
Student Services Program Review Annual Update – Form

Admissions and Records 2021-2022

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**Allan Hancock College Program Review-Student Services Division
2021 –22 Annual Update**

Date:	April 2022
Program and Department:	Admissions and Records
Additional programs included in this review:	
Date of last comprehensive review*:	2016
Submitted By:	David Vasquez, Ed.D.
Attachments:	<input type="checkbox"/> Advisory Board Meeting Minutes/Recommendations <input type="checkbox"/> 6-year assessment plan <input type="checkbox"/> Other:

*Copies of the Comprehensive program reviews can be found in the Program Review matrix. These will list the date when they were submitted.

I. Program Mission/Goal

Explain how the program mission aligns with the [college mission](#).

Admissions and Records value equity and diversity and engage students in an inclusive learning environment. We encourage our student population to achieve personal, career and academic goals through thoughtful interactions that assist students on their path.

II. Program Accomplishments

Please summarize your program accomplishments, successes, and highlights for the year, and describe how it supports the college's [strategic goals](#).

Goal SLS2: To support student access, achievement, and success

In the Spring of 2022, Admissions and Records updated the AHC National Student Clearinghouse platform for students with the integration of My hub. Myhub is an online platform that integrates all of a learner's accomplishments into a single, secure location (also known as a digital locker). It is designed to bring together all an individual's verified academic records and achievements, and credentials earned through online or workplace-based learning in one place. This opportunity provides a streamlined experience for a student while at AHC and after that.

Also, in the Spring of 2022, Admissions and Records upgraded our Transcript Services which consolidated our existing Replacement Diploma/Verification storefront and our TranscriptsPlus storefront into a single Parchment Award - Transcript Services storefront with all service offerings located in one place, providing a better experience for the student.

Goal SLS3: Ensure students are directed

Admissions and Records assist students through the portal and public website navigation process and provide in-person, email, zoom, cranium café, and telephone directions to students who need assistance. In addition to these service efforts, we have incorporated the Admissions and Records staff to become involved with campus events and recruiting. For example, during priority registration week, we have participated in the 16th Annual Career Expo, 6th Annual Equity Summit, and new Registration Rallies.

In 2022, Admissions and Records is the first department to leverage a new student services text messaging platform, Signal Vine. Signal Vine is a text messaging platform that uses Blended Messaging to reach students where they operate most while incorporating the benefits of AI to save staff time. The platform empowers AHC departments to combine text messaging with student data to deliver personalized information, prompt, timely action and ultimately improve student outcomes. We can improve engagement, enrollment, and persistence by nudging students with personal messages on critical deadlines, appointments, and support offers. An “AHC Text Messaging” webpage was also created to provide students with insight into the platform, what to expect, and answer questions related to its functionality and purpose.

In 2021, staff responded to 2229 email requests directed to the admissions help desk—a decrease of 435 responses from the previous year – we believe the reopening of in-person services is the cause of the decline in email engagement. Students want a human response, and they get one from Admissions and Records. This number does not include requests sent to individual email addresses within the unit. Email requests to the help desk are not always Admissions and Records related; however, staff research and respond to every question. Students connect that Admissions and Records is the department that can solve IT issues and other technology-related questions. Anytime there is an urge portal or website, Admissions and Records personnel are skilled at helping students rather than transferring to other departments.

To fulfill a campaign targeting several thousand students, with the support of another department, Admissions and Records created videos and documentation for students to update their personal information through Self-Service and posted them on the website. These videos were also translated into Spanish by another department.

Goal SLS4: Ensure students are focused

Admissions and Records partners with many departments across campus to ensure we provide correct and up-to-date information. In collaboration with Information Technology Services, students can update their program of study within their portal account, removing the necessity to submit a form.

2021-22 ensured the collaboration with Admissions and Records and the Office of Academic Affairs continued. Weekly, the Chancellor’s office implemented guidelines that provided more options for students regarding dropping,

grades, pass no pass option, and many other topics. Since many of these topics are 10 +1 policies, interaction with Academic Affairs was critical to ensure decision-making included faculty.

The 2020-21 Annual update referenced the implementation of auto-awarding associate degrees. The auto awarding process expanded to include California State University General Education and Intersegmental General Education Transfer Curriculum certificates of achievement. In the spring of 2022, we're investing in expanding this effort to include external course credits by building a library of course catalogs from top 10 feeder schools, allowing the auto awarding process to analyze a student's record and include non-institutional course credits.

Auto Award Numbers:

Spring 2021:

- Four hundred and ninety Associate Degrees were awarded to two hundred and eighty-two students
- Three hundred and ninety-two general education certifications to Two hundred and forty-two students

Summer 2021:

- Four hundred and four Associate Degrees were awarded to two hundred and ten students
- Two hundred and thirty-eight general education certifications awarded to one hundred and fifty-four students

Fall 2021:

- Five hundred and seventy-four Associate Degrees were awarded to three hundred and twenty-four students
- Three hundred and thirty-six general education certifications awarded to two hundred and ten students

Spring 2022:

- Seven hundred and eighty-five Associate Degrees IDENTIFIED to be awarded to four hundred sixty-three students
- Three hundred and thirty-nine general education certificates IDENTIFIED to be awarded to two hundred and thirty-three students

Goal SLS5: Nurture students

While advances were made in Admissions and Records in 2020-21 to convert student and faculty forms to PDF fillable forms, the next evolution of this modality is the launch of the NextGen Dynamic Forms system. This platform is a sophisticated interactive, electronic form system that integrates an API from Banner to prefill data from the student's record to alleviate user data-entry mistakes and increase efficiency. The first NextGen form delivered to the student population is the Commencement Reservation form. Although 90% of all forms are converted to this system, Admissions and Records will not fully introduce this new opportunity until some technical refinements are made in Summer 2022.

The Admissions and Records team also increased the level of support for Concurrent Enrollment students. For the 21-22 academic year, the Student Services Technicians cleared and enrolled 4495 students into 182 sections of college courses taught at high schools within the AHC district, which is a 22.12% increase in students from the previous year.

The Admissions and Records office updated the information on several web pages to relay federal and state policies as they changed, allowing flexibility to increase student success during the COVID pandemic. For instance, international students can now take a complete outcourse load while maintaining F-1 status. Also, extending the [Pass/No Pass deadline](#) was also extended. A step-by-step document was also created to assist students in determining if their course is eligible.

Goal IR1: To recruit and retain quality employees.

Since October 2021, Admissions and Records has been short-staffed due to several staff leaving the department for higher positions and professional development. In total, the department has lost four team members. The Santa Maria office is diverse in language, gender, ethnicity, and age. This diverse team reflects the population of students served and offers students the ability to obtain information from those they feel most comfortable with. One bilingual Spanish/English employee staffs the Santa Ynez center. Although the Lompoc Valley Admissions and Records staff is not as diverse, the staff works collaboratively with others who staff the center to ensure students are served. Due to the loss of a Lompoc staff member, the Vandenberg Center is not staffed and is augmented by those students contacting the Lompoc office. While the department has lost substantial staffing, current staff has assisted in fulfilling duties within their job description. The reason for not immediately filling the vacant positions is due to a departmental

reorganization and reclassification with two partnering departments, supported by executive management, to provide better student service as an institution that will come to fruition in the summer of 2022.

Goal I2: Employee Integration

Admissions and Records staff have worked collaboratively with the campus community to improve services. Admissions and Records staff serve on several committees to ensure Admissions and Records has a voice at the table regarding technology, web services, Banner student, Academic Planning and Policies, outreach, calendar, Promise Implementation, and many more. This participation creates employees who take pride in their contributions and creates a cohesive team who strives to work with others to improve student success.

Goal IE2: Provide valid and reliable assessment of institutional processes in a consistent and timely manner

The Admissions and Records department allowed faculty to submit their census rosters online instead of on paper. Additionally, it allows faculty to submit their drops (no shows). This development allows faculty to submit in a streamlined and timely fashion. In addition, it decreases the likelihood of fraudulent student enrollments if caught at the census submission date.

III. Program Challenges

Please summarize your program challenges for the year.

The growth of Concurrent Enrollment continues to be a challenge. Deadlines have remained to be a challenge for partnering institutions. To address this, a series of reminder emails are scheduled to nudge our partners to meet the submission deadlines. Additionally, a NextGen Dynamic Form was created to streamline the submission process, decreasing data-entry errors and alleviate email correspondence between A&R staff, identifying errors by rejecting forms directly from the platform. While this form was created, it was elected to hold on to this initiative until the next academic year. CAEP suspects there will be significant challenges as the population of students served may not have the necessary software or hardware to submit online forms that require many signatures.

One thousand seven hundred and eighty-three external transcripts were evaluated in 2021-22. This is equivalent to the thousand seven hundred thirty-two transcripts from the previous year. Every student who applies as a student who attended a previous college or university (transfer student) is sent a welcome letter requesting their transcripts.

The launch of NextGen Dynamic Forms was halted due to insufficient IT support in building APIs between Banner and the NextGen Dynamic Forms platform. Additionally, the [Dynamic Forms Exchange](#) idea of implementing the system of autonomously moving completed forms from NextGen to Xtender also appears to be an enormous task for the IT department due to their current project list.

IV. Online Services & Service Locations:

List the services offered online and at other district locations.

Services are offered through the following: Online Application for Admission, Online Registration, Online Transcript Requests, and Admissions helpdesk email; all forms are fillable and accepted by fax or email attachment. All admissions and registration information is kept up to date on the AHC public website.

Services Available at Santa Ynez Valley*, Vandenberg AFB* and Lompoc Valley Centers:

- Demand Service Transcripts (from August 2020 to present)
- Residency Determination
- Processing CN/CE Enrollment forms
- Photo ID card processing
- myHancock Portal, Registration and Application Assistance

Compare the accessibility and effectiveness of these services and how they are equitable compared to the services offered at the primary campus.

The staff at each location ensure their web pages provide current information. Accessibility to transcripts, enrollment verifications, registration, and the application for admission are all found online. All locations have ID machines for students to obtain an ID. Of all services available, the Santa Ynez office is the only one not to offer cashiering services.

V. Learning Outcomes

A. Program Outcomes

- Check if any Program Learning Outcomes (PSLO) changes were approved by your department in 2016.

Please list any new or revised program outcomes (PSLO). Describe what changes were made by listing the new/modified and old program outcomes.

N/A

B. Student/Service Learning Outcomes

- Check if any Student Learning Outcome (SLO) changes were approved by your department in 2021.

Please list any new or revised student learning outcomes (SLO). Describe what SLO changes were made by listing the new/modified SLO and the old SLO.

SLO 1: After interaction with an A&R staff person, students will be able to register for classes successfully.

SLO 2: Students will demonstrate an awareness of registration deadlines by registering for classes by the census date.

C. Mapping

Review current mapping and list any changes made on your SLO or PSLO. You may attach an elumen summary map report with marked changes, or if mapping changes were already made, please indicate when and how the changes were made.

N/A if no changes are needed.

n/a

VI. Assessment Data

A. eLumen Report Analysis

Summarize the student learning outcomes assessed this past year (what were they, how were they assessed, and what were the notable results).

SLO 3: First-time transfer students will submit their external college transcripts for evaluation. This was assessed through Argos reporting. One thousand seven hundred and eighty-three external transcripts were evaluated in 2021-22. This is equivalent to the thousand seven hundred thirty-two transcripts from the previous year. Every student who applies as a student who attended a previous college or university (transfer student) is sent a welcome letter requesting their transcripts.

Provide examples about how the faculty/staff use or have used data to change or improve services and delivery methods.

SLO 2: When outreach events occur at local high schools, staff explain the necessity of providing correct information regarding high school Math and English grades and high school GPA when completing CCCApply (the college application). This has dramatically reduced the number of high school transcripts submitted for evaluation. When high school placement is needed, the Testing Center staff enter Math and English placement. The Evaluators enter all other requested information to fulfill prerequisites in non-Math and non-English courses.

SLO 3: The Admissions staff sends a welcome letter to all transfer and returning students requesting external transcripts be submitted. This has been occurring for approximately two years. This outreach has increased the number of transcripts received before a registration cycle, as students understand they may not be able to enroll until prerequisite courses have been entered.

B. Service Quality and Institutional Effectiveness

Dissemination Plan (the process for sharing these assessment results):

The admissions staff participate in an annual Student Learning Outcomes (SLO) Retreat, planned by the SLO liaisons. A standing agenda topic discusses the annual update and our student learning outcomes. Input is requested to ensure all admissions staff participate in the process. Completing the annual update and providing copies to the VP of Student Services ensures documents are posted to the public website or portal. Staff meetings keep staffed abreast of the progress the team is making as SLO Updates are a standing agenda item.

Service Quality Plan (describe your program's use of assessment data to improve services & student learning):

The staff has been keeping track of the numbers of students served using the new Starfish Kiosk check-in system, and in collaboration with other student services, in June 2021, Admissions and Records in Santa Maria and Lompoc will extend office hours two days per week, allowing for evening coverage on Mondays and Tuesdays. This pilot program collected the numbers of students served for one academic year before making a final recommendation to increase the hours or revert to previous hours permanently. Starfish Kiosk Tracking also allows us to identify the time of day students come in, the day of the week, and what type of services they're coming in for. This data will provide insight into departmental staffing and service decision-making.

Six-Year Plan (brief update of your current six-year plan progress):

Obtaining monthly stats to support our SLOs and working collaboratively with other departments to provide quality services to our students.

VII. Internal/External Conditions

Quantitative and Qualitative Data

Summarize significant trends and opportunities that have emerged in the program.

As mentioned in program challenges, Concurrent Enrollment expansion without staff infrastructure continues to be an issue. As of this writing, it is expected that Concurrent Enrollment will more than double in size of enrollees within the

next few years. Without foundation, it will be a strain on the current staff to continue to meet the need. The need for the NextGen Dynamic Form implementation is paramount.

List all internal conditions that have influenced the program in the past year. You may also list any changes in technology, budget, staffing, resources, enrollment management, facilities issues, etc.

The budget continues to challenge the department as the Admissions and Records budget is district funded with limited categorical funding to support our services.

It is essential to note that departmental staffing is not stable as four positions in the department are currently vacant. These vacancies have provided opportunities for current staff to learn new skills and responsibilities. Staff is also given opportunities to attend professional development workshops and work together to improve the unit.

VIII. Status of Final Plan of Action

Summarize the progress made on the recommendations from your last 6-year program review plan of action.

EXISTING Recommendations	STATUS
Services at Lompoc Valley, Santa Ynez Center and Vandenberg AFB Center.	Staff is trained to provide services to students at Lompoc and the hours at the center now mirror those at the SM campus. The Santa Ynez Center went back to in-person service. The staff is available Monday thru Thursday, 9:30 am to 6 pm, and both centers are open on Friday, 8 am – 4 pm. The Vandenberg Center resumed previously scheduled hours in August 2021-- 4 hours per day on Wednesday and Thursday. Signage directs students to the Lompoc Valley or Santa Maria campus when closed.
Assessing Hours of Operation	Before the pandemic, Admissions and Records were open on Tuesdays until 7 pm. Data collected verified students

	<p>did, utilize the extra hours. When looking at Santa Maria extended hours, out of the 2,289 logs (since implementing Starfish in October of 2021), 13.28% (304) of all logs occurred during extended hours. Looking at Lompoc's extended hours, out of the 1,174 logs (since implementing Starfish in October of 2021), 17.21% (203) of all logs occurred during extended hours. These percentages would indicate keeping extended hours.</p>
<p>Meet regularly with Counseling</p>	<p>The Counseling and Admissions and Records departments meet on the first Friday of each month to discuss opportunities for clarity and improvement. The pandemic improved our ability to meet as we met via zoom from where ever we were. We do meet when issues arise to alleviate frustration. We have made several improvements over the past year that serve students and both departments.</p>

List any new or modified recommendations below, including the rationale for these in the table below.

ADDITIONAL Recommendations to Plan of Action	Rationale

MODIFIED Recommendations to Plan of Action	Rationale

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IX. Request for Resources

Type	Item and Need	Justification	<u>Strategic Goal and Educational Master Plan Alignment</u>	Est. Cost	Requested Previously
Facility Needs	An actual office for the coordinator of Admissions and Records	To allow for privacy when entering information for the start of term process, correcting records, testing Banner, working with the scheduling office to cancel and transfer classes, updating the website, and working with CCCApply and Ellucian consultants.	IR3. IR4, IR1	Unknown. It would require office space, furniture, and technology.	<input checked="" type="checkbox"/> Yes No <input type="checkbox"/>
Staffing Needs	The department is currently comprised of 4 vacancies.	More staff are required to ensure adequate staffing to support students during vacations and the sick time of current staff.	Goal IE1, Goal IR3, EMP: B. Successful Entry into an Area of Interest and Program of Study & C. C. Student Progression through Program of Study	\$15,000	<input type="checkbox"/> Yes No <input checked="" type="checkbox"/>