

HAWAII COMMUNITY COLLEGE UNIT REVIEW REPORT

INFORMATION CENTER

November 26, 2008

Assessment Period: July 1, 2005 to June 30, 2008

Writer: Ernelle Downs

Unit Review at Hawai'i Community College is a shared governance responsibility related to strategic planning and quality assurance. It is an important planning tool for the college budget process. Achievement of Student Learning Outcomes is embedded in this ongoing systematic assessment. Reviewed by a college-wide process, the Unit Reviews are available to the college and community at large to enhance communication and public accountability.

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Part I. Report Summary

A. Mission Statements

COLLEGE MISSION STATEMENT

Hawaii Community College's Vision and Mission statement can be viewed by clicking on the following link: <http://hawaii.hawaii.edu/abouthawcc/thecollege.html>.

STUDENT SERVICES MISSION STATEMENT

By providing student services from entry to departure to support the educational goals of individuals, the Office of Student Services aims to assist students in becoming knowledgeable, skilled, empowered, caring, and contributing members of our ever changing society. We provide support services to learners so they can reach their education and personal enrichment goals and make contributions to the Hawai'i Island community and the world.

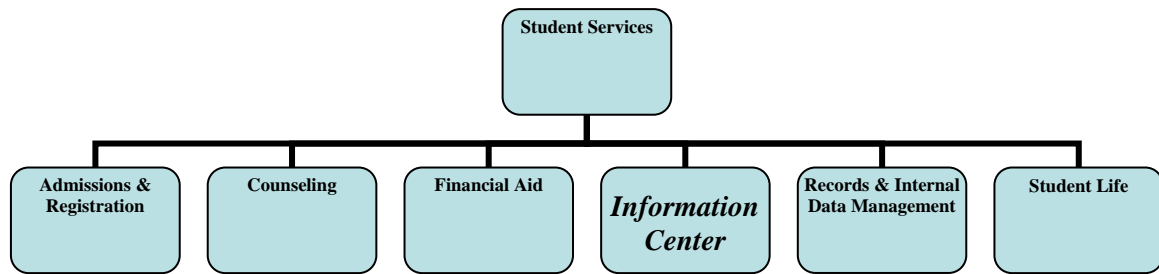
INFORMATION CENTER MISSION STATEMENT

Promote and provide accessibility to higher education by offering a convenient one-stop location which delivers current, accurate information and services to prospective individuals, groups, and private/public sector organizations via web, mail, telephone, tours, workshops, in person, printed material, and individualized service.

B. History

The Information Center opened in January 2000, and is housed in Building 378 in an office space situated between the Dean of Student Services, the Vice Chancellor of Administrative Affairs, and the Chancellor's offices. It serves the college and the community at large by providing current information and assistance to current and prospective students. The Center telephone number is the College's main telephone line. Its email address is the one listed in all publications for those seeking more information or help. The Center is staffed by an Information Center Specialist and two student assistants. The staff is responsible for working with college faculty/staff and the public to coordinate and implement recruitment activities both on and off campus. They work as a team building strong relationships between the college, communities in both East and West Hawaii, and with public and private sector organizations through partnerships and regular participation in community activities. They provide assistance, current information and forms to the public interested in the community college. In 2002 the Information Center became an official passport acceptance site.

C. Organizational Chart



Part II. Program

A. Services provided by the Information Center

- Provides potential, new, continuing, and returning students the appropriate assistance they need when considering or applying to college.
- Is a user friendly and well-located one-stop that offers comprehensive information, services, and assistance in areas of admissions, registration, financial aid, placement testing.
- Basic applications and forms, as well as a variety of information brochures are conveniently available for its patrons.
- Organize and manage student services information, including data collection and analysis.
- Appropriate and personalized referrals to the counseling center, financial aid office, I Ola Haloa, Hale Kea Testing Center, and the Ha’awi Kokua Center for students with disabilities for those who require specialized assistance.
- One of a few designated campus sites that students, faculty and staff can come to get assistance in establishing or resetting a MyUH account.
- Assist in organizing, scheduling, delivering, and evaluating special activities and workshops (i.e.: Regular Registration, BOR visits, All College, Pamantasan, Dignitary/Legislative visits, E Ola Youth Fair, Ka Lei Lehua College Fair, Key Ingredients, Building Better Bridges).
- Updates and produces outreach and marketing materials with minimum budget.
- Organizes and conducts customized campus tours. These tours are designed to accommodate individuals or large groups up to 100.
- Organizes and conducts customized off campus visits as recruitment activities to local high schools, and public/private sector organizations. These visits are designed to accommodate small or large groups up to 150.
- Maintain communication with and serve as a Student Services liaison between various college divisions and units.
- Ensure the availability of current and relevant communication tools used to transmit information about the college.
- With no designated budget, responsible for the marketing and public relations of the college. Through the assistance of other qualified and creative specialists on

- campus, develops for special projects, printed materials, press releases, PSA, radio ads, power point and video presentations, etc.
- Work with UH System Public Relations on media campaigns and press releases.
 - Assist in organizing, scheduling, and evaluating the Student Call Out campaign to new, continuing, and returning students for the fall and spring semesters who have not yet registered.
 - The Information Center's phone number is the college's primary contact number, as is its email address. On a daily basis, the Center answers an extremely high volume of calls, emails, and lower number of regular mail, as well as assists with a large number of walk in traffic.
 - The Center is an official US Passport Application Acceptance facility. It is open Monday-Friday, 8:00 am-4:00 pm.
 - Due to the location of the Information Center's, it is not uncommon for the staff the assist the DOSS, Chancellor, and VCAA secretaries with office and work coverage when needed. This unofficial arrangement is reciprocal.
 - The Center works with UH Foundation to create yearly call out campaign.

B. Top three Information Center goals for this review period

- Develop and keep a record of all telephone, email, and walk-in inquiries into the Center
- Develop, implement, and promote an application process specifically for Hawai'i Island high school seniors. The goals would be to make the process less intimidating, the application more user-friendly. The anticipated outcome would be to maximize the total number of Hawai'i Island high school applicants to Hawai'i Community College during the fall preceding their senior year.
- Keep better records of the various sources and amounts used to fund and staff the Information Center.

C. Faculty and Staff listing

- One full time APT, Level B, Instructional & Student Support, General Funds
- One part time (20 hours per week) Student Assistant, Student Services - Work Study Funds, supplemented also by limited GEAR UP funds
- One part time (12 hours per week) Student Assistant, Instruction - Work Study Funds

D. Facilities and Equipment

The Information Center is located in Building 378. It is usually the very first place a newcomer to HawCC would stop if visiting the campus as it is located in the Administration building, directly behind the campus sign and flagpole. The Center is situated between the offices of the Dean of Student Services and Vice Chancellor of Administrative Affairs on the right, and the offices of the Chancellor and Secretary to the Chancellor on the left. The Center takes up approximately 13' x 24' of office space. Within that space there are:

- Two 3' x 5' desks
- One 4' x 10' table/storage unit

- Four padded chairs
- One typewriter
- One Hewlett Packard Laser Jet 4050N Printer
- Three Dell flat screen monitors
- Three Dell computer hard drives (2003 applications)
- Two multi-line telephones
- One long folding table – 2'x 8'
- Four office chairs with wheels
- Two four drawer filing cabinets

Located just outside the rear door of the Center is a very large air condition unit that gives off a lot of heat and noise throughout the day. There is also a campus alarm system that goes off 1-2 times a day (even on the weekends), and needs to be reset manually by an available staff or student assistant.

Just beyond the alarm box is another room, (not sure of its official number or name) that is part of the Information Center. It is used for storage, duplication of documents, and for short term computer use and/or the review of confidential material. The noise level is less than that of the Center; and one can find a minimal amount of privacy there to work, but some have complained of headaches and nausea after using the room for more than two consecutive hours. That room is approximately 12'x13' is size, but has a number of restrictions with its use as it houses the electrical switchboxes for the building and the building's networking system, with its switches, patch panels, etc. Within that space are:

- Two wooden cabinets on wheels
- One Ricoh copier
- One Hewlett Packard Color Laser Jet 3800 DN Printer
- One Dell flat screen monitor
- One lap top stand
- One 2'x 6' folding table
- One office chair with wheels

E. Building 379 Display Case & Building 378 Small Display Cases (2)

The Information Center currently possesses a set of keys for the three aforementioned display cases and manages its use.

F. Vehicles

When going out on recruitment visits, vehicles are rented, program vehicles are borrowed, or personal vehicles are used. Mileage is paid if using personal vehicle when visiting a GEAR UP school from that program's funds. Van is borrowed from I Ola Haloa if available and if program representative will be participating in scheduled recruitment activity. Recruitment team travels together as much as possible in 1-2 vehicles, depending on the size of the group and the amount of displays and materials being used for the presentation.

INFORMATION CENTER				
Number of individual contacts	Fall	Spring	Summer	Total
In-person contacts	945	160*	6*	1111
Phone contacts	4171	412*	27*	4610
Mail requests for applications sent	19	24	10	53
E-mail requests for applications sent	68	84	11*	163
Requests for applications via other	356	348	181*	885
<i>*Numbers offered are substantially less due to missing data in record keeping. Does not accurately reflect actual number of contacts which are on average consistently higher and similar to Fall semester numbers.</i>				
Kama'aina applications for academic year 2008-2009				
Applied				726**
Accepted				687
Registered (Fall 2008)				322
<i>**Of the 726 that applied to HawCC, 46 registered at other UH campuses.</i>				
% of individuals served who enrolled, other than Kama'aina App.				Unknown
Number of Center Staff				
Number of non-student employees				1
Average head count of student employees per week				2
Average number of hours per week worked by staff (1) beyond normal hours				10
Service satisfaction from Grad 08 Survey (items 1,2, & 3)				
				4.4 out of 5.0
Service satisfaction from Cont Stud Sp 08 Survey (items 1,2, & 3)				
				4.3 out of 5.0

Part IV. Quantitative Data Analysis

Life at Three Thousand

While there may be a great deal of quantitative data that can and should be analyzed here from this office that would be of considerable value to the college at large, this office simply does not have a sufficient amount of staffing or money to allow for this to happen. Trends noted over the review period, are unofficial but positive. Enrollment has been on the rise for the past 5 years, but this office is very concerned. While our numbers increase, Student Services budget does not, nor does the number of faculty or staff in the unit. The workload is at breaking point causing morale to drop ever lower. Our parking lots are overflowing. Life at 3000 is a challenge to say the least. The Information Center would like to see the college move towards a more balanced, "sustainable and managed" growth, with a focus not just on recruitment but retention as well.

Additional Help

We need additional help to keep up with the growth we have experienced during the past five years. This office cannot depend on student help for the daily management of the Center. Someone needs to be here from 7:45 am to 4:30 pm daily to assist all who call, email, walk in and write for assistance and information about the college. This will free up the Information Specialist to go out and do recruitment activities for the College. The secretaries of the DOSS, VCAA, and the Chancellor should not be expected to cover the office which they currently do. This is not their responsibility and it puts an undue burden on their workload.

Web Mess

The College is in desperate need of a web master or contract with some entity that will manage our webpage. It is a mess and not useful. If we had something more current and navigable, then the public would/could/should use that as a source of information possibly relieving some of the amount of user traffic experienced at the Information Center.

Noise

The noise in the Information Center generated by the air-condition unit just outside the back door is extremely difficult to work with. Almost every time someone opens or closes the door, the unit goes off. If you are on the telephone, it is hard to hear what the other party is saying, nor can they hear you. If you are sitting and working with the public at any one of the desks in the Center when it goes off, you must speak louder. It is impossible to have a quiet conversation in that office.

Another source of unnecessary noise is the alarm system that goes off at least twice a day, once in the morning, once in the afternoon. It must be shut off manually. Staff and student help have been shown how to turn it off when this occurs. Why this is not corrected properly is beyond me, but the situation adds to the already existing noise problem.

Quiet Place to Work

There is great need for a quiet place to work for the Information Center Specialist when she needs to work on reports and projects. She is not in there all day, 5 days a week, however when she needs to work on projects, she needs a place that has a computer, internet access, printer, quiet, without interruption. Her current solution is to work at home after regular work hours, or stay after work.

The Information Center is the front door to the College where the public, students, faculty, and staff come and go freely. It is a place where people get info, forms, advise, meet, eat, discuss, and everything in between. It has a beautiful spirit about it and truly is the heart of the College. However, it is like a fishbowl to work in. There is absolutely no privacy or quiet space whatsoever. When I brought up this fact before, Admin graciously tried to provide a solution by providing a recently vacated room. The room was once occupied by Marvin Kitchen and available when Marvin relocated to the upper campus. The room was initially uninhabitable for a long time because of the poor condition of the roof (leaky, tiles missing and irreplaceable, mite infestation from birds nesting, mold).

Then there was water leaking between the wall of the safe and the room. When these issues were finally resolved and a work area was established it was okay for a short period of time, but now there is a copier located in the room, and the traffic generated from that brings with it its own noise and distraction.

Also some people who used the room for any extended period of time to work have complained about headaches and nausea. I have not been able to determine the source of those symptoms. Perhaps it should be noted that the room has florescent lighting and there is a constant humming sound right above ones head from the building's networking system. The IC Specialist is in great need of a permanent solution to this problem.

Part V. Other Data

This office did not use any satisfaction surveys results or any external factors to measure potential issues affecting the program. There was never enough time, staffing, instruments, and monies to do special studies and/or instruments such as the NCHEMS New and Continuing Student Surveys.

Part VI. Information Center's Student Learning Outcomes

Student Learning Outcomes

- | |
|--|
| 1. Understand and use information to navigate systems like the college system |
| 2. Establish healthy, mutually beneficial relationship with others and treat others with aloha and respect |

How are the UNIT SLO assessed?

- | |
|--|
| 1. Number of those who applied ÷ total informed = % of those who understood and used information to navigate systems like the college system |
| 2. Process of teaching respectful behavior to obtain service (staff observation of meeting criteria/rubric) |

Part VII. Unit Summary

Information Center is in alignment with college mission.

Information Center is in alignment with HawCC ADP.

C. Top three (3) Unit Strengths during this review period

Kama'aina Application

The Kama'aina Application Process (KAP) is finally complete to the satisfaction of all those involved in its development, and has been accepted and recognized by the UH System. It now has a Banner code - KA, and has been adopted by the other six community college campuses. Those campuses plan to roll out use of the KAP in Fall 2009. The number of Hawai'i Island high schools using the application has increased as all charter schools with 12th graders and two additional private schools now use the form. The College recruitment team has been able to schedule and complete most of the visits

during the fall semester. This frees the team up to visit campuses in the fall to assist high schools with and focus on orientation and financial aid/scholarship workshops.

D. Three (3) main Unit Areas for improvement/ Weaknesses during this review period

Poor Staffing – Professional/Student

It is extremely difficult to keep the Center manned especially when the APT must go off campus to do presentations, work on special assignments given by the Chancellor, or attend meetings. Often the secretaries of the DOSS, VCAA, and Chancellor cover the telephones and Center while she is away and students are in class. While she does the same for them, it is not the way things are suppose to be done, and it places an undue burden on them. They are then running the Center and supervising students if they are there, while doing their own jobs.

The IC Specialist will be seeking an additional position in the form of an Institutional Support Specialist. A position such as this will bring a much needed technical support component to the Center as well as another person to help with the day to day running of the Center. Ideally this person will be able to compile information for reports, do travel documents, budgets, and be technically able to put together pamphlets, flyers, posters, etc. This position would be a Step 1 Band A Starting pay would be \$33,888.

Although the IC has been very fortunate and creative in the past when it comes to the financing of student help, I would like to request an additional unit. Currently the IC is allotted one per AY. GEAR UP funding was dramatically reduced this year, so a number of recruitment activities have been reduced. There are grave concerns as to whether or not we will have sufficient coverage in the office during the winter and summer breaks due to lack of funding. This means that one of my student workers at her current rate of pay of \$8.50 per hour, working a total of 12 hours per week can only work a total of 20 weeks this semester before her allotted work study funding runs out. Without student assistance, who will help to answer my phones, email, assist the public, and man the Information Center? I will not be able to leave the Center to do recruitment, marketing, public relation, or committee activities.

Better Record Keeping

Top priority is to improve the record keeping system. Insufficient staffing plagues the Information Center. Between answering telephones, assisting customers, and working on numerous projects, I have had little to no time to keep or organize proper records.

Frankly I am embarrassed by the situation. While I would like to give it priority to get it done, there are not enough hours in the day. This is my unit's first CERC of any kind that I have been required to make and it has been painful to say the least without the numbers I would have liked to have been able to provide.

Getting more KAP applicants to enroll

While pleased with the number of students who apply to the College via the KAP, it is critical to determine how and why the number that actually enrolls is decreasing. In order to determine that, the unit will continue to work with the offices of Admissions,

Counseling, and Financial Aid, as well as high school counselors to evaluate the situation and come up with possible solutions to the problem.

Action Plan

Goal	Plan of Action	Responsible Party	Evidence/ Justification	Timeline
Actively coordinate student recruitment	Continue current recruitment activities	Information Specialist, Admissions, Admissions & Transition Counselor, Financial Aid, GEAR UP, I Ola Haloa, UHCWH, Educational Talent Search	# of recruitment visits, fairs and student tours participated in and scheduled	Ongoing
Create SOP Manual	No action to be taken until additional staffing given	Information Specialist	Insufficient human resources	
Review and revise application packets and publications	Continue review and revision	Information Specialist and IC Staff	Previous/current forms	Ongoing
Review and revise Kama'aina	Meet with stakeholders to assess and improve	Admissions, Information, and FA Specialist and GEAR UP Coordinator, UHCWH	Previous/current application; changes in procedures	Ongoing

Process requests for info in a timely manner	Continue maximum 0-3 working days response turn over time	IC Staff	hawccinf@hawaii.edu	Ongoing
Keep a more accurate record of processed requests, walk in, calls, emails, mail, application and form distribution	Meet with staff to assess, develop, and improve	IC Staff and Information Specialist	RIM/Kama'aina and daily log-in lists	Ongoing
Staff Training & Development	Schedule more meetings with staff to assess and improve	IC Staff and Information Specialist	2 FA workshops attended by students, 1 conference and 1 workshop attended by Specialist	Schedule regular staff meeting once every 2 weeks Time and budget permitting- send staff for more training
Increase # of students who apply & enroll	Continue call outs in fall/spring, seek permanent funding for project	Admissions, FA, Information Specialists, Student call out team	Increase in #s	Fall & Spring Early Registration

Part VIII. Budget Implications – 1 page

Does the Information Center have sufficient resources (include faculty/staff here) and are they being used efficiently?

The Information Center does not have sufficient resources to function effectively and requests the following in order to do so:

Faculty/Staffing
Institutional Support Specialist (1)

Provide much needed technical support for the Center. This person will also help with the day to day running of the Center. Ideally this person will be able to compile information for reports, do travel documents, budgets, and be technically able to put together pamphlets, flyers, posters, etc. This position would be a Step 1 Band A Starting pay would be \$33,888.

Student Help (1)

Currently Information Center has one G funded student help position. I request that there be at the very least, two. The two I have this semester funded by GEAR UP and Instruction are not guaranteed to be there next semester. It is difficult to schedule any recruitment activities and meetings, also difficult to sign up for committees when unsure if there will be coverage in the Center.

Graduation Ad Monies

Request funding from the College for the full page newspaper ad in the Hawaii Tribune Herald, total amount being \$2800.00 This is a marketing expense that is currently being paid for by Information Center passport account fees. The Information Center's current budget for the year is only \$6000.00 (it was recently reduced due to the current economic downturn, to less than that).

CHART 1: FACILITIES ASSIGNED TO PROGRAM

List Bdnng/Rm/Lab/Shop	Describe Renovation/Repair Needed	Estimated Cost
Building 378	Reduction of noise from air condition unit. Possible solutions: <ul style="list-style-type: none"> • Move air condition unit away from back door • Purchase new/quieter unit • Board up windows next to unit 	Uncertain
Building 378 Building 379 Room 1 (Kaneikeao)	Duplication of display case keys. Justification: <ul style="list-style-type: none"> • Due to the age of the both buildings, three keys are one of a kind. • There are no known duplicates housed anywhere. 	\$3 – \$30
Building 378 Small Room (Marv's Old Room)	Determine reason for headaches and nausea after prolong use of small room	Uncertain

CHART 2: INVENTORY LIST: EQUIPMENT and CONTROLLED PROPERTY

Program Assigned Equipment (E) and Controlled Property (CP) (List in order of chronological depreciation date)	Category: E =item value > than \$5K CP =item value \$1K - \$5K	Expected Depreciation Date	Estimated Replacement Cost
3 Dell Computers	\$1800 (\$600@)	2009-2010	\$3000 (\$1000@)
2 Desk	\$200 (\$100@)	2009-2010	\$1000 (\$500@)
1 Folding Table 8'x 2'	\$0	Now	\$75

CHART 3: BUDGET REQUESTS

Describe Item	Biennium Request – 1 st Yr.	Biennium Request – 2 nd Yr.	Reallocation of Funds and/or Positions	X Amt. Line Item
Student Help(1)	2400	2400		
Instruction & Student Support(1)	36,684	36,684		