



SCHOOL RELATIONS AND OUTREACH STUDENT SERVICES ANNUAL PROGRAM REVIEW 2013-2014 AND PLAN 2014-2015

Committee Members: (Alphabetized by last name)

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1. Program Mission/Description:

Program Mission:

The Office of School Relations and Outreach's primary mission is to promote higher education as a means of achieving personal, career and life goals.

Program Description:

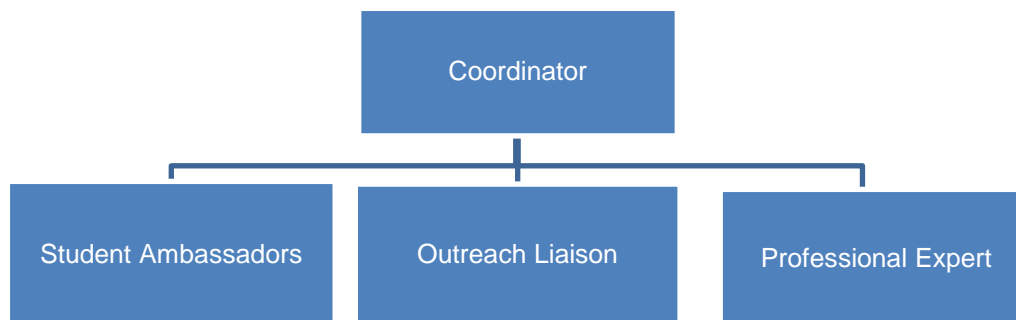
The Office of School Relations and Outreach is responsible for coordinating the District's outreach and recruitment activities at local area schools. The program is responsible for implementing student outreach services by encouraging high school students to choose Citrus College as their first choice. In addition, School Relations and Outreach establishes strong partnerships with the community at large. A crucial component of outreach is the Student Ambassador Program which consists of a selective group of students with specialized skills who share first-hand information about the Citrus College experience to prospective students, families and the community. The student ambassadors are the official student hosts of the college helping with the planning and implementation of college outreach activities and special events.

2. Key Functions/Goals:

Key functions/goals include:

- 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
- Student ambassadors attend community events, staff information booth the first week of schools to assist students, and conduct follow up calls during registration
- Student ambassadors conduct group, individual and dignitary tours

Organization Chart with Vacancies



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 or document with a survey.

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.	Survey and data collection.	Eighty-nine percent of the 550 students surveyed indicated that they had a better understanding of the admission and enrollment process. The goal was that at least 80% of the students surveyed would have a better understanding of the process.	Based on the results, the department should continue offering services to all the district high schools. The result of this SLO was satisfactory and Outreach will measure new SLO in 2014-2015.
2. Early Decision participants will be able to identify support services that will contribute to their timely registration.	Survey and data collection.	Ninety-four percent of the 487 students surveyed felt that they were able to identify support services.	Based on results, Outreach will continue current practices to inform students of the services available at Citrus College. The result of this SLO was satisfactory and Outreach will measure new SLO in 2014-2015.

3. Students who attend the various outreach events will be more prepared to be successful in college.	Survey and data collection.	Ninety-one of the 113 students surveyed at Welcome Day indicated that the material covered in the workshops was helpful and 97% of the 200 student/parents surveyed at Parent Night indicated the presentation was informative. The goal was 80% or above those surveyed would be more informed to be successful in college.	Based on results, Outreach should continue planning on campus recruitment events to connect the students to Citrus College program and services. The result of this SLO was satisfactory and Outreach will measure new SLO in 2014-2015.
4. Student Ambassadors will provide vital support to new students through information booth assignment.	Survey and data collection	Will assess in spring 2015	Will assess in spring 2015
5. Prospective students from non-district schools and their families will understand the steps needed to receive an earlier registration date.	Survey and data collection	Will assess in spring 2015	Will assess in spring 2015

4. Recommendations/Next Steps:

Prompt: Provide an outline of the previous recommendations. Insert progress and titles of persons responsible. Status should be Completed or In Progress. Indicate actual or estimated completion date by month/year.

	Previous Recommendation and / or Goals 2013-2014	Persons Responsible	Status / Progress	Completed
1	Activate outreach component in Banner to Streamline Early Decision. CCSP 2.1.1	Coordinator and Outreach Liaison	TeCServices did not activate the component	In Progress
2	Reinstate Welcome Day to help students connect to the programs and services available at Citrus College. CCSP 2.1.1	Coordinator and Outreach Liaison	Completed	August 2013
3	Hire a full time outreach liaison to meet the College's outreach expansion needs. CCSP 2.1.1	Coordinator and Outreach Liaison	Position was not approved	No
4	Expand outreach efforts to middle school students to develop a college going culture. EMP pg. 352	Coordinator and Outreach Liaison	Azusa College's Major Fair	February 2014
5	Reactivate School Relations and Outreach Advisory Committee. CCSP 2.1.2	Coordinator and Interim Executive Dean	Completed	January 2014

4.a New Recommendations:

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) objectives that require funding and the Educational Facilities Master Plan (EFMP) goals for this year, using the following format.

Example: **CCSP 2.3.2**
EFMP pg. 361

	New Recommendation and / or Goals 2014-2015	Persons Responsible	Estimated Completion	Budget Priority
1 st	Collaborate with Counseling Department to propagate steps on how earn an early registration date. CCSP 2.3.5	Coordinator	June 2015	3
2 nd	Utilize social media to increase alertness of important dates and deadlines. CCSP 2.1.2	Coordinator and Outreach Liaison	June 2015	2
3 rd	Partner with Financial Aid Department to disseminate Financial Aid information and materials. CCSP 2.1.1	Coordinator and Financial Aid	June 2015	3

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 students to mentors.	X		
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	

5. Resources Requested:

Prompt: All requests should be linked to recommendations in section 4.a (please refer to the example below). Attach additional pages as needed for complete description / discussion.

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
Outreach Liaison (1) 100%	Goal: The Office of School Relations and Outreach is functioning with two less outreach liaison positions than previous years. A full time liaison is needed to address the scope of work.	Salary \$41,262 Benefits \$8,682 <u>Health \$21,909</u> Total: \$71,853	2

	Impact: Hiring a full time outreach liaison will help expand outreach services to meet the College's enrollment goals.		
Supervisor (1) 100%	<p>Goal: 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.</p> <p>Impact: A supervisor position will directly supervise the outreach liaison and student workers. Also, a supervisor will be a non-exempt position.</p>	<p>Salary \$59,712 Benefits \$12,565 <u>Health \$21,909</u> Total: \$94,186</p>	2

Staff Development (Division)

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

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			

