ANTELOPE VALLEY COLLEGE

2019-2020 Program Review Report

Division/Area Name: Enrollment Services-Assessment, Admissions and Records (A&R), Graduation and Assessment	**For Years: 2021-2022**
Name of person leading this review: LaDonna Trimble	
Names of all participants in this review: Ryan Azimianaraki, Wade Saair, Tanya Garcia, Christy Chereshkoff, Mary Skipper, Susette Rivis, LaTara Edmondson, Anet Youkhana, Kelly Brogan, Esperanza Perez, Anna Becerra and Sharmaine Wiley	

Part 1. Program Overview:

1.1.Briefly describe how the program contributes to the district mission
The employees in Enrollment Services contribute to the district mission of student success by placing quality customer service as a priority when servicing the registration, transcript, graduation, and assessment needs of a diverse population of students and community members. Moreover, Enrollment Services contributed to the mission after COVID-19 1) by providing 100% online or mail services in all offices and 2) by unconditionally assisting students that have difficulty with online services.
1.2.State briefly program highlights and accomplishments
Meeting external deadlines for degree awards and audits was difficult due to COVID and staffing shortages, but the staff pulled together with assistance from the Administrative Assistant to meet the deadlines.

1.3. Check each Institutional Learning Outcome (ILO) supported by the program. *Type an "X" if checkbox is unavailable.*	
X **Communication**	X Demonstrates analytical reading and writing skills including research, quantitative and qualitative evaluation and synthesis. X Demonstrates listening and speaking skills that result in focused and coherent communications
X **Creative, Critical, and Analytical Thinking**	X Uses intellectual curiosity, judgment and analytical decision-making in the acquisition, integration and application of knowledge and skills. X Solves problems utilizing technology, quantitative and qualitative information and mathematical concepts.
X **Community/Global Consciousness**	X Understands and applies personal concepts of integrity, ethics, self-esteem, lifelong learning, while contributing to the well-

	being of society and the environment.
	X Demonstrates an awareness and respect of the values of diversity, complexity, aesthetics and varied cultural expressions.
X **Career and Specialized Knowledge**	X Demonstrates knowledge, skills and abilities related to student educational goals, including career, transfer and personal enrichment.

1.4. Check each [Educational Master Plan (EMP)/Strategic Plan Goal](#) supported by the program. *Type an "X" if checkbox is unavailable.*
X **Goal 1*:** Commitment to strengthening institutional effectiveness measures and practices.
X **Goal 2*:** Increase efficient and effective use of resources: Technology; Facilities; Human Resources; Business Services.
☐ **Goal 3:** Focus on utilizing proven instructional strategies that will foster transferable intellectual skills.
X **Goal 4*:** Advance more students to college-level coursework-Develop and implement effective placement tools.
☐ **Goal 5:** Align instructional programs to the skills identified by the labor market.

*Indicates College-Wide Priorities for 2019-2020

Part 2.A. Please provide the results of any internal and external environmental scan information you have gathered related to the program e.g. surveys, interviews, focus groups, advisory groups, licensure exam scores, job placement, State mandates, etc.:
The survey was conducted in fall rather than spring in 2019-2020 and 347 students participated in the survey. **A&R:** 328 of 347 students strongly agree or agree that the online registration process is easy to use. We will continue to improve our communication so that more students are able to successfully and easily navigate online registration services. **Assessment:** 232 students were aware that students could enroll in transfer-level college classes effective fall 2019 and 92 were not aware. The Assessment webpage was updated throughout the semester in order to increase awareness of AB 705. **Graduation:** Survey results showed that 53% of responders were aware that earning an ADT guarantees admission to a CSU campus. Of the degrees awarded in 2019, 37% were ADTs. Results showed that 33% are aware we have an online application. However, less than 10 paper applications were received. We need to continue to increase awareness of the ADTs by working with Counseling, Transfer Center and Public Information. **Transcripts:** Out of 326 students, 269 students were aware they could order official transcripts online through Credentials. Out of 326 students, 82 students understood very well how to order transcripts online, 81 somewhat understood, 12 did not understand and 148 students did not order transcripts online. We will continue to communicate the advantages of requesting online transcripts to students.

Part 2.B. Analyze the program review data (please see the program review data retrieval instructions and attach your program review data page with any other supporting documents), the above environmental scan information, and anything else related to your area to identify the program strengths, weaknesses, opportunities, & threats (SWOT):

Strengths	**A & R:** Quickly adapted to the changing environment by offering multiple options for students to connect with Enrollment Services, such as email, Web Inquiry and Cranium Cafe. Created fillable, online PDF versions of our commonly used forms so that students could easily submit requests to A&R (Examples: Petition for Extenuating Circumstance, Information Change Form, Add/Drop Form, etc.) Established remote access for Mitel softphone usage to better assist students. **Assessment:** AB 705 assessment is fully implemented. Students are automatically placed into English and math courses upon completion of the online orientation. **Graduation:** Increased online presence to allow for better communication between departments, students, and counseling using email, Hangouts, Google Drive and Docs. Used Credentials software and reduced the processing time for certifications and ensured proper distribution of student documents. **Transcripts:** Student online transcript service has increased and the processing time for hard copy records has deceased. The Transcript Office upholds the integrity of students' academic records by ensuring that all students are held to the same college policy and procedures. Excellent customer support via phone, in person (when permitted) and email.
Weaknesses	**A & R:** Unforeseeable limitations imposed by the campus closure and other impacts from COVID-19. Not being able to assist students in person can cause a disconnect in the enrollment process. Remote access can sometimes be unstable or unpredictable. Not able to print when needed, or access certain aspects of our processes remotely. Email communication can sometimes be misunderstood and the message is misinterpreted causing frustration or missed opportunities to assist students. Aging equipment in the A&R office impacts efficiency and workflow. Our current copy machine is over 15 years old and breaks down frequently. **Assessment:** Covid 19 delayed progress towards developing a Chancellor-approved GSP for English language learners. **Graduation:** Working remotely limits the tools necessary (i.e. printer, scanner, dual monitor) to perform our job duties at full capacity. Remote access is not always reliable and the software programs are not as responsive as if we were on campus (Banner, Adobe, Email). The absence of a degree audit system has a negative impact on student's understanding of ongoing degree requirements. **Transcripts:** Maintenance and use of older records is complicated and digitizing the records was delayed due to COVID. We don't offer online enrollment and degree verifications.
Opportunities	**A & R:** Leverage more technology offerings to better serve students, such as increased usage of Cranium Cafe. **Assessment:** Collaborate with OSD to manage all accommodated test proctoring activities in the Assessment Center; a process that started 6/29/2020. Proctoring OSD exams in the Assessment Center will be ready to go live when students return to campus.

	Continue to collaborate with campus wide efforts to integrate course placement with mypath and Guided Pathways. **Graduation:** Potential use of EduNav degree audit program will result in students having 24/7 online access to degree requirements and the associated cost. With COVID preventing students from picking up their awards, consider using a vendor to mail diplomas to students. With the implementation of OnBase software, time will be saved with the ability to batch scan documents instead of one student one document at a time. **Transcripts:** Ability to provide students with more accessible options online. To make it easy to navigate through AVC's website to order transcripts, request an enrollment / non enrollment letter, and provide Investigators and other agencies with student verification information.
Threats	**A & R:** Instability of servers affecting the ability of students to connect with us when they are not able to come to campus. **Assessment:** Continue to monitor AB 1805 outcomes of AB 705 practices with efforts to identify and correct any signs of disproportionate impact as it relates to student equity achievement gaps. **Graduation:** Campus not offering in-person courses may have a negative impact on student completion. Students may wait until campus is fully open prior to returning to class. With possible budget cuts next year, we may experience a drop in course offerings, which will impact the number of degrees awarded. Staff reduction may also limit our production abilities.

Part 2.C. Review and comment on progress towards SLO/PLO/OO Action Plans:

Progress was made in terms of increasing the opportunities for students to learn to use online services. Monitors, emails, Web pages, and hard copy instructions were used to educate students about the available services.

Part 2.D. Review and comment on progress towards past program review goals:

A great deal of progress was made in terms of last year's goal to digitize records. We are entering the final stages of testing in regard to moving digitized records to OnBase (Hidden records remain problematic), and a SOW was received to complete the digitization of microfilm and fiche records. In addition a SOW to digitize 48 boxes of paper records was received. Research began in regard to vendor availability to provide online enrollment and degree verifications, but more research is warranted. Progress is not recorded for the faculty drop process because the vendor has not provided an acceptable solution, so Admissions and Records will continue to monitor the options.

Part 3. Based on Part 2 above, please list program/area goals for 2020-2021:

Program/Area Goal #	*Goal supports which ILO/PLO/SLO/OO?*	*Description of Goal*	*Steps to be taken to achieve goal?*
Enrollment Services: Expand student communication and understanding of online services	OO -Increase number of students using online services EMP- Goal 1	Ensure that students have multiple options to communicate with Admissions and Records	Expand usage of Cranium Cafe

Transcripts: Expand student communication and understanding of online services	OO - Increase the number of students that use online services. EMP- Goal 1	Increase students' knowledge and use of online services provided by the Transcript Office. Decrease the wait time for in-person support services by increasing students' understanding of online services.	Provide students with written communications that are usable and equity minded. Complete a cost analysis for creating short videos. Prioritize videos based on student feedback
Simplify online resources for students	OO- Increase the number of students that use online services.	Increase and diversify student communications	Provide more tutorials for students on common registration errors. Provide multiple reminders to students for enrollment dates and deadlines. Scrolling campaigns on myAVC, Email campaigns, etc.
Advance more students to College level coursework	EMP- Goal 4	AB 705 placement processes. Utilize technical expertise with increased automation of course placement, such as triggering placements once an application is submitted versus waiting for online orientation.	Continue to collaborate with programming staff to identify and improve automated placement process scripts.
Digitize Records	EMP- Goal 1	Complete the project with existing resources	Collaboration between ITS and Enrollment Services
Online degree and enrollment verification options	EMP- Goal 1	Continue researching vendors	Collaboration between Transcripts, TA, and ITS
Enrollment Services- Replace outdated equipment	EMP - Goal 1	Aging equipment in the A&R office impacts efficiency and workflow. Our current machine is over 15	Obtain approval and funding for new equipment

		years old and breaks down frequently. We are requesting an updated copier/printer/scanner multifunction machine for use in Enrollment Services.	
Faculty drops and Positive Attendance in SSB	EMP - Goal 1	Add faculty drops and tracking of positive attendance hours in Banner.	Collaboration with Ellucian, ITS and Enrollment Services. (Vendor limitations)
Transcripts: Student worker	EMP- Goal 1	Student worker support for 20 hours per week.	Limited funding-no progress

Part 4. Resource Requests that Support Program Needs (Based on above analyses and listed in priority order):					
Type of Resource Request	*Summary of Request*	*New or Repeat Request*	*Amount of Request, $*	*One-Time or Recurring Cost, $*	*Contact's Name*
Faculty					
Classified Staff	**Graduation:** Hire a senior Coordinator	New	$30,000	Recurring Cost	Dr. Vines
Technology	**Graduation:** Be a part of the team reviewing the evaluation process of EduNav	New			Dean Roggenstein
	A&R: Stand alone copier. Recommended by maintenance person due to parts not being available (too old)	New	$12,000	One-Time	ITS (estimate)
	OnBase Scanning Licenses-The use of Scanning stations for daily scanning is inefficient. Each	New	$21,000	One-Time	ITS

	employee requires a scanning license. **Transcripts:** Video production and Web page enhancements. Research data entry delays in Banner. Web pages load slowly and the data updates are not timely.	Repeat request New			Marketing and PI ITS (must report to Help Desk)
Physical/Facilities	**Graduation:** 2 4-drawer lateral file cabinets - current cabinets are too narrow Add a plexi-glass to the third desk New windows blinds in SSV 124. **Transcripts:** Increase restroom maintenance and common areas.	New New New Repeat	$5,000		Facilities
Supplies	**Transcripts:** A secured fax and copy machine	Repeat Request	$200	One-time	ITS (Concerned about availability of electricity)

Professional Development	Participate in PD according to district recommendations.	Repeat	$5,000	Recurring	LaDonna Trimble
Other					

Part 5. Insert your Program Review Data here, as well as any other supporting data. (See Part 2.B above.)

SEE DATA BELOW

ENROLLMENT SERVICES 2014-2020

	2013-14	2014-15	2015-16	2016-17	2017-2018	2018-19	2019-20
Admissions and Records							
In Person Registration Transactions	55,088	68,073	90,333	77,259	69,936	46,850	67,802
Online Registration Transactions	914,420	847,965	854,068	741,784	754,997	382,809	750,008
Online Applications	22,949	18,957	18,384	20,372	25,088	28,490	29,397
Number of Students on Waitlist	19,698	14,921	14,386	8,063	7,006	22,381	17,744
Student Authenticated Add Codes	16,276	16,334	16,621	15,283	14,663	10,838	12,164
Special Admit (SOAR & CE	457	496	759	841	966	911	708
AB 540	1,292	1,487	1,576	1,598	1,659	1,223	1,236
Graduation							
AA and AS Awards	1,435	1,618	1,808	1,776	1,809	1,279	1,697
Certificate Awards	512	760	784	942	1,099	1,049	1,348
Certifications Completed	821	839	1,189	1,041	725	786	1,128
Transcripts Processed							
TRX Received (HS &Col)	2,621	2,953	2,960	2,301	2808	2,690	4,078
Hard Copies Sent	12,584	12,324	12,443	11,983	8770	2,323	2,339
Online Received etrx	NA	NA	352	689	349	349	575
Online Sent etrx						1850	1612
Credentials					735	5,346	10,610
Assessment Tests							
Number of Tests	26,508	21,536	22,044	22,058	26,199	No longer	-
EPT	-	-	-	-	-	-	4,717
MPT	-	-	-	-	-	-	5,072
MPTS	-	-	-	-	-	-	4,921