

2023-2024 Student Service Program Review - Student Life Latest Version

First self-study of the updated Student Service Program Review process. Review period: 2020-2021, 2021-2022, and 2022-2023.

Program Review Overview & Timeline

Section 1: Service Area Overview

A. Service Area Mission and Alignment : Version by Miller, Elizabeth on 01/15/2024 21:15

1. Please review your mission statement provided above. Does it clearly and succinctly describe your service area’s purpose, direction, and values? If you have made revisions or updates to your mission statement, please provide your updated mission statement below.

Student Life Mission Statement:

Student Life provides programs, engagement opportunities, and services that enhance the quality of the student experience at Cerritos College, and contributes to student growth and development. Student learning and development is the result of both academic and non-academic engagement, both in and out of the classroom, and Student Life is committed to providing opportunities that empower, educate, and engage students and the community, and enrich the Cerritos College experience.

This mission was created in Summer 2019 during a major revision to our prior mission statement. Each summer during our annual retreat the mission statement is reviewed for relevancy and connection to the campus mission. No revisions have been deemed necessary to date, and the team believe it states our values, direction, and purpose of enhancing the student experience through engagement and representation.

2. Briefly describe how the mission and purpose of your service area aligns with the Cerritos College mission and educational master plan.

Student Life programs support the institutional mission by providing out-of-the-classroom experiences that enhance academic learning. Through student leadership, civic engagement, community engagement, and shared governance processes students are able to practice leadership, communication, teamwork, and other essential professional skills. Student Life programs also allow for student representation throughout shared governance processes via facilitation of the Associated Students of Cerritos College.

B. Service Area Description : Version by Miller, Elizabeth on 01/15/2024 21:15

Service	Description
Front Desk Support	<ul style="list-style-type: none"> Assists students with obtaining and registering for a Metro bus pass. Provides general department and campus information to students and visitors. Routes students to correct departments, offices, or staff. Supports the department hosted events.
Metro GoPass	<ul style="list-style-type: none"> Assists students with registering their pass and helping with concerns as the Lead of contact. Keeping in contact with LA Metro for updates concerning any changes needed with the GoPass TAP Card or any changes within their policies. Promoting the GoPass to students on a regular basis throughout the semester.
Associated Student Government	<ul style="list-style-type: none"> Facilitation of three branches of government: Cabinet, Senate, and Court. A total of 59 elected or appointed leaders. Each branch holds weekly meetings that follow Brown Act requirements. Gives students the opportunities to gain leadership experience, and build their networking skills through local and state-wide conferences hosted by the Student Senate of the California Community Colleges (SSCCC) and California Community College Student Affairs Association (CCSAA). Provides advising and training to the ASCC President, Vice President and Chief Justice, including summer training series and weekly standing meetings as a group and individually between advisor/leader. Advises the Election Board in setting up events leading to the elections and sets up the elections process. • Checks for student leader eligibility to make sure they meet GPA requirements and have paid their Student Activities Fee. Manages the Student Representation Stipend process, processing payment for students who serve in student government, shared governance committees, and hiring committees.
Associated Students Funding	<ul style="list-style-type: none"> Annual Budget & Finance Committee that provides call for funding proposals, collects and reviews each proposal, and drafts an annual budget. Provision of an ASCC Budget Book, ASCC Fiscal Guidelines document, and funding agreement forms. Student Life staff distributes and collects each form. Creation and management of student fundraising accounts. Provide 'ASCC Funds Requisition Request Form' where those with allocated funds can request support in submitting requisitions from the Office of Student Life.

Service	Description
Inter-Club Council & Student Clubs	<ul style="list-style-type: none"> · Provide opportunities for students to engage in extra-curricular activities related to academic and career support, as well as other areas of interest · Navigate student leaders and advisors in college processes such as room and space reservations, travel and off-campus event logistics, fundraising and money handling, and overall organization management · Host events focused on the recruitment and retention of students in student clubs
Falcon Leadership Institute	<ul style="list-style-type: none"> · Host a hybrid leadership development workshop series for student participants · Engage students in leadership development activities that are applicable to reaching their academic and career goals
Annual Leadership Retreat	<ul style="list-style-type: none"> • Annual 3-day residential leadership retreat for 60 students. • Facilitate leadership development activities, presentations, and workshops for student participants focused on skills applicable to their academic and career goals • Maintain constant communication with the off-campus site to ensure the organization and safety for students at the retreat site
Large-Scale Events & Activities	<ul style="list-style-type: none"> • Host large-scale events and activities such as La Feria Latina and weeks of welcome to provide a sense of community for students at Cerritos College • Connect students to multiple campus and community resources
Civic Engagement & Voter Registration	<ul style="list-style-type: none"> • Provide events and activities to promote civic engagement and voter registration, such as the annual Voter Registration and Constitution Day events. • Encourage student involvement in Board of Trustee meetings and local government meetings. • Assist Public Affairs in state-required annual messages to students related to voter registration.
Franco Falcon Mascot	<ul style="list-style-type: none"> · Provide the mascot staffing for multiple college events · Regularly clean and disinfect the mascot uniform for multiple uses · Connect with departments and organizations to schedule mascot availability for events and appearances
Shared Governance Student Appointments	<ul style="list-style-type: none"> • Engage students in the college-decision making process through participation in Shared Governance • Connect student appointments with shared governance committees for regular communication
Commencement	<ul style="list-style-type: none"> • Facilitate all aspects of implementation of the annual Commencement/Graduation Ceremony. Includes communication and marketing to graduates; procurement of all goods and services; coordination with facilities, SAS, media services, purchasing, bookstore, etc.; facilitating Grad Fair activities; day-of lead for run-of-show.
Campus Vending Services	<ul style="list-style-type: none"> • Day-to-day contact for all campus food service, vending machine, and bookstore services. • Hold quarterly meetings with vendor group. • Coordinate with Procurement & Contract services for issues relating to contractual services. • Assist vendors in day-to-day needs, such as facility repair requests, parking questions, concerns or complaints from students, etc.
Cerritos College App	<ul style="list-style-type: none"> • Monitor the Community Wall to ensure students follow the Student Code of Conduct while interacting through the Cerritos College app • Provide trainings from departments and student clubs to properly utilize the app • Regularly meet with Ready Education vendor to discuss best practices

B. Service Area Description Continued : Version by **Miller, Elizabeth** on **01/15/2024 21:15**

2. Describe efforts to promote the availability of your services to current and prospective users.

a. Describe the key methods used to assist users in getting information about your service areas programs and service offerings (e.g., publicity, outreach, recruitment, etc.).

Different methods are used to promote the services that Student Affairs offers. These methods include but are not limited to submitting event requests through the Daily Falcon, updating our campus app to let active users know of current events, updating the A-frames around campus, sending out messages through Falconsync, and posting on our social media daily.

Daily Falcon submissions go out to all staff members and at the end of the week, the submissions are in the campus connection, which goes out to students at the end of the week. Through this we can let students know of events Student Life, Student Programming Board, or Inter-Club Council have going on. Through a Daily Falcon submission, the campus app is also updated with the events. We can also go in manually to create events on the app, as well as post on the wall to let students know what is going on with Student Life at Cerritos.

A-frames are the most effective in getting student's attention when they are walking to class. Large posters are printed with the big events we have coming up. They are a great way to catch student's attention when they are not active on their emails or social media.

Social media is used for event promotion and updating students on any location changes that might occur due to weather. Our active social media accounts are @Falconstudentlife and @Cerritosstudentgov on Instagram. Here we can promote our services like Metro GoPass, foster a sense of community within the campus, and encourage students to get involved with our programs. With social media accounts, Student Life can actively engage with students through Direct Messages and comments on posts. Most messages are questions about the events

we promote, so it gives us insight on what students are thinking.

3. Does your service area overlap or duplicate any programs or service function with other Student Services or college units?

a. How and why do these services/programs duplicate one another?

b. How do they complement each other?

The Student Life functions are distinct on the campus, and there is limited overlap outside of event planning. The largest area in common arises when planning student events that are based on cultural month recognitions, as many other areas also offer activities. Knowing this a student event collaborative group was established, with the main service being a common spreadsheet used for all campus departments to list their events, workshops, and activities. This helps departments know what others are doing, coordinate dates, times, and locations, and avoid duplication of services. Student Life staff also communicate with other departments known to hold cultural events during planning so that efforts can be coordinated. An example is the annual Hispanic Heritage Month planning, which begins 3-4 months early with email discussion of what departments are interested in hosting and on what days. This assists in a larger calendar of events being established and allows departments to cross-promote activities.

4. Discuss key, collaborative relationships with academic programs and other student service areas. How do these partnerships:

a. Advance achievement, learning, or completion.

b. Support the service area’s mission, goals, and Service Area Outcomes (SAOs).

c. Enhance the quality of services and programs provided.

d. Create greater operational efficiencies for the service area.

e. Identify how your partnerships can or have mitigated equity gaps.

The Office of Student Life creates collaborative partnerships and relationships to advance the goals of the department, Student Services Division, and Cerritos College. Below are academic programs and student service areas we have created key collaborative relationships with:

Academic Program or Student Service Area Name	Description
Puente Program	<p>During the spring 2023 semester, the Office of Student Life has provided the Falcon Leadership Institute (FLI) directly to the Puente Program students. The FLI facilitators are invited to the learning community courses to directly host FLI for a total of 5-6 hours.</p> <p>As described above, the Falcon Leadership Institute equips students with the leadership skills necessary to navigate Cerritos College, 4-year universities, and their careers supporting students' advancement.</p> <p>The collaborative relationship with the Puente Program and FLI directly contributes to two current Service Area Outcomes:</p> <ul style="list-style-type: none"> • Increase the number of students involved in Student Life Programs (student clubs, student government, leadership program) by 5%, while maintaining or increasing persistence rates. • Increase the number of students involved in Student Life Programs (student clubs, student government, leadership program) by 5%, while maintaining retention rates. <p>The Puente Program connects nearly 50 students to FLI increasing the numbers of students involved in the leadership program. The resources from the Puente Program and learning from FLI contribute to the maintenance or increase of persistence and retention rates of involved students.</p> <p>The collaborative relationship also contributed to the two previous Student Learning Outcomes from the 2022-2023 academic year:</p> <p>FLI Participants described how their current co-curricular involvement in Student Life programs contributed to their educational and career goals in their final posters. Participants listed their current or potential involvement in Student Life programs and discussed how their involvement is helping them progress to meeting their goals. Participants also drafted and presented leadership development plans in their final project.</p>
Student Equity & Achievement	<p>The Office of Student Life hosted multiple student equity mixers during the Weeks of Welcome for both Fall 2022 and Spring 2023 semesters. These events are created in collaboration and partnership with: UndocuFalcon Scholars, P.R.I.D.E Scholars, Veterans Resource Center, and other colleagues and students.</p> <p>The student equity mixers brought together employees and students of the following disproportionately impacted student groups: LGBTQIA+, First Generation College Students, Men of Color, and Undocumented students.</p> <p>The collaborative relationship with Student Equity and Achievement and Office of Student Life supports the three Service Area Outcomes. Equity mixer participants were contacted after the event about the opportunities offered by the Office of Student Life. Students from the Men of Color equity mixer were provided the resources and opportunity to attend the annual Men of Color Action Network (MOCAN) Conference at Pasadena City College. The Black Student Union was reactivated after years of inactivity by colleagues and a student leader who attend the equity mixers.</p> <p>Student clubs and organizations have been created and maintained in collaboration with Student Equity & Achievement including: Student Alliance for Equality (S.A.F.E) Club, Student Veterans Club, and UndocuLeaders.</p>
Athletics	<p>The annual Homecoming festivities, as well as a Spring 2023 semester Spirit Week celebrating student athletes was hosted in collaboration with Cerritos College Athletics. The activities brought student athletes together with other Cerritos College students.</p> <p>The collaborative relationship with Athletics and the Office of Student Life contributes to the three Service Area Outcomes. Introducing student athletes to student clubs at the various events led to increased participation of student athletes in clubs and organizations. Specifically, the Black Student Union seen their membership increase of student athletes. According to 2020-2021 Cerritos College Athletics Report, (https://www.cerritos.edu/program-review/2020-2021_FinalReports/ATH_2020-2021_FinalReport_IPR_ua.pdf) African American students are highly involved in Athletics in comparison to the general student population of Cerritos College. There were multiple opportunities to involve Black and African American students in student clubs and organizations.</p>
Counseling	<p>Throughout the academic year, including summer semesters, the Office of Student Life works with Counseling to present directly to students in COUN courses such as COUN 101B, ACLR 101, and more. During the 2022-2023 academic year, the Office of Student Life was able to reach nearly 300 students about student clubs, organizations, and leadership programs. The 2023-2024 academic year has already reached about 350 students in the Fall 2023 semester alone.</p> <p>The opportunity to reach this many students supports the Office of Student Life to increase the number of students involve in student clubs, organizations, and leadership programs. The support and resources from Counseling, in partnership with the Office of Student Life, leads to maintaining or increasing persistence and retention rates.</p>
Transfer Center	<p>During spring semesters the office often collaborates with the Transfer Center for graduation-related activities, such as grad cap decorating events, supporting transfer recognition, and cross-promotion of activities.</p>
Student Health Services	<p>Regular programmatic collaboration occurs for events and activities, such as the semester 'Stress Less' weeks before final exams.</p>

C. Service Area Organizational Resources : Version by **Miller, Elizabeth** on **01/15/2024 21:15**

1. Please describe your service area's organizational and personnel structure. Discuss:**a. Reporting relationships.****b. Distribution of responsibilities/authority.****c. Use of management or work teams.****d. Lines of communication (e.g., area meetings structure/frequency, staff-to-staff and staff-to-manager communication, etc.).****Reporting Relationships:**

- Dean of Student Services (management) – all team members report to this position.
 - Coordinator of Student Activities
 - Student Event Specialist
 - Student Affairs Graduate Intern
 - Administrative Clerk III
 - Administrative Secretary II
 - Student Affairs Clerks (short-term hourly)

Distribution of responsibilities

- Dean of Student Services
 - Lead for department, coordinate meetings, workflow, and supervision.
 - Advises ASCC Senate and ASCC Vice President
 - Manages ASCC budgeting and fund allocation process
 - Leads program review and assessment efforts
 - Lead on some large-scale events, such as Voter Registration/Civic Engagement, Native American Heritage Month. Provide support to other events and activities in the department.
 - Lead for Cerritos College App implementation and ongoing management, including training of new department users.
 - Lead for annual Commencement planning
 - Day-to-day contact for campus food service, vending, and bookstore vendors.
- Coordinator of Student Activities
 - Advises ASCC Cabinet and ASCC President
 - Lead for student club & organization management, including facilitating club registration process, providing training and support for club officers and advisors, point of contact for club events, activities, and travel, and advising the Inter Club Council.
 - Plans and implements large scale events, such as Fall/Spring Club Rush and ICC events such as Homecoming. Provide support to other events and activities in the department.
 - Lead for Falcon Leadership Institute
 - Co-Lead for Cerritos College App implementation and ongoing management, including training for student clubs and advisors.
- Student Event Specialist
 - Advises ASCC Court and ASCC Chief Justice
 - Oversees ASCC bi-annual elections and Elections Board for ASCC President & Vice President, Student Trustee, and ASCC Senators.
 - Plans and implements large scale events, such as Weeks of Welcome and La Feria Latina. Provide support to other events and activities in the department.
 - Advise the Student Programming Board, who hosts events on campus.
 - Web content editor for Student Life pages, including weekly updates of agendas/minutes for the three ASCC branches.
- Student Affairs Graduate Intern (when one is hired)
 - Support for the Coordinator of Student Activities.
 - Co-lead Falcon Leadership Institute
 - Support for ICC activities
 - General event support
- Administrative Clerk III
 - Lead for Metro GoPass process. Is main contact with LA Metro, manages TAP card and code distribution, and coordinating work with short-term hourly staff at front desk.
 - Submits most requisitions for department, including all those for District accounts. Is lead for ASCC funded requisitions, with support from Student Event Specialist.
 - Main contact for SpendMap training and assistance for the campus.
- Administrative Secretary II
 - Lead for front desk service and short-term hourly staff.
 - Predominant support for implementation of Grad Fair and Commencement logistics.
 - Manages all time reporting for department/division.
 - Supports implementation of MetroGo Pass, as back-up to Admin Clerk III.
 - Admin support for Student Life Committee and Quarterly Vendor Meetings.
- Short Term Hourly
 - Serve as front desk clerks assisting office visitors with information, issuing Metro GoPasses, directional assistance, and connecting with appropriate staff.
 - Answer phones and email.
 - Support with event and activity preparation and implementation as needed.

Work Teams:

Teams within the Student Life department are established based on time-defined projects or events, such as Commencement, ASCC Leadership Retreat, Metro GoPass management, etc.

Lines of Communication

- Meeting structure & frequency:
 - Student Life Department Meetings: weekly for 1 hour
 - Student Affairs Division Meetings, to include Falcon's Nest and Office of Student Conduct & Grievances: monthly for 1.5 hours
 - Standing One-on-One meetings with staff and manager:
 - Coordinator of Student Activities: 1 hour weekly
 - Student Event Specialist: 1 hour every other week
 - Admin Clerk III: 1 hour monthly

2. How does your current staff profile facilitate or impede the service area's ability to fulfill its primary mission and functions?**a. If applicable, what strategies has the area adopted to address staffing-related impediments?**

The current staff profile supports the ability of Student Life to fulfill its primary mission and functions in an adequate manner, however the department is not staffed to accommodate growth or additional program development. Our primary mission is to provide a student activities office and related services, student government programming, facilitate student club processes and support, student leadership programming, and student events and activities, all to increase student engagement and leadership development.

Main duties and responsibilities are split between team members, as shown under section 1.C.1. Recent additions to our programming include the Falcon Leadership Institute (Fall 2020) and Student Programming Board (Fall 2020). An attempt was made to initiate an Esports program in Fall 2021, however turnover in short term hourly and the Student Activities Coordinator, hindered development of the program. As the campus has returned to higher in-person activity, maintaining the effort has not been feasible, and the initiative was abandoned in Fall 2023 so that focus can be put on core functions such as growing student clubs and organizations. Students who are interested in Esports are being referred to start a club, so it can be managed under club processes. This is an example of an attempt to meet a student need, however limited staff capacity required an evaluation of what efforts to prioritize.

The department is responsible for maintaining open office hours for 54.5 hours per week to provide general assistance, GoPass distribution, Commencement guest ticket distribution (in April/May), and ASCC/student club gathering space. The current staffing of 3-4 short term hourly (STH) staff covers most the hours, however if a staff member calls in sick there are shortages. Each fulltime staff member utilized one remote work day, and there are a few days a semester where due to illness and remote work schedules there is only one full-time person available who must also cover the front desk. Due to meeting schedules, this can be challenging, and the office has closed on occasion for short periods due to limited staffing shortages. As the hourly staff is funded by Associated Students or Federal Work Study budgets, this limits the amount of hours that can be provided to staff the front desk. ASCC funds must be requested annually, and as the ASCC revenue continues to decline so do available funds. Attempts have been made to increase Federal Work Study staffing of STH roles since the cost is covered by Financial Aid, however due to the low pay in comparison to employment opportunities nearby (i.e. restaurants, stores) there is limited demand for these positions. In addition, the lengthy and challenging hiring process for FWS STH positions further hinders the ability to increase these positions. For example, interviews were held in June 2023 for new FWS STH, and two individuals were selected. One individual was not able to begin employment until October 11th, over halfway through the semester.

3. Describe any challenges the service area has encountered with respect to the recruitment and retention of qualified staff. What are the implications of these challenges?

In regards to recruitment and retention of qualified fulltime staff, the department has not faced any challenges. The Student Events Specialist and Student Activities Coordinator were both recruited within the past 2 years, and each search had a strong pool of candidates that exceeded minimum qualifications. Other fulltime roles in the department are staffed with individuals who have been with the campus at least 7 years.

As was mentioned in the prior section, the main challenge for the department lies in the recruitment and retention of short term hourly (STH) staff. Due to a limited pool, based on the low hourly rate compared to similar jobs in the community, limited funding sources, and lengthy hiring processes in Human Resources, both recruitment and onboarding of STH staff is difficult.

Implications of limited STH support is a direct impact on our ability to maintain open office hours to provide support, Metro GoPass distribution, and student club meeting space. Ideally the front desk would be staffed with two STH at each hour, however currently most shifts have one person, with doubling up on two afternoons a week. The office may continue to need to be intermittently closed if STH call out sick and fulltime staff are not able to reschedule meetings.

4. How does the service area facilitate appropriate career development and progression for staff?

a. Describe the service area's professional development resources, activities, and/or opportunities.

b. How does this engagement directly reflect on the direction of your service area.

Career development for the student life team is provided through limited funding for travel and conferences, encouraging involvement in professional associations and on campus shared governance, and team development during department and division meetings.

There is limited District funding available for professional development, with \$4,000 earmarked per year for the six fulltime staff in the Division (to include both Student Life and Student Conduct & Grievances). Since four of the six staff are involved in state or national associations, this has broken down to two staff being able to travel to a conference each year, and the staff alternate which year they can travel. For example, the Student Activities Coordinator and Student Event Specialist have participated in professional development conferences through the California Community College Student Affairs Association (CCCSAA), and the Dean of Student Services and Faculty Coordinator of Student Conduct & Grievances attend the Association of Student Conduct Administrators (ASCA) conference every other year. Funds are also secured for the Admin Secretary II and Admin Clerk III to attend local professional conferences, such as Women Hold Up Half the Sky.

During meetings and retreats the team discusses professional development that folks are interested, to determine if there are department-wide interest areas such as Microsoft suite training, or training on software the department utilizes. In addition, during one-on-one meetings between the manager and staff professional development is discussed, such as conferences, training, or considering further education (i.e. degrees).

Engagement in professional development helps team members stay relevant in their roles and purposes, provides motivation, and helps build professional networks that benefit the College.

5. Please describe the succession planning for your service area.

a. What steps are in place?

b. How does the service area plan to make changes to services (realignment, reorganization, or other strategies) to ensure continuous improvement in the face of staff turnover, retirement, and attrition?

Succession planning is maintained through documented processes, annual reports, consistent use of share drives to maintain information, cross-training and utilization of out-of-class or reassignment to cover lapses in staffing. Similar roles in the department engage in cross training to allow for extra support during high-volume times, and also prepare should a team member is absent or leaves. For example, the Admin Secretary and Admin Clerk II are cross-trained on Metro GoPass administrative processes, and all members of the department are trained in how to distribute passes to students. The Student Activities Coordinator and Student Event Specialist also train each other on processes, should a student come by when one is absent, so that support can be provided.

Annual program review (separate from Unit Planning) is conducted each summer, and the reports generated assist with business continuity year-to-year as incoming team members are able to reference past practice and data. This practice assists ensuring improvement when there is staff turnover, because it allows for intentional reflection and planning for each primary function of the office. In addition to these reports, the team consistently utilizes Microsoft Teams and SharePoint to save all work, and utilized Microsoft Forms and the FalconSync system to process forms. All staff have access to these resources to assist during absences of team members.

Finally, in times of staff absence or leave, out-of-class, additional assignment, or reassignment is or would be utilized as appropriate to ensure maintenance of operations. For example, in the summer of 2022 the Dean of Student Services was reassigned to serve as the Vice President of Student Services for 3 months, and during this time the Coordinator of Student Activities was provided increased compensation as additional assignments fell under her. This was done through open discussion and agreement on the duties.

6. What assessment methods and measures (either formal or informal) does the service area use to determine staff well-being, satisfaction, and motivation?

a. How does the department use the findings from these assessment efforts to improve the work environment?

The Student Life team uses largely informal methods to determine staff well-being, satisfaction, and motivation, such as team development activities at Division meetings, a strong potluck tradition, check-ins during one-on-one meetings, as well as formal assessment through annual performance evaluation discussions. The team has strong cohesion, as evidenced by the frequency of team members volunteering to assist each other for projects and events, and informal recognition traditions such as birthdays. During monthly Student Affairs Division meetings there are often team development activities, such as games, ice breakers, team builders, and informal ways to have fun together and get to know each other and our work styles better. A strong tradition in the office is the planning of potlucks, which occur roughly six times per year (if not more). Planning for these events happens at Division meetings, and our potlucks often have a theme that will include decorations and attire, such as Tea Party, I Dip You Dip We Dip, Pumpkin Spice Halloween, Summer BBQ, etc.

The multiple informal practices have helped to build a culture of communication, support, and fun within the team environment. Intentional team building allows members to get to know each other, our communication and work styles, and what makes each person feel most recognized and appreciated. These actions have also helped contribute to informal support such as

one-on-ones between staff members, taking shared walking breaks, and utilizing the office lobby to have lunch together and connect. During one-on-one meetings with the manager, team members can express concerns if they arise and brainstorm how to address any conflict or concerns.

7. What significant projects, tasks, workgroups, and committee work are the staff of your service area engaged in?

a. How does this participation reflect on your service area’s plans and integration with the college.

Chris Dela Cruz, Student Activities Coordinator

- **Student Life Committee:** Coordinates the efforts of multiple campus partners who also plan events and services for students.
- **APIDA Week Planning Committee:** Committee consists of numerous colleagues across academic affairs and student services. The committee hosts several events to promote awareness and retention for Asian, Pacific Islander, and Desi-American students and colleagues.
- **Alumni Working Group:** Committee seeks opportunities to connect Cerritos College alumni from different industries to students. This supports the Office of Student Life of connecting student leaders to experienced industry leaders.

Nikki Jones, Administrative Clerk III:

- **Student Life Committee:** This helps to coordinate and serve as a resource to the campus regarding Student Services.
- **BSU – Advisor-** Advisors play an important role in the success of the student organization by serving as mentors and advocates who offer guidance and support.
- **Black Excellence Collaborative (BEC)-** is to serve as a voice and support group for African American and Black faculty, staff, managers, administrators, contractors, and students. BEC collaborates with internal and external stakeholders to enrich the campus’ diversity, inclusion, and equity efforts through culturally centered activities and practices.

Elizabeth Miller, Dean of Student Services

- **Student Life Committee:** Chair of shared governance committee that focuses on student life issues, Commencement, and student rights and responsibilities.
- **Facilities Planning Committee:** Management rep for committee, which provides feedback on campus facilities planning, upcoming construction and renovation projects, sustainability efforts, etc. This allows for advanced knowledge of changes to campus facilities that may impact Student Life services, such as event planning.
- **ACCME President:** President of the Association of Cerritos College Management Employees, the representative group for managers at Cerritos College. This allows close collaboration with other managers on issue that impact Student Life, and ensures the needs of Student Life are considered in discussions related to management of the College.
- **Coordinating Committee:** As ACCME President, sits on this committee as representative. Coordinating Committee is the lead committee for all shared governance committees. Reviews activity of all other shared governance committees, reviews proposed changes to campus policy and procedure, and makes recommendations to the Board of Trustees.
- **American Indian Alaska Native Advisory Group:** Is a member of this group out of interest. This group reviews the needs of and services for American Indian Alaska Native students, and provides recommendations to the college on supporting this population. Because of involvement in this group, Student Life has become the host of the annual Native American Heritage Month events, which is a collaborative effort with the AIAN group.

This participation reflects on our serve areas plans and integration with the college because our team intentionally seeks out opportunities to infuse student life and leadership functions throughout the college. Through collaborative teams and involvement in shared governance functions the department is kept informed of important information and expectations, and can provide the student life lens to college decision making.

Section 2: Service Area Trends

A. Service Area User Demographics : Version by Miller, Elizabeth on 01/15/2024 21:15

1. Whom do you serve?

a. Describe your primary and secondary user groups that the service area attracts and serves.

b. Describe the demographics and representativeness of the populations served (e.g., race/ethnicity, gender, age range, foster youth, formally incarcerated, and first-generation status).

The primary users of the Student Life Office are enrolled students, specifically those involved in student government, club, Falcon Leadership Institute, Student Programming Board, those that attend events hosted by the office, Metro GoPass recipients, as well as faculty and staff club advisors. Secondary users would be general faculty, staff, and managers that share information on engagement opportunities with students, and community members that may attend our events.

Demographics

The following information is based on a research request to Institutional Effectiveness, Research, Planning, and Grants in January 2023 for student involved in spring 2023 and prior years. This is now an annual request that will be made so that benchmarking data and trends can be identified. Student information provided included students involved in clubs, Falcon Leadership Institute, and student government.

All Students Race/Ethnicity	Fall 2021		Spring 2022		Fall 2022		Spring 2023		Campus % Spring 2023
	N	%	N	%	N	%	N	%	
American Indian or Alaskan Native	1	0.3%	1	0.3%	3	0.5%	3	0.5%	0.23%
Asian	69	21.1%	74	20.3%	109	18.5%	108	19.2%	9.69%
Black or African American	10	3.1%	12	3.3%	25	4.3%	24	4.3%	6.82%
Decline to State	13	4.0%	13	3.6%	21	3.6%	19	3.4%	
Hispanic or Latino	195	59.6%	220	60.4%	362	61.6%	343	60.9%	65.94%
Native Hawaiian or Other Pacific Islander	2	0.6%	2	0.5%	3	0.5%	3	0.5%	2.80%
Race/ethnicity Unknown	1	0.3%	1	0.3%	1	0.2%	1	0.2%	0.04%
Two or More Races	11	3.4%	13	3.6%	20	3.4%	19	3.4%	2.23%
White	25	7.6%	28	7.7%	44	7.5%	43	7.6%	10.70%
Total	327		364		588		563		

All Students Gender	Fall 2021		Spring 2022		Fall 2022		Spring 2023		Campus % Spring 2023
	N	%	N	%	N	%	N	%	
Female	203	62.1%	221	60.7%	345	58.7%	334	59.3%	54.58%
Male	115	35.2%	128	35.2%	216	36.7%	204	36.2%	43.33%
Unknown	9	2.8%	15	4.1%	27	4.6%	25	4.4%	2.09%

All Students Age Range	Fall 2021		Spring 2022		Fall 2022		Spring 2023		Campus % Spring 2023
	N	%	N	%	N	%	N	%	
19 and under	92	28.13%	30	8.26%	214	36.39%	209	37%	26.43%

20-24	14744.95%	218 60.06%	20635.03%	194 34%	27.25%
25-34	58 17.74%	75 20.66%	111 18.88%	106 19%	23.27%
35-49	15 4.59%	19 5.23%	32 5.44%	30 5%	14.32%
50 and over	15 4.59%	21 5.79%	25 4.25%	24 4%	8.73%
Total	327	363	588	563	

2. How do the demographics of your users compare with the college as a whole?

a. Are the trends within your program in alignment with the broader, collegewide trends?

The comparison data is available in the above question. The demographics for students involved in Student Life programs tends to be younger in age, more female involvement, and a much larger (9%+ higher) proportion of Asian students. The trends within the department have remained fairly steady, with each ethnicity, gender, and age remaining within 1-2% points difference year to year. It is expected that students in Student Life programs will lean toward 'traditional' aged 18-24 year old students, who may have more schedule flexibility and are continuing with activities similar to a high school experience. There was also a large shift seen in students 19 and under between the two years, which is reflective of 2021 being the first semester back post-COVID, with most classes still online or hybrid. That year engaging first year students was difficult, and as years progress we expect to find similar trends to 2022-2023.

B. Service Area Service Trends : Version by Miller, Elizabeth on 01/15/2024 21:15

1. Describe the usage trend for your service area in the last three years.

a. Has it remained steady, increased, or decreased?

b. Are there different patterns of usage for different demographic groups (e.g., race/ethnicity, gender, age range, foster youth formally incarcerated, and first-generation status)?

c. Draw clear connections between your data trends and attempts to identify and mitigate equity gaps.

d. Describe any factors that contributed to any change.

Student Life & Government

This category includes student government (ASCC), student events and activities, Falcon Leadership Institute, Student Programming Board, and student shared governance appointments.

Category	20-21	21-22	22-23	Fall 2023
Senators (out of 26)	16	14	25	26
Cabinet (out of 22)	10	16	20	22
Court (out of 8)	6	6	6	6
Shared Governance Student Appointments (out of 24)	14	13	16	23
Falcon Leadership Institute	27	47	71	10
Number of events/activities	121	88	48	16
Total event/activity attendance	1311	1668	4878	2765
Number of clubs	35	40	52	31
Total club membership	724	1162	1355	1187
Unduplicated students in clubs	300	450	780	577
Modality:	Fully Remote	Hybrid	Mostly In-Person	Mostly In-Person

Since the period of fully remote operations during COVID our services have increased greatly, and because of the effort and resources needed for in-person events/activities we are seeing fewer events but much higher attendance. Usage trends reflect a return to campus and increased engagement by students in co-curricular life.

We have analyzed data for event attendance as far as demographics and different patterns for use. This current academic year the campus has secured a Cerritos College App that allows us to utilize a QR code sign-in process that easily captures student ID numbers, so this is information we can explore analyzing in the future.

Regarding our usage trends, there is lower representation of Black/African American and White students in our services. In efforts to support the campus Equity plan, the department has set a goal to increase the number of Black/African American students (as a Disproportionately Impacted, DI, group) involved in our programs, especially since data shows that students involved in our programs have very high rates of persistence and retention (above 80%). Strategies to reach this goal included encouragement and support of a return of the Black Student Union (BSU) club and providing advisor support as needed if their advisor of record is not able to attend a meeting or event, so that activities are not cancelled. There is also intentional outreach occurring to the Umoja program to engage students and ensure they are aware of our resources. Finally, we have provided priority registration access to our Annual ASCC Leadership Retreat for our equity programs, so our DI groups have first chance to secure spots.

2. Describe your pattern of service. Include:

a. Standard hours of operations.

b. Alternative modes (e.g., online, hybrid, etc.).

c. Schedules of delivery (e.g., early morning, evening services, etc.).

d. How your services meet the needs of the users.

Hours of Operation:

Student Activities Office

Monday, Tuesday, Thursday 8:00 a.m. – 5:00 p.m.

Wednesday 8:00 a.m. – 6:00 p.m.

Friday 8:00 a.m. – 4:30 p.m.

Alternative Modes

For our programmatic efforts, all Student Government meetings (Cabinet, Court, Senate) are held in a hybrid format allowing in-person or Zoom attendance for guests. Per our ASCC's adherence to the Brown Act, all voting members of the respective bodies must attend meetings in person. Nearly all of our events and activities are held in-person during varied times of the day. Online format for events, such as Virtual Club Rush, was attempted however had very low turnout, under 20 participants. The office also facilitates implementation of the Cerritos College App, which allows students to engage in an online/app platform. The community feature of the app is used to post information, polls, and connect students with each other and with campus departments.

For service functions that involve forms, such Metro GoPass, Student Activities Fee Waiver, and all student government and student life requests, online forms are used to allow wide accessibility and increased efficiency in processing. Forms are available either through Microsoft Forms template (Metro GoPass), AdobeSign form (Student Activities Fee Waiver), or FalconSync (all student government/life forms). This allows users to access form links from our website and submit 24/7, with the FalconSync system also allowing commenting and communication within each form submission.

Student club advising allows for student club leaders and advisors to meet with Student Life staff both in-person, video conferencing, and phone conferencing depending on the preference

of the students and advisors. This allows for more flexibility regarding scheduling and the student-preferred modality.

3. What are the differences in service usage based on modality? If you do not offer varying modalities, explain why not.

a. How does this help inform future practices?

Our services are predominantly held in-person, with hybrid options for Student Government and club meetings, utilization of technology such as FalconSync and the Cerritos College App. Because of the nature of our services, most lean toward in-person. The COVID pandemic taught us that we are able to be flexible in all aspects of our services, and provide the modality that students prefer. During the pandemic we were completely online for all meetings, events, and activities, and while there was lower student engagement it did not disappear. Now that the campus has returned to fully in-person office operations we have balanced keeping the services students prefer online, such as ability to Zoom into student government meetings (for visitors/presenters) and keeping all forms electronic, with a robust in-person offering of events and activities. We are well prepared for the future to direct our services based on the needs and wants of the students, so that we can best serve them in the manner they prefer.

Section 3: Service Area Performance and Effectiveness

A. Service Area Outcomes Assessment Process : Version by Miller, Elizabeth on 01/15/2024 21:15

1. What methods are used to assess your service area outcomes (SAOs)? If these are not in place, what do you plan to do in the future to collect this evidence?

Service Area Outcomes are evaluated annually, with an annual plan and report submitted to the Vice President of Student Services. The SAO's are assessed based on student engagement in our programs, with research analytics providing information on demographic data.

2. How are user needs assessed and considered in the development and delivery of programs and services?

a. What methods does the service area use to remain current with respect to understanding user needs, interests, and experiences?

b. What are the sources of information your service area uses to understand current needs?

c. How have the needs changed over time?

User needs are assessed in a number of ways, including direct feedback from students, surveys and assessments, review of comments and questions in the app, and involving students in the development and delivery of services.

Student Life functions are grounded in student engagement, and that is seen at every level of our services. For Clubs & Orgs there is the Inter Club Council (ICC), led by a student director and deputy director and advised by the Student Activities Coordinator. The ICC provides all updates to clubs and receives feedback from them through monthly meetings. All student clubs and orgs are required to send a representative to the ICC meetings, and it allows for a strong flow of communication between the clubs and the department. Students can provide feedback on services and resources, and what their current interests and needs are. Students are also able to increase their quality of involvement by joining planning groups for club-wide events such as Homecoming, Falcon Games, and more.

Related to student government, all activities, trainings, travel, etc. is vetted first through the 'ASCC Exec and Advisors' group, comprised of the ASCC President, VP, and Chief Justice and the Dean of Student Services, Student Activities Coordinator, and Student Event Specialist. This group meets on a weekly basis to ensure all three branches of government are well informed on each others activities, plan upcoming meetings, provide feedback on issues and concerns of the ASCC, plan needed trainings, and review conference attendance requests.

Similarly, for student events the Student Programming Board, advised by the Student Event Specialist, provides feedback and support to large-scale event planning. This is a volunteer group of students with an interest in event planning, and they assist in the development and delivery of many programs throughout the year. This ensures events meet the interests of current students, and allows for a co-curricular experience for student to practice organization, marketing, budgeting, and facilitation.

At the end of each academic year a 'Student Leaders Assessment' survey is sent out to students in clubs, government, and the Falcon Leadership Academy, to measure our student learning outcomes and allow students to provide feedback on the impact being involved has had on their student experience. While the response rate has been less than 100, those completing the survey indicate satisfaction with the department and that the program offered have made their experience at the College better. In the future a true satisfaction rating will be added to the survey.

For the Metro GoPass there is not a student advisory group at this time, other than general feedback from Student Government, who founded the program. Feedback from students is gathered through common questions students have that are sent in, or that they share when visiting the office. Student feedback has resulted in changes to our form to make it more clear, and enhanced how we communicate about the program at various stages of the application process.

A final more recent source of information that has helped the department remain current with student needs is the Cerritos College App. Through student posts to the community wall we can see what students like, dislike, struggle with, have question about, etc. We have posted polls on the wall to ask about their preference for event ideas and time, and the app allows users to rate each event they attend and provide feedback. This feedback has been very helpful in understanding what makes a difference for students, and also allows us to reach out and connect with them directly.

3. How does the service area track program/service usage patterns and determine users' satisfaction and dissatisfaction with the service area's performance? If these are not in place, what do you plan to do in the future to collect this data?

Usage patterns are tracked by students involved in each program type (club, government, shared governance, Falcon Leadership Institute, Student Programming Board, Metro GoPass), and event attendance is now tracked through the App. As mentioned earlier, an annual student leader survey is provided to measure learning from our programs (how involvement contributes to their education & career goals) and the impact of involvement in our programs on their overall college experience. Currently a strict satisfaction question is not asked, but that will be added. Based on responses to other questions it is clear if experiences have been positive or negative. For events tracked on the app students are able to rate the event on a 1-5 star rating scale and provide written feedback for each event. The app is also used for students who visit the Student Activities Office to check in via QR code, and those students are able to also rate our service and provide feedback.

4. To what extent does the service area obtain and use comparative/benchmark data to stay current with peers and/or competitors that deliver similar programs and services (both those that are on and off campus)?

There is limited, if any, comparative data related to Student Life programs. As a department we are a member of the California Community College Student Affairs Association (CCCSAA), which connects student life professionals across the state. At times there are surveys or questions that are posted on the listserv that provide insight to practices at other institutions, and staff regularly attend CCCSAA conferences. In addition, as advisors to student government, there are regular opportunities to connect with colleagues during bi-annual statewide Student Senate of the California Community Colleges (SSCCC) meetings and conferences.

5. How does the service area monitor compliance with the laws/other regulatory requirements that apply to the service areas program and service responsibilities?

Laws and other regulatory requirements are monitored through our membership in CCCSAA and communication from the CCC Chancellor's Office via the SSSCC. Any legislative updates are provided through these groups, and in addition our Business Services office shares updates from the Chancellor's Office that they receive that are in relation to Student Representation

Fee use, Associated Student Organization funding, or related matters.

B. Service Area Outcomes Assessment : Version by Miller, Elizabeth on 01/15/2024 21:15

1. What does the data say about the success of your service area with respect to the achievement of your service area outcomes? Identify and describe the data sources.

SAO's were developed for the area in summer 2023 and are in their first year. The established SAO's are:

1. Increase the number of students involved in Student Life Programs (student clubs, student government, leadership program) by 5%, while maintaining or increasing persistence rates.
2. Increase the number of students involved in Student Life Programs (student clubs, student government, leadership program) by 5%, while maintaining retention rates.
3. Increase a sense of belonging through engagement in student clubs. Increase the number of African American students involved in Student Life Programs by 2%.

2. What areas for improvement are suggested by the data?

Data will first be collected for the SAO's in spring 2024, after census date.

3. How is assessment data used to inform organizational decisions, management practices, and program/service delivery strategies?

Data will be used to review engagement levels, and if targets were met. Other student usage data will also be reviewed, such as involvement in programs, event attendance, and the annual leader survey. This data allows us to see what strategies are working to grow our involvement levels, and what students feel positively impacts their experience. Each summer the department holds a retreat to perform a review of the prior year, and this data is part of that review. During that time we determine what services or practices need revision, what is going well, and what are new strategies to try.

4. How has the assessment of the service area outcomes contributed to your service area's improvements?

While the SAO's are yet to be assessed, our annual summer review assists us in determining what to prioritize for the year. For instance, based on assessment data from the prior year that shows students involved in our programs persist and are retained at rates of 86-100%, we want to grow the number of students involved so that more students can benefit. The area that involves the largest number of students is our clubs and orgs, and so that has become a focus area to grow training, organization, and support for groups.

5. How does the service area make needed data and information available to area stakeholders?

Annual assessment data is provided in an annual report to the Vice President of Student Services Office. Information on student involvement has not directly been shared with students, but that can be something done through the ICC and ASCC.

Section 4: Previous Three-Year Service Area Program Plan Reflection

Service Area Three-Year Reflection : Version by Miller, Elizabeth on 01/15/2024 21:20

1. What are the primary strengths of the service area?

a. How have these changed over time?

b. What innovative programs/services/practices has the department instituted that puts it out in front with respect to "best practices" in the field?

PRIMARY STRENGTHS

The primary strengths of our services fall under the areas below:

1. **Student government facilitation.** The associated student organization at Cerritos College is well established, and is one of the largest governments in the state, if not the largest. The ASCC is comprised of 59 appointed or elected leaders across three branches of government, with each branch hosting weekly meetings that follow Brown Act requirements. Just prior to, and during, the pandemic the number of students engaged in ASCC dropped to 50%, however beginning in fall 2022 that number rose significantly and currently all student government positions are filled, all meetings reach quorum each week, and students compete for leadership positions within the branches such as committee membership, branch leadership positions (i.e. pro tempore, clerk), and selection to attend conferences as Cerritos representatives. As representatives of the student voice to the District, these groups are time-intensive to train, advise, and support, to ensure students are prepared to fully participate in District processes. Each year students report through our leadership assessment survey that they find their experiences meaningful and can connect their experience to their educational and career goals.
2. **Event planning and execution.** Since the return to campus from the pandemic we have seen our event attendance increase drastically, as seen in section 2 part B.1. During the years of mainly remote activity the office provided a high number of events that were attended by a smaller amount of students, about 30 each. Starting in Fall 2022 we have seen our large-scale events bring in 100+ students, and our medium-scale events bring in 40-80. Of note this year was our La Feria Latina, which received over 300 check-ins, and likely more who did not pass by the check-in table. In addition, during the pandemic we initiated a 'Student Programming Board' group to allow students experience in event planning and implementation, and ensure our events met student needs and interests. This group has grown to over 10 students, who are often not involved in our other areas such as student government, allowing a new way for students to engage with the campus. This group is advised by the Student Event Specialist, and meets regularly to brainstorm and plan events. Finally, the Student Life office is seen as a leader on campus in relation to event planning, and other campus departments often reach out to us for advice, support, and resource requests.
3. **Student engagement.** A strength of the department is our ability to connect with students, and find ways to meaningfully engage them on campus to enhance their educational experience. Whether it is through student government, clubs, shared governance, the leadership program, or student programming board, we are able to interact with and counsel a large number of students with the aim of improving their experience at Cerritos College. We accomplish this through summer outreach in counseling classes, presentations to the special population groups, semester 'ask me' tabling at the beginning of each semester, and ongoing tabling and event opportunities.
4. **Falcon Leadership Institute.** The Falcon Leadership Institute was initiated in fall 2020, and is a 5-workshop series based on the Leadership Challenge by Kouzes and Posner. Since its initiation over 150 students have completed the program, with numbers increasing each semester. Our program structure has been shared with other colleges in the region, who have initiated similar programs based on our offering. The program receives strong feedback from students, and those who complete are seen strongly recommending it to their peers.
5. **Metro GoPass Program.** The Metro GoPass program initiated in Spring 2022, following the Associated Students approving a fee increase to support the program. This program provides students a LA Metro bus/rail pass at a 90% discount, and is facilitated through the Student Life office by the Admin Clerk III and Admin Secretary II, with support of our short-term hourly staff. Each term the program has grown, and since Spring 2022 almost 2,900 passes have been distributed. The program allows students to apply online and receive an update when their card and/or activation code is ready, and turn-around time is often only a couple business days (depending on volume). Each term the program is reviewed for service and efficiency, and changes are made regularly to improve the program. An example is that a challenge was seen with students completing the request form, but not activating their card. A change was made to encourage and assist students to activate their card when picking it up, with computers ready and open to the LA Metro activation page. In addition, the short-term hourly staff were included in our management program and provide weekly reminder emails to students who have not picked up cards yet. This has improved communication, and allowed a leadership role for our front desk clerks.
6. **Serving as a resource for campus partners.** Being specialists in student engagement, our office often serves as a resource to departments and colleagues across campus for event planning, connecting with students or student government, communication & marketing, and providing physical resources such as A-frames and a popcorn machine. As the office facilitates the semester 'Ask Me Tables', the campus app, and Commencement, we are fortunate to have the opportunity to work with a wide variety of campus departments. The office prides itself on providing service and supporting students through our office, as well as doing what we can to support other departments.

7. **Retention and persistence rates of involved students.** Through data obtained from Institutional Effectiveness, Research, Planning, and Grants (IERPG), we can show that involved students have very high retention and persistence rates. Ranging from 85-100%, these rates are much higher than overall campus rates. This data supports the importance of the work that we do in helping students find a home at Cerritos College.

HOW THEY HAVE CHANGED OVER TIME

- Our strengths have evolved as new programs have been added, such as the Falcon Leadership Institute and the Metro GoPass program. These programs were incorporated into our existing practices, with review given to balancing them with current capacity. With more efficient provision of services we were able to expand and focus on new areas, some examples of efficiencies are that all of our forms and 'paperwork' is online and allows for process tracking on the back end. This improves communication across the team and allows us to be flexible in supporting each other as needed.
- The addition of the Cerritos College App has also changed how we interact with students. The app allows easier distribution of information, and through the Falcon Wall an opportunity to engage with students directly to get feedback, promote our activities, and answer questions. Through the event attendance option we are also able to capture data and feedback, which has helped immensely with tracking and communication.
- Going fully remote during the pandemic helped to advance our modalities and form submission processes, and we have remained flexible to student needs and wants. In addition, most of our work directly involves students in the process and decision-making, allowing us to ensure we are meeting their expectations and can regularly receive feedback. Our office space is shared with student government, ensuring daily contact with student leaders in both formal and informal contexts. The addition of the Cerritos App also gives us real-time feedback from students, and the ability to communicate with them directly in a modality they prefer.

INNOVATIVE PROGRAMS/SERVICES/PRACTICES

- Cerritos College App.** The app was implemented fully in June 2023, and received a strong reception from students. The company providing the app recognized our efforts in implementation and engagement, and we were asked to serve as the campus presenters to discuss our best practices. Feedback from the company was that our launch was particularly successful, with higher registration, usage, and interaction rates.
- Falcon Leadership Institute.** This program was initiated to allow a leadership development program open to all students, looking to engage more than the 'typical' student government or club leader. The program is based on "The Leadership Challenge" by Kouses and Posner, which is recognized as foundational student leadership content in the field of student affairs/services. Our program has been shared with colleges in our region, who have also started similar programs on their campuses. This program allows a cohort-based experience where students learn about five leadership practices, and engage in activities to apply concepts to their experience. The program culminates with an exit project or interview, and students must earn program completion by meeting standards set on a rubric.
- Student Programming Board (SPB).** SPB also started during the pandemic, as a way to engage students in the event planning process and ensure campus events met student needs and interests. The SPB has grown to over 10 students who identify as a programming body, and focus on providing both large and small scale events. This group is modeled after what is more often seen at the University level, and not seen as frequently within community colleges. The group has established itself and expresses a shared identity, and has provided well-planned events such as La Feria Latina which saw over 350 attendees.

2. Please comment on the progress toward achieving your previous service area goals and SAOs. Discuss what has/is/will happen and the status of each goal and SAO.

Prior to fall 2023 the department utilized Student Learning Outcomes, which were then transitioned into Service Area Outcomes in Fall 2023. Below we will discuss the prior SLO's, which sunsetted in spring 2023.

SLO #1: Students involved in Student Life leadership programs will be able to describe how their co-curricular involvement contributed to meeting their educational and/or career goals.

Measure - On the Student Leader Assessment Survey:\u202F

- 80% or higher will agree or strongly agree they are able to describe how their involvement connects to their educational/career goals\u202F
- 80% or higher will agree or strongly agree that they have gained skills/abilities needed to succeed in their education/career\u202F
- In the qualitative response 80% of students will provide an example of at least one skill they have learned through their involvement.\u202F

Results from Student Leader Assessment Survey:

- Gained skills/abilities needed to succeed in career - 82.61% Agree or Strongly Agree
- Gained skills/abilities needed to succeed in education - 71.74% Agree or Strongly Agree
- Can describe how involvement connects to ed/career goals - 80.43% Agree or Strongly Agree
- From the qualitative data, out of 46 responses: 10 students left the question blank or answered 'I don't know', and 37 provided a response that listed at least one skill or ability they gained from involvement. This represents 80.4% of students were able to describe at least one learned skill/ability through engagement with Student Life programs

SLO #2: Students who complete the FLI program will be able to develop personal leadership development plans that address skills, abilities, and growth areas.

Measure: 80% of FLI graduates receive an average score of 2 on their exit interview/assessment.

Results

72 students participated in FLI during the 2022-2023 academic year, and of these students 59 participated in the assessment activity required for 'graduation'.

Of the 59 students who completed the program, 57 (96.6%) received an average score of 2 or higher on their exit assessment. Score summary (0 - Does Not Meet; 1 - Partly Meets; 2 - Meets; 3 - Exceeds):

- 0-.99 - 0 students
- 1-1.99 - 2 students
- 2-2.99 - 46 students
- 3 - 11 students

Of the total students who entered the program, 71.16% 'graduated' from the program. (59/72)

In Fall 2023 new SAO's were implemented, and as a Student Services area a change was made from focusing on student learning toward numbers related to involvement.

- SAO 1:** Increase the number of students involved in Student Life Programs (student clubs, student government, leadership program) by 5%, while maintaining or increasing persistence rates.
- SAO 2:** Increase the number of students involved in Student Life Programs (student clubs, student government, leadership program) by 5%, while maintaining retention rates.
- Equity Goal:** Increase a sense of belonging through engagement in student clubs. Increase the number of African American students involved in Student Life Programs by 2%.

These SAO's will be measured at the end of the 23-24 academic year.

3. Please provide a financial overview of the service area.

- a. How are resources allocated to support the mission, goals, and outcomes of the service area?
- b. How are budget allocation/reallocation decisions made in your service area?
- c. What factors influence the use of service area resources?

1. How are resources allocated to support the mission, goals, and outcomes of the service area?

The Student Life department falls under the Student Affairs Division, and shares a budget with the Office of Student Conduct and Grievances. The District provides the salaries of the Dean of Student Services, Student Activities Coordinator, Student Event Specialist, and half of the salary of the Administrative Secretary II. In addition, limited (\$4000) is allocated to professional development, and the remaining funding is allocated to OSG for the Maxient software.

The majority of the budget for Student Life comes from the Associated Students of Cerritos College, and is allocated on an annual basis separate from the resource allocation process associated with District funds. ASCC funds the remaining half of the Admin Secretary II's salary, and the salary for the Admin Clerk II and all short-term hourly staff. It also funds all other operations of the department, from office supplies, programming, software, copiers, etc.

Each year Student Life places department requests through the ASCC Funding Request process, which is also facilitated by staff in the department who serve as advisors to the student-led ASCC Budget & Finance Committee. The full-time staff review the budget each spring to determine our request, and utilize prior year assessment and utilization to determine our funding request for the following year.

1. How are budget allocation/reallocation decisions made in your service area?

For District-provided funds there is limited flexibility and no increases, so the fund allocation has remained the same each year.

For ASCC-allocated funds the full-time staff reviews the funding request during regular staff meetings and comes to consensus on what our request will be. During the ASCC Budget & Finance Committee meetings, where the ASCC budget is drafted, two staff from the department serve on the committee as voting members, and there are 5 student representatives. We aim to provide a realistic budget based on our needs, and are clear with students if there are new initiatives we want to try. After the budget committee drafts a budget it is provided to the ASCC Senate, who can amend and provide a final vote. We have seen programs and requests from our area cut so that other departments can be provided higher amounts, and understand that is part of the allocation process. In recent years due to the reduced number of students on campus, which impacts the vendor revenue ASCC can allocate, a strong concern has emerged regarding the shrinking funds and reduced budgets. If revenue continues to decline decisions will have to be made on programs to cut.

1. What factors influence the use of service area resources?

Since the department is student-funded, the largest factor that influences the use of our resources is student interest and need. It is important that we provide services and activities that are of student interest, to stay relevant.

4. Describe resource changes the service area has encountered over the past three years and future anticipated changes.

- a. Explain what circumstances prompted these changes.
- b. How these changes have/will affect the service area operations and services.
- c. How the service area plans to address these changes.

The largest resource change has been the significant decrease in ASCC revenue, which is down about 40% from pre-pandemic levels. Since the majority of our non-salary funding is from ASCC, reduced revenue greatly affects our operations. Especially at a time when there is also higher rates of inflation making goods and services more expensive. The reduced revenue has meant we have reviewed our annual programming schedule and made determinations on what to reduce, for example going to an annual award reception instead of by semester, and cutting our Esports initiative. We anticipate the reduced revenue will continue until the planned Student Services Administration building is complete, and the Bookstore and other vendors are placed back in high-traffic areas, increasing their revenue.

The ASCC did increase the student activities fee in Fall 2023 which helped weather the decrease. While the increase was to support the GoPass program, the President's office advocated for alternate transportation funding that was received and will assist for three years.

The area plans to address the changes by regular review of ASCC revenue, continual awareness of reducing costs, and annual review of programs and events to ensure funds are spent on those that have the highest attendance and positive evaluations.

5. How effectively do the service area's current facilities, space, and equipment support area operations?

- a. To what extent must these organizational resources change to keep pace with the future needs and expectations of the service area users?
- b. What strategies have been adopted or will be adopted to institute these changes?

Currently the service area's facilities, space, and equipment support our operations. Since summer 2022 the office has been relocated to a swing space in the Auto Partners Building, which was the best option of the spaces offered. The distance of the building to the center of campus is the only downfall, however through use of the electric cart owned by ASCC we have been able to adjust so that events and activities still occur in popular student locations.

In the new Student Services Administration building to be completed in the next few years the department has a prominent location in the center of the building facing the Falcon Square, and anticipate this change will be very positive for the department.

6. How has technology been integrated into the programs, services, and operating functions of the service area?

- a. In what ways have technological applications been used to promote innovation, responsiveness, and continuous improvement in the service area?
- b. How has the service area kept pace with the development of hardware, software, maintenance, and training support?
- c. What are the service area's projected technology needs for the future?
- d. What strategies have been adopted or will be adopted to address these needs?

INTEGRATION OF TECH

The Office of Student Life has integrated technology into many of the programs, services, and operating functions of our service area. Most notably, the Office of Student Life launched the Cerritos College App and has been in charge of overseeing the app and training departments and student clubs to best use the app. The Cerritos College app allows the Office of Student Life to accurately track the number of student attendees that attend Student Life events.

The Associated Students of Cerritos College (ASCC) also utilizes a Hyflex modality to host all ASCC meetings. The ASCC Senate hosts their meetings in LC-155 a Hyflex classroom. Both ASCC Cabinet and Court utilize an Owl to allow Zoom participation from the public in their respective branch meetings.

The ASCC also utilizes a Canvas course for elections and general student information, and FalconSync, a program for clubs and orgs to manage processes online. Finally, the department utilizes SpendMap software to manage the ASCC budget, as the software allows the submission of requisitions, the issuing of Purchase Orders, and the tracking of payment.

USING TECH TO PROMOTE INNOVATION

The Cerritos College App has been key in the Office of Student Life's commitment to technological innovation, responsiveness, and continuous improvement. The app has provided a virtual opportunity for students to directly interact with each other, as well as other departments on campus. The community function allows students to chat in public settings and even private walls for cohort-based programs. The app also has multiple other functions that connect students to academic and student services resources at their fingertips. Integration with Canvas and the Cerritos College event calendar allows students to see an agenda of their day that has their course schedule integrated with their interested events.

KEEPING PACE WITH DEVELOPMENT OF TECH

The Office of Student Life is the main office that oversees the everyday operation of the Cerritos College App. Student Life is also the office that regularly meets with the vendor to go over implementation and best practices.

Regarding the student club management system, a review was conducted in Fall 2023 to determine if ASCC/Student Life wanted to continue with the same software or switch to a new vendor. The top three providers of this service were contacted and demonstrations conducted with each vendor to both the Advisors and to the Student Senate. Ultimately the Student Senate determined a switch to a different vendor was in the best interest of the ASCC, and that process is currently underway (Spring 2024). This shows that consideration is given to the services we use and provide for our students, to ensure they are relevant, efficient, and user-friendly. Students are always involved in our decision-making, so that their needs are at the forefront.

PROJECTED NEEDS

Wi-Fi connection across campus, including outdoor spaces, are greatly needed for the best use of our technological advancements and innovative programming. In utilizing the Cerritos College App for event check-in, staff have often utilized their personal wifi hot-spot in order to facilitate the check-ins, since campus wifi is very limited in outdoor spaces.

STRATEGIES TO ADDRESS NEEDS

The department will continue to advocate with Information Technology for our needs, and support students in their advocacy efforts for the improvement of wifi across campus.

7. What major challenges face the service area?

a. What needs to occur, primarily within existing resources, to successfully make improvements in these areas?

The major challenge faced by Student Life is the reduced revenue ASCC is facing, which in turn reduces the funding provided to the department. Countered with high inflation rates, it challenges our ability in providing events and activities to students. As our work is based in providing ongoing engagement opportunities for students, we are a high-resource area. Within existing resources we continually look to cut costs by looking for more cost-efficient options and determining what is critical versus 'nice to have'. Decisions about reducing capacity or eliminating opportunities and programs is also considered.

8. Where would you like your service area to be three years from now? Dream big while considering any upcoming changes (e.g., new buildings, growth, changes in the services, etc.). Consider the following in your response:

a. Describe the colleagues and partners inside and outside the institution with whom you would like to work in the ideal future.

b. What specific innovations, best practices, or other accomplishments would you share with a visiting out-of-state colleague?

c. What long-term impact would you like your service area to have on the College and the community?

d. What strengths, opportunities, or new directions now exist on which you can capitalize in three years' time?

- **GoPass.** We would like to see increase usership and increased effectiveness with business processes.
 - Working with ID center (Admissions & Records) to link the bus pass and the ID card and see if there is a way to streamline/automate the process. The goal is to see if there are other options beyond using the TAP card provided by LA Metro to utilize the GoPass.
 - Hiring a fulltime person to manage the program as it grows. Currently GoPass usage is over 1,000 students per semester.
 - More marketing of the program, to include in-person assistance outside the Student Activities Office. Having a staff member visit departments, programs, and locations on campus to provide passes.
- **Event engagement.** As the on-campus population continues to grow, we want to expand attendance and engagement at events offered by the department. When the department moves to our new location in the Student Service Administration building we will have direct access to Falcon Square, improving our ability to facilitate events and activities, and host 'pop-up' events/activities.
 - Focus on large-scale events that can serve more students at a time.
 - Increase event attendance with a goal of at least 100 students per event.
 - Increase collaboration with campus departments, including:
 - LGBTQ+ program
 - Umaja & BSU
 - Career and Transfer Centers - including exploring pipelines with more common student life programs at universities, to help students easily transition.
 - Student Health
 - Learning & Career Pathways, and student clubs within the majors
 - Become a leader in events and activities on campus by developing and sharing resources for the campus based on our best practices.
- **Maintain student government at capacity.** Cerritos College has one of the largest, if not the largest, student government in the state. In recent years student government has had near full appointment, and our goal is to maintain this involvement. This includes the three branches of government (Cabinet, Court, Senate), Inter Club Council, and Shared Governance Committees.
- **Increase civic engagement opportunities.** Students have shown interest in civic engagement in local, state, national, and international issues, and it is an opportunity to grow. Currently the department meets state requirements for civic engagement, but has not expanded to a robust program.
 - Initiate a Falcon Leadership Institute track on civic engagement/advocacy.
 - Build relationships with academic departments, such as Political Science, History, and the Library, to coordinate civic engagement activities and events.
 - Explore a club or student group to engage in advocacy on behalf of the college, and create a partnership with the President's Office and Public Affairs to train and activate the students.
- **Increase student club engagement.** Student club and orgs have the widest reach in engaging students on campus, and the potential to have the biggest impact. Students involved in clubs are retained and persist at very high levels, and so we want to grow that experience for more students.
 - Increase the number of students involved in clubs to at least 1500 students
 - Create and implement a formalized club officer and advisor orientation/training
 - Conduct summer activities to keep students engaged during break, including events and trainings.

Section 5: Service Area Three-Year Action Plan (Goals, SAOs, Objectives, Action Plans, and Resource Requests)

Service Area Goals, SAOs, Objectives, and Action Plans : Version by Miller, Elizabeth on 01/15/2024 21:15

SAO's	Service Area Goal Alignment	Method of Assessment	Assessment Year
Increase the number of students involved in Student Life Programs (student clubs, student government, leadership program) by 5%, while maintaining or increasing persistence rates.		IERPG Research request each spring semester after census. Includes student government officers, club officers, and club members.	Annually
Increase the number of students involved in Student Life Programs (student clubs, student government, leadership program) by 5%, while maintaining retention rates.		IERPG Research request each spring semester after census. Includes student government officers, club officers, and club members.	Annually
Increase a sense of belonging through engagement in student clubs. Increase the number of African American students involved in Student Life Programs by 2%.		IERPG Research request each spring semester after census. Includes student government officers, club officers, and club members.	Annually

Service Area Resource Requests : Version by **Miller, Elizabeth** on **01/15/2024 21:15**

Priority Ranking	Resource Request	Estimated Cost	Occurrence	Resource Type	Funding Source	Goal/SAOs	College Goal	Justification
1	Cerritos College App	\$65,000 annually	Annual	Technology and Software	Categorical - Equity	Increase student engagement	GOAL A: Highlight clear educational and career pathways for ALL students and providing the programs, guidance and support they need to achieve their educational goals in a timely manner	Student Services area request. The app is utilized by over 5,500 students and growing. It allows students to have easy access to their course assignments and due dates, campus and program information, and allows them to connect with each other and campus departments via the Falcon Wall platform. The app also allows students to check into services and events, enhancing our ability to track student engagement and receive feedback.

Section 6: Service Area Program Review Process Reflection

Program Review Reflection : Version by **Miller, Elizabeth** on **01/15/2024 21:15**

1. In what capacity were your service area staff, and/or users involved in the program review process?

The Student Life team conducted this review together, through review at department meetings, ad hoc program review meetings, and a collaborative running document that each member assisted in completing. During meetings we reviewed who would take lead on various sections, and reviewed drafted content.

2. How did you ensure all members of your service area were involved in the outcome assessment discussions, evaluation of area data, and contributed to the area goals, SAO, objectives, and action plan discussions and development?

Each summer the department holds a retreat where the prior year's goals, SAO's/SLO's, and SWOT are reviewed and discussed, and during this time annual goals are also developed. By completing an in-depth SWOT analysis we are able to spend time as a team discussing what went well, what should change, new opportunities, and things to be aware of. Additionally, the department creates an annual Student Life Program Review Report, which allows us to document and reflect on the activities of the prior year. This report focuses on data (involvement,

attendance, etc.) and reflection on highlights, challenges, and recommendations for the following year. The purpose of the report is to document activity of the prior year, to assist with business continuity should there be team turnover, and to help in determining program changes and goals for the following year.