SAC East Information Center Analysis

Cabrillo College Student Affairs seeks an operating budget of $______ to support a new Welcome Center located in SAC East at the Aptos campus. The purpose is to enhance the experience of 1) prospective students, 2) community member introduction to campus and 3) streamline services provided to current students (in-reach and retention).

Beginning Fall of 2014, Cabrillo College Student Affairs staff began a comprehensive analysis of the services provided in SAC East. This research also included evaluating space efficiency of the SAC East building.

The team involved in the process was the Dean of Students, Cabrillo College Program Specialist/ Campus Operator and the Outreach Team.

Project Research

The team began the evaluation noting how and what current services are being delivered and analyzed the efficiency in which they are delivered. Currently, students and community that visit SAC East receive the following services:

*Student activity cards
Parking permits,
Bus passes
*Food bank
*Borrow a book program

Bike and book locker rentals
Vendor registration
Discount movie tickets
Copy of class schedules
Student senate, student clubs and general information

It has been determined that services provided by the current information center could be streamlined. This proposal addresses repurposing these function which support other campus services, such Admissions & Records and Financial Aid by “front line” showing students with access to information at computer workstations. Signage in SAC East is also limited and inconsistent, leading to confusion and frustration, especially for new students and community members.

Below is an example of signage, all three are in the same proximity, yet are inconsistent:
Physically, SAC East has an enormous amount of wasted space that could be better used to assist students with basic questions utilizing computer touch-screens with the high touch assistance of student ambassadors.

In researching other Community College welcome/information centers it was clear that the SAC East center configuration and operations are outdated and not conducive to providing efficient and streamlined services to students and community.

Visits to West Valley and Mission Colleges provided an opportunity for the Team to see the physical layout of the Outreach and Welcome Centers as well as to understand the budget, ambassador program and staffing. Both West Valley and Mission Colleges had 15-20 bistro style standing stations with touch screens, as well as ADA compliant workstations. Also included in the Welcome Center, are two workstations, one for staff and one for student ambassadors. A flat screen monitor provides information on campus events and activities.

The Mission College center was built with Title 5 HIS and ANAPESI funding and is sustained using 100% non-restrictive grant funds plus categorical funding. Eight of the student ambassadors are Work Study who work 0-18 hours per week, depending on availability. Ambassadors (8) are hired each summer, their duties include: staffing the Welcome Center, leading campus tours, and attending off campus presentations.

West Valley College’s Welcome Center is also staffed by student ambassadors with oversight by one classified staff member. The Outreach office is closed off to the Welcome center, yet accessible so there is access to students and the offices can be used to talk with students in private. West Valley has a budget of $8,000 for student ambassadors (20 on-call and 2-3 with regularly scheduled hours in the Welcome Center and off-site events.)

It was noted at both colleges, that the services of the campus operator has transitioned into online “Ask Cabrillo” chat or email functions and calls are made directly to departments. The staff member previously handling operator functions is also focused on supervising student ambassadors and overall Welcome center functions.

The welcome center research team also participated in a webinar hosted by Foothill College discussing the process of student ambassadors. During the webinar our team found again that it continues to be imperative that Student Ambassadors are customer service oriented by providing high touch services. In Foothill’s model, the ambassadors work at three different levels indicating on their application how involved they want to be in Welcome Center and Outreach Activities. This also allows students the opportunity to grow into leadership roles in future semesters. Finally Foothill’s ambassadors provide translation services for over 15 different languages.
Cabrillo College Welcome Center Vision

In order to achieve the outcomes desired, a detailed description of the proposed Cabrillo College model with specific functions:

Services to include:

Higher One Card Activation  
Check Class Schedule  
Check Financial Aid Status  
Register for Classes  
Drop Classes  
Apply for Admission  
Discount Tickets  
Bike and Book Lockers  
Vendor/Table Registration  
Apply for Financial Aid  
Official Student Transcripts  
Payment for Classes  
Parking Permits  
Register Using Add Code  
Unofficial Student Transcript  
SARS appointment scheduling  
Ask Cabrillo  
Express Counseling

Our analysis determined a need for new signage outside and inside to designate SAC East as a “one stop Welcome Center” and 15-20 computer workstations/touchscreens where students sign in and indicate what services they are looking for.

Logic Model
The purpose of the expanded services at the Welcome Center would include “triage” for admissions and financial aid requests, eliminating the need to send students with basic inquiries to other areas of campus, thereby reducing the risk of attrition. This model will allow departments to focus time on more detailed activities, similar to how education plan workshops have affected counseling appointments.

The Welcome Center Desk (Ask Cabrillo/Concierge) would be staffed with 1-2 Student Ambassadors and one full time staff member. Student Ambassadors would also “float” and offer assistance at workstations as needs arise. All student ambassadors will be trained to provide consistent information with a focus on a high degree of customer service.

The Outreach Team will supervise student Ambassadors in outreach activities and events using the “on call” model where 6-8 students would be on a list to call in for events and campus tours and 1-2 with regularly scheduled hours for the Welcome Center and to assist in training on call ambassadors.

### Budget Consideration

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<thead>
<tr>
<th>Proposed Welcome Center and Outreach Budget</th>
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<tbody>
<tr>
<td>Operating Expenses</td>
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[Diagram of Cabrillo College Welcome Center]
### Outcomes and Assessment

It is our belief that with the new Outreach and Welcome Center, current and prospective students will find the following:

- Place to start on campus
- Services are expanded and easily found (signage inside and outside the building)
- Student Ambassadors are a helpful peer to peer resource for student success
- Building space use is efficient
- Less walking from building to building to find services
- Programs working collaboratively will reduce time taken away from studies
- Students with traditional work schedules can get their basic needs met quickly and efficiently
- Community members can easily find answers to their questions

Data will be gathered through the touch screen system for analysis. Services will be reviewed at regular intervals and adjustments will be made as needed based on the analysis.

In conclusion, the model proposed is based on delivery of services in the most efficient manner so students feel welcome, important, and a part of a community that supports their academic success.

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<th>Item</th>
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*Student Center Fee sponsored