IMPERIAL VALLEY COLLEGE
PROGRAM REVIEW
NON-ACADEMIC PROGRAMS

DATE:	2/15/2013

DEPARTMENT/PROGRAM:	District Counseling	
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IMPERIAL VALLEY COLLEGE
MISSION STATEMENT

The mission of Imperial Valley College is to foster excellence in education that challenges students of every background to develop their intellect, character, and abilities; to assist students in achieving their educational and career goals; and to be responsive to the greater community.

Institutional Goals
Educational Master Plan 2012-15
Approved by Board of Trustees May 16, 2012

Goal One (Institutional Mission and Effectiveness): The College will maintain programs and services that focus on the mission of the college supported by data-driven assessments to measure student learning and student success.

Obj	Objectives for EMP Goal 1
1.1	Develop systems and procedures that establish the mission of the college as the central mechanism for planning and decision making.
1.2	Develop an institutional score card to assess student learning that drives integrated planning and resource allocation.
1.3	Develop systems and procedures to ensure that the college maintains a collegial and self-reflective dialogue that improves effectiveness.
1.4	Develop systems that are inclusive, cyclical, and understood by all stakeholders.

Goal Two (Student Learning Programs and Services): The College will maintain instructional programs and services which support student success and the attainment of student educational goals.

Obj	Objectives for EMP Goal 2
2.1	Ensure that all instructional programs, regardless of location or means of delivery, address and meet the current and future needs of students.
2.2	Review program learning outcomes annually (or biennially) to assure currency, improve teaching and learning strategies, and raise student success rates.
2.3	Ensure that all Student Services programs, regardless of location or means of delivery, address and meet the current and future needs of students.
2.4	Ensure that all Student Services programs engage in a process of sustainable continuous quality improvement by annual review of Service Area Outcomes, annual Program Review, and Comprehensive Program Review every three years.
2.5	Ensure that the Library meets as closely as possible the "Standards of Practice for California Community College Library Faculty and Programs" of the Academic Senate for California Community Colleges.
2.6	Ensure that instructional labs continue to collaborate in sharing financial and human resources, thus maintaining continuous quality improvement.

Goal Three (Resources): The College will develop and manage human, technological, physical, and financial resources to effectively support the college mission and the campus learning environment.

Obj	Objectives for EMP Goal 3
3.1	Develop and implement a resource allocation plan that leads to fiscal stability.
3.2	Implement a robust technological infrastructure and the enterprise software to support the college process.
3.3	Build new facilities and modernize existing ones as prioritized in the facility master plan.
3.4	Design and commit to a long-term professional development plan.
3.5	Raise the health awareness of faculty, staff, and students.

Goal Four (Leadership and Governance): The Board of Trustees and the Superintendent/President will establish policies that assure the quality, integrity, and effectiveness of student learning programs and services, and the financial stability of the institution.

Obj.	Objectives for EMP Goal 4
4.1	Review all Board policies annually to ensure that they are consistent with the College mission statement, that they address the quality, integrity, and effectiveness of student learning programs and services, and that they guard the financial stability of the institution.
4.2	Maintain a clearly defined Code of Ethics that includes appropriate responses to unprofessional behavior.
4.3	Ensure that the Board of Trustees is informed and involved in the accreditation process.
4.4	Ensure that processes for the evaluation of the Board of Trustees and the Superintendent/President are clearly defined, implemented, and publicized.
4.5	Establish a governance structure, processes, and practices that guarantee that the governing board, administration, faculty, staff, and students will be involved in the decision making process.

IMPERIAL VALLEY COLLEGE
PROGRAM REVIEW
NON–ACADEMIC PROGRAMS

I. **PROGRAM/DEPARTMENT DISCRIPTION** (include Vision; Mission; Services-Functions; Funding Sources Statement)

The mission of the Imperial Valley College Counseling Department is to provide counseling, instruction, and services which assist individuals in attaining their educational, occupational, and personal/life goals.

The Counseling Department promotes and supports diversity of culture and learning and, as an integral part of the educational community, seeks to enhance the lives of those who participate in our programs and enroll in our courses.

In order to accomplish the mission of the IVC counseling department in providing essential support to its students via a set of core functions through individual and group interactions, as well as classroom interaction. While differences in student populations and institutional priorities may affect the resources dedicated to these functions within the counseling department, nevertheless, these functions are so fundamental to the mission of the IVC counseling department that every program, whether general or categorical, or aimed at specific populations, should perform them. These functions are derived from Title 5 Regulations and from materials from the American Counseling Association.

The functions are:

1. Academic counseling
2. Career counseling
3. Personal counseling
4. Crisis intervention
5. Outreach to students and community
6. Participation in college governance
7. Improve counseling programs and services to improve effectiveness
8. Training and professional development

Funding source: General District funds.

II. **SERVICE AREA OUTCOMES** (identify outcomes; methods, implementation of assessment process; results; decisions & recommendations)

1. Outcome: To increase the efficiency of the Hector L. Lopez Student Services building
   a. Methods: A 5-year observation of the number of students that are serviced either a regular appointment or "drop-in" appointment by the Counseling Department.
   b. Implementation: The SARS Software, utilized by Imperial Valley College for the scheduling of counseling appointments, produces statistical reports of students in hourly, daily, weekly, and annually formats.

III. **DATA** (use data pertinent to your program/department; include qualitative and quantitative data; survey-evaluation results; and other relevant data to assess program/department effectiveness)

Full Academic Year

	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012
Drop-in's	1321	1609	2436	2296	2977
Appointments	3727	3681	4470	4199	4191
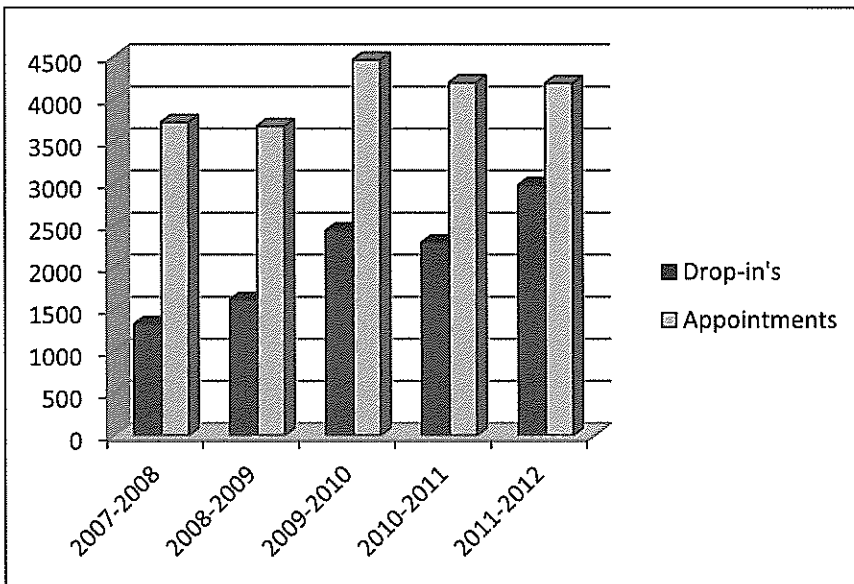
IV. **ANALYSIS** (evaluate the strengths, challenges, opportunities and needs of your program/department provide thorough interpretation of data and complexity of analysis)

The strength of the IVC Counseling Department is derived from the collaboration between counseling programs, general and categorical, to better and efficiently serve students that includes counseling faculty and staff. Every member has the opportunity to express their ideas freely with the confidence that their suggestion will be discussed and considered without prejudice.

The high caliber of professionalism facilitates the sharing of resources to assist each other in times of need due to low resources to effectively and efficiently serve student's needs in academic. Moreover, it promotes networking and camaraderie among counselors and staff.

The challenge: Over the years, the functions Counseling Departments perform have increased significantly, further exacerbating the ever-present pressure to serve more students in cost-effective ways. As a result of the expansion of services absent the resources to ensure the provision of such services, counseling faculty and staff must be proactive and prepare contingency plans for further changes in the dynamics of student services, specifically the Counseling Department.

After a 5-year analysis of the amount of students served by the Counseling Department, it was determined that the following changes must occur to accommodate students that visit the building that houses the Counseling Department.

1. Modify the design of the waiting area by separating the financial aid department from the Counseling Department, which in turn would reduce congestion by diverting the students to two different locations within the building.
2. Move multiple file cabinets into a secured file room to allow for additional space for student seating. Bolt all cabinet to the walls as a safety precaution, taking into consideration the frequency of earthquakes in Imperial County.
3. Have a computer terminal installed in the file room that expedites file retrieval for all appointments; increases efficiency during the Counseling Department's busiest times.
4. The placement of round tables accompanied with sufficient seating during late registration and other hectic periods for financial aid and Counseling Departments. The tables will be removed to allow for additional seating and space as needed.
5. Three (3) self-serve computer kiosks installed in the waiting area with printing capabilities, which includes one for the physically limited.
6. Install a student accessible printer/copier to print from each of the three computers and/or make copies manually.
7. Implement a number system to track the amount of "drop-in" appointments during late registration and other periods that counselors will take such appointments.
8. Increase the frequency of "drop-in" appointment availability and not limiting that type of appointment solely for late registration.
9. Create a one-hour appointment block reserved for time-consuming form completion during a "drop-in" period to decrease the wait time of other students that may have a simple question.

The collection of data regarding the amount of students that make both regular appointments and "drop-in" appointments is continuous. The data is collected during the beginning of each term and will be continuous in order to ensure prompt and efficient service to all students. The Counseling Department will share ideas to adapt to the increase or decrease of enrollment.

V. **FINDINGS & FUTURE DIRECTION** (summarize findings and indicate how the findings have shaped decision making; areas of concern are addressed; provide recommendations for future direction of your program/department and address applicable needs (funding, facilities, staffing technology, professional development, marketing.)

The need for an accurate count of students that counselors see semester-by-semester or by academic year is essential to the planning and implementation of measures to increase efficiency while decreasing the wait time due to low resources.

A survey was developed in 2012 and it will be launched in Fall 2013; it will be sent to all students with the exception of students that belong to a program (i.e. EOPS, SSS, etc.). The survey will provide the anonymity some students prefer in order to give their insight of business practices within the Hector L. Lopez Student Services building. Customer service and efficiency is paramount and the survey will provide the Counseling Department with both constructive criticisms.

Recommendations:

1. The installment of flat screen monitors within the Counseling Department waiting area would be ideal for making announcements to students. This would be a useful tool during registration to announce open/close classes and available scholarships. We need to consider all modes of communication.
2. Install a flat screen monitor with computer connectivity in the career /transfer center. This section of the counseling department is utilized for various purposes. The modernization of this area is past due.
3. The implementation of a "chat feature" to the IVC website will help alleviate this issue, which will introduce another mode of communication between student and counselor in addition to person-to-person, email, and phone calls. However, the need for evening counseling and staff to communicate specific information is prevalent. Family Educational Rights and Privacy Act (FERPA) limits the information communicated via chat. The counselor assigned to the chat feature will only answer students' "quick" questions while remaining in compliance with FERPA regulations. Students will be able to access the chat from any location and computer and/or smart phone that has internet access.
4. The implementation of the text reminder feature that is available via our current SARS scheduling program. This will be part of a multifaceted approach in the reduction of daily "no-shows". This approach will also reduce the amount of procrastinators that wait to come in as a "drop-in" appointment during the counseling departments' busiest periods. Moreover, it will increase the amount of Degree Works Planners needed for enrollment management.

5. The development and implementation of an on-line virtual career center on the IVC website. This is a cost-effective recommendation due to the numerous free links to websites that provide up-to-date information available to the public for research, which includes self-assessment/interest inventory tools. The current career center is out of sight of students in the back of the building. It consists only of dated hard copy books and reference materials.

6. Improve the marketing for both COUN 100 and COUN 120 courses targeting new and returning students that are either experiencing college for the first time or returning after a break-in-enrollment. The courses have a safety net design for students that are overwhelmed with the college experience and/or have no career/program of study direction. It is imperative that enrollment is at or above 100% every semester. For the first time in eight years enrollment decreased for both programs, the cancellation of two sections of COUN 100 occurred due to that fact.

Areas of concern:

1. The lack of evening services is prevalent in the majority of offices and departments at Imperial Valley College. Due to past budgeting cuts and constraints, the Counseling Department suspended evening counseling. The availability of both evening counselors and reception staff is disconcertingly limited for students that can only enroll in evening courses due to their day schedules.

2. To resolve the above-mentioned concern, the hiring of evening support staff will allow the office to extend office hours. Currently, Imperial Valley College has an evening counselor, but no support staff. Meanwhile, students have to adjust their day schedules to make time to visit with a counselor and obtain answers to their questions.

3. Imperial Valley College is in need of a fulltime Transfer Center Director to provide all counselors, and their students, with up-to-date and accurate transfer information. Currently, a part-time counselor is the Director of the program and serves as the sole Articulation Officer. The amount of work that both positions, combined, is daunting and important transfer information that needs timely dissemination is delayed due to lack of hours in a work day. Although IVC must plan for an uncertain financial future, prioritization of this position should be the number one issue that needs resolution.

4. Three (3) counselors retired over the last two years and there are no plans to replace them due to budget constraints. The replacement of these positions is essential to District counseling due to the availability of counselors versus the overwhelming amount of students on campus and during community outreach.

The need of the students dictates the future direction of the Counseling Department. As an advocate of students, the Counseling Department will consider any suggestion that is communicated verbally, electronically, in writing, and/or as part of a survey. The proposals that are accepted and implemented will be reviewed annually to discuss its effectiveness.

VI. **PROCESS IMPROVEMENT OPPORTUNITIES** (Identify three processes for improvement in terms of: 1) Work efficiency, 2) Cost reductions, and 3) Contributions to student enrollment and/or success. Identify one or more institutional goals supported by each process.)

PROGRAM REVIEW FOR NON-ACADEMIC PROGRAMS
PROCESS IMPROVEMENT OPPORTUNITIES

PURPOSE: For all IVC programs to engage in continuous process improvements, efficiency evaluation, and implementation of steps to facilitate increased student enrollments and student success.

GOALS: Each process within the departments will be reviewed in terms of: 1) Work efficiency, 2) Potential cost reductions, and 3) Potential contributions for increasing enrollment and/or student success.

DEPARTMENT: District Counseling
Opportunities for:
PROCESS #1: Increase the frequency of "drop-in" appointment availability and not limiting that type of appointment solely for late registration.
Work efficiencies: N/A
Cost reductions: N/A
Contributions to student enrollment &/or success: The drop-in appointment format is utilized during the two weeks of late registration to assist students in 30 minutes or less. Regular academic counseling appointments take up to 45-minutes. By allowing the frequency of drop-in appointments before late registration students will be able to add courses to their schedules instead of spend time waiting for the next available counselor. The student will not be rushed and will be able to make academic decisions before the stress of the start of the semester.
Supports Institutional Goal and Objectives: *Institutional Mission and Effectiveness 1.3:* Develop systems and procedures to ensure that the college maintains a collegial and self-reflective dialogue that improves effectiveness.

PROCESS #2:

The collection of data regarding the amount of students that make both regular appointments and "drop-in" appointments is continuous. The data is collected during the beginning of each term and will be continuous in order to ensure prompt and efficient service to all students. The Counseling Department will share ideas to adapt to the increase or decrease of enrollment.

Work efficiencies:

Make better use of available office support and counseling resources during the busiest time of the semester by monitoring the amount of students requiring counseling services.

Cost reductions: N/A

Contributions to student enrollment &/or success: N/A

Supports Institutional Goal and Objectives:

Student Learning Programs and Services 2.4: Ensure that all Student Services programs engage in a process of sustainable continuous quality improvement by annual review of Service Area Outcomes, annual Program Review, and Comprehensive Program Review every three years.

PROCESS #3:

Three (3) self-serve computer kiosks installed in the waiting area with printing capabilities, which includes one for the physically limited.

Work efficiencies:

Allows students to find answers to their questions regarding open/closed courses and/or the downloading of counseling and/or financial aid related documents.

Cost reductions: N/A

Contributions to student enrollment &/or success: N/A

Supports Institutional Goal and Objectives:

Resources 3.2: Implement a robust technological infrastructure and the enterprise software to support the college process.