

West Los Angeles College
Student Services Plan
2011 – 2017

1st Draft – SS Administration Review 01/18/12

2nd Draft- SSC Review 03/22/12

Final Draft- 9/4/12

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Executive Summary

The Student Services Division at West Los Angeles College (West) is dedicated to assisting students in defining and achieving their educational goals. To address the unique needs of the student population we serve, the Student Services Division collaborates with Academic Affairs and various instructional departments to create a seamless, student-centered, responsive division that facilitates student success.

Walk across campus on any given day and you will see hundreds of faces that reflect the demographics of our great city. As one of 112 community colleges in the State, we are an open access institution dedicated to helping students achieve their dreams. Nearly 10,000 students attend classes at West (fall 2012).

The Student Services Division developed short-term and long-term goals during the 2011-2012 academic years that will guide our plan and strategies for the next six years. At the conclusion of these planning meetings, the Student Services Division's leadership, in consultation with their respective departments concluded that six areas require greater attention to adequately meet the needs of our current and future students.

- 1) increase usage of self service options
- 2) increase the percentage of students with declared majors
- 3) reduce the number of students on academic probation
- 4) increase graduation rates and transfers to four-year institutions
- 5) publicize policy changes that impact student progress and success; and
- 6) create partnerships with community organizations.

These six areas will have a significant impact on student outcomes. This document records the Student Services Division's action plan with measurable objectives, goals (developed through program review), completion dates and responsible departments. We anticipate substantial progress in achieving these goals by 2017.

INTRODUCTION

The college's mission statement is: **“West Los Angeles College provides a transformative educational experience. West fosters a diverse learning community dedicated to student success. Through quality instruction and supportive services, the College develops leaders who encourage excellence in others. A West education enriches students with the knowledge and skills needed to earn certificates and degrees, to transfer, to build careers, and to pursue life-long learning.”**

The 2011-2017 Student Services Plan conveys the role of Student Services Division in support of West Los Angeles College's Educational Master Plan, Student Success Plan, Technology Plan and the Achieving the Dream Plan. The Student Services Plan also addresses the statewide student success taskforce recommendations.

The plan was developed by the Student Services administrators and department managers over the course of several planning sessions that examined:

- Organizational challenges facing West and Student Services,
- Student Services strengths and areas of improvement; and
- The divisions self assessment gathered through its Service Level Outcomes and program reviews.

The development of major goals, measurable objectives, and strategies were created to support the College's academic mission. The planning model provides a foundation for the ongoing monitoring of progress over the course of the Educational Master Plan.

STUDENT SERVICES MISSION STATEMENT

Student Services assists students to define and reach their personal and educational goals.

VISION STATEMENT

Through innovative, seamless and responsive student support services and programs, West Los Angeles College Student Services Division empowers students to succeed.

The mission statement for Student Services is descriptive of its role and responsibility to provide direct assistance to all students at West Los Angeles College through a range of support services and programs. Student Services is composed of the following departments:

- Admissions and Records
- Associated Student Organization
- Child Development Center

- Counseling Services Division
- Disabled Students Programs and Services (DSP&S)
- Extended Opportunity Programs and Services (EOP&S) / Cooperative Agencies and Resources for Education (CARE)
- Financial Aid
- Foster Kinship Care Education
- Intercollegiate Athletics
- International Student Center
- Matriculation and Assessment
- Outreach and School Relations
- Puente
- Student Health Center
- Student Activities
- University Transfer Center/Transfer Honors Program
- Veterans

2011-2017 STUDENT SERVICES GOALS

The administrators and department managers of Student Services identified six major goals to focus on during the six year period. The overarching goals for Student Services encompass the work of the departments within the division. The goals were developed to address the critical challenges facing West students in the pursuit of their academic objectives.

Goal 1: Increase the percentage of students that use existing self service options and enhance the quality of those services.

Goal 2: Help students identify career interests and goals so that they can declare a major no later than the end of their first year at West.

Goal 3: Reduce the number of students on academic probation, progress probation and disqualification.

Goal 4 Increase the number of students who graduate with an AA degree, transfer or are prepared to transfer.

Goal 5: Explain and enforce critical Title 5 and Financial Aid policy changes that impact student progress and success.

Goal 6: Create and strengthen partnerships with community organization to enhance on-campus support services.

The formulation of the major goals for Student Services for the 2011-2017 planning period provides a foundation for the next phase of work by the administrative and management team.

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The organizational responsibilities assigned for the successful accomplishment of the major goals and measurable objectives require collaboration across the Student Services Division and instruction. Progress reports towards these goals will be prepared in conjunction with the annual program review cycle.

20011-2017 STUDENT SERVICES GOALS AND OBJECTIVES

GOAL 1: *Increase the percentage of students that use existing self service options and enhance the quality of those services.*

Objective: Increase the number of students using self- service options.

Baseline:

FY2011-2012:

DegreeWorks Baseline:

E-chat Counseling baseline: 974

E-transcript baseline: 948

CCC Apply baseline: 11,269 1.02% increase
From FY10/11

FY2012-2013:

Web-video Counseling: New service

Parking Solutions baseline:

Fall 2012:1,152 online; 1,795 OTC

MyCareer: New Service

Measure of Achievement: The percentage increase of students accessing the self-service options.

Strategies	Responsible Agent/department	Attainment date
Enhance, develop and strengthen self services options:		
<ul style="list-style-type: none"> • Parking Solutions 	Business Office ASO Marketing IT	Fall 2012 Evaluate: Summer 2013
<ul style="list-style-type: none"> • SIS Implementation 	District Student Services Division Business Office IT	2014 Evaluate: 2015
<ul style="list-style-type: none"> • eTrans 	A&R District IT	Spring 2012 Summer: 2013
<ul style="list-style-type: none"> • Degree Works 	Admissions	Spring 2012

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enhancement ○ Interface eTrans with TrecQ	District IT Graduation Office	Evaluate: Summer 2013
• NEMO Texting	Admissions Financial Aid Business Office IT	Fall 2012 Evaluate: Summer 2013
• Web Video Conferencing	Counseling Division Transfer Center EOP&S International Students Outreach IT	2012 Evaluate: 2013
• Editable pdf application for international student center website	Admission International Student	2012 Evaluate: 2013

GOAL 2: Help student identify career interests and goals so that they can declare a major no later than the end of their first year at West.

- A. **Objective:** 5% of students who were initially undecided on their major will declare their major at the end of their first year at West.
- B. **Baseline:** 2010-2011: 14% undecided Headcount: 11,673
 2011-2012: 11% undecided Headcount: 11,532

Measure of Achievement:

Percentage of students that identified a major at the end of the first year at West.

Percentage of students that utilized MyCareer to declare a major.

Percentage of students who declare a goal on the student information system.

Strategies	Responsible Agent/department	Attainment date
Explore and implement online career	Counseling	Fall 2012

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<p>exploration tools (My Career)</p> <ul style="list-style-type: none"> ○ Develop a job search engine <ul style="list-style-type: none"> • Assign counselor to vocational program (EMP, obj, 3c) • Every semester, organize and hold Career/Job Fairs and internship events on campus. • Hold annual student focus groups to determine what the division can do to improve career services. • Conduct career related workshops every semester • Every year, conduct OPT (optional training) workshops for international students • Establish a student ambassador program <ul style="list-style-type: none"> ○ Link with student clubs 	<p>Services Division Transfer Center Marketing IT</p> <p>Counseling Services Division Vocational Programs</p> <p>Counseling Services Division Vocational Programs</p> <p>Institutional Effectiveness Counseling Services Division</p> <p>Counseling Services Division Instructional Programs</p> <p>International Student</p> <p>ASO Outreach</p>	<p>Evaluate: Summer 2013</p>
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GOAL 3: Reduce the number of students on academic probation, progress probation and disqualification.

- A. **Objective:** Reduce the number of students on probation by 3% each year.
- B. **Baseline:** Number of students on academic or progress probation
 2010-2011: 2,538 2011-2012: 2,314
 Number of students that participated in tutoring services on campus.

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2010-2011: 9,964

2011-2012: 7,484

Measure of Achievement:

Percentage of students that are in good academic standing at the college.

Percentage of students that participated in tutoring services.

Strategies	Responsible Agent/department	Attainment date
<ul style="list-style-type: none"> • Every summer, identify and notify at-risk populations of their academic status. 	A&R Matriculation Learning Skills	Summer 2012
<ul style="list-style-type: none"> • Intervene on academic and progress probation students by requiring students to enroll in a not-for-credit Learning Skills course to prevent them from being dismissed 	A&R Matriculation Learning Skills EOP&S DSP&S Athletics Counseling Services	
<ul style="list-style-type: none"> • Implement second phase of early alert 	A&R Matriculation District	
<ul style="list-style-type: none"> • Alter late add policy <ul style="list-style-type: none"> ○ Enforce NPDD through marketing 	A&R Matriculation District	Fall 2012 Evaluate: Sumer 2013
<ul style="list-style-type: none"> • Increase the number of students who meet with a counselor and the number of Ed plans generated for this population. 	Matriculation Learning Skills EOP&S DSP&S Athletics Counseling Services	Ongoing Baseline:
<ul style="list-style-type: none"> • Establish High Tech 		

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<p>Center for students with disabilities</p> <ul style="list-style-type: none"> ○ Create a course to teach students how to use the specialized software and equipment 	<p>DSP&S IT Learning Skills</p>	<p>Fall 2012 Evaluate: Summer 2013</p>
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GOAL 4: Increase the number of students who graduate with an AA/AS degree, transfer or are prepared to transfer.

Objective: Increase the number of students who graduate with an AA/AS degree or transfer by 5% each year over the baseline year of 2010-11.

AA/AS baseline for 2009/10: 308 AA, 34 AS, 131 Certificates, 184 Skill Certificates
Baseline year for 2009/10: UC CSU 177

AA/AS baseline for 2010/11: 299 AA, 35 AS, 197 Certificates, 151 Skill Certificates
Baseline year for 2010/11: 32 UC, CSU 106

AA/AS baseline for 2011/12: 401 AA, 26 AS, 165 Certificates, 113 Skill Certificates
Baseline year for 2011/12: UC, CSU 192

Measure of Achievement: The number of students that earn an AA degree or certificate.

Strategies	Responsible Agent/department	Attainment date
<ul style="list-style-type: none"> • Develop student financial aid responsibility contract <ul style="list-style-type: none"> ○ Financial aid orientation ○ Reduce processing time to 30 days 	<p>Financial Aid</p>	<p>Fall 2012 Evaluate: Summer 2013</p>

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<ul style="list-style-type: none"> • Revamp and enforce financial aid appeal process 	<p>Financial Aid Student Services Counseling Services</p>	<p>Fall 2011 Evaluate: Summer 2013</p>
<ul style="list-style-type: none"> • Explore usage of self service Ed plan feature in Degree Works 	<p>Matriculation EOP&S DSP&S Athletics Counseling Services Transfer Center</p>	
<ul style="list-style-type: none"> • Improve reporting features of Degree Works 	<p>District Graduation</p>	
<ul style="list-style-type: none"> • Identify students who have completed 15, 30, & 45 transferable units and send them notification emails. 	<p>Transfer Center TAP A&R</p>	
<ul style="list-style-type: none"> • Increase collaboration with 4-year institutions to enhance transfer. ○ Increase the number of transfer agreements with 4-year institutions (TAG, GTO) 	<p>Transfer Center TAP</p>	<p>Ongoing</p>
<ul style="list-style-type: none"> • Establish a Personal Development Course on transfer requirements 	<p>Transfer Center Counseling Service</p>	
<ul style="list-style-type: none"> • Transfer workshops for international students 	<p>International Student Counseling</p>	
<ul style="list-style-type: none"> • Develop international student center, club and mentors 	<p>International Student</p>	

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<ul style="list-style-type: none"> • Develop and distribute an online survey to evaluate graduates' experience @ West 	<p>Graduation ASO</p>	<p>Summer 2012</p>
<ul style="list-style-type: none"> • Enhance student life on campus 	<p>ASO Student Activities Academic Affairs</p>	<p>Ongoing</p>
<ul style="list-style-type: none"> • Continue discussion on common assessment instrument (SSTF) <ul style="list-style-type: none"> ○ Develop a pre-assessment tutorial in the Learning Skills Center 	<p>Matriculation Language Arts/ESL Mathematics Learning Skills</p>	<p>2013</p>

GOAL 5: Explain and enforce critical Title 5 and Financial Aid policy changes that impact student progress and success.

Objective: Educate students on critical policy changes. Enforce Title5 and Financial Aid policy changes.

Baseline for FY12/13:

Number of students that reached the life-time FA limit in Summer 2012: 163
 Number of students approaching PELL limit (450% or higher) in Summer 2012: 330

Number of students disqualified for FA due to GPA below 2.0: 1,550
 Number of student disqualified for earning more than 90 units: 579
 Number of students that appealed for a fourth repeat: 60

Measure of Achievement:

Number of students that attended a FA orientation.
 Number of students that participated in a new student orientation.
 Number of students that visited the FA website for FA updates.
 Number of students that petitioned for a fourth repeat.

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Strategies	Responsible Agent/department	Attainment date
<ul style="list-style-type: none"> • Revamp petition process for three or more attempts 	A&R	Fall 2012 Evaluate: Summer 2013
<ul style="list-style-type: none"> • Add new policies to new student orientation and college webpage 	Matriculation Academic Affairs Marketing	Fall 2012
<ul style="list-style-type: none"> ○ Communicate new policies through web and other social media 		Fall 2012
<ul style="list-style-type: none"> • Improve student notification system ○ Student email ○ SMS Text communications ○ Emergency notification SMS system 	A&R Marketing Student Services IT District Administrative Services Sheriffs	Fall 2012- system goes district-wide Fall 2012 Fall 2011
<ul style="list-style-type: none"> • SS Road Show: visit all academic departments to address common issues 	Student Services Admin	
<ul style="list-style-type: none"> • Place well trained student staff at welcome desk (SSB) 	Financial Aid A&R	Fall 2012

GOAL 6: Create and strengthen partnerships with community organizations to enhance on-campus support services for students.

Objective: Effectively market the community organizations on campus to enhance student participation.

Baseline 2012/2013:Collecting data

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Recorded visits with US Vets:

Recorded visits with Mental Health Interns:

Recorded visits with Department of Rehabilitation:

Recorded visits with the LA County Mental Health worker:

Measure of Achievement:

Number of students that met with the community organization representatives.

Strategies	Responsible Agent/department	Attainment date
<ul style="list-style-type: none"> • Expand and develop a stronger working relationship with community organizations. 	Student Services Division	
<ul style="list-style-type: none"> ○ US Vets 	Veterans' Program Counseling Services	2012
<ul style="list-style-type: none"> ○ USC School of Social Work 	Health Center	2012
<ul style="list-style-type: none"> ○ Department of Rehabilitation 	DSP&S Counseling Services	2013
<ul style="list-style-type: none"> ○ LA County Mental Health 	DSP&S	2013
<ul style="list-style-type: none"> ○ Veterans Administration 	Veterans' Program Counseling Services	2013
<ul style="list-style-type: none"> ○ Local High Schools 	Outreach Athletics	Ongoing
<ul style="list-style-type: none"> ○ Universities and Colleges 	Transfer Center Counseling Services EOP&S Athletics	Ongoing
<ul style="list-style-type: none"> ○ Foreign U.S. Embassy 	International Student Center Distance Learning	Ongoing
<ul style="list-style-type: none"> ○ Language Schools 	Outreach	Ongoing

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<ul style="list-style-type: none"> • Develop a for-profit summer camp program ages 2-4 • Submit a Mental Health Grant <ul style="list-style-type: none"> ○ Partner with UCLA ○ Partner with CSUDH ○ Partner with mental health agencies 	<p>Westside Extension A&R</p> <p>CDC Westside Extension</p> <p>Form working group</p>	<p>2012</p> <p>Fall 2012</p>
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**Bi-Annual Summary of Activities
2013-2014**