

Santa Rosa Junior College

Program Resource Planning Process

Transfer Center 2015

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 \$225,127.23, 0.19% of the District total.*
- *The Transfer Center has a faculty payroll of \$85,695.00, 0.15% of the District total.*
- *The Transfer Center has a total classified payroll of \$66,425.70, 0.36% of the District total.*
- *The Transfer Center is run by a faculty Director so there is no Management payroll.*
- *Total salary/benefits are \$217,730.06, 0.24% of the District Total.*
- *Non-personnel costs are \$7,397.17, 0.05% of the District total.*

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 the past several years, the Transfer Center Director has routinely sought supplemental support from the Articulation Office and the Counseling Department to maintain adequate services. Due to the reductions imposed over the past several years resources have been re-concentrated on core priorities, requiring the elimination of visits to university campuses and greater reliance on support from the Counseling Department. With funding increasing for Student Services, the Transfer Center Director would like to once again offer field trips to four-year universities for SRJC students, increase marketing and transfer related events and hire additional faculty and staff.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	Santa Rosa	01	02	\$100,000.00	Counselor needed to provide additional services
0001	Santa Rosa	01	02	\$100,000.00	Counselor needed to provide additional services
0002	Santa Rosa	01	02	\$58,516.00	Transfer Services Advisor would provide support to the Transfer Center by facilitating workshops, developing and coordinating activities, classroom presentations, etc.
0003	ALL	01	02	\$3,000.00	Provide students the opportunity to participate in an organized field trip to such campuses as UC Berkeley, SFSU, CSU Sacramento.
0004	Santa Rosa	01	02	\$1,500.00	Marketing is vital to inform students of the services offered in the Transfer Center. Graphic Services is designing a folder as a marketing tool but the folders will have to be printed off campus.
0005	Santa Rosa	01	02	\$2,000.00	To provide a celebration for students who are transferring to a four year university.
0006	Petaluma	01	02	\$500.00	To provide transfer resources to the Petaluma Campus.

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.

2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
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none	0.00	0.00
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2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Student Worker (2)	20.00	10.00	Greets students and directs them to appropriate resources, makes appointments, answers phones, files transfer information, prepares mailings, makes photocopies.

2.2d Adequacy and Effectiveness of Staffing

Staff in the Transfer Center currently consists of one full-time Administrative Assistant, who provides support to the Career Center and Transfer Center. The Transfer Center also has two student workers at 20 hours each. Currently, the Transfer Center Director handles the day-to-day operations, coordinate outreach, activities and events. It would be cost effective to hire a Transfer Services Advisor to handle the day-to-day activities as well as collaborate with the Transfer Center Director to plan events. This would allow the full-time counselor/Transfer Center Director to meet with more students, especially those with complicated transfer issues. The Transfer Center Director could also work to enhance relationships with four year universities.

At this time there are two student workers designated to the Career and Transfer Centers, however we are in a space with Student Employment and Work Experience/Internships. It would be more effective if all student workers for the 3rd floor West side were cross trained and could answer questions and provide information for all services.

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 hoped that years of budget/staffing cuts can be restored and that services are expanded to meet the needs of our transfer students and to address the mandates of the Student Success Act.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0002	Santa Rosa	01	02		Transfer Services Advisor	Classified

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.
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2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
Counseling	1.0000	100.0000	0.0000	0.0000	There are no other faculty included in the Transfer Center budget. Any additional faculty resources are by assignment from the Counseling Dept.

2.3c Faculty Within Retirement Range

No faculty assigned to the Transfer Center are currently within retirement range. Any impact on the staffing of the Transfer Center will be determined by retirements in the Counseling Department as a whole, since additional Transfer Center faculty staffing is based on assignment by the Counseling Department. It is important for the Counseling Department to be able to continue to assign an experienced counselor with transfer expertise to the Transfer Center.

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



Faculty staffing in the Transfer Center is not subject to the recruitment of new faculty, although sufficient staffing strongly depends on the reassignment of counselors from the Counseling Department. It is absolutely essential to the transfer function that faculty assigned to the Transfer Center be experienced counselors with a strong background in the intricacies of the transfer process.

At present the Transfer Center is experiencing an inadequate staffing level, especially counseling faculty. A counselor position was assigned .50 prior to the 2009-10 academic year, .15 FTE in 2010-11, and then was completely eliminated during the 2011-12 academic year. Another adjunct counselor position was also eliminated completely in 2009. This has led to the further curtailment of services. Very little counseling has been offered in the Center over the last few years because the Director counseled students in general counseling due to the shortage of counselors. Now that the number of faculty have increased in general counseling, more counseling appointments are being offered in the Transfer Center.

There is a need to develop the capacity of the Transfer Center to provide additional counseling services, especially as we strive to meet the Student Success Act mandates. Two (2) 1.0 FTE counselor positions in the Transfer Center continue to be essential, especially as the number of students wanting to transfer increases on our campus due to budget cuts at the UC and CSU. The Transfer Center Director would also like to increase the services being offered and improve student success and transfer rates, but cannot provide these services alone.

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
0001	Santa Rosa	01	02	Counselor 1.0 FTE	There is a need to support our completion/transfer efforts and transfer rates as we try to meet the Student Success Act mandates.
0002	Santa Rosa	01	02	Counselor 1.0 FTE	There is a need to support our completion/transfer efforts and transfer rates as we try to meet the Student Success Act mandates.

2.4b Rational for Instructional and Non-Instructional Equipment, Technology, and Software

There are currently 19 computers and one printer in a shared computer lab for Transfer and Career Services.

The Transfer Center conducts workshops and university application review sessions in the computer lab, and there are currently not enough computers for the number of students who attend these workshops. Often students are waiting to get on a computer or they bring their own laptop to work off during the workshop. We also have classes visit for an orientation of the Transfer Center, however at this time only half of the class can work in the computer lab because there are not enough computers for the entire class to do research at the same time. To offer comprehensive services to students, the lab should have at least a total of 30 computers. Therefore, we need an additional 11 computers. Because this is a shared space, the Transfer Center would like to request 6 computers and the Career Center will also make a request in their PRPP for the additional computers. In order for 30 computers to fit in the lab and to be ADA compliant, we will need new tables for the computers to sit on.

It is the goal of the Transfer Center Director to conduct more outreach and workshops, and with all resources online it is imperative that students have access to the information. In order to reach more students a request is being made to purchase 40 laptop computers with a cart for both the Santa Rosa and Petaluma campuses. This will enable workshops to take place anywhere on either campus, including our own orientation/workshop room on the 3rd floor of Bertolini.

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	04	02	Desk top computers	6	\$930.00	\$5,580.00	Amy Merkel	Transfer Center	Amy Merkel
0002	Santa Rosa	04	02	Printer	1	\$400.00	\$400.00	Amy Merkel	Transfer Center	Amy Merkel
0003	Santa Rosa	04	02	Laptop computers	40	\$1,200.00	\$48,000.00	Amy Merkel	Transfer Center	Amy Merkel
0004	Santa Rosa	04	02	Cart for Laptops	1	\$6,500.00	\$6,500.00	Amy Merkel	Transfer Center	Amy Merkel
0005	Petaluma	04	02	Laptop computers	40	\$1,200.00	\$48,000.00	Amy Merkel	Transfer Center	Amy Merkel
0006	Petaluma	04	02	Cart for Laptops	1	\$6,500.00	\$6,500.00	Amy Merkel	Transfer Center	Amy Merkel
0007	Santa Rosa	04	02	Tables for Computers	20	\$500.00	\$10,000.00	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
0001	Santa Rosa	01	07	Blinds in Room 4882	2	\$1,500.00	\$3,000.00	Amy Merkel	4882	Amy Merkel

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. The Transfer Center currently has two offices, one for the Director and one for university representatives to meet with students. The universities have emphasized the importance for their representatives to have a confidential space to meet with students. Therefore, it is imperative that we maintain this office to ensure we continue to have university representatives visit SRJC. In order to better serve students, it would be ideal to have a full time counselor as well as a transfer center advisor, if these two positions were approved we would need additional office space for these employees.

As mentioned in 2.4b, the current computer lab needs to be reconfigured for additional computers to be installed. The lab is an essential space to the Transfer Center, but without enough computers we are unable to serve the number of students who need assistance. New tables need to be purchased so more computers can fit into the lab.

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 revitalize the Transfer Center and provide more services to students through counseling, workshops, events and field trips.

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 2011	Fall 2011

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 Transfer Center Director recognizes that the SLOs have not been assessed in 4 years. It will be a priority to develop and implement assessments of the SLOs during the 2015-2016 academic year.

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	ALL	01	02	Update the Transfer Center website to provide more transfer-related information in video format so students can view workshops online.	Work with the Counseling Department, IT, and Media Services to record and upload videos to the Transfer Center website.	Fall 2014-Spring 2015	Due to a leave of absence, this project was not completed.

6.2a Program/Unit Conclusions

Location	Program/Unit Conclusions
ALL	<p>Data was pulled to analyze the persistence and course completion of a Transfer Center student cohort. In addition, transfer student appointment data was pulled from the Counseling Department to see how many transfer students were served in 2013-14.</p> <p>The Transfer Center is an integral component of the Counseling Department and data outcomes are affected by services provided in both locations. Transfer success is a process that is facilitated by the Counseling Department and the Transfer Center. The Transfer Center is working closely with the Counseling Department to streamline transfer services and to offer more group experiences for our transfer students.</p> <p>In the last few years, some of the services offered through the Transfer Center, such as university representative appointments and presentations have been greatly reduced because of budgetary cutbacks at the universities. Many universities had to eliminate community college outreach because there was no money to pay for the visits. We are starting to see more interest by universities to begin visting SRJC again, which is very promising.</p> <p>SRJC's transfer numbers slightly increased in 2013 - 2014. There were 249 students who transferred to the UC system and 925 to the CSU system for a total of 1174 in 2013 - 2014. Compared to a total of 977 in 2012-13. There is now a better system to track students who transfer to Independent Colleges and Universities in California, there were 138 students who transferred from SRJC to an independent school in 2013-14. With the state of the budget for California becoming more positive, it is believed that more students are able to move forward to a four year university than in the last few years.</p> <p>One change that has already been made in the Transfer Center is the availability of appointments with the Counselor/Transfer Center Director. If another counselor is assigned to the Transfer Center more students will have the opportunity to meet their transfer goals. The Transfer Center Director also plans to reach out to universities to increase more visits by representatives, either in person or electronically. By offering field trips to more campuses and visiting certain classes at SRJC we can increase the interest in transfer, even to those who have not been on the transfer path.</p>

6.2b PRPP Editor Feedback - Optional

Once I attended the training provided by Kris Abrahamson I felt much more confident working on the PRPP. It would have been beneficial had the training been earlier in the semester. The first training wasn't offered until the first week of April, and with section 2 of the PRPP due the 15th of April it caused a bit of stress for me!

Being new to this position, the PRPP has helped me to gain a better understanding of what has been done in the past and what can be done in the future to better serve students.

This is a omprehensive evaluation of services and programs offered by the Transfer Center. In addition to staffing and resource expansion, the SLO's will also be assessed in the coming academic year. The total number of transfer students is up to 1310 for 2013-14, and is expected to continue growing as Transfer becomes and increasingly important statewide goal. Lauralyn Larsen

6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	01	02	Update the Transfer Center website to drupal.	Create a website that contains vital information in an easy to use, aesthetic format.	Fall 2015- Spring 2016	TC AA and Director's time
0002	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 2015- Spring 2016	More counselor availability in the Transfer Center
0003	ALL	01	02	Take students on field trips to UC Berkeley, SFSU and SSU	Allow students to experience four year campuses through organized field trips with the Transfer Center	Fall 2015- Spring 2016	Applied for Women in Philanthropy grant to provide funding for 2015-16. If this isn't approved will need monetary resources. If it is approved it is funding for one year.
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 2016	Offer cake and drinks to students and guests and a certificate or other memento. (Researching what other campuses do)
0005	ALL	01	02	Increase marketing of Transfer Center and events	Bring in more students to the Transfer Center and the events provided	Fall 2015- Spring 2016	Design and purchase of transfer folder. Staff time to design flyers and update website.
0006	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 2015- Spring 2016	TC Director's time
0007	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 receive specific information regarding the transfer schools they plan on applying to or attending	Fall 2015- Spring 2016	TC AA and Director's time
0008	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 2015- Spring 2016	Time to create and film videos including Media Center Staff, Counselors and Transfer Center Director
0009	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 2015- Spring 2016	Counselor's Time
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 2015- Spring 2016	Counselor and staff time/resources
0011	ALL	01	02	Create new workshops	Provide workshops in person and/or online on such subjects as: CSU vs UC, what's the difference?, Transferring: Now What?, Researching Transfer Campuses	Fall 2015- Spring 2016	Counselor and Staff resources/time
0012	ALL	01	02	Provide Transfer Tuesdays in Bertolini, if it is a success add in Petaluma as well	Set up a table during the lunch hour to answer questions and inform students of services	Fall 2015- Spring 2016	New table cloth TC Folder Handouts Laptop/tablet

