Comprehensive Student Services Program Review Criteria- 2019/2020

Note to Preparers:

Please complete this form that includes the Program Review criteria for the comprehensive student services program review. One of the major functions of Program Review is to ensure that all work units of Evergreen Valley College are aligned with its goals. The college's goals are set forth in its Mission and Strategic Initiatives, which are expressed in the narrative below.

College data- 3 years- is provided in this template. If you need additional program relevant data, please email the Dean of Research, Planning and Institutional Effectiveness.

Additional information, including a submission timeline (**Due December 1st for feedback)** and samples of recent Program Reviews, are available on the college website http://www.evc.edu/discover-evc/institutional-effectiveness/program-review. If you have any questions, please feel free to contact any member of EVC's Institutional Effectiveness Committee (IEC).

After your submission to IEC, members of the committee will provide feedback to assist you in preparing a final version. The review committee will consist of IEC members and an optional external reader of your choice. The review committee will make a recommendation and your Program Review will precede to College Council and the EVC President for his/her final approval. Completed/approved Program Reviews will be eligible to participate in resource allocation through the College Budget Committee.

Evergreen Valley College's Mission:

With equity, opportunity and social justice as our guiding principles, Evergreen Valley College's mission is to empower and prepare students from diverse backgrounds to succeed academically, and to be civically responsible global citizens.

Strategic Initiatives:

1. Student-Centered: We provide access to quality and efficient programs and services to ensure student success. Areas of focus are:
   - Access
   - Curriculum and programs
   - Services
2. Community Engagement: We will transform the college image and enhance partnerships with community, business and educational institutions. Areas of focus are:
   - Increase visibility
   - Develop strategic partnerships
   - Building campus community
3. Organizational Transformation: We create a trusting environment where everyone is valued and empowered. Areas of focus are:
   - Communication
   - Employee development
   - Transparent Infrastructure

Department/Program Name: Outreach & Recruitment

Year of Last Comprehensive Review: Spring 2017

Year of Last Mini Review, if applicable: N/A

Preparers' Name(s): Dean of Enrollment Services, Octavio G. Cruz Jr.

Area Dean: Octavio G. Cruz Jr.

Overview of the Department/Program

1. Provide a brief summary of your program, including program components, function and purpose. Please include a brief history and discuss any factors that have been important to the program's development.

Mission Statement for the College

With equity, opportunity and social justice as our guiding principles, Evergreen Valley College's mission is to empower and prepare students from diverse backgrounds to succeed academically and to be civically responsible global citizens. We meet our mission through a wide spectrum of educational experiences, flexible methodologies, and support services for our students. We offer associate degrees, associate degrees for transfer, certificates, career technical education, transfer coursework, and basic skills education. (Revisions approved by the SJECCD Board of Trustee October 13, 2015)

Mission Statement for the Program

The mission of the Evergreen Valley College Outreach Team is to extend educational opportunities and access to higher education to all segments of the local community, particularly those who have been traditionally underserved. We are committed to providing accurate and timely information with regards to admission, financial aid, assessment, and matriculation services for students and parents. Further, we are committed to providing bilingual services (Spanish/ Vietnamese) and remain culturally sensitive to the customer service needs of our student population. The Outreach and Recruitment team routinely make a conscious effort to demonstrate respect for other cultures, economic backgrounds, and life experiences.

Overview of Department

Evergreen Valley College remains steadfast in our efforts to reach out to residents of our local communities and provide access to higher education through a variety of services, on and off campus. These services include multi-lingual college information, assistance with college admission, financial aid assistance, online assessment, online orientation, abbreviated and comprehensive educational planning, and streamlined coordination with other programs and services that target specific underrepresented groups within the college's service area. Other services include presentations, workshops, campus visits, and campus tours. Through our ongoing partnerships with local high school districts, community agencies, and universities, the College is able to work with traditional and non-traditional students who are interested in certificate and degree programs, as well as those who want to transfer. In addition to working with traditional high school students, the Outreach and Recruitment team works with immigrant adults, many of whom start as English language learners (ESL), and advance towards English proficiency to continue along their educational pathway. Over the course of the last three years, the Outreach and Recruitment team experienced significant accomplishments by working with local area high schools in developing concurrent and dual enrollment services. These services included the development of specific courses aimed at enriching and supplementing curriculum taught at the high school level.

For example, Santa Teresa High School. Evergreen Valley High School and Oak Grove High School successfully coordinated the annual summer course offering of several sections of a Math 025 course consistently for the summer of 2017, 2018, and 2019. The success rates for each of the course sections at the end of the term continued to range from 90% to 100%. These rates reaffirmed that dual enrollment was a successful coordinated partnership with local area high schools. It also revealed that dual enrollment will continue to be the cornerstone for future enrollment growth for the College.

2. Please provide an update on the program's progress in achieving the goals (3 years) set during the last comprehensive program review.

Outreach and Recruitment 3 Year Plan (2016-19) – Prior Year Goals
The Outreach and Recruitment Office developed a three year plan in 2017-18 that focused on the expansion of services to prospective students in the College's immediate service area. Through the use of technology, Outreach and Recruitment, worked to provide several remote technology services for prospective students. This included the initial contact or tracking of students, initial application for admission, registration, orientation Canvas, assessment, and educational plan appointments. Students were strategically recruited from the East Side Union High School District, San Jose Unified High School District, and Milpitas Unified High School District on a yearly basis. These school districts combined served as the primary recruitment target population for Evergreen Valley College. In addition, Gilroy and Morgan Hill are considered secondary target areas that provided a steady stream of prospective students. Below is a comprehensive list of projects for the 2016-17, 2017-18, and 2018-19 academic years.

Year 1

PROJECT	TIMELINE	TIMELINE	STATUS
San Jose Promise	Summer 2017	Fall 2017	Completed
AB288 Latino College Prep	Summer 2017	Fall 2017	Completed
AB288 Evergreen High School	Summer 2017	Ongoing	Completed
AB288 Santa Teresa High School	Summer 2017	Ongoing	Completed
Accel Middle College	Summer 2017	Fall 2017	Completed
College Connection Yerba Buena	Summer 2017	Fall 2017	Completed
Bridge to Engineering – Non Credit	Summer 2017	Fall 2017	Completed
James Lick / CII Project	Summer 2017	Ongoing	Ongoing
San Jose State English 104 Project	Summer 2017	Ongoing	Completed
San Jose State Math 013 Project	Summer 2017	Fall 2017	Completed
STEM Program Project	Summer 2017	Fall 2017	Ongoing
VTA Eco Pass Project (Access)	Summer 2017	Ongoing	Completed
High School Transcript Imaging (Retention)	Summer 2017	Ongoing	Completed

As the Outreach and Recruitment Office completed the 2016-17 academic year, several of the targeted projects were pushed forward to the 2017-18 academic year. This is due in part to the ongoing nature of scheduling for dual enrollment and concurrent enrollment course offerings. In year two, Outreach and Recruitment refined its relationship with Academic Affairs to secure dual and concurrent enrollment course offerings in advance of priority registration. This timely coordination with the course schedulers on campus proved to be a pivotal aspect of providing course offerings to prospective high school students.

Year 2

PROJECT	TIMELINE	TIMELINE	STATUS
San Jose Promise	Summer 2018	Fall 2018	Completed
AB288 Latino College Prep	Summer 2018	Fall 2018	Completed
AB288 Evergreen High School	Summer 2018	Fall 2018	Completed
AB288 Santa Teresa High School	Summer 2018	Fall 2018	Completed
Accel Middle College	Summer 2018	Fall 2018	Completed
College Connection Yerba Buena	Summer 2018	Fall 2018	Completed
Bridge to Engineering – Non Credit	Summer 2018	Fall 2018	Completed
James Lick / CII Project	Summer 2018	Fall 2018	Ongoing
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San Jose State Math 013 Project	Summer 2018	Fall 2018	Completed
STEM Program Project	Summer 2018	Fall 2018	Ongoing
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High School Transcript Imaging (Retention)	Summer 2018	Fall 2018	Completed

The third year of the proposed plan for Outreach and Recruitment involved the completion of the projects and initiatives outlined in year one of the plan. As many of the projects were dependent on third party high school participation, it was critical that communication and coordination take place early in the registration cycle to ensure a seamless delivery of course offerings to prospective high school students. The end goal for the Outreach and Recruitment Office was to move towards developing and expanding enrollment though the use of dual enrollment course offerings. AB288 allowed Evergreen Valley College the opportunity to diversify course offerings remotely at key high school locations throughout San Jose. This allowed new prospective high school students to facilitate the admission and registration process while still in high school. Thus, exposing students to dual and/or concurrent enrollment during their high school years, the goal was to drive prospective student enrollment to Evergreen Valley College upon completion of high school. As the data now clearly indicates, dual enrollment and concurrent enrollment represents a significant segment of our enrollment growth.

Year 3

San Jose Promise	Summer 2019	Fall 2019	Completed
AB288 Latino College Prep	Summer 2019	Fall 2019	Completed
AB288 Evergreen High School	Summer 2019	Fall 2019	Completed
AB288 Santa Teresa High School	Summer 2019	Fall 2019	Completed
Accel Middle College	Summer 2019	Fall 2019	Completed
College Connection Yerba Buena	Summer 2019	Fall 2019	Completed
Bridge to Engineering – Non Credit	Summer 2019	Fall 2019	Completed
James Lick / CII Project	Summer 2019	Fall 2019	Ongoing
San Jose State English 104 Project	Summer 2019	Fall 2019	Completed
San Jose State Math 013 Project	Summer 2019	Fall 2019	Completed
STEM Program Project	Summer 2019	Fall 2019	Ongoing
VTA Eco Pass Project (Access)	Summer 2019	Fall 2019	Completed
High School Transcript Imaging (Retention)	Summer 2019	Fall 2019	Completed

3. Please state any recent accomplishments for your program and show how it contributes to the College's mission and success.

- AB288 – Dual Enrollment Initiative Launched December of 2016 - Success
- Latino College Prep Academy Courses – Math 013 & Math 014 (summer 2017) - Success
- Santa Teresa High School – Math 025 & Chemistry 030A - Success
- Evergreen Valley High School – Math 025 (6 courses) - Success
- EVC Promise 3 Cohort Initiative – Success
- High School Partner Day – Annual Event in December of 2017, 2018, 2019 - Success
- Enrollment Growth – Overall trends are moving upward in 2017 -2019 - Success
- Class Schedule – Printing of hard copy printed schedule 2017 - Success
- Multiple Measures – Collection of High School Transcripts - Success
- Document Imaging of high school transcripts Square 9 Conversion - Success
- Expansion of Outreach and In reach efforts amongst community - Success
- Paper Class Schedule – Success
- Collaboration with new Director of Marketing - Success
- Development of marketing materials - Success
- New Days at the Green Model Development – Success
- Salesforce Tracking software exploration - Success

4. Please describe where you would like your program to be three years from now (program goals) and how these support the college mission, strategic initiatives and student success.

The future of the Outreach and Recruitment is highly dependent on its ability to make a significant investment in the use of technology for recruitment and tracking of prospective students. Although as a College, we have maintained steady enrolment over the past three years, there is tremendous opportunity for enrollment growth by better understanding the demographics and socioeconomics of our immediate service area. Outreach and Recruitment will need to (1) partner with our newly established Director of Marketing to develop standardized print and digital materials for mass dissemination amongst prospective students and parents. Although some preliminary work has been done to standardize our College logo, more work will need to be coordinated to provide students with a consistent marketing campaign aimed at driving student enrollment towards enrolling at the College. Finally, the use of high touch tracking technology should be adopted to focus recruitment efforts at local area high school college fairs. (2) The use of Salesforce type technology with built in analytics to understand where and when to focus our outreach and recruitment efforts. The final goal is for Outreach and Recruitment to better coordinate the delivery of service for students. This (3) involves referring students to onboarding services (admission & financial aid) to retention programs (EOP&S) aimed at long term student success.

5. Describe current program staffing by listing the current number of positions currently in the program. If the position is vacant, please indicate the vacancy.

Position type	Number of positions
Full time Administrator – Dean of Enrollment Services	1
Full time Classified – Outreach & Recruitment Specialist	1
Full time Classified – Financial Aid Specialist	1
Hourly workers - Outreach	2

A. Program Quality

1. Describe the impact of the program's service offerings to the students and the campus.

Outreach and Recruitment serves as the primary mechanism for the identification and retention of prospective students to the College. On a yearly basis, the Outreach and Recruitment team works with local service area high schools to promote the Early Admission Program for first time freshman. This program allows students who complete the admission and assessment process to take advantage of priority registration. Over the years, this has yielded approximately 300 to 400 students each year as new first time students. Students that participate as part of the Early Admission Program are subsequently invited to participate in an annual orientation event known as "Days at the Green ". This series of in person orientation and educational planning session provides students the necessary counseling support to develop an abbreviated educational plan, while making a future appointment for the development of a comprehensive four semester educational plan. Earlier this year, the Dean of Enrollment Services and Dean of Student Success discussed the relevancy of the "Days at the Green" model. It was determined that in many ways the traditional orientation and counseling model may be outdated. This would require the development of a new model for providing orientation and counseling services to students in a more modern approach. In other

words, these services will need to eventually evolve into remote services that are provided in a group format in a high school environment.

2. Describe recent local, State and/or Federal changes that significantly impact the services to students.

The adoption of the AB705 initiative in many ways impacted the delivery of services to students. From an Outreach and Recruitment perspective, this necessitated the need to collect high school transcripts from every prospective incoming high school students. Furthermore, it significantly impacted the algorithm that was developed for the placement of students into English and Math courses at Evergreen Valley College. As a College, we utilized specific grade point average data indicators to establish a student's ability to enroll into certain levels of English and Math coursework. Although the success rates from the AB705 will not be readily be available until after fall 2019, the Outreach and Recruitment program remains committed in gathering high school transcripts for the use of multiple measure assessment with prospective students.

3. If applicable, describe a change in specific program compliance requirement with state, federal or accreditation agencies and how your program shifted their processes to ensure compliance.

The fact that Evergreen Valley College has taken definitive steps to reaffirm its accreditation status has reestablished our relationships with local service area high schools. This consistent positive messaging of being fully accredited has put to rest many of the concerns by community members that coursework taken at Evergreen Valley College would not be eligible for transfer or utilized for credit by other institutions of high education. In prior years, the accreditation standing of the College adversely impacted the ability to recruit and retain prospective students to Evergreen Valley College.

4. Describe how the program measures success.
    a. For example, tracking and improvement in the number of educational plans completed for students.
The Outreach and Recruitment program measures success by three primary metrics. First, the number of prospective students that apply for admission from our target high schools. Second, the number of students that complete the online Canvas orientation from our target high schools. Third, of the students that apply and complete an orientation, how many of these students actually enroll in the College for fall term. Over the past three years, data has indicated that prospective student enrollment has remained in a positive growth cycle and/or remained the same.

5. Please review program information reported in MIS and shared with the community through the website, catalog, schedule of classes, brochures, etc. Is the program information accurate and consistent? What actions does your program take to ensure accuracy and consistency?
The Outreach and Recruitment team works with Academic Affairs to ensure that programmatic information regarding degrees and certificates remains accurate for students and high school partners. As one of the first interactions with students, Outreach and Recruitment relies heavily on coordination and development of brochures and flyers from each of the academic disciplines. Our goal in the coming year will be to develop consistent branding and marketing material with our new Director of Marketing. The long term goal is to coordinate various campaigns throughout the year aimed at the recruitment and retention of prospective students.

6. Describe how the program addresses the needs of the diverse student body, including students with disabilities and providing services by alternative delivery methods (for distance education students).

The Outreach and Recruitment program has worked over the past three years to provide services to students from our diverse student population. In many instances, prospective students are referred to support services such as DSP to provide accommodations services to students. Furthermore, students now have the ability to order transcripts electronically without the need to travel to the College. This new initiative know as Credentials Online Transcript ordering was introduced in 2017 and has been extremely successful in facilitating the ordering of transcripts for current and past students at Evergreen Valley College.

7. Describe the communication within the program, with the students served and with other departments including Academic Affairs. What is working well and what can be improved?

Communication amongst the Outreach and Recruitment program occurs at several levels. First, the Dean of Enrollment Services serves as the primary point of contact amongst the College's leadership team. On a weekly basis, the Dean of Enrollment provides guidance and strategy for the overall enrollment of prospective students. This often includes the development of coursework for dual enrolment and concurrent enrollment courses at the high school level. Second, the Dean of Enrollment Services and Outreach Specialist meet on a weekly basis to discuss the overall design and focus of the Outreach and Recruitment program. Although a great deal of the communication is informal in nature, the numerous years of experience amongst the Outreach and Recruitment staff promotes trust and assurance that each team member is doing their very best to expand the program and grow enrollment for the college. Over the past three years, enrollment has steadily grown year over year as a result of the efforts put forth by the Outreach and Recruitment team.

B. Program Access

1. How many students received program services between F15– F18? Use the table below to review the demographics of students served and how these compare to campus demographics.

1. <u>Student Demographics- Headcount (average F15-F18)</u>

Program Total Headcount			Headcount & Pct of Total	
Gender	Headcount	Pct of Total	EVC	
Female	4959	54.01%	4483	54.3%
Male	4185	45.59%	3746	45.3%
No Value Entered	38	0.41%	32	0.3%
Age	Headcount	Pct of Total	EVC	
17 & Below	393	4.25%	361	4.3%
18-24	5483	59.70%	5070	61.4%
25-39	2266	24.71%	1949	23.6%
40 & Over	1029	11.23%	871	10.5%
Unknown	10	0.11%	9	0.1%
Race/Ethnicity (IPEDS Classification)	Headcount	Pct of Total	EVC	
American Indian	52	0.57%	51	0.5%
Asian	3494	38.38%	3475	40.3%
Black or African American	254	2.79%	224	2.3%
Hawaiian/Pacific Islander	42	0.46%	38	0.4%
Hispanic	3487	38.31%	3463	39.1%
Two or More Races	230	2.48%	239	2.7%
Unknown	902	10.26%	806	8.4%
White	642	8.01%	583	6.2%

Evergreen Valley College Details

	2008	2009	2010	2011	2012	5-Year Change	2-Year Change
Gender							
Female	5,615	5,527	5,577	5,598	5,116	-8.89%	-8.61%
Male	5,540	4,982	4,997	5,016	4,553	-17.82%	-9.23%
Declined to state	27	17	19	9	23	-14.81%	155.56%
Total	**11,182**	**10,526**	**10,593**	**10,623**	**9,692**		

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Male	4185	45.59%	3746	45.3%
No Value Entered	38	0.41%	32	0.3%

Based on the comparison data from the last Outreach program review in spring of 2014, it appears that Evergreen Valley College is experiencing a decline in both female and male enrollment when compared to previous years. Although the summary information is an average of headcount, the Outreach team will need to focus on data integrity in future years. It appears that students may not be reporting their gender as part of the application process.

Evergreen Valley College Details

Age Group	2008	2009	2010	2011	2012	5-Year Change	2-Year Change
Under 16	39	45	39	22	29	-25.64%	31.82%
16 - 18	1,727	1,405	1,418	1,377	1,292	-25.19%	-6.17%
19 - 24	4,706	4,808	4,689	4,864	4,778	1.53%	-1.77%
25 - 29	1,307	1,335	1,307	1,325	1,247	-4.59%	-5.89%
30 - 34	822	707	759	785	690	-16.06%	-12.10%
35 - 54	2,157	1,829	1,909	1,788	1,331	-38.29%	-25.56%
55 - 64	324	310	364	341	233	-28.09%	-31.67%
65 and Over	100	87	108	121	92	-8.00%	-23.97%
Total	11,182	10,526	10,593	10,623	9,692		

1. Student Demographics- Headcount (average F15-F18)

Age	Headcount	Pct of Total	EVC	
17 & Below	393	4.25%	361	4.3%
18-24	5483	59.70%	5070	61.4%
25-39	2266	24.71%	1949	23.6%
40 & Over	1029	11.23%	871	10.5%
Unknown	10	0.11%	9	0.1%

Based on the information contained in the tables above, it appears that Evergreen Valley College is attracting a younger student demographic to enroll for coursework. This can be attributed to the numerous dual and concurrent enrollment initiatives that continue to attract 18 year old high school students. This segment of the overall enrolment population at Evergreen Valley College will need to be expanded in future years.

Evergreen Valley College Details

Ethnicity	2008	2009	2010	2011	2012	5-Year Change	2-Year Change
African American	469	479	370	416	385	-17.91%	-7.45%
Asian	4,058	4,065	4,145	4,226	4,174	2.86%	-1.23%
Hispanic/Latino	3,563	3,505	3,606	3,629	3,390	-4.86%	-6.59%
Native American	66	72	81	71	60	-9.09%	-15.49%
Pacific Islander	106	95	74	99	74	-30.19%	-25.25%
White	1,311	1,115	1,068	897	777	-40.73%	-13.38%
Other/Unknown	1,609	1,195	1,249	1,285	832	-48.29%	-35.25%
Total	**11,182**	**10,526**	**10,593**	**10,623**	**9,692**		

1. **Student Demographics- Headcount** (average F15-F18)

Race/Ethnicity (IPEDS Classification)	Headcount	Pct of Total	EVC	
American Indian	52	0.57%	51	0.5%
Asian	3494	38.38%	3475	40.3%
Black or African American	254	2.79%	224	2.3%
Hawaiian/Pacific Islander	42	0.46%	38	0.4%
Hispanic	3487	38.31%	3463	39.1%
Two or More Races	230	2.48%	239	2.7%
Unknown	902	10.26%	806	8.4%
White	642	8.01%	583	6.2%

The comparison of data from the Outreach program review in spring of 2014 reveals a sharp decline in the number of Asian students enrolling for coursework at Evergreen Valley College. Also, Hispanic and Latino students appear to be increasing significantly. The Outreach and Recruitment team will need to invest in bilingual Outreach recruiters in order to adequately assist these two key student populations

a. Based on the **students served** and Pct change year to year, is the program growing or declining? If so, what do you attribute these changes to and what changes will the program implement to address them?

The average student demographic headcount from F15-F18 clearly indicates that the Outreach and Recruitment program continues to grow and expand its ability to attract and retain prospective students to Evergreen Valley College. Our target demographic of 361 students under the age of seventeen is a positive indication that our efforts to promote dual and concurrent enrollment amongst our local high school populations is a step in the right direction. Furthermore, the 5070 student headcount of students between the ages of eighteen and twenty-four indicates that we are attracting prospective students upon completion of high school. These indicators represent our ability as a College to institutionalize the fundamental aspects of both the dual enrollment and guided pathways initiatives.

b. Are there any gaps in the students served compared to the college demographics?

In the coming years, State initiatives will further allow colleges to disaggregate the race and ethnicity data to provide a more comprehensive representation of our student population. This data will need to be collected during the initial admission application process for prospective students. Hence, the Outreach and Recruitment team will need to work closely with Admissions and Records to ensure data integrity amongst students completing the admission application.

c. Based on your findings, what interventions can the program implement to address any gaps in services?

Outreach and Recruitment will need to move towards the elimination of the paper admission application process. Students that apply via Open CCC-Apply provide a more definitive set of responses upon submission of their application for admission to the College. This direct intervention should provide "cleaner" data, while limiting opportunities for the student applicants to leave the information blank.

C: Curriculum- If applicable

1. Identify any updates to curriculum since the last comprehensive program review, including any new programs and indicate the six year timeline for scheduled course outline revision.

N/A

2. Identify all the courses offered in the program and describe how these courses remain relevant in the discipline and real life experiences for students. Please include the list or diagram (program major sheet) of the courses reflecting course sequencing in the major and how often the courses within the program have been offered.

N/A

3. Identify and describe innovative strategies or pedagogy your department/program developed/offered to maximize student learning and success. How did they impact student learning and success?

N/A

4. Discuss plans for future curricular development and/or program (degrees & certificates included) modification.

N/A

5. Describe how your program is articulated with High School Districts, and/or other four year institutions. (Include articulation agreements, CID, ADTs...)

N/A
6.   If external accreditation or certification is required, please state the certifying agency and status of the program.   **N/A**

PART C: Student Learning Outcomes and Assessment

1. List the Program SLOs, and how they relate to the GE/ILOs (http://www.evc.edu/discover-evc/student-learning-outcomes-%28slos%29).

The Outreach and Recruitment team focused its efforts on Student Learning Outcome # 5 & 6 for the 2017 – 2018 academic year to assess completion of a dual enrollment course as part of the AB288 initiative. SLO#6 relates to high school students successfully completing the online orientation workshop from local area feeder high schools. SLO#5&6 relates to three primary ILOs noted below:
- Communication
- Inquiry and Reasoning
- Information Competency

*Attached you will find the pre and post data as it relates to SLO # 5 & 6.

2. Since your last program review, summarize SLO assessment activities and results. Please include dialogue regarding SLO assessment results with division/department/college colleagues and/or GE areas. Provide evidence of the dialogue (i.e. department meeting minutes or division meeting minutes…)

The Outreach and Recruitment department has continuously used data to further enhance the delivery of services to students at local area high schools. The AB288 data regarding dual enrollment prompted the College to offer more dual enrollment courses in the 2018 & 2019 academic year.

3. What plans for improvement or changes have been implemented to your program as a result of SLO assessment? Please share one or two success stories about the impacts of SLO assessment on student learning.

The Outreach and Recruitment team plans to utilize that data gathered from the SLO assessment process to develop a new model for "Days at the Green" in the coming year. It appears that students are requesting on site services in the form of counseling and educational planning. The Outreach and recruitment team will need to work with the Counseling Center to promote a new model for matriculating prospective students into the College.

PART D: Faculty and Staff

1. List current faculty and staff members in the program, areas of expertise, and describe how the positions contribute to the success of the program.

List of Outreach and Recruitment Staff and Titles
- Octavio Cruz, Dean of Enrollment Services
- Ingrid Rottman, Outreach Specialist
- Annette Ruiz-Esparza, Financial Aid Outreach Specialist
- Rosa Peredia, Outreach Counselor

List of Outreach and Recruitment Hourly Staff
- Joseph Martinez
- Camilla Ramirez

Orientation Process for Hourly Outreach Staff

The hourly Outreach and Recruitment staff work with Ingrid Rottman, Outreach Specialist, to facilitate many of the activities associated with the recruitment of new prospective students. Hourly help are responsible for providing campus tours, welcome center duties, campus event duties, and the check in process for the annual Day at The Green event. All hourly support staff must undergo a rigorous training with the campus Outreach and Recruitment Specialist prior to providing services to students. They are required to be fully trained to ensure the accuracy of the information they convey to students. The hourly help continues to add tremendous support to the Outreach and Recruitment team. However, over the past few years, the ability to identify a stable funding source has resulted in coverage gaps throughout the academic year for student related events. The College will need to identify a permanent funding source in order to solidify a permanent full time position as it relates to Outreach and Recruitment.

2. List major professional development activities completed by faculty and staff over the last six years. In particular with regards to students success, equity, distance education, SLO assessment, guided pathways and/or innovative teaching/learning strategies. Please also discuss department orientation/mentoring of new and adjunct faculty.

Staff Professional Development Activities						
	2017	**2018**	**2019**	**2020**	**2021**	**2022**
Octavio Cruz	CACCRAO, AB705 Guided Pathways	CACCRAO, UC Counselor Conf.	CACCRAO, CSSO AB705 Guided Pathways			

Ingrid Rottman	Guided Pathways AB705 Cash for College	Guided Pathways AB705 Cash for College	Guided Pathways AB705 Cash for College			
Annette Ruiz-Esparza	Cash for College	Cash for College	Cash for College			
Rosa Peredia	Guided Pathways AB705	Guided Pathways AB705	Guided Pathways AB705			

PART E: Budget Planning

1. With your Dean, review the department Fund 10 budget and discuss the adequacy of the budget in meeting the program's needs.

In reviewing the departmental budget of the Outreach and Recruitment program, it is evident that the existing funding model in inadequate to promote long term growth. As one of the key areas directly linked to the growth of student enrollment, the level of staffing remains well below the needs of the program to succeed. In our program review from spring of 2017, the consensus was that Outreach and Recruitment would need to expand staffing to include two bilingual personnel that could better interact with prospective students from all segments of the surrounding community. Since that time, the appropriation of funds to develop or establish an additional Outreach and Recruitment position has not come to fruition. Unfortunately, the Outreach and Recruitment team has relied heavily on student and hourly support to accomplish its goals over the past three years.

2. Identify an external (fund 17) funding the department/program receives, and describe its primary use.

This past year, the Outreach and Recruitment team received a one-time infusion of $24,000 in the form of one-time monies provided by the College. Although this has provided an opportunity to secure more hourly help, it has not solved the long term challenge of permanent staffing for the area.

PART F: Technology and Equipment

1. Review the current department technology and equipment needed and assess program adequacy. List any changes to technology of equipment needs since the last program review.

Outreach and Recruitment Technology Needs:

- Translation Equipment
- Campus Tour Microphones & Headphones

- SalesForce Tracking Software
- Microsoft Surface 2 in 1 notebooks
- Remote Access – GOTOMYPC
- Marketing Materials

PART G: Additional Information

Please provide any other pertinent information about the program that these questions did not give you an opportunity to address.
None

PART H: Future Needs and Resource Allocation Request:

Based on the areas noted below, please indicate any unmet needs for the program to maintain or build over the next two years. Please provide rationale on how the request connects back to SLO/PLO assessment, strategic initiatives or student success. If no additional requests are needed in any of the areas, put N/A.

Faculty and staffing requests	Ongoing Budget Needs:	Request linked to: SLO/**PLO #:**
Bilingual Outreach Assistant (.5FTE)Range 62	**$20,401.50 (salary) $39,481.00 (total cost)**	**Strategic Initiatives (student centered, organizational transformation, community engagement):** Improving Student success rates: Achievement of program set standard for student success:
Bilingual Outreach Assistant (.5FTE)Range 62	**$20,401.50 (salary) $39,481.00 (total cost)**	
Facilities	Ongoing Budget Needs: One-time Expenditure:	Request linked to: SLO/PLO #: Strategic Initiatives (student centered, organizational transformation, community engagement): Improving Student success rates: Achievement of program set standard for student success:
Technology **Salesforce Tracking Software**	Ongoing Budget Needs: **$25,000 - $75,000 (total cost)** One-time Expenditure:	Request linked to: SLO/**PLO #:** Strategic Initiatives (student centered, organizational transformation, community engagement): **Improving Student success rates: Achievement of program set standard for student success:**

Equipment/Supplies	Ongoing Budget Needs: One-time Expenditure:	Request linked to: SLO/PLO #: Strategic Initiatives (student centered, organizational transformation, community engagement): Improving Student success rates: Achievement of program set standard for student success: