

Support Services Review

2013 Men of Distinction Patricia Salazar

1. What are the primary services or outcomes provided by the support service area and what is the impact of those services and outcomes on students and other key stakeholders?

Enrollment Management Programs

- All of Enrollment Managements programs are designed to reach all of ACC serving area to provide access to higher education.

ACC Student Recruitment Office missions is to initiate, extend and support recruitment efforts that facilitate increased access to higher education for prospective students in the ACC service area: to provide widespread, comprehensive outreach to prospective students from historically underserved and underrepresented populations; and to actively assist students in the transition to the community college.

ACC Youth Programs provide under-served youth challenging and engaging educational activities that increases their academic achievement and develops a college-going culture.

- o ACC Youth Programs will promote and prepare students for postsecondary opportunities with focus on fostering three core values, character, performance and achievement.
- o Students will take more interest in math, science and technology by developing digital age literacy, inventive thinking, and interactive communication.
- o All ACC Youth Programs will link 21st century skills such as problem-solving, critical thinking, adaptability, managing complexity and teamwork in all its activities.
- o Saturday workshops will provide participants tools and information to create success in postsecondary education. Programming will equip parents with techniques on how they can enhance the academic potential of their child.
- o ACC Youth Programs will collaborate with local community organizations, business professionals and school districts to help students and parents become better prepared for postsecondary education.

The Men of Distinction (MOD) program is designed to support African American males attending Austin Community College (ACC) and of the Closing the Gap Initiative, the Men of Distinction program will provide a variety of opportunities for participants to connect with ACC staff and resources. The overall purpose of the program is to improve African American male retention, graduation, and transfer rates which currently lag behind other ethnic groups.

- o Enrollment into a unique section of HUDE 0111 Transition to College course
- o Assistance with applying for Financial Aid and Scholarships
- o Enhancement of critical thinking and decision-making skills
- o Increasing levels of comfort in challenging environments
- o Peer-to-Peer support from experienced African American male students
- o Strong network support from ACC and the Austin community
- o Build a competitive co-curriculum for future educational and employment endeavors
- o Participate in statewide conferences and leadership trainings
- o Enjoy social networking, event planning opportunities, and more with the MOD Squad, the Men of Distinction student club

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The ACC Mobile Go Center stops at schools, shopping malls, community center, and other locations to bring college-related information, motivation, and assistance directly to students and their families. Mobile Go Centers are part of the College for Texans Campaign to support state Closing the Gaps efforts to draw an additional 630,000 Texans into colleges and universities by 2015.

2. What are the strengths, weaknesses, opportunities, and threats present that enhance or hinder the unit's ability to provide those services and meet expected outcomes during the next five years?

Strength: Community outreach, providing services to students and under represented populations, staff knowledge, understanding the college's mission statement and core values.

Weakness: Not enough resources, including staffing, additional Mobile Go units, lack of coordination, duplication of services across the organization, poor technology in place - specifically Datatel and a Recruiting software, not enough space within our various departments.

Opportunity: Trusted professional staff that makes good decisions, identified and clear roles and responsibilities, external support on collaborative efforts.

Threats: Finance and budget cuts, government funding, frozen positions, low ACC enrollment, low turn out at events, decreasing levels of financial aid, lack of upward mobility for staff to advance due to lack of recognition of duties by HR, meningitis requirements, drop in minority enrollment causing loss of HSI status.

3. Using the answers to the first two questions, what improvements to primary services and/or intended outcomes will occur during the next five years?

Continue to provide services to students at the current or higher level when possible.

Before implementing a new task, research within the organization to ensure we are not duplicating services.

Increase awareness of events to ensure a higher turn out. Ramp up marketing of event.

We have developed and will continue to expand the Latino mentoring group. In addition we already developed an African American male mentoring group, which meets at various campuses providing workshops (time management, study and life skills), gatherings, tutoring, leadership, etc.

We currently hold annual receptions that are geared to Latino and African American students.

Youth Programs and the Mobile Go units provide various presentations at Elementary and Middle Schools to develop and facilitate a college going culture.

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Continue with professional development to enhance current skill levels.

- How will the unit measure the extent to which planned improvements have resulted in better service or intended outcomes for students or other key stakeholders?

Improvement	Measure	Baseline	Target	Current
Maintain HSI status and meet closing the gap goal.	Café con Leche events, information sessions and other events that target the Hispanic population. Phone calls to this population via the recruiters aiming for a personal touch. Improvement on information and mentoring sessions through surveys and focus groups.	0.2534	28.03% with in 5 years	0.264
Improve the success of African American Males and focus on retention.	Partner with tutoring labs. Increase the number of campuses that the MOD Program will provide tutoring services for. Will also use prospect cards and enrollment reports.	1441 students	2000 students within 5 years	1381 students
ACC Youth Programs will promote and prepare students for post secondary opportunities with focus on fostering three core values, character, performance and achievement. Students will be encouraged to take more interest in math, science and technology by developing digital age literacy, inventive thinking and interactive communication.	Pre/Post surveys of all camps and workshops.	provided camps at 2 campuses	to provide camps at 4 campuses	providing camps at 3 campuses
To promote the idea of attending ACC or other higher education institutions. Provide college going resources to individuals and their families.	Prospect cards and use of enrollment reports.	1 unit	3 units	2 units

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5. How will the planned improvements align with and contribute to the Mission and Intended Outcomes of Austin Community College?

The office of Enrollment Management is committed to providing outstanding student services by maintaining retention and success through recruitment and outreach activities with both internal and external stakeholders across the eight-county service area.

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