

Student Services, 2009-2012

I Background:

(Adapted from the unit's functional statement)

The Office of Student Services provides leadership for the College's enrollment management activities through the Kekaulike Information and Service Center; provides leadership in the area of student co-curricular and social activities and leadership training through the Student Engagement Program; provides career and transfer information and services; and plans, develops, and implements various support services (minority, single parent, low income/first generation, Native Hawaiian, students with disabilities) that are applicable to students or potential students across the various academic programs.

The 25% growth in student enrollment over the past two years has changed the landscape of student services, with the greatest impact on programs such as Kuilei, FYE, Ho`okele, and Kekaulike Center . There is a need to critically examine each of the programs which comprise the student services infrastructure of the college to ensure that they can continue to maintain the high quality of services that the college is known to offer. The need to immediately attend to this infrastructure during a strong growth period is reflected in this tactical plan as it is expected that the college's enrollment will continue to grow during the next three-year period. At the same time, the unit will begin to focus its planning efforts around credit completion with the goal of having students earn 20 credits at the completion of the first year, 40 credits at the completion of the second year, and degree completion (60 credits) at the end of three years.

As a team of student services professionals, the counselors have targeted first year students for the activities listed in this tactical plan. Through ARRA funds received this semester, the Office of Student Services will also be able to (1) improve financial aid participation and retention rates for first year students, and (2) offer summer activities designed to improve the math placement of first-year students in our target populations prior to their first semester in college.

II Mission Statement

Our mission is to provide student-centered services and activities and to collaborate with other campus units and the community to promote the understanding of our student needs and support student holistic development. We accomplish our mission through an integrated approach designed to address the needs of our diverse student population and engagement in the learning process by:

- Providing services and activities to support and retain students in our target populations;
- Assisting students in the identification, pursuit, and attainment of their educational, career and life goals;
- Encouraging student self-development by supporting the acquisition of individual skills; and
- Fostering a climate which respects diversity and encourages self-exploration and learning.

III Strategic Outcomes:

Strategic Outcome A: Native Hawaiian Educational Attainment: Position Kapi`olani Community College as leading indigenous-serving higher education institutions.

Strategic Outcome B: Hawaii's Education Capital: Increase the educational capital of the state by increasing the participation and degree completion of students, particularly from underserved regions

The unit will address Strategic outcomes A and B through:

- Awareness – increasing awareness of first-year students, including Native Hawaiian students, about our services (Single Parents, disabled students, Native Hawaiian, low-income/disadvantaged, first generation, career and transfer) through Kuilei, NSO, and KISC
- Partnerships – building partnerships through specific joint activities involving student services counselors, KISC, and FY/Kuilei/Student Engagement Coordinators that connect students, including Native Hawaiian students, who lack college confidence to the appropriate student services counseling programs that best serve them
- Physical presence – brainstorming ways to advertise our programs on the 1st or 2nd floors of the Kahikoluamea Center and to be physically present at certain times in the Kuilei and KISC offices located on the first floor
- Strategic Enrollment management: Increasing and improving Kekaulike Center's management of the admission and graduation processes through increased use of technology and marketing.

III Performance Measures (from KCC Strategic Plan (2008-15))

A1 Increase total fall enrollment of Native Hawaiian students by five percent annually, from 840 to 1303.

A2 Promote low-income Native Hawaiian success and graduation by increasing their overall financial aid participation rate from 19.4 to 38.0 percent

A4 Increase certificate and degree completion and transfer by Native Hawaiian students from 64 to 105 per year, and total increase in Native Hawaiian transfer from 59 to 85 per year.

B1 Increase total fall enrollment by two percent per year, from 7272 to 8918

B2 Promote low income student success and graduation by increasing their Pell Grant participation from 16.1 percent to 38.0 percent

B4 Increase in certificate and degree completers is from 641 to 885 and increase in transfers from 561 to 828.

IV Strategies/Learning Interventions:

<p>(Note: underlined strategies are specifically address in the student services tactical plan)</p> <p><u>Manage and Grow Enrollment Strategically</u> by: 1) <u>conducting ongoing analyses of internal and external enrollment factors such as, going, retention, and persistence rates; certificate, degree and transfer demand and completion</u>; workforce, economic, and community data; campus facilities and online capacity; reach to and impact in underserved communities; 2) <u>implementing, assessing, evaluating, and improving precision student marketing and recruitment strategies led by Kuilei</u>, the Honda International Center, and Continuing Education, with the assistance of the Office for Institutional Effectiveness, VP for Community Colleges Marketing office, community-based organizations, departments, faculty and staff.</p> <p>Diversify, Improve and Increase the College's Financial Aid Portfolio for Students by: 1) <u>assessing and evaluating Achieving the Dream data for Native Hawaiian and all student participation rates</u>; 2) <u>reviewing current financial aid policies and practices for the awarding of financial aid</u>; 3) <u>modifying processes as needed to achieve optimum access using online technology in the marketing and awarding of scholarships (i.e. Kuilei, Chancellor's scholarship, centennial scholarships)</u>; 4) <u>integrating financial aid planning into Kuilei and First Year Experience as a success strategy for new, lower income students</u>; 5) <u>integrating</u></p>	<ol style="list-style-type: none"> 1. (2009-10) Student Services Awareness event will partner with the Health and Wellness Fair on March 11, 10am to 1pm. Invite students in selected first and second year classes. (Group I) <ul style="list-style-type: none"> • Student Learning Competency: Students will become more independent and accountable through multiple learning opportunities of the support services available. Students will be able to appropriately self-refer due to their increased awareness and exposure of these services. • Learning Outcomes Assessment Plan: A survey will be distributed to participants. Eportfolios will serve to capture student learning for assessment purposes. 2. (2009-10) Transfer Services Awareness Event, Career & Transfer Fair, March 10, 10:00 am to 2:00 pm. Invite all students planning to transfer to a 4-year college or university. (Maida Kamber Center Staff) <ul style="list-style-type: none"> • Student Learning Competencies: Students will become more aware of programs and services at the colleges and universities in Hawai'i to which they may transfer. Students will be able to identify 3-4 colleges that recruit students in their field of interest. Students will be able to analyze and synthesize information to decide which college to attend. <p>Assessment Plan: A survey will be distributed to participants</p> 3. (2010-11) Create video segments covering financial aid , success strategies, scholarship, transfer programs etc. as a marketing strategy for showing at Kahikoluamea Center and Kekaulike Center wherever there are lines that are forming; viral videos; morning show; news program (Group I) 4. (2010-11) Offer mini-info sessions on transfer programs and major advisors with a focus on f2f interactions between counselors/KISC specialists and students (Group II)
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<p><u>financial aid with academic advising and other success strategies for continuing students to achieve college enrollment and non-general fund revenue goals; 6) increasing student awareness and use of private scholarships; and 7) communicating the availability of aid and focusing on strategies that ensure that students complete the application process in order to determine their qualification for aid.</u></p>	<ol style="list-style-type: none"> 5. (2010-11) Offer new faculty, in partnership with NFO, an orientation to college services designed to promote student engagement and success. Inform new faculty about Pathways, student engagement programs, counseling support for target populations, and other pertinent topics. (All counselors and coordinators) 6. (2011-12) Offer an evening “taste of KCC” event which expands on the “ice cream social” type event with featured programs/guest speakers/ career exploration and transfer sessions/office open houses to be held in the Kahikoluamea Center (first floor) (Group II) 7. (2011-12) Hold a Career Majors Fair with faculty/staff as presenters and/or an Alumni Fair with former students sharing their transition “stories” from KCC into the workforce/four-year institution to be held in the Kahikoluamea Center (first floor) (Group II)
<p>Means of Assessment</p>	<ol style="list-style-type: none"> 1) Surveys 2) Focus Groups 3) Pre-test Post-test designs 4) Counselor notes 5) Community College Survey of Student Engagement (CCSSE) 6) Percentage of students earning 20 credits at the completion of the first year, 40 credits at the completion of the second year, and degree completion (60 credits) at the end of three years.
<p>Position(s) Responsible</p>	<p>Planning Group I for Developing Large Institutional Experience Programs Sheldon Tawata (convener) Joe Yoshida Joselyn Yoshimura Cathy Wehrman MJ Haverly LaVache Scanlan Nora Furuno Sharon Fowler Alissa Kashiwada</p> <p>Planning Group II for Developing Focused Engagement with Departmental Programs Keith Kashiwada (convener) Michaelyn Nakoa</p>

	Kay Gushiken Gemma Williams Mike Ane LaVache Scanlan Jeri Lorenzo
Synergies with other programs, units, emphases and initiatives	Kahikoluamea (FYE, Pathways, Kuilei, Malama, Math) UHM Counseling and Student Development Center UHM Women's Center CELTT (for new faculty orientation)
Key Community Partners (if any)	Alu Like US DOE (TRIO/SSS) DOE Special Education departments Kamehameha Schools Post-Secondary Program Department of Human Services First to Work Program Department of Labor Division of Vocational Rehabilitation
<p>Resources (human, physical, fiscal, technology) required to implement strategies.</p> <p>Please check appropriate funding sources</p> <p><input type="checkbox"/> General (existing)</p> <p><input type="checkbox"/> Special (existing)</p> <p><input type="checkbox"/> Grants</p> <p><input type="checkbox"/></p>	<p>Given the current enrollment growth, the unit will be requesting additional resources to expand its Kekaulike Information and Service Center staffing, establish a department chair position, and increase communication between the institution and student. The unit is requesting tuition and fees funds for:</p> <ul style="list-style-type: none"> • 2.0 APT PBB staff members to assist with financial aid, admissions and orientation, and/or transcript evaluations (assignment to be based on area with greatest need based on data). • 1.0 APT PBB Student Communication Specialist to develop designated student services or related web, email, and online/hardcopy publications aimed at all student audiences to increase access to college information • 1.0 Secretary I for counseling unit • 1.0 Mental Health Counselor (based on reallocation)

<p>Biennium and/or supplemental budget request</p> <p><input type="checkbox"/> Others (Please list)</p>	
<p>i) Summary of data collected (actual)</p>	<p>(To be filled in at the end of the academic year)</p>
<p>j) Use of Results</p>	<p>(To be completed at the end of the academic year and used for planning for next academic year of the Tactical Plan)</p>