**Bakersfield College**

**Program Review – Annual Update**

**I. Program Information:**

Program Name: Outreach and School Relations (OSR)

Program Type:  Instructional X Non-Instructional

Program Mission Statement: To inform the Kern County Community about the educational programs and services offered at Bakersfield College. The department is responsible for coordinating the college-wide outreach services to improve access, encourage community service/civic engagement and raise awareness and understanding regarding the benefits of pursuing a higher education.

Program Description: Describe how the program supports the Bakersfield College Mission.

The ORS Program provides information to current and prospective students in Kern County regarding the Student Success & Support Program (SSSP), the college academic programs and support services, and the how to be a successful college student. ORS builds awareness of BC programs and options for prospective students, develop outreach strategies for specific populations, coordinates and conduct campus tours for prospective students, and represent the college at various community events and activities.

The department also provides speaking opportunities for current students, faculty, and staff to serve the community at special recruitment events (i.e. new student orientation programs, college fairs, classroom presentations). These activities provide reciprocal benefits to both the community and the college.

The department also provides a connection between the prospective student (high school or non-traditional) and the academic programs of interest at the college. The program seeks to build awareness about career prospects, share information about the application process, and establish a connection between the prospective student and the college faculty and staff.

**II. Program Assessment (focus on most recent year):**

1. How did your outcomes assessment results inform your program planning?

On June 10th, July 19th, and August 19th, the OSR Department piloted three one-day recruitment events called “It’s POSSIBLE to Become a Renegade in One Day” events which served over 1900 students. At these one-day events, new students completed all of the matriculation steps (orientation, assessment/placement, counseling workshops, and the creation of an abbreviated educational plan (ASEP) and then they were assisted in registering for classes).

As a direct result of these three recruitment initiatives, 128 students registered for summer 2014 and 1,200 students registered for fall 2014.  The events were inspired by a resolute focus on guiding students toward college success.  The Outreach and School Relations focus is part of a multi-faceted approach to streamlining student achievement. The department will implement at least one Administrative Unit Outcome for 2014-15.

1. How did your outcomes assessment results inform your resource requests?

The department was not funded during the 2013-14 academic year. Requested funds to support the program were provided by the AVP of Student Affairs.

1. Instructional Programs only**:** How do course level student learning outcomes align with program learning outcomes?
2. How do the program learning outcomes align with Institutional Learning Outcomes?

The department will share responsibility with other student services departments for implementing the following SSSP services for all new students: admissions, orientation, assessment/placement, counseling, and the creation of an abbreviated educational plan (ASEP). Students will improve their chances of completing their educational goals by having an ASEP before they are permitted to register for courses.

1. Describe *any significant changes* in your program’s strengths since last year.

The Outreach and School Relations Program was re-established in January 2015. The department is in the process of establishing programs and procedures that will improve student access, retention, and student success that support student learning unit outcomes.

1. Describe *any significant changes* in your program’s weaknesses since last year.

Strength and weaknesses will be analyzed during the 2014-15 academic year.

1. If applicable, describe any unplanned events that affected your program. N/A

**III. Resource Analysis:**

1. Human Resources
2. If you are requesting any additional positions, explain briefly how the additional positions will contribute to increased student success. (Faculty Request form; Classified Request form)

Bakersfield College will be establishing a Welcome Center in the fall 2014 semester. The Welcome Center will be located in the Administration Building. First-time visitors at Bakersfield College will make their first stop at the Welcome Center to be greeted.     
The Admissions Advisor for the Welcome Center will provide information to new and continuing students by assisting them the following: selecting a major before completing admissions, preparing for placement tests, and providing information on orientation, counseling, SEPs and college services.

1. Professional Development (Professional Development form)
2. Describe briefly the effectiveness of the professional development your program has been engaged with (either providing or attending) during the last cycle, focusing on how it contributed to student success. Professional development opportunities will be determined based on need during the 2014-15 budget cycle.
3. Provide rationale for future professional development opportunities and contributions that your program can make.

The OSR director would like to attend a national conference that focuses on establishing a Strategic Enrollment Management Plan for Bakersfield College. This plan would establish best practices in student recruitment, admissions and financial aid, and student success.

1. Facilities (M&O requests can be submitted by completing the [M&O request form](https://committees.kccd.edu/sites/committees.kccd.edu/files/Copy%20of%2012%20M%26O%20Needs%20Workbook%2012-13%20APR.xlsx).)

Has your area received any facilities maintenance, repair or updating in this cycle? No

1. If yes, how has the outcome contributed to student success?
2. If no, how will your facilities request contribute to student success?

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1. Technology (Technology requests can be made by filling out the [ISIT Request form](http://www.bakersfieldcollege.edu/irp/Annual%20Program%20Reviews/2012-13/13%20ISIT%20Priority%20Workbook%2012-13.xlsx).)
2. Has your program received new or repurposed technology in this cycle? No
   1. If yes, how has this technology contributed to student success?
   2. If no, how will your new or repurposed technology request contribute to student success?
3. Do you need new or repurposed classroom technology to support student success and/or new office technology to support faculty/staff success? Justify your request.

With development of the BC Welcome Center, 20 new or refurbished desktop computers will provide new and current students begin the process of selecting a major, complete the admissions application, prepare for the placement tests, complete the online orientation program, which will have a direct effect on the success of the college students.

1. Budget (Changes to the budget allocation can be requested using the [Budget Change Request Form](http://committees.kccd.edu/bc/committee/programreview)).

If you are requesting any additional funding, explain briefly how it will contribute to increased student success.

**IV. Trend Data Analysis:**

Highlight *any significant changes* in the following metrics and discuss what such changes mean to your program.

1. Changes in student demographics (gender, age and ethnicity).
2. Changes in enrollment (headcount, sections, course enrollment and productivity).

Enrollment data indicates that Bakersfield total enrollment decreased 2% during the past five years (2009 – 2013), but the number of incoming students decreased by 15% in the same time frame. Based on this information, the OSR Department is developing recruitment strategy targeting incoming high school students from the college top feeder high schools.

1. Success and retention for face-to-face, as well as online/distance courses.
2. Other program-specific data that reflects significant changes *(please specify or attach).*

**V. Progress on Program Goals:**

1. List the program’s current goals. For each goal (minimum of 2 goals), discuss progress and changes. If the program is addressing more than two (2) goals, please duplicate this section.

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| **Program Goal** | **Which institutional goals from the Bakersfield College Strategic Plan will be advanced upon completion of this goal?**  **(select all that apply)** | **Progress on goal achievement**  **(choose one)** | **Comments**  **(if applicable)** |
| Meet enrollment targets for new students based on a 3% growth pattern. | 1: Student Success  2: Communication  3: Facilities & Infrastructure  4: Oversight & Accountability  5: Integration  6: Professional Development | Completed:  \_\_\_\_\_\_\_\_\_\_ (Date)  Revised: \_\_\_\_\_\_\_\_\_\_ (Date)  **X** Ongoing: \_\_\_\_\_\_\_\_\_\_ (Date) | -Continue and expand outreach services in Kern County  -Collaborate with other outreach programs on campus |

1. New or revised goals (if applicable)

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| **New/Replacement Program Goal** | **Which institutional goals from the Bakersfield College Strategic Plan will be advanced upon completion of this goal? (select all that apply)** | **Anticipated Results** |
| Improve the BC New Student Orientation Program | X 1: Student Success X 2: Communication  3: Facilities & Infrastructure  4: Oversight & Accountability  5: Integration  6: Professional Development | New students will be introduced to the college programs, student support services, facilities and grounds, academic expectations, institutional procedures, and other appropriate information (Title 5, Section 55521). |

**VI. Curricular Review (Instructional Programs only):**

1. Review of Course Information:
   * Column A list all of the courses associated with the degree.
   * Column B list the Fall term the review process will be started for ongoing compliance.
   * Column C list the compliance due date.
   * Column D list any changes to courses with regard to distance education.
   * Column E list corresponding C-ID descriptors if available. <http://www.c-id.net/>

**\*\*Dates listed should reflect a five year cycle allowing for one year of review**

**to maintain ongoing compliance.\*\***

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| **A. Course** | **B. Fall Term Review will be Submitted** | **C. Compliance Due Date** | **D. Distance Education Changes** | **E. C-ID Descriptors Available** |
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1. Review of Program Information:

Is the program information housed in CurricUNET accurate? (Considerations: changes in course(s) names and/or suffixes as well as additions/deletions of courses). If not, then a program modification needs to be started in CurricUNET to reflect the necessary changes. Explain the requested changes below.

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Is the program and course listing information in the current catalog accurate? If not, list the requested

changes below. Catalog information should reflect what is in CurricUNET.

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1. Student Education Plan (SEP) Pathway(s) uploaded to “Attached Files” in CurricUNET.

If applicable, SEP Pathway with CSU Breadth indicated? Yes or No

If applicable, SEP Pathway with IGETC indicated? Yes or No

If applicable, SEP Pathway with BC General Education indicated? Yes or No

**\*\*Please ensure that the information housed in CurricUNET and the current catalog match. \*\***

1. If applicable, provide a description of the program’s future adoption of C-ID descriptors and Associate Degree for Transfer (ADT) or Model Curricula.

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**VII. Conclusions and Findings:**

Present any conclusions and findings about the program.

**VIII. Attachments (place a checkmark beside the forms listed below that are attached):**

[Faculty Request Form](http://committees.kccd.edu/bc/committee/programreview) X [Classified Request Form](http://committees.kccd.edu/bc/committee/programreview) Need [Budget Change Request Form](http://committees.kccd.edu/bc/committee/programreview)

Professional Development X [ISIT Form](http://committees.kccd.edu/bc/committee/programreview) X [M & O Form](http://committees.kccd.edu/bc/committee/programreview)

X [Best Practices Form](http://committees.kccd.edu/bc/committee/programreview) **(Required)**  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**IX. Certificates of Achievement:**

Programs with stackable certificates fill out the following form.

Stand alone certificates fill out the entire Annual Update.

**Certificate Form**

**Annual Update 2014-15**

**Name of Program:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Certificate Name** | **JSC** | **CA** | **Is the certificate stackable?** | **Is the certificate a**  **stand alone program?** |
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Please discuss the following questions regarding all area Certificates of Achievement (CA):

1. List certificates that are proposed for *addition*.
2. List certificates that are proposed for *deletion*.
3. For this CA, what are the SOC codes (Occupational Titles and codes) that students who complete the CA will be able to obtain entry-level employment in, and what are the projected annual openings and median salary for each occupational title? You can use your latest Program Review data for your response.
4. For this CA, what process was followed to ensure the required and possible elective courses were adequate for entry level employment (such as advisory committee input, surveys, industry feedback, licensing or accreditation agencies)? How often do/will you re-examine the effectiveness of certificate requirements?
5. What is your annual completion target (number of certificates awarded) for this CA? What was the number of awards in this CA for each of the past three years? Based on your results, what changes could you make in your program to meet or continue to exceed your target (such as course content, scheduling/sequence, outreach, instructional strategies)?
6. Based on what you know about your area, what emerging/potential institutional factors (internal) and industry factors (external) will impact this certificate? How are you planning to incorporate these factors in your planning and evaluation of this certificate?