

2011-12 ANNUAL PROGRAM REVIEW

The Annual Program Review is a data-informed review, needs assessment, and goal setting mechanism. It must contain linkages to District and College goals. It is also a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis to the College on findings of ongoing assessment and evaluation of instructional programs and services units. The College is looking for quantitative data which document the program's and unit's quality initiatives and outcomes. While anecdotal accounts may be beneficial, they should only supplement other data which establish longitudinal trends and patterns. In addition, each review should show the progress of the Action Plan from the previous review, if applicable. Start by filling in the chart below. These data points are areas which the District and College have identified as key performance indicators of College and student success.

If you need training or any help, contact either of the following to schedule an appointment or suggest workshop times:

Ann Morgan, Director, Institutional Research and Planning (anmorgan@bakersfieldcollege.edu or x4453)

Stephen Eaton, Dean (seaton@bakersfieldcollege.edu or x4743)

Bill Barnes, Assistant Professor, Agriculture, Co-chair, Program Review Committee (wbarnes@bakersfieldcollege.edu or x4637)

Due Dates for Non-Instructional Programs

- September
 - Training for department chairs and administrators
- October
 - Week of October 3: Program data from Institutional Research & Planning to Services
 - October 31: Services submit APR to supervisor by Halloween
- November
 - November 11: By Veteran's Day finalize APR and send to supervisor, Student Services send APR to June Charles for Vice President Ester, and Administrative Services send APR to Debbie Spohn for President Chamberlain

Assessment Plan

The assessment plan and results will be due **April 16, 2012** to Dean Suderman. Forms and supporting documentation are in the Office of Academic Affairs public folder.

[Click here](#) for directions to the folder.

Job Placement

2011-12 Annual Program Review

1. Program/Unit Description, Mission, and Alignment

Description:

The BC Job Placement Center is comprised of Job Placement (JP) and WorkAbility III. Job Placement provides BC students and alumni with job readiness and job search skills including cover letter and résumé writing, interview techniques, work appropriate dress, workplace ethics and referrals to on-campus and off-campus employers. WorkAbility III provides BC students who have disabilities with employment services specific to the individual's needs and abilities. JP and WorkAbility III staff train and assists students in a workshop settings and one-on-one.

Mission Statement:

The Mission of the Job Placement Center is to provide employment readiness and placement services to Bakersfield College students and alumni. The Job Placement Center is committed to providing a comprehensive approach in preparing students to link their education to employment. Through part-time, full-time positions and internship opportunities, students' strengthen their work experience portfolio and ability finance the costs of higher education.

The mission of the Bakersfield College WorkAbility III (WAIII) program is to provide a supportive environment for students with disabilities to learn job search skills. The WorkAbility III program helps students prepare to compete equally with the non-disabled population in the job search and in obtaining and maintaining employment.

The Job Placement Center supports the Bakersfield College Mission by providing employment services to all students, including students who are re-entering the workforce, have multiple barriers to employment, and socially and ethnically diverse populations. We prepare students to meet employer's changing needs and continue to enhance strong connections with the local community.

The Job Placement Center supports the BC Strategic Initiative of Student Excellence by improving each student's ability to compete, communicate and obtain employment in today's competitive job market.

Alignment with Budget Decision Criteria:

Job Placement: Student retention, transfer and graduation rates are increased by JP assisting students in identifying career objective, creating a clear purpose and written plan for education, while gaining on-the-job training.

WorkAbility III: Services are covered 100 percent by the cooperative contract between KCCD and the State Department of Rehabilitation. Program contributes to the success of students.

2. Other Program Data

- **Provide the following data if available and relevant to your program:**
 - Cost per FTES – From the Office of Academic Affairs
 - CTE: Non-traditional enrollment, Student survey results, Employment
 - Transfer data – may use National Student Clearinghouse data when reliability improves

Job Placement and Work Ability III, work closely with local employers to fill current job openings; in addition, maintain a forum to ensure BC is producing candidates that are competitive and relevant in today's job market.

3. What are the Program's/Unit's strengths?

- Discuss the following elements where applicable. List any strength that may be unique to your program or unit. For each strength, complete all relevant boxes on the chart.
- Questions to consider: [Link to APR SWOT Questions](#)
- Best practices contact: [Link to Form](#) (this will ask for name, email, phone, practices)

Strength	Relationship to Budget Decision Criteria	Outcomes Achieved	Assessment Results	Innovative Solutions / Best Practices	Program Data – Discussion of Findings/Impacts	List of Attachments/Data Tables/Graphs
Job Placement/WorkAbility III staff provides workshops to students in order to improve student success in the job search, maintain employment or topromote.		Staff has provided minimum three workshops per month on the following topics including Resume Writing, Career Search, Leadership Style, Work Ethics, Interviewing skills, Time Management Career Match and the Job Search Process.	Over 350 students attended the Job Placement Center Workshops	Staff keeps current on industry hiring practices, interviewing techniques and resume preferences in order to pass on current information to students. Created group workshops that includes technology, to expedite results.		
Job Placement Center uses College Central Network (CCN), a job search website for on and off campus employment that attracts local, state and national employers with job openings.	College Central costs \$1200 per year.	147 new employers registered on CCN in 2010-2011, adding to the total of 1213 employers. 441 new student registrations, adding to the 6,881 students registered.	Online registration and postings create more opportunities for students. Online job postings have resulted in 343 new jobs posted in 2010/2011. -Adds services for on-line student population. -Tool in recruiting employers and Career Day participants, fees help offset cost.	Direct staff contact with employers through job fairs, networking, individual meetings results in more employers registering on CCN.	The economy has affected the number of employers and jobs posted to CCN. Also a result of the economy, the amount of new student registrations has increased by 47 percent. Received more FT jobs than PT, made it difficult to place students.	
JP prepares and places over 800 On-campus placements. In addition, oversee and monitor student evaluations. Identify department student employment needs	Student Success Program support	Ensure students workers are job ready. Create Job Descriptions based on Dept. needs. Mediate differences between staff and student. Establish work performance improvement plan for students who have negative evaluation.	Reduce student worker turnover. Increase department productivity. Correct work deficiencies in a training situation.	Online orientation informs students of rights, job requirements, expectations and job search tips. Orientation not subject to office hours.	Student Workers build character, work ethics and experience. Learn various job functions in business and education institutions.	

Strength	Relationship to Budget Decision Criteria	Outcomes Achieved	Assessment Results	Innovative Solutions / Best Practices	Program Data – Discussion of Findings/Impacts	List of Attachments/Data Tables/Graphs
Specialized employment services for Former Foster Youth (FFY) in Higher Education	Collaborate with DHS, KHSD, State Chancellor's office	Address deficiencies in work ethics impacted by barriers to employment, poor social skills and support systems.	Nationally, Less than 1% of FFY graduate from college. Assurances has increased employability, retention and graduations	Trained pre-identified campus contact list is distributed to agencies, BC depts. and FFY. Specialized approach to help FFY excelled in workplace. Maintain contact with FFY and serve has reference after program completion	JP strives to meet the expectations of the Governor's office and State Chancellor's office	
Career Day Fall and Spring semesters	Student Success	Increase industry and career awareness and networking opportunity to students. Students are hired at Career Day in part-time or seasonal positions.	Surveyed student and employers. Pleased with event, participation and cost.	Target employers based the greatest number of graduates from majors/fields, or seasonal hiring opportunities	Economy has affected the number of employers attending Career Day	

4. What are the Program’s/Unit’s weaknesses?

Weakness	Relationship to Budget Decision Criteria	Outcomes Not Yet Achieved	Assessment Results	External Conditions	Internal Conditions	Trend Data
Accommodating increase in enrollment and the change in student demographics	Student Success	Securing permanent employment for students with barriers at the same rate the college enrollment increases.	Students enrolling have multiple barriers (criminal convictions, mental disabilities, displaced worker) that are complex and broad. JP has not mastered a process yet to meet needs to make each student employable	No capacity limits for college or Job Placement. Increase in “conditions” declared as disability Increased population recently released prison enrolling in BC.	WAll only serves Dept. of Rehab clients. Cannot see other students with disabilities. JP accommodates all students with disabilities.	Barriers require multiple visits and resources before successful placement can occur or the ability to maintain employment
Community outreach		To be the best job/employee resource in the county.	Job are not posted to CCN that are posted in other local resources (i.e. newspaper, Craig’s list)		Not participating in city/county wide agency connected to jobs; i.e. Chamber of Commerce	

5. What are the Program’s/Unit’s opportunities?

- Consider items that do not currently exist in the program/unit that could be implemented to help the program, unit, and/or College reach its goal.

Opportunity	Relationship to Budget Decision Criteria	Possible Outcome	Assessment Methods	Non-Financial Resources Required (including collaboration)	Funding/Support Requested	
					Equipment <ul style="list-style-type: none"> ▪ Include # of units & estimate total cost ▪ For ISIT requests, use form on APR website ▪ For M&O requests, use form on APR website 	Staffing <ul style="list-style-type: none"> ▪ # Positions ▪ Total cost for each position ▪ % time ▪ Other ▪ Staff request forms on APR website
Implement a Tracking and Access data base		Ability to effectively and timely match students’ to jobs using breadth of skills/demographics and to track non- CCN data.		Utilize IT department to develop and install software		19 hrs Data Entry Student Worker 12 mo -\$7904
Increase employment placement for certificate programs		Raise the community’s view of the caliber of BC’s workforce candidates of non-degreed students	Track placements	Collaborate with Workforce Tech and certificate programs		10% JDS time dedicated to specific program.

- How could the weaknesses listed above be addresses to move them from weaknesses to strengths?

Grant WAIII staff permission to assist with general population's students with disabilities.
 Count services rendered by JP as a success for the hard- to-serve population, instead of just placements statistics
 Resume community outreach to gain timely access to new employment opportunities.

6. What external threat(s) does the Program/Unit face?

Threat	Relationship to Budget Decision Criteria	Source of Threat	Action Plan if Threat Materializes

7. List the Program's/Unit's goals for the coming year.

Goal	Relationship to Budget Decision Criteria	Action Plan
Increase the number of participant for Career Day		Offer special registration fees to agency who attend both Fall and Spring Career Days Use social media to advertise and connect with students

8. List any Maintenance and Operations needs

[Link to Multipage Excel M&O Worksheet on the APR website](#)

Support need for room with appropriate [Link to room utilization statistics](#) developed by FCDC subcommittee

9. List any Information Systems & Information Technology (ISIT) Requests

[Link to Multipage Excel ISIT Worksheet on the APR website](#)

10. Evaluation

[Link to Evaluation \(Survey Monkey\)](#)

- Please click the link above that will take you to an evaluation form that asks:
 - What did you find beneficial about this process?
 - How can we improve the process?
 - Is there anything else you would like to know?