



**Student Activities**

Student Activities  
Cerro Coso Community College  
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## Student Activities

### Executive Summary

The purpose of the Student Activities Program at Cerro Coso Community College (CCCC) is to provide students an environment for connection and engagement leading to retention and success.

Student Activities is intertwined with multiple departments, faculty, staff, and student organizations to logistically and relationally provide meaningful activities and events to CCCC students. Through Student Activities students may engage in leadership opportunities such as the Student Government of Cerro Coso, Clubs, and the Student Ambassador Program. Meaningful events and activities are provided to support student engagement, retention, and support.

For the past five years Student Activities has experienced a high turn-over rate in the position of Student Activities/Athletics Director. The College has since made the decision to hire a full-time Director of Outreach and Student Life. Student Activities is in the process of revitalization. Measures need to be developed for analyzing the state of Student Activities.



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### Part 1 - Relevance

#### 1. Department Mission

The mission of the Student Activities Program is to provide students with an environment in which to enhance identification, affiliation, friendship, and responsibility; to assist with the delivery of services which will facilitate the completion of educational goals; and to provide students with an organization, the Student Government of Cerro Coso (SGCC), through which they may have self-governance and participate in co-curricular and extra-curricular activities.

The Student Activities Department contributes to student services through creating avenues of support, lifelong leadership skills, and educational opportunities (events/activities) to enhance student lives, increase engagement, retention, persistence, and success. Student Activities aligns itself with the portion of the college mission stating the college will “provide learning opportunities that develop ethical and effective citizenry”. Student Activities strives to serve all students and all sites equitably

Student Activities contributes to the CCCC Strategic plan –

- Ensure student access, strategic goal 3, objective 2, hire director for outreach and student activities was completed in the fall of 2015.
- Ensure student access, strategic goal 3, objective 2, is to be the higher education option of first choice by improving public awareness and participation in the college programs, services, and activities, and increase high school yield.

#### 2. Department History and Description

A 1994 CCCC self-study states the intent of the student government, Associated Students of Cerro Coso (ASCC), was to “encourage and provide opportunities for student involvement in the total life of the college.” The 1994 report also makes us aware that even though the activities were provided there was inconsistency in participation due to “the need to work while attending college, family, and personal commitments outside the college.

A 2000 self-study finds that CCCC continued to support co-curricular student activities “to promote students’ intellectual, ethical, and personal development” and create a “climate which serves and supports its diverse student population.” The active clubs at that time were - Athletics’ Club, Project Hope House, A.R.T.S., Action, Student Vocational Nurses, the Special Services Club, the Kern River Campus Club, and the Eastern Sierra College Center Club. Participation in activities and clubs were inconsistent and it was shown that students were unaware of the leadership opportunities available at each campus despite concerted efforts to



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recruit. The ASCC was considering debates between candidates running for ASCC in hopes of getting more visibility and encouraging more involvement in the student body.

As shown by the 2006 accreditation report a Student Ambassador program was developed to help students interested in acquiring skills necessary to be a Student Ambassador on campus. The focus was on developing interpersonal skills, verbal communication, and behavior and dress for the work place. ASCC students were sitting on committees and providing funding for multiple events providing sufficient and diverse opportunities for students to be involved to encourage personal and civic responsibilities. The ASCC “developed a calendar of activities each year which included activities and events to promote understanding and appreciation of diversity.” The active clubs were – ASCC, Athletics, Coyote Christian Club, International Club, KRV ASCC, Eastern Sierra ASCC, Phi Theta Kappa, Student Services United, Coyote Optimist Club, and the Student Vocational Nurses Club. During that period of time remodeling plans were in process and student input was sought. There was also a student newspaper and the goal was to expand the newspaper to a monthly publication.

Name change – In September of 2012 the Associated Students of Cerro Coso (ASCC) was changed to Student Government of Cerro Coso (SGCC). In 2015 the Cerro CCCC Foundation, an auxiliary arm of the College, took responsibility for supporting Nursing therefore there was no longer a Nursing Club.

The program has had an ebb and flow of staffing in the past several years and it has been difficult to maintain cohesiveness and provide or monitor data effectively. There has been a decline of students running for SGCC offices and participating in participatory governance committees.

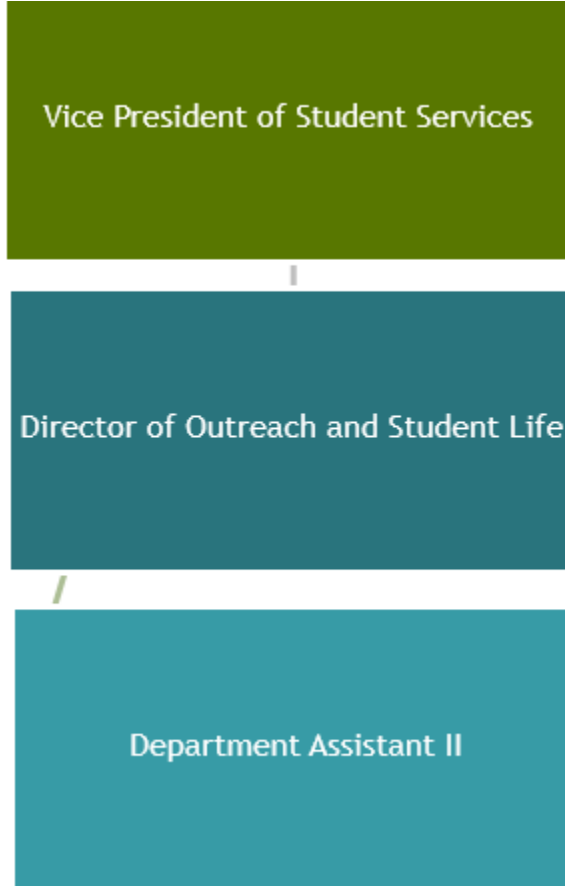
Currently, the Student Activities Program works to provide events, activities, clubs, learning, leadership, and service opportunities outside the classroom to encourage student involvement on all CCCC campuses. The program manages the student development fund which provides financial support for multiple approved activities and events on each campus. Student Activities is vital to CCCC because it provides an opportunity for students to connect to others with like interests, develop leadership skills, and build a bridge to community connections that may lead to job opportunities for CCCC students.



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### Part 2 – Appropriateness

#### 1. Organizational Chart



#### 2. Determination of Student or Service Recipient Needs

Student Activities strives to serve all students at CCCC and endeavors to have meaningful student activities. This past year intentional discussions have taken place in group meetings with Access Programs, Equity, Administration, SGCC, Counseling, Maintenance & Operations, and Information Technology, related to best practices and what has been successful previously. Current academic, social, and emotional environments are discussed to help determine what events will benefit CCCC students.

There are not concrete measures set in place at this point in time. Surveys will be developed to determine what activities students would like and the importance of events for student engagement. These surveys will be incorporated into future planning documents.



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### 3. Department Function

The Director collaborates with the Vice President of Student Services, students, other departments, faculty, and staff in facilitating activities and events. The Director is the SGCC advisor overseeing all SGCC activities. The Department Assistant II supports the SGCC and completes necessary purchase orders and paper work. Accomplishments this year include bringing a measure of stability to the department with a new Director of Outreach and Student Life. Currently operations and processes are being reviewed with the intent to ensure Board Policy and College Policy are followed and written materials and web content is up to date. Student Learning Outcomes are being developed, data collecting measures being reviewed, and required college documents are in the process of completion.

The Student Activities Program is responsible for student development programming and oversees the student development fund. The student development fund supports the overall campus experience of students and provides resources to encourage faculty to develop engaging curriculum that benefits the student population. Faculty are encouraged to apply for funding to support guest lecturers, cultural events, and other similar activities that will support the academic programs of the college. Student Development Fund Committee members review requests. The committee is comprised of management, faculty, and students. The Student Activities Program using student development funds brought in guest speaker Frank Meeink, provided funding for Coyote Slam, intramural basketball, Geocaching International Film Festival, Mammoth Lakes and Bishop Coffee Breaks, Getty Museum tour for Kern River Valley (KRV), and meditation supplies for KRV. To celebrate Black History Month, Of Ebony Embers was facilitated through Student Activities. The Student Activities Program also provides clerical and planning support for faculty interested in providing events or activities.

Student Activities houses the Student Government of Cerro Coso (SGCC) whose mission is to promote a harmonious environment, create an interactive atmosphere and immersive culture by providing student-oriented services, opportunities for involvement, and increased campus accessibility. The SGCC objective is to represent their fellow students and uphold the constitution created by the students, inspire, serve, lead and make a beneficial impact within the community. The SGCC is comprised of all currently enrolled students of CCCC. The structure is made up of an executive board, clubs, and senate. The executive board carries out the will of the general body, oversees and manages the affairs of the clubs and senate, promotes leadership and student enrichment through events and training. The senate members sit on participatory governance committees and report back to the SGCC. The senate also supports the SGCC executive board in planning activities and events. The senate is comprised of students from the general population and they are liaisons between the executive board, clubs, and the



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general student population. Senate members sit on college-level committees. Through participation at the regional and state levels the SGCC ensures that the views and concerns of CCCC students are expressed. Events held or participated in by the SGCC and clubs were Welcome Week, Club Rush Luau to recruit new club members, Parade of 1000 Flags, Cerro Coso Cruise In, Relay for Life, West Village Fall Celebration – Food and Information, Fall Festival Extravaganza, Halloween Dance, Monster Mash Bash, and Valentines Bash. SGCC is responsible for the end of the year Spring Awards Ceremony. For the first time this year, spring 2016, nominations for SGCC board positions were done online. As a means to allow campus-wide participation at multiple sites, SGCC meetings are conducted via ITV.

Clubs represent specific student interests and promote enrichment through events pertaining to their specific mission. Each club is required to maintain a minimum of six active members as defined in the SGCC Constitution and By-Laws. Each club elects a SGCC Representative (or two or more if the club membership exceeds 20 students) who serve as the representative of that club and its students. Faculty advisors are required for each club and these positions are voluntary.

The SGCC Executive Board attends a total of three to four conferences per year including two State Student Senate General Assemblies (fall and spring). For the first time the Student Governments from CCCC, Porterville College, and Bakersfield College collaborated and held a Student Government Training and Development Workshop. Learning outcomes were developed and a questionnaire was provided to all participating students.

In the fall of 2015 a Student Ambassador program was reinstated. Student Ambassadors are a group of students who are committed to serving as emissaries for the college. By joining and becoming a Student Ambassador, students are demonstrating their willingness to share Cerro Coso's goals and vision with college visitors, new students, and the community. Participation in this program is an opportunity for current Cerro Coso students to show pride in their school, while making an impact on the lives of individuals who are planning for a college education. The process for becoming a Student Ambassador is a selective process based on an application, grade point average, and leadership experience. These are paid positions and are an opportunity to further develop leadership skills and job skills that will transfer to careers and employment.

This past year Student Activities has made a concerted effort to recruit and develop leaders for SGCC, student clubs and student activities with the focus on educating student leaders about equity, representing student voices, and taking action in a manner that best represents the greater student body.



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**4. Department Relationships and Impact**

The Student Activities Program is part of Student Services and impacts recruitment, retention, equity, engagement, and success. It is highly integrated with Counseling, Access Programs, staff, and faculty. These relationships are key to the program’s success and to using student, staff, and faculty time in the most productive manner. The relationships work well and help avoid overlap while developing an understanding of the college-wide agenda. The staff coordinates with staff and faculty at each site to support activities and clubs. Student Activities coordinates with Bakersfield College (BC) and Porterville College (PC) to develop leadership development opportunities for students.

Examples include Student Activities working with- the Social Science Department to bring in Frank Meeink and Of Ebony Embers, the Athletics Department to provide intramural basketball, the KRV staff and the Visual and Performing Arts Department to take a group of students to the Getty Villa, the ESCC staff and faculty to provide Coffee Breaks for ESCC students, Business and Information Technology to hold a Geocaching International Film Festival, the English Department and KRV staff to bring meditation supplies to KRV, working with the Learning Assistance Center (LAC) to support Coyote Slams each semester, and also BC and PC student government to develop workshops applicable to successful student governments.

**5. Service Recipients**

All CCCC students are the target population for the Student Activities Program and could receive and benefit from the department’s services. The department strives to reach gap populations and advance student equity measures by working with the Director of Equity and creating equity awareness campus- wide. The SGCC represents the student body and is the voice of students at the local, regional, and state levels. They are vital in raising awareness about issues such as college fees, book costs, and serving the lower socioeconomic status students. Yearly recipient needs may change depending on student interests. Certain clubs may struggle to maintain needed participants while at the same time there may be requests for new clubs.

Currently, the Student Activities Program is supporting a total of 10 clubs including:

<u>Club Name</u>	<u>Advisor</u>
Student Services United	Penny Talley
International Club	Lucila Gonzales-Cirre
Phi Theta Kappa	Christine Swiridoff
Anime Appreciation Association	Lisa Darty
Gay Straight Alliance	Claudia Sellers
Human Services Club of CCCC	Debra Rundell





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Millionaires in the Making	Frank Timpone
Latino Unidos	Rene More
KRV Student Government Club	Victoria Del Pellegrino
KRV Human Services	Debra Rundell

CCCC campus committees benefit as well as departments and administration because students sit on participatory governance committees. Committees having student representation are - Safety and Security, Facilities, Professional Development, Technology Resource Team, Academic Senate, and College Council. The designated student on each committee reports back to the SGCC who will then report to the general student body. The goal is to have a student sit on every committee each semester to make sure students are represented at all levels.

### 6. Usage and Satisfaction Data

The spring 2015 student experience survey determined that 27.86 percent of CCCC students participated in a student activity. It will be important to develop surveys that bring understanding to why students are not participating. Overall there isn't enough data to identify trends, student satisfaction, or levels of service needed.

### 7. Department Costs

There are three sources of revenue plus general unrestricted funds that support this department:

1. Student Representative Fee Fund – The money is collected and expended to provide for the support of governmental affairs representatives
2. Student Development Fund – is funded from bookstore (Barnes & Noble) revenues
3. Student Body Fund - brings in revenues from Coyote Cards and events

In 2014-2015 the Student Activities budget was \$30,000 for student engagement activities and events. These activities and events are vetted through a committee represented by students, faculty, classified staff, and administration.

The SGCC was budgeted 8500.00 for the year of which \$2000.00 went to KRV to support their student government programs.

At times Student Activities coordinates with Student Equity, Counseling, and Access Programs for events or activities relevant to all three departments and costs may be shared based on meeting categorical regulations and guidelines. The Student Body Fund revenue has declined



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and the Department is strategizing avenues to make the Coyote Card relevant to students and the community.

### Part 3 – Currency

#### 1. Staffing

The Department is currently staffed by the Director of Outreach and Student Development and one 10 month Department Assistant II who works for Student Activities as well as Athletics. The 2011-2012 unit plan recommends that the 10 month employee become a 12 month employee. The two staff members are housed on the Ridgecrest, IWV campus.

#### 2. Professional Development

The department staff participated in Diego Navarro's beneficial presentation on closing equity gaps. The Director will attend the California Community College Student Affairs Association (CCCSAA) Advisor Training in June 2016 and is part of a CCCSAA listserv that is relevant to current affairs. Further Department discussions will be taking place about needed professional development with the Vice President of Student Services.

#### 3. Physical Resources

Currently Student Activities is located in Module 7 and has the necessary equipment and furniture to maintain the integrity and quality of the department. When the main building project is completed the program will operate out of offices in the student center. It is well equipped and has adequate space. Access is assured for both facilities.

Purchasing propane heaters and pop-ups would help make CCCC outdoor events and outdoor spaces more student friendly on windy and cold days.

#### 4. Technology

The college's hardware replacement plan addresses the department's computer hardware and software needs. Student Activities would like the ability to broadcast or live stream video speakers and meetings to the remote sites to better engage student's college-wide.

#### 5. Marketing

The department coordinates with the Public Relations and Marketing Department along with the Graphic Designer and Web Content Editor to market each event or activity in a timely and professional manner. Events and activities are put on the CCCC web site, pushed out through Grad Guru, the Student Government Facebook and CCCC Facebook pages, college texts, and college email. If the event is relevant to the community, articles are placed in local newspapers and broadcast on local radio stations. The Public Relations and Marketing Department is able



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to market site-relevant information in the same manner as listed above. Hard copy marketing materials are in the process of being reviewed and updated.

**Part 4 – Achievement of Administrative Unit Outcomes**

**1. Achievement of Administrative Unit Outcomes**

N/A

There are no previous Administrative Unit Outcomes therefore below are the targeted outcomes developed during this process.

<b>AUO 1:</b>	Create a climate of of engagement in which 50% of students will rate the events and activites being offered as satisfactory or very satisfactory.
Target:	The spring 2015 student experience survey showed 37.6% of students were satisfied or very satisfied, 5.34 were dissatisfied or very dissatisfied. The goal is to have a 50% satisfaction rate by students completing the Student Satisfaction Survey in the spring of 2017.
Assessment Method:	This will be assessed by the student satisfaction survey
Assessment Date:	Every two years in the spring.
Recent Results:	N/A
<b>AUO 2:</b>	Students will report that the student activities staff were knowledgeable and polite.
Target:	90%
Assessment Method:	This will be assessed by the Student Satisfaction Survey and College Climate Survey
Recent Results:	N/A

**a. Gaps and Improvements Made**

N/A

**b. Summary of Administrative Unit Outcome Achievement**

N/A

**2. Achievement of Student Learning Outcomes**

N/A

**a. Gaps and Improvements Made**

N/A

**b. Summary of Student Learning Outcome Achievement**

N/A

Outcomes were created as this program review was developed.



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<b>SLO #</b>	
SLO 1	Students who sit on college committees will have increased knowledge of participatory governance processes. This will be assessed by an exit questionnaire.
SLO 2	Students who participate in clubs and organizations will have an increased sense of connection to CCCC and will stay engaged leading to retention and success. This will be measured by a student satisfaction survey.
SLO 3	Individuals who participate in activities and events will have an increased sense of engagement. This will be measured by the student satisfaction survey and the percentage of students participating.

**Part 5- Future Needs and Planning**

**1. Effectiveness and Efficiency**

One way the department measures effectiveness and efficiency currently is through the informal process of face-to-face interviews and conversations with students, faculty, and staff. Although feedback is encouraged from recipients a formal process of measuring effectiveness and efficiency must be developed. A survey is currently in the process of being developed and given to onsite students on the Ridgecrest, IWV campus. Next year the survey will be expanded to all sites and an online student component will be built. Focus groups would also be a viable resource for feedback in the Student Activities Department.

**2. Current Strengths**

With the increase of events/activities, processes being aligned with college expectations, support for clubs, coordination between departments and staff and faculty, the department is building synergy. The interaction and relationships being strengthened with the sites, faculty, departments and staff is key to running a cohesive and successful student activities program. The relationships are needed to ensure activities, events, clubs, and the SGCC are meaningful, engaging, and attended. Strengths have a good chance of being maintained by building depth in the department through consistency, innovation, and continued engagement with students, faculty and staff.



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**3. Improvements Needed**

Tools such as pre and post surveys need to be developed for collection of data and reporting purposes. The student experience survey is a valuable tool but more specific data needs to be collected. It is important to collect information on what events and activities students would have interest in along with leadership satisfaction reports and gap population reports. Improvements are also needed in completing the AUP and SLO processes.

Creating awareness of upcoming events and activities through an ongoing, long-term event calendar needs to be improved. It is important that students, faculty, staff, and the community are informed about upcoming opportunities for engagement at CCCC. This will give people an avenue to plan ahead and hopefully increase participation.

The three and six year goals, to be met, will need a continued stream of financing resources. The income from the sales of Coyote Cards has greatly decreased and it is important that ways be found to make the card marketable therefore increasing funding.

**4. Response to Previous Action Plans**

The information below is from recommendations determined in the last program review of 2009-2010.

Action Plan	Action Taken and Date
Implement student tracking using ID card & readers	Implementing the process of creating student ID cards will start in the spring of 2016.
Hire full time student activities coordinator.	A full-time Director of Outreach and Student Activities has been hired.
Add scholarship for executive board	This has not taken place and has been tabled at this point in time.
Purchase WiSystems for Student Center	I am unclear what this is and I have no knowledge of this system.
Continue site visits to KRV and ESCC and EKC	All sites will be visited and Directors and staff will be engaged in discussions of current needs.
Create Student Advisory Committee for Student Center Remodel	The student center remodel is complete.



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### 5. Three-Year Department Goals

The three year goals that follow support strategic goal 3, ensure student access. Objective 2, be the higher education option of first choice is supported by each goal. The Director of Outreach and Student Life is responsible for the following goals.

1. Pursue a partnership with Burroughs High School government and engage in one yearly project together. Hopefully this will create greater awareness of programs offered at Cerro Coso Community College and attract a greater number of Burroughs High students to attend Cerro Coso Community College. The discussion has been started and the first project will take place in 2016-2017.
2. Increase student participation in the college governance process by getting students to serve on all participatory governance committees. The action plan is to increase awareness of the importance of student voices in 2016 -2017 through talking to each club and encourage SGCC to engage with students and clubs. In 2016-2017, along with the SGCC, develop a clear plan for student representation and in 2017-2018 implement the engagement plan.
3. Develop yearly activity/event calendar. The timeline is to have the 2016 -2017 calendar developed by the end of August 2016 and maintained every year after. It will be important to communicate with all departments, faculty, staff, and students about the calendar through the website, the PIO, social media, and local news outlets.
4. To increase meaningful events and activity opportunities to connect with CCCC students including equity gap populations. The plan is to immediately partner with the Director of Equity and provide relevant events and activities for gap populations. As discussed previously develop measures for obtaining what events and activities students would like on campus. Surveys will start at the end of the spring 2016 semester.
5. Establish a Cerro Coso Coyote Card. The action plan –
  - 2016-2017, get ID process developed for IWV, KRV, ESCC, East Kern and online students
  - 2017-2018, develop process for linking the student ID card to the coyote card stamp benefits
  - 2017-2018 full scale push-out of student ID/coyote stamp linked cards



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### 6. Six-Year Department Goals

The six year goals that follow support strategic goal 3, ensure student access. Objective 2, be the higher education option of first choice is supported by each goal. The Director of Outreach and Student Life is responsible for the following goals.

1. Continue to engage students through meaningful events and activities. Yearly surveys will be given to determine student satisfaction and every two years the student success surveys will be reviewed.
2. Develop mechanisms to assess AUO's

### Part 6-Supporting Documentation

1. Quantitative Performance Measurements of Unit
2. Qualitative Performance Measurement of Unit
3. Copy of the Department's Most Recent Unit Plan.

Part 6 – Supporting Documentation  
Unit Plan attached