Annual Program-Level Assessment Plan

Community Education and Lifelong Learning
2011-2012

Division and Program-Level SLOs and anticipated measures/evidence

<table>
<thead>
<tr>
<th>Academic Year (AY)</th>
<th>Division Wide Student Learning Outcome</th>
<th>Program Level Student Learning Outcomes (PLSLO)</th>
<th>Measures/Evidence</th>
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<tbody>
<tr>
<td>2011-2012</td>
<td>Identify and use college resources that support student success</td>
<td>PLSLO #1: Students will demonstrate knowledge of the registration process, benefits and support services and the diversified course offerings by attending a Preview Day event.</td>
<td>Measures: (a) survey (b) headcount, number of students registered</td>
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Please answer all of the following questions. If you are assessing more than one PLSLO this year, please provide the same information for your second PLSLO as well.

Assessment Focus and Methods for PLSLO #1: Students will demonstrate knowledge of the registration process, benefits and support services and the diversified course offerings by attending a Preview Day event.

How will SLO be assessed?
Community Education will send out an online survey requesting information on what students want more information on, their experience with Community Education, and how we can help to improve their College experience in the future. Taking those guidelines we will address during the Preview Day those areas that are most prevalent. The SLO will be assessed using a questionnaire handed out and collected at Preview Day Event.

What information/data will be collected?
Awareness, familiarity, understanding of services and opportunities available to students. Solicit new areas of interest to be addressed at future Preview Day events.

When and by whom?
Online survey will be distributed in the beginning of the Fall 2011 quarter. Questionnaire will be distributed and collected during the Preview Day event by Community Education Staff.

How will it be analyzed?
We will compare surveys and determine if the use of materials, personnel and activities have improved student satisfactions.

How will it be reported?
Bi Annual summary reports.
Reporting plan for assessment of PLSLO #1: Students will demonstrate and convey satisfaction of further understanding and knowledge of available services after attending Preview Day by survey method.

Where will results be disseminated?
To all appropriate College constituencies.

When will changes be implemented?
Implemented as needed.

When will the annual report be completed?
Spring 2012

Created 2/22/2012
Annual Program-Level Assessment Report

Community Education
2011-2012

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Describe/Discuss the result of PLSLO #1
An online survey (See Attachment A) was sent to 1,040 Community Education students yielded a 27% return rate (n=281) and gave valuable data regarding concerns and feedback about the program. The main problem area identified from this data was the registration process. (See Attachment A_1 for survey results).

Describe how the results of the assessment were disseminated and to whom? (What was the program's process for reviewing the results and discussing the implications of the results?)
Departmental meetings to discuss the student concerns resulted in a plan to hold a “Preview Day” event which would offer students an opportunity to get first-hand knowledge of student services and also courses offered. (See Attachment B for all promotional materials).

Discuss how the results were used to either: confirm the SLO was successfully met, and/or how the program generated strategies for program modification.
The department offered a “Preview Day” event on January 14, 2012, where students were shown how the registration processes work, were able to register on site, and were able to meet with many of the instructors and learn first-hand about the courses they offer. (See Attachment C for Event Program).

Staff members were onsite to help with registration. Several how-to register video clips were developed to educate the students about the online registration process. Questionnaires were distributed and collected from the attendees at the end of the day. (See Attachment D for a copy of the survey). Based on the data received (See Attachment E for survey results), the event was a
success. It was well received by both our students and instructors. Over 150 students and 40 community education instructors attended the event. 96% of the attendees rated their overall experience as 4 or 5 on a 5-point scale (5 = very useful, 1 = not useful). As a result of the event, approximately 41 registration forms were received onsite (a total enrollment of 60 courses received) within the 3-hour period. ESCOM also received 11 new membership applications through the event. (See Attachment F for a summary of the event).

If applicable, discuss program modifications changes and timeline for implementation of changes. The department has committed to continue holding “Preview Days” and to increase them to twice a year in order to continue to connect and support the students.

What resources are needed to improve your program? We need better exposure to the public at large as well as the students to the benefits and resources available in our program. We need to have more methods (such as social media, flyers, posters, and postcards) to advertise the program to the community.
Community Education Online Survey

Thank you for taking time to share your thoughts about your recent experience with College of Marin's Community Education class. We encourage you to tell us exactly how you felt about your experience. This survey will take approximately 2 minutes to complete, and we will use your response to improve our services in the future.

Sincerely,
Jason Lau, Ph.D.
Director
Community Education, Lifelong Learning and International Education
College of Marin

Progress:

1. How did you learn about the Community Education class? Please select all that apply.
   - Friend or colleague
   - Email announcement
   - Community Education Schedule Paper mailing
   - Newspaper
   - Business network
   - College of Marin's website
   - Internet search (google, yahoo, etc.)
   - Social media site (Facebook, LinkedIn, etc.)
   - The class instructor
   - Other

2. Have you attended College of Marin Community Education class(es) in the past?
   - Yes
   - No

3. Please rate your level of satisfaction with each of the following aspects of the Community Education class.
   - Very dissatisfied
   - Somewhat dissatisfied
   - Neutral
   - Somewhat satisfied
   - Very satisfied
   - Registration process
   - Ease of parking
   - Classroom facilities
   - Duration of your course
   - Convenience of location
   - Cost
   - Overall Experience

4. How likely are you to do the following?
   - Very unlikely
   - Somewhat likely
   - Recommend this class to a friend or colleague
   - Attend this class again
   - Attend other Community Education classes offered by the College of Marin

Progress:

5. What topics would you like to see included in future Community Education classes?

6. What suggestions do you have for future Community Education classes?

7. Are you a current member of ESCOM (Emeritus Students College of Marin)?
   - Yes
   - No

Note: ESCOM is the self-governing older adult student organization of the College of Marin.
8. If we can use your comments to promote future Community Education classes, please include the following information (optional):

By entering my personal information, I consent to receive email communications from the survey author's organization based on the information collected.

First Name:
Last Name:
Home Phone:
Email Address: emailaddress@xyz.com

Attachment A_1

Online Survey Results

Constant Contact Survey Results
Survey Name: CES - How are we doing Fall 2011
Response Status: Partial & Completed
Filter: None
3/15/2012 1:36 PM PDT

How did you learn about the Community Education class? Please select all that apply.

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friend or colleague</td>
<td>73</td>
<td>25.9%</td>
</tr>
<tr>
<td>Email announcement</td>
<td>3</td>
<td>1.0%</td>
</tr>
<tr>
<td>Community Education Schedule Paper mailing</td>
<td>200</td>
<td>71.1%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>3</td>
<td>1.0%</td>
</tr>
<tr>
<td>Business network</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>College of Marin's website</td>
<td>26</td>
<td>9.2%</td>
</tr>
<tr>
<td>Internet search (google, yahoo, etc.)</td>
<td>7</td>
<td>2.4%</td>
</tr>
<tr>
<td>Social media site (Facebook, LinkedIn, etc.)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>The class instructor</td>
<td>33</td>
<td>11.7%</td>
</tr>
<tr>
<td>Other</td>
<td>25</td>
<td>8.8%</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>281</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Have you attended College of Marin Community Education class(es) in the past?

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<thead>
<tr>
<th>Answer</th>
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</tr>
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<tbody>
<tr>
<td>Yes</td>
<td>241</td>
<td>83.6%</td>
</tr>
<tr>
<td>No</td>
<td>38</td>
<td>13.1%</td>
</tr>
<tr>
<td>No Response(s)</td>
<td>9</td>
<td>3.1%</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>288</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Please rate your level of satisfaction with each of the following aspects of the Community Education class.

Page 6 of 12
1 = Very dissatisfied, 2 = Somewhat dissatisfied, 3 = Neutral, 4 = Somewhat satisfied, 5 = Very satisfied

**Number of Response(s) Rating Score**
Registration process 271 3.3
Ease of parking 264 3.4
Classroom facilities 264 3.4
Duration of your course 272 4.3
Convenience of location 270 4.4
Cost 272 4.0
Overall Experience 274 4.4

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

**How likely are you to do the following?**
1 = Very unlikely, 2 = Somewhat unlikely, 3 = Neutral, 4 = Somewhat likely, 5 = Very likely

**Number of Response(s) Rating Score**
Recommend this class to a friend or colleague
275 4.6
Attend this class again 274 4.4
Attend other Community Education classes offered by the College of Marin 273 4.3

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

**What topics would you like to see included in future Community Education classes?**
145 Response(s)

**What suggestions do you have for future Community Education classes?**
100 Response(s)

**Are you a current member of ESCOM (Emeritus Students College of Marin)?**
Note: ESCOM is the self-governing older adult student organization of the College of Marin.

**Number of Response(s) Rating Score**
Response Ratio
Yes 53 18.4 %
No 215 74.6 %
No Response(s) 20 6.9 %
**Totals 288 100%**

If we can use your comments to promote future Community Education classes, please include the following information (optional):

**Answers Number of Response(s)**
First Name 101
Last Name 100
Home Phone 81
Email Address 99
Preview Day Survey

Please tell us what you think…

Instructions: We appreciate hearing your thoughts and comments about your visit today. Please fill out this survey and turn in to the Registration Help Desk where we have a special gift for you.

1. How did you hear about the Preview Day? (check all that apply)
   - Friend
   - Instructor
   - COM Winter Schedule
   - Email
   - Newspaper
   - Website
   - Other: __________________________________________

2. Please rate the following activity, program, or demonstration:
   1 (not useful) to 5 (very useful)
   - Free Blood Pressure Test
   - Course Information Tables
   - Instructor Demonstrations
   - Registration Help Desk
   - ESCOM Help Desk
   - ESCOM Grants Info Desk
   - Overall Experience

3. Have you attended a Comm Ed class before?  □ Yes  □ No

4. Have you already registered a Winter 2012 class(es) before today’s event?  □ Yes  □ No

5. Did you register for a Winter 2012 class(es) today?  □ Yes  □ No

6. Are you a current member of ESCOM?  □ Yes  □ No
   If not, are you interested in becoming a member?  □ Yes  □ No

7. Would you attend our Preview Days in the future?  □ Yes  □ No

8. Would you recommend this event to others?  □ Yes  □ No

9. Any other thoughts or comments:
   Tell Us More:
   Use the other side of this form to share additional comments.
   Contact Information (optional):
   Name: ____________________________________________
   Phone: ______________________ Email: ____________________

Return this survey to the Registration Desk in exchange for a free gift. Thank You!

Please tell us what you think…

Instructions: We appreciate hearing your thoughts and comments about your visit today. Please fill out this survey and turn in to the Registration
Help Desk where we have a special gift for you.

1. How did you hear about the Preview Day? (check all that apply)
   - Friend
   - Instructor
   - COM Winter Schedule
   - Email
   - Newspaper
   - Website
   - Other: ________________________________

2. Please rate the following activity, program, or demonstration:
   1 (not useful) to 5 (very useful)
   - Free Blood Pressure Test 1 2 3 4 5 NA
   - Course Information Tables 1 2 3 4 5 NA
   - Instructor Demonstrations 1 2 3 4 5 NA
   - Registration Help Desk 1 2 3 4 5 NA
   - ESCOM Help Desk 1 2 3 4 5 NA
   - ESCOM Grants Info Desk 1 2 3 4 5 NA
   - Overall Experience 1 2 3 4 5 NA

3. Have you attended a Comm Ed class before? □ Yes □ No

4. Have you already registered a Winter 2012 □ Yes □ No
class(es) before today’s event?

5. Did you register for a Winter 2012 class(es) today? □ Yes □ No

6. Are you a current member of ESCOM? □ Yes □ No
   If not, are you interested in becoming a member? □ Yes □ No

7. Would you attend our Preview Days in the future? □ Yes □ No

8. Would you recommend this event to others? □ Yes □ No

9. Any other thoughts or comments:
   Tell Us More:
   Use the other side of this form to share additional comments.
   Contact Information (optional):
   Name: _________________________________________________
   Phone: _______________________ Email: ______________________

Return this survey to the Registration Desk in exchange for a free gift. Thank You!

Attachment B_1

Preview Day
Survey Results

Friend 9%
Instructor 13%
Winter Schedule 31%
Email 10%
Newspaper 13%
Website 6%
Other 18%
1. How did you hear about the Preview Day?
   1. 2%
   2. 2%
   3. 2%
   4. 11%
   5. 85%
2. Please rate your overall experience. (5 excellent to 1 poor)
   Yes 72%
   No 28%
3. Have you attended a Comm Ed class before?
   Yes 23%
   No 77%
4. Have you already registered a Winter 2012 class(es) before today’s event?
   Yes 44%
   No 56%
5. Did you register for a Winter 2012 class(es) today?
   Yes 57%
   No 43%
6. Are you a current member of ESCOM?
   Yes 15%
   No 16%
   NA 66%
   Maybe 3%
   Follow up for Question 6.
   If not, are you interested in becoming a ESCOM member?
   Yes 93%
   No 2%
   Undecided 5%
7. Would you attend our Preview Days in the future?
   Yes 98%
   No 2%
8. Would you recommend this event to others?
Attachment F

Preview Day

Summary

Discovering COMmunity Ed Preview Day
Saturday, January 14, 2012
9 am – noon
Cafeteria, Student Services Building
College of Marin Kentfield Campus

Facts
- 150-200 students attended
- 40 Comm Ed Instructors participated
- 46 registration forms received onsite
- 65 total enrollments
  - 36 students enrolled in 1 course
  - 6 students enrolled in 2 courses
  - 2 students enrolled in 3 courses
  - 1 students enrolled in 5 courses
  - 1 students enrolled in 6 courses
- 11 students joined ESCOM / new memberships

Survey Comments from Participants
- I really like that all the instructors are here!
- I should have come earlier. Maybe start the event a bit later next time-10 would better
- Fantastic community building event- so well organized! Thank you for doing this!
- They went on a bit too long
- Perhaps could use a better mic or better use thereof. Not always audible.
- Super gathering- Long overdue! Thanks! Made me consider classes I'd overlooked.
- Better audio needed
- I was a volunteer today, representing the Flash Fiction course on behalf of Peg Alford Pursell. This was a fun and informative Morning!! The presentations were the most effective part of the program.
- Very helpful to have preview day
- Fabulous! Really Informative, helpful & community building
- Great! Very happy I came
- Presentations, specifically the "fitness" classes too long-so Marin--
☐ Difficult to register online
☐ Thank you for putting together this wonderful event
☐ That opera singer Will Meyer is incredible! WOW!
☐ Good show! 1st class event, well attended
☐ Great! A new yearly tradition!
☐ We were very impressed!
☐ More IVC/COM classes! Writing classes, family history
☐ Circulate at all libraries, community centers, town halls, retirement centers w/promo material for their notice boards.
☐ We really want Russell and Maxine to teach an aquatics fitness class on Tuesdays and Thursdays over Summer 2012, in Kentfield. Thanks so much for that
☐ I'm interested in bird watching but concerned about the amount of walking-(artificial knee)
☐ Excellent planning. Kudos to Marian Mermel and Dr. Lau