

CENTER FOR STUDENT DEVELOPMENT REPORT

The main objective of the Center for Student Development (CEDE for its acronym in Spanish) is to contribute to the academic and personal education of the students. The Center provides the following services for all University programs: admissions, vocational, educational and personal counseling for students. It also keeps information about the students' performance for professors, academic program coordinators and parents who request it.

The Center for Student Development is responsible for administering admission tests for the three levels (High School, University, and Postgraduate) and making sure the admission criterion of the institution is met. Also, CEDE offers personalized and/or group attention for all University students who require it due to low academic performance and/or because of personal issues. Human Development Programs are also available through CEDE for all students. CEDE contributes to the achievement of the institutional goal of student retention and graduation rate.

FINDINGS	RECOMMENDATIONS	ACTIONS	TIMEFRAME
<ul style="list-style-type: none"> Of all students who failed in some period of their first year of school, only 40% used CEDE's services to pass their subjects. 	<ul style="list-style-type: none"> Create promotion strategies to make CEDE and its services known among students. 	<ul style="list-style-type: none"> Use social media Make CEDE's Facebook page more dynamic Add more students to the Facebook page 	<ul style="list-style-type: none"> Starting in February 2014. Implementation in January-June 2014. Design in January-June 2014, application in August-December 2014.
<ul style="list-style-type: none"> There is no defined instrument to evaluate CEDE's services every semester. 	<ul style="list-style-type: none"> Correct, change and improve the evaluation questionnaire to use a defined instrument. Use the electronic platform that is most suitable to the questionnaire. 	<ul style="list-style-type: none"> Review the current document and look for external advice. Use JOTFORM platform, which is free, and analyze its functionality. 	<ul style="list-style-type: none"> Design in January-June 2014, application in August-December 2014. Implement in August-December 2014.
<ul style="list-style-type: none"> The un-enrollment administration process is not updated. 	<ul style="list-style-type: none"> Review and unify criterion in the un-enrollment process with the departments involved. 	<ul style="list-style-type: none"> Standardize the un-enrollment process to unify criterion between CEDE and the Registrar. 	<ul style="list-style-type: none"> Review in January-June 2014, implement August-December 2014.
<ul style="list-style-type: none"> The physical spaces where CEDEs are located in each campus are not adequate for properly providing the service to students. Determine the level of the services that the institution wants to provide for the students. 	<ul style="list-style-type: none"> Look for physical spaces that meet all the basic requirements for privacy. Evaluate if the personnel working at CEDE is enough for the level of service expected. 	<ul style="list-style-type: none"> Let the Academic Director know about the physical needs of CEDE and their justifications. Review all activities carried out by CEDE and their timeframes, and make the necessary adjustments. 	<ul style="list-style-type: none"> January-June 2014, review the level of service expected by the institution.
<ul style="list-style-type: none"> CEDE does not have a program for the specific needs of student athletes. 	<ul style="list-style-type: none"> Create a program oriented to address the needs of the student athlete population. 	<ul style="list-style-type: none"> Design and implement a program to address the needs of student athletes. 	<ul style="list-style-type: none"> Design in January-June 2014, Pilot Program and adjustments in August-December 2014, Implementation in January-June 2015.
<ul style="list-style-type: none"> There is a lack of communication between the Academy (Professors and Coordinators) and CEDE regarding students. 	<ul style="list-style-type: none"> Review the current communication strategy. 	<ul style="list-style-type: none"> Look for new, more effective communication channels. 	<ul style="list-style-type: none"> August-December 2014

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Follow-up of the 2012-2 Generation by CEDES in each Campus.					
CEDE	NEW-ENROLLMENT STUDENTS 2012-2	POPULATION THAT RECEIVED THE SERVICE (%)	SUCCESS RATE (%)	POPULATION THAT DID NOT RECEIVE THE SERVICE (%)	SUCCESS RATE (%)
MEXICALI	261	0.57	0.86	0.43	0.79
TIJUANA	351	0.32	0.86	0.68	0.92
ENSENADA	84	0.46	0.85	0.54	0.93
TOTAL	696	0.43	0.86	0.57	0.87
COUNT	696	301	258	395	345