

CAN Program Review (Student Services) - International Students (Even Year)

Annual Updates

2019-2020

1. Changes & Updates: Since the last program review cycle in Fall 2018, the Cañada College international program has not changed significantly. However, we are very happy to see a +16% increase of international students in Fall 2019 vs. Fall 2018. As a comparison, SMCCD as a whole has seen a -16% decrease in the international student population during the same period, with the other two colleges at -6% and -24%.

Two significant challenges of the 2018-2019 academic year have been managing personnel changes and managing in a cramped and loud office space. The International Program Services Coordinator (PSC) position was vacant from October 2018-January 2019, and held by an interim position from February 2019-June 2019. A new permanent PSC started July 1, 2019. The office space remains cramped, however access to a storage closet in Summer 2019 has resulted in a more comfortable space with less furniture and files.

2. Progress Reports: Objective A – Increase and expand social media presence (\$3,745 budget requested for student assistants; not received)

We did not receive funding to hire additional student assistants to help with our social media presence. However, we have used some existing student assistant hours towards social media upkeep, and seen a moderate increase in Facebook activity. We have not been able to complete larger, longer projects such as making high interest videos and redesigning our home page and website.

This remains a critical objective in 2019-2020.

Objective B – Expand transfer recruitment activities, including alumni activities (\$2,000 budget requested; not received)

We did not receive the requested funding for this objective, but we have continued our strategy of extremely flexible and efficient last minute admissions and have seen an increase in the number of transfers from SVIEP, Language School Partners and other colleges and universities. A full 40% of our incoming Fall 2019 students came from these channels, and half of the accepted Fall 2019 students applied after our district admissions deadline of July 1st. It is important to note that the reason why we are able to accept last minute transfer students is because of our International Academic Counselor. This position is extremely critical in making sure that the last minute international students we accept can get the classes and services they need to adjust quickly and catch up.

This remains an objective for 2019-2020.

Objective C – Create a larger and more organized office space

In progress. There has been no change to our office location in 2018-2019, however access to a storage closet in the building has allowed us to clean out a number of files and supplies and move two large filing cabinets out, resulting in more space to move around.

This remains a critical objective in 2019-2020.

Objective E – Design and distribute international student marketing collateral (\$2,000 budget requested)

The \$2,000 funding request for this objective was approved for use from June 1-June 30, 2019, but the projects could not be completed during this period due to international recruitment travel and PSC and student assistant vacancies.

This remains a critical objective for 2019-2020.

3. Rationale for New Objectives: Objective D (new) – Establish the temporary International Counselor position as a permanent, tenure-track position. Please see attached Personnel Resource Request Worksheet and notes below.

Increasing the international student population year over year is an SMCCCD and Cañada College strategic initiative. International students support specific college strategic initiatives such as increasing transfer success and graduation rates and cultivating diversity on campus. Currently, the success rate of international students at Cañada is +10% higher than domestic, and the average GPA is +9% higher.

Cañada College has the smallest international student population of the three colleges, but with potential and capacity to increase. In doing so, it is critical to provide dedicated and specialized academic counseling services to these students. One of the most important reasons that international students choose our college is for the transfer opportunities to 4 year universities, particularly to top-ranked UCs. The international counselor position is vital in providing specialized, technical, consistent, and culturally sensitive academic counseling to international students and conducting specific and ongoing outreach in order to ensure that international students' academic and transfer success remains strong.

Establishing a full-time international counselor was a primary goal of the program review cycle in February 2017. For the academic year 2018/19, we successfully hired a full-time temporary international counselor. To date, this counselor has received outstanding reviews from international students and has been able to conduct specific outreach to assist with UC and other transfer applications, in addition to general international counseling. As a result, for Fall 2019, Cañada College ranked #3 of all California Community Colleges for the % of international transfer students accepted to UC Berkeley.

The annual headcount of international students at Canada has ranged between 135-155 for the past 4 academic years. We have seen an increase of +16% Fall 2019 vs. Fall 2018. Longer term growth projections include 200+ annual headcount.

The next step in 2019-2020 is to ensure the permanency of this position and enable the international program to grow, while continuing its students' success.

Annual Update Status: Complete

Related Documents & Links:

[ISC Resource Requests for Program Review October 2019.xlsx](#)

[New Faculty Position Proposal INTL COUNSELOR 10_18_19.docx](#)

[Annual Update Fall 2019 ISC.docx](#)

Objective: A. Increase and expand social media presence.

Increasing the international student population is an SMCCCD and Cañada College strategic initiative. Social media is a critical channel for international recruitment. Furthermore, social media platforms help communication with current students, friends, family, and the community. Finally, social media also represents the best way of keeping in touch with alumni.

Currently, we have a Facebook page and Instagram account for the International Student Center. We post pictures and information a few times per week. We have not had resources to expand to other key platforms, such as those popular in other countries. Nor have we had resources to create and post many videos.

Additional Student Ambassador hours are crucial for supporting this objective. Student Ambassadors help with posting on social media platforms, identifying which platforms to use, designing materials, and producing short, attractive videos highlighting the international student experience.

Objective Status: 1 - New (PR)

Objective Year: 2019-2020

Estimated Start Date: 07/01/2019

Estimated Completion Date: 06/30/2020

Please select the college goals with which this objective aligns.: Student Completion/Success - Provide educational and student services programs that highlight inclusivity, diversity, and equity in their mission to help students meet their unique educational goals and minimize logistical and financial barriers to success.

Please select the district goals with which this objective aligns.: District Goal #1 - Develop and Strengthen Educational Offerings, Interventions, and Support Programs that Increase Student Access & Success

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Action Plans

2019-2020 - 1. Identify key social media platforms we are not currently using, by surveying our international student population (e.g. popular platforms in other countries). 2. Identify and hire international Student Ambassador(s) with social media experience to develop these new platforms as well as our existing ones. 3. Post regularly and strategically to connect with current students, attract prospective students, and keep in touch with alumni. (Active)

Estimated Completion Date: Ongoing from 2019

Related Documents & Links:

[ISC Resource Requests for Program Review October 2018.xlsx](#)

2019-2020 - 1. Identify key social media platforms we are not currently using, by surveying our international student population (e.g. popular platforms in other countries). 2. Identify and hire international Student Ambassador(s) with social media experience to develop these new platforms as well as our existing ones. 3. Post regularly and strategically to connect with current students, attract prospective students, and keep in touch with alumni. (Active)
(Active)

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[Annual Update Fall 2019 ISC.docx](#)

Resource Requests

Additional 8 hours/week total, shared by 1-2 new Student Ambassadors (Student Assistants).

Status: Continued Request - Active

Type of Resource: Non-Instructional Personnel

Cost: 3745

One-Time or Recurring Cost?: One-Time Cost

Division/Department Priority: High Priority

Objective: B. Expand transfer recruitment activities, including alumni outreach.

In addition to direct recruitment overseas, there are opportunities for recruitment of transfer students into the International Program. For example, since Fall 2017, ISC has enrolled more than 20 former SVIEP students, or about 15-20% of our new international student intake each semester.

In AY 2017/18, we tried a “Cañada Day” event for SVIEP and other intensive English partners. We offered this half-day event at the end of each 8-week SVIEP session and incorporated presentations by ISC staff about general college information and the application process; special guests including Transfer Center, International Counselor, and STEM Center; and a lunch panel with current international student volunteers. We’ve held this event 5 times since Fall 2017 and seen great success. However, we need to incorporate it into our office budget.

Other transfer recruitment opportunities include: change of status J-1 Au Pair and community outreach.

Objective Status: 1 - New (PR)

Objective Year: 2019-2020

Estimated Start Date: 07/01/2019

Estimated Completion Date: 06/30/2020

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Please select the college goals with which this objective aligns.: Student Completion/Success - Provide educational and student services programs that highlight inclusivity, diversity, and equity in their mission to help students meet their unique educational goals and minimize logistical and financial barriers to success.

Please select the district goals with which this objective aligns.: District Goal #1 - Develop and Strengthen Educational Offerings, Interventions, and Support Programs that Increase Student Access & Success

Action Plans

2019-2020 - 1. Formally establish the "Cañada Day" event (5x per year) for SVIEP and other intensive English partners into our budget. 2. Reach out to the J-1 AuPair community to discuss opportunities for continued study at Cañada College as an F-1 student. 3. Organize specific outreach efforts to alumni, so that they can keep in touch and make it easy to refer friends and family. (Active)

Related Documents & Links:

[ISC Resource Requests for Program Review October 2018.xlsx](#)

2019-2020 - 1. Formally establish the "Cañada Day" event (5x per year) for SVIEP and other intensive English partners into our budget. 2. Reach out to the J-1 AuPair community to discuss opportunities for continued study at Cañada College as an F-1 student. 3. Organize specific outreach efforts to alumni, so that they can keep in touch and make it easy to refer friends and family. (Active) (Active)

Related Documents & Links:

[ISC Resource Requests for Program Review October 2019.xlsx](#)
[Annual Update Fall 2019 ISC.docx](#)

Resource Requests

Increase "Misc Supplies" budget to purchase food and supplies for intl student activities and recruitment activities.

- International student population has increased +16% Fall 2019 vs. Fall 2018, with no additional program funds available.

Status: Continued Request - Active

Type of Resource: Supplies (Items less than \$5000)

Cost: 2000

One-Time or Recurring Cost?: Recurring Cost

Division/Department Priority: High Priority

Objective: C. Create a larger and more organized office space.

Create an office space that is well-organized, professional looking, and welcoming with ample room to move around, and areas for private meetings

Objective Status: 1 - New (PR)

Objective Year: 2019-2020

Estimated Start Date: 11/01/2018

Please select the college goals with which this objective aligns.: Student Completion/Success - Provide educational and student services programs that highlight inclusivity diversity and equity in their mission to help students meet their unique educational goals and minimize logistical and financial barriers to success.

Please select the district goals with which this objective aligns.: District Goal #1 - Develop and Strengthen Educational Offerings Interventions and Support Programs that Increase Student Access & Success

Action Plans

2019-2020 - Action Plan: 1. Identify areas on campus that may be appropriate. 2. Evaluate potential areas based on most critical

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needs. 3. Continue existing plans to move International Student Center and SVIEP to space in Building 9 as it becomes available. (Active)

Objective: E. Design and distribute international student marketing collateral.

Current Cañada -specific international recruitment materials have not been updated since 2016. We need to develop attractive and well-branded materials to distribute internationally and locally. Also, we need to develop a series of short, attractive videos highlighting the international student experience at Cañada College and post on social media and our website.

Specific, branded materials are critically important for Cañada College, considering the confusion created by the college name overseas.

Objective Status: 2 - Continuing (PR)

Objective Year: 2019-2020

Estimated Start Date: 11/01/2019

Please select the college goals with which this objective aligns.: Student Completion/Success - Provide educational and student services programs that highlight inclusivity, diversity, and equity in their mission to help students meet their unique educational goals and minimize logistical and financial barriers to success.

Please select the district goals with which this objective aligns.: District Goal #1 - Develop and Strengthen Educational Offerings, Interventions, and Support Programs that Increase Student Access & Success

Action Plans

2019-2020 - 1.Create inventory of the existing materials we have on hand; identify strengths and weaknesses in those materials. 2. Design new versions for the top items. 3. Identify parameters for short videos discussing the international student experience; produce and distribute on social media. (Active)

Related Documents & Links:

[ISC Resource Requests for Program Review October 2018.xlsx](#)

2019-2020 - - 1.Create inventory of the existing materials we have on hand; identify strengths and weaknesses in those materials. 2. Design new versions for the top items. 3. Identify parameters for short videos discussing the international student experience; produce and distribute on social media. (Active)

Related Documents & Links:

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[Annual Update Fall 2019 ISC.docx](#)

Resource Requests

Additional funds to design, print and distribute international recruitment materials; including short videos describing the international student experience.

Status: Continued Request - Active

Type of Resource: Printing

Cost: 2000

One-Time or Recurring Cost?: One-Time Cost

Division/Department Priority: High Priority

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Objective: Objective D (new) – Establish the temporary International Counselor as a permanent, tenure-track position.

Establish the temporary International Counselor as a permanent, tenure-track position. Please see attached New Faculty Position Proposal.

Objective Status: 1 - New (PR)

Objective Year: 2019-2020

Estimated Start Date: 11/01/2019

Please select the college goals with which this objective aligns.: Student Completion/Success - Provide educational and student services programs that highlight inclusivity, diversity, and equity in their mission to help students meet their unique educational goals and minimize logistical and financial barriers to success.

Please select the district goals with which this objective aligns.: District Goal #1 - Develop and Strengthen Educational Offerings, Interventions, and Support Programs that Increase Student Access & Success

Action Plans

2019-2020 - Submit the New Faculty Position Proposal as part of the 2019-2020 resource request process. (Active)

Related Documents & Links:

[New Faculty Position Proposal INTL COUNSELOR 10_18_19.docx](#)

[Annual Update Fall 2019 ISC.docx](#)

[Intl_Student_Dashboard_2019-10-14-09-15-48.pdf](#)

Resource Requests

Establish the temporary International Counselor as a permanent, tenure-track position. - The International Counselor position has been temporary for the past two academic years, and filled by several adjunct faculty. Two of these faculty have left for permanent positions in the same field. Permanency of this position is vital to the technical, specialized demands of the international student population and to the growth of the international program. The temporary international counselor has been funded from the International program budget. No additional funding is requested.

Status: New Request - Active

Type of Resource: Instructional Personnel

Cost: 114865

One-Time or Recurring Cost?: Recurring Cost

Division/Department Priority: High Priority