

July 13, 2009

Dear NOCCCD School of Continuing Education (SCE) Faculty,

Certainly it has been an eventful year and we are all relieved that we have not yet felt the impact of California's budget crisis. As you know, our District has been fiscally conservative and, at times like this, that is something that we can celebrate. We can also congratulate ourselves on our attention to effective enrollment management practices. We are serving 11% more students when compared with the same period last year – at no additional cost! This is wonderful news, demonstrating the commitment that you all have to providing and maintaining quality instruction for our students.

YOU COUNT WEEK is July 13-17, 2009: We need your help!

As you know, we have entered a time of increased accountability in education. We need to be able to effectively report the student success that we witness every day. There are many reports that we send to the Chancellor's Office to demonstrate our effectiveness. Most of them are based on student movement through curriculum and programs. Students are identified by social security number (SSN). The use of the SSN enables the State to track students through our programs, and then on to college and/or employment. There is no other identifier that is used. **Therefore, if a student does not have an SSN in their Banner record, there is no report of their success at SCE. Unfortunately, we are finding that our success rates are reflected as artificially low in reports due to the lack of SSN.** This is troublesome as our funding is, to a large extent, based on our ability to report students moving toward their goals.

With that in mind, I am asking for your assistance. We know that many of our students do not feel comfortable sharing their SSNs. **We cannot and would not make provision of the SSN a condition of SCE enrollment. However many of these students do not understand why the SSN is important to us and do not have a sense of the security that we use to protect student information.**

Even a few new SSNs will help us to maintain our offerings. We are asking you, our faculty members, to speak with your students for a few minutes during YOU COUNT WEEK, July 13-17, 2009 to share some of this information and ask students to update their personal information, if they have not done so.

Included with this letter is a double-sided sheet with two tools to assist you in speaking with your students:

- **YOU COUNT at SCE flyer.** This flyer visually demonstrates our funding process and how our students are an integral part of the process. Please review the flyer with students and share with them the three ways they can update their personal information (listed at the bottom of the flier).
- **YOU COUNT Talking Points.** A few key points to share with your students about the importance of updating their information in our Banner system, including their SSN.

Thank you for assisting us with this important campaign to improve student records and more accurately report student success!

Sincerely,



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