

Palomar College – Institutional Review and Planning Non-Instructional Programs

Purpose of Institutional Review:

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.)

Enrollment Services

Admissions

2012-13

Department/Discipline Reviewed

1. 3-year trend of quantitative data

	2008-09	2009-10	2010-11
All Student Contacts	NA	NA	NA
Applications processed	28,270	28,646	43,739 (annualized)
Percent Online Applications	79.89	89.52	94.0
Annualized Student Headcount	41,030 credit Unduplicated	39,985 credit unduplicated	38,546 credit unduplicated
In person contacts	10,379	15,727	21,316 (estimate)
Phone contacts	6,570	18,490	23,152(estimate)
e-Mail contacts	5516	9441	7,347
Full-time FTEF	18	18	18.0
Part-time FTEF	.5	.5	.5
Overload FTEF	NA	NA	NA
Full-time/Part-time %	NA	NA	NA
FTEF/FTES Ratio	NA	NA	NA
Number of FT Staff	16	27	28
Number of Part-time Staff	1	1	1
Staff/Student Ratio	1/2280	1/2221	1/2142

2. Reflect upon and analyze the above 3-year trend data. Briefly discuss overall observations and any areas of concern or noteworthy trends.

_Efforts to promote online services to students are showing significant benefits. The number of online applications for admission has increased from about 75% three years ago to about 94% in 2010-11. Efforts to promote online registration to noncredit students started with the implementation of an online registration form. Even with significant reductions in noncredit classes, the number of paper applications have remained steady from noncredit ESL students. The number of staff in admissions has remained steady with no increases. The one-stop admissions and financial aid operation has also facilitated efficiency in front counter services. Increases in financial aid applicants have increased demand for personal assistance by phone or in-person. Wait times are as high as 30 minutes for front counter service and for telephone services during peak financial aid application times. Please note the staff data excludes staff in Student Records, Evaluations, and International Education.

3. Reflecting on the 3-year trend data, describe/discuss department/discipline planning related to the following:

PLAN – 2011-12	Assessment/Outcome
<p>a. Programs changes/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.)</p> <p>Communication with students continues to be a challenge. Traditional means of using USPS is expensive, slow, and outdated. Email communication is not as popular as expected. The utilization of the latest technologies: cell, text, social medias will be explored to communicate important college information to students. An investigation of the software and hardware required for a mass communication system to address business needs as well as emergency response needs will be conducted.</p>	<p>Recommendations have been made to the Safety and Security Committee for funding a vendor contract to provide email and texting services for emergency communication and important announcements from the college. Future developments from Oracle include mobile applications using smartphones.</p>
<p>b. Additional Programs to develop (consider enrollment trends, growth, student demands, wait times, comprehensiveness, etc.)</p> <p>Reconstruct the Palomar homepage to utilize portal technology.</p>	<p>For 2011-12 year.</p>

4. To implement the planning described in question #3, discuss/identify the necessary resources requested to successfully implement:

PLAN 2011-12	Assessment/Outcome
<p>a. Equipment/Technology - block grant funds, VTEA, other resources, etc.</p> <p>Existing funds will be used to upgrade outdated office computers.</p>	<p>.Office computers will be upgraded as necessary.</p>
<p>b. Budget - budget development process, one-time funds, grants, etc.</p> <p>A budget augmentation might be requested to purchase a communication and emergency responses system..</p>	<p>Recommendations have been made.</p>
<p>c. Facilities - scheduled maintenance needs, additional space/offices due to growth, remodeling, etc.</p> <p>Plan for the new student services center on the main campus. Plan for student services operations at the Fallbrook campus and the Rancho Bernardo campus.</p>	<p>Plans for the new student services center have been delayed due to State funding. Plans for the remodel of the student services operation at the Escondido Center were discussed with LPA architects. Plans for the Rancho Bernardo Center will be discussed in 2011-12 year.</p>
<p>d. Faculty position(s) - faculty priority process and projected full-time needs for 1-3 years above the Counselor formula</p>	

<p>e. Staff position (s) - changes staffing needs due to program growth, new technology, etc. Request increase of part time positions to full time to address demand for front counter services. There are about 20% of our student population that require personal service.</p>	<p>.Will pursue request for positions in the Staffing Plan.</p>
<p>f. Other</p>	

5. Discuss one department/discipline goal linked to Palomar's Strategic Plan 2013 and how it will support the success of students.

_____ Admissions and Enrollment Services staff supports the Early Acceptance Program. EAP program provides personalized orientation, assessment, educational planning, and registration services to new students to promote better up front information to students and provide a smooth transition from high school to college. The personalized assistance for online registration will promote learning about online services and securing self-help during the semester building confidence to enroll in the future.
students. _____

6. Student Learning Outcome progress:

a. Describe a learning outcome at the program level and the assessment method used to measure student learning of that outcome.

b. Describe a learning outcome that is difficult to assess.

7. Describe a department accomplishment that you would like to share with the college community.

_____ The upgrade to Oracle/Peoplesoft Campus Solutions 9.0 has been successful and staff and students have adjusted smoothly to the system. Customizations are made to accommodate ease of use. A data entry interface was developed for EOPS/CalWorks. The integration of Campus Solutions and the HCM project was completed in October 2011. _____

8. Are there other resources (including data) that you need to complete your department/discipline review and planning?

For programs with an external accreditation/program review, indicate the date of the last accreditation visit and discuss recommendations and progress made on the recommendations.

9. Other comments, recommendations

Recommend continued discussion with the Office of Public Information to redesign the homepage to utilize portal technology. The existing web interface to student online services is archaic and is becoming cumbersome to users. Current software exists to upgrade our web services to use easier point and click features to get online information.

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

____ Herman Lee , Ellie Masiello

Name/signature

Date