

2018-2019 Program Review Cycle



Student Services Programs

CAN Program Review (Student Services) - International Students (Odd Year)

Program Review Narratives

2018-2019

Student Services Program Review (SSPR)

Lead Contact Person: *Kathryn Kohut

Writing Team: *Kathryn Kohut

Executive Summary

0. Executive Summary: The International Student Center's (ISC) mission is to provide support to students from other countries so that they can achieve their transfer, career education, and lifelong learning educational goals. We strive to provide professional, accurate, efficient, and friendly service in a welcoming environment. We promote understanding and respect for diverse perspectives by providing college-wide opportunities for intercultural exchange and understanding.

ISC continues to evolve and grow as a program, with a 350% growth in student headcount in the past five years, changes in personnel, and increased collaboration with college departments and district teams.

Strengths include the diversity of our international student population, our personalized and friendly service, and the welcoming environment we maintain. Our students represent 39 countries and 5 continents with no single country representing more than 35% of the population. We provide professional, friendly, accurate, and competent service. Full-time office staff members have 5-15 years of experience with international student services and F-1 visa regulations. Drop-in students are typically served within 5 minutes, except during peak periods.

Opportunities for growth include increasing student headcount, providing additional programming to engage students, and creating a more professional and organized office space.

Our top challenges at present are: limitations of office space; attracting international students in a competitive District and Bay Area market – especially since the Cañada College name creates confusion; managing the needs of our current international population while participating in international recruitment travel; and dealing with the consequences of changes in federal visa policies and the federal administration.

Program Context

1. Mission: The International Student Center's mission is to provide support to students from other countries so that they can achieve their transfer, career education, and lifelong learning educational goals. We strive to provide professional, accurate, efficient, and friendly service in a welcoming environment. We promote understanding and respect for diverse perspectives by providing college-wide opportunities for intercultural exchange and understanding.

ISC aligns itself with the College's mission of ensuring that students from diverse backgrounds have the opportunity to achieve their educational goals, and cultivates in its students the ability to understand and appreciate different points of view within a diverse community.

We measure success in meeting our mission through a variety of means including: the diversity makeup of our international population; the number of opportunities that we offer our students for campus and community involvement; the informal feedback that we collect through daily service appointments; and the rate of graduation, transfer, and program completion.

2. Program Description: Each academic year, the International Student Center provides service for over 140 international students from 39 countries. All students under ISC are non-immigrant F-1 Visa students studying in the United States with a specific educational goal; typically an Associate's degree with or without plans to transfer to a four-year institution, or

completion of a shorter term Certificate program. Students' duration of stay and legal status is contingent upon following F-1 student regulations, the most important of which is to make regular academic progress towards an educational goal.

ISC provides specialized and professional services to assist each international student during his/her journey at Cañada. Providing accurate and timely information and advice is critical to each student's academic success, cultural adjustment, and most importantly maintenance of legal F-1 status to enable continued stay in the United States. Key points of the lifecycle as a Cañada student include:

- a. Inquiry
- b. Application Started
- c. Application Submitted
- d. Application Accepted
- e. New Student Orientation & Registration
- f. Adjustment to community and campus life
- g. Academic progress
- h. Employment, volunteer, and community opportunities
- i. Graduation and/or transfer to a four-year institution

At each point, ISC offers personalized in-person or online outreach and service to students. For example, following the 3-day new student orientation, ISC conducts workshops specifically for international students that cover topics such as college and university transfer, academic success, authorized employment opportunities, and tax preparation. The two-fold goal of all of our services is to help international students adjust to their new academic and living environment as well as to achieve their personal educational goals while at Cañada.

In addition to the international students served, ISC works with the District Study Abroad office to assist and encourage students interested in semester and short-term study abroad opportunities. We serve as the primary contact for Study Abroad information on the Cañada College campus.

Finally, ISC shares an office with, and supports the Silicon Valley Intensive English Program (SVIEP), which was established in 2015 through the District Community Education office. The physical proximity of our programs has increased the opportunities for strong collaboration as well as created a seamless pathway for IEP students to matriculate into Cañada degree programs. SVIEP students are invited to attend relevant portions of the ISC new student orientation as well as all workshops and activities presented by ISC. Since Fall 2017, ISC has enrolled more than 20 former SVIEP students, or about 15-20% of our new international student intake each semester.

3. Community & Labor Needs: The areas above do not directly impact the International Student Center, however changes in federal visa regulations, policies and attitudes towards non-immigrant international visitors, and the federal administration strongly affect the international student program.

Due to its proximity to Silicon Valley as well as Cañada College's strong reputation for STEM programs, technology and employment needs have an indirect impact on the number of international students attracted to Cañada College who wish to study in these programs.

4. Equity & Access: Per visa regulations, an F-1 visa student must be residing in the United States and studying in-person at our college. F-1 students must enroll in at least 12 units each semester and may only take 3 units (out of 12) of online coursework. However, visa regulations do support equitable access by allowing a student to apply for reduced course load authorization in certain situations. Examples include medical reasons, difficulty with reading requirements and English language, unfamiliarity with US teaching methods. Our program is able to authorize a reduced course load for students in these situations.

While international students generally access our office in person since they must be on campus for at least 75% of their classes, we also support equitable access to our services. We advise current students and provide information to prospective students by phone, email, Skype, WeChat, Facebook, and other social media platforms.

Looking Back

4. Major Accomplishments: AY 2017/18 has been a busy year for the International Student Center. While we did not see a significant change in enrollment during this period, we saw significant increases in international student campus involvement,

activity and event programming, and domestic and international recruitment activities. We have also fully implemented a Salesforce CRM (district-wide) to better manage and track international admissions.

Campus Involvement:

In AY 2017/18, 7 out of 10, or 70% of the Associated Students of Cañada College (ASCC) Officers were international students, including the Student Body President. Considering that international students represent less than 2% of the overall student population, this is significant. In AY 2018/19, participation continues to be strong with 50% international student representation on ASCC, including the new Student Body President.

In other campus involvement, we had several students working on campus in the Bookstore, Learning Center/Tutoring, Library, International Student Center, and BTO Mentor program.

Campus involvement is critical for successful cultural adjustment as well as successful transfer applications. We constantly encourage and remind international students to get involved on campus, whether it is in student government, club leadership, on-campus work, or other activities. We are very pleased to see an increase in campus involvement among our international students.

Activity and Event Programming:

During AY 2017/18 we continued several activities that ISC traditionally organizes for international students. These include a Picnic in the Park (Fall and Spring semesters), International Thanksgiving Luncheon with the College Administration, International Education Week activities, and an International Achievement Ceremony. We also tried new activities to increase international student involvement such as monthly Birthday celebrations and extra activities during the orientation week. In Spring 2018, we hosted a campus-wide event featuring a student Marimba band from a high school in Botswana.

Recruitment Activities:

Recruitment was a highlight and an area we were able to increase in AY 2017/18, made possible by having full-time, permanent staff in place. Recruitment activities are classified into international travel, local partnerships, delegations, and other outreach.

International

Prior to 2018, Cañada international staff had minimal participation in district-sponsored international recruitment trips; visiting about 2 countries and 3 cities. In 2018, our International Manager and PSC completed 5 individual trips covering 13 countries and 24 cities. Through these travels, we've begun to reach hundreds of recruitment agencies and thousands of prospective students. International recruitment trips are sponsored by the district International Education Team and recruitment is on behalf of all three colleges. However, it is extremely important for Cañada College staff to be represented at international recruitment events frequently, particularly since we are smaller and lesser known than our CSM and Skyline College counterparts.

Local Partnerships, Delegations, and Outreach

In addition to international recruitment, we significantly increased our local recruitment and outreach activities in AY 2017/18. Most notably, we established a "Cañada Day" event for SVIEP and other intensive English partners. This half-day event offered at the end of each 8-week SVIEP session, includes presentations by ISC staff about general college information and the application process; special guests including Transfer Center, International Counselor, and STEM Center; and a lunch panel with current international student volunteers. We've held this event 5 times since Fall 2017, with 15-25 SVIEP students participating each time. In Spring 2018, we also invited students from a nearby intensive English partner school to join us on campus for the event.

The result of this outreach has been a strong matriculation rate for SVIEP students to the Cañada Associate's Degree program. In Fall 2017 about 25% of our new international students were SVIEP graduates. In Fall 2018, about 18% of our new students were from SVIEP. Furthermore, in Summer 2018, the decision was made by the Community, Continuing, and Corporate Education Department to consolidate the SVIEP program to Cañada College, resulting in a larger population of SVIEP students on our campus.

Other Outreach activities in 2018 include hosting 4 international delegations: 20 students from a High School in China; 20 educators from Quzhou, China; 20 educators from Hangzhou, China; and 7 international counselors from Asia and South America. Locally, we also co-hosted a table at the Redwood City Lunar New Year Festival in February 2018.

5. Impact of Resource Applications: The additional resource that has had the biggest impact since the last program review has been the International Counselor position. Having access to a specific international counselor has made a significant difference

for international students, particularly as it relates to maintenance of visa status, transfer applications, and adjustment to the US academic system.

Prior to Fall 2016, international students were assigned to any available academic counselor. This resulted in inconsistencies since international students must follow complex and fluctuating F-1 visa regulations. In Fall 2016, a part-time adjunct international counselor (18 hours/week) was added. A second part-time adjunct counselor was added in Fall 2017 (10 hours/week). Both international counselors were popular and well-received by international students. Typically over 2/3 of these counselors' available appointments were utilized by Cañada international students.

In addition to providing academic counseling information, one counselor had a background in personal counseling and was able to assist students struggling from cultural adjustment. The other counselor was Chinese speaking and able to connect well with our Chinese students (30% of our population).

Unfortunately, both of these adjunct counselors resigned from Cañada College in Spring 2018 to pursue counseling positions at CSM, including a new full-time international counseling position. We realized that we are not able to rely on adjunct counselors for this position.

In August 2018, we established a short-term, full-time International Counselor position. Having a full-time counselor in this role has made an even bigger impact than adjuncts, primarily because the full-time counselor has time to conduct regular and specific outreach to international students, rather than relying on students to seek appointments from him. He is also much more available for international students and can conduct case management in coordination with our office. Finally, we are working on a CRER 137 section which will be customized for international students and taught by the full-time International Counselor in AY 2019/20.

Current State of the Program

6A. State of the Program - Observation: The International Student Center continues to evolve and grow as a program, with a 350% growth in student headcount in the past five years, changes in personnel, and increased collaboration with college departments and district teams. Since the last program review, the program has maintained steady enrollment with 120-130 full-time students enrolled per semester and 137-159 headcount per year. Our team remains at 2 full-time staff positions and 4 Student Assistant ("Ambassador") positions (totaling 20 hours/week).

Our Strengths include:

- 1) Diversity of our international student population;
- 2) Professional, friendly, accurate, and personalized service;
- 3) Welcoming environment we maintain.

Our students represent 39 countries with no single country representing more than 35% of the population. We offer professional, friendly, accurate, and competent service 5 days per week. Students frequently drop by our office with questions, service needs, or just to chat and hang out. The International Student Center frequently serves as a home on campus for many of our international students.

Full-time office staff members have 5-15 years of prior experience with international student services and F-1 visa regulations. Drop-in students are typically served within 5 minutes, except during peak periods. Students describe our office as "friendly", "welcoming", "helpful", "busy" and "crowded".

Our Challenges include:

- 1) Limitations of physical office space
- 2) Attracting international students in a competitive District and Bay Area market – especially since the Cañada College name creates confusion;
- 3) Managing the needs of our current international population while participating in international recruitment travel;
- 4) Dealing with the consequences of changes in federal visa policies and the federal administration.

Opportunities for growth include creating a more professional and organized office space, increasing student headcount, providing additional programming to further engage international students.

Office Space Limitations

In Fall 2016, renovations were completed in the ISC office (Building 3-103) to remove a small storage closet and make space for

one Silicon Valley Intensive English Program (SVIEP) staff member and one student assistant. Since 2016, this physical proximity of our two programs has increased the opportunities for collaboration with orientations and workshops, as well as paved a smoother pathway for IEP students to matriculate into Cañada degree programs. We are able to interchangeably provide information about both programs as well as smoothly transition students from non-credit ESL into Associate's Degree program. To date, we have matriculated over 20 SVIEP graduates into Cañada College.

At the same time, the office has become extremely overcrowded. This is now our most critical and pressing issue, since the SVIEP program consolidated in Summer 2018 and moved all Skyline College SVIEP students and one staff member to Cañada. In Fall 2018 our office includes:

- 2 Full-Time ISC Staff
- 1 desk for rotating ISC Student Ambassadors (4)
- 2 Full/Part-Time SVIEP Staff
- 1 desk for SVIEP Student Ambassador

Students from both programs (totaling over 150) frequently drop by the office for advising, creating a backup into the hallway and very tight quarters in the office. Furthermore, we do not have any private spaces for discussing sensitive student questions or matter, or making phone calls. SVIEP Teaching Faculty also frequently need to use the office for book exchange, copies, or asking questions. Both programs have regular visits from international recruitment agents, university admissions reps, prospective students, and district personnel.

STUDENTS	Fall 2017	Spring 2018	Fall 2018
Total ISC Enrollment	122	127	122
Total SVIEP Enrollment	10	10	36
Total Students Served by our Office	132	137	158

STAFF AND FACULTY

Team members (ISC and SVIEP) in office	4	4	5* addition of a part-time SVIEP staff member who moved from Skyline
SVIEP Instructors (visit the office for assistance)	6	6	6

International Recruitment Challenges

Cañada College has the smallest international student population of the SMCCCD colleges, but the potential and capacity to increase. Increasing the international student population year over year is an SMCCCD and Cañada College strategic initiative.

In order to increase, a significant amount of ongoing international exposure is required, especially frequent international recruitment trips by Cañada International staff. Cañada College faces several challenges when recruiting abroad:

- a) New to recruitment trips, just beginning this year
- b) Need a critical mass of students; a larger existing population brings in larger numbers
- c) Cañada College name creates significant confusion abroad as it looks like we are located in Canada; ongoing educating, re-branding, and constant exposure is required.

These challenges will be addressed in the Objectives Section.

6B. State of the Program - Evaluation: There are several areas of improvement and opportunities for positive changes that we have identified in the International Student Center:

1. Create a larger and more organized office space.
2. Increased social media presence and utilize social media platforms for recruitment.
3. Organized alumni outreach.
4. Better collection and tracking of student feedback.
5. Design and distribute marketing collateral, particularly short & interesting student videos

These are discussed in detail in other areas of the report.

Equitable access to services - facility improvements

International students generally access our office in person since they must be on campus for at least 75% of their classes. At the same time, we also support equitable access to our services. We advise current students and provide information to

prospective students by phone, email, Skype, WeChat, Facebook, and other social media platforms.

Unfortunately, for students who come into our office to discuss sensitive matters, we have no private area in which to speak. Our office also has a very small floor space with several desks and furniture and would be difficult for a wheelchair-bound student to access.

7A. Current SAOs & SLOs: Current SAOs and SLOs

Service Area Outcomes (SAOs)

1. The International Student Center will provide individualized services to international students, so that they can achieve their personal, educational, and professional goals.
2. ISC promotes understanding and respect for diverse perspectives by providing college-wide opportunities for community engagement, cultural exchange, and study abroad.
3. Increase international student enrollment as well as participation in study abroad programs.

Student Learning Outcomes (SLOs)

1. International students will understand and maintain their F-1 visa rights and responsibilities.
2. International students will increase their knowledge of services and tools available to reach their educational goal (complete a program of study and/or transfer to a four-year institution.)

7B. SAO Assessment Plan: ISC Service Area Outcomes (SAO) Assessment Plan 2017-2018

SAO #1: The International Student Center will provide individualized services to international students, so that they can achieve their personal, educational, and professional goals.

- # of ISC appointments completed
- # of students transferring to 4 year universities
- # and types of workshops offered each semester
- Student feedback re: service received

SAO #2: ISC promotes understanding and respect for diverse perspectives by providing college-wide opportunities for community engagement, cultural exchange, and study abroad.

- # of collaborations with other offices/departments/divisions on a campus-wide event focused on cultural exchange
- # of international students serving in an ASCC position or club leadership role

SAO #3: Increase international student enrollment as well as participation in study abroad programs.

- # of new international students enrolled by semester
- # of recruitment trips and international exposure activities

7C. SAO Assessment Results & Impact: SAO #1: The International Student Center will provide individualized services to international students, so that they can achieve their personal, educational, and professional goals.

One of the most important ways by which we measure success in this area is the number of personal appointments completed with international students each semester. Personal, drop-in appointments with ISC staff are the main means through which students receive information and advice about many topics such class registration, F-1 visa regulations, work opportunities, scholarship opportunities, transfer applications, academic progress, health insurance questions, housing questions, change of major, referrals to other campus services, as well as general cultural adjustment. Out of these topics, the 3 most common appointment reasons are: discussion of academic progress, class registration, and questions related to on and off campus employment.

In addition to the number of appointments, we also measure our efficiency - or how long it takes to resolve a student question. In the majority of cases, we are able to resolve the question on the spot, or within one day. However, since our office has become increasingly busier, we have looked for ways to better organize the student traffic and increase efficiency of student requests.

In September 2018, we implemented a Student Services Request Form. This Form lists the top ten reasons for student visits to the office and includes a list of items that students should prepare in advance of their visit so that their question or request can be resolved quicker. The form is available on our website, as well as paper copies on the wall outside of our door. Not only does

this process help students avoid a return trip the office, but it helps staff members organize work.

SAO #2: ISC promotes understanding and respect for diverse perspectives by providing college-wide opportunities for community engagement, cultural exchange, and study abroad.

SAO #2 represents ISC's position on campus as a one of the most recognizable centers for providing intercultural understanding and exchange. We measure success in this area through tracking collaborations with other departments on campus-wide events focusing on cultural exchange.

We also track how many international students serve in an ASCC position or club leadership role. In AY 2016/17, 30% of ASCC was international students, or 4 students. In 2017/18, 7 out of 10, or 70% of the Associated Students of Cañada College (ASCC) Officers were international students, including the Student Body President. Considering that international students represent less than 2% of the overall student population, this is significant. In 2018/19, participation continues to be strong with 50% international student representation (7 students) on ASCC, including the new Student Body President.

Campus involvement is critical for successful cultural adjustment as well as successful transfer applications. We constantly encourage and remind international students to get involved on campus, whether it is in student government, club leadership, on-campus work, or other activities. We are very pleased to see an increase in campus involvement among our international students.

7D. SLO Assessment Plan: ISC Student Learning Outcomes (SLOs) Assessment Plan

SLO #1: International students will understand and maintain their F-1 visa rights and responsibilities.

- # of new students participating in orientation
- Orientation survey results
- Periodic audit of student data in the SEVIS system

SLO #2: International students will increase their knowledge of services and tools available to reach their educational goal (complete a program of study and/or transfer to a four-year institution).

- # of students attending ISC workshops
- # of students transferring
- Workshop pre and post survey results
- # of international designated counseling appointments

7E. SLO Assessment Results & Impact: SLO #1: International students will understand and maintain their F-1 visa rights and responsibilities.

The International Student Center serves over 120 international students from 39 countries. All students under ISC are non-immigrant F-1 Visa students studying in the United States with a specific educational goal. Students' duration of stay and legal status is contingent upon following US governmental F-1 student regulations. Thus, SLO #1 represents the most fundamental learning outcome for an F-1 student; maintain legal status.

We measure accomplishment of this SLO through a few different metrics. We offer a 3-day student orientation for incoming new students each semester. For students who arrive late or otherwise miss this orientation, we provide a late arrival orientation. These in-person and detailed orientations have been the most effective way of providing F-1 visa information to new students. All new students must sign a carbon-copy agreement that they understand F-1 visa regulations.

For example, 17 new students participated in the three-day orientation in Spring 2018. Survey results indicated that 74% of participants "strongly agreed" and 26% of participants "agreed" that they understood their F-1 visa rights and responsibilities after the orientation. This was encouraging to see, and reflects the importance of students thoroughly understanding their F-1 responsibilities from the very beginning.

Looking Ahead

7F. SAOs & SLOs for the Next Review Cycle: Service Area Outcomes (SAOs) for next Program Review Cycle (2018-2020)

1. The International Student Center will provide efficient, accurate, and professional service to international students in a welcoming environment, so that they can achieve their transfer, career, or lifelong learning educational goals.
2. The International Student Center will encourage understanding and respect for diverse perspectives by providing college-wide opportunities for cultural exchange and understanding, study abroad, and engagement with the international community.
3. Increase international student enrollment while maintaining diversity.

SAO #1 has been changed from “service to international students, so that they can achieve their personal, educational, and professional goals” to “service in a welcoming environment, so that they can achieve their transfer, career, or lifelong learning educational goals.

SAO #2 has been slightly reworded to read, “The International Student Center will increase understanding and respect for diverse perspectives by providing college-wide opportunities for cultural exchange and understanding, study abroad, and engagement with the international community.”

SAO #3 remains the same, but “increase participation in study abroad programs” has been removed. While we promote and support study abroad students in coordination with the District Study Abroad team and Cañada faculty, our recruitment efforts focus on international students.

Student Learning Outcomes (SLOs)

1. International students will understand and maintain their F-1 visa rights and responsibilities.
2. International students will understand and utilize services and tools available to reach their educational goals (complete a program of study and/or transfer to a four-year institution).

No changes are suggested for SLO #1, as this statement serves as a basic tenant for F-1 students to maintain legal status as visitors in the United States.

ISC will continue standard processes such as the new student orientation workshop which explains F-1 visa rights and responsibilities, ongoing reminders by email at critical points such as new session registration, program extension, and explanations of legal employment opportunities. Each new student will continue to sign a carbon-copy document that he/she understands these responsibilities so that their understanding is documented in writing.

SLO #2 has been changed from “will increase their knowledge of services and tools” to “will understand and utilize services and tools”.

With this change, we strive to not only educate students about services, but actively promote the use of campus services, including those of a full-time counselor dedicated to serving international students. We also actively promote the use of services such as the Learning Center, Transfer Center, Career Center, and Library.

9. Program Improvement Initiatives: A. Increase and expand social media presence. (Related Resources: Student Ambassadors, Central Duplicating)

B. Expand transfer recruitment activities, including alumni outreach (Related Resources: Student Ambassadors, Misc Supplies, Central Duplicating)

C. Create a larger and more organized office space.

D. Widen participation in international student activities and programming. (Related Resources: Student Ambassadors, Misc Supplies)

E. Design and distribute international student marketing collateral. (Related Resources: Student Ambassadors, Central Duplicating)

Program Review Narrative Status: In Progress

Objective: A. Increase and expand social media presence.

Increasing the international student population is an SMCCCD and Cañada College strategic initiative. Social media is a critical channel for international recruitment. Furthermore, social media platforms help communication with current students, friends, family, and the community. Finally, social media also represents the best way of keeping in touch with alumni.

Currently, we have a Facebook page and Instagram account for the International Student Center We post pictures and information a few times per week. We have not had resources to expand to other key platforms, such as those popular in other countries. Nor have we had resources to create and post many videos.

Additional Student Ambassador hours are crucial for supporting this objective. Student Ambassadors help with posting on social media platforms, identifying which platforms to use, designing materials, and producing short, attractive videos highlighting the

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international student experience.

Objective Status: 1 - New (PR)

Objective Year: 2019-2020

Estimated Start Date: 07/01/2019

Estimated Completion Date: 06/30/2020

Please select the college goals with which this objective aligns.: Organizational Development - Focus institutional resources on the structures, processes, and practices that invest in a diverse student population and prioritize and promote equitable, inclusive, and transformative learning.

Please select the district goals with which this objective aligns.: District Goal #1 - Develop and Strengthen Educational Offerings, Interventions, and Support Programs that Increase Student Access & Success

Action Plans

2019-2020 - 1. Identify key social media platforms we are not currently using, by surveying our international student population (e.g. popular platforms in other countries). 2. Identify and hire international Student Ambassador(s) with social media experience to develop these new platforms as well as our existing ones. 3. Post regularly and strategically to connect with current students, attract prospective students, and keep in touch with alumni. (Active)

Who's Responsible for Completing this Action Plan?:

Estimated Completion Date: Ongoing from 2019

Related Documents:

[ISC Resource Requests for Program Review October 2018.xlsx](#)

Resource Requests

Additional 8 hours/week total, shared by 1-2 new Student Ambassadors (Student Assistants).

Type of Resource: Non-Instructional Personnel

Cost: 3745

Objective: B. Expand transfer recruitment activities, including alumni outreach.

In addition to direct recruitment overseas, there are opportunities for recruitment of transfer students into the International Program. For example, since Fall 2017, ISC has enrolled more than 20 former SVIEP students, or about 15-20% of our new international student intake each semester.

In AY 2017/18, we tried a "Cañada Day" event for SVIEP and other intensive English partners. We offered this half-day event at the end of each 8-week SVIEP session and incorporated presentations by ISC staff about general college information and the application process; special guests including Transfer Center, International Counselor, and STEM Center; and a lunch panel with current international student volunteers. We've held this event 5 times since Fall 2017 and seen great success. However, we need to incorporate it into our office budget.

Other transfer recruitment opportunities include: change of status J-1 Au Pair and community outreach.

Objective Status: 1 - New (PR)

Objective Year: 2019-2020

Estimated Start Date: 07/01/2019

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Estimated Completion Date: 06/30/2020

Please select the college goals with which this objective aligns.: Organizational Development - Focus institutional resources on the structures, processes, and practices that invest in a diverse student population and prioritize and promote equitable, inclusive, and transformative learning.

Please select the district goals with which this objective aligns.: District Goal #1 - Develop and Strengthen Educational Offerings, Interventions, and Support Programs that Increase Student Access & Success

Action Plans

2019-2020 - 1. Formally establish the "Cañada Day" event (5x per year) for SVIEP and other intensive English partners into our budget. 2. Reach out to the J-1 AuPair community to discuss opportunities for continued study at Cañada College as an F-1 student. 3. Organize specific outreach efforts to alumni, so that they can keep in touch and make it easy to refer friends and family. (Active)

Who's Responsible for Completing this Action Plan?:

Estimated Completion Date:

Related Documents:

[ISC Resource Requests for Program Review October 2018.xlsx](#)

Resource Requests

Increase "Misc Supplies" budget to purchase food and supplies for intl student activities and recruitment activities.

Type of Resource: Supplies (Items less than \$5000)

Cost: 2000

Objective: C. Create a larger and more organized office space.

Create an office space that is well-organized, professional looking, and welcoming with ample room to move around, and areas for private meetings

Objective Status: 1 - New (PR)

Objective Year: 2019-2020

Estimated Start Date: 11/01/2018

Estimated Completion Date:

Please select the college goals with which this objective aligns.: Student Completion/Success - Provide educational and student services programs that highlight inclusivity, diversity, and equity in their mission to help students meet their unique educational goals and minimize logistical and financial barriers to success.

Please select the district goals with which this objective aligns.: District Goal #1 - Develop and Strengthen Educational Offerings, Interventions, and Support Programs that Increase Student Access & Success

Action Plans

2018-2019 - Action Plan: 1. Identify areas on campus that may be appropriate. 2. Evaluate potential areas based on most critical needs. (Active)

Who's Responsible for Completing this Action Plan?:

Estimated Completion Date:

Objective: E. Design and distribute international student marketing collateral.

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Current Cañada -specific international recruitment materials have not been updated since 2016. We need to develop attractive and well-branded materials to distribute internationally and locally. Also, we need to develop a series of short, attractive videos highlighting the international student experience at Cañada College and post on social media and our website.

Specific, branded materials are critically important for Cañada College, considering the confusion created by the college name overseas.

Objective Status: 1 - New (PR)

Objective Year: 2019-2020

Estimated Start Date:

Estimated Completion Date:

Please select the college goals with which this objective aligns.: Organizational Development - Focus institutional resources on the structures, processes, and practices that invest in a diverse student population and prioritize and promote equitable, inclusive, and transformative learning.

Please select the district goals with which this objective aligns.: District Goal #1 - Develop and Strengthen Educational Offerings, Interventions, and Support Programs that Increase Student Access & Success

Action Plans

2019-2020 - 1.Create inventory of the existing materials we have on hand; identify strengths and weaknesses in those materials. 2. Design new versions for the top items. 3. Identify parameters for short videos discussing the international student experience; produce and distribute on social media. (Active)

Who's Responsible for Completing this Action Plan?:

Estimated Completion Date:

Related Documents:

[ISC Resource Requests for Program Review October 2018.xlsx](#)

Resource Requests

Additional funds to design, print and distribute international recruitment materials; including short videos describing the international student experience.

Type of Resource: Printing

Cost: 2000