

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

**Outreach**

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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)

A.

- Name of Lead Writer: Karla Trutna, Donnaly Atajar, Vanndaro Chhum
- Name of Liaison: Leticia Diaz
- Department Chair: Victoria Miller
- Name of Manager/Service Area Supervisor: Karla Trutna

B.

Karla Trutna, in her previous capacity as the Acting Outreach Coordinator, accepted the position of the new Outreach Coordinator. In addition to the new Outreach Coordinator, Outreach filled two new Student Services Technician positions. Donnaly Atajar, the previous Promise Program Project Assistant, took on the new role as one of the Student Services Technicians. Vanndaro Chhum, the previous Student Services Assistant, accepted the promotion as the second Student Services Technician.

### 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)

#### 2018-2019 Goals for Outreach

##### 2018-19 SS Goal 1

Identify the resources available at Mesa and articulate how those resources help students succeed in college.

##### Mapping

**CA- Mesa College Strategic Directions and Goals:** Strategic Goal 1.1, Strategic Goal 1.2, Strategic Goal 1.3, Strategic Goal 1.4, Strategic Goal 2.2,

**Institutional Learning Outcomes 2016/17:** Communication

##### 2018-19 SS Goal 2

Demonstrate increased inclination to attend college/Mesa after high school.

**Mapping**

**CA- Mesa College Strategic Directions and Goals:** Strategic Goal 1.1, Strategic Goal 1.2, Strategic Goal 1.3, Strategic Goal 1.4, Strategic Goal 1.5, Strategic Goal 2.1, Strategic Goal 2.2,

**Institutional Learning Outcomes 2016/17:** Critical Thinking

**2018-19 SS Goal 3**

Students we serve will successfully complete the pre-enrollment steps to become students at Mesa College.

**Mapping**

**CA- Mesa College Strategic Directions and Goals:** Strategic Goal 1.1, Strategic Goal 1.2, Strategic Goal 1.3, Strategic Goal 1.4, Strategic Goal 1.5, Strategic Goal 2.1, Strategic Goal 2.2, Strategic Goal 3.1,

**Institutional Learning Outcomes 2016/17:** Communication, Critical Thinking

**ACTION PLANS FOR GOALS (REQUIRED)**

**Actions**

**2018-2019 Goals for Outreach**

Goal

**Goal: 2018-19 SS Goal 1**

Identify the resources available at Mesa and articulate how those resources help students succeed in college.

**Action: 2018-19 Goal 1**

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

Outreach staff to provide professional development opportunities to student ambassador staff and contract staff through bi-weekly meetings and District-sponsored programs, as well as professional conferences.

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

Coordinator, SST, and SSA.

**Provide a timeline for the actions:**

On-going

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

Student ambassador professional development and growth will be observed through the year by contract staff and will be addressed in end-of-year evaluations and ambassador self-evaluations. Professional development opportunities (facilitating meetings, resume workshops, etc.) will be offered

<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>	throughout the year at ambassador meetings and District and college-sponsored trainings.  Classified staff to facilitate training for ambassadors on new initiatives that have been set in each department.
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**Goal: 2018-19 SS Goal 2**

Demonstrate increased inclination to attend college/Mesa after high school.

**Action: 2018-19 Goal 2**

<b>Describe the actions needed to achieve this objective:</b>	Include information on Career Education instructional programs during our campus visits and Mesa Information Nights presentations.
<b>Who will be responsible for overseeing the completion of this objective:</b>	Coordinator and SST
<b>Provide a timeline for the actions:</b>	Summer 2019
<b>Describe the assessment plan you will use to know if the objective was achieved and effective:</b>	Review surveys from Outreach campus visits as well as Mesa Information Nights.
<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>	The SST will review SurveyMonkey data.

**Goal: 2018-19 SS Goal 3**

Students we serve will successfully complete the pre-enrollment steps to become students at Mesa College.

**Action: 2018-19 Goal 3**

<b>Describe the actions</b>	Outreach staff will review Pre-Enrollment data
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<b>needed to achieve this objective:</b>	and analyze the changes in participation and completion. We will focus both on students who participate and high school sites that participate.
<b>Who will be responsible for overseeing the completion of this objective:</b>	Coordinator, SST, and SSA
<b>Provide a timeline for the actions:</b>	Summer 2019
<b>Describe the assessment plan you will use to know if the objective was achieved and effective:</b>	<p>We will look at our Pre-Enrollment data for the following:</p> <ul style="list-style-type: none"> <li>*Number of students served</li> <li>*Number of students who completed the Admissions application and Online Orientation.</li> <li>*Number of students who completed the Placement Assistant.</li> <li>*Number of students who participated by site compared to the previous year.</li> <li>*Number of sites that participated compared to the previous year.</li> </ul>
<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>	The SST will work closely to review data on the Outreach Dropbox.

**GOAL STATUS REPORT (REQUIRED)**

**Action Statuses**

**2018-2019 Goals for Outreach**

Goal

**Goal: 2018-19 SS Goal 1**

Identify the resources available at Mesa and articulate how those resources help students succeed in college.

**Action: 2018-19 Goal 1**

**Describe the actions needed to achieve this objective:** Outreach staff to provide professional development opportunities to student ambassador staff and contract staff through bi-weekly meetings and District-sponsored programs, as well as professional conferences.

**Who will be responsible for overseeing the completion** Coordinator, SST, and SSA.

**of this objective:**

**Provide a timeline for the actions:**

On-going

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

Student ambassador professional development and growth will be observed through the year by contract staff and will be addressed in end-of-year evaluations and ambassador self-evaluations. Professional development opportunities (facilitating meetings, resume workshops, etc.) will be offered throughout the year at ambassador meetings and District and college-sponsored trainings.

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

Classified staff to facilitate training for ambassadors on new initiatives that have been set in each department.

Status for 2018-19 Goal 1

**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:**

Outreach Staff hosted a two-week training during the summer for the 2019-2020 Outreach Ambassadors. The training was a comprehensive and in-depth overview of Ambassador etiquette, duties, and protocol. In addition to Ambassador duties, various departments and organizations were invited to participate in the training such as EOPS, DSPS, STAR TRIO, NextUP, Counseling, Student Affairs, Career & Transfer, Admissions, Student Success & Equity, Student Health, Assessment, and the San Diego Promise.

From the start of their employment in the summer, Ambassadors continue to complete a series of on-going training (personal and professional development) from Outreach Staff. The Outreach ambassadors have been provided specialized training in areas such as Work-Based Learning and Career Education. In the Spring, the training ambassadors receive will be ongoing on a weekly basis and will be adjusted accordingly to the needs of the campus.

**Goal: 2018-19 SS Goal 2**

Demonstrate increased inclination to attend



college/Mesa after high school.

**Action: 2018-19 Goal 2**

<b>Describe the actions needed to achieve this objective:</b>	Include information on Career Education instructional programs during our campus visits and Mesa Information Nights presentations.
<b>Who will be responsible for overseeing the completion of this objective:</b>	Coordinator and SST
<b>Provide a timeline for the actions:</b>	Summer 2019
<b>Describe the assessment plan you will use to know if the objective was achieved and effective:</b>	Review surveys from Outreach campus visits as well as Mesa Information Nights.
<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>	The SST will review SurveyMonkey data.

**Status for 2018-19 Goal 2**

<b>Current Status:</b>	In Progress
<b>If the Current Status was marked Completed, what was the impact of the completed objective on your program:</b>	
<b>If the Current Status was not marked Completed, what are the implications and next steps:</b>	The Student Services Technician, with the assistance of the Outreach Student Ambassadors will collect and continue to monitor data collected from various avenues such as Survey Monkey, Dropbox, Campus Visit surveys, Campus Tour surveys, Ambassador Campus Tour surveys, High School Daily Reporting Sheets, High School Caseloads, and the Outreach Activity List. The Technician will monitor and assess data results from the Fall and Spring semester for data analysis.

**Goal: 2018-19 SS Goal 3**

Students we serve will successfully complete the pre-enrollment steps to become students at Mesa College.

**Action: 2018-19 Goal 3**

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

Outreach staff will review Pre-Enrollment data and analyze the changes in participation and completion. We will focus both on students who participate and high school sites that participate.

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

Coordinator, SST, and SSA

**Provide a timeline for the actions:**

Summer 2019

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

We will look at our Pre-Enrollment data for the following:

- \*Number of students served
- \*Number of students who completed the Admissions application and Online Orientation.
- \*Number of students who completed the Placement Assistant.
- \*Number of students who participated by site compared to the previous year.
- \*Number of sites that participated compared to the previous year.

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

The SST will work closely to review data on the Outreach Dropbox.


### Status for 2018-19 Goal 3

**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:**

**Substantiating Evidence:**

 18-19 Pre-Enrollment Data (Adobe Acrobat Document)

The attached PDF displays the data we've collected in collaboration with our Assessment Office and the Counseling Department. The data exhibits the amount of students we serviced at their respective high schools to being FULLY matriculated with the services we provided. The High Schools that were presented the opportunity for workshops were Clairemont High School, High Tech High School, Madison High School, Mark Twain, Point Loma High School, and Mission Bay High School. The total number of students serviced with counseling staff, assessment staff, and outreach staff totaled over 281 FULLY matriculated students.



## 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

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# 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:** Outreach

**(REQUIRED) Program name**

Outreach

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

Yes, we are currently on target to complete our assessment.

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

We have identified the need to provide student ambassadors with more opportunities to speak with program and department faculty and staff. While students ambassadors are generally knowledgeable about the college and most of the programs and services offered, there are some areas in which they could use more comprehensive training. We are working on connecting with those programs/services to provide more training to our student ambassadors.

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

Based on our observation, we have identified the need for an additional support staff (SSA). With the new funding formula, community engagement has risen significantly. The Outreach Department has participated in a record-breaking number of events throughout the Fall Semester ranging from campus visits, conferences, campus tours, informational presentations, and high school outreach. In addition, The Outreach Department has begun to provide services to Middle Schools within our service area such as Lewis Middle School, Marston Middle School, and CPMA. Within the coming year, Outreach will expand services to four additional middle schools.

**Please provide any other comments.**

*No answer specified*

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

Created with : Taskstream

Participating Area: Outreach

## Program Name

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

Outreach & Community Relations, San Diego Promise

**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.

The primary nature of Outreach is to make contact with prospective students within feeder high schools and the local community. As such, we do not currently have a way to collect comprehensive demographic data for prospective students with whom we make contact or have reliable information on prospective students who then complete the matriculation steps and subsequently enroll at Mesa.

With the San Diego Promise program, we can more actively address issues of equity on campus, as we are able to access some demographic data for these specific cohorts of students. For our third cohort of students who entered in 2018-2019, about 56% identified as Latinx, 16% identified as White, 11% identified as Asian/Pacific Islander, and 6% identified as Filipino, 5% identified as African American, and less than 1% identified as American Indian. Promise students were more likely than their non-Promise first-time, full-time peers to attempt more units in their first year and earn more units. Promise students are also more likely to participate in tutoring and campus engagement opportunities.

**(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?**

Please see above regarding Outreach.

In regards to the San Diego Promise, breakdown by ethnicity has only fluctuated by 1-3% in each category over the past three cohorts for which we have data.



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

While we do not have specific demographic data broken down by race and ethnicity of prospective students, we may assume that patterns and gaps and equity are a result of the populations within our feeder high schools and the local community.

With regards to the Promise program, methods of outreach and steps for enrollment into the program may affect who the program is able to serve and subsequently, the program's equity efforts. In the first Promise cohort, students participated in a selective process to be admitted into the program. In the second and third Promise cohorts, all eligible students who applied to the Promise program before the require deadlines were admitted. This means that broader marketing and outreach efforts were required to raise awareness about the program in both feeder high schools and the local community.

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

In September, Outreach collaborated with Career Education to host the Majors @ Mesa Fair. The goal of this event was to expose students to the variety of majors and career paths available to students. We would like to introduce majors and career education programs earlier to help students formulate a goal, increase retention, and connect them with relevant support services in pursuit of that goal. Namely, we can implement these exposure efforts with the middle schools we have recently connected with, as well as high school we continue to serve. For the Promise program, we can work with Promise counselors and other departments on campus to increase majors and career awareness for Promise students.

In our regular Outreach efforts, we also continued holding Mesa Information Nights in Spanish. Moving forward, we can conduct targeted outreach efforts within our feeder high schools during Pre-Enrollment Workshops, Mesa Information Nights, and JumpStart.

During Promise orientation, representatives from EOPS provided information about available services and assisted students with applications, which boosted the numbers of applications they received and students they were able to serve. We can continue this cross-collaboration in Outreach by promoting specific programs that are dedicated to increasing student success and reducing equity gaps. We can highlight such opportunities during Pre-Enrollment Workshops, Mesa Information Nights, and JumpStart.

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

Outreach and Promise vigorously promote Mesa's HSI-oriented events, such as STEM Conexiones, via email and on our social media pages. Promise students must attend at least one campus event each semester to remain eligible for the program so some students choose to attend STEM Conexiones or LatinX Alliance events to fulfill this requirement. Promise is also the primary driver of attendees to Summer CRUISE, as Summer CRUISE is a mandatory requirement to enroll in the Promise program. Many Promise students stay connected to the AVANZA Engagement Center and their Peer Navigators throughout their first year.

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

Due to our expanded volume of work in Outreach, we need to fill the Student Services Assistant position in order to meet our goals without sacrificing quality. This year, we implemented a plan for middle school outreach. The number of Promise students we are serving has nearly doubled from 845 to 1,500. Filling the Student Services Assistant position would allow us to maintain these efforts and handle the inevitable expansion of these and other Outreach initiatives.

We identified a need for increased marketing efforts with Career Education for the Majors @ Mesa Fair. Additionally, we are working with Communications on methods of promoting the San Diego Promise for the Spring 2020 application cycle for Class of 2020 high school graduates.

**(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.**

All three of our goals are directly affected by these resource needs. We need adequate personnel to meet the department's goals of articulating resources and facilitating student matriculation, particularly for students right after high school. Bolstering marketing and communication efforts will also support all three of the stated program goals.

**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?**

In last year's program review, we identified three areas of focus: the Promise program, Pre-Enrollment workshops, and Mesa Information Nights.

**Promise program:** We set out to better support students as the program grew. In October 2019, we hired a Student Services Technician whose primary duties include managing program enrollment, student eligibility, engagement opportunities, data tracking, and more. In September 2019, we hired a Promise student ambassador through district funding to support the SST with these duties. We also submitted a proposal to receive district funding for Promise-specific tutoring services to facilitate student success.

We surveyed our Year 2 cohort of students to understand their needs, priorities and issues. The survey results helped guide the campus engagement opportunities that we decided to offer throughout the academic year and also served as the primary motivation to submit a proposal requesting funds for tutoring. We worked with Promise counselors to provide more engagement opportunities so students would have a variety of options to fulfill their campus engagement requirements. We implemented a completely online progress report process to collect mid-semester grades and feedback from faculty. From this feedback, we provided referrals, interventions, and other relevant supports for students.

Our next steps include improving the campus engagement opportunities and the online progress report process based on student, staff, and faculty feedback. Increasing attendance by improving communication and marketing efforts will also be a priority. We also plan to survey Year 1 students to assess their needs and adjust program

implementation to ensure we are addressing and advocating for as many student needs as possible.

**Pre-Enrollment Workshops:** Last year, we planned to re-design our Pre-Enrollment bundle to better serve high school students and increase opportunities for students to complete SSSP at their respective high school sites. We re-designed the next steps presentation to include an EOPS, NextUp, and Promise presentation and provided all students with applications. In addition we were able to bolster our pre-registration workshops and reach out to more high schools than the previous year.

Our next steps involve the incorporation of the new CCCApply application, which we will use Spring 2020. The amount of time required to matriculate a student will be drastically reduced, allotting more time for an indepth presentation on programs of study, and support services. In addition, CCCApply has built in Assessment questions, once a student completes the application, they will immediately receive their milestones (placement levels). We expect CCCApply will be favored by all our feeder high schools, inviting more students to participate.

**Mesa Information Nights:** We planned to continue our partnership with Access, Inc. and improve our presentation strategies to cater to students and families in the most effective manner. Last year, we were able to interact with more families due in large part to the bolstering of marketing efforts. We also incorporated Career Education into our workshops and families were very receptive to this presentation. In addition, we partnered up with Culinary Arts to promote their program and provided pastries to all attendees, highlighting their culinary skills.

Our next steps involve the revamping of our information nights, looking at best practices to make our workshops more successful. In addition, we are looking at ways to bring Mesa Information Nights to our feeder schools and truly meeting students where they are at. In Spring 2020, we will pilot an effort at one of our feeder high schools, High Tech High.