

BUDGET NEEDS ASSESSMENT APPLICATION
Fall 2019

Name of Person Submitting Request:	Kathy Kafela
Program or Service Area:	Transfer and Career Center
Division:	Student Services
Date of Last Program Efficacy:	March 15, 2019
What rating was given?	Continued
Amount Requested:	\$5,000
Object Code:	5815
State specifically how this budget will be used:	Promos & Giveaways
Strategic Initiatives Addressed:	Promote Student Success
Needs Assessment Resources (includes Object Codes & Strategic Initiatives):	https://www.valleycollege.edu/about-sbvc/campus-committees/academic-senate/program-review/needs-assessment.php

Note: To facilitate ranking by the committee, please submit separate requests for each general area of budget augmentation needed. Do not request a lump sum to encompass many different areas.

One-Time ☐ Ongoing ☒

Does program or service area have an existing budget? Yes ☒ No ☐

Are there alternative funding sources? (for example, Department, Budget, Perkins, Grants, etc.)

Yes ☒ No ☐

If yes, what are they: There are funds currently available in the Transfer/Career Center budget for promos and giveaways.

1. Provide a rationale for your request (Give a detailed explanation of why this budget increase is needed.)

This budget increase is needed so that the Transfer and Career Center can purchase more medals and frames for transferring students at the Transfer Ceremony, purchase t-shirts for SBVC "Transfer Advocates", and provide giveaways at New Student Welcome Day, Senior Day, and the Black Excellence Educational Summit; all of which promote a transfer culture.

Providing giveaways such as t-shirts that encourage students to transfer help promote a transfer culture on campus. It sends the message that as an institution we value academics and transfer. Further, it reminds students that we offer Transfer and Career services on campus. They are also helpful recruitment tools at events such as Senior Day and the Black Excellence Educational Summit, where students are still deciding where they will go to college. Seeing that we promote transfer and offer transfer services, helps high school seniors decide to come to Valley and be secure in knowing that we will help them transfer out and help them reach their end goal. Additionally, it helps high school counselors be confident that their students will receive the services they need at Valley. This also helps us break the stigma and stereotypes around community colleges.

2. Indicate how the content of the department/program's latest Efficacy Report and/or current EMP supports this request and how the request is tied to program planning. (Directly reference the relevant information from your latest Efficacy Report and/or current EMP in your discussion.)

Our latest Efficacy Report lists an Action Plan (p.4), as "continually work with faculty and other student services to identify potential transfer students through various outreach strategies and databases to promote transfer reading and culture." The ability to recognize Transfer Advocates with a t-shirt, and provide promotional items helps us address

this action plan. Not only do promos and giveaways incentivize events, and promote transfer culture, but they are also a recruitment tool for incoming students.

3. Indicate any additional information you want the committee to consider (*for example, regulatory information, compliance, updated efficiency, student success data, or planning, etc.*).

The new Student Centered Funding Formula focuses on how well students are achieving their stated goals. There are 3 calculations in the new formula, one of which is the student success allocation that includes the number of students transferring to four-year colleges and universities. Future state funds are tied to the transfer success of our students. In order for the Transfer Center to achieve its goals of creating a transfer culture and cultivating transfer awareness, it is necessary to be an adequately funded department.

4. Indicate any related costs (including any ongoing maintenance or updates) and department/program plans to support those costs.

NA

5. What are the consequences of not funding this budget request?

If this request is not funded we will be unable to fully participate in events such as New Student Welcome Day, Senior Day, and Black Excellence Educational Summit---where students are drawn to tables that have giveaways and promotional items. We will also be unable to incentivize our Transfer Celebration and Ceremony.