

# 1. Assessment Plan - Three Column



## PIE - Student Services: Transfer Services Unit

| <i>Unit Goals</i>   | <i>Resources Needed</i>   | <i>1. Where We Make an Impact: Closing the Loop on Goals and Resources</i> |
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| <p><b>Transfer Awareness</b> - The Transfer Awareness goal is to develop programing that will increase and maximize students' successful university transfer guided by student outcome assessments and professional expertise.</p> <p><b>Status:</b> Active</p> <p><b>Goal Year(s):</b> 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22</p> <p><b>Goal Entered:</b> 07/12/2020</p> | <p><b>Request - Full Funding Requested - -</b><br/>Food funding is needed for this all day event to provide breakfast and lunch for at least 200 student participants. (This request is based on the assumption that an in-person event is feasible for spring 2021.)</p> <p><b>Describe Plans &amp; Activities Supported (Justification of Need):</b> In Spring 2017, Mt. SAC's first Transfer Conference took place to assist students with transfer strategies for success in collaboration with Mt. SAC faculty and staff along with university representatives who presented on various transfer topics (e.g. Transfer Shock, Transfer Transitions, Building a Transfer Success Network, etc.). It is imperative to continue the implementation of this type of activity that supports one of our college's main functions, which is transfer.</p> <p><b>Lead:</b> Lupita De La Cruz, Transfer Specialist</p> <p><b>What would success look like and how would you measure it?:</b><br/>Students will develop a better</p> |  |

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understanding of their transfer options and see transfer as a viable option for them. They will receive pre and post conference surveys to measure their transfer knowledge and comfort with the transfer process.

**Type of Request:** SUPPLIES AND MATERIALS: Instructional supplies and materials are items to be used by students, faculty and other personnel in connection with an instructional program, less than \$500.

**Planning Unit Priority:** High  
**On-Going Funding Requested (if applicable):** 4000

**Total Funding Requested:** 4,000

**Related Documents:**

[Transfer-Con-2020-Flyer.pdf](#)

**Request - No Funding Requested - -**

Supplies and Materials: Upon program completion, students will receive a Transfer lapel pin and diploma. Given that the inaugural Transfer Application Bootcamp will be in virtual format, funding for supplies and materials will not be needed this year. Nonetheless, funding may be needed for next year's program, pending format, needs and outcomes. Hence, the amount is provided below.

-Staffing: Transfer Specialists will facilitate workshop series and the assessment of program and student outcomes.

**Describe Plans & Activities**

**Supported (Justification of Need):**

The first Transfer Application Bootcamp will be implemented in

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summer 2020 to provide students with an opportunity to get a head start on the transfer admission applications through individualized assistance with CSU and UC transfer admission applications. Program curriculum includes a series of weekly workshops on the following topics: Transfer 101, Transfer Admission Guarantee, CSU & UC Admission Applications, and Q&A.

**Lead:** Lupita De La Cruz, Transfer Specialist

**What would success look like and how would you measure it?:** Transfer surveys will be distributed at the beginning and at the end of the program to measure the following student learning outcomes:

-Students will have increased knowledge about the transfer process including different transfer options, application deadlines and admissions requirements to CSU and UC.

-Feel more comfortable about writing successful responses to admissions open-ended questions (e.g. UC PIQ's, CSU EOP, etc.) and will complete first draft of responses.

-Students will have increased knowledge about the CSU ADT's, UC TAG, and strategies to guarantee transfer admission and/or eligibility.

-Learn how to fill out the CSU and UC online admissions application.

**Type of Request:** SUPPLIES AND MATERIALS: Instructional supplies and materials are items to be used by students, faculty and other personnel in connection with an instructional

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program, less than \$500.

**Planning Unit Priority:** Low

**One-Time Funding Requested (if applicable):** 500

**Total Funding Requested:** 500

**Request - Partial Funding Requested**

- - Conference and Travel Funding: In order to continue to support the professional development of transfer staff who participate in annual conferences such as the CSU Counselor Conference, UC Ensuring Transfer Success, National Institute for the Study of Transfer students (NISTS), region 8 meetings, etc., it is essential to provide an on-going budget that will cover the costs of conference registration fees, travel, meals, and lodging.

**Describe Plans & Activities**

**Supported (Justification of Need):**

One key role of Transfer Specialists is to provide advise to students pursuing transfer as their academic goal. The participation of Transfer Staff in professional development opportunities is imperative to stay up-to-date with policies and best practices that impact transfer success. This will in turn allow transfer staff to provide accurate advise to students and to apply theory to practice.

**Lead:** Transfer Center Diretor and Transfer Specialists: Lupita De La Cruz, Krystle Bybee, and Martin Gonzalez

**What would success look like and how would you measure it?:** Transfer Specialists and Director will apply the

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knowledge gained from trainings and conferences in the development, expansion and implementation of innovative and exemplary transfer programs and services.

**Type of Request:** OTHER OPERATING EXPENSES AND SERVICES: Requests for contracted, legal/ audit, personal/ consultant, rent/ leases, repairs/ maintenance, and other misc. services. May also include request for travel and conference that does not require the assistance of POD.

**Planning Unit Priority:** Medium

**On-Going Funding Requested (if applicable):** 6000

**Total Funding Requested:** 6,000

**Related Documents:**  
[NISTS Conference Poster Banner.pdf](#)

**Transfer Access and Equity** - The Transfer Access and Equity goal is to develop and expand exemplary transfer programs and services that facilitate the participation of underrepresented students and promote their successful transfer.

**Status:** Active

**Goal Year(s):** 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22

**Goal Entered:** 07/12/2020

**Request - Full Funding Requested -**

To meet Northern California University Tours program goals and facilitate student learning outcomes, the following resources are needed:

- Conference & Travel (\$12,000): This will cover lodging accommodations for about fifty students and four chaperones.
- Meals (\$6,000): This will cover two meals a day and snacks for about fifty students and four chaperones. Breakfast is typically included in hotel cost.
- Uniforms (\$2,000): This will cover the cost of warm sweaters for program participants.
- Transportation: This resource is typically covered by the Student Services office.

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Given the successful student outcomes of the Northern California University Tours, funding is also being requested for local tours to start providing meals that will remove this financial barrier for underrepresented students.

-Meals for local tours (\$4,000): This will cover the meals for about 40 student participants per local tour, which is typically a total of 10 annual local tours (e.g. Cal Poly Pomona & CSUF, CSULB & CSULA, UCI & UCSD, UCLA Open House, UCLA STOMP Conference, UC Santa Barbara Spring Insight Event, UC Riverside Transfer Exposure Day, USC Transfer Day, etc.).

**Describe Plans & Activities**

**Supported (Justification of Need):**

The Northern California University Tours (NCT) is an annual three-day and two-night trip coordinated by the Transfer Center during the fall semester to provide students exposure to out of the area transfer options. This trip serves an average of 45 students each year. Campuses visited include: San Francisco State University, UC Berkeley, UC Davis, and UC Santa Cruz with overnight stays in the San Francisco area.

Program activities include Transfer Talks, UC Personal Insight Question (PIQ) review, general campus tours, admissions presentations, alumni panels, and personal time for students at each campus to visit specific academic departments of

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interest, specialized student programs, or to explore the surrounding area of the campus.

Using a student equity lens in support of Mt. SAC's Strategic Plan Goal 5: Ensure Access, Equity & Completion, in fall 2017, the annual Northern California University Tours were restructured aiming to increase diversity and participation of students who fall in the student equity gap in transfer rates at Mt. SAC (e.g. first-generation, low-income, Latinx, etc.). Towards that goal, (1) clear student-learning outcomes were developed, (2) application and selection criteria were revamped, and (3) student equity funds were requested and received in order to remove any financial barriers to explore transfer options, develop a sense of belonging in higher education and support student persistence through the transfer process.

The Transfer Center receives an average of 120 applications each year. In fall 2019, 144 students applied, but only 46 students were able to participate based on availability of funds and bus capacity. This program won the 2020 President's Award in Excellence & Innovation in Teaching and Learning through Outcomes Assessment. In the comprehensive program outcomes assessment, both the qualitative and quantitative data

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gathered highlighted the importance of institutionalizing activities like this trip by prioritizing it in the resource and funding allocation process of the college. Some students mentioned in their survey responses that extending the duration of the trip could enhance the experience even more by spending more time at each institution, having the opportunity to experience a class lecture, and visiting during a school day when there are more student engagement activities and events going on. Similarly, their responses shed light upon the need to expand this opportunity to more Mt. SAC students, which would require more funding. Therefore, it is crucial to secure on-going funding for this program moving forward.

**Lead:** Lupita De La Cruz, Transfer Specialist

**What would success look like and how would you measure it?:** This program is assessed every year through a post participant survey that measures the success of each student learning outcome: (1) remove any financial barriers to explore transfer options, (2) develop a sense of belonging in higher education, and (3) support student persistence through the transfer process.

To ensure the success of this program, it needs to continue to be truly accessible to students from low-income households, who tend to also be first-generation college students



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and come from underrepresented backgrounds, by removing all the financial barriers that ay come with it. This will allow all students to have the same opportunity to explore transfer options. Being selected to participate is not enough; selected students need reassurance that all financial expenses will be covered in order to securely explore transfer options. Food and housing insecurity, lack of access to warm clothing, transportation, and other factors need to be taken into account when coordinating programs like this one. The Transfer Center will continue to assess the program in order to enhance it and to apply successful practices to the local tours and other department services.

**Type of Request:** SUPPLIES AND MATERIALS: Instructional supplies and materials are items to be used by students, faculty and other personnel in connection with an instructional program, less than \$500.

**Planning Unit Priority:** Urgent

**On-Going Funding Requested (if applicable):** 24000

**Total Funding Requested:** 24000

**Related Documents:**

[NCT Comprehensive Assessment.pdf](#)

**Request - No Funding Requested - -**

Food Funding: This is requested to provide snacks for future student participants when this event resumes its in-person implementation, which involves a Transfer Center Open House for students to come get snacks while

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exploring our center.

**Describe Plans & Activities**

**Supported (Justification of Need):**

The Transfer Center started implementing an annual annual Transfer Awareness Week (TAW) in fall 2018. This annual event aims to align with the National Transfer Student Week to enhance the transfer culture on campus by raising awareness of transfer services and promote transfer as a viable option for students.

**Lead:** Lupita De La Cruz, Transfer Specialist

**What would success look like and how would you measure it?:**

The Transfer Center will increase awareness of transfer services and resources available to students by measuring students' participation on transfer activities and event as a result of (TAW).

**Type of Request:** SUPPLIES AND MATERIALS: Instructional supplies and materials are items to be used by students, faculty and other personnel in connection with an instructional program, less than \$500.

**Planning Unit Priority:** Low

**On-Going Funding Requested (if applicable):** 300

**Total Funding Requested:** 300

**Related Documents:**

[TAW 2018 Flyer.pdf](#)

**Request - Full Funding Requested - -**

Printing: This funding will be used to cover the cost of color printing of flyers, posters, a transfer guide, and banners that promote different

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transfer programs, services and events.

~Supplies and Materials: This funding will be used to cover the cost of promotional items that will have the Transfer Center logo and contact information such as pens, table cloths, t-shirts, a button-maker machine, etc.

**Describe Plans & Activities**

**Supported (Justification of Need):** A Transfer Center Marketing Campaign is imperative to increase full participation of students in transfer activities and events.

**Lead:** Krystle Bybee, Lupita De La Cruz, Martin Gonzalez

**What would success look like and how would you measure it?:** Success of this resource allocation will be reflected in an increase of student participation in activities and events hosted by the Transfer Center. Data will be gathered through SARS reports, surveys, and Transfer Center annual report of services.

**Type of Request:** MARKETING: Requests for services in the areas of graphic design, news, and photography, posting information, communication and social media.

**Planning Unit Priority:** High  
**One-Time Funding Requested (if applicable):** 15000  
**On-Going Funding Requested (if applicable):** 0

**Total Funding Requested:** 15000  
**Request - Full Funding Requested -**  
Funding for large transfer events:  
~Transfer Fairs (one in fall, one in

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spring): funding needed to provide food for participating university representatives and students.

-Transfer Achievement Celebration: funding needed for transfer medallions, recognition lapel pins, printing (programs, certificates, flyers posters), Transfer Hall of Fame display supplies, decorations, and food.

**Describe Plans & Activities Supported (Justification of Need):** - Each year, we hold two transfer fairs to expose students (especially those who are underrepresented) to transfer options and provide access to information about university admission. As event host, the Transfer Center provides lunch to the university representatives who attend, and we intend to provide lunch to student attendees in the future as an incentive to participate.

-The Transfer Achievement Celebration honors all transferring students and is especially meaningful to students who are not graduating with an Associate's degree and therefore, do not participate in Commencement. The event itself, medallion, certificate, and Transfer Hall of Fame display mark this milestone accomplishment. In addition to the printed certificates and programs, marketing materials are required to inform the campus community about the event. As part of the event, lapel pins are given to college personnel who are recognized by the

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students as being supportive and influential during the students' Mt. SAC experience.

**Lead:** Krystle Bybee, Lupita De La Cruz, Martin Gonzalez

**What would success look like and how would you measure it?:** -

Transfer Fairs: providing students with food will also allow us to get a headcount of students who attended (which is normally not possible in the open, outdoor space) and connect those students with additional transfer events and services. University representatives will highly rate our hospitality via surveys distributed at the fair.

-Transfer Achievement Celebration: students will report a sense of recognition/accomplishment/pride and highly rate the overall event and refreshments via a survey after the event.

**Type of Request:** OTHER OPERATING EXPENSES AND SERVICES: Requests for contracted, legal/ audit, personal/ consultant, rent/ leases, repairs/ maintenance, and other misc. services. May also include request for travel and conference that does not require the assistance of POD.

**Planning Unit Priority:** High

**On-Going Funding Requested (if applicable):** 14000

**Total Funding Requested:** 14000

**Request - No Funding Requested -** Facilities: large venue with adequate stage and seating.

**Describe Plans & Activities Supported (Justification of Need):** In

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order to host a successful Transfer Achievement Celebration that allows students to celebrate with friends, family, and Mt. SAC personnel, we request use of Hilmer Lodge Stadium and the Commencement set-up arrangements as in previous years. The number of student RSVPs has increased each year, and the DTC auditorium may not even accommodate all transferring students in coming years; the current venue does not allow for any friends/family to attend, and space for college personnel is extremely limited.

**Lead:** Krystle Bybee, Lupita De La Cruz, Martin Gonzalez

**What would success look like and how would you measure it?:** A

successful event is one that accommodates all transferring students, allows students to invite 2+ friends/family, and is also open to Mt. SAC personnel. This would be measured by the number and type of attendees.

**Type of Request:** OTHER OPERATING EXPENSES AND SERVICES: Requests for contracted, legal/ audit, personal/ consultant, rent/ leases, repairs/ maintenance, and other misc. services. May also include request for travel and conference that does not require the assistance of POD.

**Planning Unit Priority:** High

**Total Funding Requested:** 0

**Request - Full Funding Requested - -**

Transfer Ambassadors (\$40,000):

This funding will cover the cost of 3-

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4 student assistants working 15-19 hours a week throughout the fiscal year being compensated at level IV or V of the Student Assistant Hourly Pay Schedule due to the nature of skills and knowledge required to perform the job duties and responsibilities.

-Administrative Specialist III (about \$55,000 in annual salary + benefits):  
With the separation of Career & Transfer Services and the development and implementation of various new transfer programs and initiatives, the Transfer Center now needs an administrative specialist who can perform a variety of administrative support duties related to transfer projects and programs. This funding request will cover the cost.

**Describe Plans & Activities Supported (Justification of Need):**  
Having these funds available will ensure front counter coverage and the processing of administrative matters while Transfer Specialists focus on one-on-one meetings with students and coordinate transfer activities and events. Furthermore, having this funding available will give Transfer Center staff the flexibility to recruit student workers who are more knowledgeable about the subject matter in our department and other resources available on campus. The consistent hiring and allocation of Transfer Ambassadors is crucial as they play a key role in the recruitment of student

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participants in our transfer services and the dissemination of transfer information in the Transfer Center front counter.

**Lead:** Krystle Bybee, Lupita De La Cruz, Martin Gonzalez

**What would success look like and how would you measure it?:** Success will allow Transfer Specialist flexibility in their schedule to effectively plan and schedule one-on-one meeting with students on a weekly basis. At the end of the year, data will allow us to determine the number of students that were serviced through one-on-one transfer advising appointments, walk-in application assistance, transfer workshops, university tours, classroom presentations and overall drop in contacts.

**Type of Request:** STAFFING: Requests for permanent employee positions or temporary/hourly employees.

**Planning Unit Priority:** Urgent

**On-Going Funding Requested (if applicable):** 95000

**Total Funding Requested:** 95,000

**Transfer Collaboration** - The Transfer Collaboration goal is to engage in effective and consistent dialogue with key campus and off-campus stakeholders to improve transfer services.

**Status:** Active

**Goal Year(s):** 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22

**Goal Entered:** 07/12/2020

**Request - Partial Funding Requested**

- This funding will be mainly used for Transfer Champions and Transfer Agents POD Trainings. The first one will be an all-day training, where Sodexo is intended to deliver a breakfast and lunch buffet as well as snacks throughout the day (1 training @ \$1,100 for 35 people each). The Transfer Agents trainings will only be about 2 hours long, so only Costco snacks will be provided



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for these participants. The goal is to recruit at least 15 participants to become transfer agents. Through these efforts, the goal is to increase transfer awareness and knowledge amongst the entire Mt. SAC community (students, faculty, staff, and administrators) in order to develop a transfer sending culture on campus and increase the transfer rates of underrepresented students.

**Describe Plans & Activities Supported (Justification of Need):**  
 The Transfer Center would like to start implementing Professional and Organization Development (POD) training opportunities for Mt. SAC employees regarding the topic of transfer. The main goal of the project is to cultivate a Transfer Sending Culture on campus by educating Mt. SAC Faculty, Staff, and Administrators in how they understand the topic of transfer pertaining to completion. The dissemination of information and student support seem to be inconsistent across campus among the Transfer Center, student support programs and instruction, which can create a lot of confusion surrounding the process and requirements for transfer and completion for Mt. SAC students, as well as employees. By developing Transfer Agents and Transfer Champions through POD trainings, the Transfer Center aims to reduce informational and cultural barriers for student transfer success and to advocate for transfer to

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become integrated and prioritized on a structural level at the campus. The expected activities are aimed at reducing the misinformation about transfer requirements, increasing the amount of students who apply to transfer and receive degrees, and ultimately increasing overall transfer and completion rates. This practice also aims to address equity gaps in transfer and completion rates.

**Lead:** Krystle Bybee, Lupita De La Cruz, Martin Gonzalez

**What would success look like and how would you measure it?:** Transfer Champions and Transfer Agents will be adequately trained to support the Transfer Center in advocacy efforts as well as during the peak application period providing application assistance to students.

**Type of Request:** PROFESSIONAL & ORGANIZATION DEVELOPMENT (POD): Requests that provide professional learning opportunities for Mt. SAC employees.

**Planning Unit Priority:** High

**One-Time Funding Requested (if applicable):** 1500

**Total Funding Requested:** 1,500