



SCHOOL RELATIONS AND OUTREACH NON-INSTRUCTIONAL ANNUAL PROGRAM REVIEW and PLAN 2012

1. Program Description/Mission:

The Office of School Relations and Outreach is responsible for coordinating the College's outreach and recruitment activities at local area schools. This program is responsible for implementing student outreach services by encouraging high school students to choose Citrus as their first-choice college. In addition, School Relations and Outreach establishes strong partnerships with the community at large.

2. Key functions/goals of this Department/Program:

- Inform high school students, teachers, counselors, families, and the public about educational opportunities at Citrus College;
- Coordinate activities at high schools such as: visits, college fairs, presentations and workshops;
- Organize on-campus events to provide students and families with information about the college planning and admission process;
- Encourage high school seniors to attend Early Decision assessment; and
- Conduct campus tours.

3. Assessment of Outcomes:

Populate with the existing Unit Outcomes			
Outcome	Assessment	Result	Change
1. Students will be able to navigate the admission and enrollment process and be aware of the programs and services seeking help without being prompted.	Assessment by survey and data collection (Appendix A).	Out of 810 students surveyed during spring application workshops, 61% responded that they were more prepared to navigate the admissions process. The goal was that at least 60% of students surveyed would have a better understanding of the process.	Based on the results Outreach should continue offering services to all the district high schools.
2. Prospective students and their parents/guardians will have updated information of all upcoming events and deadlines at Citrus College	Assessment by survey and data collection (Appendix B).	Out of 210 students and parents surveyed at Parent Night, 89% responded that they found out about outreach events through emails and	Based on results Outreach should continue updating social media and sending e-mail reminders to

through email, follow-up phone calls, and social media.		social media. The goal was to find out which method of communication was more effective.	prospective students and their families.
3. Students who attend the various outreach events will be more prepared to be successful in college.	Assessment by survey and data collection (Appendix B & C).	Out of 163 students surveyed at Parent Night and Welcome Day, 76% felt more prepared to be successful in college after attending one of these events. The goal was that at least 60% of students surveyed felt better prepared to be successful at Citrus College.	Based on results, Outreach should continue planning recruitment events at Citrus College to connect the students to our programs and services.

4. Recommendations/Next Steps:

	Previous Recommendation	Progress / Persons Responsible	Status	Est. completion
1	Increase high school student awareness of Early Decision, Priority Registration pilot program. CCSP 2.1.1	Ivon McCraven, Carlos Molina, Stacey Brown, Jorge Acosta and student ambassadors	Completed	June 2012
2	Increase Veteran Student Ambassador participation in community events. CCSP 2.1.1	Ivon McCraven	Completed	June 2012
3.	Develop a comprehensive marketing and outreach plan in collaboration with the Development and External Relations Office. CCSP 2.1.1	Ivon McCraven	Pending due to staff changes in Development and External Relations Office	In Progress

	New Recommendation	Progress / Persons Responsible	Status	Est. completion
1	Increase high school student participation in Citrus College application workshops at the high school site. CCSP 2.1.1	Ivon McCraven and Jorge Acosta	In progress	June 2013
2	Increase high school student participation in Early College program. CCSP 2.1.1	Ivon McCraven and Stacey Brown	In progress	June 2013
3	Increase community event participation CCSP 2.1.1	Ivon McCraven	In progress	June 2013

5. Resources requested:**School Relations and Outreach****Certificated Personnel (FNIC)**

Position	Discuss impact on goals / SLOs	Cost	Priority
N/A			

Classified Personnel

Position	Discuss impact on goals / SLOs	Cost	Priority
Recruiter (1) 100%	Presently the office of School Relations is functioning with one less recruiter position than previous years. Hiring a part-time recruiter will allow for us to serve our school districts and community without eliminating or downsizing any services		2
Supervisor (1) Full-time	Due to the expansion of the office since its implementation in 2006, the coordinator position has acquired more responsibilities leading to the need to upgrade the position to effectively oversee all services		2
Clerical (1) Full-time	To manage the large volume of incoming calls and information request.		3

Staff Development (Division)

Item	Discuss impact on goals / SLOs	Cost	Priority

Facilities (Facilities)

Describe repairs or modifications needed	Discuss impact on goals / SLOs	Building / Room	Priority
N/A			

Computers / Software (TeCS)

Item	Discuss impact on goals / SLOs	Cost	Priority
N/A			

Equipment

Item	Discuss impact on goals / SLOs	Cost	Priority
N/A			

Supplies (Division)

Item	Discuss impact on goals / SLOs	Cost	Priority
N/A			

Appendix A**Application Workshop/Student Survey
Spring 2012**

Please help us continue improving our services, take a few minutes to complete this survey.

Please select the rating that most closely describes your feelings.

1. How did you hear about the application workshop?

- Flyer
- School Counselor/Staff
- Citrus College representative
- Through a friend

2. Was Citrus College outreach staff helpful?

- Yes
- No
- Not sure

3. Is this the first time you meet with a Citrus College representative?

- Yes
- No

4. After meeting with a Citrus College outreach representative and completing an application, do you feel that you have a better understanding of Citrus College's admissions/enrollment process?

- Yes
- No
- Not sure

5. Would you be participating in Early Decision?

- Yes
- No
- Not sure

Comments and/or suggestions:

Appendix B



Parent Night Survey May 9, 2012

Please help us continue improving our services, take a few minutes to complete this survey and upon completion leave it on your table.

Please select the rating that most closely describes your feelings.

1. How did you hear about tonight's event?

- Flyers
- School Counselor/Staff
- Citrus College Staff
- Website
- Received an invitation in the mail
- E-mail

2. Was Citrus College staff helpful?

- Yes
- No
- Not sure

3. Is this your first visit to campus?

- Yes
- No (if not, what other event have you attended?)
Event Attended: _____

4. Did you think the time allowed for the speaker was:

- Appropriate
- Too short
- Too long

5. How satisfied were you with the information covered

- Very satisfied
- Satisfied
- Dissatisfied

Comments and/or suggestions:

Appendix C



Citrus College Welcome Day Survey August, 25 2011

Citrus College Student ID # _____ E-Mail Address: _____

High School Attended: _____

Please help us continue improving our services, take a few minutes to complete this survey and upon completion return it to your tour guide. Please select the rating that most closely describes your feelings.

1. Have you attended any of these events or programs at Citrus College?

- | | |
|---|--|
| <input type="checkbox"/> Open House | <input type="checkbox"/> Parent Night |
| <input type="checkbox"/> Early Decision | <input type="checkbox"/> Summer Bridge |
| <input type="checkbox"/> Parent Night | |

2. Was the Citrus College Staff helpful?

- Yes
 No
 Not sure

3. How did you register for Welcome Day?

- Phone
 E-Mail
 In person

4. Did you think the time allowed for the workshops was:

- Appropriate
 Too short
 Too long

5. How satisfied were you with the information covered in the workshops:

- Very satisfied
 Satisfied
 Dissatisfied
 Very dissatisfied

6. Education Goal:

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> Transfer AS/AA | <input type="checkbox"/> Certificate |
| <input type="checkbox"/> Transfer non AS/AA | <input type="checkbox"/> Job Skills |
| <input type="checkbox"/> Vocational AS/AA | <input type="checkbox"/> Undecided |