El Camino College
STUDENT SERVICES
Student Development Office Program Review

Program Mission Statement/Program Overview

Current -

The primary objectives of the Student Development Office (SDO) is to encourage students to become involved in campus life via clubs, services, activities, and leadership opportunities.

Mission/overview
The Student Development Office (SDO) supports the college's mission and value statements by providing balanced access to ethical and professional staff, fair and equitable usage of multi-purpose facilities, and access to additional services and resources necessary to promote learning, develop civic engagement, personal and social responsibility, as well as foster an expectation of student success all while making a positive difference in their lives by assessing and serving their diverse interests and needs.

No program overview

Revised -

Mission

The Office of Student Life, Development & Engagement (SLDE) at El Camino College is dedicated to empowering students by providing dynamic opportunities for engagement, fostering the growth of leadership skills, and expanding educational horizons beyond the traditional classroom setting. We are committed to offering diverse co-curricular programs that enrich the student's experience, nurture personal and professional development, and inspire lifelong learning. By cultivating a community built on intersectionality and allyship, we empower students to thrive by embracing their diverse identities and needs, making a lasting impact through proactive assessment and tailored programming.

Vision

The Office of Student Life, Development & Engagement (SLDE), through engaging experiences and leadership development initiatives, aims to cultivate a vibrant campus community where students can enhance their leadership abilities, broaden their horizons, and create lasting connections. By encouraging active participation and fostering collaboration, we strive to prepare students for success in their educational and career endeavors.

Program Overview

The Office of Student Life, Development & Engagement (SLDE) is committed to creating a campus culture that celebrates diversity, promotes social justice, and nurtures student leadership. By fostering advocacy, engagement, equity, and leadership development, SLDE strives to empower students to thrive academically, personally, and professionally while making meaningful contributions to society. Through a multifaceted approach, SLDE cultivates a vibrant and inclusive campus community where every student can thrive.

Key Components:

Associated Student Organization (ASO) Advocacy Efforts:
SLDE empowers students to amplify their voices and advocate for their needs through the Associated Student Organization (ASO). By providing resources, training, and support, SLDE ensures that student leaders are equipped to effect positive change within the campus community and beyond.

Inter-Club Council (ICC) Campus Engagement Activities:
SLDE facilitates vibrant club activities and campus engagement initiatives through the Inter-Club Council (ICC). By fostering collaboration among diverse student organizations, SLDE creates opportunities for students to connect, explore their interests, and contribute to the richness of campus life.

Council on Advancing and Unifying Student Equity (CAUSE):
SLDE spearheads the Council on Advancing and Unifying Student Equity (CAUSE), a pioneering initiative that builds equity-focused, student-led collaboration. Through CAUSE, SLDE fosters dialogue, advocates for social justice, and implements initiatives to create a more equitable and inclusive campus environment.

Odyssey Development Program:
SLDE offers the Odyssey, a transformative development program designed to guide students on a journey of personal growth, self-discovery, and effective leadership. Through immersive experiences, mentorship, and skill-building workshops, SLDE empowers students to unlock their full potential and positively impact their communities.

1. How does the program support the College's Mission and/or align to the Chancellor's Vision 2030?

As the landscape of higher education continues to evolve, The Office of Student Life, Development & Engagement (SLDE) is reorganizing its intentionality and focusing on partnering with counseling, workforce programs & career pathways, and academic affairs departments to align their efforts and focus on student equity initiatives and programming. Integrating these elements catalyzes a network for holistic student support.

Intentional cross-disciplinary collaboration will strategically promote student success through proactive retention strategies, foster enrollment growth, and establish robust pathways into the workforce. This transformation ensures a comprehensive approach while enhancing the college experience and preparing students for future success.

The Office of Student Life, Development & Engagement (SLDE) is fully committed to realizing the vision outlined in Chancellor's Vision 2030 and advancing the principles of Guided Pathways. In alignment with these initiatives, SLDE is enhancing its programming with targeted strategies to align goals more effectively, expanding our student development models and fostering partnerships across campus, with the goal to improve student retention rates and enhance success metrics through comprehensive, holistic programming and services.

2.   What are the strengths of the program?

- **New Departmental Staffing -**
  - The Office of Student Life, Development & Engagement (SLDE) boasts a dynamic team of newly recruited professionals who bring diverse expertise and fresh perspectives to our department. This revitalized staffing ensures that we are equipped to effectively and efficiently meet the evolving needs of our student body.
- **Comprehensive Student Engagement Programming -**
  - The Office of Student Life, Development & Engagement (SLDE) is proactively crafting comprehensive student engagement programming that goes beyond traditional boundaries. By offering various activities, workshops, and initiatives, we ensure that students have ample opportunities to explore their interests, develop essential skills, and foster meaningful connections within the campus community.
- **Student Leadership/Voice Integration to Campus-Wide Initiatives -**
  - At the heart of SLDE is our commitment to amplifying student voices and cultivating leadership skills. We actively integrate student input into campus-wide initiatives, ensuring their perspectives shape decision-making processes and drive positive change across the institution. Through this collaborative effort, we empower students to become active agents of their own educational journey.
- **Building Student Commons and Activities for Collaboration and Intersectionality -**
  - Our dedication to fostering collaboration and intersectionality is evident in our advocacy efforts to cultivate the Student Commons (formerly Activities Center) to become the beacon of the institution that embraces and fosters collaboration and intersectionality. We are building our efforts as the focal point for various campus activities, initiatives, and dialogues that celebrate diversity, promote inclusivity, and facilitate meaningful connections across different communities. By nurturing an environment of mutual respect and understanding, we strive to create a more unified and equitable campus community.

3.   What are the challenges of the program?
   - **Student Attrition -**
     - Due to the nature of our California Community College system and our students' academic journey being tied to transferring and certificate completion, addressing student attrition remains a significant challenge for our programming. While we strive to provide comprehensive support and engagement opportunities, our student cohorts are consistently changing, requiring us to retrain and refocus our efforts on always leveraging data-driven strategies and creating lasting policies for the work to continue.
   - **Current Facilities Location -**
     - The location of our current facilities presents logistical challenges that impact the accessibility and visibility of our programming. Situated in an area less frequented by students, we face barriers in effectively reaching and engaging our target audience. Addressing this challenge requires strategic planning and potential relocation efforts to ensure that our services are readily accessible and centrally located, thereby maximizing our impact and reach.
   - **Previous Departmental Organization -**
     - Previous departmental organization, outdated structures, and processes have posed obstacles to the seamless delivery of our programming. Our ability to adapt quickly to evolving student needs and campus priorities has helped alleviate certain hurdles, but as a collective, we know that a departmental revamp is necessary. Overcoming this challenge entails implementing organizational reforms, streamlining workflows, and fostering a culture of innovation and collaboration within the department to enhance our responsiveness.
   - **Fiscal Limitations -**
     - Fiscal limitations present constraints on the scope and scale of our programming initiatives. With limited financial resources, we face challenges in expanding our offerings, enhancing service quality, and investing in essential resources and infrastructure. Mitigating this challenge necessitates creative budget management strategies, seeking alternative funding sources, and advocating for increased institutional support to sustain and grow our student support and engagement efforts.

Previous Program Review

4.   What were the recommendations identified in the previous program review process?
   - Due to all previous office administration and staffing leaving for other roles across the state, the department had not collected any data nor identified mechanisms to evaluate the programmatic impacts they had during the last program review cycle. Additionally, the COVID-19 pandemic necessitated adaptive methodology for student engagement in a complete online capacity, which the previous office team did not capture or share interdepartmentally.

5.   List the outcomes/activities created to address these recommendations in your previous program review.
- No outcomes/activities were collected for the previous program review cycle as all previous office administration and staffing left for other roles across the state. Additionally, the COVID-19 pandemic affected the mechanisms to collect engagement metrics due to online engagement becoming the primary methodology for students to interact with one another.

Program Assessment

Where applicable, include qualitative and quantitative data and cite sources of the data. Areas to consider for program assessment may include: Student Services Dashboard, Student Success Metrics, course success & completion, retention, degrees, and customer service survey findings.

6.   How many students, faculty and/or staff does the program serve annually?
Student Count (ASO/ICC Cabinet)

Race/Ethnicity	SGVT		Non-SGVT	
American Indian	0	0%	38	0%
Asian	14	26%	2,934	13%
Black or African American	3	6%	2,647	12%
Hawaiian/Pacific Islander	1	2%	85	0%
Hispanic	25	46%	11,821	53%
Two or More Races	3	6%	1,106	5%
Unknown	0	0%	433	2%
White	8	15%	3,266	15%
Grand Total	**54**		**22,330**	
Gender	SGVT		Non-SGVT	
Female	27	50%	11,543	52%
Male	27	50%	10,553	47%

Other	0	0%	234	1%
Grand Total	**54**		**22,330**	
	SGVT		Non-SGVT	
Average Age	**20.9**		**24.6**	

7. Define the students, faculty, and/or staff the program serves. Include demographics
   - See above; possibly add a separate line item for general club participants to quantify impacts holistically, add Odyssey participants

8. Using the Student Services Dashboard or other data sources, describe how you address equity gaps within your program. Consider indicating if the program outcomes show increases, more success, or other favorable outcomes compared to the overall student population, or, if the program's equity gaps compare the population served to our community and underserved populations.
   - This is an area of growth and something the SLDE office is working towards with IRP; there has been a request to add two new STAL codes that will allow us to track engaged students: CLUBS & ICC, which aligns with VAR reporting methodology and will finally allow our institution to track the impacts of general student population versus those who are actively part of clubs/organizations within the SLDE programming. Additionally, we have repurposed an existing STAL code (SEAC) to quantify the impacts on retention, success, and follow-through for Odyssey participants.

9. What are the goals of the program? And how does the program meet and measure those goals?
   - From an SLDE perspective -
     - Increase Student Engagement in Campus-Wide Activities:
       - Goal: Increase attendance at campus-wide events
     - Grow Student Leadership Programming Participation:
       - Goal: Increase participation in leadership programming
     - Increase Awareness and usage of the Student Commons (Activities Center)
       - Goal: Increase participation/visitation in the Activities Center
   - Currently, the methodology of evaluation for these areas has been pre/post evaluations from students, event RSVP sign-ups, exit surveys, and departmental logs

10. How effective are your current methods/procedures? What is working well? What needs improvement?
    - The effectiveness of procedures continues to be evaluated due to the amount of participation being captured but not consistently assessed by our department. It is essential for the department to make the time to evaluate programmatic impacts with

post-assessment data collection as a group and integrate the student qualitative experience into our approach, as typically, staff works with students to assess programmatic impacts since they are leading many of the efforts. Improvement areas include SLDE staff meetings designated after events to provide SWOT analysis, combining data with that of student participants, and integrating event evaluation form into our collective data collection methodology.

11.   Describe any online/remote services your program offers.
- Currently, building an online training curriculum and adopting Zoom departmental hours for club advisors and student leaders to reach us for assistance and guidance.

12.   In hindsight, did you learn that there were data needs (new and/or improved) that could have better assisted you with this report?
- Moving forward, showcasing departmental data impacts and working closer with IRP to quantify impacts will be necessary to help facilitate the departmental SAO impacts.
- Further data collection will become a recurring point in our revamped programming moving forward, as we have adopted an office with no data to help facilitate departmental impact evaluation.

Service Areas Outcomes

13.   List your current SAOs:

- https://www.elcamino.edu/students/student-development/service-area-outcomes.aspx

Based on the program's work since the last program review, compare the program's SAOs and respond to the following questions:

14.   What evidence supports that SAOs were partially or fully achieved?
- No evidence was collected due to complete office turnover and no data being readily available or evaluated to report

15.   If SAOs where not achieved, what modifications might you make to your SAOs.
- Cultivating new department mission, vision, SAO, and strategy for evaluating and implementing for next cycle

Program Recommendations, Vision, and Future Planning (consider the challenges mentioned above)

Under the guidance of the new administration, the Office of Student Life, Development & Engagement (SLDE) has embarked on a transformative journey, redefining its mission, vision, and purpose through an extensive program review process. Formerly known as the Student Development Office, this rebranded entity has aligned its goals with the overarching objectives

of Guided Pathways, Vision 2030, and the ongoing Student Services reorganization initiative. Through collaborative efforts, departmental staff have diligently identified areas for enhancement, ensuring that the office's redesigned framework prioritizes enrollment facilitation, retention strategies, workforce development, and holistic student engagement campus-wide. This comprehensive approach not only underscores a commitment to student success but also reflects a forward-looking idealogy that resonates with the broader institutional objectives. With a renewed focus on tailored support and proactive engagement, the Office of Student Life and Engagement stands poised to play a pivotal role in fostering a vibrant and inclusive learning environment conducive to the holistic development of every student.

16.   List program goals or recommendations to be completed by the next program review (currently 4 years).

1. **Increase Student Engagement in Campus-Wide Activities:**
- **Goal:** Increase attendance at campus-wide events by 20% within the next four years.
- **Measurement:** Track attendance numbers at existing campus-wide activities and events over the course of the year. Compare attendance data with previous years to measure progress towards the 5% increase goal.
- **Strategies:** Implement targeted marketing campaigns utilizing various communication channels (social media, email, posters, etc.), collaborate with student organizations to diversify event offerings, and collect feedback from students to continuously improve event programming.
   1.1) Strategies with Existing Student Organizations:
- **INTERCLUB COUNCIL GOAL:** Increase the number of official campus-wide clubs
   - **INTERCLUB COUNCIL MEASUREMENT**: Track the number of existing campus-wide clubs and their membership over the course of the 4-year evaluation cycle. Compare membership data with previous years to measure progress towards the 25% through the end of the program review cycle
      - **INTERCLUB COUNCIL STRATEGY**: Implement club and club advisor orientations that educate students on club and organization processes. Collect feedback through surveys/data mining from various campus departments, faculty, students, and club members on their experience/knowledge within and outside of inter-club council
- **INTERCLUB COUNCIL GOAL**: Increase the number of official ICC campus-wide activities
   - **INTERCLUB COUNCIL MEASUREMENT**: 2 annual events hosted by the Inter-Club Council with a 5% increase of attendance each year and an increasing number of campus-wide events that are in collaboration with other campus departments
      - **INTERCLUB COUNCIL STRATEGIES**: facilitate promotional campaigns that are student-oriented (social media, email, posters, word of mouth. Survey students on desired events and activities they would like to see.

Collect feedback from departments and faculty on partnership improvements to be able to enhance event hosting procedures

- **ASO GOAL:** Centralize programming efforts and establish 5 traditional events per Semester that contribute to institutional sense of belonging and retention efforts: Week of Welcome, Homecoming/Tailgate, Student Forum, Advocacy Day, and Finals Madness.
  - **ASO MEASUREMENT:** track attendance through ECCEngage for pillar events; collect and analyze data, advocate for campus co-curricular transcript
    - **ASO STRATEGIES:** targeted marketing, weekly tabling, newsletter, listservs, surveys, and more data collection opportunities

- **Grow Student Leadership/Development Programming Participation:**
- **Goal:** Achieve a 15% increase in student participation in leadership/development programs within the next 4 years.
- **Measurement:** Monitor enrollment numbers in leadership/development workshops, seminars, and training sessions offered by the Office of Student Life and Engagement. Compare participation rates before and after implementing targeted recruitment strategies.
- **Strategies:** Develop targeted recruitment initiatives to reach out to diverse student populations, offer incentives such as certificates or recognition for completing leadership programs, collaborate with academic departments to incorporate leadership training into course curriculums, and provide ongoing support and mentorship opportunities for students engaged in leadership programming.

 2.1) Strategies with Existing Student Organizations:
- **ASO GOAL:** Establish paid opportunities for students to join participatory governance meetings across campus, with or without formal ASO membership status, allowing students to become better advocates for one another and increasing institutional sense of belonging, knowledge of processes such as 10+1, and overall understanding of institutional operations and the importance of student voice.
  - **ASO MEASUREMENT:** Application process for interested students, interview for appointment, orientation for student members of committees, training offered, reporting structure to ASO Executive Cabinet, and more will all be survey metrics and data collection points that can draw from this goal.
    - **ASO STRATEGIES:** targeted recruitment marketing for student applicants, campus-wide campaign for insights into participatory governance, mini-expo for governance committees and interested students

- **Increase Awareness and Participation in the Student Commons:**
- **Goal:** Boost utilization of the Student Commons facilities by 25% over the next 4 years.
- **Measurement:** Track the number of students utilizing the Student Commons spaces (e.g., study areas, meeting rooms, recreational facilities) on a monthly basis. Analyze trends in usage data to assess progress towards the 25% increase goal.
- **Strategies:** Implement targeted marketing campaigns to raise awareness of the Student Commons and its amenities, host regular events and activities within the Student

Commons to attract students, solicit feedback from students to identify areas for improvement and tailor programming to meet their needs, and collaborate with student organizations to promote the use of the space for meetings and events.

17.   What key initiatives or projects will the program need to complete to achieve the program goals?

1. **ASO/ICC/CAUSE -**
    a. Develop student leaders integrated into the shared vision for Guided Pathways (ECC Evolve) among Student Services programs consistent with the pillars.
2. **The Odyssey -**
    a. Intentional week-to-week support for Non-Cohorted Students by providing comprehensive student support in leadership development programs to increase retention and completion rates for students.
3. **Centralizing Engagement -**
    a. Relocating the Student Commons and stronger collaborations with existing equity centers, the campus can begin to cultivate and embrace intersectionality, building allyship across campus, increasing enrollment, recruitment, and access to student support services.
4. **Improved integration with Career Initiatives -**
    a. Aligning focus on partnerships with counseling, non-credit department, and workforce programs & career pathways, SLDE can begin to cultivate intentional pipeline programming to help bolster retention efforts along with boosting enrollment

Resources

18.   Using the program goals or recommendations above, address the resources needed to meet these program goals. (List the resources in order of priority and explain how these resources contribute to meeting the program's goals).

1. **Non-Instructional Equipment/Furniture - Relocation and Costs Associated with a new Student Commons Space (formerly Activities Center)**
    a. As the Office of Student Life, Development & Engagement (SLDE) continues to expand its reach and impact on campus, it has become increasingly evident that the relocation and funding for the development of the Student Commons Space, formerly known as the Activities Center, is critical to meeting the evolving needs of our student body. This takes into consideration the CIP/Vision 2030/Guided Pathways initiatives in terms of considering the growing departmental scope in cultivating the Odyssey Leadership Program, refining engagement initiatives for disproportionately impacted groups, and fostering an environment that promotes intersectionality, allyship, and access to student support services.
2. **Staffing - Student Success Coordinator**
    a. As the Office of Student Life, Development & Engagement (SLDE) continues to evolve and expand its reach, it has become increasingly evident that establishing

a dedicated Student Success Coordinator role is beneficial and imperative to effectively address the growing needs of our student body. This justification highlights the pressing need for such a position in light of the department's expanding scope in cultivating the Odyssey Leadership Program, refining engagement initiatives (ex., Student Support Expo) for disproportionately impacted groups, and developing a curriculum for the Council on Advancing and Unifying Student Equity (CAUSE).

Office of Student Life, Development & Engagement (SLDE) (formerly Student Development Office) Department Organization Chart

Ricardo Gonzalez
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Araceli Rodriguez
Administrative Assistant

Austin Toney
Student Activities Advisor

Tyler Strohl
Student Activities Advisor

Reina Diaz
Student Services Technician

Anthony Tran
Accounting Assistant