https://www.emailmeform.com/builder/form/8NJlp5XYiSM5aj1gfreGccmEF</a> </li> </ol>
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
<ul style="list-style-type: none"> <li></li> </ul>		<ul style="list-style-type: none"> <li></li> </ul>

#### Agenda Item F: Adjournment

<b>DISCUSSION</b>	<ul style="list-style-type: none"> <li>Meeting was adjourned by Madeleine Hinkes at 5:05 p.m.</li> </ul>
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Submitted by: Sahar King, Senior Secretary  
 Approved on: