

## Beta Annual Program Review Questions 2019

**I. PROGRAM DESCRIPTION:** In one or two paragraphs, provide a description of the primary goals of your program or service area. Attach an appendix to describe your program or service area in more detail, if needed.

*Note: If no changes have occurred, copy and paste from last year's review.*

*If it exists, feel free to copy the brief description of your program from the college catalog:*

<http://www.smc.edu/CollegeCatalog/Pages/default.aspx>

### **Auxiliary Services**

The overarching goals are to

1. Provide fast, accurate service for all customers - students, administrators and faculty, from processing payments to providing parking stickers;
2. Safeguard college assets by providing strict accounting and financial controls over all funds that flow through Auxiliary, including timely reporting to staff and board of trustees, and providing accurate and meaningful financial analysis;
3. Provide financial oversight and guidance (and training) to the Associated Students.
4. Revamp parking throughout the District.

### **Bookstore**

The overarching goals of the bookstore are:

1. Assist all Santa Monica College students with their academic success by providing all of the course materials needed for the entire scope of classes offered at SMC.
2. To be the point of contact between Publishers and Instructors to assist with pricing and procurement of their academic material.
3. To provide the highest level of customer service, while selling products at the lowest possible price.

### **Food and Vending**

The overarching goals of goal of Food and Vending Services are:

1. Provide safe and healthy dining experience for the college community
2. Achieve sustainable accountability in support of the college's environmental objectives
3. Generate income to support institutional programs.

## Reprographics

1. Provide swift, accurate reprographic services for the entire campus, but most particularly for the academic areas.
2. Maintain fleet of Xerox machines throughout the District.
3. Monitor and maintain the pay for print program.

--

## II. PARTNERSHIPS:

(CTE only):

### Part 1:

Industry advisory meeting dates and attendance for 2018-2019. Insert additional rows as needed:

Date of meeting	# of SMC attendees	# of non-SMC attendees

### Part 2:

Employer partnerships/collaborations in 2018-2019 (insert additional rows as needed):

Employer Name	Type of partnership or collaboration: <ul style="list-style-type: none"><li>• Advisory attendance</li><li>• Internship site</li><li>• Donations</li><li>• Job placement</li><li>• Other</li></ul>	Optional: Additional information about partnership or collaboration

--	--	--

**III. PROGRESS SINCE LAST REVIEW (LAST YEAR'S OBJECTIVES):**

Identify the original objectives from your last review as well as any new objectives that have emerged since then (if applicable).

For each objective, determine status and explanation for status.

Objective	Status  (Completed, in progress, not started, no longer pursuing)	Status Explanation
-----------	---	--------------------

Installation of Corsair Café	Completed	
Implement new Student ID card	In progress	Delayed by issues with TAP; now expected 2019-20
Begin implementation of new LPR/Parking Sales/Citation Management system	In progress	Expected to go live Fall 2019
Reprographics: work with faculty and bookstore to develop more course materials in digital format	In progress	Increased incrementally each year.
Install new copiers in new Student Services Building	In progress	This is now scheduled for June 2019 and depends on when the move actually takes place.
Complete plan for bookstore refurbishment	No longer pursuing (at least as originally conceived)	Will pursue much more modest plan as the master plan has new bookstore within 5 years.

**IV. ACHIEVEMENTS:**

**(Optional)** List any notable achievements your program accomplished in the last year.

**V. ASSESSMENT AND EVALUATION**

**Part 1: Outcomes and Evaluation Results**

- A. Reflect on the outcome assessment (PLO, SLO, UO) data that your program reviewed in the current year (2018-2019) that have yielded **notable** or **actionable** findings. Insert additional rows as needed.

*Note: It is not required that you mention every outcome assessed in your program.*

What outcome were you assessing?	How was the outcome assessed?	What were the results of the assessments?	Describe any changes that are planned or in progress to address the results
<i>Improve Food offerings</i>	<b>Different, healthful</b>	New Corsair Café	Looking to add Kosher and Halal options
<i>Improve bottom line operations at Campus Store</i>	<b>Sales levels, and net income levels</b>	Sales have stabilized after years of decline. Expect break even bottom line	Add programs to lower costs of materials. Focus first on Nursing cohort.

- B. Reflect on other effectiveness data you collected and analyzed for the program this year.

**1a: Course Success and Retention (Instructional Depts Only)**

After reviewing the course success and retention rates for your program, describe how these rates reflect the overall effectiveness of your program, and discuss any planned changes or actions your program plans to take to address the results (if applicable). Access data in Tableau (<http://tableau.smc.edu>)

**1b: Racial and Other Equity Gaps for Course Success (Instructional Depts Only)**

After reviewing the course success rates by ethnicity/race and other demographic variables, identify any equity gaps, and discuss any planned changes or actions your program plans to take to address the gaps (if applicable).

Access data in Tableau (<http://tableau.smc.edu>)

**2: Degrees and Certificates (Instructional Depts Only)**

After reviewing the numbers of degrees and certificates awarded by your program, describe how the data reflect the overall effectiveness of your program, and discuss any planned changes or actions your program plans to take to address the results (if applicable). Access data in Tableau (<http://tableau.smc.edu>)

**3: Additional Data Demonstrating Effectiveness (If applicable)**

If available, describe the results of other data indicating the effectiveness of the program and discuss any planned changes or actions your program plans to take to address the results.

*Examples of other data include: surveys, document reviews, observations, performance indicators, focus groups/interviews, advisory committees, labor market demand, license exam pass rates*

## Part 2: Analyses of Results

This question is designed to bridge the results of your evaluation and outcomes assessment with next year's objectives (VI).

In one or two paragraphs, describe what you have learned about your program and how this knowledge will inform your plans for next year.

We continue to improve some areas incrementally – such as Reprographics, and some fundamentally, such as parking. The new LPR/Parking system should dramatically improve control of an important District asset, as well as improve service and efficiency for all constituents. The new student ID will transform the distribution of financial aid. We are also striving to improve customer service among all Enterprise areas. We would like to extend that to other areas with whom we work closely, but which are not under the Enterprise umbrella.

## VI. NEXT YEAR'S OBJECTIVES:

Itemize any specific strategies or projects you plan to accomplish next year to improve the effectiveness of your program. *Limit 3 objectives.*

Objective	Rationale for Setting Objective <i>Link to data, if applicable.</i>
Fully implement new Parking system	Better service to constituents; better control over an important asset.
Implement new student ID/financial aid distribution system	Get \$\$ to students faster.
Offer more variety of food service	Student requests

## VII. CURRENT PLANNING AND RESOURCE NEEDS:

### Part 1: Narrative

Broadly discuss issue or needs impacting program effectiveness for which institutional support or resources will be needed for the coming year.

For the new systems – Parking and Student ID, we will need cooperation from and training of various partner departments, including Admissions, Financial Aid, Marketing. I am pleased to report that they have all been integral to the planning process thus far.

**Part 2: List of Resources Needed**

Itemize the specific resources you will to improve the effectiveness of your program, including resources and support you will need to accomplish your objectives.

*While this information will be reviewed and considered in institutional planning, this information does not supplant the need to request support or resources through established channels and processes.*

<b>Resource Category</b>	<b>Resources Description/Item</b>	<b>Rationale for Resource Need (Including Link to Objective)</b>
Human Resources		
Facilities <i>(information inputted here will be provided to DPAC Facilitates)</i>		
Equipment, Technology, Supplies <i>(information inputted here will be provided to TPC)</i>		
Professional Development		

**VII. CHALLENGES:**

**(Optional)** List significant challenges your program faced in the past year (optional)

## Appendix: Description

Enterprise Services, including Auxiliary Services, Food and Vending, and the Bookstore will be addressed in this report. All three areas have the overarching goals of providing excellent, healthful and relevant goods and services to students, faculty and administrators, and to safeguard the assets of the District, through diligent financial controls, accurate and timely budgeting and reporting, and facilitating the programs that use these services. Food and Vending and the Bookstore have the additional critical goals of generating income which is used to fund various SMC projects and activities. For sake of clarity, we will report on each area separately.

### **Auxiliary Services**

Auxiliary Services is both a broad umbrella and a specific function which, under a single Dean, encompasses several different areas and functions. Auxiliary Services handles funds that are not District, categorical or foundation managed.

There are numerous Santa Monica College areas and entities which generate income that is handled by Auxiliary Services. Additionally, there are specific functions that Auxiliary Services handles for the District such as the distribution of financial aid checks, the collection of parking fees, the collection of bad debt, and Food and Vending income. Auxiliary also handles the Trust accounts (programs handled by Auxiliary that do not receive District support) for 150+ programs, including Celebrate America, Corsair, Events, etc.

The Associated Students' budget, expenditure of funds, and investment management fall under the purview of Auxiliary Services. As a result, the Dean in particular is actively and continuously engaged with students and provides training in budget management and fiscal responsibility. Auxiliary Services takes a conservative approach to investment portfolio management following the "prudent investor standard" per Government Code for all portfolios managed.

Auxiliary Services supports the mission of the college by providing top rate service to expedite the financial transactions and services (e.g. financial aid transactions, parking, budgeting and check processing) that are critical to the success of students, faculty and staff.

### **Bookstore**

The Santa Monica College bookstore is a self-supporting, auxiliary service operation. Our mission is to support and enhance the academic climate of Santa Monica College and adjacent communities by providing the necessary tools of education, such as textbooks, technical tools, office supplies and course supplies. Our goal is to be a "customer driven" operation. As a non-profit operation, we still need to explore ways of maximizing revenue through marketing partnerships while improving merchandising and facilities, and minimizing cost of operations.

The Bookstore supports the mission of the College by providing the materials students need to succeed, at reasonable prices.

### **Food and Vending**



Food and Vending Services is responsible for oversight of all food and vending services at the college including contracting and monitoring vendors, gathering feedback on customer satisfaction, and working with campus committees and offices directly or indirectly involved with any aspect of food services and vending. Services at Santa Monica College consist of 2 cafeteria style restaurants, 2 coffee shops, and vending machines on the Main Campus and at satellite campuses. The operations of the restaurants and coffee shops coincide with the college calendar, and vending machine services operate year-round.

Food and Vending Services supports the mission of the College by providing easily accessible food services on site, thus making it more convenient for students to pursue their academic goals without having to go elsewhere when hunger strikes.

### **Reprographics**

The Reprographics Department maintains a comprehensive printing operation that includes a centralized print shop (online, self-serve and over-the-counter), a fleet of multi-function devices distributed throughout most college buildings and a Pay-for-Print enterprise designed to support student copy and print needs.

Our main print shop, housed in the Media Center, provides support to instructional and administrative users. The regular service hours are Mon-Thurs 7:30am-10pm and Fri 7:30am-5pm. The college has a staff of 5 print technicians available for in-person and after hours support. Our “early bird” staff person arrives at 3am Mon-Thurs to help us manage all the print submissions that come in during the late evening and early morning hours. At 7:30am we are fully staffed and from 1:00pm through 10pm we operate with a slimmer crew.

### ***B&W Production Printing***

The production printing facility houses (3) high-speed and high-volume digital print engines that produce approximately 17 million prints per year. This volume is predominantly for instructional applications such as syllabi, handouts, tests and course packs. The volume of course packs produced for sale in the Bookstore during this fiscal year amounts to nearly 20,000 individual course readers. As a side note, a significant amount of non-instructional materials are produced in the Media Center print shop for Counseling, Enrollment Services, EOPS, Financial Aid, Fiscal Services and Scholarship departments.

### ***Online Print Submission System***

DSF Web Print is the name of our online print job submission system. It is a portal log-in program that “acts and feels” like a shopping experience at Amazon.com. Create your job ticket instructions, upload your document file, view/approve the online proof and send the job to Reprographics. It’s that easy for customers and it's been widely adopted!

The web print files arrive at a secured college server and they are individually reviewed and forwarded by our Reprographics Technicians to the print engines. Once ready, they are packaged, labeled and placed into the outgoing bins. Tests are secured inside the print shop.

### ***Multi-Function Device Fleet & On-Site Service***

Pilot tested as a method to standardize and cost control all district copiers more than 6 years ago, the Multi-Function Device (MFD) fleet concept has won widespread acceptance from instructional and administrative areas alike. The machines are available in most campus buildings and they are designed to copy, print and scan documents. Some offices like Financial Aid and Enrollment Services use a FAX card in the MFDs to send and receive FAX transmissions.

The MFD Fleet currently consists of 80 devices that are routinely monitored over the college network via the Reprographics Department. Our current contract utilizes an on-site Xerox technician who sets-up the machines, maintains and repairs them on an as needed basis. MFD parts and supplies are kept in the Media Center to maximize the uptime of the entire fleet. The average service time for the technician to reach any SMC customer (main or external campuses) is 15 minutes to 1 hour.