

Enrollment Services

2019 Program Review

MJC Program Review 2019

Modesto Junior College's Program Review process is divided into 3 sections:

- Program Analysis (SWOT Analysis)
- Goal Setting and Activities
- Resource Request

Program Analysis

Internal Strengths

1. What strengths does the analysis of student data reveal?

Students receive exceptional customer service with low wait times During the first two weeks of spring 2019, staff served over 3,000 students with an average wait time of 11 minutes Students can receive admissions and financial aid support in one visit

2. Are there specific aspects of the program that are exemplary or could serve as a model?

Offer a wide variety of online services Knowledgeable and experienced staff eager to assist students Campus wide network to provide students with current information and facilitate services when students do not have access Willing to accommodate out of area students who cannot access on campus resources and services

3. What do others see as the program's strengths?

Exceptional customer service Innovative practices that streamline the students experience Bilingual services and materials Open collaboration between Enrollment Services and Division offices Organized, detail oriented, and supportive to other departments

4. How well are students meeting program learning outcomes, skills, or competencies; and how are they relevant to careers in your discipline or industries for which you help prepare students?

Students are meeting the expectations of area Support Service Learning Outcomes (SSLOs) Our area provides students and the community with the tools necessary to navigate the enrollment and degree conferral process

Internal Weaknesses

5. What gaps are observed by reviewing the student data?

Students cannot readily utilize the online services available Current SSLOs demonstrate students low understanding of Academic Renewal and Petitions process

6. What disproportionate gaps need to be addressed?

Students of color and males complete the admissions application at lower rates

7. What are areas in which the program could improve? (curriculum, scheduling, modality, other?)

Offer web chat supported by mobile devices to increase access Increase the number of forms accepted online and mobile friendly forms Self-check-in system for services available through mobile device

8. Where are there gaps in the program on how students are meeting learning outcomes, skills, or competencies?

Students lack access to technology which affects their ability to locate pertinent information and therefore unable to utilize online resources Variety of support services are offered but not required for enrollment

External Opportunities

9. Where are potential opportunities for expansion, improvement, or new program development?

Offer offsite assistance with admission application submission Provide registration support within the division offices Develop and implement promotional weeks associated to using online services Collaborate with success teams within each school to provide evening services Participate in campus-wide events related to admission, registration, and evaluation to provide support

10. What are some industry or disciplinary trends that could enhance the program?

Mobile check-in services Interactive maps or touch screen kiosks for quick access to information
Online chat Text reminders and notifications to students Prerequisite approval automation

External Threats

11. How are changing resources, technology, employer, or transfer requirements affecting the program's ability to serve students?

Changes to student centered funding formal impacts degree conferral and timelines College access to technology and software impact online services

12. What are some current industry or disciplinary trends that could have a negative impact on the program?

Cost of technology Ability to implement new technologies with competing campus priorities

13. What other obstacles does the program face?

Admissions and financial aid services are offered on both campuses ensuring that staff on each campus deliver the same information and services is challenging Delivering consistent communication between campuses

Goal Setting and Activities

Goals

Program Goal	Mission Alignment	Area of Focus
Reduce the number of incomplete admission applications by 5 percent for all groups	Equity	Student Support
Research and evaluate the potential to offer fully online services and promote access to online services	Innovative Education	Program Design
Increase the number of students who utilize online registration services by 10 percent	Innovative Education	Student Support

Activities

Activities	In Support of Goal #	Outcome or Deliverable
Research and implement best practices surrounding online services and admission processing	Goal #2	Increase student awareness and knowledge of online admissions support services
Host campus wide workshops for students and staff regarding available online services, demonstrate services, and features of online tools	Goal #3	Develop and implement additional online services, increase access utilizing registration lab
Apply CUE document protocol method to online forms and services to ensure equity and accessibility	Goal #2	Develop new online forms accessible by any device for submission

Resource Requests

Category	Request	Activity #	Estimated Cost
Prof. Devel.	CACCRAO Annual Conference	1	9600

Prof. Devel.	Other conferences related to providing online services	2	1000
Equipment	Scanners	3	16000
Equipment	Touch screen check-in kiosk	2	1000
Technology	Online chat software	1	5000
Technology	Texting capability	1	5000
Personnel	One full time SSR	3	42000
Facilities	Maintain technology in registration lab	2	14000
Other	Advertising and Marketing materials	2	500