

Entry #: 25 - ---Admissions

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2023-2024 REVIEW

OVERVIEW OF PROGRAM REVIEW AND PLANNING FOR NON-INSTRUCTIONAL PROGRAMS

Program Review is a self-study of your unit. For non-instructional program review, the definition of what is a unit varies based upon your division. A unit may be a department (e.g., Information Services, Institutional Research and Planning, Financial Aid), a program (e.g., EOPS, TRIO), or a division (Human Resource Services). The Vice Presidents for each division have identified/defined the units that will complete the review cycle.

Regardless of whether your unit is a program, department, or division, program review is about documenting the plans you have for improving Institutional Effectiveness in your area and sharing that information with the college community. Through the review of and reflection on key elements, Program Review and Planning identifies program strengths and strategies necessary to improve the operation of your area. With that in mind, please answer the following questions.

BASIC UNIT INFORMATION

Are you completing a Comprehensive or Annual PRP?

Annual

Division Name

Student Services

Department Name

SS Enrollment Services

Program/Unit Name

---Admissions

Name of Person responsible for the Program/Unit

Dr. Kendyl Magnuson

Website address(es) for your program(s)/unit(s)

Webpage URL 1

Unit webpage

<https://www.palomar.edu/enrollmentservices/>

Please list all participants and their respective titles in this Program Review

Participant

Dr. Kendyl Magnuson

Jamie Moss

Title

Sr. Director, Enrollment Services

Manager, Enrollment and Financial Aid Services

PROGRAM/UNIT DESCRIPTION

Staffing

In this section, you will identify how many faculty and staff support your program. This information is considered when you request permanent staff and faculty hires. It is also useful as you evaluate your program and the human resources and talent you have to support our students.

To help you answer questions in this section, you will need the link shown in red below. This form required a login and password to access. Please use your Palomar email and password to log in.

Link: [Permanent Faculty and Staff Count](#)

Full-Time Staff

Total Number of Full-time Staff

19.00

Number of Classified Staff

17.00

Number of CAST Staff

0.00

Number of Administrators

2.00

Number of Full-time Faculty

0.00

Describe additional temporary hourly or contract staff who support this unit and/or department. (Include FWS/District Student Workers/Veteran Student Workers)

N/A

Part-Time Staff

Total Number of Permanent Part-time Staff

FTE of Part-time Staff (2x19 hr/wk=.95)

FTEF of Part-time Faculty

Program/Unit Description

Have the services your unit performs changed in any way over the past year?

At the start of 2023, we filled nearly all of our vacant positions for the first time in years. This allowed us to offer our comprehensive Enrollment Services at all of our Education Centers in addition to San Marcos. We were able to respond to student inquiries with little lag time and process forms quickly, greatly reducing our timelines that allowed students to enroll in courses quickly. We are increasing our application screeners from 2 staff members to 4 to expedite application processing timelines.

We continue to leverage PeopleSoft functionality to enhance the MyPalomar student portal with HighPoint and other PeopleSoft tools to make the portal easier to use and add functionality such as the AAR and major change form.

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PROGRAM/UNIT ASSESSMENT

SERVICE AREA OUTCOME ASSESSMENT

GOT SERVICE AREA OUTCOMES?

Outcomes are statements written in support of student learning to show direct support (instruction) or indirect support (services) provided on campus. Assessment is the way we measure how well we are achieving our outcomes.

For non-instructional areas, outcomes are called Service Area Outcomes (SAO).

So, what is an SAO?

A Service Area Outcome (SAO) is a statement about what a client will experience, receive, or know as a result of a given service. Clients can be students, faculty, staff, or community members.

As part of our three-year planning and review cycles, all non-instructional units are asked to:

- identify at least two SAOs,
- develop a plan and assess their SAOs,
- reflect on the results, and
- take action, as necessary.

Palomar uses Nuventive Improve as our official repository for SLO and SAO Assessment information.

Review and/or define your SAOs and assessment plans and ensure they are entered in Nuventive Improve by doing the following:

- 1) Login to Nuventive Improve through the Palomar College [Single Sign-on](#).
- 2) Check your SAOs for **currency** and **sunset** any SAOs if you no longer plan to assess them.
- 3) Revise or edit your current SAOs by revising their wording and/or updating the assessment method and/or assessment results, if appropriate.

NEED HELP?

Nuventive Improve:

- 1) If you need help with anything Nuventive Improve related such as login, unit identification, entering SAO info, contact Marti Snyder at msnyder2@palomar.edu.
- 2) Check out this video on how to enter SAOs in Nuventive Improve: <https://youtu.be/b1sRa68wm4c>

Defining and Assessing SAOs:

Not sure if your SAOs make the grade? Need some help writing an SAO? Not sure about how to assess your SAOs?

- 1) [Hartnell's SAO Guide](#) is a nice resource! Thank you Hartnell!
- 2) Contact Michelle Barton at mbarton@palomar.edu. We have a resource support team to help.

A template for entering SAOs can be found on the [IR&Ps Non-instructional Program Review and Planning website](#)

SERVICE AREA OUTCOMES TEMPLATE					
Date Identified or Last Reviewed	Description of SAO (What is your SAO?)	Assessment Method (How will/do you measure or assess it?)	Criterion (How will/do you know if you met the outcome?)	Date of Assessment	Date of Next Assessment
1)					
2)					
3)					
4)					

Are all of your unit's SAOs and assessment plans **UPDATED** and **ENTERED** in Nuventive Improve?

Yes

SAOs SUMMARIES AND REFLECTIONS

Each of your program/unit SAOs should be assessed at least once every three years. If you have completed any SAO assessments over the past year, summarize what you learned from the assessment and what improvements you have implemented or plan to implement as a result of your SAO assessments. If you have not completed SAO assessments, document why (e.g., SAO was assessed last year).

SAOs

SAO 1

SAO Title

Enhance data accuracy and timely updates with the use of activity guides in PeopleSoft 9.2 to validate each semester student data. Data verification for majors, educational goal, address, phone number.

Assessment Status

Assessed

SAO Summary and Reflection

Due to the HighPoint implementation, we have not pursued the use of Activity Guides in PeopleSoft. We are relying on students to update their personal information in the MyPalomar student portal and through the reapplication process. We did complete work on creating a self-service major change process. The Records and Evaluations Office, in conjunction with the Admissions and Financial Aid Office, worked with a consultant to develop and implement a electronic self-service major change embedded in PeopleSoft in the student portal. Since it's launch, we have received and processed over 2,800 major changes. We still need to implement a large-scale information campaign to inform staff and students on how the major change process occurs. Campaigns can be run to make sure students are enrolled in classes that go towards their program of study.

SAO 2

SAO Title

Reduce the steps and time in registration for students to add classes when a Permission Code is required. Also increasing ease of use and control over the process for faculty.

Assessment Status

Assessed

SAO Summary and Reflection

This project has been completed. Over the last 2 years, we have refined the class specific permissions. We have also began sending reminders and directions on how to use the class specific permissions to faculty and ADA's. Students and faculty both seem to be pleased with this change. We had a significant decline in the volume of emails and phone calls about the permissions code process over the summer and fall.

OTHER ASSESSMENT DATA

Review the Quantitative and Qualitative Data from your comprehensive review. If there are updates please describe them below. Completed comprehensive reviews can be found on the IRP website - "Completed PRPs".

Our annual headcount has risen this past year.

The number of admission applications are increasing once again. In 2021-2022, Palomar College received 29,632 applications. For 2022-2023, the number of applicants increased to 32,537. From July 1, 2023 to March 20, we have received 22,340 applications, putting us on track to increase the number of applicants from last year!

From July 1, 2022 to March 20, 2024, we have received 1,003 suspected fraud applications. The number has decreased from the previous 2 years. We believe our detailed application review has persuaded the bad actors to limit the number off fraud applications they are sending to us because we are catching them. Many of our sister colleges in the area have seen an increase in the number of fraud applications while our has gone down. The efforts the Admissions Office has saved the District from having to cover the costs associated with institutional liability in the repayment of federal dollars disbursed to fraud students.

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ACHIEVEMENTS AND OTHER RELEVANT INFORMATION

Describe your program's achievements this past year. Where possible, describe how these achievements are related to our students and their success!

The Records and Evaluations Office, in conjunction with the Admissions and Financial Aid Office, worked with a consultant to develop and implement a electronic self-service major change embedded in PeopleSoft and the student portal. Since it's launch, we have received and processed over 2,800 major changes. We still need to implement a large-scale information campaign to inform staff and students on how the major change process occurs. Campaigns can be run to make sure students are enrolled in classes that go towards their program of study.

Application fraud checking continues to be a success. The Admissions Office has prevented fraud students from successfully submitting applications to Palomar College. We continue to refine our processes to get more efficient in processing time. Our application review process allows staff to manually review all applications before downloading them into PeopleSoft. This, at times, causes a day or two delay in application processing, but saves the District much more work down the road since "suspect of fraud" applications never hit PeopleSoft. In addition to preventing "suspect of fraud" students from clogging seats in high demand classes, we have not awarded any financial aid funds to fraud students. This saves the District from having to cover the costs associated with institutional liability in the repayment of federal dollars disbursed to fraud students.

The implementation of the HighPoint Student Center was completed on October 1, 2023. The Admissions and Records & Evaluations BSA's did a lot of the heavy lifting as it relates to the HighPoint implementation. They lead efforts on testing and providing solution oriented recommendations to enhance the student experience. Feedback to date from students has been very positive.

Describe any recent changes in legislation, policies, procedures, processes, and/or technology (software and hardware) that have impacted or will impact your program/unit. What effect will these changes have on your program/unit?

HighPoint Implementation- continue to enhance the student portal with the Campus Experience module as needed.

Application Screening for fraudulent applications- The Chancellor's Office is using a new student verification tool called ID.me. Palomar, along with all the other community colleges, will be working to implement ID.me changes to process applications more efficiently. We are also partnering with Information Services to create efficiencies around IP address checking, military status, and students who are reapplying.

AB 91 allows low-income students who reside within 45 miles from the California-Mexico border to attend Region 10 community colleges and waives the non-resident fees. We are currently in the process of updating AP 5015 to reflect this new assembly bill.

In addition to (or in response to) the changes listed above, what board policies, procedures, and processes need to be updated, created, or deleted?

AB 91 allows low-income students who reside within 45 miles from the California-Mexico border to attend Region 10 community colleges and waives the non-resident fees. We are currently in the process of updating AP 5015 to reflect this new assembly bill. Several AP's will be reviewed to Equitize language and to address a large volume of CCLC recommended updates.

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PROGRESS ON PRIOR PRP GOALS

Review the goals listed on your comprehensive review and summarize progress you have made on the strategies for implementation. If your unit has experienced challenges implementing the goals, describe those challenges.

Click on "+Add Goal" below for each additional goal.

[Click here for previous PRPs with goal information.](#)

Prior PRP Goals

Goal 1

Brief Description

Utilize OnBase for record retention and establish workflows to create efficient business practices.

Choice

Completed

Add any comments related to your work on prior goal. Include outcomes or progress, successes and challenges, and reason(s) for eliminating a goal, if applicable.

The office is now scanning in all submitted documents into OnBase. With the short staffing challenges we have had, accessibility of all student submitted forms by all staff is the biggest benefit. Projects can be shared across all staff to include the Education Centers. We have continued to find ways to utilize OnBase and will continue to do so as we make more of our forms electronic.

Goal 2

Brief Description

Maximize PeopleSoft functionality.

Choice

Ongoing

Add any comments related to your work on prior goal. Include outcomes or progress, successes and challenges, and reason(s) for eliminating a goal, if applicable.

The implementation of HighPoint Campus Experience has helped students take advantage of PeopleSoft functionality in the student portal and has helped make the student experience across multiple areas/departments a better one. We will continue to enhance the student experience as more modules of HighPoint are rolled out.

We also need to reignite projects that we were directed to stop work on to implement HighPoint. Some of these projects include National Student Clearing House submissions, fraudulent application screening enhancements, Positive Attendance Tracking (PAT), residency automation, priority appointment process, automated P/NP and EW self-service.

The Vision Plan 2035 includes the College's Educational Vision Plan. Review the goals and objectives in the plan and identify 1-3 objectives that your unit supports. Describe how your unit helps to support those objectives.

Goal 3; Objective 4- Ensure Palomar's enrollment processes are accessible and easy to use. Palomar spent time from 2022-2023 implementing the HighPoint Student Experience in their MyPalomar student portal. Expertise from our areas were used to test and refine the MyPalomar student portal. As part of the implementation, we added a PeopleSoft bolt-on called Enrollment Intercept. This prevents students from enrolling in courses previously taken, cleaned up our enrollment process for Courses Related in Content (CRC's) and prevents students from enrolling in classes they previously taken and passed. Students know at the time of enrollment if they are eligible to take the class or not.

Describe any changes to your goals or three-year plan as a result of this annual update.

We need to reignite projects that we were directed to stop work on to implement HighPoint. Some of these projects include Clearing House submissions, fraudulent application screening enhancements, Positive Attendance Tracking (PAT), residency automation, priority appointment process, automated P/NP and EW self-service.

RESOURCES

Congratulations! You are nearing completion. In this section, you will consider the resources you need to implement your three-year program review plan and/or address any findings from your assessment of your discipline.

The section is organized into the following five parts:

PART 1: Staffing Needs (Faculty and Additional Staff)

PART 2: Budget Review

PART 3: Technology Needs

PART 4: Facilities Needs

PART 5: One Time Request for Other Needs (NonTechnology Equipment, Supplies, Operating Expenses, Travel)

Reflect upon the three year plan you created above, your current operations, and any upcoming factors (retirements, changes in legislation, and changes in policies or procedures) that will impact your unit. How will you allocate resources to implement your plan? Describe additional resources needed to improve the effectiveness of your unit/program. All resource requests must be aligned with the College's [Vision Plan 2035](#)

Summarize any reallocation/re-organization of resources you are making based upon your three-year plan, your current operations, and any other factors (e.g., legislation). Describe the impact of the reallocation of resources to your unit.

NOTE: All requests listed in the PRP will be reviewed by deans and supervisors, then forwarded to the appropriate review group for prioritization. A resource requests approved to move forward in the review process does NOT guarantee a position or funding.

PART 1: STAFFING NEEDS

This year, units are asked to identify new positions only as part of the PRP process. Vacant positions will be addressed outside of the PRP process.

If you are requesting STAFF, please fully complete this section. If not, you can skip to the next resource section. Click "+Add Staff, CAST, AA request" below for each additional request.

When considering the funds required for a position, consult the HR website for position salary schedule and the [Benefits Worksheet](#) for additional costs related to benefits for the position.

Are you requesting new Classified, CAST, or AA positions?

No

PART 2: BUDGET REVIEW

Review your Budget/Expenditure reports for 2021, 2022, 2023. Consider your three-year PRP plan.

Click on the link below to access directions to the *Available Budget Report* to complete this section.

[How to Request the Available Budget Report](#)

Reflecting on your three-year PRP plan, are there any budget considerations you would like your dean/supervisor to be aware of for the upcoming year?

No

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PARTS 3, 4 and 5 – TECHNOLOGY, FACILITIES AND OTHER NEEDS

1. One-Time Fund Requests. Through the PRP process the college implements an approach for prioritizing and allocating one-time needs/requests. Prioritization takes place through the appropriate groups, leadership, and the Budget Committee. The executive team and Resource Allocation Committee consider various sources for funding PRP requests. Resource requests also inform the larger planning process like Scheduled Maintenance Plans, Staffing Plans, and institutional strategic planning.

For more information about funding sources available, see [IELM BLOCK GRANT, LOTTERY, PERKINS AND STRONG WORKFORCE GUIDELINES](#) (on the left menu of the webpage).

If you are a CTE program and think you may qualify for CTE funds for your PRP request(s), you are STRONGLY encouraged to answer the call for Perkins/Strong Workforce grant applications in February. Contact the Dean of CTEE for additional information.

Consider submitting one-time requests only if you have verified that you cannot fund the request using your general discretionary funds or other funds.

1. Technology and Facilities Review. Requests for technology and facilities are assessed by the Deans and then, if appropriate forwarded to the proper institutional group (e.g., technology review committee, or facilities) for review and feedback.

PART 3: TECHNOLOGY NEEDS

Will you be requesting any technology (hardware/software) this upcoming year?

No

PART 4: FACILITIES REQUESTS

Do you have resource needs that require physical space or modification to physical space?

No

PART 5: OTHER ONE-TIME NEEDS

For more information about funding sources available, see [IELM BLOCK GRANT, LOTTERY, PERKINS AND STRONG WORKFORCE GUIDELINES](#) (on the left menu of the web page under "Instructional Funding Sources").

Do you have one-time requests for other items (e.g., Non-Technology Equipment, Supplies, Operating Expenses, Travel) that your budget or other funding sources will NOT cover?

Yes

Requests

Request 1

What are you requesting?

We are not requesting new software, but we are continuing to request and use resources for enhancing our existing systems and meeting new regulatory requirements. Examples include: Clearinghouse Audit verifications, PAT Tutoring tracking, AB 705/1705 placement for math, English and ESL, Common Course Numbering, future Baccalaureate degrees, CalGETC, and numerous other ongoing projects.

Provide a detailed description of the the request. Include in your response:ges here.

a. Description of the need? (e.g., SLO/SAO Assessment, PRP data analysis)

New regulatory requirements. Examples include: Clearinghouse Audit verifications, PAT Tutoring tracking, AB 705/1705 placement for math, English and ESL, Common Course Numbering, future Baccalaureate degrees, CalGETC, and numerous other ongoing projects.

b. Who will be impacted by its implementation? (e.g., individual, groups, members of department)

These enhancements have broad impact on the college and various departments, depending on the Regulation we are dealing with.

c. What are the expected outcomes or impacts or implementation?

The outcomes are to maintain compliance with regulations, enhance service to students, and to grow new programs such as a new Baccalaureate degree.

d. Timeline of implementation

The list is long and the regulation implementation dates guide much of this work.

What is the anticipated cost for this request? If any, list ongoing costs for the request (additional equipment, support, maintenance, etc.).

There are numerous sources that can be tapped, depending on the regulatory change at issue. Costs range from under \$10K to \$30k on any given project.

Do you already have a budget for this request?

Partial

What PRP plan goal/objective does this request align with?

What Vision Plan 2035 Goal/Objective does this request align with?

1:1	1:6	2:6	3:7
1:2	1:7	3:1	4:1
1:5	2:4	3:4	

If you have multiple requests and had to prioritize, what number would you give this? (1 = Highest)

What impacts will this request have on the facilities/institution (e.g., water/electrical/ADA compliance, changes to a facility)?

Will you accept partial funding?

Yes

Budget Category

Please upload a copy of the quote, if available.

I confirm that the Program Review is complete and ready to be submitted.

Yes

Enter your email address to receive a copy of the PRP to keep for your records.

kmagnuson@palomar.edu

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Page 5 will show for reviewers (VP and/or Planning Councils) upon submission of the form.

FEEDBACK AND FOLLOW-UP

Once your Program/Unit PRP is completed, your division or planning council should review and discuss based on your Vice President's planning process. This area is intended for summary feedback and recommendations from the divisional review.

Confirmation of Review by Immediate Supervisor.

Immediate supervisor who reviewed PRP:

Kendyl Magnuson

Sign Date

4/26/2024

FEEDBACK

Strengths and successes of the program/unit as evidenced by the data, analysis, and assessments:

The Admissions function has been working diligently to meet the needs of our students while managing compliance and fraud issues. The work has been impressive but the future workload is heavy and will require the college to be agile and responsive to the new requirements and compliance issues.

Areas of Concern, if any:

I am concerned that the steady stream of compliance changes is outpacing the college's ability to handle them. As stated above, the college will need to be agile and responsive to meet the needs in this fast paced world.

Recommendations for improvement:

Vice President (or President) Review

Strengths and successes of the discipline as evidenced by the data and analysis:

The department has done a great job of keeping up with legislative changes that impact the work that comes out of the department. In addition, the department is progressing in utilizing technology to improve service delivery.

Areas of concern, if any:

Staffing continues to be a concern for Admissions. With increased applications and students enrolling, it is critical that the department be allowed to hire critical classified staff to ensure efficient operations.

Recommendations for improvement:

VP Name:

Nick Mata

Signature Date:

9/17/2024