



The mission of Merritt College is to enhance the quality of life in the communities we serve by helping students to attain knowledge, master skills, and develop the appreciation, attitudes and values needed to succeed and participate responsibly in a democratic society and a global economy

## 2020-2021 Annual Program Update

# Career Center

### I. Introduction and Directions

The Peralta Community College District has an institutional effectiveness process which consists of the following components: a District-wide Strategic Plan which is updated every six years; Comprehensive Program Reviews which are completed every three years; and Annual Program Updates (APUs) which are completed in non-program review years. While there are individualized Program Review Handbooks for Instructional units, Counseling, CTE, Library Services, Student Services, Administrative units, and District Service Centers, there is one Annual Program Update template for use by everyone at the colleges which is completed in the Fall semester of non-program review years.

The Annual Program Update is intended to primarily focus upon planning and institutional effectiveness by requesting that everyone report upon the progress they are making in attaining the goals (outcomes) and program improvement objectives described in the most recent program review document. The Annual Program Update is therefore a document, which reflects continuous quality improvement. The Annual Program Update serves a critical role in the Integrated Planning and Budgeting cycle of the college in that it provides a vehicle in which to identify and request additional resources that support reaching the stated goals (outcomes) and program improvement objectives in the unit's program review.

*Throughout this document, the term "program" is used to refer to any of the following institutional structures: discipline, department, program, administrative unit, or unit.*

If you have questions regarding data, please contact Nathan Pellegrin, Director of Research and Planning ([npellegrin@peralta.edu](mailto:npellegrin@peralta.edu)).

If you have questions regarding SLOs, PLOs, SAOs or ILOs, please visit the [SLOAC webpage](#), or contact the SLOAC committee member for your division:

Division 1 - Evan Nichols ([anichols@peralta.edu](mailto:anichols@peralta.edu))

Division 2 - Laura Forlin ([lforlin@peralta.edu](mailto:lforlin@peralta.edu))

Division 3 - Heather Casale ([hcasale@peralta.edu](mailto:hcasale@peralta.edu)).

If you have questions regarding the curriculum section, please contact Nghiem Thai ([nthai@peralta.edu](mailto:nthai@peralta.edu)), chair of the [Curriculum Committee](#).

If you have questions regarding other material in the APU, please contact your Dean or Manager.

This document contains hyperlinks to external documents, spreadsheets, and data dashboards. Some of the links will not work unless you are signed in to Office 365 through the [Peralta Faculty & Staff Portal](#).

You will need the following items in order to complete the Annual Program Update document at the colleges:

- [Program Review or APU document](#) from AY 2019-20.
- [Budget Information](#) for the current and prior fiscal year.
- Any comments or feedback provided during the program review validation process.
- College Goals and Peralta District Goals (see below).
- [Institution Set Standards](#).
- [College 2018 Educational Master Plan Update](#).
- [Guided Pathways Plan](#)
- [Student Equity Plan](#).
- Data drawn from program review dashboards and/or other sources relevant to your department, service area or administrative unit (see below).

### Merritt College Institution-Set Standards 2020-2021

Institution-set standards are used to evaluate the quality of the institution as to success with respect to student achievement in relation to the institution’s mission. The evaluation of student achievement performance may include different standards for different programs, as established by the institution.

Metric	Definition	Set Standard
Course Completion (Success)	The number of student completions with a grade of C or better divided by the number of student enrollments	66%
Certificates	Number of certificates earned in an academic year	222
Degrees	Number of associate degrees earned in an academic year	322
Transfer	Number of students who transfer to a 4- year college/university	187
Licensure (CE)	Examination pass rates in programs for which students must pass a licensure examination in order to work in their field of study	70%
Employment (CE)	The job placement rate of student completing a degree or certificate in a CE program in the year after graduation.	Macro-Region Employment Rate, by Program SOC

## **College Profile**

### Student Body Demographics

	2017-18	2018-19	2019-20
Annual Unduplicated Count of Students	12,336	12,861	12,130
<b>Gender</b>			
Female	64%	64%	63%
Male	34%	34%	34%
Decline to State/ Unknown	2%	2%	3%
<b>Race/Ethnicity</b>			
American Indian	< 1%	< 1%	< 1%
Asian	19%	20%	19%
Black / African American	23%	23%	22%
Hispanic / Latino	31%	32%	33%
Pacific Islander	1%	< 1%	< 1%
Two or More	5%	6%	5%
Unknown / NR	4%	4%	5%
White	16%	16%	15%
<b>Age</b>			
18 and Under	15%	15%	16%
19-24	35%	35%	35%
25-29	16%	17%	16%
30-34	11%	11%	11%
35-54	17%	17%	17%
55 and Over	6%	6%	5%

### Course Success Rates

	2017-18	2018-19	2019-20*
Total Enrollment (Duplicated Count)	33,288	33,637	32,928
Overall Success Rate	70%	70%	68%
<b>Gender</b>			
Female	70%	70%	69%
Male	69%	69%	66%
Decline to State/ Unknown	77%	74%	64%
<b>Race/Ethnicity</b>			
Black/African-American	62%	62%	60%
Asian	81%	80%	81%
Hispanic	68%	68%	64%
Native American	66%	72%	53%
Pacific Islander	61%	71%	63%
Two or More	65%	67%	68%
Unknown	72%	73%	66%
White	78%	78%	75%
<b>Age</b>			
Under 16	83%	91%	84%
16-18	73%	75%	69%
19-24	65%	66%	64%
25-29	70%	69%	68%
30-34	73%	73%	73%
35-54	74%	73%	71%
55-64	74%	71%	66%
65 and Over	77%	77%	60%

*\*Includes 'EW' grades*

## II. Program Overview

### Mission Statement

Please verify the mission statement for your program. If your program has not created a mission statement, provide details on how your program supports and contributes to the College mission.

The mission of Merritt College's Career Center is to provide support with career exploration, self-assessment, and the job/internship search process to help all Merritt students achieve career satisfaction and success. The Career Center is committed to assisting institutional efforts to increase the job placement rate of student completing a degree or certificate in a CE program in the year after graduation.

### Faculty and Staff

List your Faculty and/or Staff. Indicate if they are part-time or full-time. (If names are already listed, they were imported from last year's APU/PR. Add or remove persons as needed to reflect current personnel).

Name	Faculty/Staff	PT/FT
Alturk, Sara *note this position is 50% Career Counseling and 50% General Counseling	Faculty	Full-Time

### III. Program Goals

In this section, indicate programs goals, the status of each, and how they align with College and District strategic goals. Following are the strategic goals for Peralta CCD and Merritt College.

<u>Peralta District Strategic Goals</u>	
P1.	Advance student access, equity, and success.
P2.	Engage and leverage partners.
P3.	Build programs of distinction.
P4.	Strengthen accountability, innovation, and collaboration.
P5.	Develop and manage resources to advance our mission.

<u>Merritt College Strategic Goals</u>	
M1. <b>Completion</b>	- Increase number of degrees and certificates by 20% over the next 5 years.
M2. <b>Transfer</b>	- Increase transfers to CSU and UC by 6% annually. (Reach approx. 35% in 5 years).
M3. <b>Time to Completion</b>	- Reduce the number of excess units earned by students.
M4. <b>Employment</b>	- Maintain at least 82% of students attaining employment in the field of study.
M5. <b>Equity</b>	- Reduce the achievement gaps for African-American, multiethnic, and male students.

Below are your Program Goals from your most recent Program Review or APU, if available. Indicate whether the goal has been completed (C), is in progress (IP), no longer applicable (NA), or new (NEW). Be sure to state goals, which are *measurable* and *time-based*. Indicate which College and District goal your program goal aligns to. If your goal has been completed, what evidence supports completion of this goal? How did you measure the achievement of this goal?

<b>Program Goal</b>	<b>Status (C, IP, NA, NEW)</b>	<b>Applicable College Goal(s)</b>	<b>Applicable District Goal(s)</b>	<b>If completed, describe supporting evidence, including measurements of achievements.</b>
Build a Career Center website that is accessible for all students.	IP	M4	P1	Continued progress is being made weekly to add and make adjustments on website. <a href="https://www.merritt.edu/wp/careercenter/">https://www.merritt.edu/wp/careercenter/</a>

Complete a workshop series once a month on a different career related topic. Topics include, resume, cover letter, LinkedIn, etc....	IP	M1 & M4	P4	
Continue to build relationship with employers for students to have greater access to employment opportunities.	IP	M4	P2 & P4	
Continue collaboration with Transfer Center to host events, workshops, and provide information to the student population.	IP	M1-M5	P2 & P5	

#### **IV. Facilities Utilization**

Describe your current utilization of facilities, including labs and other space. Confirm previously reported content.

The Career Center does not have a dedicated space. The area was reconfigured and is now the Welcome Center since Spring 2016. Since starting this position in August 2020 during the current Pandemic, a Career Center space has not been designated.

The workshop space was also divided, so workshops, which are anticipated to have larger than 6-8 students, are now scheduled in the ASMC room if the space is available. In 2017 one of the counseling rooms was also given to a classified staff. This added to the already lack of office space in the counseling area and the need for adjunct Counselor office space.

In March 2020, Merritt College moved to remote services due to the novel COVID-19 pandemic. While Student services still remain available, the career counselor is working remotely from home through May 29, 2021. College campuses and district office are also closed through May 29, 2021. When the career counselor returns to campus after May 29, 2021, the same facility issues facing the career center in the past will continue to be the same, that there is NO dedicated space for Career Center at Merritt College.



## V. **Program Update Data**

In this section you will review and reflect upon the data for your program. Use data which measure performance on outcomes relevant to the mission and goals of your program, which will vary according to which area of the college your program is in.

In your response, refer to data applicable to your program obtained from the APU dashboards and/or other sources.

### **APU Data Dashboards:**

- **[Course Completion and Retention Rates Dashboard - Instruction](#)**
- **[Course Completion and Retention Rates Dashboard – Student Services](#)**
- **[Enrollment Trend and Productivity Dashboard](#)**
- **[Degrees and Certificates Dashboard](#)**

Not applicable

## **VI. Curriculum**

*Note: If your department, program, or unit does not have a curricular component, please skip to the Section VII.*

The Curriculum Committee shall prioritize the review and approval of new courses and programs that are identified in this section of the APU.

## **VI.Funded Resources**

For each resource allocation request from previous year's APU, indicate whether it was funded. Describe the outcomes and accomplishments for any requests, which were funded.

Not applicable

## VII. Resource Requests

In the tables below, please add resource requests for your program for the **2021-22 fiscal year**. Indicate if the request is being made as part of the response to the COVID-19 pandemic. If you are submitting multiple requests under the same category, prioritize them by assigning a rank to each request ('1' indicating the highest priority request). Include only one request per row; if additional rows are needed, insert new rows in the table ([how to add rows](#)).

### Personnel Resource Requests

<b>Personnel Sub-Category</b> (Full-Time or Part-Time Faculty, Classified, Student Worker)	<b>Description/Justification</b>	<b>Percent Time</b>	<b>Estimated Annual Salary Costs</b>	<b>Estimated Annual Benefits Costs</b>	<b>Total Estimated Cost</b>	<b>Priority Rank</b> (1=Highest priority)	<b>COVID-19 Related</b> (Yes/No)
Full time - Classified Staff Career Center	TYPE: Personnel - Classified Staff AMOUNT: \$50,000 JUSTIFICATION: Classified Staff/Our sister colleges have dedicated classified staff at their Employment/Career Center during campus hours. A full-time classified staff can interact directly with students on non- academic issue, collect data and help coordinate college representative visits & assist with tabling issues. The current Career Counselor position is also only a 50% workload.		\$50,000	\$15,000			YES
Student worker TWO (2)	TYPE: Personnel - Student Worker AMOUNT: \$36,000 JUSTIFICATION: Student worker TWO (2)/Students can assist with tabling events, duplication & social media		\$36,000				YES

	updates.						
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## Resource Requests (Non-Personnel)

### Resource Categories

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Professional Development (Department wide)</li> <li><input type="checkbox"/> Professional Development (Personal/Individual)</li> <li><input type="checkbox"/> Required Reasonable Accommodation</li> <li><input type="checkbox"/> Service Contract</li> <li><input type="checkbox"/> Supplies: Software</li> <li><input type="checkbox"/> Supplies: Books, Magazines, and/or Periodicals</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Supplies: Instructional Supplies</li> <li><input type="checkbox"/> Supplies: Non-Instructional Supplies</li> <li><input type="checkbox"/> Supplies: Library Collections</li> <li><input type="checkbox"/> Technology &amp; Equipment: New</li> <li><input type="checkbox"/> Technology &amp; Equipment: Replacement</li> <li><input type="checkbox"/> Other</li> </ul> |
|---|--|

Resource Category(select from above list)	Description/Justification	Total Estimated Cost	Priority Rank (1=Highest Priority)	COVID-19Related (Yes/No)
Supplies: Books, Magazines, and/or Periodicals <b>Subscription</b>	Subscription to American Counseling Association, California Career Development Association, and Career Counseling related books to continue growth in profession.	<b>TBD</b>	<b>3</b>	<b>YES</b>
Supplies: Software	<b>Live chat (various vendors – LiveAgent, Birdeye, Gladly, Zendesk, HappyFox)</b> has become the leading digital contact method for online customers, as a staggering 46% of customers prefer live chat compared to just 29% for email, and 16% for social media	<b>TBA</b>	<b>5</b>	<b>YES</b>
Other	<b>Subscription to CANVA, Animoto</b> for web design flyers and banners. to create a large variety of engaging content, flyers, videos, that will attract and engage students	<b>\$1000</b>	<b>2</b>	<b>YES</b>
Supplies: Non-Instructional Supplies	Office supplies and promotional materials, printing and duplicating, Banners, balloons and advertising material for career center & events	<b>\$3,000</b>	<b>4</b>	<b>NO</b>
Professional Development	Attend Guided Pathways and other Career related conferences to remain updated and active in the profession.	<b>\$4,000</b>	<b>1</b>	<b>NO</b>

## **VII.Participants**

Please provide the list of members who participated in completing this program review.

**SARA ALTURK**

**Thank you for your time and effort in completing the Annual Program Update.**

