

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

Name of Department: Student Life

Efficacy Team: Robert Jenkins, Nori Sogomonian, David Smith

Overall Recommendation:

Continuation Conditional Probation

Rationale for Overall Recommendation:
 The committee found that the Department has and is making real progress in “creating a campus environment that integrates the learning experience which complements the academic curriculum.” The report references many efforts by the 3-person team but does not satisfactorily explain the results of their efforts. There is a separate pdf containing many charts, graphs and other documentation which, we suspect, supports the efforts mentioned in the report. However, there is no language referencing a particular chart to a specific section of the report.

We believe there should be more in-depth details of their plans: how are they going to address the challenges they have brought up. The report needs a clear understanding between the data provided, how it supports the mission and objectives of the program, and how they will address some of the deficiencies in the demographic data.

Part I: Questions Related to Strategic Initiative: Increase Access

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

Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:

Providing data vs. analysis of the data are two different things. While the attachment lists SAOs and other relevant data, the analysis in the narrative is limited. Also, SBVC is an HSI (Hispanic Serving Institution) and there is no mention or plans to address the deficiency shown in the campus demographics (65.5%) versus the Student Life program (55.3%). There is no mention of plans to increase Hispanic student participation in Student Life Programs. Their services are skewed toward our younger populations. Where SL's own figures come from is not clear; they also do not discuss or break down where substantial disparities occur.

There is a good listing of the institutions they serve. However, under "Cyber Lounge", it would be helpful to the committee if acronyms like SARS were spelled out at least in the first usage. They say, "We encourage students to form and join clubs" without specifically explaining how they do this.

The hours of operation are listed and seem to be adequate. Anecdotally, it does appear that information booths are often left unattended frequently throughout the week. It is encouraging that SL is using ChapterSpot software, a roster management tool for its student leaders. Their being fully operational with Maxient is another plus. They note that Omnitrans data hasn't been collected: why?

Response:

Since the first efficacy report was turned in, the Office of Student Life (OSL) met as a team to discuss the feedback given. We reflected on the service our office gives in two areas: Hispanic students and non-traditional students, to address these deficiencies. OSL has been researching new engagement software that would be able to reach these targeted populations. Because of the new AB705 and Guided Pathways initiatives, OSL has also looked into incorporating contextualized learning as an opportunity to engage students. The Basic Skills committee approved funding for Presence, a cloud-based software company that will allow OSL to engage all students through contextualized learning. This student engagement software will give OSL the opportunity to partner with faculty to create curricula to target and engage Hispanic and non-traditional student populations through the use of online learning programs. Most importantly, OSL acknowledges that the data was not clear and that the disparities were difficult to understand. However, with our new Maxent software and with the addition of Presence to begin implementation in 2019, data will automatically be provided and will be both reliable and valid. Omnitrans data, bus data, is provided by the company but not at the detailed information we would like. Currently, data provided only indicates ridership and new users. OSL is attempting to get the user ID data to give to the Research Office to measure engagement and assess demographic information.

Students are encouraged to form new or join existing clubs on campus through a number of recruitment events. In order to increase participation, several events are held throughout the academic year. Events include, Clash of the Clubs, Battle of Brains, New Student Welcome Day, Senior Day, and Week of Welcome. Each of these events, highlight our current student organizations through various marketing techniques, including, posting fliers, Instagram and Facebook and students are invited to these events. At New Student Welcome Day in August 2018, 20 clubs were present and over 600 students attended and were given information about our student organizations.

We appreciate the anecdotal information regarding Information Booths not being utilized. OSL has made staffing the CyberLounge and the office a priority as it serves the majority of students. Because our budget does not allow for additional staffing, OSL has partnered with the First Year Experience (FYE) and Valley Bound to allow students to volunteer hours in the Information Booths that would also meet their volunteer hour requirements. A soft roll-out was completed in Spring of 2019' with

additional training to be given in fall 2019. The Information Booths will be staffed primarily by volunteers, thus allowing OSL to focus on the other areas deemed more critical.

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 report wisely points out that student violating conduct codes are generally disengaged with the college and community; this is a solid philosophy from which to operate. SAOs are continuously assessed and evaluated through multiple measures. Campus organizations haven't been consistent in updating rosters through ChapterSpot. So: what is SL doing to improve the level of participation?

Some good examples are given of ways OSL collaborates on student projects, e.g. shower access for the homeless, all-gender restrooms, food pantry. OSL sends out surveys to faculty advisors soliciting their feedback. They are "slowly" (?) developing metrics (community service hours, GPA, demographic data, etc.) that identify which clubs on campus are having a strong impact.

There seems to be more description than analysis. The pdf document has excellent data, graphics and charts; however, the reader cannot easily discern how each graph or chart is explaining which specific point being made. The analysis for each one graph/chart should easily support or defend the progress being made in SL, if they were next to each other with some instructive language.

Address what you are doing to improve level of participation.

Response:

In response to the above, the Office of Student Life (OSL) has been and is continuing to improve the level of participation. First, OSL has been working with the Associated Student Government to ensure students who participate in events sign in. Thus, we have been collecting information on the level of participation. Unfortunately, we cannot compare the data, but we can create a baseline to evaluate against. Additionally, we significantly increased voter engagement turnout from less than 0.5 percent to a remarkable 3 percent. Please note that 4 percent is the national average on college campuses according to peer institutions. The use of ChapterSpot has been challenging due to issues with uploading rosters; therefore, faculty advisors have been resistant to use the system and we realized that the system was not user friendly as initially believed. The initial purchase was supported by students in leadership positions, but the clubs have viewed the system as one more step to the already exhausting paperwork when submitting events. Upon this reflection, OSL has (as mentioned above) applied and received Basic Skills funding for Presence, a software company focused on engagement, to take the place of ChapterSpot and to add contextualized learning with Basic Skills initiatives. We believe this will more adequately increase engagement as the system also allows students to “swipe in” to events, and join clubs.

Moreover, as mentioned in the original report. The metrics created to showcase what our clubs are doing will be uploaded to the new engagement software, Presence, so we can track those of club members, but also service hours, attendance, for the entire student population.

We believe this information outlined above will increase participation on a scale that SBVC has not seen. Already, ASG, and the Arts Lectures & diversity committee, are on board and ready to use this software. More campus training will be given for other departments and divisions to use.

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

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

Does Not Meet **Meets** **Exceeds**

Efficacy Team Analysis and Feedback:

An impressive list of culture/climate examples are provided: Week of Welcome, Resource Fairs, Green Week, Wolverine Day, Student Appreciation Day, game tournaments, etc. What was the impact on these

events? How successful were they? Was there any feedback, identifying what went right and what improvements might be needed? How did these events help SL in accomplishing their operational goals?

Their partnership with Urbita Elementary is offered, but no details about what the partnership is about. Future plans include more faculty engagement with advisor roundtables, appreciation luncheons, newsletters, workshops. They cite limited resources as a hindrance to annual Title IX, student conduct, and BIT (Behavioral Intervention Team) training. What is the plan to succeed with limited funds?

Overall, they have begun to discuss plans regarding student conduct, but no action has been taken.

Response:

In response to the feedback, the Office of Student Life (OSL) agrees that we can do more to measure the outcomes of events. Although many of the events that the Associated Student Government (ASG) sponsors focus on engagement and building community, OSL is looking for way to better measure those outcomes through surveys. We worked throughout the fall semester to find a student engagement software platform to measure such outcomes. Fortunately, we will be implementing Presence in the fall of 2019. This software will measure all learning outcomes for every event by automatically sending out a brief survey to every student who “swipes in.” However, some anecdotal data has been given to us by attendees as stated below:

In Fall 2018, Inter Club Council (ICC) held an event titled, “Fall Fest”. ICC designed this event with Urbita Elementary School in mind. The event was designed to engage elementary aged children and included interactive games, refreshments, and a brief tour of campus. In addition, in December 2018, SBVC officially “adopted” Urbita Elementary School to strengthen our existing partnership.

Furthermore, MEChA, an on campus organization, hosts a “School Supplies” Drive. The supplies collected benefit the children of Urbita. MEChA also visits Urbita in the Fall semester and reads to the children. Club members read to approximately 30-40 students. Although, the number of students is small, the impact is not. This partnerships sparks the interest of higher education at a young age. Interacting with children at Urbita gives them an opportunity to connect with a local college.

With the creation of the Behavioral Intervention Team (BIT) just over a year ago, we have seen a large increase of students of concern. Our Maxient system has been collecting data and we recently presented this data to senior administrators in Student Services. They continue to understand the importance of both BIT and Title IX initiatives and are constantly taking the lead on supporting through professional development. Furthermore, both Crafton and SBVC have been working collaboratively on a new webpage focused on conduct, BIT, and Title IX . We have also worked with the District to provide online education on sexual misconduct to all students through an online program called, “Think About It.” This program is an interactive tool that addresses forms of sexual misconduct, bystander behaviors, healthy relationships, and resources to use.

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 three-person team has strong credentials/degrees, some of which have been earned while serving here on the campus. There is an impressive list of workshops and conferences. They keep updated through journals and the study of legislative updates. An east coast student government trip is planned. Title IX reporting processes have been streamlined. The Maxient software system got fully operational by Fall 2017.

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

	Does Not Meet	Meets	Exceeds
Mission/ Statement of Purpose	The program <u>does not have</u> a mission/ statement of purpose, or it <u>does not clearly link</u> with the institutional mission.	The program <u>has</u> a mission/statement of purpose, and it <u>links</u> clearly with the institutional mission.	
Productivity	The data <u>does not show</u> an acceptable level of productivity for the program, or the issue of productivity is not adequately addressed.	The data <u>shows</u> 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 <u>does not provide</u> 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 <u>provides</u> evidence that the curriculum review process is up to date. Courses are relevant and current to the mission of the program. Appropriate courses <u>have been articulated</u> or transfer with UC/CSU, or <u>plans are in place</u> to articulate appropriate courses.	In addition to the meets criteria, the program <u>discusses plans</u> to enhance current offerings that link to student/community needs and positions the program for growth.
Challenges	The program <u>does not incorporate</u> weaknesses and challenges into planning.	The program <u>incorporates</u> weaknesses and	The program <u>incorporates</u> weaknesses and challenges into planning that demonstrate the need for expansion.

		challenges into planning.	
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Does Not Meet Meets Exceeds

Efficacy Team Analysis and Feedback:

OSL concedes that productivity is their challenge. Staffing is sufficient for student life concerns but not for all the extras that land on the office. Student conduct, Title IX, and a former spending pattern procedure have all been updated through professional development activities. Unfortunately, current data gleaned through Maxient isn't valid. They are aiming for an annual report to stakeholders.

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:

SL complains about the reality that many faculty club advisors are “on paper only.” However, they do not outline any steps being planned to remedy this.

Response:

At the beginning of Fall 2019, the Office of Student Life, will roll out an advisor handbook. This document will include information regarding budgeting, event planning, developing successful leaders, and the responsibilities of a club advisor. We are confident this handbook will address frequently asked questions and additional concerns for new and returning officers. A draft has already been created and will be given to current faculty advisors for feedback. We will also be facilitating meetings every semester with club advisors—we encourage advisor participation and believe that creating this opportunity is the first step to collaborate participation.

VII: Previous Does Not Meets Categories

Does Not Meet **Meets** **Exceeds**

Efficacy Team Analysis and Feedback: