

Santa Rosa Junior College

Program Resource Planning Process

Transfer Center 2023

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 Transfer Center transforms the lives of SRJC students by providing resources to support them through the transfer process. Students can meet with a counselor and participate in any events or programs offered in the Transfer Center at any point in their educational journey. The staff and faculty in the Transfer Center participate in campus-wide events as well as in-reach and out-reach to inform students and community members of the opportunity to transfer from SRJC to a four year university.

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 Transfer 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 Transfer Center also organizes at least 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 Transfer Center's website. Orientation to the Transfer Center is provided to several Counseling classes each semester upon request.

The Transfer 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 Transfer Center serves as a link to other segments of the educational system. Universities depend on the Transfer 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 Transfer Center also provides outreach to local high school students as well as provides training to high school college/career counselors.

The Transfer 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 Chancellor's 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 Chancellor's Office; and submits an annual report to the Chancellor's 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

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 in May 2019 even though we

continue to receive no additional funding to support this important event. The Transfer Center has made sacrifices in order to support the cost of this event and also requests funding support from other programs on campus (EOPS, Student Affairs, Student Equity, etc.). The celebration is hugely successful, celebrating both students transferring in the fall and supporting those still mapping out their transfer plans since university representatives participate to provide consultation. The Transfer Celebration is now an annual event to recognize SRJC transfer students who have worked extremely hard to reach their goals. Not all transfer students earn a degree from SRJC and therefore do not participate in graduation. This celebration allows transfer students to feel valued by the college. To provide such an event additional funding of \$5,000 is required. The funding would provide food, drinks, decorations, a photo booth 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	\$6,000.00	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 maintains social media accounts. Conducts workshops to current and potential students. Creates and distributes online newsletter. 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.

2.2d Adequacy and Effectiveness of Staffing

The staffing in the Transfer Center is adequate and effective.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
------	----------	----	---	---------------	----------------	------

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. Teaches Coun 80 , Understanding the Transfer Process.
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
------	----------	----	---	------------	--------------------------

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
------	----------	----	---	------------------	-----	-----------	------------	-----------	------------	---------

2.4d Non-Instructional Equipment and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
------	----------	----	---	------------------	-----	-----------	------------	-----------	------------	---------

2.4f Instructional/Non-Instructional Software Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
------	----------	----	---	------------------	-----	-----------	------------	-----------	------------	---------

2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
------	----------	----	---	------------	----------	-------------	-----------	-------------

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 Academic Quality

Goal 1: The Transfer Center Director is appointed to the Curriculum Review Committee (CRC) by position. As a member of the CRC, the Transfer Center Director reviews new and revised courses to ensure they meet Title 5 course standards, the Chancellor's Office PCAH, ACCJC accreditation standards and SRJC policies and procedures. The Transfer Center Director is also assigned to the General Education Subcommittee to review courses submitted for approval under any of the three GE patterns at SRJC. The Transfer Center Director also serves as the CRC representative and Co-Chair for the Student Services/Library Cluster and reviews courses from the Cluster prior to the courses being reviewed by CRC. Being a member of CRC, the GE Subcommittee and Cluster Tech allows for input on courses at a macro and micro level.

Goal 2: The Transfer Center's mission is to prepare SRJC students for transfer, however, the counselors in the Transfer Center also have to stay informed regarding SRJC associate degrees and certificates. We are also working with students who are engaged in lifelong learning and wanting to participate in civic engagement. The faculty and staff in the Transfer Center attend various professional development opportunities, including those sponsored by the Chancellor's Office and the CSU and UC system offices. We also attend trainings offered by specific universities regarding admission requirements as well as information sessions on specific majors and/or programs. As part of the Counseling Department, the counselors in the Transfer Center attend technical trainings on specific SRJC programs and departments. Both faculty and staff in the Transfer Center participate in PDA and other SRJC specific trainings.

3.2 Student Success and Support

Goal 1: The Transfer Center participates in numerous campus-wide events to ensure all students are aware of the support offered as well as that every student has the potential to transfer to a four-year university.

The following events have been attended by the Transfer Center: Welcome Day, Orientations for Athletics, HOPE, International Students, Counseling 270 Orientations, ESL Moving Up, We the Future, Dreamers Conference, MEChA Conference, Class Presentations. Latinx Graduation The Transfer Center also sponsors two annual events - Transfer Day in the fall and Transfer Celebration in the spring. We also organize at least six field trips every year, numerous workshops and collaborate with Learning Communities, EOPS, Athletics, MESA, International Student Programs, Health PEERS Mentors, Veteran Affairs, Second Chances and Lanzamiento to create specific transfer related programs/events.

Goal 2: The Transfer Center was one of the first offices to offer snacks to students. We have a basket of snacks out for students that simply says, "Please Help Yourself". We now collaborate with the SRJC Student Resource Center to obtain fresh fruit and non-perishable snacks to keep on-hand for students. In order to support students through the transfer process, we offer a scholarship to assist students with the cost of applying to four-year universities. The faculty and staff in the Transfer Center are also trained to refer students to appropriate campus resources to assist in a student's basic needs.

3.3 Responsiveness to Our Community



Goal 1: The Transfer Center does an annual review of our program to ensure we are meeting the needs of our community and to develop new ways to serve our current and future students.

Goal 2: The Transfer Center provides equitable access to our programs by offering in person and online services. Students can access a counselor through in person, Zoom or telephone appointments, Quick Questions can be submitted via our website and will be answered within 48 hours, and the majority of our workshops are offered in person as well as over Zoom. Students can also view a recording of our workshops to watch on their own time.

3.4 Campus Climate and Culture

Goal 1: The Transfer Center prioritizes IDEAA by creating a welcoming environment in person and through our website, encouraging faculty and staff to participate in continuing education trainings and events on campus.

Goal 2: The Transfer Center continues to prioritize sustainability by recycling all office materials, limiting waste and being conscious of the products we purchase and use. When hosting events, we follow the Zero Waste Event Guidelines to avoid plastics and single-use waste.

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

	2018-19	2019-20	2020-21*	2021-22**	2022-23
Class Visit	3920	2873	744	478	254
College Rep Appt	457	178	108	71	145
Event (w/SID)	338	260	0	28	127
Workshops	970	1185	1309	792	980
Appt (attended)	695	939	1241	1903	2367
Live Chat (started Fall 2020)			84	46	12
Application Review		411	209	225	111
Quick Questions		260	342	257	186
Total	6380	6106	4037	3800	4182

*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 2022- Spring 2023	The Transfer Center collaborated with several other programs, including EOPS, Lanzamiento, Learning Communities, Rising Scholars, MESA, HOPE, ESL, International Students, Student Health PEERS, and Avanzando through workshops, events and field trips.
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	A Transfer Center Instagram account was created and several posts were made each week to market Transfer Center events. To date we have 176 followers.
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	Data has not been obtained at this 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	The Transfer Celebration was held on May 8, 2023 and was very successful. There were over 200 attendees.

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	Create a referral program for students, faculty and staff to refer students to the Transfer Center	Incentivize and motivate students to meet with a transfer counselor	Fall 2023-Spring 2024	Student Success Specialist and Transfer Director's time
0002	ALL	01	02	Increase the number of student contacts through class visits	Inform students about the services provided in the Transfer Center	Fall 2023-Spring 2024	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	Serve additional students through weekly group drop-in sessions called "Let's Talk Transfer".	To provide an opportunity for students to connect with a transfer counselor and other transfer bound students while getting questions answered in a supportive environment	Fall 2023-Spring 2024	Transfer Director and Counselor's time