

Transfer Center Program Review

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A. Program Information

**Program Mission Statement**

1. Please enter your mission statement here.

The mission of the Foothill College Transfer Center is to provide the necessary resources and services in order to increase transfer opportunities and transfer rates to baccalaureate institutions for underrepresented students, as directed by Title 5, Section 51027, and to support the Foothill College mission of committing itself to providing access to outstanding education opportunities for all of our students.

**Program Level Student Area Outcomes**

2. Please list the program-level student area outcomes.

Assist all students with transfer to 4-year universities, especially the underrepresented populations, by providing access to transfer resources and to make the transfer process easier and clearer.

**B. Appointments & Quick Questions Attendance**

This chart shows the total number of duplicated students attending Appointments and/or Quick Questions.

	2018-19	2019-20	2020-21	2021-22	2022-23
Total Number of Students (Appointments)	844	1062	933	933	1031
Total Number of Students (Quick Questions)	341	605	406	363	268

This chart shows the number of unique enrolled students attending Appointments by student group.

	2018-19	2019-20	2020-21	2021-22	2022-23	2022-23 All College
Black	17	22	27	22	31 (5.2%)	5%
Latinx	114	133	137	125	161 (27.3%)	31%
First Gen	97	127	112	115	134 (22.7%)	26%
Low Income	116	136	163	206	249 (42.3%)	41%

This chart shows the number of unique enrolled students attending Quick Questions by student group.

	2018-19	2019-20	2020-21	2021-22	2022-23	2022-23 All College
Black	11	16	12	11	7 (3.7%)	5%
Latinx	52	66	46	48	47 (25%)	31%
First Gen	48	61	47	49	44 (23.4%)	26%
Low Income	47	72	55	95	83 (44.1%)	41%

3. What do you observe in the data? What do you want the college to understand about your program and the data?

*Black – In the past five years, Black student appointment attendance has steadily increased and meets the colleges overall percentage of black students. In Quick Questions attendance has steadily decreased and doesn't meet the colleges overall percentage of black students.*

*Latinx - In the past five years, Latinx students appointment attendance has steadily increased, but does not meet the colleges overall percentage of Latinx students. In Quick Questions attendance has decreased since 2018-19, but held steady for the past three years, and doesn't meet the colleges overall percentage of Latinx students.*

*First Gen - In the past five years, First Generation students appointment attendance has steadily increased, but does not meet the colleges overall percentage of First Generation students. In Quick*

Questions attendance has neither increased or decreased by much and does not meet the colleges overall percentage of First Generation students.....

Continued in **Section E** of program review.

4. Describe the proposed actions or next steps to maintain or improve the data by student group.

Traditionally, the Transfer Center would promote Transfer Center appointments and quick questions to students in programs like Puente, Umoja, and EOPS. However, it can sometimes seem like a duplication of services. The Transfer Center would like to work with Institutional Research to get the contact information of students that identify as Black, Latinx, First Generation, and Low Income that are NOT part of a program/service like Puente, Umoja, or EOPS. We would then contact each student to find out if their goal at Foothill is to transfer or another reason. If it's to transfer, schedule an appointment to meet a counselor in the Transfer Center.

5. What does your program need to execute this action plan?

To execute this action plan we would need defined demographic student contact information. The Counseling Center also contacts students to help them schedule appointments. To avoid students' confusion when being called by both the Counseling Center and the Transfer Center regarding scheduling appointments, we will collaborate with the Counseling Center to implement a process of contacting students throughout the quarter and create a data gathering tool to document students that have been contacted, reasons for attending Foothill, and next steps/intervention with student. We would also need more counselor appointment availability in the Transfer Center.

### C. Transfer Fair Attendance

This chart shows the number of students attending the Transfer Fair.

	2018-19	2019-20	2020-21	2021-22	2022-23
Total Number of Students	431	347	164	192	361

This chart shows the number of unique enrolled students attending the Transfer Fair by student group.

	2018-19	2019-20	2020-21	2021-22	2022-23
Black	37	18	26	9	35
Latinx	79	78	34	55	88
First Gen	69	66	31	45	78
Low Income	86	67	39	81	118

6. What do you observe in the data? What do you want the college to understand about your program and the data?

In the past three years, the pandemic prohibited students from attending in-person events and attendance was somewhat low. If we only compare 2018-2019 and 2022-2023 it appears that the attendance numbers were somewhat back to event attendance normalcy. The Low Income Population was a definite stand-out from the other populations with a high attendance number. The Transfer Center would like to continue to maintain and grow the numbers for each student group.

7. Describe the proposed actions or next steps to maintain or improve the data by student group.

To maintain or improve the data by student group, in addition to campus wide marketing, we need Transfer Center Student Ambassadors to physically go to each in-person classroom everyday throughout the day during September and October. In-person versus digital announcements might be more effective. The Transfer Fair is always in mid-October and it's a challenge to promote the

event ahead of time because our school begins late September. We will use an event exit survey to find out how they found out about the event.

8. What does your program need to execute this action plan?

We will need Transfer Center Student Ambassadors and we will need to work collaboratively with Outreach/Marketing ahead of time to plan our marketing strategy before the fall term begins.

## D. Service Area Objective Addendum

1. What are the service area outcomes & strategic objectives for the coming year?

The Transfer Center would like to make "Transfer" seem more significant/relevant/urgent for students throughout their college life so they are aware that it's important to get transfer assistance throughout their time at Foothill and not just during university application season.

2. What is your implementation plan for the above-mentioned objectives?

Update our website with academic calendar transfer timelines, tips/tricks for transfer, FAQ's, create a Transfer Center Announcements Listserv and/or webpage. Encourage students, via Transfer Ambassadors, to attend the Transfer Fair earlier in their academic career to understand the importance of what to do now to prepare for transfer. The experience can encourage students to see the significance of meeting a counselor sooner than later.

3. What barriers has the program faced in implementing improvements?

We need more counselor appointments in the Transfer Center. We need a consistent person to assist with the day-to-day tasks of running the center and contacting students. It would help to have student ambassadors to promote transfer consistently, in-person, across campus. The Transfer Center has limited resources to maintain communication with Marketing to upkeep the Transfer Center website and share announcements.

## E. Summary

Use this opportunity to reflect on your discussions above and include any closing thoughts.

### **Continuation of B. Appointments & Quick Questions Attendance, Question #3:**

*Low income - In the past five years, Low Income students appointment attendance has increased dramatically and surpasses the colleges overall percentage of Low Income students. In Quick Questions attendance has dramatically increased and surpasses the colleges overall percentage of Low Income students.*

*It's possible that the Appointment and Quick Questions attendance data for some of the student groups are lower than the colleges average because the students might be part of a program/service like Puente, Umoja, or EOPS that also assists them with transfer.*

*The Transfer Center would like to increase the numbers where they are lower than the colleges average by attempting to reach those students that are not already part of a program/service.*

### **E. Summary:**

*Unfortunately, it's challenging to increase student interest in transfer services unless they really need transfer assistance and they look for and request our services. It's also challenging to know who really is attending Foothill with transfer as their goals because students can change their goal at anytime from certificate, associates degree, attending school for personal growth, or transfer.*

## F. Rubric

Click on the link below to view the Transfer Center Rubric.

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