



**SCHOOL RELATIONS AND OUTREACH
STUDENT SERVICES ANNUAL
PROGRAM REVIEW 2014-2015
AND PLAN 2015-2016**

Committee Members:

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1. Program Mission/Description:

Program Mission and Relationship to College Mission:

The Office of School Relations and Outreach 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 towards “success in pursuit of academic excellence, economic opportunity, and personal achievement.” The Office of School Relations and Outreach supports the value of collaboration as stated in the College vision statement by establishing strong partnerships with the community at large.

Program Description:

The Office of School Relations and Outreach 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 as their first-choice college. The School Relations and Outreach 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 President/Superintendent.

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 President/Superintendent.

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, Glendora, Duarte and Monrovia school district to assist them in completing all the necessary admissions and enrollment steps needed to becoming 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 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. The participants attend academic and student services presentation, listen to a student panel speak about their Citrus experiences and attend an interactive college information fair with faculty and staff. The 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 district's middle 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 the College.

Welcome Day

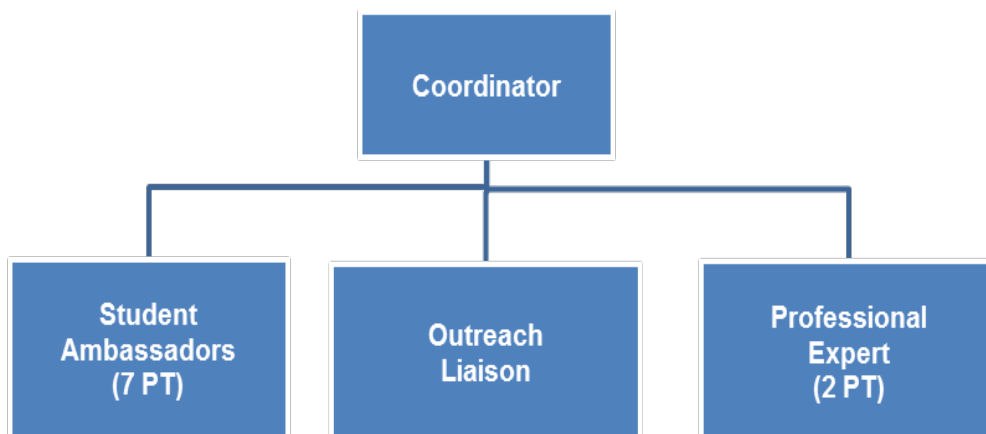
Welcome day is an annual event hosted in the summer that offers incoming students the opportunity to discover more about the College campus, learn about resources for academic and personal success, and become acquainted with faculty and staff. New Citrus students attend a student panel to hear about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

2. Key Functions/Goals:

The Office of School Relations and Outreach primary goal is to promote higher education as a means of achieving personal, career and life goals with the following objectives:

- To inform high school students, teachers, counselors, families, and the public about educational opportunities at Citrus College.
- To foster positive relationships with educational partners from K-12 school districts.
- To coordinate activities at high schools such as: visits, college fairs, presentations and workshops.
- To organize events on campus providing students and families information about the college planning and admission process.
- To encourage high school seniors to attend Early Decision assessment as a catapult to their student success.
- To expand Early College to provide students access to college courses while still in high school.
- To increase students accessibility to Citrus College by providing campus tours.
- The program is committed to providing students and families with valuable information about the college planning process.
- To expand Citrus College visibility in the community by participating in community events.

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.	I Will Complete College (IWCC) Survey and qualitative data collection.	The Office of School Relations and Outreach will administer an Early Decision Survey in fall 2015. The survey will be e-mailed to students after the first week of the fall 2015 semester.	Will be assessed in the fall 2015 semester.
2	Student Ambassadors will provide vital support to new students through information booth assignment.	Information booth survey and qualitative data collection.	In analyzing the data, 91% of the students surveyed who completed the four question survey indicated on question four that having a presence at the information booth provided them with support and reassurance. The goal was for 95% or above of those surveyed would benefit from the information received.	Will continue training the student ambassadors on how to support the students through information booth assignment. They provide campus maps, help students pay and register for classes.
3	Prospective students from non-district schools and their families will understand the steps needed to receive an earlier registration date.	Parent Night and Welcome Day survey and qualitative data collection to assess awareness of priority registration and its benefits.	Will assess in spring 2015	On-going assessment

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 2014-2015	Person(s) Responsible	Status/ Progress	Completed
1	Collaborate with Counseling Department to propagate steps on how earn an early registration date. CCSP 2.3.5	Coordinator of School Relations	Completed	May 2015
2	Utilize social media to increase alertness of important dates and deadlines. CCSP 2.1.	Coordinator of School Relations and Outreach Liaison	In progress – creating YouTube videos and exploring a virtual campus tour option.	In progress
3	Partner with Financial Aid Department to disseminate Financial Aid information and materials. CCSP 2.1.1	Coordinator of School Relations	Completed	May 2015

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) objectives that require funding and the Educational Facilities Master Plan (EFMP) goals, using the following format. Example: **CCSP 2.3.2 / EFMP pg. 361**

	New Recommendation/ Goals 2015-2016	Person(s) Responsible	Estimated Completion	Budget Priority
1 st	Establish a position to staff the information booth 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 of School Relations	June 2016	2
2 nd	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 of School Relations and Outreach Liaison	June 2016	3
3 rd	Facilitate access to Citrus College application by utilizing tablets at all outreach events. CCSP 2.1.2	Coordinator of School Relations	June 2016	3
4 th	Establish a supervisor position to effectively oversee the expansion of outreach services. CCSP 2.1.1	Coordinator of School Relations	June 2016	2
5 th	Establish a full-time outreach liaison position to fulfill the scope of outreach activities. CCSP 2.1.1	Coordinator of School Relations	June 2016	2

Program Projections contained in the Educational Facilities Master Plan 2011-2020	Progress toward completion: (please check one)		
	Completed	In Progress	Not yet begun
School Relations and Outreach			
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 (not begun due to funding).			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
Supervisor 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, the supervisor position will be a non-exempt position.</p> <p>New recommendation #1-5</p>	<p>Salary: \$59,712 Benefits:\$12,760 Health: \$21,909 Total:\$94,381</p>	2	CCSP 2.1
Outreach Liaison 100%	<p>Goal: Presently the office of School Relations and Outreach is functioning without two outreach liaison positions than previous years. A full-time liaison is needed to fulfill the scope of work.</p> <p>Impact: Hiring a full-time outreach liaison will help expand outreach services to meet the College's enrollment goal.</p> <p>New recommendation #1-5</p>	<p>Salary: \$41,262 Benefits:\$8,817 Health:\$21,909 Total: \$71,988</p>	2	CCSP 2.1

Staff Development (Division)

Item	Discuss impact on goals/SLOs	Cost	Priority 1,2 or 3	Link to Planning
Social Media classes	<p>Goal: To leverage technology to reach out to students at their level of communication.</p> <p>Impact: Faster access to Citrus College information.</p> <p>New Recommendation #2 and 5</p>	\$595	3	CCSP 2.1

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
Tablets	<p>Goal: To provide prospective students a tool to gain rapid information and navigate through the College's website to view information</p> <p>Impact: Connect student to Citrus College's program and services efficiently.</p> <p>New recommendation #1-5</p>	\$750	3	CCSP2.1
Desktops	<p>Goal: Office desktops were purchased in 2005. The operating system is not compatible with today's technology.</p> <p>Impact: Increase productivity and compatibility with modern software.</p> <p>New recommendation #1-4</p>	\$3,400	2	CCSP 2.1

Equipment

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

Supplies (Division)

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