



SCHOOL RELATIONS AND OUTREACH STUDENT SERVICES ANNUAL PROGRAM REVIEW 2015-2016 AND PLAN 2016-2017

Committee Members:

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1. Program Mission/Description:

Program Mission and Relationship to College Mission:

The School Relations and Outreach office contributes to the College mission of “fostering a diverse educational community and cultural learning environment” by assisting in the recruitment of multicultural and diverse student populations. The program also helps connect prospective students and families to other college programs and services that can empower them toward “success in pursuit of academic excellence, economic opportunity, and personal achievement.” The School Relations and Outreach office supports the value of collaboration as stated in the College vision statement by establishing strong partnerships with the community at large.

Program Description:

The School Relations and Outreach office is responsible for coordinating the College’s outreach and recruitment activities at local area middle and high schools. The program is responsible for implementing student outreach services by encouraging high school students to choose Citrus College. The School Relations and Outreach office also establishes strong partnerships with the community at large. Additionally, the office is responsible for the Student Ambassador program which consists of a selected group of students with specialized skills who work together to represent Citrus College at a variety of events. The program fosters strong community relations by coordinating community events attended by the Citrus College Board of Trustees and the Superintendent/President.

Currently outreach and recruitment efforts are provided through the following individual programs:

Community Events

The outreach staff and student ambassadors attend community events to increase awareness of Citrus College educational resources and create a more visible presence in the community amongst target students and their families. In addition, the office coordinates community events attended by the Citrus College Board of Trustees and the Superintendent/President.

Early College Program

Early College program provides students the opportunity to simultaneously take high school classes and college credit courses in a rigorous yet supportive program, compressing the time it takes to complete a high school diploma and the first two years of college. The program offers high school students from District schools an opportunity to take Citrus College courses at their high school site. Early College programs provide underserved students with exposure to, and support in, college while they are in high school.

Early Decision Program

The outreach team works with high school students from Azusa, Claremont, Duarte, Glendora, and Monrovia school districts to assist them in completing all the necessary admissions and enrollment steps needed to become a registered Citrus College student. The early decision students receive priority registration for one academic year.

Prospective high school students interested in attending Citrus College are invited to attend an informational session and application workshop during the fall of their senior year in high school. Early decision students who complete the admissions application are then invited to take the English and mathematics assessment tests and receive a new student orientation. Follow-up phone calls to prospective early decision students continues throughout the summer to provide support and remind students about their registration date as well as to re-enroll them when they are dropped for non-payment.

Parent Night

Parent night is an event intended to help inform prospective students and their families about the educational opportunities available at Citrus College. Participants attend academic and student services presentations, listen to a student panel speak about their Citrus College experiences, and attend an interactive college information fair with faculty and staff. Participants become aware of the resources available for academic support and also have an opportunity to attend a Financial Aid workshop.

Student Ambassador Program

Citrus College is committed to creating a welcoming community environment on campus. To help foster this environment, the Student Ambassador program helps promote community through its diverse members who, through their experience, reach out to other students with similar backgrounds. Under the direction of the School Relations and Outreach Coordinator, ambassadors are assigned to conduct tours, assist with the admissions process through application workshops, and conduct outreach presentations at middle schools and high schools.

Tours

Individual and group tours are conducted by student ambassadors to introduce students, parents, school staff, and local government officials to all the programs and services available at Citrus College.

Welcome Day

Welcome Day is an annual event hosted in the summer that offers incoming students the opportunity to discover more about the college campus, learn about resources for academic and personal success, and become acquainted with faculty and staff. New Citrus College students listen to a student panel to hear about their Citrus College experiences, find out about college academic requirements, and learn about student support services and programs.

2. Key Functions/Goals:

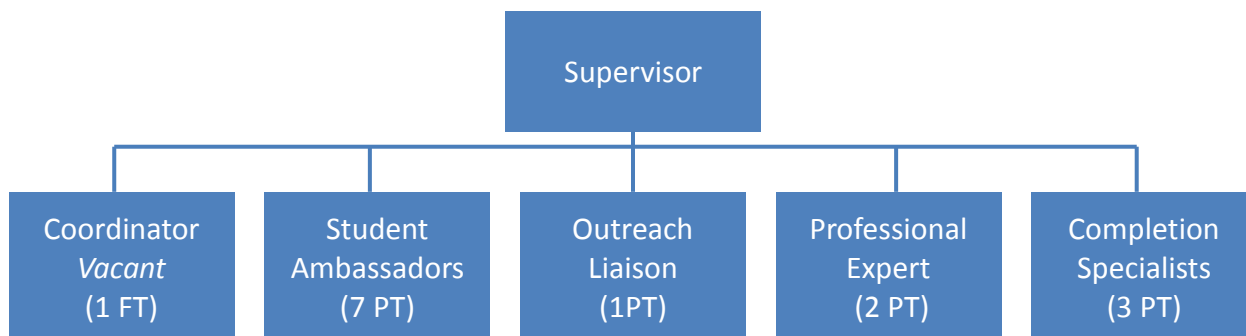
Key Functions:

- Coordinate activities at high schools such as visits, college fairs, presentations, and workshops.
- Coordinate Early Decision by having students complete the application process and come to campus to do assessment and orientation.
- Coordinate recruitment and registration of high school students into Early College programs at local high schools.
- Organize events on campus that provide students and families with information on college planning and the admission process including Parent Night and Welcome Day.
- Participate in community events.
- Promote Citrus College by giving high school students, teachers, counselors, families, and the public information about educational opportunities at Citrus College.
- Provide campus tours to students and visitors.
- Provide I Will Complete College (IWCC) students with coaching and access to student support programs.
- Provide students and families with valuable information about the college planning process.
- Recruit, train, and organize the activities of the Student Ambassador program.

Goals:

- Assist new students through the matriculation and registration process.
- Assist the college in meeting enrollment goals.
- Expand visibility of Citrus College in the community.
- Foster positive relationships with educational partners from K-12 school districts.
- Link new students to support services.
- Recruit incoming students to Citrus College.

Organization Chart



3. Assessment of Outcomes:

Assessment: *How did you assess the outcomes? What method did you use?*

Result: *What was the product or consequence of your assessment?*

Change: *What will you do differently as a result of what you learned from the assessment?*

Prompt: You may also include an analysis of workload/scope of work, and/or additional data (ARCC/Scoreboard and CCSSE surveys) to address this topic. Use existing data and/or document with a survey.

Populate with the existing Unit Outcomes				
	Outcome	Assessment	Result	Change
1	Early Decision participants will receive follow-up services that will contribute to timely registration and retention.	Survey of Early Decision participants in the fall semester and qualitative data collection.	The survey will be e-mailed to students in the fall 2016 semester.	N/A
2	Prospective students from non-district schools and their families will understand the steps needed to receive an earlier registration date.	Survey of Parent Night and Welcome Day participants and qualitative data collection to assess awareness of priority registration and its benefits.	Parent Night and Welcome Day surveys were administered in spring and summer 2016. The results of the surveys indicated that both parents and students understood the steps needed to receive priority registration and its benefits.	No changes – SLO is complete
3	IWCC students will understand and utilize the program's point system.	Survey of IWCC students and qualitative data collection.	Will assess in spring 2016.	N/A

4. Previous Recommendations/Goals:

Prompt: Provide an outline of the previous recommendations. Insert title of person(s) responsible. Status should be Completed or In Progress. If goal is in progress, explain why under status. Indicate completion date by **month/year**.

	Previous Recommendation/ Goals 2015-2016	Person(s) Responsible	Status/ Progress	Completed
1	Establish a position to staff information booths to provide information, assist with application process, schedule tours, and respond to inquiries from prospective students and the community at large. CCSP 2.1.1	Coordinator	Not completed due to lack of funding	N/A
2	Add a campus virtual tour to the School Relations and Outreach website. Expand tours services by providing personalized follow-up to include steps to getting enrolled. CCSP 2.1.2	Coordinator and Outreach Liaison	Not completed due to lack of funding lack of funding and software	N/A

3	Facilitate access to Citrus College application by utilizing tablets at all outreach events. CCSP 2.1.2	Coordinator	Completed	December 2015
4	Create a new supervisor position to effectively oversee the expansion of outreach services. CCSP 2.1.1	Coordinator	Completed	March 2016
5	Hire a new full-time outreach liaison position to expand outreach activities. CCSP 2.1.1	Coordinator	Not completed due to lack of budget.	N/A

5. New Recommendations/Goals:

Prompt: List new recommendations/goals in order of priority. Indicate estimated completion date by **month/year**. If applicable, reference the Citrus College Strategic Plan (CCSP), CCSP Annual Implementation Plan (AIP) item, and/or the Educational Facilities Master Plan (EFMP) goal, using the following format.

Examples: CCSP 5.3, AIP 5.1.2, and/or EFMP pg. 361

	New Recommendation/ Goals 2016-2017	Person(s) Responsible	Estimated Completion	Budget Priority
1	Expand outreach services to out of district high school by request. CCSP 2.2 and 5.5	Supervisor	June 2017	3
2	Hire three full-time outreach liaisons to support the college's recruitment efforts including promotion of noncredit ESL offerings. CCSP 1.3 and 4.2.1	Supervisor and Dean of Admissions and Records	June 2017	2
3	Increase the number of Early Decision students who join IWCC. CCSP 5.5.2	Supervisor	June 2017	2
4	Upgrade computer equipment in the office. CCSP 2.2	Supervisor	June 2017	2
5	Explore dual enrollment strategies for high school students. CCSP 2.2.1	Supervisor and Dean of Admissions and Records	June 2017	2
6	Hire a College Promotion Specialist in place of vacant Outreach Coordinator to support the college's recruitment efforts and community relation goals as well as development of a resource guide for 1 st generation college students. CCSP 2.2 and 1.3.1	Supervisor and Dean of Admissions and Records	January 2017	2
7	Assist in development of dual enrollment MOUs with district high schools. CCSP 1.1.1 and 2.2	Supervisor and Dean of Admissions and Records	June 2017	2

Program Projections contained in the Educational & Facilities Master Plan 2011-2020	Progress toward completion: (please check one)		
School Relations and Outreach	Completed	In Progress	Not yet begun
EFMP – 1 Strengthen outreach programs for students in middle and elementary schools.	X		
EFMP – 2 Increase the availability of bilingual materials (Spanish) for prospective students and their families.		X	
EFMP – 3 Develop a tool to systematically track Early Decision participants' academic progress.		X	
EFMP – 4 Utilize outreach events such as Welcome Day to connect			X

students to mentors.			
EFMP – 5 Collaborate with the College’s External Relations office to enhance the College’s marketing/outreach message.	X		
EFMP – 6 Maximize available technology to promote programs and services	X		

6. Resources Requested:

Prompt: All requests should be linked to new recommendations (above). Include the reference number in the “Discuss impact on goals / SLOs” field below. Use the Link to Planning Key found on the General Budget Guidelines page to complete the Link to Planning column.

School Relations and Outreach

Certificated Personnel (FNIC)

Position	Discuss impact on goals/SLOs	Cost	Priority 1,2 or 3	Link to Planning
N/A				

Classified Personnel

Position	Discuss impact on goals/SLOs	Cost	Priority 1,2 or 3	Link to Planning
Two Outreach Liaisons 100%	<p>Goal: In the past, the School Relations and Outreach office had two full-time outreach liaison positions. The full-time liaisons are needed to fulfill the scope of work.</p> <p>Impact: Hiring a full-time outreach liaison will expand outreach services to meet the college’s enrollment goals.</p> <p>New recommendation #1-5</p>	<p>Salary \$41,262 Benefits \$ 9,697 Health \$22,976</p> <hr/> <p>Total: \$73,935 x 2 = \$147,870</p>	2	CCSP 2.2
College Promotion Specialist 100%	<p>Goal: The college promotion specialist will replace the vacant outreach coordinator position.</p> <p>Impact: Hiring a full-time college promotion specialist will expand outreach services to meet the college’s enrollment goals.</p> <p>New recommendation #1-6</p>	<p>Salary \$47,851 Benefits \$11,246 Health \$22,976</p> <hr/> <p>Total: \$82,073</p>	2	CCSP 2.2

Staff Development (Division)

Item	Discuss impact on goals/SLOs	Cost	Priority 1,2 or 3	Link to Planning
Social Media Classes	<p>Goal: Learn to leverage technology to reach out to students in the means of communication they currently use.</p> <p>Impact: Students will be more informed of Citrus College information.</p> <p>New recommendation #2 and 5</p>	\$595	3	CCSP 2.2

Facilities (Facilities)

Describe repairs or modifications needed and location	Discuss impact on goals/SLOs	Cost	Priority 1,2 or 3	Link to Planning
N/A				

Computers/Software (TeCS)

Item	Discuss impact on goals/SLOs	Cost	Priority 1,2 or 3	Link to Planning
Desktops	<p>Goal: Replace obsolete computes to eliminate bottlenecks in technology through the purchase of five desktops.</p> <p>Impact: Faster access to Citrus College information online, in the intranet, and in Banner. Increase productivity and compatibility with modern software.</p> <p>New recommendation #1, 2, 4 and 5</p>	\$3,500 x5 = \$17,500	2	CCSP 2.2

Equipment (Division)

Item	Discuss impact on goals/SLOs	Cost	Priority 1,2 or 3	Link to Planning
Color Printer	<p>Goal: To be able to print in color in IWCC office.</p> <p>Impact: Faster access to information, better service to IWCC students.</p> <p>New recommendation #2 and 5</p>	\$800.00	1	CCSP 2.2

Supplies (Division)

Item	Discuss impact on goals/SLOs	Cost	Priority 1,2 or 3	Link to Planning
N/A				