

Santa Rosa Junior College

Program Resource Planning Process

Transfer Center 2022

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 a bachelor degree program by providing accurate, up-to-date information and a set of coordinated resources, activities, and services.

1.1b Mission Alignment

The first statement within the District's mission is to "focus on student learning by preparing students for transfer" and the second is "provide a comprehensive range of student development programs and services that support student success and enrich student lives". Alignment with the mission statement is apparent as the goal of the Transfer Center is to increase student success and academic achievement. The Transfer Center also is focused on assisting all students prepare and successfully enroll at a four year university to move toward obtaining a bachelor's degree, which is consistent with the strategic goal of Student Success.

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.

Services for students include counseling, admissions advising provided by university representatives, maintenance of transfer guarantee programs, assistance with university applications, and class presentations. 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, a fall semester university fair and spring transfer celebration. The Center also organizes six field trips to four year universities each year. We hold a field trip planning meeting each spring to collaborate with programs on campus serving low-income, first generation students, which includes programs such as, Puente, Umoja, APASS, MESA, DRD, EOPS, and Lanzamiento. Students in these programs have priority registration to sign-up for the field trips.

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.

The Center also maintains a strong relationship with the Articulation Specialist, who provides 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 also provides outreach to local high school students as well as provides training to high school college/career counselors.

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/Certificate 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.

1.1d Hours of Office Operation and Service by Location

The Transfer Center is located on the 2nd floor of the Bertolini Student Services building. The office is open Monday - Thursday 8am - 5pm and Friday 8am - 12pm.

Staffing includes one full-time director/counselor, one full-time counselor, one full-time administrative assistant and one full-time student support specialist. We also have funding for student workers to provide front desk coverage.

1.2 Program/Unit Context and Environmental Scan

Transfer is a major focus in the Chancellor's Vision for Success and funding formula. The Vision for Success has a statewide goal to "Increase the number of students who transfer by 35%". A segment of the funding formula includes district's being funded by the number of Associate and Associate's Degree for Transfer earned by students, with ADT's having a higher weight than local AA/AS degrees. Districts will also receive funding according to the number of students who transfer to a four year university. Increasing the number of transfer student as well as those who earn Associate degrees needs to be the responsibility of the entire district and not just that of the Transfer Center. At the same time, students should not be "encouraged" to earn an ADT if it will increase their time at SRJC or is not beneficial to the student.

2.1a Budget Needs

According to the Core Data provided the Transfer Center has:

- Total expenditures of \$498,624.77 which is 0.30% of the District total
- Unrestricted funds of \$7,111.76 for Supplies and Services in Santa Rosa

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.

For many years the Transfer Center provided a celebration in May for students transferring the following fall semester. This was put on hiatus for many years. The Transfer Center brought this celebration back last May 2019 even though we received no additional funding to support this important event. The Transfer Center made sacrifices in order to support the cost of this event and also requested funding support from other programs on campus (EOPS, Student Affairs, Student Equity). The celebration was hugely successful, celebrating both

students transferring in the fall and supporting those still mapping out their transfer plans since campus representatives were available to provide consultation. Transfer Center staff hope to continue this event annually, as staff in the Transfer Center, as well as counselors, feel it is important to recognize the efforts 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 \$5,000 would be required. The funding would provide food, drinks, and entertainment for the celebration.

Annual associate counseling cost estimate is around \$80,000. However, with the support of HSI Lanzamiento, which provides a total of .75 FTEF counseling to Transfer Center, the cost of additional associate counselor needs will be reduced through 2025, at an estimated 200 hours each semester, for a total of 400 hours per academic year.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	Santa Rosa	01	02	\$83,766.00	With the increase in the number of students being served in the Transfer Center, there is a need to continue providing an adjunct counselor so that more counseling appointments can continue to be offered.
0002	Santa Rosa	01	02	\$4,000.00	To maintain non-Federal Work Study Student Employment budget to assist in serving students in the Transfer Center.
0003	ALL	01	02	\$5,000.00	To provide a celebration for students who are transferring to a four year university.

2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Administrative Assistant II	40.00	12.00	Provides general support to Transfer Center Director. Greets students in person and by telephone and directs them to informational resources, makes appointments for counseling and university advising, answers factual transfer questions, refers students to other support services. Supervises student workers. Maintains schedule of university visits and serves as contact for university representatives. Executes arrangements for seminars, workshops, and other events. Produces flyers, relays information to campus publications, counselors, and other Student Services offices. Executes purchase orders and maintains budget in ESCAPE.
Student Services Specialist	40.00	12.00	Provides inreach to SRJC students by conducting class visits and conducts outreach to local high schools and community events. Promotes transfer by speaking with students and community members about the transfer process and services provided in the Transfer Center. Also, participates in campus wide events to promote Transfer Center, especially those targeted to special populations. Plans and coordinates field trips, updates website, including accessibility, and assists in application review sessions. Conducts workshops to current and potential students. Creates online newsletter and answers "Quick Questions" submitted by students through website. Supervises student employees. Answers more detailed questions from students. Creates marketing materials for special events. Works closely with Transfer Center Director to bring ideas to fruition.

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	20.00	10.00	Greets students and directs them to appropriate resources, makes appointments, answers phones, files transfer information, prepares mailings, posts marketing material, prepares materials for outreach/inreach events, makes photocopies.
Student Worker	20.00	10.00	Greets students and directs them to appropriate resources, makes appointments, answers phones, files transfer information, prepares mailings, posts marketing material, prepares materials for outreach/inreach events, makes photocopies.

2.2d Adequacy and Effectiveness of Staffing

The staffing in the Transfer Center is adequat and effective.

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. The Director serves as a resource to all faculty, but primarily to the Counseling faculty. Counseling faculty often reach out to the Transfer Center Director with specific transfer related questions that must be researched. The Director must also be able to serve as the pivot 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 individually with students to provide support through the transfer process. Develops educational plans, contacts university representatives to clarify information, conducts research on university requirements. Creates and conducts workshops for students and faculty/staff. Teaches Coun 80, Understanding the Transfer Process. Serves as a liaison to general counselors and faculty/staff who have questions regarding the transfer process.

2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
N/A	0.0000	0.0000	0.0000	0.0000	

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 full time faculty 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

2.4c Instructional Equipment Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
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2.4d Non-Instructional Equipment and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
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2.4f Instructional/Non-Instructional Software 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 was relocated to the 2nd floor of Bertolini in Spring 2019. Being located on the 2nd floor of Bertolini adjacent to the Counseling and EOPS Offices is convenient for students. Prior to Spring 2020, we saw an increase in student traffic and contact due to better visibility. We are expecting the same level of exposure as students return to campus and resume using in-person student serves.

3.1 Develop Financial Resources

The Transfer Center does not develop financial resources at this time.

3.2 Serve our Diverse Communities

The Transfer Center receives funding through Student Equity and Achievement for the Equity Transfer Program. The goal of the project is to increase the number of students who access the Transfer Center by providing direct outreach to student target populations and increasing counseling services in the Transfer Center. We continue to target underrepresented populations in our outreach efforts, and have shown notable success. Our program participation rates are higher than the district's in most of the target groups. Additionally, we have strengthened relationships with campus programs which work with underrepresented populations. Our long term vision is to increase the number of underrepresented students who transfer from SRJC to four-year universities. We are working to increase their transfer rates by providing targeted outreach through classroom visits, district and program events, and tabling as well as offering additional counseling appointments to assist students through the transfer process. We aim to create strong relationships with staff/faculty who work with the target populations so that we can create a more seamless pathway for the students to our services, whether by going to where they are or creating incentives for them to come to the Transfer Center.

The Transfer Center is also a key component of the Lanzamiento HSI Grant. The aim of this grant is to provide support services to Latinx, low income and first-generation students. Our goal is to ensure that Lanzamiento students feel supported in their journey to transfer by providing targeted counseling, workshops and activities.

3.3 Cultivate a Healthy Organization



The staff and faculty in the Transfer Center meet weekly to discuss pertinent information and plan for upcoming programming. We also have a yearly retreat to celebrate our successes, exchange ideas and plan for the next academic year. 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 and Transfer Center Counselor attend regular trainings offered through the Staff Development office, in addition to yearly conferences related to transfer and counseling provided by the CSU, UC and Chancellor's Office. All members of the Transfer Center are encouraged to take time during the work day to get outside for fresh air and a walk around campus.

3.4 Safety and Emergency Preparedness

With the upcoming move to the 2nd floor of Bertolini Student Center and into a space that is only designated only for the Transfer Center, the staff will need to discuss and develop procedures that correspond to the Safety and Emergency Preparedness requirements.

Building	BSC Area	ASC Area	Name	Department	Responsible Area	Management Support
Bertolini Student Center	Bertolini Student Center	2nd Floor		Transfer Center	Transfer Center	Li Collier

3.5 Establish a Culture of Sustainability

The Transfer Center recycles all office materials -- paper, cans, ink cartridges, etc. The staff limits the amount of printing we do and utilize online resources when possible. 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 resources available at Santa Rosa Junior College, online and/or desired transfer campus to assist in achieving 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)

5.0 Performance Measures

Number of student contacts in the Transfer Center over the last five years

	2017-18	2018-19	2019-20	2020-21*	2021-22**
Class Visit	2167	3920	2873	744	478
College Rep Appt	298	457	178	108	71
Event (w/SID)	390	338	260	0	50
Workshops	1142	970	1185	1309	792
Appt (attended)	580	695	939	1241	1765
Live Chat (started Fall 2020)				84	44
Application Review			411	209	207
Quick Questions			260	342	194

Total	4577	6380	6106	4037	3601
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*Class visits and events were minimal during the 20-21 AY due to remote learning and services

**August 2021 – May 2022 the Student Support Specialist position was vacant, which affected class visits as well as data collection in some areas

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	Collaborate with other SRJC programs, especially those that support DI populations, to promote the transfer process and services available in the Transfer Center.	Ensure that students are aware of the services and resources available in the Transfer Center.	Fall 2021- Spring 2022	This goal was met. The Transfer Center collaborated with several other SRJC programs, such as EOPS, Learning Communities, HOPE, etc., to promote the services in the Transfer Center and promote transferring to a four year university.
0002	ALL	01	02	Target transfer bound students directly through SRJC Student Portal.	To increase the efficiency and volume of students reached in an effort to provide critical transfer information and updates through the use of SRJC Student Portal and as identified from workshop attendance.	Fall 2021- Spring 2022	This goal was met. Throughout the AY several direct messages were sent to students through the Student Portal to advertise services and events in the Transfer Center.
0003	ALL	01	02	Increase transfer rate for Latinx low income students.	Provide counseling and workshops to students enrolled in Lanzamiento classes to increase awareness of transfer opportunities as well as the number of Latinx students who transfer.	Fall 2021 through Spring 2025	This goal was met in 21-22. Classroom presentations were done to Lanzamiento designated classes and several workshops were conducted for students in Lanzamiento.
0004	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 2022	This goal was met. The Transfer Center collaborated with the Intercultural Center to provide a Transfer Mixer. Students were provided food, prizes and a transfer medallion.

6.2b PRPP Editor Feedback - Optional

6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	Santa Rosa	01	02	Collaborate with other SRJC programs, especially those that support DI populations, to promote the transfer process and services available in the Transfer Center.	Ensure that students are aware of the services and resources available in the Transfer Center.	Fall 2022- Spring 2023	Student Success Specialist and Transfer Director's time
0002	ALL	01	02	Increase social media presence by creating an Instagram account for the Transfer Center and posting content at least once a week.	To increase the efficiency and volume of students reached in an effort to provide critical transfer information and updates through the use of social media, specifically an Instagram account.	Fall 2022- Spring 2023	Student Success Specialist and Transfer Director's time
0003	ALL	01	02	Increase transfer rate for Latinx low income students.	Provide counseling and workshops to students enrolled in Lanzamiento classes to increase awareness of transfer opportunities as well as the number of Latinx students who transfer.	Fall 2022 through Spring 2025	Lanzamiento Counselors and Transfer Director's time
0004	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 2023	Need additional funding to support this event and to provide food, drinks, certificate, entertainment, etc.