



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

Outreach

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).

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)

Division 2 – Laura Forlin (lforlin@peralta.edu)

Division 3 – Heather Casale (hcasale@peralta.edu).

If you have questions regarding the curriculum section, please contact Nghiem Thai (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	Macro-Region

	degree or certificate in a CE program in the year after graduation.	Employment Rate, by Program SOC
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College Profile

Student Body Demographics

	2017-18	2018-19	2019-20
Annual Unduplicated Count of Students	12,336	12,861	12,130
Gender			
Female	64%	64%	63%
Male	34%	34%	34%
Decline to State/ Unknown	2%	2%	3%
Race/Ethnicity			
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%
Age			
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%
Gender			
Female	70%	70%	69%
Male	69%	69%	66%
Decline to State/ Unknown	77%	74%	64%
Race/Ethnicity			
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%
Age			
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 Outreach Services at Merritt College considers its mission to promote, engage and recruit prospective students by participating in community collaborative partnership events as well as events held on campus that promote our programs and student services.

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
Maria Spencer	Staff	Full-Time
Classified Team Reps:	Staff	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.	Completion - Increase number of degrees and certificates by 20% over the next 5 years.
M2.	Transfer - Increase transfers to CSU and UC by 6% annually. (Reach approx. 35% in 5 years).
M3.	Time to Completion - Reduce the number of excess units earned by students.
M4.	Employment - Maintain at least 82% of students attaining employment in the field of study.
M5.	Equity - 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?

Program Goal	Status (C, IP, NA, NEW)	Applicable College Goal(s)	Applicable District Goal(s)	If completed, describe supporting evidence, including measurements of achievements.
1) Provide updated college information on enrollment, financial aid, classes, Career Education Programs, Student Services, Policies and Procedures. 2) Engage with CBOs	C	M5	P1	The evidence are the registration applications to secure tabling at community events, emails flyers from high schools , college fairs, and collaborations with the UCs and CSU events by

Community Based Organizations, Employers				invitation. Community based organizations flyers. Survey results from the online virtual Information sessions.

IV. Facilities Utilization

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

- 1) One office with desk, chair, computer, printer/copier/scanner/fax and phone for the coordination of outreach. This is the same office used for the coordination of orientation and other duties/assignments required.
- 2) Space to store outreach supplies
- 3) The Huey P Newton Lounge for large College Tours/Official Welcomes, Open House, Annual Counselors Breakfast, Career Education & Resource Fair.
- 4) Computer lab in the Learning Center for registration when required the use of a large number of computers. 5)
- 5) Welcome Center for computer access of new students and various classrooms, for small tour groups needing and orientation. 6)
- 6) Home office Due to the Covid-19 Pandemic the campus is closed to in person activities and all in – person outreach and recruitment has been cancelled across the board until further notice. Community fairs/events and high school fairs and information session have been cancelled. We are now working remotely from home and are conducting outreach and recruitment through online options only.

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](#)

For departments or programs in the Student Services area, refer to reports provided by institutional data systems (i.e., PeopleSoft or SARS), results of student surveys, or external reports (i.e. [IPEDS](#) or [Launchboard](#)). Include the number of students served over an academic year and summarize their demographics.

For departments in the Business and Operations areas, use data which track the key function provided to the College, such as facilities usage for events, tickets received and closed, the number of invoices process or the time to disbursement.

Use historical data (3 years is recommended, if available) to estimate a baseline, then use this to project activity and inform requests for the coming year.

Describe any significant changes and discuss what the changes mean to your program. Consider whether performance or service gaps exist for disproportionality impacted students. Focus upon the most recent year and/or the years since your last comprehensive program review. Cite data points from the program review dashboards or other data sources relevant to your service, business, operations or administrative area to support your answer. If you wish, you may include screenshots of the dashboard to show filtered results containing the relevant figures. Instructions on taking screenshots for [Windows](#) and [Mac](#))

The major significant change for outreach and recruitment is not conducting outreach in person, currently due to the Covid-19 pandemic and shelter in place. The option to attend in person events is no longer allowable and safe. Peralta college is following compliance with the recommendations of the state. Merritt campus is closed to the public until further notice. In addition, all major in person community events have been cancelled.

This significantly impacts the enrollment numbers and our ability to properly engage and provide direct services and provide handouts to the students.

Describe the program's progress on Service Area Outcomes and/or Administrative Unit Outcomes (AUOs) since the last Program Review or APU. For instructional programs, describe the program's progress on Student Learning Outcomes (SLOs) and, if your discipline offers a degree or certificate, please describe the department's progress on Program Learning Outcomes (PLOs).

Although the college is not allowed to conduct outreach in person until the shelter in place is lifted, adjustments were made to still offer some form of outreach. The option to request a virtual zoom Information session was implemented through providing a request form that the high-school or Community based organization completes.

Based on the responses from the request form a special zoom information session is customized and tailored to meet the needs of the requestor. This will include a power point presentation about Merritt College covering topics of the registration application CCC APPLY, Admissions & Records, Financial Aid, Counseling, the Welcome Center, the Learning Communities, dual and concurrent enrollment.

Also, representatives from the different student services departments and CE programs are invited to the information sessions upon request of the agency.

Describe the **results of** your department/program/service assessment of student and Program Learning Outcomes/AUO/SAO. Indicate when and where dialogue is occurring. Discuss **changes/updates/resource requests** made to your program based on the assessment of outcomes of the SLOs/PLOs/SAOs/AUOs assessed in the past year and discuss their alignment with the ILOs.

Results from the new Merritt Information Sessions recently implemented through a post survey.

N-5 Agency responses
3 high schools and 2 CBOs

What information did you learn about that was important to you regarding student services and career education programs?

ID	Name	Responses
3	anonymous	Academics, campus programs, clubs, tutoring, PUENTE program
4	anonymous	Admissions steps, individuals to contact and direct students to for assistance.
2	anonymous	Availability to conduct virtual meet-and-greets to share about services and resources available to staff or potential students; option to contact Maria directly with questions related to student services, free lunch/outreach events at or near Eastmont.
1	anonymous	I learned about admissions, cyber security, law enforcement, fire safety career options. It was an excellent informational for staff and students.
5	anonymous	The diversity of career and educational programs that Merritt College offers was new to me and I think the programs will attract students that want to stay close to home and enter the work force before completing a 4 year degree.

Would you like to schedule another Merritt Information Session? Please state what you would like to know more about career education programs or services.

ID	Name	Responses
1	anonymous	Yes, absolutely, other college major, professions, and options that Merritt offers
2	anonymous	Yes, we are scheduled for a follow-up meeting regarding the student referral process to accommodate a warm-hand off and follow-up.
3	anonymous	Yes! A session during the school day for the 9 th and 10 th grade regarding high school dual enrollment
4	anonymous	Yes, CTE pathways

Please rate your experience participating in the Merritt Information Session on the scale

ID	Name	Responses
1	anonymous	5

2	anonymous	5
3	anonymous	5
4	anonymous	5
5	anonymous	5

Would you recommend others to sign up for the Merritt Information Sessions?

ID	Name	Responses
1	anonymous	Yes! Absolutely!
2	anonymous	Yes
3	anonymous	yes! Great information that was tailored to my students' needs and interests – thank you!
4	anonymous	Yes
5	anonymous	Yes

The following item is for instructional programs only

Discuss how your PLOs align with the [ILOs](#).

VI. Curriculum

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

Curriculum review is an integral part of the program review process. Instructional departments and programs must consider the state of their curricula (i.e., courses, certificates, and degrees) in order to engage in meaningful assessment, planning, and continuous quality improvement.

In accordance with the [State Chancellor's Office Program and Course Approval Handbook \(7th Edition\)](#), California community college curricula must meet five criteria:

1. Appropriateness to the mission of the California Community Colleges (as established in [California Education Code § 66010.4](#))
2. Community, service area, or student need
3. Adherence to accreditation and higher education standards
4. Availability of adequate resources to maintain the course or program (including offering all required courses for a program at least once every two years)
5. Compliance with federal and state statutes and regulations (notably Title 5 of the California Code of Regulations)

PCCD [Board Policy 4020](#) and [Administrative Procedure 4020](#) require that curricula be evaluated regularly through program review and annual program updates on a three-year cycle. For Career Education programs, however, this policy is superseded by [California Education Code § 78016\(a\)](#), which requires reviews every two years.

This section of the APU requests information about the status of course and program updates, improvement plans based on curriculum review, and prospective curriculum development. The Curriculum Committee shall evaluate the responses as part of the validation of APU completion and the prioritization of resource requests.

Curriculum Review

Consult [CurriQunet](#) and the [Course Curriculum Review Status](#) or [Program Curriculum Review Status](#) spreadsheets to determine when a course or program was last updated or deactivated.

Courses that have not been offered in the past three years should be deactivated to ensure that the college catalog presents a current and accurate inventory of actual course offerings at Merritt. Likewise, if certificates and degrees have not been awarded in recent years, or the required courses have not been offered regularly enough for students to complete, consider the relevance and viability of those programs for potential deactivation.

Modifications

Indicate courses reviewed/updated in the past academic year (2019-2020), following the example in red. Add additional rows as needed in the table below.

Course Number	Course Title	Reviewer
ADJUS 21	Introduction to Administration of Justice	Elaine Wallace

Indicate programs reviewed/updated in the past academic year (2019-2020), following the example in red. Add additional rows as needed in the table below.

Program Title	Program Type	Reviewer
Administration of Justice: Police Science	AA Degree	Elaine Wallace

Deactivations

Indicate courses deactivated in the past academic year (2019-2020), following the example in red. Add additional rows as needed in the table below.

Course Number	Course Title	Reviewer
ADJUS 21	Introduction to Administration of Justice	Elaine Wallace

Indicate programs deactivated in the past academic year (2019-2020), following the example in red. Add additional rows as needed in the table below.

Program Title	Program Type	Reviewer
Administration of Justice: Police Science	AA Degree	Elaine Wallace

Curriculum Improvement

Based on ongoing curriculum review, describe plans for **program-level** improvement in terms of any of the following considerations:

- Advancing **student equity and achievement** for disproportionately impacted students.
- Fostering **intersegmental alignment** and **guided pathways** through articulation, course sequencing, and program mapping.
- Implementing innovative **pedagogies, delivery methods/modalities, or educational resources and technologies.**

NA

Curriculum Development

Indicate new courses to be proposed and/or historical courses to be reactivated within the next academic year (2021-2022), following the example in red. Add additional rows as needed in the table below.

Title	Description	Justification	Anticipated Effective Term
Beginning Spelunking	Introductory activity class on basic practices, equipment, and safety considerations in the exploration of caves	[Assessment data, student demand or need, academic/occupational knowledge or skills not taught in existing curricula, program requirements, community or industry partnerships, grant funding, etc.]	Fall 2022

Indicate new programs slated for development within the next academic year (2021-2022), following the example in red. Add additional rows as needed in the table below.

Title	Description	Justification	Anticipated Effective Term
Outdoor Recreational Activities Not for the Faint of Heart	Certificate of achievement to train daredevil students seeking a lifetime of adrenaline rushes in the great outdoors. Courses include bungee jumping, rock climbing, sky diving, spelunking, and ziplining.	[Basic skills, occupational, or transfer pathways; advisory board recommendations or LMI data; community or industry partnerships; grant funding, etc.]	Fall 2022

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

VII. 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.

Brief description of resource request	Was request funded? (Yes or No)	Funding Source (Specify Fund or Grant)	Total Award Amount	Outcome/Accomplishment
TYPE: Technology and Equipment – New AMOUNT: \$5,000 JUSTIFICATION: Laptops for outreach on-site recruitment	No	O	0	No funding was made available to purchase technology equipment.
JUSTIFICATION: Booth vendor fees at the community festival or events	Yes	Student Equity & Achievement	9,28.00	The results were positive with attending 5 major community festivals. Information about Merritt College programs, services and resources were provided. Face to face assistance with enrollment/registration was made available.
Non- instructional Supplies and Materials JUSTIFICATION: New CTE brochures and Swag	Yes	CTE Perkins and Transition Funding	10,000.00	CE Brochures and Swag was purchased to hand out to students at outreach events in the community
Non-Instructional Counselors Breakfast – FALL OPEN HOUSE – Spring Career Fair	Yes	CTE Perkins and Transition Funding	40,000.00	2/major events the Annual Counselors Breakfast, Career Fair and the College Open House Food, and buses were provided for the OPEN House

VIII. 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

Personnel Sub-Category (Full-Time or Part-Time Faculty, Classified, Student Worker)	Description/Justification	Percent Time	Estimated Annual Salary Costs	Estimated Annual Benefits Costs	Total Estimated Cost	Priority Rank (1=Highest priority)	COVID-19 Related (Yes/No)
1 Staff	Coordinates all the logistics for attending off site to community events, college, high school fairs, presentation and street fairs. This includes transporting everything need to set up a booth. Set up, break down and ensuring enough resources are available budget , staff.	100%	56,076.60	48,616.68	106,714.68	1	No
4 student workers	Students will help pack swag bags and organize supplies for outreach events on an off campus when permitted. This includes set up and breakdown They will conduct research an create a calendar of seasonal community events that Merritt can outreach at.	4/hrs a day 3 days a week 20/weeks a semester	14,000.00	0	14,000.00 Per semester	1	No
Classified Support	Funding is needed to support outreach efforts with overtime for classified specific expertise is needed from departments such as financial aid, admissions & records, counseling.	Overtime	15,000.00	14,14.00	15,000,00	1	No
Independent Consultant	Provides updates to the Outreach Webpage each semester to ensure information is accurate.	8 hrs.x \$40/hr Per semester Fall / Spring/ Summer	960.00	0	\$960.00	1	No

Resource Requests (Non-Personnel)

Resource Categories

- Professional Development (Department wide)
- Professional Development (Personal/Individual)
- Required Reasonable Accommodation
- Service Contract
- Supplies: Software
- Supplies: Books, Magazines, and/or Periodicals

- Supplies: Instructional Supplies
- Supplies: Non-Instructional Supplies
- Supplies: Library Collections
- Technology & Equipment: New
- Technology & Equipment: Replacement
- Other

Resource Category (select from above list)	Description/Justification	TotalEstimated Cost	Priority Rank (1=Highest Priority)	COVID-19 Related(Yes/No)
6/laptops (New)	For off site registration/enrollment of prospective students, these are a must to be mobile when recruiting w/o access to power.	6,000.00	1	No
Non instructional supplies marketing materiel's	Update college brochures, flyers, student planners, marketing swag, schedules, catalogs. Rolling cart, and transport wagon, college pop up banners, tablecloths, awning	20,000	1	No
Booth rental/registration fees /parking fees	Registration fees to attend community festivals and college fairs	1,600.00	1	No
Transportation	For buses, for student participation for an on -campus event and to commute to the offsite outreach events.	5,000	1	No
Wifi access for remote use	To assist prospective students with the California Community College application and FASFA Federal Aid when off site in the public.	2,000.00	1	No

IX. Participants

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

Maria Spencer

VPSS Dr. Lillia Chavez

Nathan Peligran

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