

**Palomar College – Program Review and Planning  
Non-Instructional Programs  
YEAR 1  
Academic Year 2012-13**

**Purpose of Program Review and Planning:** The institution assesses progress toward achieving stated goals and makes decisions regarding the improvement of institutional effectiveness in an on-going and systematic cycle of evaluation, integrated planning, resource allocation, implementation, and re-evaluation. Evaluation is based on analyses of both quantitative and qualitative data (ACCJC/WASC, Standard I, B.3.)

**Discipline: Enrollment Services-Admissions**

**09/01/2012**

**Non-Instructional Discipline Reviewed (Each discipline is required to complete a Program Review)**

**Please Add Date  
(00/00/2012)**

**STEP I. ANALYSIS**

	2008-2009	2009-2010	2010-2011	<<Prelim>> 2011-2012	Definitions
<b>Applications processed</b>	28,270	28,646	43,739 (year)	42,329	Includes new applicants and returning applicants
<b>Percent Online Applications</b>	79.89	89.52	94.0	94.6	
<b>Annualized Credit Student Headcount</b>	41,030	39,985	38,546	34,664	Includes summer, fall, and spring
<b>In person contacts</b>	10,379	15,727	21,316	18,441	Estimated from sampling
<b>Phone contacts</b>	6,570	18,490	23,152	19,376	
<b>E-Mail contacts</b>	5516	9441	7,347	5978	
<b>Number of FT Staff</b>	18	18	18.0	18.0	
<b>Number of Part-time Staff</b>	.5	.5	.5	.5	
<b>Staff/Student Ratio</b>	1/2280	1/2221	1/2142	1/1926	Includes only full time staff

**I. A. Reflect upon and provide an analysis of the four years of data above**

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While the option still exists for paper applications, the number of online applications has increased over the past four years with some stabilization over the past two. With budget cuts and class section reductions, enrollment and applications have been affected with the annualized enrollments commensurate with the number of applicants. Noncredit students, traditionally the paper applicants, have increasingly participated in the online application process with assistance from ESL and noncredit matriculation staff. The one-stop admissions and financial aid front counter continues to promote efficiency so that staffing has remained steady. However, enrollment services staff have been reassigned to perform financial aid duties to assist with the double-digit increases in financial aid applicants over the past three years (see Financial Aid, Scholarships, and Veterans Program Review). Average wait time, as estimated by staff, for front counter services is averaging about 45 minutes during peak periods. Due to the demographics of the student body, a significant number require in-person or telephone services (see SAO assessments below).

**I. B. Please summarize the findings of SAO assessments conducted.**

94% of students submitted an application.  
90.6% of students enrolled through self-service.

**I. C. Reflect upon the SAO assessment findings in Box B above. Discuss overall observations and any areas of concern or noteworthy trends.**

Although 94% of the students submitted an online application or reapplication, web-based student satisfaction surveys indicate 12% of the students did not find the process easy to use or convenient. Similarly, 90.6% of the students enroll through online self-service, but surveys indicate that between 18% to 30% indicate a need to get help to enroll. Only 68% found registration information easy to understand. Related surveys on financial aid services also show similar result: There is a significant number of students that are not “techno-savvy” and require person-to-person assistance to complete admissions, enrollment, and financial aid processes.

**STEP II. PLANNING**

Reflecting on the 4-year trend data, the SAO assessment results, and the college’s [Strategic Plan 2013](#), describe/discuss the discipline planning related to the following:

**II. A. Programs changes and improvements (consider changes due to growth in FTES and Headcount, CSU/UC transfer language updates, articulation, workforce and labor market projections, certificate or degree completions, etc.)**

Implementation of the recommendations from the Student Success Task Force will be crucial in this era of limited class offerings. The requirements to enforce enrollment priorities, prerequisites, and educational planning and progress will place demands on current staff and computing resources. Communicating policies and procedures to a diverse student body continues to be a challenge. All bundles and upgrades to Campus Solutions must be maintained. Alternatives and options to web self-service must be explored for students and faculty. Office facility continues to be an issue for the staff and students. Current office space is outdated and too small. Immediate planning should occur for the expansion of current office space.

**II. B. Additional programs to develop (consider enrollment trends, student demands, wait times, comprehensiveness, etc.)**

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Improving communication with students should be a high priority. Web surveys indicate 67% of students want to receive messages about classes or fees due by email or cell phone. 47% want to be able to enroll in classes with a smart phone. 75% want to be notified in the event of a campus emergency or campus closure by cell phone. The College should pursue the development of a mass communication system to address emergency needs as well as business needs. The use of mobile technology for enrollment should be explored as an option for students.

**STEP III. RESOURCE REQUESTS FOR DISCIPLINE:**

**III. A. Describe the resources necessary to successfully implement the planning described above. Provide a detailed rationale for each request by referring to the analyses of data and SAO assessment results in Step I and/or to any other evidence not apparent in the data or SAO Assessment results.**

**a. Equipment (per unit cost is >\$500) Enter requests on lines below.**

Resource	Describe Resource Requested	Prioritize these requests 1,2,3, etc.	Strategic Plan 2013 Goal/ Objective Addressed by This Resource <a href="#">(Link)</a>	Provide a detailed rationale for the requested resource. The rationale should refer to your discipline's plan, analysis of data, SAO assessments, and/or the College's Strategic Plan	Estimated Amount of Funding Requested	Will this be one-time or on-going funding?	Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?
a1.	Mass communication system	1	6	Emergency notification and communication system using text, voice, and email technology.	\$ 20,000	On-going	No
a2.							
a3.							
a4.							
a5.							

**b. Technology (computers, data projectors, document readers, etc.) Enter requests on lines below.**

Resource	Describe Resource Requested	Prioritize these requests 1,2,3, etc.	Strategic Plan 2013 Goal/ Objective Addressed by This Resource <a href="#">(Link)</a>	Provide a detailed rationale for the requested resource. The rationale should refer to your discipline's plan, analysis of data, SAO assessments, and/or the College's Strategic Plan	Estimated Amount of Funding Requested	Will this be one-time or on-going funding?	Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?
b1.							
b2.							
b3.							
b4.							
b5.							

**c. Budget for 4000s (per unit cost is <\$500 supplies) Enter requests on lines below.**

Resource	Describe Resource Requested	Prioritize these requests 1,2,3, etc.	Strategic Plan 2013 Goal/ Objective Addressed by This Resource ( <a href="#">Link</a> )	Provide a detailed rationale for the requested resource. The rationale should refer to your discipline's plan, analysis of data, SAO assessments, and/or the College's Strategic Plan	Estimated Amount of Funding Requested	Will this be one-time or on-going funding?	Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?
c1.							
c2.							
c3.							
c4.							
c5.							

**d. Budget for 5000s (printing, maintenance agreements, software license etc.) Enter requests on lines below.**

Resource	Describe Resource Requested	Prioritize these requests 1,2,3, etc.	Strategic Plan 2013 Goal/ Objective Addressed by This Resource ( <a href="#">Link</a> )	Provide a detailed rationale for the requested resource. The rationale should refer to your discipline's plan, analysis of data, SAO assessments, and/or the College's Strategic Plan	Estimated Amount of Funding Requested	Will this be one-time or on-going funding?	Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?
d1.							
d2.							
d3.							
d4.							
d5.							

**e. Classified staff position (permanent/contract position requests unique to this discipline) Enter requests on lines below.**

Resource	Describe Resource Requested	Prioritize these requests 1,2,3, etc.	Strategic Plan 2013 Goal/ Objective Addressed by This Resource ( <a href="#">Link</a> )	Provide a detailed rationale for the requested resource. The rationale should refer to your discipline's plan, analysis of data, SAO assessments, and/or the College's Strategic Plan	Estimated Amount of Funding Requested	Will this be one-time or on-going funding?	Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?
e1.							
e2.							
e3.							
e4.							
e5.							

**f. Classified staff position (temporary and student workers position requests unique to this discipline) Enter requests on lines below.**

Resource	Describe Resource Requested	Prioritize these requests 1,2,3, etc.	Strategic Plan 2013 Goal/ Objective Addressed by This Resource ( <a href="#">Link</a> )	Provide a detailed rationale for the requested resource. The rationale should refer to your discipline's plan, analysis of data, SAO assessments, and/or the College's Strategic Plan	Estimated Amount of Funding Requested	Will this be one-time or on-going funding?	Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?
f1.	Two short term hourly enrollment specialist positions	1	Goal 2	Need additional staffing of the front counter and phones during registration periods to assist students that require in-person services.	\$28,000	On going	In part. Anticipated budget cuts will remove source of funds.
f2.	Two short term hourly enrollment services specialist positions	2	Goal 2	To reduce the wait time for front counter services with a information hub for all of student services. Located outside of the SSC building under a canopy during peak periods, staff provide ad hoc answers to general questions.	\$30,000	On going	No
f3.							
f4.							
f5.							

**III. B. Are there other resources (including data) that you need to complete your discipline review and planning?**

**STEP IV. SHARE YOUR ACCOMPLISHMENTS** Please include at least one discipline accomplishment that you'd like to share with the college community.

Admissions and enrollment services supports the EAP or Early Acceptance Program. The EAP program individualizes orientation, assessment, educational planning, and registration for first time students. It directly promotes the GRAD program, Goal 2, within the Strategic Plan. Students have been shown to be more successful their first semester by participating in the program.

This past year, with the online certification of census rosters, faculty can provide accurate reporting of actively enrolled students. This should improve better accountability for financial aid recipients, Veterans, and reduce the number of backdated drops for census.

In conjunction with Instructional Services, improvements were made on the College's web pages in response to Gainful Employment reporting and Student Right To Know.

**STEP V. ACCREDITATION** For programs with an external accreditation, indicate the date of the last accreditation visit and discuss recommendations and progress made on the recommendations.

**STEP VI. COMMENTS** Other comments, recommendations: (Please use this space for additional comments or recommendations that don't fit in any category above.)

Admissions and enrollment services continue to pursue advances in technology to improve services to students. Direct participation in the Oracle community college consortium provides the College with the most recent developments for the Campus Solutions system. The use of mobile technologies will provide Palomar students with instant and up-to-date information about class schedule information, enrolling in classes, and grades.

Please identify faculty and staff who participated in the development of the plan for this department:

Herman Lee <i>Name</i>	<i>Name</i>	<i>Name</i>
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<i>Name</i>	<i>Name</i>	<i>Name</i>
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Department Chair/Designee Signature Date

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Division Dean Signature

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Division Vice President Signature Date

- Provide a hard copy to the Vice President Vernoy no later than **September 14, 2012**
- Email an electronic copy to [jpettit@palomar.edu](mailto:jpettit@palomar.edu) by **September 28, 2012**
- Email an electronic copy to [jdecker@palomar.edu](mailto:jdecker@palomar.edu) by **September 28, 2012**