

Program Review Summary Page
For Academic & Student Support Services

Service(s) under Review:
Welcome Center

Term/Year of Review:
Spring 2020

Summary of Service Review:

A. Major Findings

1. Strengths:

Established as an initial point of contact both on and off-campus, the NVC Welcome Center is part of the institutional infrastructure that supports the pillars of Guided Pathways and functions as a point of entry that connects students with resources and information that can provide additional support in their educational success. Housed in the lobby of the Student Services building, the physical location of the Welcome Center is an asset to the program as well as being strategically located in the center of the campus. Logistics show that having it located within the Student Services Center, creates more of a one-stop shop environment that provides easy access to connecting res(o)-3.6 9(v)-2.5 (i)20.9 (o.5 (i)20.9 Td(-3)10.6 (t). (o)-6.6 (f)-11.t4)-

Financial Aid, EOPS and Cal works offices,
Office.

When someone contacts or visits our campus, they can expect to be greeted and assisted by competent and knowledgeable Student Ambassadors who represent the face and backbone of the Welcome Center Program. Student Ambassadors have assisted in raising campus and community awareness of services available for students and are instrumental in assisting students and the community in becoming familiar with the campus. One prospective student shared the following feedback through the "Talk to Us Submissions": *"all agents working at the Welcome Center are kind, professional & informational. They helped me process everything smoothly and I feel very comfortable & would definitely recommend my friends to enroll in this school."*

2. Areas for Improvement:

The ongoing recruitment process of how to attract larger numbers diverse students for the program and retention of Ambassadors remains as one of the biggest challenges as students are currently paid through work study and often limited by the number of hours they can work. Redesigning current practices of how and where Student Ambassadors are used need improvement to allow for the inclusion of Student Ambassadors in off-campus outreach efforts.

There are typically three to four Student Ambassadors working in the center on a daily basis with no dedicated space or office for them to be housed when not serving students, store personal items or having adequate space to work on projects. The physical layout of the Welcome Center includes a total of five computer stations located directly across from the Admissions office which makes it difficult to monitor the need for service as they are not visible from the Welcome Center lobby. This can become extremely problematic especially during peak registration periods. The current configuration of computers located in our lobby/waiting area can only accommodate about fourteen students at a time and does not provide adequate or a secure space for one-on-one assistance at computer stations which is problematic due to the need for privacy including confidential discussions or disclosures. This means that information being shared is not private and students who within earshot of the center can listen in on most discussions.

In terms of equipment, the computers have not been replaced since launching the Welcome Center in 2012 and often crash or have ongoing technical issues that cannot be resolved immediately. Current Wi-Fi speeds are extremely slow and often makes it difficult to assist students especially when using personal devices.

that they are capable of providing appropriate referrals to other wrap-around services. A trained group of Student Ambassadors who are knowledgeable on the college’s educational mission, priorities and efforts to improve the quality of life for the student body, can serve as extraordinary representatives of the college to fellow students, student organizations, orientations and outreach efforts, thereby assisting in promoting the image of the college to the larger community. An investment in the development and management of an effective Student Ambassador Program is an investment in the future of the Napa Valley “Community” College.

I. PROGRAM DATA

A. Number of Students Served

	2016-2017	2017-2018	2018-2019	Change over 3-Year Period
Number of Students Served (Duplicated)	9,307	9,992	10,095	8.5%
<i>Source: Welcome Center End of Year Reports, 2016-2017, 2017-2018, and 2018-2019.</i>				

RPIE Analysis: The number of students served by the Welcome Center increased by 8.5% over the past three years. In 2016-2017, the number of students served was 9,307, while in 2018-2019 the number of students served was 10,095.

	2016-2017	2017-2018	2018-2019	Proportion (Three Years) Unduplicated	Demographics at Institutional Level
Number of Students Served	435	287	214	882	
Gender					
Female					

The Welcome Center assumed responsibility for determining and processing residency applications in spring 2011 as the Assistant Registrar position had been vacated and was archived. The California Dream Act created new legislation that expanded exemptions for undocumented students from nonresident tuition fees. Eligibility for in-state tuition is applicable to those determined to be legal California Residents and those considered as undocumented or "non-residents" without legal status. There are two different documents that are used in the process for residency approvals which are the Statement of Legal Residence and the AB 540 Nonresident Tuition Exemption. Based on the data in the above table it would make sense that we would have larger numbers of Hispanic students utilizing the Welcome Center for this purpose.

C. Types of Assistance Provided

	2016-2017	2017-2018	2018-2019	Change over 3-Year Period
CANVAS	717*	1,810	1,864	160%
Webadvisor	4,472	3,335	3,447	-22.9%
Applications	1,017	1,658	1,543	51.7%
General Services	3,101	3,119	3,241	4.5%

Source: Welcome Center End of Year Reports, 2016-2017, 2017-2018, and 2018-2019.

*Tracking for Canvas didn't start until Fall 2016.

RPIE Analysis: Over the past three years, the number of students receiving assistance from the Welcome Center for CANVAS, Applications, and General Services increased. The number of students receiving assistance for WebAdvisor decreased across the same period.

Types of assistance provided changed by more than 10% ($\pm 10\%$) between 2016-2017 and 2018-2019:

Increases:

- o CANVAS (160%)*
- o Applications (51.7%)*

Decrease:

- o WebAdvisor (-22.9%)*

Program Reflection:

The college upgraded the software and processes for accessing the newly developed student portal near the end of the fall 2016 semester. Technical issues resulted in numerous problems for many staff and students and the Welcome Center was heavily impacted with requests for assistance related to the new sign on procedures. This caused a significant spike in providing assistance for accessing and using CANVAS and Office 365 which was very confusing for students based on information sent out. Welcome Center staff along with IT support were challenged to address the large number of emails and phone calls received during the two-week winter break period when the college was closed. We received over 1,700 requests for assistance between the periods of December 5, 2016 through

scheduling issues.

The development of new methods such as virtual campus tours or specific events tailored to connect with students from these specific populations would be useful. During the spring and/or fall semesters, we can consider designating special days or events to be dedicated to high school students through an Open House format. Also, another area to focus on is the promotion of campus tours to new, returning and current students to be promoted in sync with other additional campus activities scheduled throughout the year. Many times, students are not unaware of the many additional resources on campus and these tours would provide support in becoming more familiar with the college during their first year experience.

Student Ambassadors are student leaders who can lead campus tours, provide information and assist with various campus events. Developing a core group of Student Ambassadors who can represent and promote Napa Valley College not only creates a welcoming environment where all students can see themselves represented in a safe space and feel a sense of belonging and purpose; but also creates a community connection by promoting family involvement and educational support through orientations and campus tours.

E. Email and Phone Requests for Assistance

	2016-2017	2017-2018	2018-2019	Change over 3-Year Period
Emails	755	1,302	1,424	88.6%
Phone Calls	1,700	300	595	-65.0%
Total	2,455	1,602	2,019	

	2016-2017	2017-2018	2018-2019	Change over 2-Year Period
Total	*	849	1,304	53.6%

Source: Welcome Center End of Year Reports, 2017-2018, and 2018-2019.

*Tracking for MYNVC began in 2017-2018.

RPIE Analysis: MYNVC help request forms increased from 849 in 2017-2018 to 1,304 in 2018-2019. This resulted in a 53.6% increase over the 2-year period.

Program Reflection:

In fall 2017, the addition of CANVAS and Office360 increased the level of complexity required to address the demand for student assistance with accessing the NVC Portal. As the demand for services increased, we developed an online request process that was linked to the Welcome Center webpage. This process allows students to submit a "help request ticket" directly to us in real time thereby allowing us to troubleshoot the issue(s) more efficiently and resulting in a shorter turnaround time for resolution of the problem. This form also allows us to better provide follow-up and track any additional technical issues that require support from Distance Education. The noted increase of students using the online requests for assistance indicates that many students are aware of the various methods of assistance available to them through a distance education platform.

II. CURRICULUM

This section does not apply to the Welcome Center, as there are not any courses or degree/certificate programs associated with the program.

III. LEARNING OUTCOMES ASSESSMENT

This section does not apply to the Welcome Center, as it is not required to assess student learning outcomes.

IV. PROGRAM PLAN

Based on the information included in this document, the program is described as being in a state of:

- Viability
- Stability
- Growth

*Please select ONE of the above.

This evaluation of the state of the program is supported by the following parts of this report:

(Identify key sections of the report that describe the state of the program. Not an exhaustive list, and not a repeat of the report. Just key points.)

- The Welcome Center is designed as a first point of entry and presents a welcoming and inclusive environment.
- The development of an Institutional Student Ambassador Academy will create a core group of knowledgeable and well-trained students.
- Student Ambassadors will serve in key roles as an initial introduction to Napa Valley College.
- Student Ambassadors extend college services by providing supportive assistance to students

Describe the current state of program resources relative to the plan outlined above. (Resources include: personnel, technology, equipment, facilities, operating budget, training, and library/learning materials.) Identify any anticipated resource needs (beyond the current levels) necessary to implement the plan outlined above.

Note: Resources to support program plans are allocated through the annual planning and budget process (not the program review process). The information included in this report will be used as a

Centers purpose, and to which they will be referring students. Trainings are conducted at the beginning of each fall semester and repeated as needed on an annual basis. Students who receive in-person assistance from Welcome Center staff are able to complete the appropriate next steps

And finally, the Welcome Center would also greatly benefit from the use of online technology for student contact through Cranium Café.

Anticipated Resource Needs:

Resource Type	Description of Need (Initial, Including Justification and Direct Linkage to State of the Program)
Personnel: Faculty	
Personnel: Classified	
Personnel: Admin/Confidential	
Instructional Equipment	The Welcome Center needs office equipment to replace non-functioning equipment (color printer/copier/scanner).
Instructional Technology	The Welcome Center needs access to analytics software for student contact tracking (SARS or Cranium Café)
Facilities	In order to address the space needs of the Welcome Center, the space needs to be reconfigured/remodeled to better accommodate the volume of use of the center.

Operating Budget

The Welcome Center needs the district to assign a specific operational budget for Student Ambassador Academy (currently funded through SEA/Equity funds) to ensure quality and continuity of service.