



SCHOOL RELATIONS AND OUTREACH NON-INSTRUCTIONAL ANNUAL PROGRAM REVIEW and PLAN 2013-2014

Committee Members:		
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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:

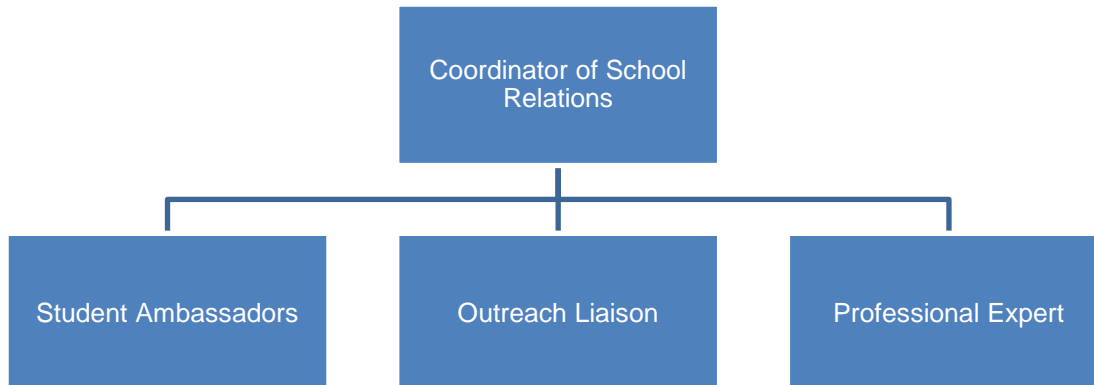
The Office of School Relations and Outreach is responsible for coordinating the District's outreach and recruitment activities at local area schools. This program is responsible for implementing student outreach services by encouraging high school students to choose Citrus College as their first-choice.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

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

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; and
- Conduct campus tours.

Organizational 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?*

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.	89% 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 Outreach should continue offering services to all the district high schools. Will assess again in spring 2014.
2. Early Decision participants will be able to identify support services that will contribute to their timely registration.	Assessment by survey and enrollment statistics.	Will assess in spring 2014	Will assess in spring 2014.
3. Students who attend the various outreach events will be more prepared to be successful in college.	Assessment by survey and data collection.	Of the 113 students surveyed at Welcome Day, 91% indicated that the material covered in the workshops was helpful. Of the 200 students/parents surveyed at Parent Night, 97% indicated the presentations were informative. The goal was that 80% or above of those surveyed would be more informed to be successful in college. (See Appendix – A)	Based on results, Outreach should continue planning on campus recruitment events to connect the students to Citrus College programs and services.

4. Recommendations/Next Steps:

	Previous Recommendation and /or Goals	Progress / Persons Responsible	Status	Est. completion
1	Increase school district's participation in Citrus College application workshops at their school site. CCSP 2.1.1	Ivon McCraven and Jorge Acosta	Completed	May 2013
2	Increase student participation in Early Decision. CCSP 2.1.1	Ivon McCraven and Jorge Acosta	Completed	May 2013
3	Increase community event participation. CCSP 2.1.1	Ivon McCraven	Completed	June 2013

	New Recommendation and/or Goals	Persons Responsible	Est. completion	Priority
1	Activate outreach component in Banner to Streamline Early Decision. CCSP 2.1.1	Ivon McCraven and Jorge Acosta	June 2014	2
2	Reinstate Welcome Day to help students connect to the programs and services available at Citrus College. CCSP 2.1.1	Ivon McCraven and Jorge Acosta	August 2013	1
3	Hire a full-time outreach liaison to meet the college's outreach expansion needs. CCSP 2.1.1	Ivon McCraven and Jorge Acosta	June 2014	1
4	Expand outreach efforts to middle school students to develop a college-going culture. EMP pg. 352	Ivon McCraven and Jorge Acosta	June 2014	2
5	Reactivate School Relations and Outreach Advisory Committee. CCSP 2.1.2	Ivon McCraven and Dr. Martha McDonald	June 2014	2

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
Outreach Liaison (1) 100%	Presently the office of School Relations is functioning with two less outreach liaison positions than previous years. Hiring a full-time outreach liaison will help create expand outreach services to meet the college's enrollment goals.	\$41,262	1
Supervisor (1) Full-time	Due to the expansion of the office since its implementation in 2006, the coordinator position implementation in 2006, the coordinator position has acquired more responsibilities leading to the need to	\$59,712	1

	upgrade the position to effectively oversee all services.		
Clerical (1) Full-time	To manage the large volume of incoming calls and information request.	\$36,648	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			

Appendix – A (pg.1)

**Parent Night
Survey Results
May 15, 2013**

1. How did you hear about tonight's event? (mark all that apply)

<u>Flyers</u>	<u>School Counselor/Staff</u>	<u>Website</u>	<u>Invitation by mail</u>	<u>E-mail</u>
16	13	4	28	24
26%	21%	7%	46%	29%

(Total is more than 100% because respondents could check more than one answer)

2. The Citrus College Staff was helpful

<u>Strongly Agree</u>	<u>Agree</u>	<u>Not Sure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
59%	38%	3%	0%	0%

3. The time allowed for the speaker was appropriate.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Not Sure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
44%	52%	2%	2%	0%

4. The presentations were informative.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Not Sure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
56%	41%	3%	0%	0%

Appendix – A (pg.2)

2012-2013 Early Decision Survey Results

The following statistics are based on 500 students surveyed.

1. Early decision has effectively guided me through the admissions and enrollment process.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Not Sure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
48.35%	41.94%	8.32%	0.87%	0.52%

2. Email communications have been effective at keeping me up-to-date about upcoming events.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Not Sure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
28.87%	42.61%	21.22%	5.22%	2.09%

3. The Early Decision program has been a positive step towards college preparation

<u>Strongly Agree</u>	<u>Agree</u>	<u>Not Sure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
50.17%	45.66%	3.65%	0.17%	0.35%

4. The Early Decision program has been a major influence in my decision to attend Citrus College.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Not Sure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
40.10%	43.58%	12.85%	2.95%	0.52%

5. Priority registration has been a major influence in my decision to attend Citrus College.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Not Sure</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
49.57%	39.51%	8.84%	1.73%	0.35%

Appendix – A (pg.3)

**Welcome Day
Student Survey Results
August 22, 2013**

1. The Citrus College staff was knowledgeable and helpful.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
55	54	3	1	0
49%	48%	3%	1%	0%

2. Welcome Day was well advertised, and the RSVP was easy.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
54	30	16	10	1
49%	27%	14%	9%	1%

3. The time allotted for the workshop was appropriate (not too short, not too long).

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
30	52	22	4	3
27%	47%	20%	4%	3%

4. The information covered in the workshop was helpful and interesting.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
45	56	6	3	1
41%	50%	5%	3%	1%

5. What is your educational goal?

<u>Transfer with AA/AS</u>	<u>Job Skills</u>	<u>Undecided</u>	<u>Certificate</u>	<u>Transfer without AA/AS</u>
82	2	12	4	9
75%	2%	11%	4%	8%

Appendix – A (pg.4)

**Welcome Day
Parent Survey Results
August 22, 2013**

1. The Citrus College staff was knowledgeable and helpful.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
26	2	0	0	0
93%	7%	0%	0%	0%

2. Welcome Day was well advertised, and the RSVP was easy.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
25	3	0	0	0
89%	11%	0%	0%	0%

3. The time allotted for the workshop was appropriate (not too short, not too long).

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
26	2	0	0	0
93%	7%	0%	0%	0%

4. The information covered in the workshop was helpful and interesting.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
25	3	0	0	0
89%	11%	0%	0%	0%

5. I feel that Citrus College will benefit my son/daughter's educational goals.

<u>Transfer with AA/AS</u>	<u>Job Skills</u>	<u>Undecided</u>	<u>Certificate</u>	<u>Transfer without AA/AS</u>
26	2	0	0	0
93%	7%	0%	0%	0%