

I. A. Reflect upon and provide an analysis of the four years of data above

Student contacts have steadily risen each year as the demand for transfer services continues to grow. Although Email and phone contacts show a decrease from 2009/10, it can be attributed to having lost a .45% position that was there in 09/10 to fully staff the transfer center. In addition we have not been able to capture all the student contacts because computers were moved to the Career Center in the Fall of 2011 and our computer tracking was not installed until Fall 2013.

In the Fall of 2011 the Transfer Center experienced a high volume of students interested in the "UC Pipeline" (UCSD TAG gpa rose to 3.5 and pipeline program was 3.0) leading to workshop numbers and phone contacts showing a high volume because of this one year program.

It is reasonable to assume that the demand for services will continue to increase as students turn to Palomar College as a first stop in the Transfer process. Some years reflect less activity because counselors are spread so thin, that the Transfer Center staff, is limited to using fewer general counselors for outreach in the classroom and other activities.

I. B. Please summarize the findings of SAO assessments conducted.

Students are satisfied with workshop topics and are learning information to help their transition to universities. The Transfer Center uses SAO's for feedback on every workshop and transfer activity delivered. SAOs have been instrumental in changes made to workshops and services offered by the Transfer Center. From SAO feedback we have added more time to our workshops, have included yearly university tours and have changed how services are offered in the Transfer Center. We now have a small workshop area to serve more than one student at a time during critical application periods.

I. C. Reflect upon the SAO assessment findings in Box B above. Discuss overall observations and any areas of concern or noteworthy trends.

Continued funding for university fieldtrips would help the Transfer Center continue to provide Palomar students options to visit universities both in and out of our service area. Campus fieldtrips taken in 11/12 with GRAD funding resulted in university visits to CSULB and UCI and UCR. SAOs completed indicated it made a significant difference to students to visit campuses. Some commented that their attitude and motivation had changed in a positive way.

In 12/13 with GRAD funds the Transfer Center was able to provide University visits to CSUDH, CSUF and UCLA. Students were able to talk directly to admissions personnel and some actually applied while they were at the campus of Dominguez Hills last year.

In August of 2013 the Transfer Center Assistant took a new position on campus and currently the position is being staffed by a temporary worker that can only work 26 hours per week due to work regulations. The Transfer Center cannot continue to try to do more with less staff. One of the mandates addressed in the Student Success Task Force under section 55523 identifies transfer as one of its missions. Adequate staffing is of utmost importance to accomplish our transfer work. Title 5 Regulations requires that each community college district recognize transfer as one of its primary missions as well; included in the regulations are program components that include transfer staffing.

STEP II. PLANNING

Reflecting on the 4-year trend data, the SAO assessment results, and the college's [Strategic Plan 2016](#), describe/discuss the discipline planning related to the following:

II. A. Programs changes and improvements (consider changes due to growth in FTES and Headcount, CSU/UC transfer language updates, articulation, workforce and labor market projections, certificate or degree completions, etc.)

The Transfer Center has established a presence on Facebook, and continues to try to find ways to reach students. Much of the information from the center is time-sensitive and Facebook has been one way to get information to students in a timely manner. The effort is labor intensive and dedication to this endeavor is crucial to help maintain it as a dependable resource, but due to limited staffing we have not been able to use it to the best of its capabilities. The Transfer Center has recently added other social media, including: Instagram, Pinterest and Twitter, as tools to aid in delivery of services to our connected students. The use of Instagram and Twitter has recently helped promote our workshops and services. The result of the use of Social Media has filled our Fall workshops to capacity. This can only be done with the help of a Transfer Assistant that is social media savvy, since much of the Transfer Center's work requires marketing and promotion.

II. B. Additional programs to develop (consider enrollment trends, student demands, wait times, comprehensiveness, etc.)

Counselors are not exclusively assigned to the Transfer Center; therefore it is crucial, that they get the most updated transfer information in a timely manner. There are important conferences for counselors like; ETU (Ensuring Transfer Success by the UC system) held in spring, the CSU annual conference, the UC Conference (both in Fall) and the WACAC (Western Assoc. for College Admission Counseling) conference that addresses the Private Schools and legislation that affects CC's. It is important that counselors have the opportunity to attend conferences and to return to help train the department faculty. The responsibility for dissemination of crucial transfer information is one of the Transfer Center Director's responsibilities, but general counselors who attend get opportunities to get first- hand information, to network and troubleshoot with colleagues and feeder institutions and to assist in some of the training.

STEP III. RESOURCE REQUESTS FOR DISCIPLINE:

III. A. Describe the resources necessary to successfully implement the planning described above. Provide a detailed rationale for each request by referring to the analyses of data and SAO assessment results in Step I and/or to any other evidence not apparent in the data or SAO Assessment results.

a. Equipment (per unit cost is >\$500) Enter requests on lines below.

Resource	Describe Resource Requested	Prioritize these requests 1,2,3, etc.	Strategic Plan 2016 Goal/ Objective Addressed by This Resource (Link)	Provide a detailed rationale for the requested resource. The rationale should refer to your discipline's plan, analysis of data, SAO assessments, and/or the College's Strategic Plan	Estimated Amount of Funding Requested	Will this be one-time or on-going funding?	Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?
a1.							
a2.							
a3.							
a4.							
a5.							

b. Technology (computers, data projectors, document readers, etc.) Enter requests on lines below.

Resource	Describe Resource Requested	Prioritize these requests 1,2,3, etc.	Strategic Plan 2016 Goal/ Objective Addressed by This Resource (Link)	Provide a detailed rationale for the requested resource. The rationale should refer to your discipline's plan, analysis of data, SAO assessments, and/or the College's Strategic Plan	Estimated Amount of Funding Requested	Will this be one-time or on-going funding?	Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?
b1.							
b2.							
b3.							
b4.							
b5.							

c. Budget for 4000s (per unit cost is <\$500 supplies) Enter requests on lines below.

Resource	Describe Resource Requested	Prioritize these requests 1,2,3, etc.	Strategic Plan 2016 Goal/ Objective Addressed by This Resource (Link)	Provide a detailed rationale for the requested resource. The rationale should refer to your discipline's plan, analysis of data, SAO assessments, and/or the College's Strategic Plan	Estimated Amount of Funding Requested	Will this be one-time or on-going funding?	Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?
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c2.							
c3.							
c4.							
c5.							

d. Budget for 5000s (printing, maintenance agreements, software license etc.) Enter requests on lines below.

Resource	Describe Resource Requested	Prioritize these requests 1,2,3, etc.	Strategic Plan 2016 Goal/ Objective Addressed by This Resource (Link)	Provide a detailed rationale for the requested resource. The rationale should refer to your discipline's plan, analysis of data, SAO assessments, and/or the College's Strategic Plan	Estimated Amount of Funding Requested	Will this be one-time or on-going funding?	Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?
d1.	Conference Fees	1 1	1.7 3.4 2	There are 2 critical conferences every year; the CSU, UC and Ensuring Transfer Success Conference. These funds would be used to help Educators fulfill the opportunity for professional development as well as for current in the always changing requirements for effective transfer counseling. There are 3 critical conferences every year: the CSU, UC and Ensuring Transfer Success Conference. We send counselors when there is money, but would like to have funds to provide this opportunity to counselors on a yearly basis.	\$2500	On-going	The Transfer Center budget that would cover this expense was reduced by \$1,000, leaving us with 4000 for all other expenses that we have to incur for the year.
d2.							

d. Budget for 5000s (printing, maintenance agreements, software license etc.) *Enter requests on lines below.*

Resource	Describe Resource Requested	Prioritize these requests 1,2,3, etc.	Strategic Plan 2016 Goal/ Objective Addressed by This Resource (Link)	Provide a detailed rationale for the requested resource. The rationale should refer to your discipline's plan, analysis of data, SAO assessments, and/or the College's Strategic Plan	Estimated Amount of Funding Requested	Will this be one-time or on-going funding?	Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?
d3.							
d4.							
d5.							

e. Classified staff position (permanent/contract position requests unique to this discipline) *Enter requests on lines below.*

Resource	Describe Resource Requested	Prioritize these requests 1,2,3, etc.	Strategic Plan 2016 Goal/ Objective Addressed by This Resource (Link)	Provide a detailed rationale for the requested resource. The rationale should refer to your discipline's plan, analysis of data, SAO assessments, and/or the College's Strategic Plan	Estimated Amount of Funding Requested	Will this be one-time or on-going funding?	Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?
e1.	100% Transfer Assistant Position	1	3.1	A 100% Transfer Assistant position has not been replaced since a resignation this August 2013. This position is part of the recommendation from the State Chancellor's office. The position reinforces the transfer mission. This position is responsible for all administrative support including budget tracking, travel booking, website updates/development, student tracking, workshop registration and assistance, use of social media for marketing, university rep contact. Creation of event flyers, creation of calendar, updates and posts. Assistance to the director.	\$55,000	On-going	Position was recently vacated, funds were allocated for this existing position for the past 25 years .
e2.	45% Transfer Assistant	2	3.1	A 45% position was not replaced after a resignation in May 2011. Our students have had less help navigating websites and getting the assistance they need during the peak application period. Student comments on application surveys state that more staff during application workshops would have been beneficial.	\$45,000	On-going	No. Position was not replaced after resignation
e3.							
e4.							
e5.							

f. Classified staff position (temporary and student workers position requests unique to this discipline) *Enter requests on lines below.*

Resource	Describe Resource Requested	Prioritize these requests 1,2,3, etc.	Strategic Plan 2016 Goal/ Objective Addressed by This Resource (Link)	Provide a detailed rationale for the requested resource. The rationale should refer to your discipline's plan, analysis of data, SAO assessments, and/or the College's Strategic Plan	Estimated Amount of Funding Requested	Will this be one-time or on-going funding?	Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?
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III. B. Are there other resources (including data) that you need to complete your discipline review and planning?

STEP IV. SHARE YOUR ACCOMPLISHMENTS Please include at least one discipline accomplishment that you'd like to share with the college community.

The Career Center moved to another location on campus and the Transfer Center gained space and a more visible presence within the Counseling Center. A small conference area was added that is suitable for small group presentations. The center is now able to hold small group workshops for up to 10 students in a convenient location. It has a 50 Inch Smart TV for workshop presentations. We have the use of 10 Ultra Books to access transfer websites and university applications. An office space was also created for our University representatives who meet with students for individual appointments. The Center was able to hold its first TAG workshops this Fall.

The Transfer Center Director was able to remove a Palomar requirement of requiring a "Certificate of Insurance on file" for all visiting representatives to Palomar. This has facilitated better relations with Universities and has made the organization of the college fair run more smoothly.

STEP V. ACCREDITATION For programs with an external accreditation, indicate the date of the last accreditation visit and discuss recommendations and progress made on the recommendations.

STEP VI. COMMENTS Other comments, recommendations: (Please use this space for additional comments or recommendations that don't fit in any category above.)

The colleges transfer function will become more critical as new ADTs (Associate Degree for Transfer) are developed and the requirements of the Student Success Act are implemented.

Please identify faculty and staff who participated in the development of the plan for this department:

Elvia Nuñez-Riebel <i>Name</i>	Lisa Douglas <i>Name</i>	Brittany Wong <i>Name</i>
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<i>Name</i>	<i>Name</i>	<i>Name</i>
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Department Chair/Designee Signature

Date

Division Dean Signature

Division Vice President Signature

Date

- Provide a hard copy to the Vice President Vernoy no later than **September 14, 2013**
- Email an electronic copy to jpettit@palomar.edu by **September 28, 2013**
- Email an electronic copy to jdecker@palomar.edu by **September 28, 2013**