

# **Student Services Program Review 2019/20 UPDATE**

## **Evaluations**

**Created on: 07/30/2019 04:35:00 PM PDT  
Last Modified: 02/10/2020 03:18:56 PM PDT**

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## **General Information (Student Services Program Review 2019/20 UPDATE)**

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## 2019/20 Student Services Program Review

### SUBMISSION INFORMATION AND UPDATES (REQUIRED)

- Lead Writer: Claudia Estrada-Howell, Evaluations Supervisor / Olivia Picolla, Evaluations Student Services Technician
- Liaison: Erika Higginbotham, DSPS Coordinator
- Manager/Service Area Supervisor: Ailene Crakes, Dean of Student Development

### OUTCOMES AND ASSESSMENT (REQUIRED)

**Form:** 2019/20 Program Review Outcomes and Assessment Section (See appendix)

### PROGRAM ANALYSIS FOR EQUITY AND EXCELLENCE (REQUIRED)

**Form:** 2019/20 Program Review Student Services Program Analysis Section (See appendix)

### PROGRAM GOALS (REQUIRED)

#### 2019/20 Goals for Evaluations

##### Goal 1

Improve communication to the campus regarding policies and procedures related to student records, petitions, and graduation/commencement in an effort to promote student success.

##### Mapping

**CA- Mesa College Strategic Directions and Goals:** Strategic Goal 1.4, Strategic Goal 4.2, Strategic Goal 4.3, Strategic Goal 4.4

##### Goal 2

Improve graduation and commencement participation rates by collaborating with instructional departments for individualized assistance and revising the commencement information and registration websites to reflect a more useful, inviting and professional message.

##### Mapping

**CA- Mesa College Strategic Directions and Goals:** Strategic Goal 1.2, Strategic Goal 2.2, Strategic Goal 2.4, Strategic Goal 4.2, Strategic Goal 4.3, Strategic Goal 4.4

##### Goal 3

Improve the awareness of deadlines for various petitions and processes including graduation and commencement.

##### Mapping

**CA- Mesa College Strategic Directions and Goals:** Strategic Goal 1.2, Strategic Goal 1.4, Strategic Goal 2.2, Strategic Goal 2.4, Strategic Goal 4.2, Strategic Goal 4.3, Strategic Goal 4.4

**ACTION PLANS FOR GOALS (REQUIRED)**

**Actions**

**2019/20 Goals for Evaluations**

Goal

**Goal: Goal 1**

Improve communication to the campus regarding policies and procedures related to student records, petitions, and graduation/commencement in an effort to promote student success.

**Action: Improve Communication**

<b>Describe the actions needed to achieve this objective:</b>	Classroom Presentations Website management Internal Training and Discussions with other Departments/Services Areas
<b>Who will be responsible for overseeing the completion of this objective:</b>	The Evaluations Team, including the Evaluations Supervisor, Student Services Technician, and Student Services Assistant
<b>Provide a timeline for the actions:</b>	Spring 2020
<b>Describe the assessment plan you will use to know if the objective was achieved and effective:</b>	SARS reporting Tally Sheet Website Tracking Student Surveys through Google Forms Office "check-out" system
<b>List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel &amp; Conference, Software, Facilities, Classified Staff, Faculty, Other):</b>	Increase overall commencement budget

**Goal: Goal 2**

Improve graduation and commencement participation rates by collaborating with instructional departments for individualized assistance and revising the commencement information and registration websites to reflect a more useful, inviting and professional message.

**Action: Apply for Graduation and Commencement Participation**

<b>Describe the actions needed to achieve this objective:</b>	Classroom Presentations Website management Internal Training and Discussions with other Departments/Services Areas
<b>Who will be responsible for overseeing the completion of this objective:</b>	Student Services Technician
<b>Provide a timeline for the actions:</b>	Spring 2020
<b>Describe the assessment plan you will use to know if the objective was achieved and effective:</b>	SARS reporting Tally Sheet Website Tracking Student surveys through Google Forms
<b>List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel &amp; Conference, Software, Facilities, Classified Staff, Faculty, Other):</b>	Support from District to send emails to all eligible graduates to make sure students apply for graduation by the deadline, as well as encourage them to participate in the commencement ceremony.

**Goal: Goal 3**

Improve the awareness of deadlines for various petitions and processes including graduation and commencement.

**Action: Improve Awareness**

<b>Describe the actions needed to achieve this objective:</b>	-Work with District Evaluations to ensure the campus has the correct deadlines for graduation -Support Counseling Faculty that are assisting students with petitions and ensuring they understand the requirements -Support instructional faculty with information to help promote and encourage commencement participation
<b>Who will be responsible for overseeing the completion of this objective:</b>	Student Services Technician and Student Services Assistant
<b>Provide a timeline for the actions:</b>	Spring 2020/ or as changes occur
<b>Describe the assessment plan you will use to know if the objective was achieved and effective:</b>	-Staying updated with District Evaluation procedures -Reviewing policies in Catalog
<b>List resources needed to achieve this objective and associated costs (Supplies,</b>	Time in faculty classroom, school meetings, student service department meetings.

Equipment, Computer  
Equipment, Travel &  
Conference, Software,  
Facilities, Classified Staff,  
Faculty, Other):

**GOAL STATUS REPORT (REQUIRED)**

**Action Statuses**

**2019/20 Goals for Evaluations**

Goal

**Goal: Goal 1**

Improve communication to the campus regarding policies and procedures related to student records, petitions, and graduation/commencement in an effort to promote student success.

**Action: Improve Communication**

**Describe the actions needed to achieve this objective:**

Classroom Presentations  
Website management  
Internal Training and Discussions with other Departments/Services Areas

**Who will be responsible for overseeing the completion of this objective:**

The Evaluations Team, including the Evaluations Supervisor, Student Services Technician, and Student Services Assistant

**Provide a timeline for the actions:**

Spring 2020

**Describe the assessment plan you will use to know if the objective was achieved and effective:**

SARS reporting  
Tally Sheet  
Website Tracking  
Student Surveys through Google Forms  
Office "check-out" system

**List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel & Conference, Software, Facilities, Classified Staff, Faculty, Other):**

Increase overall commencement budget

Status for Improve Communication

**Current Status:** In Progress

**If the Current Status was marked Completed, what was the impact of the completed objective on your program:**

**If the Current Status was not marked Completed, what are the implications and next steps:**

Currently, the Evaluations brochure, as well as the degree & commencement marketing materials have been distributed to various departments and schools on campus. In addition to the printed materials, the Evaluations department plans to communicate via email with campus to share these materials with students. The Evaluations Office plans to display all materials during student events such as: Welcome Week, Student Services Fair, Open House, Jumpstart, Outreach events.

**Goal: Goal 2**

Improve graduation and commencement participation rates by collaborating with instructional departments for individualized assistance and revising the commencement information and registration websites to reflect a more useful, inviting and professional message.

**Action: Apply for Graduation and Commencement Participation**

<b>Describe the actions needed to achieve this objective:</b>	Classroom Presentations Website management Internal Training and Discussions with other Departments/Services Areas
<b>Who will be responsible for overseeing the completion of this objective:</b>	Student Services Technician
<b>Provide a timeline for the actions:</b>	Spring 2020
<b>Describe the assessment plan you will use to know if the objective was achieved and effective:</b>	SARS reporting Tally Sheet Website Tracking Student surveys through Google Forms
<b>List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel &amp; Conference, Software, Facilities, Classified Staff, Faculty, Other):</b>	Support from District to send emails to all eligible graduates to make sure students apply for graduation by the deadline, as well as encourage them to participate in the commencement ceremony.

**Status for Apply for Graduation and Commencement Participation**



**Current Status:** In Progress

**If the Current Status was marked Completed, what was the impact of the completed objective on your program:**

**If the Current Status was not marked Completed, what are the implications and next steps:**

This will be in-progress as we have students graduating in the fall, spring, and summer each academic year. Currently in-progress collaborating with Allied Health programs, such as BS HIM program. In addition, the Evaluations department plans to present in school meetings across campus that have instructional faculty. In addition, the Evaluations office is collaborating with the Office of COmmunications to ensure all printed materials in regards to commencement are updated. The SST in Evaluations is frequently updating the Evaluations website & Commencement website.

**Goal: Goal 3**

Improve the awareness of deadlines for various petitions and processes including graduation and commencement.

**Action:** Improve Awareness

**Describe the actions needed to achieve this objective:**

- Work with District Evaluations to ensure the campus has the correct deadlines for graduation
- Support Counseling Faculty that are assisting students with petitions and ensuring they understand the requirements
- Support instructional faculty with information to help promote and encourage commencement participation

**Who will be responsible for overseeing the completion of this objective:**

Student Services Technician and Student Services Assistant

**Provide a timeline for the actions:**

Spring 2020/ or as changes occur

**Describe the assessment plan you will use to know if the objective was achieved and effective:**

- Staying updated with District Evaluation procedures
- Reviewing policies in Catalog

**List resources needed to achieve this objective and associated costs (Supplies, Equipment, Computer Equipment, Travel & Conference, Software, Facilities, Classified Staff, Faculty, Other):**

Time in faculty classroom, school meetings, student service department meetings.

Status for Improve Awareness

**Current Status:**

In Progress

**If the Current Status was marked Completed, what was the impact of the completed objective on your program:**

**If the Current Status was not marked Completed, what are the implications and next steps:**

The Evaluations Office has distributed marketing materials across campus reflecting the Evaluations & Commencement website. In addition, the Evaluations Office is in process of ordering degree and commencement banners to hang across campus to increase awareness.

## Request Forms

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**CLASSIFIED POSITION, BARC AND FACULTY POSITION REQUEST**

## Reviewers

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### LIAISON'S REVIEW

**Form:** Student Services Program Liaison's Review 2019/20 UPDATE

### MANAGER'S REVIEW

**Form:** Student Services Program Manager's Review 2019/20 UPDATE

# Appendix

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- A. **2019/20 Program Review Outcomes and Assessment Section** (Form)
  - B. **2019/20 Program Review Student Services Program Analysis Section** (Form)
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# Form: "2019/20 Program Review Outcomes and Assessment Section"

Created with : Taskstream

Participating Area: Evaluations

## (REQUIRED) Program name

Evaluations

## (REQUIRED) Are you on target with your assessment schedule?

Yes, the Evaluations Office is on track. Our assessment schedule is ongoing.

## (REQUIRED) What have your assessments revealed about your courses/programs/service area/school/division/office?

### **Evaluations Student Services Outcomes:**

1. Students will perform the necessary steps to register for the commencement ceremony.
2. Students who plan on graduating will find current deadlines and information needed to complete their degree and/or certificate.
3. Students will be able to articulate the difference between applying for graduation and registering for the commencement ceremony.

### **The following was revealed through our assessments:**

Our 2019 commencement had 669 students participate in commencement. In 2019, we saw a decrease in students that participated, which was 660.

In 2018, there were 2,758 students eligible to graduate (SEG=students eligible to graduate), which included Fall 2017, Spring 2018, and Summer 2018. In 2019, there were 2,889 SEG, which included Fall 2018, Spring 2019, and Summer 2019. Some of our assessments have revealed that while there was an increase in SEG, there was a decrease in students participating in commencement (SPC= students participating in commencement). In 2019, we officially launched our new student portal MySDCCD. During this time, students held an account on Reg-E (the previously used system) and MySDCCD. It is possible that having the two active systems was confusing for students and could have had a negative impact on the number of SEG and the number of SPC due to confusion.

Aligning with our SSO #1 "Students will perform the necessary steps to register for the commencement ceremony." While our efforts in advertising

the commencement ceremony have increased, some factors may have a negative impact. With our location being at USD, and starting in 2018, tickets started being required for graduate's guests. Each graduate that claimed their tickets during the ticket distribution dates were allotted 5 tickets and then extra were distributed each day until we ran out. From our graduation survey, some student's share that they choose to not participate in the ceremony since it occurs the week before finals when they prefer to prep for finals and don't feel certain about celebrating before the semester is over. Other findings were that some graduates preferred that all of their guests would be able attend versus needing to select only five (especially if they were unable to receive additional tickets). Lastly, students shared the ceremony is too long.

There was an increase of students that were eligible to graduate in 2019 than in 2018; however there were less participants in the 2019 ceremony than the 2018 ceremony. This discrepancy demonstrates that we still have room to improve our methods and policies to ensure that students not only know the difference between applying for graduation and registering for the commencement ceremony, but also to increase the number of students that participate in the commencement ceremony.

From the survey of those that didn't participate in the 2019 Commencement Ceremony, we learned that 92% of them knew that the process to register for commencement was separate from petitioning to graduate. For the remaining 8% that didn't know the process was separate, we need to examine new ways of expressing this information and making sure students understand it. In 2018, 90% knew apply for graduation and participating in the commencement ceremony was different. The percentage of students that did not know, dropped two percent in 2019. The largest percentage of the reason students did not participate was because they were not interested – which came to 45%. With these results, we should survey and ask why they were not interested and maybe gain more insight into changing the ceremony to gain the interest from our students.

From the survey of those that didn't participate in the 2018 Commencement Ceremony, we learned that 90% of them knew that the process to register for commencement was separate from petitioning to graduate. For the remaining 10% that didn't know the process was separate, we need to examine new ways of expressing this information and making sure students understand it. Through the survey However, another major factor could be the date of the ceremony, which is generally scheduled right before finals conflicting with students' study time, guest tickets being required, not being held at Mesa, etc. The surveys helps us focus on the areas we can improve on as a campus.

With the past four years, the Evaluations department has seen an increase in the amount of students served, therefore shows there is an increase in the number of petitions processed, the number of students eligible to graduate, and the increase of information needing to be distributed.

**(REQUIRED) Based on your assessments, what resource needs have you identified?**

The increase of students petitioning to graduate describes the need for additional funding for diploma covers, and other printed materials. The increase in student commencement ceremony participation may require additional resources such as an increase in the commencement budget.

With an overall increase in student participation, a very valuable resource that has been identified is increased collaboration from various campus areas such as the office of communications and all faculty.

To address concerns of increased cost, the Evaluations department will continue to work with campus partners like EOPS, Student Affairs, and Student Government to expand efforts to provide free/low-cost cap and gowns to students that cannot afford it. Additionally, in collaboration with the District and Student Affairs we can explore alternative dates for the ceremony to ensure it does not conflict with finals. Now that the campus has started using the new student management system "MySDCCD", we need to find a way to enable push notifications or communications to all student's finishing their degree/certificate so that they are aware in a timely manner to apply for graduation. Since we are unable to email our students, having the support and assistance from district could increase the number of students applying for their awards on time, which would increase the number of students participating in the commencement ceremony.

**Please provide any other comments.**

*No answer specified*



# Form: "2019/20 Program Review Student Services Program Analysis Section"

Created with : Taskstream

Participating Area: Evaluations

## Program Name

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**(REQUIRED) Type your program/ service area name.**

Evaluations

**Part A: In this section, please analyze your program/service area in terms of one metric of student success. Start by disaggregating the available data by race, gender, and any other parameters of interest for the metric and answer the following questions.**

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**(REQUIRED) A1. What patterns do you notice with regard to equity at the program level or specific service level by race/ethnicity?**

Equity Gap: When a group of students who share a common characteristic (e.g. race/ethnicity) have lower access and/or outcome rates than their peers. The size of the equity gap along with the size of the group determine whether that gap is significant. Larger groups should, statistically, have smaller gaps and therefore when gaps are present (even small ones) they may be significant. Smaller groups will see wider variation in outcomes, therefore gaps should be seen consistently over time and/or reviewed by looking at multiple years in aggregate to determine if they are significant.

In order to examine the potential patterns of equity gaps in the Evaluations department, we are taking a comparison approach by looking at the number of students eligible to graduate and the number of students that participated in commencement ceremony for a two year period in comparison to the Mesa population, specifically ethnicity.

Definitions: Student's eligible to graduate are students who have applied for graduation by the appropriate deadline: fall, spring, or summer who are completing their requirements at the end of the semester they have applied for. (SEG = Students eligible to graduate). Students who participate in the commencement ceremony are students who are eligible to graduate in that academic year and who choose to register to participate in the ceremony. If students wish to participate, as it is not a required step, they must register. (SPC = Students who participate in commencement)

Methodology: Evaluations looked at comparison quantitative data from the number of SEG to the Mesa Population for the following years: Year 1 (2017 - 2018, 7/01/2017 - 6/30/2018) and Year 2 (7/01/2018 - 6/30/2019). These data sets were collected from the districts GDS system (Graduate database system) and from the SD Mesa College Institutional Research data dashboard. With this data, we looked at the ethnicity of Mesa's population comparing to the number of SEG and SPC to see if any findings occurred from the potential gaps. Below is our two year comparison featuring SEG and SPC.

Commencement Registration vs. Mesa Population - Year 1 and Year 2

17-18 SPC	%
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African American	10%
American Indian	0%
Asian	9%
Pacific Islander	0%
Filipino	6%
Latinx	41%
White	27%
Other	5%
Unreported	2%
Total	100%

17-18 Enrollment	%
African American	7%
American Indian	0%
Asian	10%
Pacific Islander	1%
Filipino	5%
Latinx	37%
White	32%
Other	6%
Unreported	2%
Total	100%

18-19 SPC	%
African American	7%
American Indian	0%
Asian	9%
Pacific Islander	1%
Filipino	5%
Latinx	46%
White	25%
Other	5%
Unreported	2%
Total	100%

18-19 Enrollment	%
African American	7%
American Indian	0%
Asian	11%
Pacific Islander	1%
Filipino	5%
Latinx	38%
White	31%

Other	7%
Unreported	2%
Total	100%

Eligible Grads vs. Mesa Population -Year 1 and Year 2

17-18 SEG	%
African American	6%
American Indian	0%
Asian	11%
Pacific Islander	0%
Filipino	5%
Latinx	35%
White	34%
Other	5%
Unreported	2%
Total	100%

17-18 Mesa Population	%
African American	6%
American Indian	0%
Asian	12%
Pacific Islander	0%
Filipino	5%
Latinx	35%
White	34%
Other	5%
Unreported	2%
Total	100%

18-19 SEG	%
African American	6%
American Indian	0%
Asian	10%
Pacific Islander	1%
Filipino	5%
Latinx	38%
White	33%
Other	5%
Unreported	1%
Total	100%

18-19 Mesa Population	%
African American	6%
American Indian	0%
Asian	10%
Pacific Islander	1%
Filipino	5%
Latinx	38%
White	34%
Other	5%
Unreported	1%
Total	100%

**Observations:**

When comparing Year 1 and Year 2 to the campus profile, there were no significant patterns of equity gaps. This comparison shows that we are serving the same ethnic breakdown of students in Year 1 and Year 2 to the campus student ethnicity profile provided by the SD Mesa Institutional Research Office.

**(REQUIRED) A2. Do these patterns persist over time (e.g., look at the last five years)? Describe if equity gaps are increasing, decreasing, or staying the same?**

**Observations:**

When comparing Year 1 and Year 2 to the campus profile, there were no significant patterns of equity gaps. This comparison shows that we are serving the same ethnic breakdown of students in Year 1 and Year 2 to the campus student ethnicity profile provided by the SD Mesa Institutional Research Office.

If we had reviewed the data over a 5-year period, it is possible that equity gaps could emerge. Evaluations determined observing the last two years was best given the recent increased equity efforts on our campus, such as cultural and special populations beginning to host their own graduation celebrations, such as RAZA Grad, EOPS Grad, Rite of Passage Ceremony, Veterans Recognition Ceremony, etc.

**(REQUIRED) A3. What factors might have influenced these results? What are your most significant findings?**

While our results are positive and align to the Mesa population when comparing SEG and SPC, some factors including the cultural graduations may have had a positive impact on the results. Additionally the increased marketing and redesign on the Evaluations website may have influenced these results with the updated and clear information. If we looked at a 5 year pattern, then there is a possibility for equity gap patterns to emerge.

**(REQUIRED) A4. How have you/might you alter practices to increase student success and reduce equity gaps?**

While our results in the last two years show no large equity gaps, it is important to think about how we can increase the percentages of ethnicities of SEG and SPC. With the increase in cultural and special population graduation ceremonies, it shows there is an increase in interest with the individual ceremonies versus the campus wide college ceremony. It is possible that

students could be feeling more included and welcome when attending their cultural and/or special population ceremonies. I think it is important to look more into the cultural and special population ceremonies since students are tending to go toward the smaller ceremonies, rather than the larger campus ceremony.

Although there is no physical space, it would be important to explore in the future hosting Mesa's commencement ceremony on our campus. Some students share their confusion when they find out the ceremony is not on their home campus. There may be some equity factors there to explore and research, especially since the commencement ceremony for Mesa, as a community college serving students from all backgrounds, is held at a Private Catholic University.

With the increase in cultural and special population graduation ceremonies, last year was the first year to include the ceremonies on the general commencement website. To continue increasing student success and commencement and graduation marketing, we can be more intentional and diligent about reaching out to the culture and special population ceremonies and ask to share about the general mesa commencement ceremony, as well as ask to do more classroom presentation to increase motivation for students to apply for graduation on time and participate in the commencement ceremony. With the efforts being increased in the classroom, students would be more likely to attend the ceremony, knowing the importance of it and having the support and encouragement from their faculty.

While the Evaluations department began increasing their efforts last year with redesigning the general eval website, this year could become more improved with redesigning the commencement website as well as increasing the messaging to students across campus in a way they prefer to receive their messaging, such as creating more PowToons, and information cartoon tutorial, redesign commencement marketing materials and invitations that are mailed to students to share with their friends and family, which includes more complete details on commencement rather than only a registration link.

### **(REQUIRED) A5. How does your program contribute to the College's identity of being a Hispanic Serving Institution (HSI)?**

The overall Latinx percentage for SEG and SPC is almost 10% percent higher than the general Mesa population in Year 1 and Year 2. These numbers prove our program and efforts align with the HSI student success culture. With the RAZA graduation ceremony event that began two years ago, which includes LATINX, Mexican, Spanish, and Other Hispanic ethnicities, this event has brought excitement and encouragement to then participate in the general commencement ceremony.

### **(REQUIRED) A6. Have you identified resource needs?**

To continue the increase in SPC, we need to increase our commencement budget, which would increase marketing across the entire campus - such as posters in every classroom, more a-frames, and overall flyers distribute to departments and faculty across campus willing to share and promote the event.

Since students receive the majority of information in classrooms, we need support from faculty to share and promote the commencement ceremony either by passing out flyers or inviting the evaluations team to do a short 5-minute presentation.

Another resource could be holding a 5-minute presentation each spring convocation to promote and inform the campus on the commencement ceremony, and this way faculty and staff could remember to promote the event throughout the entire spring semester.

### **(REQUIRED) A7. Do any of your program goals address these implications or needs? If not, please develop a new goal that addresses your findings and subsequent reflection.**

Yes all of our program goals align with our needs.

1. Improve communication to the campus regarding policies and procedures related to student records, petitions, and graduation/commencement in an effort to promote student success.
2. Improve graduation and commencement participation rates by collaborating with instructional departments for individualized assistance and revising the commencement information and registration websites to reflect a more useful, inviting and professional message.
3. Improve the awareness of deadlines for various petitions and processes including graduation and commencement.

**Part B: In this section, look at the area of focus you identified in last year's program review and answer the following questions.**

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**(REQUIRED) B1. How have you developed this focus? Are you seeing any results? What are your next steps?**

The focus for one of our goals, has been to increase efforts in marketing and we are already seeing results - our next steps are to focus more on campus participation with promoting commencement, as well as gaining support from our district office to email students encouraging them to apply for graduation on time.