Assessment: Assessment Unit Planning

Program Review 2014-15

YC - Campus Life Program Review

Year Under Review : 2014-15
Type of Review:
Program Description : Public Events has a myriad of functions under the department umbrella beginning with event management for over 50+ performances (including student based, event series performances, and outside theatre users), leading a community based Art Consortia group during the academic year, and graphic design. In August 2014, with the loss of the Public Information Officer position, Public Events duties expanded to include advertising and promotion for Yuba College, ASYC/Campus Life, and Outreach and Recruitment. A description of each area is outlined below:

Advertising/Promotion of Yuba College includes web, social media, radio, newspaper, cinema and print advertising focusing on increasing student enrollment at Yuba College.

ASYC/Campus Life:
- Advising of the ASYC
- Managing and organizing the Yuba College Commencement and Commencement Breakfast
- ID card creation and procurement of new ID card printer (this is a major fund raiser for the ASYC which funds activities for students at Yuba College to include the annual graduation breakfast).
- Stamps community posters to post on bulletin boards.
- Vending machine management.

Outreach and Recruitment:
- Co-chair Outreach Committee and organize/plan Yuba College at community based outreach efforts.
- Assisted in development of marketing materials for the Yuba College Outreach and Recruitment that includes: design of a new 7 and 2 ft. Yuba College banner, update of the Yuba College General Brochure, Concurrent Enrollment Flier, and QuickReg Flier. All these items focused on presenting Yuba College professionally, incorporating the new marketing campaign, while recruiting new students.

Public Events also provides graphic design services; in all cases this service directly benefits student success. This past year the following publications were designed:
- Schedule of Classes for Yuba College and CLC and addendum (two publications a year for each college: Spring and Summer/Fall)
- Yuba College Catalog
- Design posters, brochures, tickets, and other graphics for Yuba College departments upon request.

Executive Summary (Include a list of team members): Teresa Aronson

01SP. Department Goals (Click '?' for Prompt): The Public Events department goals directly correlate with the following Yuba College goals: 1) Improve the quality of the student experience at all our campuses and centers. 2) Develop partnerships to enhance educational resources and student opportunities. 3) Exemplify educational excellence, fiscal responsibility, cultural awareness, and civic engagement for our communities and region.

In order for any goal to be successful in this department, more staff is necessary to sustain the daily workload. With the culmination of duties from three laid off positions (Campus Life Coordinator, Graphic Artist and the Public Information Officer) the insurmountable work cannot be accomplished with one full-time classified employee. Understanding these challenges, the goals begin with: Hiring of permanent staff to advise ASYC students, plan Campus Life activities (such as graduation, breakfast, ID card issuance, manages bulletin boards and vending machines) plus assist with advertising and ticketing of Public Events. This

position would provide ASYC the ability to grow and positively impact the college community by offering consistent events throughout the year and perhaps consider hosting a large event such as a student leadership conference, expanding the invitation to Nor Cal community college student leaders to attend.

03SP. Student Contacts (Click '?' for Prompt):

Program Recommendation: Student Center

Create a Student Center where students can spend time together in a collegial manner that helps to foster a sense of community

Recommendation Priority: 2. Medium Priority
Year(s) Requested: 2013-2014, 2014-2015, 2015-2016
Supporting Evidence : Student Success Initiative
http://www.californiacommunitycolleges.cccco.edu/PolicyInAction/StudentSuccessInitiative.aspx

Evaluation Plan: Survey students

Plan of Action

Facilities - Continue to pursue funding and alternate locations to create a Student Center that is a place that students can be proud of. (Active)
Budgetary Impact: Depends on the level of implementation: $1,000-$50,000
Timeline/Responsible Party: ASYC and Miriam Root

Program Recommendation: Campus smoking

Implement a smoke free campus environment that takes into account all of the campus community and their needs by working in partnership with California Youth Advocacy Network and Yuba County Tobacco Coalition.

Recommendation Priority: 3. High Priority
Year(s) Requested: 2013-2014, 2014-2015
Supporting Evidence : Campus Student survey that was conducted at Marysville and Sutter center
Evaluation Plan: Continue to monitor the campus pulse and enforce the policy with improved signage and student self-policing.

Plan of Action

Facilities - Form a committee that will begin the process and develop the policies for forwarding through the appropriate channels.Also, bring on to campus smoking cessation classes and information. (Active)
Budgetary Impact: Minimal. Signage is can be obtained very inexpensively through the Yuba County Tobacco Coalition.
Timeline/Responsible Party: ASYC & the Yuba College Tobacco Adhoc committee
Related Documents:
ASYC smoking.jpg

Program Recommendation: Quick Reg Growth

At the request of the high school counselors, continue to pursue avenues to increase the number of high school seniors that can go through the QuickReg program.

Recommendation Priority: 3. High Priority
Year(s) Requested: 2013-2014, 2014-2015
Supporting Evidence : High School Roundtable Minutes and post evaluation survey.
http://district.yccd.edu/pages/yc/CommitteeDetail.aspx?aid=86
Evaluation Plan: Increased numbers of students completing the Quick Reg program.

Plan of Action

Facilities - Run a concurrent or another QuickReg Saturday at the Sutter County Center. (Active)

YC - Campus Life Program Review

Program Recommendation: Build Stronger Student Ambassadors

Build a stronger Student ambassador club that would be responsible for helping in the outreach efforts in the high schools and the campus tours.

Recommendation Priority: 2. Medium Priority
Year(s) Requested: 2014-2015
Supporting Evidence : Proven success of peer to peer engagement
Evaluation Plan: Program evaluations

Plan of Action

Professional Development/Training - Re-focus the Student Ambassador Club to become more engaged in these activities for resume building and leadership opportunities.
After participating in a series of training workshops, Student Outreach/Admissions Ambassadors will be able to demonstrate basic knowledge regarding Yuba College requirements, and tour information by scoring at least 80% on a post-test.

Rationale: Student Ambassadors serve an important role in the recruitment process. Ambassadors answer incoming telephone calls; provide campus tours to prospective students and their families. (Active)

Program Recommendation: Hire Staff to Support the Public Event Function

Hire permanent staff to advise ASYC students, plan Campus Life activities (such as graduation, breakfast, ID card issuance, manages bulletin boards and vending machines) plus assist with advertising and ticketing of Public Events.

Recommendation Priority: 3. High Priority
Year(s) Requested: 2015-2016
Request Date: 11/30/2015
Supporting Evidence : With the culmination of duties from three laid off positions (Campus Life Coordinator, Graphic Artist and the Public Information Officer) the insurmountable work cannot be accomplished with one full-time classified employee.

Plan of Action

Staffing - Technical/Clerical - A request has been made with the Student Equity Plan.
(Active)

YC - Location: Marysville Campus