

Cerritos College
Spring 2022 School Relations
SELF-STUDY EXECUTIVE SUMMARY

Mission

To promote Cerritos College and assist prospective students towards a successful transition from high school to college. We provide students with greater access to Cerritos College through our recruitment, outreach, and collaborative efforts.

Program Review Process

This program review team had one chair, Dr Eliza Hoyos Vences, Dean of Counseling Services. The chair role included serving as an external evaluator, encouraging critical dialogue amongst the team members, and overseeing the rating process.

Members of the School Relations program review team included the following:

Yvette Tafoya, Dean of Enrollment Services

Marilu Garcia, Program Assistant, Educational Partnership and Programs

Shirley Arceo, School Relations Coordinator

Robert Aguayo, Counselor

Maria Reynoso, Administrative Clerk III, Enrollment Services

Dr. Eliza Hoyos Vences, Dean of Counseling

Over 8 meetings, the team met to discuss the self-study assessment process, critically review, analyze areas of School Relations, and rate the department on each of the CAS areas. Robyn Brammer, the Vice President of Student Services attended the 2nd meeting to review the process and the steps that were going to be taken through the program review. While Shirley Arceo was supposed to be a part of the committee, however she was not present for any of the meetings. At each meeting, the committee reviewed 2-3 general standards. The administrator and staff members of School Relations presented evidence for each of the general standards that ranged from reports, brochures, sample presentations, to excel files showing data gathered.

II. Summary of Findings

A. Significant Conclusions

- i. The department recently went through many changes. It not only slowly returned to provide in person services, while continuing to provide virtual assistance. It also changed location and it changed the division it was under as well as the Dean it reported to. Despite the changes, the department was able to continue providing services to the campus community, and it has started to provide more services to the external community.
- ii. While the department has limited staff and access to data it managed to put into place different ways to collect data. This is particularly important for School Relations as they utilized this information to continue working on their mission, and to make some edits to the work they are doing.

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- B. Meaningful limitations
 - i. One of the biggest limitations for the department is that of staffing. The department is run by two classified staff members, several student workers and the administrative Dean overseeing the department. The low number of personnel creates barriers for the department, the main one being the ability to plan equity and data base driven events. They are currently working in a “reactive” model.
 - ii. As a department they were able to pinpoint the learning outcomes for their student hourly employees. However, the department was not able to provide clear outcomes on what perspective students would gain from their interaction with School Relations. This needs to be added to their goals and potentially mission statement. Which then will drive their already solid outreach plan.

- C. Primary Strengths and Weaknesses
 - Strengths: All items listed here scored either a 1 (Partly Meets) or 2 (Meets) rating. As one of the newer centers within the Student Services area, with all its recent changes and new management being able to obtain a partly meets and meets is important to acknowledge.

i. Part 4: Assessment

The department is working on establishing a culture of data gathering and utilization of this data to create programming goals and metrics. They currently gather survey their main events such as Senior Preview Day, run weekly flash reports to help develop weekly and yearly goals. Additionally, they provide a yearly overview of the goals they have established their benchmarks, and the actuals to identify whether the goals have been met or not.

ii. Part 6: Leadership, Management and Supervision

Due to structure of the department, there is a need for continuous contact with the Dean of Enrollment. The department provides the Dean with items such as the flash report to provide updates on their work and status of pending items. Through the unit plan, the department is able to create strategic plans for hiring or overall programming and needs assessments of the program.

iii. Part 7: Human Resources

School Relations needs additional staffing, however the staff it does have goes through a strong training and it has continued training for them throughout the academic year. The documents presented as evidence showed a holistic training. It also continued to show the collaboration with other departments on campus, so the staff can get the information from the right resource.

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iv. Part 8: Collaboration and Communication

The department has done a great job of cross collaborating for their events. They have been intentional of adding the cross collaboration in their unit plan and outreach plan. They have utilized the unit plan to request and obtain one new position which will be hired in the coming semester. Not only do they work with people across the campus for programming purposes, but they also have these constituents come to trains the student and full-time workers.

v. Part 9. Ethics, Law, and Policy

School Relations has an effective way of tracking and notifying its staff about campus policies and procedures. The most recent example of this is the Covid 19 policies and procedures. The staff had to know and follow these procedures and be able to share the information to different campus constituents. Additionally, the department has established different Standard Operating Procedures (SOPs) for various department processes such scheduling processes between Cerritos College and outside community members, drafting of emails and other office procedures to ensure the follows operating procedures.

C. Areas of Improvement

i. Part 1: Mission

While the mission statement is available, it needs to be more explicit and visible to the public. The mission statement also does not embrace student learning outcomes for those who connect with the department. It also does not guide the practice of the department due to the lack of ability to plan- as of right now the department is working off on a reactive model not a planning one with the mission at its core.

ii. Part 2: Program Information and Services

While the department has a solid outreach plan, to a certain degree it's a reactive type of plan. Due to a lack of staffing, there is not enough coverage to allow for predetermined plans based on student learning and development outcomes. There is room for improvement in the plan to better align the program information and services to student learning outcomes.

iii. Part 3: Student Learning, Development and Success

The department has limited access to data throughout the matriculation process, therefore it is difficult to know what or how the department contributes to student learning through the interaction with the department. Currently the department is able to obtain a # of applicants

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who do not complete the application and ambassadors will call them, but this is very time consuming as they do not get detailed reports on what part of the application was not completed etc. Additionally with the limited number of staff the outreach to these applicants can be improved.

iv. Part 7: Human Resources

While the department does a good job at providing training for their student ambassadors and staff, they need to have a larger number of staff members to provide the support needed for the campus's outreach. School Relations has limited access to technical and support personnel to accomplish its mission of welcoming and informing prospective applicants on the different opportunities available at Cerritos. The small staffing number is another reason the department works on a reactive basis instead of a proactive, preplanning one.

v.

III. Recommendations

1. Create a mission statement that incorporates student learning outcomes for those who interact with the School Relations activities/events.
2. Hire additional staff that will allow the department to have the flexibility and human resource to plan with a year/ three-year goal/s instead of continuing to be on a reactive mode.
3. Connect the outreach plan to the overall campus enrollment plan.
4. Currently the funding from the state has assisted the department with hiring both classified and student hourly workers. The campus needs to look at ways to incorporate the funding for these positions into its campus budget to secure they continue.
5. An additional recommendation is that of working into the plan a strategy to work with students who have applied to the institution but have not enrolled.