



Update on Skyline College for Robert Garber and the ACCJC Visiting Team

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October 9, 2007

Provided below is an update on topics for which there has been significant activity since April 30, 2007, the end date for the material in the Self Study. The list is arranged alphabetically. This document was prepared by the president, and reviewed by the Co-Chairs of the Self Study Steering Committee and the President's Cabinet.

Accreditation Self-Study Planning Agendas

The College Council discussed how we want to follow up on our Planning Agendas and recommended that the Institutional Planning Committee take the lead on routing the items and tracking them. A follow-up plan has been drafted which maps each item to the college and district personnel and committees which will be responsible for it. The draft will be reviewed by the Institutional Planning Committee on October 10. The Planning Agendas which relate to further improving communication within the governance structure were discussed at the September meeting of the College Council. (See the Planning Agendas for standards IVA1 and IV A3 at <http://www.smccd.edu/accounts/skyaccred/study.html> ; click on "Planning Agendas"). It was agreed that the College Council updates which the president provides monthly in *Skyline Shines* are a valuable tool, and that in the short term we will move immediately to provide there similar brief meeting summaries for two other central college committees: the College Budget Committee and the Institutional Planning Committee. The first of these new committee summaries, for the College Budget Committee, can be seen at <http://www.smccd.edu/accounts/skypio/updates/0708/prez0708.html>. Click on the September 28 edition and scroll to the bottom. Also, there was interest in setting up focus groups to probe this communication topic in a more thorough way (groups such as faculty, staff, students, and possibly a combined group). The Council members will discuss this idea with their groups and consider what sorts of times could work. This topic will be pursued further in subsequent meetings of the College Council.

Basic Skills Initiative

A new state wide effort is underway to improve basic skills success in California community colleges, supported by some additional funding provided by the state. The State Chancellor's Office released a new annual accountability report that contains trend data on basic skills success and improvement rates along with other student performance measures. The document includes a review of the literature on effective practices in basic skills, a self-assessment tool for colleges to use in reflecting on their current practices and planning change. The state is providing

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training on using these tools. Skyline is actively engaged in this effort: we have launched our self-assessment and planning process and it is detailed on our Basic Skills Initiative website at <http://www.smccd.net/accounts/bellr/BSIhome.htm>.

Budget

The college's adopted budget for 2007-08 includes a onetime subsidy from the district of \$1.5 million. It was funded by the shifting of part of the district's summer 2007 enrollment, a mechanism which the state's funding rules allow. We hope to address this deficit through our 2006-07 ending balance and 2007-08 enrollment growth, along with some savings in the current year. We are currently creating a budgetary model to allow us to assess the precise effect on the college's budget of our enrollment growth over the next few years and its relationship to the district's budget allocation model. The College Budget Committee has been briefed on this and will discuss it further at the next meeting when the model should be available.

Code of Ethics

Faculty, Staff, Students, Administration and the Board of Trustee are working on developing their own code of ethics. The district has provided resource materials. A small taskforce has been formed to coordinate the efforts and to update the District Shared Governance Council on their progress.

Distance Education

Upon approving the Distance Education Vision Planning document in spring 2007, DEAC (Distance Education Advisory Council) has approved a set of distance education definitions and approved the combination of eCollege/WebAccess as the district's Course Management Systems (CMS). During the 07-08 academic year, DEAC will be developing distance education guidelines, including online course evaluation and course development standards. The committee will also complete work on enrollment planning.

Early Alert System

The San Mateo Community College District successfully piloted a computerized Early Alert program in the Spring semester of 2007. It is now being fully implemented at the three colleges to support student retention and success. The Early Alert program enables instructors with direct access from their web roster to contact students who may be experiencing academic difficulties. An email can be sent to students who have email addresses. A letter may be easily printed for students who do not have email. When an instructor contacts the student, a message is sent simultaneously to the Dean of Counseling to initiate follow-up with the student. A free form message may be written to encourage the student to contact the instructor or refer the student to appropriate support services. The Early Alert program generates letters and referrals until the middle of the term.

Emergency Notification Systems

The district has provided a system by which students and employees will be able to provide, voluntarily, their cell phone numbers for use to provide text message notification in case of an emergency. The district's Office of Information Technology Services will be publishing an announcement soon about how to do that if you choose to participate. The official rollout will coincide with spring registration. In addition, the college will have another new mechanism for

getting out an emergency message on campus; in addition to email and phones, there will be an electronic carillon—a public address system. We expect that to be installed in October.

Enrollment

The college's enrollment is up this fall by about 6 percent compared to fall 2006. This is gratifying because we, and the district as a whole, have undertaken a number of efforts aimed at that result. But it is particularly significant because we are in a county with little population growth. The growth is a result of a great many different kinds of efforts by a great many different people here at Skyline and at the district.

- We offered about 40 additional sections this fall, providing greater access to students.
- The district office sent out direct mail to high school juniors and seniors and to their parents highlighting what our three colleges have to offer.
- Students who applied but had not yet registered were phoned to invite them to complete the process. Of 437 students who were on that list, 130 of them, or about 30%, ended up registering for classes.
- Skyline had an advertisement on MySpace, and 27,618 people clicked on that ad during the month of August, a “click rate” of 2.5%, considered an extremely good rate. We averaged 1000 click-throughs to the site on each day of the first week of class.
- The new waitlisting system established across the district revealed a great deal of unmet demand at all three colleges, particularly Skyline, and that allowed us to add sections in the fall, and to revise our spring schedule to meet that demand.
- Skyline sent not only our newly redesigned class schedule to all households in our service area; we also sent a reminder postcard to everyone.
- Many different outreach efforts were undertaken last spring and this summer which brought us, among others, more student athletes, more ASTEP students, and more ESOL students.
- A “students first” philosophy was exemplified by our One Stop student services faculty and staff in the ways in which they facilitated students' access to services in order to complete enrollment. For example, counselors graciously accommodated as many students as possible through scheduled appointments, walk-in and drop in. Heavy student traffic and high demand for services were triaged and addressed collaboratively by the faculty, student assistants, and staff in the Financial Aid Office, Admissions Office, EOPS/Care/CalWorks, DSPS, International Students Program, Veterans Services, Career and Transfer Center, Health Center, Puente, Kababayan, ASTEP, Hermanos, and the Cashiers' Office.
- Student Activities, in collaboration with the Associated Students, provided a warm welcome to students and staff by holding a free barbeque, giving out free coffee and doughnuts, and hosting the annual pancake breakfast.
- The Security Department improved signage and communication regarding parking enforcement dates and increased their visibility around the campus. These allowed students to feel a sense of safety on campus, to conduct their business during the first weeks without worrying about parking tickets, and to purchase their parking permits on time.

E-Suggestion box

Over the summer we pilot-tested an E-Suggestion box and practiced how we would route and handle ideas provided through this tool. The President's Cabinet reviewed the suggestions regularly. The tool is now in full service and can be viewed on the front page of our website at <http://www.skylinecollege.edu/>. Just click on the graphic of the box near the bottom of the page.

Members of the visiting team can view the suggestions we have received so far this fall by going to this link:

<http://www.zoomerang.com/web/SharedResults/SharedResultsSurveyResultsPage.aspx?ID=L234M4JJ8B57>

Futures initiative

In late spring 2007, the district launched an intensive effort to recruit concurrent enrollment students to the three colleges. A paper which describes this effort was written by Jing Luan, Vice Chancellor for Educational Services, and is entitled “Enhancing High School to College Success.” He describes it as addressing “the need, rationale and benefits for enhancing concurrent enrollment as well as guiding principles and strategic approaches to dealing with program expansion. It emphasizes the importance of a student-centered and faculty-driven approach to concurrent enrollment. The document also addresses specific questions related to legal issues, student success and faculty and student services concerns.” The document is available at this link:

http://www.smccd.edu/accounts/smccd/departments/educationservices/hscpp/hscpp-Concurrent_Enrollment_Whitepaper_FinalV9%20.pdf

Facilities Master Plan and the Design/Build Project

The Self-Study mentions the Design/Build project which is part of the college’s plans and will be funded with bond resources from the 2005 bond Measure A. Late last spring a Request for Proposals for this large project was issued. It included three buildings and a great deal of site work. Over the summer as the district worked with the potential bidders it became clear that the budget for the project could not accommodate the scope included. It was important for the college that the decision on how to scale back the project be made in the context of our usual decision making processes, which for the Facilities Master Plan involves our Educational and Facilities Master Plan Project Task Force. Therefore, a meeting of that group was convened for shortly after the beginning of the fall term, on August 30. The president also met individually with all members of the College Council before the term began. Seven different scenarios for how the scope might be changed were developed and shared college-wide. The meeting on August 30 was extremely well attended and the discussion was rich and productive and led to the final scope revision adopted by the college. There is a briefing on the status of this project on our website at <http://www.skylinecollege.edu/skynotes/>. Click on Educational and Facilities Master Planning Project. We are now working with bidders and their deadline for proposals is November 16.

First Year Experience Report

Skyline was selected to participate in the national Foundations of Excellence in the First College Year in summer 2006. The Foundations of Excellence provides funding and a model for first-year students, which is comprised of a set of principles that are termed Foundational Dimensions®. These Dimensions guide measurement of institutional efforts and a framework for the first year experience. The process encompassed a college task force that began with an audit of the college’s existing first year experience and continued with a process of evaluation using the Foundational Dimensions and related performance indicators. The process is designed to culminate in the development of an action plan for the college. The recommended action plan includes such elements as adopting a statement of philosophy to guide our work with first year

students, creating institutional structures that promote first year student success, clarifying policies and processes that engender smooth transitions and strong connections for first year students, enhancing the diversity of faculty, staff, programs, and curriculum; and implementing a research agenda that evaluates the progress and success of first year students. The recommended action plan will be entered into the college's governance process. Some of the subsequent work called for in these recommendations will be incorporated into the Basic Skills Initiative. The draft recommendations are on our website at <http://www.smccd.net/accounts/bellr/BSIdata.htm>.

Fresh Look Project

The Fresh Look Project began in spring 2005 and involved a close look at all of the ways Skyline College communicates with its students and the world—signage; publications such as the catalog, class schedule; flyers and posters; the website and more. The purpose is two-fold; 1) for the sake of the people who need and want the programs and services that Skyline offers and 2) for the sake of potential donors. Professional marketing assistance was engaged to assist with the Fresh Look Project along with an advisory group which serves as a shared governance body providing continuous direction and input. Skyline College was awarded Silver Medallion Award for our redesigned 2007 Summer and Fall Class Schedules at the District 6 National Council for Marketing and Public Relations (NCMPR) conference. The Medallion Awards recognize outstanding achievement in communications for community, junior and technical college professionals in California, Nevada, Arizona, Utah and the Pacific. It is the only regional competition of its kind that exclusively honors excellence among marketing and public relations professionals at two-year colleges. We also won a Gold Medallion for the 2007 WOW! Conference materials and a Silver Medallion for the programs and invitations for the 2007 Sneak Preview and Ribbon Cutting for the Student and Community Center. The initial work on the redesign of the website was done in May and continued in fall 2007 with the identification of a vendor with whom the contract is now being negotiated.

Institutional Planning

Several key planning documents are now in later versions than those cited in the Self Study. They are all available on the Institutional Planning website at <http://www.smccd.edu/accounts/skypro/planning/Plans.htm>. Those documents include these:

- Student demographics for Fall 2007
- 2007 Balanced Scorecard
- 2006/07 Year-end Report
- 2007 Revised College-wide Workplans.

In addition there are two brand new planning tools which are under development:

- Enrollment Management Framework: this was developed in the Institutional Planning Committee based upon an inventory of the college's enrollment management approaches using a Noel Levitz self-assessment tool. It will be reviewed by the committee in October and put on the planning website by the time of the team visit at <http://www.smccd.edu/accounts/skypro/home.html>.
- College Marketing Plan: the first public draft of this document will be discussed by the Institutional Planning Committee October 10. It is available on the college's website at <http://www.smccd.edu/accounts/skypio/>.

Marketing

Skyline College was awarded three Medallion Awards at the District 6 National Council for Marketing and Public Relations (NCMPR) conference. The Medallion Awards recognize outstanding achievement in communications for community, junior and technical college professionals in California, Nevada, Arizona, Utah and the Pacific. It's the only regional competition of its kind that exclusively honors excellence among marketing and public relations professionals at two-year colleges. In the category of Promotion Campaign for a Special Event, Skyline won a Gold Medallion for the 2007 WOW! Conference materials and a Silver Medallion for the programs and invitations for the 2007 Sneak Preview and Ribbon Cutting for the Student and Community Center. Skyline won a Silver Medallion for our redesigned 2007 Summer and Fall Class Schedules. A Marketing Plan has also been developed. (See the above item on planning for details.)

Staffing for Student Success

Last spring a task force was formed called the Committee on Staffing for Student Success. It began with interest on the part of various faculty in understanding how the state's full time faculty obligation works and where Skyline College and the district stand in relation to that obligation. After a thorough review by the group of the governing statute and regulations, and of the district and college data, the task force moved toward development of a comprehensive staffing plan. The purpose, components and linkages to other plans were identified. That work will continue this fall.

Student Learning Outcomes

The college now has SLOs identified for 33 percent of its courses. Institutional SLOs were adopted last spring, and further refinements are being considered this October in the SLOAC Steering Committee. The college's SLOAC website is at <http://www.smccd.edu/accounts/skysloac/index.htm>.

Waitlisting

The district's Information Technology Services launched a much-hoped-for waitlisting system this fall. It allowed the college to establish waitlists for courses and, where possible, add sections in areas of high demand. It also allowed us to understand demand much more clearly and to sharpen our schedule planning for the spring semester. This new tool is accompanied by the ability to send mass emails to students on the waitlists to alert them to new sections being opened or to other options they may have.