

2020 Student Services Program Reviews



CAN Program Review (Student Services) - International Students (Fall 2021)

STEP 1: Annual Updates

2020-2021

1. Major Accomplishments & Challenges (500 Word Limit): In Fall 2019 the International Student Program started out strong, with a +17% increase in Fall 2020 enrollment over Fall 2019. We welcomed a record 52 new students – the largest Fall intake since 2016. This was a result of frequent overseas recruitment trips (5 trips by Cañada staff in the previous 1.5 years), retention of an experienced, and well-liked International Student Counselor, ongoing local recruitment outreach, strong partnership with SVIEP, and a culture of flexibility, enthusiasm and dedication to international students.

At the start of Spring 2020, we maintained strong enrollment. However, COVID-19 has since posed significant and unprecedented challenges to international students studying in the USA. Challenges include regulatory, financial, housing, anti-immigrant sentiment, and many more. The situation for international students became complex while trying to work around SEVP emergency regulations, financial turmoil, and worldwide travel restrictions. Students were faced with the decision to return to their home countries (with constantly changing travel and quarantine restrictions) or to stay in the USA with varied housing and financial situations. About 25% of our international students returned to their home countries; the majority of them continued their online courses remotely. But this brought new challenges such as managing around time zones, and having to wake up in the middle of the night to complete classes.

Despite the challenges, we have seen only a moderate decrease to our Cañada College F-1 international student population from Fall 2019 to Fall 2020 (-16%) – less than our sister colleges have seen. At the same time, we launched a pilot distant learning program (GOL) for International Students who are overseas. When these students are included, we have seen only a slight decrease (-6%) in the total international population we manage.

The outlook for Spring 2021 is highly questionable. SEVP regulations prevent us from issuing I-20's for new students coming from outside the USA as long as our classes remain online. International students for the most part have remained motivated and dedicated to their educational goals, but as the situation continues we anticipate more students dropping or requesting a break until we return to campus.

Our focus in Spring 2021 will be on a strong recruitment push for Fall 2021, assuming we will return to campus then. In the meantime, we will continue our recruitment efforts of GOL students, together with the District International Team.

2. Proposed Changes: The onset of the COVID-19 pandemic and shift to a virtual environment has already brought significant changes to our program. Among many things, we've had to adapt F-1 visa advising as SEVP continues to publish COVID-19 guidelines and policies for schools and students. A few changes we've implemented include frequent team meetings via Zoom, online "live" drop-in advising hours, webinars, and student outreach using a team approach. For example, if we identify a student who seems to be particularly struggling with the situation we will reach out in numerous ways (e.g. email, phone call, Skype, WeChat, etc.) – and from numerous staff members.

We have also launched a brand new option for students outside the USA, in the Global Online Learning program, or GOL. This is a district-wide initiative that provides flexibility to international students, especially current students who wanted to return to their home country and new students who were prevented from coming to the US. For this program, we've created new orientation materials, assessment and registration procedures, and counseling guidelines. We will continue to review and refine how we manage and advise these students.

3. Impact of Resource Allocations Process: Our most critical request from AY 2019-20 was the personnel request for the International Student Counselor (Permanent) position. This position was moved forward in December 2019 as one of the

approved positions, pending budgetary approval. Shortly after that, COVID-19 began and new positions were on hold. Moving into AY 2020-21 the International Counselor position is in our budget again as a temporary position. We are very fortunate to continue with the same faculty member in this position.

Our second most critical resource request from 2019-20 was for funds to produce marketing collateral for recruitment purposes. These was not approved, however COVID-19 altered our priorities for Spring 2020 and halted recruitment travel, so we did not critically need the marketing collateral at that time.

This resource remains a critical request in 2020-21, since COVID-19 has had significant impact on international student enrollment and mobility, with continued declines projected through Spring 2021. Assuming we will return to campus in Fall 2021, we will critically need marketing collateral to use as part of our recruitment efforts.

4. SAOs and SLOs: SAO #1: The International Student Center will provide individualized services to international students, so that they can achieve their personal, educational, and professional goals.

SAO #2: ISC promotes understanding and respect for diverse perspectives by providing college-wide opportunities for community engagement, cultural exchange, and study abroad.

SAO #3: Increase international student enrollment as well as participation in study abroad programs.

We assess these areas using key data such as: the total international student enrollment each semester; number of incoming new students; number of students transferring to 4 year universities (and where); number of students serving in student leadership positions; number of workshops/webinars offered; and number of advising appointments completed.

5. SAO/SLO Assessment Results and Impact: As described above, the International Student Program started out strong in AY 2019-20, with a +17% increase in Fall 2020 enrollment over Fall 2019. We welcomed a record 52 new students – the largest Fall intake since 2016. This was a result of frequent overseas recruitment trips (5 trips by Cañada staff in the previous 1.5 years), retention of an experienced, and well-liked International Student Counselor, ongoing local recruitment outreach, strong partnership with SVIEP, and a culture of flexibility, enthusiasm and dedication to international students.

At the start of Spring 2020, we maintained strong enrollment. However, COVID-19 has since posed significant and unprecedented challenges to international students studying in the USA. Challenges include regulatory, financial, housing, anti-immigrant sentiment, and many more. The situation for international students became complex while trying to work around SEVP emergency regulations, financial turmoil, and worldwide travel restrictions. As such, our student

Despite the challenges of shelter-in-place and online learning in Spring 2020, we saw a very strong transfer acceptance rate for our graduating students. For example, we saw an 85% acceptance rate of our transferring international students to UC Berkeley. This is significantly above the average international UCB transfer rate of 25%. This is attributed to the constant efforts of the International Student Counselor in providing support to our international population.

Annual Update Status: Complete

Related Documents & Links:

[New Faculty Position Proposal INTL COUNSELOR 10_20_2020.docx](#)

[ISC Resource Requests for Program Review October 2020.xlsx](#)

[Intl_Student_Dashboard_2020-10-19 CANADA.pdf](#)

Goal Description: 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, or to create videos.

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.

Continued Objective, 2019-2020, 2020-2021

We did not receive funding in 2019-2020 to hire additional student assistants to help with social media presence. However, we used

CAN Program Review (Student Services) - International Students (Fall 2021)

some existing student assistant hours towards social media upkeep, and saw 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 homepage and website.

This remains a critical objective in 2020-2021. Existing Student Ambassador budget will be utilized since we will not need to use student hours for walk-in, daily advising.

Goal Status: 2 - Continuing (PR)

Relevant Program Review Cycle: 2019-2020, 2020-2021

Estimated Start Date: 07/01/2019

Who's Responsible for this Goal?: International Program Manager

Please select the college goals with which your program goal aligns.: Organizational Development - Focus institutional resources on the structures, processes, and practices that invest in a diverse student population and prioritize and promote equitable, inclusive, and transformative learning.

Please select the college strategic initiatives with which your program goal aligns.: Create an Alumni Network, Enhance Marketing, Promote a Climate of Inclusivity

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)

Related Documents & Links:

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

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

Resource Requests

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

Status: Not Funded - Inactive

Type of Resource: Non-Instructional Personnel

Cost: 3745

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

Critical Question: How does this resource request support closing the equity gap?: N/A, inactive

Critical Question: How does this resource request support Latinx and AANAPISI students?: N/A, inactive

Goal Description: B. Expand transfer recruitment activities, including alumni outreach.

\$2,000 additional resources requested but not received in 2019-2020. Not requested in 2020-2021; online events will not require

CAN Program Review (Student Services) - International Students (Fall 2021)

this resource.

In addition to direct recruitment overseas, there are opportunities for recruitment of local transfer students into the International Program. For example, about 50% of our typical incoming F-1 students come from F-1 transfers, SVIEP matriculated students, and J-1 au pairs in the area.

Recruitment opportunities include: outreach to J-1 Au Pair organizations, events for SVEIP students, transfer student outreach in the Bay Area and beyond, and other community outreach.

We did not receive the requested funding for this objective in 2019-2020, but have continued our strategy of 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 2020-2021, however online efforts and events will not require this resource.

Goal Status: 2 - Continuing (PR)

Relevant Program Review Cycle: 2019-2020, 2021-2022

Estimated Start Date: 07/01/2019

Who's Responsible for this Goal?: International Program Manager

Please select the college goals with which your program goal 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 college strategic initiatives with which your program goal aligns.: Promote a Climate of Inclusivity

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 international student activities and recruitment activities.

Status: Not Funded - Inactive

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

Cost: 2000

One-Time or Recurring Cost?: Recurring Cost

CAN Program Review (Student Services) - International Students (Fall 2021)

Critical Question: How does this resource request support closing the equity gap?: N/A - Inactive

Critical Question: How does this resource request support Latinx and AANAPISI students?: N/A - Inactive

Goal Description: 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 . .

In progress.

Expanded space remains a critical priority to the success of our program in 2020-2021 and beyond. – This will be even more important the post COVID-19 environment of ongoing social distancing. We will not be able to practice social distancing among staff and students in our current space as it is.

This remains a critical objective in 2020-2021.

Goal Status: 2 - Continuing (PR)

Relevant Program Review Cycle: 2019-2020, 2020-2021

Estimated Start Date: 11/01/2018

Who's Responsible for this Goal?: International Student Center and VPI

Please select the college goals with which your program goal aligns.: Organizational Development - Focus institutional resources on the structures, processes, and practices that invest in a diverse student population and prioritize and promote equitable, inclusive, and transformative learning.

Please select the college strategic initiatives with which your program goal aligns.: Update Facilities Master Plan

Action Plans

2019-2020 - Action Plan: 1. Identify areas on campus that may be appropriate. 2. Evaluate potential areas based on most critical needs. 3. Continue existing plans to move International Student Center and SVIEP to space in Building 9 as it becomes available. (Active)

Goal Description: E. Design and distribute international student marketing collateral.

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

Specific, branded materials are of critically importance for Cañada College, due the widespread confusion with the country of Canada.

Continued Objective, 2019-2020, 2020-2021

This remains a highly critical objective for 2020-2021. COVID-19 has posed significant challenges to international students studying in the USA. Challenges include regulatory, financial, housing, anti-immigrant sentiment, and many more. Moreover, SEVP regulations prevent us from issuing I-20's for new students coming from outside the USA as long as classes remain online. We have seen a moderate decrease to our Cañada College F-1 international student population from Fall 2019 to Fall 2020 (-16%), but anticipate further declines in Spring 2021. A significant recruitment effort for Fall 2021 will be required and we will need to have marketing materials ready.

Goal Status: 2 - Continuing (PR)

Relevant Program Review Cycle: 2019-2020, 2021-2022

Estimated Start Date: 11/01/2019

Estimated Completion Date: 07/31/2021

Who's Responsible for this Goal?: International Program Manager

CAN Program Review (Student Services) - International Students (Fall 2021)

Please select the college goals with which your program goal 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 college strategic initiatives with which your program goal aligns.: Create an Alumni Network, Enhance Marketing

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:

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

[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. - This remains a highly critical, urgent objective for 2020-2021. COVID-19 has posed significant challenges to international students studying in the USA. . SEVP regulations prevent us from issuing I-20's for new students coming from outside the USA as long as classes remain online. We have seen a moderate decrease to our Cañada College F-1 international student population from Fall 2019 to Fall 2020 (-16%), but anticipate further declines in Spring 2021 since we will be online. A significant recruitment effort for Fall 2021 will be required and we will need to have marketing materials ready.

Status: Continued Request - Active

Type of Resource: Printing

Cost: 2000

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

Critical Question: How does this resource request support closing the equity gap?: International students are non-resident, non-immigrant F-1 students who are somewhat outside of what is considered the equity gap in US public higher education. International students at Cañada College typically come from a wide variety of socioeconomic backgrounds, racial backgrounds, religious backgrounds and academic levels. While there are unique challenges international students face, many of them face the same challenges that local residents face such as racial discrimination, religious persecution, and economic disadvantages.

This resource request will create marketing materials which promote Cañada College as an equitable, anti-racist destination with numerous support services welcoming students from all backgrounds.

Critical Question: How does this resource request support Latinx and AANAPISI students?: Typically 80% or more of the international student population at Cañada College come from LatinX Countries or countries in Asia. This resource request directly supports the continued recruitment and enrollment of students representing these countries.

Goal Description: D. 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.

CAN Program Review (Student Services) - International Students (Fall 2021)

Increasing the international student population year over year is an SMCCCD and Cañada College strategic initiative. International students support specific college strategic objectives such as improving student completion and promoting an environment of inclusivity (Annual Plan, 2020-21) Currently, the success rate of international students at Cañada is +17% higher than domestic, and the average GPA is +25% higher (Spring 2020).

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 Student Counselor position is vital in providing full-time, 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.

Due to the continued efforts of the International Student Counselor in AY 2019-20, we saw an 85% acceptance rate of our transferring international students to UC Berkeley. This is significantly above the average international UCB transfer rate of 25%. This is attributed to the constant efforts of the International Student Counselor in providing support to our international population.

Additional Rationale:

The International Student Counselor position has been temporary for the past three academic years, and filled by several adjunct faculty. Two of these faculty left for permanent positions as Counselors. 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 is funded from the International program budget. No additional funding is requested.

Goal Status: 2 - Continuing (PR)

Relevant Program Review Cycle: 2019-2020, 2020-2021

Estimated Start Date: 11/01/2019

Who's Responsible for this Goal?: International Program Manager with support from Dean of Counseling

Please select the college goals with which your program goal 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 college strategic initiatives with which your program goal aligns.: Improve Student Completion, Promote a Climate of Inclusivity

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 left for permanent positions as Counselors. 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 is funded from the International program categorical budget. No additional funding is requested.

Status: Continued Request - Active

Type of Resource: Instructional Personnel

Cost: 114865

One-Time or Recurring Cost?: Recurring Cost