2020 Annual Program Review

Program Name: TRANSFER & ARTICULATION SERVICES

Program Review Author: JANET ROBINSON & ESTELA NARRIE

I. PROGRAM DESCRIPTION: In one or two paragraphs, provide a description of the primary goals of your program or service area. Attach an appendix to describe your program or service area in more detail, if needed.

Note: If no changes have occurred, feel free to copy and paste from your last review. If it exists, feel free to copy the brief description of your program from the college catalog: http://www.smc.edu/CollegeCatalog/Pages/default.aspx

The Transfer Center at Santa Monica College (SMC) was established in 1988 to strengthen the transfer function at the college and increase the number of students prepared for transfer to baccalaureate-level institutions. Transfer-related services provided include completion counseling, workshops, college fairs, campus visits by university representatives, the transfer website, open computer labs, articulation services, weekly bulletins (email), classroom presentations, calendars and information provided via the college's social media outlets. These services are available to any SMC student interested in learning the academic skills and requirements necessary to transfer to their institution of choice.

II. PROGRESS SINCE LAST REVIEW (LAST YEAR'S OBJECTIVES)

Identify the original objectives from your last review, as well as any objectives that emerged during the year (if applicable). For each objective, determine status and explanation for status.

Objective	Status (Check one)	Status Explanation
As regulations change and if new counselors are hired, the SMC Articulation Officer will offer transcript evaluation training to all SMC Counselors. Trainings for counselors and admissions staff is a high priority due to initiatives such as Pathways, Associates Degrees for Transfer, AB 705, and C-ID.	☐ Not Completed ☐ In Progress ☒ Completed	We (Sara and I) did 3 trainings in May 2019 for counselors and admissions staff. We typically do an extensive training once a year. We (Sara and I) also did a COVID training on June 9th, 2020. It was a typical transcript evaluation training infused with COVID related issues pertaining to submitting TERs and course subs.
To increase the percentage of African-American students represented at transfer workshops, SMC Transfer Support Services will conduct or co-facilitate at least one transfer-related workshop/event for students in the Black Collegians program during the Fall 2019 semester and/or the Spring 2020 semester.	☐ Not Completed ☐ In Progress ☒ Completed	A focus-group comprised of volunteer students in the Black Collegians program was conducted on October 22, 2019. The focus group was facilitated by Dr. Hannah Lawler and students were asked to provide feedback regarding the transfer services offered at SMC. Valuable data was collected that will be used to help close the transfer equity gaps for Black students at SMC.
We will continue to work with MIS along with Admissions & Records, to use the recently purchased "prospective" tool. This system will be used to reconcile the incoming transcripts for new students with the TER Log. The ultimate goal is for pre-evaluation	☐ Not Completed ☒ In Progress ☐ Completed	Trying to get more direction from Admissions as to where this project currently is. Sara and I continue to work on MyCap and for the 2020-2021 academic year we will include evaluating transcripts for reverse transfers for Financial aid purposes.

of incoming transcripts to be available for students.		
Click or tap here to enter text.	☐ Not Completed ☐ In Progress ☐ Completed	Click or tap here to enter text.
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III. ACHIEVEMENTS

(Optional) List any notable achievements your program accomplished in the last year.

- SMC maintained its standing as #1 in transfers to the UC system, USC, and LMU
- SMC is still #1 in transfers (west of the Mississippi) to Columbia College in NYC
- We were the #1 feeder of Black/LatinX transfers to the UC system
- Transfer Services launched an official SMC Go Channel in November of 2019 and we are the top content contributor according to Cleve Barton (app coordinator)
- Additional student support enhancements were provided during the "Panic Room" (e.g. donuts and coffee were catered and separate rooms/waiting ques were available for essay review vs. technical questions)
- For the first time, we partnered with the English Department to provide feedback to students on their personal statement essays during our annual "Panic Room"
- We promoted Supplemental Instruction services for writing support to students throughout the entire Fall semester
- We collaborated with all EOPS programs to provide a tour of CSULB and a "Town Hall" workshop for transferring students
- We experienced a surge in students who participated in our annual "Tell Your Transfer Story" campaign via social media
- Under the direction of the web team, we reviewed all pages of the Transfer and Articulation web pages in preparation for the new website launch in August 2020
- Increased utilization of social media to share and communicate transfer updates and changes
- Continued development of the ASU Pathway Partnership in the areas of Early Childhood Education & Criminal Justice
- SMC championed enhancements to the IGETC Standards that benefits all California Community Colleges (in the areas of English composition and the IGETC certification process)
- Collaborate with the SMC Foundation to provide support to students, faculty and staff (our previously purchased tables are used on a weekly basis for food distribution)

IV. CURRENT PLANNING AND RESOURCE NEEDS

Part 1: Narrative
Broadly discuss issues or needs impacting program effectiveness for which institutional support or resources will be needed for the next academic/fiscal year.

Institutional support or resources would be helpful to maintain or increase the following transfer support services:

- The funding of hours for MyCAP support services
- The funding of hours for Completion Counselor duties
- Training for student workers and Team Transfer members on how to efficiently and effectively provide support services in a virtual environment

- Funding to provide additional support for students in the form of snacks or food/coffee vouchers distributed during the "Panic Room" in November 2020 (please note that the "Panic Room" has been renamed "Transferpalooza" effective Fall 2020)

Part 2: List of Resources Needed

Itemize the specific resources you will need to improve the effectiveness of your program, including resources and support you will need to accomplish your objectives for next year.

While this information will be reviewed and considered in institutional planning, the information does not supplant the need to request support or resources through established channels and processes.

Resource Category	Resource Description/Item	Rationale for Resource Need (Including Link to Objective)
Human Resources	The Transfer Services Team could be enhanced with an additional Completion Counselor position (adjunct or full-time) and an additional classified position (part or full-time).	Survey results collected for our 6yr Program Review showed value in the resources provided by the Completion Counselor; however this counselor is limited in the support services she can provide within 18 hours/week. Her hours have recently been reduced to 16 hours/week for Fall 2020. Having another classified team member would be helpful because the responsibilities of the current classified team member have increased over time without any additional support. If added, these two team members could help carry out tasks related to Objectives #1 and #2 that aren't currently feasible due to limited human capital.
Facilities *(info inputted here will be given to DPAC Facilitates Comm.)*	The Transfer Services Team could provide greater support to students and counselors if a large computer lab space was available to us within the new Student Services Building.	Once we are cleared to return to the campus, having a large computer lab available within the building would give the Transfer Support Services team the space to provide increased training for colleagues and technical transfer support to students in need; further accomplishing Objectives #1 and #2.
Equipment, Technology, Supplies *(tech inputted here will be given to Technology Planning Committee)*	The Transfer Services Team would like to replace the (3) laptops purchased in 2017 and purchase (2) additional laptops. We would also like to purchase additional tables, chairs and umbrellas that could be stored in our parking structure storage room.	The (3) laptops purchased in 2017 are used daily by the Articulation Officer, the Completion Counselor, and another Full-Time Counselor for important transfer-related services for students. Once cleared to return the campus, the acquisition of (2) additional laptops could be used for other departmental needs as they arise (such as check-in during VIP Day). The purchase of tables, chairs and umbrellas could help to minimize the rental expenses that the Transfer Services Team incurs every semester for the College Fair. These items would also be available to other

| | | departments/programs therefore reducing or eliminating their rental expenses as well.

The laptops, tables, chairs and umbrellas are used towards transfer support services for all students and helps close the transfer equity gaps that exist for Black students at SMC (Objective #2) |
|---|---|---|
| **Professional Development** | The Transfer Services Team would appreciate additional training in the area of media, graphics and information technology (IT) | Training on relevant IT tools (e.g. Teams, Office 365, etc.) could help team members work more efficiently towards completion of Objectives #1-3 within a remote environment. With additional media and graphics training, team members could develop flyers, posters or other tools to help market important transfer-related activities to students and campus/community partners. |

V. CHALLENGES RELATED TO SPRING 2020 COVID-19 CRISIS AND RESPONSE:

List significant challenges your program faced in Spring 2020 due to COVID-19. Please also Include your responses and solutions to this crisis.

As a result of COVID-19, the Transfer Support Services Team faced the following challenges during Spring 2020:

- **We had to change all transfer workshops to online vs. in person** – we did so quickly and team members supported each other until comfort was established with presenting workshops virtually. We recorded and posted selected workshops on the website to be available to students at any time of the day/night.
- **Scheduled on-campus visits with SMC students by university representatives were cancelled** – We worked with representatives to convert most of the in-person appointments into phone or Zoom calls which allowed our students and university partners to still engage with each other in the new remote environment.
- **Our annual spring college fair was cancelled** – We immediately began vetting vendors and we will work with Brazen to conduct our Fall 2020 college fair within a virtual environment (for the first time ever).
- **The Completion Counselor's weekly "Transfer Corner" was cancelled** – In response, she maximized our SMC Go Transfer channel and Salesforce campaigns to push out helpful information to SMC students.
- **The annual "SMC Everywhere" event for transferring students was cancelled** - but this led to a successful relaunch of "Transfer Stories" which was wildly popular amongst transferring students in Spring 2020; many SMC students are still submitting their transfer stories "post-graduation"
- **COVID training** – We (Sara and I) also did a COVID training on June 9th, 2020. It was a typical transcript evaluation training infused with COVID related issues pertaining to submitting TERs and course subs.

VI. THE NEXT SECTION IS FOR CTE PROGRAMS ONLY

PARTNERSHIPS:

Part 1: Industry advisory meeting dates and attendance for 2019-2020.

Date of Meeting	# of SMC Attendees	# of Non-SMC Attendees
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Part 2: Employer partnerships/collaborations for 2019-2020. Identify the most salient partnerships or collaborations.

Employer Name	Type of partnership or Collaboration • **Advisory attendance** • **Internship site** • **Donations** • **Job placement** • **Other**	Optional: Additional information about partnership or collaboration
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CONGRATULATIONS – that's it! Please save your document with your program's name and forward it to your area Vice President for review. Please CC or send a copy to Stephanie Amerian and Erica LeBlanc.

The following section will be completed by your program's area VP

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<mark>Vice Presidents:</mark>

First, please let us know who you are by checking your name:
☐ Christopher Bonvenuto, Vice President, Business and Administration
☐ Don Girard, Senior Director, Government Relations & Institutional Communications
☐ Sherri Lee-Lewis, Vice President, Human Resources
☐ Jennifer Merlic, Vice President, Academic Affairs
☐ Teresita Rodriguez, Vice President, Enrollment Development
☐ Michael Tuitasi, Vice President, Student Affairs

☐ Next, please check this box to indicate that you have reviewed the program's annual report Provide any feedback and comments for the program here:

Click or tap here to enter text; the box will expand when you enter text.

Finally, please **save the document** and email it to both Stephanie Amerian (amerian_stephanie@smc.edu) and Erica LeBlanc (leblanc_erica@smc.edu). If you have any questions, please contact us!

Thank you for your input!