Cañada College

STUDENT SERVICES PLANNING COUNCIL
MEETING MINUTES

Wednesday, March 9, 2016
2:00pm to 4:00pm
Building 9 – Room 154

Members Present: Trish Guevarra, Gloria Darafshi, Kim Lopez (Co-chair), Misha Maggie, Rosalina Mira, Margie Carrington, Max Hartman, Lizette Bricker, Bob Haick, Supinda Sirihekaphong, Melissa Alforja, Jeanne Stalker, Sarah Aranyakul, Nicholas Jerrard, Debbie Joy, Maggie Lozano

Members Absent: Sunny Choi, Ruth Miller (Co-chair), Soraya Sohrabi, Diva Ward, Khoa Nguyen, Carlos Luna, Chialin Hsieh, Adolfo Leiva

Guests: Jennifer Hughes

1. **Approval of Minutes – February 10, 2016**
   Minutes approved by Trish and seconded by Supinda, all approved.
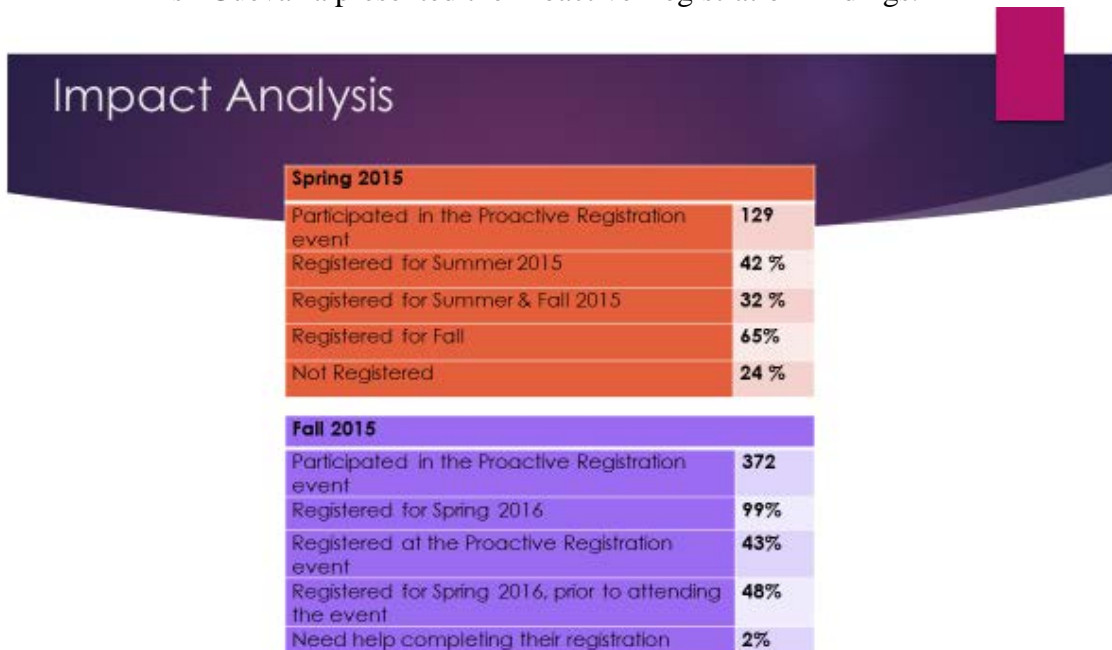
2. **Business**

   I. **Career Services Program Review Q&A**
      See attached Program Review Feedback Reflection for the recommendations and commendations for Career Services.
      Next SSPC meeting; Transfer Center, A2B and University Center

   II. **Proactive Registration**
      Trish Guevarra presented the Proactive Registration findings.

Impact Analysis

Spring 2015	
Participated in the Proactive Registration event	129
Registered for Summer 2015	42 %
Registered for Summer & Fall 2015	32 %
Registered for Fall	65%
Not Registered	24 %

Fall 2015	
Participated in the Proactive Registration event	372
Registered for Spring 2016	99%
Registered at the Proactive Registration event	43%
Registered for Spring 2016, prior to attending the event	48%
Need help completing their registration	2%

Impact

- Academic
  - Increased registration for Math Jam and Word Jam to strengthen their re-entry
  - Doubled the number of course offerings such as Math190 courses
- Campus Support
  - Increased collaboration between departments, staff, student workers, and faculty
  - Night students need more support
- Registration
  - Implemented additional reminders to students about registration dates
- Retention
  - Created a Proactive Retention Team consisting of retention specialists, counselors, and program services coordinators to triage the issues students face prior to registration
  - Possible automatic emails to students if they drop a Math or English course

I. **Update of SPOL for Off Year Programs**

Doug Hirzel opened SPOL for current year program reviews only.
Off years will continue to keep program review data in TracDat
It was decided that Student Services will continue to work on SLO data annually.

II. **Committee Representation Needed**
   a. **Facilities Work Group**
   b. **Instructional Planning Council**

Max Hartman has volunteered to sit on both committees; the Facilities Work group and the Instructional Planning Council

3. **Other**
   - Bob Haick still needs volunteers to help with the Internship Fair
   - ASCC meetings are now on Thursdays at 3:30 in 9-154

4. **Adjournment**

Upcoming Meetings
August 26
September 9 & 23
October 14 & 28
November 11
December 9

January 27
February 10 & 24
March 9 & 23
April 13 & 27
May 11 & 25

Program Review Feedback Reflection - Career Services

2016

Supinda:

Executive Summary

- Please include summary of impact of additional services provided, such as attendance of workshops and fairs in the Executive Summary.
    - ***Will add to EX Summary***

Looking Back #4

- Great data, perhaps more information on impact on students, I know it's hard to track but successful employment or coop ed registration.
    - ***I have made a survey for both the internship fair and job fair that will be emailed to employers after each event that will tell me who they have hired, or brought on as an intern. I can cross reference with Anne to see who also signed up for coop.***

Current State Program 6A

- Excellent, great job at tracking service usage, will need to explore ways to capture data on impact on students (perhaps survey of employers, how many students hired).
    - ***See above***

SAO Assessment Results and Impact 7C

- Congratulations, what an increase! Is there a way to survey students after each visit about the services they received?
    - ***We will look into how best to do this, we used to survey students with paper after a visit, but I think we can use the daily SARS information to email a survey to them. Too bad we can't get SARS to email a link to the form when the student logs in.***

SLO Assessment Plan 7D

- Tell us why these SLO's are important
    - ***They are important because they allow me to see where possible gaps in my teaching/materials exist and to correct them.***

Soraya:

- Include your challenges and the changes you would like to make for the Career Center.
    - ***Will Add***
- How can you find if students get a job after using Career Center website?

- o ***Since we have over 300 active job openings at any given time on the job board I think that sending the Employer Hire Form out to these employers once a semester will suffice.***

Misha:

Current State Program 6A

- A lot of great data as far as student appointments, workshop attendance, and drop-ins. What is a way the center can get more people to return their surveys? Only 370 out of 600 returned. A lot of great quantitative summary. Would qualitative be possible to show direct student impact?
  - o ***While we hand out a survey ticket to as many students as possible during the events, some students do not turn it in even with the prospect of the drawing or food. Also, I think the Employer Hiring Survey will help with qualitative in respect to acquiring a position with an employer.***

State of Program 6B

- I think a professionalism in the workplace workshop would be so helpful! Did the ideas of the new workshops come from data collection and assessment?
  - o ***Actually, the idea came from casual conversations with faculty.***

Current SAO & SLO 7A

- Good basic SLOs on how to prepare for an interview. If implementing new workshops, what SLOs would be added?
  - o ***The SLO's will organically develop from the workshop material.***
- Isn't web tracking available through Jose Garcia? Does it need to be a google tool?
  - o ***Google Analytics is the tool Jose uses and since Google monitors all of the internet it is highly accurate as far as hits.***

SAO Assessment Results & Impact 7C

- 316% increase is incredible!! Why do you believe there is such an increase?
  - o ***I believe the email marketing we do reminding students of the website as well as directing them there for events has helped the most.***

SLO assessment results and impact 7E

- Very healthy website! What is your action plan for marketing the site?
  - o ***Email and workshops seem to be the best marketing. We do also have the site on rotating slides on the screens.***

Max:

Community & Labor Needs

- Community and labor needs not provided, I know typically student services does not included area in this section, however could it make sense for Career Services to include something in this area?
    - ***The new workshops I want to develop are partly in response to speaking with employers and listening to what they say about the good and bad skill sets the students they hire have.***
    - ***Since we are not an employment agency we don't target a specific sector, we target all of them to engage us. However, if I look at the interest of who signs up for the events then I would have to say that ECE, Elder Health/Home Care, and Retail are the largest with the first two directly related to our majors offered.***

State of Program Observation 6A

- Data was presented about the number of students served and the reason for their visit, but no analysis of this data was provided. Great information and analysis was provided about the Job Fair. More information could have been provided for Majors 2 Career. Challenges were clearly articulated.
    - ***Since we switched to a every other year review cycle, I felt that data comparisons to the last cycle would be unbalanced. I can include however. I will endeavor to include more about M2C & Recruitment Wednesdays. Fall RW = 38 Spring RW= 27 so far..***

State of Program Eval 6B

- Great over all, it might be nice to include evidence to support the need for the proposed workshops.
    - ***I have no hard evidence to support, just conversations with faculty and employers about the need and some research of what is working at other colleges by looking at their offerings and speaking with them if possible.***

Kim:

Ex Summary

- Need to include challenges and action plans (request to hire a full-time position)
  - ***Will Add***

State of Program Observation 6A

- Do you track career services using SARS Reason Codes?
  - ***Yes***

State of Program Eval 6B

- Do you want to set a goal for internship placement? Conduct a student needs survey to determine what students want.
  - ***I can set a goal, but since the number of students that will actually get an internship is mostly out of my control I'm not sure how where to set the number.***

Current SLO & SAO 7A

- A student needs survey and a faculty/staff need survey could identify additional areas for expansion/growth.
  - ***I have a Student survey that has been used in the past, I can modify it for faculty as well and email out.***

SAO Assessment Results & Impact 7C

- Although you are aware of the traffic – do you know if students accessed employment or the results of the online traffic?
  - ***This can be a question on the needs survey for students, also the information will also come from the Employer Hiring Survey that has been developed.***

SLO *Assessment Results & Impact 7E*

- May want to expand SLO assessment to other venues than workshops.
  - ***Good Idea***

SAO & SLO for Next Cycle 7F

- May want to consider an internship placement SAO/SLO
  - ***Yes, will work with Lizette and Anne on this.***

Gloria:

- Include data on students served/impacted.
  - ***Thanks***
- Of the students who registered for Job Zone, do we have data on its usefulness?
  - ***This will be part of the student survey.***

- Can we expand the number of staff working on creating internships?
  - ***I will be proposing to have the Aide go to full-time and I think this would be a great area for the new Counselor to help with.***
- Would be helpful to know if students find the resource valuable.
  - ***This will be part of the survey being created for students.***

Ruth:

- Clear Summary Would you add supporting information regarding the growth with the online job board and the second job fair?
  - Will Add
- There is a large number of students being served. Under resources add additional money needed for promotions.
  - Will Add
- Consider using the wording in SLO #2 for SLO #3 in 7A
  - Yes, should have been the same.

Chialin:

- Labor Market Data & Community

SAO & SLO for Next Cycle 7F

- These SLO seemed in the knowledge level in the Taxonomy. You may want to consider shift them to a higher level to application or analysis. Just a thought.
  - ***Could make a 3rd one around this; most of the students don't even know how to create a resume, which is why I keep it basic.***
- Internship fair: you may want to consider to work collaboratively with CTE division so you can gain attraction from CTE faculty and dean to support this effort. Just a thought.
  - ***Heidi and I have spoken since I started this event and she has been very supportive in communicating to the faculty and Mallory will be there day of.***

Jeanne:

Ex Summary

- Add a few more highlights, details, number of students served in classes/at faires/work-shops
- Examples of workshops: resume writing, mock interviews, etc

Margie:

Community & Labor

- NAR blank but other sections speak about increasing partnerships, workshops, internships, etc which aligns with industry and community needs considerations.
  - ***Yes can add info about Intern Fair/Job Fair Here***
- Cost escalations would appear to be justification for an increase in budget

SLO Assessment Result & Impact 7E

- Evidence suggests need to reframe/adjust the inquiry.
  - ***Yes, Suggestions?***

SAO & SLO Next Cycle

- Implementing change to improve student learning as a result of data analysis.
  - ***Feedback and Lessons learned from internship fair and workshop surveys will help develop and or improve offerings.***

Lina:

Program Description

- Include assessment tools used, common software or websites, etc.

State of Program Observation 6A

- How many attendees found jobs as a result of their participation?
  - ***Will be addressed with Employer Hiring Form***

State of Program Eval 6B

- How do you assess the workshop offerings & content?
  - ***Need to reuse survey for students***

7B

- Include why the SLO and SAO are relevant

SAO Assessment Results 7C

- What changes can be implemented as a result?