

Program Efficacy Report Spring 2019—Conditional Reporting (from Spring 2018 efficacy review)

Name of Department: Outreach

Efficacy Team: Paula Ferri-Milligan, David Smith, and Todd Heibel

Overall Recommendation: Probation

Continuation Conditional Probation

Rationale for Overall Recommendation:

A “probationary” recommendation is assigned because the document is missing EMP and SAO data and necessary data analysis, and the exceedingly brief responses within each of the narrative sections largely failed to capture and analyze data. It is clear that the Outreach Department plays a vital role within the campus and community. It is also clear that the department must craft a more detailed, coherent efficacy document in order to demonstrate its current functioning and future planning. The coordinator (and author of this report) has served in the position for only a few months, and the Program Review Committee looks forward to submission of the Probationary Efficacy report in the 2018-19 academic year.

Part I: Questions Related to Strategic Initiative: Increase Access

	Does Not Meet	Meets	Exceeds
Demographics	The program does not provide an appropriate analysis regarding identified differences in the program’s population compared to that of the general population.	The program provides an analysis of the demographic data and provides an interpretation in response to any identified variance. The program discusses the plans or activities that are in place to recruit and retain underserved populations as appropriate.	In addition to the meets criteria, the program’s analysis and plan demonstrates a need for increased resources.
Pattern of Service	The program’s pattern of service is not related to the needs of students.	The program provides evidence that the pattern of service or instruction meets student needs. The program discusses the plans or activities that are in place to meet a broad range of needs.	In addition to the meets criteria, the program demonstrates that the pattern of service needs to be extended.

Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:

US Census data are the only data utilized within the demographics narrative. While these data can certainly contribute to this section, additional data and data analysis are required. For example, the Outreach Department could incorporate internal campus survey data, as well as data from Financial Aid, Counseling, Admissions and Records, and other on-campus sources in order to construct a more coherent demographics narrative. The demographics data are not analyzed and there is no discussion of plans and activities to address disparities.

While the pattern of service narrative is adequate, it would be helpful to see a more detailed list of outreach events and venues. In addition, outreach via social media platforms would enhance the narrative. There is no discussion of plans and activities to expand outreach endeavors.

Recommendations: Coordinate with the Office of Research and Planning in order to craft a more comprehensive “demographics” report. Include EMP data to guide and inform this sections.

Response: Moving forward we will be working with the Office of Research and Planning to determine what we should track in a more efficient way. In addition, working with Financial Aid and A&R will assist with determining what strategies may be working and we will be able to find gaps in our outreach plan. A CRM system will definitively assist in this effort.

Part II: Questions Related to Strategic Initiative: Promote Student Success

	Does Not Meet	Meets	Exceeds
Data/Analysis demonstrating achievement of instructional or service success	Program <u>does not provide an adequate analysis</u> of the data provided with respect to relevant program data.	Program <u>provides an analysis</u> of the data which indicates progress on departmental goals.	In addition to the meets criteria, the program <u>uses the achievement data</u> in concrete planning and <u>demonstrates</u> that it is prepared for growth.
Service Area Outcomes and/or Student Learning Outcomes	Program <u>has not demonstrated</u> that it is continuously assessing Service Area Outcomes (SAOs) and/or Student Learning Outcomes (SLOs) based on the plans of the program since their last program efficacy. Evidence of data collection, evaluation, and reflection/feedback, and/or connection to area services is <u>missing or incomplete</u> .	Program <u>has demonstrated</u> that it has fully evaluated within a four-year cycle and is continuously assessing <u>all</u> Service Area Outcomes (SAOs) and/or Student Learning Outcomes (SLOs).	In addition to the meets criteria, the program <u>demonstrates that it has fully incorporated Service Area Outcomes (SAOs) and/or Student Learning Outcomes (SLOs) into its planning, made appropriate adjustments, and is prepared for growth</u> .

Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:

The missing EMP document hinders this section, as the Outreach Department has no means to reflect upon department goals. Instead, the narrative is more of a draft mission statement rather than the intended data analysis to support department goals. Inclusion of the EMP document and subsequent data analysis will greatly benefit future Efficacy documents. At present, it is unknown if the Outreach Department is achieving its goals.

The department states that SAOs have not yet been developed and that they are currently drafting them. It is curious as to why this has not yet occurred. The Outreach Department has a sufficiently long history such that SAOs should have been created and assessed. It is imperative that the department develop SAOs and begin assessment immediately.

Recommendations: Include EMP and SAO data to adequately address progress on departmental goals and SAO assessment and revision.

Response:

The EMP has been created, however we are still working on SAO's, because we were unable to find any listing of SAO's when it comes to Outreach. There are currently changes that will be occurring as it pertains to Outreach and we will have the SAO's completed by the end of the semester.

Part III: Questions Related to Strategic Initiative: Improve Communication, Culture & Climate

	Does Not Meet	Meets	Exceeds
Communication	The program <u>does not identify</u> data that demonstrates communication with college and community.	The program <u>identifies</u> data that demonstrates communication with college and community.	In addition to the meets criteria, the program <u>describes</u> plans for extending communication with college and community and provides data or research that <u>demonstrates</u> the need for additional resources.
Culture & Climate	The program <u>does not identify</u> its impact on culture and climate or the plans are not supported by the data and information provided.	The program <u>identifies and describes</u> its impact on culture and climate. Program <u>addresses</u> how this impacts planning.	In addition to the meets criteria, the program provides data or research that <u>demonstrates</u> the need for additional resources.

Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:

It is clear that the Outreach Department communicates and coordinates with an array of campus and community stakeholders. However, there are no data collected and analyzed to demonstrate that communication has occurred. Additional examples of communication with the larger community would augment the narrative.

Discussion of how the department intersects with campus culture and climate is minimal. Perhaps a more vigorous discussion of how the department impacts campus demographics and seeks under-represented and otherwise disenfranchised populations could be included within future efficacy documents.

Recommendations: Include data demonstrating communication with college and community. This would also assist departmental impacts upon campus culture and climate. The department should have a catalogue presence and should also update their web presence.

Response: We have been keeping a log of all events on and off campus that we have attended. We have been working with marketing to track the locations that we have been visiting and working with them to expand our efforts. The website is dated and needs to be updated, however with a static page that does not have the ability to be dynamic, we are limited with what we can do there.

IV: Questions Related to Strategic Initiative: Maintain Leadership & Promote Professional Development

	Does Not Meet	Meets	Exceeds
Professional Development	The program <u>does not identify</u> currency in professional development activities.	Program <u>identifies current avenues</u> for professional development.	In addition to the meets criteria, the program shows that professional development has <u>impacted/expanded</u> the program and <u>demonstrates</u> that the program is positioning itself for growth.

Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:

The department enumerates conference attendance, although definition of acronyms would be helpful (e.g. A2MEND). It is striking that no professional organization affiliation is provided, especially as the coordinator participates in several professional conferences. Within the discussion of future plans and opportunities, CRM is not defined.

Recommendations: Define acronyms in future documents. Include professional organization affiliation (if applicable) in future documents.

Response:

CRM is Customer Relationship Management system that would allow the college as a whole to track students from the first point of contact until they become a student and

beyond. There are no local associations that focus just on Outreach, as a member of the First Year Experience team, the Outreach Coordinator will be able to participate in the National Resource Center's Annual FYE Conference. We will ensure that all acronyms are explained.

V: Questions Related to Strategic Initiative: Effective Evaluation & Accountability

	Does Not Meet	Meets	Exceeds
Mission/ Statement of Purpose	The program does not have a mission/ statement of purpose, or it does not clearly link with the institutional mission.	The program has a mission/statement of purpose, and it links clearly with the institutional mission.	
Productivity	The data does not show an acceptable level of productivity for the program, or the issue of productivity is not adequately addressed.	The data shows the program is productive at an acceptable level.	The program demonstrates that it is highly productive and is positioning itself for growth.
Relevance, Currency, Articulation	The program does not provide evidence that it is relevant, current, and that courses articulate with CSU/UC, if appropriate. <u>Out of date course(s) that were not launched into Curricunet by Oct. 1, 2017 may result in an overall recommendation no higher than Conditional.</u>	The program provides evidence that the curriculum review process is up to date. Courses are relevant and current to the mission of the program. Appropriate courses have been articulated or transfer with UC/CSU, or plans are in place to articulate appropriate courses.	In addition to the meets criteria, the program discusses plans to enhance current offerings that link to student/community needs and positions the program for growth.
Challenges	The program does not incorporate weaknesses and challenges into planning.	The program incorporates weaknesses and challenges into planning.	The program incorporates weaknesses and challenges into planning that demonstrate the need for expansion.

Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:

The department has a purpose that relates to the college mission. There is no EMP document on which to reflect and no productivity data to analyze. The department states that benchmarks are currently being drafted. At the very least, these benchmarks should be identified. As with productivity data, the lack of an EMP document prevents discussion about weaknesses, challenges, and impacts upon departmental planning.

Recommendations: Coordinate with the Office of Research and Planning to craft a comprehensive EMP document. Incorporate portions of the EMP document within this and other sections of the efficacy narrative. The Outreach Department should have a catalogue presence and should also modify their website.

Response: We have completed the EMP and we will submit it. We will work on our catalogue presence and we will be working on our website.

VI: Questions Related to Strategic Initiative: Provide Exceptional Facilities

	Does Not Meet	Meets	Exceeds
Facilities	The program <u>does not provide an evaluation</u> that addresses the sustainability of the physical environment for its programs.	Program <u>provides an evaluation</u> of the physical environment for its programs and <u>presents evidence</u> to support the evaluation.	In addition to the meets criteria, the program has <u>developed a plan</u> for obtaining or utilizing additional facilities for program growth.

Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:

It is clear that the Outreach Department is located in substandard facilities. Issues with the current location are adequately detailed. The department is encouraged to participate in the Program Review Needs Assessment process where issues with budget, personnel, and facilities can be addressed and possibly ameliorated.

VII: Previous Does Not Meets Categories

Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:

The Outreach Department appears to be accurate in that previous “does not meet” categories were not provided within the Program Review Efficacy form. Archival research indicates that the Outreach Department was placed on probation at the conclusion of the spring 2014 Program Review Efficacy process. The department submitted an update in fall 2014 and was granted “continuation.”

Recommendation: The Program Review Committee will share the fall 2014 probationary update and team report with the current Outreach Department coordinator.