

Santa Rosa Junior College

Program Resource Planning Process

Transfer Center 2017

1.1a Mission

It is the mission of the Santa Rosa Junior College Transfer Center to meet the needs of students preparing to transfer to baccalaureate institutions by providing up-to-date information to students, counseling faculty, and staff, as well as a set of coordinated resources, activities, and services that support the transfer process. In addition to making transfer-related information and services available to all students and increasing the college's overall transfer rate, the Transfer Center is specifically committed to increasing the rate of transfer among students from low-income, first-generation, and other traditionally underrepresented groups by supporting outreach efforts and targeted services to encourage these students to transfer.

1.1b Mission Alignment

The Transfer Center mission reflects the District's stated responsibility to provide "lower division academic education, to support transfer to four-year institutions"... and..."support services to improve student success". The Center's efforts relate to the general category of Enrollment Management & Retention, especially increasing student success and academic achievement. The Transfer Center Director has also worked with the Dean of Student Services on the Petaluma campus to insure that transfer students' needs are being met on the Petaluma campus. This partnership is in alignment with college initiative II, Multi-Campus Coordination. Enhanced transfer services will continue on the Petaluma campus during the 2014-15 academic year.

The Transfer Center will play a key role in helping to implement the recommendations outlined in the Student Success Task Force report -- specifically, those related to student success and retention as we provide assistance with major exploration, goal setting, and educational planning.

The Transfer Center's mission and efforts are guided primarily by the California Master Plan for Higher Education, the requirements of SB 121 (Hart, 1991), and the Minimum Program Standards for Transfer Centers adopted by the CCC Board of Governors in 1991. Specific resources, activities, and services established to achieve this mission have been determined and refined based on a set of best practices resulting from experiences both at SRJC and at other CCCs. Those practices are contained in the document *Transfer: Recommended Guidelines* co-published by the System Office and the CCC Transfer Center Director's Association in 2006.

1.1c Description

The Transfer Center is responsible for serving as the district-wide locus for comprehensive coordination of transfer resources, services, and activities for students interested in transferring to a baccalaureate degree program. The Center, therefore, has a number of constituencies, students foremost among them.

Transfer information resources for students include college directories, catalogs, and other materials in binders and bins, as well as electronic information via the Internet and proprietary computer programs.

Services for students include counseling, admissions advising provided by university representatives, maintenance of transfer guarantee programs, assistance with university applications, and presentations offered through English and Math classes. All of these services are made available to students at the Petaluma campus through coordination with the Counseling Department and Dean of Student Services.

Organized transfer activities offered to students include workshops, seminars, and a fall semester university fair. Beginning in 2004-05, for the first time since the establishment of the Center, activities only included one field trip to a university campus (UC Davis); and resources to restore fieldtrips have not been returned to the budget. The one fieldtrip the Transfer Center did coordinate and sponsor was subsidized by UC Davis.

A central challenge to transfer success is student awareness of the transfer process and available support services. The Center maintains a Web site with a full range of information about transfer and transfer services. The site is updated annually.

The Transfer Center Director is the primary resource for counselor training and current information related to the complexities of university admissions requirements and programs. The Director maintains an extensive portion of the electronic "binder" in order to facilitate counselors' work with transfer students. Counselors frequently access and/or direct students to the Center's web site. Orientation to the Center is provided to several Counseling classes each semester upon request.

In Fall 2007 SRJC received a grant to establish a Teacher Academy with specific focus on preparing teachers for Career Technical Education. The grant funding ended in December 2009. Given the requirement for a bachelor's degree to become a teacher, this is essentially a transfer program; and the Teacher Academy folded into the Transfer Center after the completion of their grant. The physical inclusion of the Academy in the Transfer Center occurred when student support service programs moved into the new Bertolini Student Services Center in January 2010.

Given the Center's specific focus on low-income, first-generation transfer students, it engages in extensive collaboration with Student Services programs that target that population. Cal Works, College Skills, DRD, EOP&S, ESL, MESA, Puente, and Veterans' Services are on a special distribution list, and students receiving services from those programs have priority for Center services, such as seats on the bus to UC Davis. The Center organizes workshops presented by Financial Aid and Scholarship staff.

Representation from all of these programs is included in major transfer events and the Director participates in other services' events. The Center provides information about all student services, program directors/managers serve on the Center's advisory committee, and transfer materials are distributed to their offices.

The Center also maintains a strong relationship with Articulation, that office providing coordinated information for the transfer function. The Transfer Center Director and Articulation Specialist attend university conferences and collaborate in disseminating information to students and counselors.

The Center serves as a link to other segments of the educational system. Universities depend on the Center's capacity to distribute admissions and program information to students and counselors, to facilitate their direct contact with transfer students, and to consult with them on transfer issues. The Center makes presentations to high school counselors and contributes to a newsletter for them, both activities in cooperation with the School Relations and Outreach office.

The Center serves discipline faculty by providing information about transfer major requirements, assisting in the development of Associate Degree majors, and consulting in the development of curriculum. The Director sits on the Curriculum Review and the Majors Review Committees by position.

The SRJC Transfer Center is also part of a network of transfer centers throughout the California Community College system, all connected to coordination in the System Office. The Transfer Center Director engages in exchanges of information and sharing of best practices, attends regional and statewide meetings, responds to inquiries from and provides consultation to the System Office; and submits an annual report to the System Office.

Last, as the primary Transfer Center for the District, the Santa Rosa Center coordinates transfer services for the Petaluma Campus and the Transfer Center Director works with the Dean of Student Services on the Petaluma campus to offer transfer services on that campus. A counselor from the Santa Rosa campus was re-assigned one day per week to provide additional transfer counseling and services on the Petaluma campus during the 2013-14 academic year. In developing the calendar of activities, planning services, and developing materials, the Transfer Center Director communicates with the Petaluma Counseling Department and Dean of Student Services to ensure that services are available on that campus to the extent feasible for Petaluma staff to execute. The Transfer Center Director will continue to work closely with the Dean of Student Services to ensure that transfer students' needs are being met on the Petaluma campus.

1.1d Hours of Office Operation and Service by Location

The Transfer Center is co-located with the Career Development Center, Student Employment, and Work Experience on the Santa Rosa campus. It is open Monday to Thursday 8:00 am until 5:00 pm, and Friday 8:00 am until Noon.

Staffing includes one full-time faculty Counselor/Director, one .90 FTE Administrative Assistant II, and one 20-hour student worker.

For the purposes of ensuring that staff is available to receive students at all hours of operation, the Transfer and Career Centers coordinate coverage.

In fall 2010, transfer resources were moved from a Resource Center shared by Career Development, Student Employment, Work Experience, and Financial Aid to a designated area within the Counseling Department on the Petaluma campus. The Transfer Center Director is

involved in an ongoing process to supply the resource area with transfer-related materials. The Director coordinates with the Dean of Student Services and counselors to monitor the ongoing needs of the transfer area.

With the increase in the number of transfer students taking all of their classes on the Petaluma campus, there was a need for additional specialized transfer services. A reassigned transfer counselor has conducted counseling appointments and led transfer workshops, such as Transfer 101 and university application workshops, to help fill this need. In addition, there will be a district-wide promotion of Transfer Day, which will be held on the Santa Rosa campus on September 10, 2015.

1.2 Program/Unit Context and Environmental Scan

Because of deep budget cuts to the UC and CSU systems and continued economic struggles for families across California, the Transfer Center Director anticipates a large boom of students attending Santa Rosa Junior College with transfer as their stated goal. The University of California system increased student tuition by 32% in fall 2010 and then again by 8% in fall 2011. The UC system is committed to transfer students and announced a very slight admissions increase for transfer students for fall 2013.

The California State University system made an announcement in fall 2010 that they would need to reduce their total enrollment by 40,000 students, and an additional 10,000 eligible students would be denied admissions for fall 2011. The reduction would be for both freshman and transfer applicants. Tuition for the CSU campuses has also gone up significantly over the past couple of years.

Along with admissions reductions, many families are struggling with huge financial burdens due to unemployment or under-employment throughout the state of California. Many high school graduates who traditionally would have started at a university as freshman are now opting to complete their lower-division coursework at a community college before transferring to a university.

With the decrease in freshman admissions and an increase in financial hardship for students to pay for college, community colleges are seeing an influx of students wanting to save money before transferring as junior-level transfer students to a university. With the decrease in the Transfer Center's and the Counseling Department's budgets, it will be increasingly difficult to meet the needs of the influx of transfer students, despite the very complicated nature of counseling these students. They often need more intensive assistance to help them through the transfer process. Over the past few years transfer students have found it difficult to get the transfer courses they needed to meet university requirements. This has the potential of being a huge barrier for transfer students, possibly delaying their transfer by a whole academic year, because many universities require that all major and general education requirements are met before the student is admitted.

The Transfer Center has historically had strong partnerships with many local and not-so-local UC and CSU campuses, which is where the majority of our students transfer. These partnerships included weekly or monthly visits from university representatives and Transfer Admission Guarantee programs. Because of severe cuts to the UC's and CSU's many of these schools have had to greatly reduce or completely eliminate their outreach and visits to Santa Rosa Junior College. For example, Sonoma State University, the university where the largest number of our students transfer, greatly reduced their visits to our campus and also suspended their Transfer Admission Agreement program. The TAA program guaranteed admissions to students who met certain requirements.

Associate Degrees for Transfer:

SB 1440 established the Student Transfer Achievement Reform (STAR) Act. California Community Colleges are now offering associate degrees for transfer to the CSU. These may include Associate in Arts (AA-T) or Associate in Science (AS-T) degrees. These degrees are designed to provide a clear pathway to a CSU major and baccalaureate degree. California Community College students who are awarded an AA-T or AS-T degree are guaranteed admission with junior standing to a CSU campus, and given priority admission consideration to their local CSU campus or to a program that is deemed similar to their community college major. This priority does not guarantee admission to a specific CSU campus.

Sixteen SRJC AA-T/AS-T degrees have been created and approved by the California Community College Chancellor's Office: Administration of Justice, Art History, Business Administration, Communication Studies, Early Childhood Education, Elementary Teacher Education, English, History, Journalism, Kinesiology, Math, Physics, Political Science, Psychology, Sociology, and Studio Arts.

Students who have been awarded an AA-T or AS-T are able to complete their remaining requirements for the 120-unit baccalaureate degree within 60 semester units after transfer to a CSU campus.

AA-T and AS-T Goals and Continued Development:

On May 22, 2012, then Chancellor Jack Scott, issued a statewide memorandum indicating, "To spur progress toward this objective [AA-T and AS-T development], the California Community Colleges Board of Governors has adopted a goal of each college having AA-T and AS-T degrees approved by Fall of 2013 in 80 percent of the majors they offer in which there is a Transfer Model Curriculum (TMC) and in 100 percent by Fall of 2014. While this goal is ambitious, it is imperative that we move rapidly to help more students move efficiently through our two systems because too many students are being shut out by California's current budget situation."

As we move forward, it is critical that community colleges continue to develop AA-T and AS-T degrees in all 60-unit majors in which their students seek to transfer. This effort will ensure that community college students have a viable transfer pathway to CSU campuses across the state. In turn, the Chancellor's Office is requiring colleges to meet the 100 percent goal and the California State University (CSU) has committed to designate at least one AA-T or AS-T degree pathway for each major at each campus where it is offered.

SRJC met the 80% requirement by the fall 2013 deadline and is working towards meeting the 100% goal by fall 2014. Academic departments and the Majors Review Committee have been working hard to create and approve these new degrees to meet the 100% requirement by fall 2014.

2.1a Budget Needs

- *The Transfer Center has total expenditures of \$235,889.41 0.16% of the District total, according to the Core Data provided.*
- *The Transfer Center has a budget of \$10,410.01 for Supplies and Services in Santa Rosa and \$579.77 for Petaluma, according to the Core Data provided.*

The Transfer Center budget is very small in comparison to the overall district budget. The priorities for non-personnel budget allocations for the Transfer

Center are disseminating transfer information directly to students, increasing their awareness of the services available to support transfer success, and facilitating their individual transfer progress. All resources, services, and activities revolve around that core set of purposes.

Many years ago the Transfer Center provided a celebration in May for students transferring the following fall semester. The Transfer Center would like to bring this celebration back to SRJC. The staff in the Transfer Center, as well as counselors, feel it is important to recognize the effort of our transfer students. These students have worked extremely hard to reach their goals and should be celebrated by faculty, staff and the administration. Not all transfer students earn a degree and therefore do not participate in graduation. This celebration would allow transfer students to feel valued by the college. To provide such an event additional funding of \$3000 would be required. The funding would provide food, drinks, decorations and a small memorabilia gift for each student.

Field trips to local universities have been offered for the last two years, and funding has primarily been obtained through Student Equity. However, at this time it is unclear if Student Equity will be able to provide funding for field trips in the future. If no funding is available for field trips from Student Equity the Transfer Center would need an additional \$5000 to continue to offer this opportunity to students.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	Santa Rosa	01	02	\$3,000.00	To provide a celebration for students who are transferring to a four year university
0002	ALL	01	02	\$5,000.00	Funds to provide field trips to university campuses.

2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Administrative Assistant II	40.00	11.00	Provides general support to Transfer Center Director. Greets students in person and by telephone and directs them to information resources; makes appointments for counseling and university advising; answers factual transfer questions; refers students to other support services. Supervises student workers. Maintains information resources. Maintains schedule of university visits and serves as contact for university representatives. Executes arrangements for seminars, workshops, and other events. Processes flyers, announcements, newsletters; relays information to campus publications, department Web technician, counselors, and other Student Services offices. Prepares mailings and other distributions of print information. Executes purchase orders and other

			budget paperwork. Coordinates with Career Center staff to ensure reception coverage in shared facility.
Student Services Specialist	40.00	12.00	Provides outreach by visiting SRJC classes and talking with students about the transfer process and services provided in the Transfer Center. Attends on campus events to promote Transfer Center. Plans and coordinates field trips, updates website, and assists in application review sessions.

2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
none	0.00	0.00	

2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Student Worker	14.00	10.00	Greets students and directs them to appropriate resources, makes appointments, answers phones, files transfer information, prepares mailings, posts marketing material, makes photocopies.
Student Worker	14.00	10.00	Greets students and directs them to appropriate resources, makes appointments, answers phones, files transfer information, prepares mailings, posts marketing material, makes photocopies.
Student Worker	12.00	10.00	Greets students and directs them to appropriate resources, makes appointments, answers phones, files transfer information, prepares mailings, posts marketing material, makes photocopies.

2.2d Adequacy and Effectiveness of Staffing

Currently, the staff in the Transfer Center is adequate. In Fall 2016, we gained one faculty and one classified position and it has had a huge impact on the services we provide.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
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2.3a Current Contract Faculty Positions

Position	Description
Transfer Center Counselor/Director (1.0 FTE)	One full-time counseling faculty director is the minimum requirement for effective coordination of transfer services, given the role of the Transfer Center as described in 1.1c above. The Director provides direct counseling for students, especially those who present particularly complicated transfer situations and are referred by general counselors, and teaches Counseling courses for transfer students. The Director must also be able to serve as a hub of information exchange, program planning, and decision-making involving the multitude of players that participate in facilitating the transfer mission of the college.
Counselor (1.0 FTE)	Meets 1:1 with students to assist them through the transfer process. Develops educational plans, contacts university representatives to clarify information, conducts

	research on university requirements. Creates and conducts workshops for students. Teaches Coun 80, Understanding the Transfer Process. Serves as a liasion to general counselors who have questions regarding the transfer process.
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2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
Counseling	2.0000	100.0000	0.0000	0.0000	The Transfer Center only has two full-time faculty members, no adjunct are assigned to the Transfer Center.

2.3c Faculty Within Retirement Range

No faculty in the Transfer Center are currently within retirement range.

2.3d Analysis of Faculty Staffing Needs and Rationale to Support Requests

The Transfer Center is not requesting any faculty or classified staff at this time.

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
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2.4b Rationale for Instructional and Non-Instructional Equipment, Technology, and Software

The Transfer Center will utilize laptops when we provide outreach to students at various events, on and off campus. We are creating a new program called "Transfer Check-up" and will be sitting in the dining hall during busy times to allow students to ask a transfer counselor quick questions. We are essentially going to where the students are instead of waiting for them to come to us. We will need a laptop to assist students with their questions, show them how to conduct a degree audit through SIS or how to find transfer information on the web. The laptops could also be utilized during workshops and classroom visits to the Transfer Center. The Transfer Center currently has 25 computers in the lab and the two laptops could be set up to allow for 27 students to participate. Additionally, the laptops could be used when staff attend conferences.

2.4c Instructional Equipment and Software Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Santa Rosa	01	02	Laptop Computers	2	\$994.62	\$1,989.24	Amy Merkel	Transfer Center	Amy Merkel

2.4d Non-Instructional Equipment, Software, and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
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2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
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2.5b Analysis of Existing Facilities

The Transfer Center moved in to the Bertolini Student Center in January 2010 which at the time was adequate for our needs. In the summer 2013 the Disability Resources Department moved into the 3rd floor East space formerly occupied by Work

Experience and the Career Development Center. Those two departments moved into office space that was formerly occupied by Transfer Center and Puente faculty and staff, and university representatives.

There is now a lack of space for transfer services at a time when transfer services should be expanding to better serve our transfer students, increase our transfer rates, and meet the mandates of the Student Success Act. In summer 2015, the Transfer Center Resource space was converted to three offices, one of which is designated for the Transfer Center. These offices are not confidential and would not be appropriate for a counselor to occupy the space. The office designated to the Transfer Center is currently used by university representatives who meet with SRJC students. In summer 2016, a storage closet was remodeled into an office space and this is the current office the transfer counselor uses. To date, the counselor has had 407 student appointments this academic year. In many instances the student has brought along a family member or friend to the appointment making it difficult to fit everyone into the office comfortably. If a student in a wheelchair had an appointment it would take time to adjust furniture to ensure the student could maneuver themselves into the space and it would be difficult to close the door. The transfer counselor needs a more suitable office to work with students, as evident from the number of students she has served thus far within this academic year.

The Student Success Act and its emphasis on transfer and degree completion make the visibility and effectiveness of the Transfer Center a priority in terms of Student Services planning. It is the goal of the Transfer Center Director to continue to revitalize the Transfer Center and provide more services to students through counseling, workshops, events and field trips. Having a designated space to provide these pivotal services should be a priority of Student Services and the District. Space for the Transfer Center should include at least 3 offices, but 4 or 5 would be ideal in order to grow, it should also include a space for workshops that include utilizing technology (computers, laptops, tablets, etc.).

3.1 Develop Financial Resources

Transfer Achievement Program

The Transfer Achievement Program is a comprehensive support program designed to assist under-represented students who are planning to transfer to a four-year college or university. The goal is to facilitate a smooth transition from SRJC to a four-year institution and increase the number and proportion of underrepresented students who commit to transfer as their educational goal and achieve this goal. Through coordinated efforts with the Transfer Center, SRJC campus community, and 4-year universities, students will receive intensive services to help them succeed. Some of these services include monthly meetings with a counselor dedicated to this program, participation in a learning community, workshops, fieldtrips, and possibly a monetary stipend for participation in the program.

Transfer Academy

Participation in Santa Rosa Junior College's Transfer Academy assures students of transfer in a timely manner. Students will have access to a number of campus resources to ensure student success and facilitate a smooth transfer process. Through their engagement with the program, faculty and staff, Transfer Academy participants will utilize the knowledge and skills to ensure their success at Santa Rosa Junior College and fast track their transfer to the college/university of their choice.

As part of the Transfer Academy students will receive the following benefits:

- Personalized updates on transfer activities – be the first to receive updates from colleges/universities that they are interested in and be in the loop on SRJC Transfer Center events.
- Guaranteed classes students' first year- students will be a member of a learning community.
- Transfer agreements with partner institutions – Counselors will set students up with an educational plan to secure their transfer to the college/university of their choice.
- Academic, Personal & Career Counseling – through their participation in the Transfer Academy, students will have their own Counselor assisting them through the transfer process.
- Financial Aid and Scholarship Assistance – attend workshops to learn about applying for financial aid and find out how to apply for transfer scholarships.
- Transfer Workshops – attend monthly workshops by SRJC and partner college/universities.
- Priority registration for college/university tours –fieldtrips to public and private universities.

- Assistance with the application process – receive personalized counseling in preparing applications for university admissions.
- University Representative Appointments – visit one-on-one with college/university representatives to learn about prospective transfer institutions.
- Receive personalized mentoring and support – via students’ participation in the Transfer Academy, students will make a host of contacts with faculty and staff to support their successful transfer.

3.2 Serve our Diverse Communities



The Transfer Center actively encourages the hiring of a diverse classified and student staff. In recruiting student workers the Center has successfully sought those who are representative of diverse populations---ethnically underrepresented, disabled, and re-entry students. During the hiring process, every effort is made to hire staff who represent the academic, ethnic, cultural, socio-economic, disability, gender, age and sexual orientation of the SRJC student population as a whole.

It is the mission and practice of the Center to specifically target those socioeconomic groups of students who are underrepresented at the university level. It is a consistent priority to continuously assess the needs of those students and provide services designed to address those needs.

3.3 Cultivate a Healthy Organization



Classified staff are encouraged to attend Staff Development activities and are provided with time during the regular work day to participate in classes, workshops, or other learning experiences.

The Transfer Center Director attends regular trainings offered through the Staff Development office, in addition to yearly conferences related to transfer and counseling.

3.4 Safety and Emergency Preparedness

With the move to the Bertolini Student Center in January 2010, there is a pressing need for injury/illness prevention and safety and evacuation trainings for staff members.

Building	BSC Area	ASC Area	Name	Department	Responsible Area	Management Support
Bertolini Student Center	Bertolini Student Center	3rd Floor	JoAnn Olsen	Disability Resources	3rd floor, East	Lauralyn Larsen

3.5 Establish a Culture of Sustainability

The Career/Transfer Center recycles all office materials -- paper, cans, ink cartridges, etc. We are located in the Bertolini Student Center which was built to maximize energy efficiency and conservation.

4.1a Course Student Learning Outcomes Assessment



N/A

4.1b Program Student Learning Outcomes Assessment

As a result of their experience with the Transfer Center, students will be able to:

- * Gain knowledge about the transfer process and potential transfer institutions.
- * Identify transfer services available on campus and utilize the services to help them achieve their transfer goals.
- * Demonstrate an understanding of the transfer admissions requirements.

4.1c Student Learning Outcomes Reporting

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Service/Program	Transfer Center SLOs	Spring 2011	Spring 2016	Fall 2016

4.2a Key Courses or Services that address Institutional Outcomes

Course/Service	1a	1b	1c	2a	2b	2c	2d	3a	3b	4a	4b	5	6a	6b	6c	7
Transfer Center (service)		X		X	X		X	X	X	X	X	X		X		X

4.2b Narrative (Optional)

The following SLO was assessed this year:

- Gain knowledge about the transfer process and potential transfer institutions.

A survey was sent to students who visited the Transfer Center during the 2015-16 academic year. The students surveyed had attended a workshop in the Transfer Center, met with a university representative and/or had an appointment with the Transfer Center Director.

Out of the respondents, 81% of students had visited the Transfer Center 1-3 times during the academic year.

Students were asked to indicate which services they have used in the Transfer Center, and how useful those services were in enhancing their understanding of the transfer process. Following is a breakdown of the top three responses.

- 68% reported attending a transfer workshop was "very useful" and 25% stated it was "somewhat useful" in enhancing their understanding of the transfer process
- 76% reported meeting with a university representative was "very useful" and 17% stated it was "somewhat useful" in enhancing their understanding of the transfer process
- 76% reported meeting with the Transfer Center Director was "very useful" and 19% stated it was "somewhat useful" in enhancing their understanding of the transfer process

5.0 Performance Measures

As part of a Student Services project to report demographic characteristics and selected outcomes for discreet groups of enrolled students as compared to the total district population, students who visited the Transfer Center (Transfer Center Cohort) during AY 2013-14 were chosen as a comparison group.

The table that follows shows the data with the following notable highlights about how the Transfer Center Cohort compare to the general district population:

- 42.59% of the Transfer Center Cohort were between the ages of 20 - 24
- 64.82% of the cohort were recipients of financial aid.
- 90.92% of the Transfer Center Cohort persisted from F13 to Sp14 compared to 69.10% for the general student population

	Transfer Center 2013-14	Unit totals	Unit %	District Total	District %
GENERAL DATA					
	Total Students	796	100	39,232	100
	Enrolled in CREDIT	793	99.62	32,675	83.29
	Is English Primary Language?				
	YES	719	90.33	31,488	80.26
	NO	77	9.67	7744	19.74
	Unknown			293	.78
	Enrollment Location				
	Online Courses Only	2	.25	1426	3.63
	Santa Rosa Campus only	495	62.19	18344	46.76
	Petaluma Campus ONLY	8	1.01	3006	7.66
	Other Only			6550	16.70
	Santa Rosa & Petaluma	225	28.27	6666	16.99
	Santa Rosa and Other	65	8.17	2869	7.31
	Pet & RP, Pet & Sonoma	0	0	0	0
	SR, Petaluma, Other	1	.13	371	0.95

ACCESS					
	Gender				
	Female	424	53.27	21118	53.83
	Male	369	46.36	17308	44.12
	Unknown	3	.38	806	2.05
	Age Group				
	< 20	265	33.29	8028	20.46
	20 - 24	339	42.59	11362	28.96
	25 - 29	83	10.43	5676	14.47
	30 - 34	37	4.65	3477	8.86
	35 - 39	18	2.26	2238	5.70
	40 - 49	26	3.27	3315	8.45
	50 +	28	3.52	5136	13.09
	Unknown	0	0	0	0
	Race/Ethnicity				
	African-American	29	3.64	957	2.44
	Asian	48	6.03	1412	3.60
	Filipino	10	1.26	290	.74
	Hispanic	274	34.42	12232	31.18
	Native American	3	.38	269	.69
	Other Non-White	0	0.00	0	0
	Pacific Islander	7	.88	141	.36
	White	379	47.61	20470	52.18
	Multiple Ethnicities	39	4.90	1594	4.06
	Unknown	7	.88	1867	4.76
	Disability				
	Primary Disability	96	12.06	2496	6.36
	Secondary Disability	40	5.03	847	2.16
	Dept of Rehabilitation	3	0.38	71	0.18
	ACCESS - continued				
	Financial Aid				
	Not Received	280	35.18	25795	65.75
	Received	516	64.82	13437	34.25
	BOG Waiver	493	61.93	13066	33.30

	PELL Grant	255	32.04	4671	11.91
	Other	131	16.46	1886	4.81
PROGRESS					
	Persistence				
	Enrolled in Fall	749	94.10	26824	68.37
	Persisted to Spring	681	90.92	18536	69.10
	Course Completion				
	Degree Applicable				
	Attempted	6179	81.09	128919	78.42
	Successful	5090	82.38	94034	72.94
	Basic Skills				
	ESL				
	Attempted	33	.43	1832	1.11
	Successful	26	78.79	1476	80.57
	English				
	Attempted	69	0.91	1591	0.97
	Successful	51	73.91	1000	62.85
	Math				
	Attempted	86	1.13	2359	1.44
	Successful	57	66.28	1503	63.71
ACADEMIC SUCCESS					
	Degree	131	16.46	1484	3.78
	Certificate	9	1.13	574	1.46
Workforce Development					
	Apprenticeship (SAM- A)				
	Attempted	0		191	0.21
	Successful	0	0	176	92.15
	Adv. Occupational(SAM- B)				
	Attempted	35	0.46	1330	0.81
	Successful	28	80.00	1092	82.11
	Clearly Occ. (SAM-C)				
	Attempted	533	6.99	31098	18.92
	Successful	428	80.30	23769	76.43

**The Transfer Center is an integral component of the Counseling Department and therefore transfer success is a process that is facilitated by both departments. Data outcomes are also affected by services provided by the general Counseling Department as a whole. It's hard to accurately interpret data since results are dependent on all student service groups working towards student and transfer success.

SRJC Transfer Rates

Flow of Transfer Students from Santa Rosa Junior College to the UC, CSU, and Independent Colleges and Universities 1990-91 through 2013-14.

	University of California	California State University	Total UC/CSU	California Independent Schools	TOTAL
	Full Year	Full Year		Fall	
1990-91	212	856	1,068	23	1,091
1991-92	186	916	1,102	26	1,128
1992-93	186	690	876	46	922
1993-94	182	845	1,027	35	1,062
1994-95	182	894	1,076	32	1,108
1995-96	181	940	1,121	21	1,142
1996-97	176	812	988	29	1,017
1997-98	186	775	961	92	1,053
1998-99	197	817	1,014	45	1,059
1999-00	207	940	1,147	60	1,207
2000-01	225	846	1,071	79	1,150
2001-02	211	880	1,091	59	1,150
2002-03	193	830	1,023	17	1,040
2003-04	194	829	1,023	20	1,043
2004-05	217	895	1,112	24	1,136
2005-06	193	884	1,077	35	1,112

2006-07	222	911	1,132	39	1,171
2007-08	194	975	1,169	32	1,201
2008-09	183	758	941	42	983
2009-10	215	581	796	No data available	796*
2010-11	294	894	1,188	No data available	1188*
2011-12	261	801	1,062	No data available	1062*
2012-13	255	722	977	No data available	977*
2013-14	249	925	1,174	138	1312

*2009 – 2013 Data for independent colleges were incomplete as not all schools responded and supplied data. There is no reliable means of determining the number of transfer students to out-of-state colleges and universities.

6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0001	Santa Rosa	01	02	Have a larger, designated space for the Transfer Center	Find a location for the Transfer Center that allows for more office space.	Fall 2016 - Fall 2018	VP is aware of concerns/needs and conversations have started about space on the 3rd floor of Bertolini.
0002	ALL	01	02	Increase the number of transfer students identified through Student Equity data	Make personal contact with students who have 30+ transferable units enrolled in F2016 to work with them on their transfer goals	Fall 2016- Spring 2017	118 students were called and 218 emailed encouraging them to meet with a counselor to create a plan.

0003	Santa Rosa	01	02	Increase student contact in Transfer Center	Provide more appointments for students with a goal to transfer to a four year university	Fall 2016- Spring 2017	628 students were served through an appointment in the Transfer Center to date (May 4, 2017). This is a huge increase compared to the 2015-16 academic year where 196 students were seen through an appointment in the Transfer Center.
0004	ALL	01	02	Take students on field trips to four-year universities	Allow students to experience four year campuses through organized field trips with the Transfer Center	Fall 2016- Spring 2017	Six field trips were sponsored through the Transfer Center. 169 students signed up to attend and 126 students participated.
0005	ALL	01	02	Hold a celebration for students who are transferring to a four year university	Recognize students who have worked hard to reach their goal of transfer	Spring 2017	Funding was not secured to have this event.
0006	ALL	01	02	Increase marketing of Transfer Center and events	Bring in more students to the Transfer Center and the events provided	Fall 2016- Spring 2017	The TC website was kept up to date with events posted on the calendar. University events were also added to the website under the "University Announcements" heading. The majority of TC events were included in the Ask Me Slides. Students who attended workshops in fall received emails in the spring about TC events. Announcements about specific events were also sent to all faculty.
0007	ALL	01	01	Assess SLOs for Transfer Center	Assess current SLOs to have a clear idea on how the services we provide are utilized by students. Through the assessments we will also see if the current SLOs need to be revised.	Fall 2016- Spring 2017	SLO #3 was assessed through an online student survey.
0008	ALL	01	02	Increase the number of university representatives who visit SRJC and increase the number of visits by reps who already come to SRJC. Students have especially requested more schools from Southern California.	Students receive specific information regarding the transfer schools they plan on applying to or attending	Fall 2016- Spring 2017	UCLA, UCSB and UCSD all visited SRJC. UCLA provided a training session for counselors in the morning and an information session for students in the afternoon. University representatives either table on the first floor of Bertolini or meet individually with students in the Transfer Center. Tabling occurred 20 times during the 2016-17 year and individual appointments were available 45 times in the Transfer Center.
0009	ALL	01	02	Add videos to the Transfer Center website	Provide students videos on understanding the transfer process, including GE, major prep and admissions requirements	Fall 2016- Spring 2017	Videos were created on the following topics: GE, Transfer 101 and Transfer Basics for Parents. Both Transfer 101 and Transfer Basics for Parents were made in English and Spanish.
0010	ALL	01	02	Reach students where they are by visiting specific English and Math classes as well as specific clubs and programs (BSU, MeCHa, Puente, Umoja, Vets, Chem/Bio/Engr Clubs, etc.)	Have more informed students by visiting classrooms and club meetings for a short introduction to the transfer process	Fall 2016- Spring 2017	47 classes and 3 clubs (over 1900 students) received a Transfer Center presentation. Presentations were between 10 minutes and 1 hour.
0011	ALL	01	02	Reach out to high school concurrent enrolled students who plan on attending SRJC after HS graduation	Ensure these students start early with planning for transfer	Fall 2016- Spring 2017	This goal was not reached and will be a focus for next year.

0012	ALL	01	02	Create new workshops	Provide workshops in person and/or online on such subjects as: CSU vs UC, what's the difference?, Researching Transfer Campuses and Selecting a Major	Fall 2016-Spring 2017	New workshops were created on the following topics: UC Insight Question Kick Start (collaboration with Engl Dept), Completing the Common Application, Explore Your Major (one on Psych and one on Business), and Choosing a Major for Transfer
0013	Santa Rosa	01	02	Participate in Wednesday Quad activities on the Santa Rosa Campus	Set up a table during the lunch hour to answer questions and inform students of services	Fall 2016-Spring 2017	This was done a few times, and we have decided to tweak our approach for the next year.

6.2a Program/Unit Conclusions

Location	Program/Unit Conclusions
Santa Rosa	<p>In Fall 2016, the Transfer Center gained a counselor faculty position and a student support specialist. The addition of these two positions have made an enormous impact on the services provided in the Transfer Center.</p> <p>In the 2015-16 academic year, the Transfer Center served 196 students through individual student appointments. In the 2016-17 academic year, 628 students have been served through appointments. We also increased the number of students who attended a workshop in 2016-17 with 431 compared to 360 students in 2015-16.</p> <p>With the addition of the Student Support Specialist the Transfer Center has visited 47 classes and 3 clubs with a total of 1,962 students gaining an introduction to the Transfer Center. The Student Support Specialist also contacted 336 students who were enrolled in fall 2016 with at least 30 transferable units completed. These students were identified through Student Equity data and were invited to meet with a counselor to create an educational plan.</p> <p>In addition to the Transfer Center, transfer students are also served in the Counseling Department on both the Santa Rosa and Petaluma Campus as well as through various support programs at the college, including EOPS, MESA, Connections and the HOPE Center.</p>

6.2b PRPP Editor Feedback - Optional

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6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	Santa Rosa	01	02	Have a larger, designated space for the Transfer Center.	Find a location for the Transfer Center that allows for more office space.	Fall 2017 - Fall 2019	Space and funds to create a Transfer Center that includes at least 4 confidential offices, computer lab, workshop room and resource area.
0002	ALL	01	02	Increase the number of transfer students identified through Student Equity data	Make personal contact with students who have 30+ transferable units enrolled in F2017 to work with them on their transfer goals.	Fall 2017- Spring 2018	Program Specialist, Counselor, TC Director time
0003	Santa Rosa	01	02	Increase student appointments in Transfer Center	Provide more appointments for students with a goal to transfer to a four year university.	Fall 2017- Spring 2018	Additional appointments in Transfer Center
0004	ALL	01	02	Take students on field trips to four-year universities	Allow students to experience four year campuses through organized field trips with the Transfer Center.	Fall 2017- Spring 2018	Funding for field trips is being provided by Student Equity. The Transfer Center is also partnering with Puente, MESA, APASS, International Students, and Connections to split the cost of transportation.
0005	ALL	01	02	Hold a celebration for students who are transferring to a four year university	Recognize students who have worked hard to reach their goal of transfer.	Spring 2018	Offer cake and drinks to students and guests and a certificate or other memento. (Researching what other campuses do)
0006	ALL	01	02	Increase marketing of Transfer Center and events	Bring in more students to the Transfer Center and the events provided.	Fall 2017- Spring 2018	Create a listserv for transfer students to opt in to in order to be kept abreast of events. Look into text message systems, such as Remind, Pinger and Groupme.
0007	ALL	01	01	Rewrite SLO 2	Rewrite SLO 2 to be more relevant and measureable in order to assess.	Fall 2017- Spring 2018	TC Director's time to rewrite and assess.
0008	ALL	01	02	Create videos to be posted on the Transfer Center website for all workshops we provide in the Transfer Center	Provide videos of workshops for students who are unable to attend a workshop in person.	Fall 2017- Spring 2018	Time to create and film videos
0009	Santa Rosa	01	02	Reach students where they are by visiting specific English and Math classes as well as specific clubs and programs (BSU, MeCHa, Puente, Umoja, Athletics, Vets, Chem/Bio/Engr Clubs, etc.)	Have more informed students by visiting classrooms and club meetings for a short introduction to the transfer process.	Fall 2017- Spring 2018	TC Director, Counselor and Program Specialist will work on reaching more students
0010	ALL	01	02	Reach out to high school concurrent enrolled students who plan on attending SRJC after HS graduation	Ensure these students start early with planning for transfer.	Fall 2017- Spring 2018	Transfer Director, Counselor and staff time/resources
0011	ALL	01	02	Create new workshops	Offer new workshops on such topics as Financing Your Education, Majors and Careers in the Helping Fields, UC Application Prep, Exploring CA Independent Colleges.	Fall 2017- Spring 2018	Transfer Director and Counselor time
0012	Santa Rosa	01	02	Offer Transfer Check-Ups on the Santa Rosa Campus in the Bertolini Dining Hall	Set up a table during the lunch hour to answer questions and provide a quick check on transfer progress. Set up appointment for counseling session to follow up.	Fall 2017- Spring 2018	Laptop will be needed to conduct this service as well as counselor and staff time.

0013	ALL	01	02	Visit AVID programs in high schools to inform students of transfer options through SRJC.	Reach out to potential SRJC students who are likely to utilize the Transfer Center once they enroll at SRJC.	Fall 2017-Spring 2018	Counselor and staff time/resources
0014	Santa Rosa	01	02	Offer faculty "Don't Cancel Class" option	Conduct a Transfer Center presentation to a class when a faculty member needs to cancel class.	Fall 2017-Spring 2018	Transfer Director and Counselor's time