



**Program Review
New Position Request Presentation**

Position: 2nd College Recruiter

Requested by: Olivia Cortez-Figueroa

Mission

It is the mission of the Outreach Program to be the face of Cañada College and support its' mission by encouraging high school students and community members, especially those from underserved populations, to pursue a college education via the excellent Cañada College programs and services, as an avenue to reach their career goals.



Current College Recruiter

Current Responsibilities:

Strategic Planning
for Outreach

Plan, Develop &
Implement Recruitment
Campaigns

Develop & Maintain
Community
Connections

Collaborate with
Campus
Staff/Faculty

Communicate with
College
Administration

Support College
Marketing
Efforts

Support Recruitment
for Learning
Communities

Recruit & Promote
CTE Programs

Ensure
Website/Social
Media is up to date.

Campus
Ambassador Team

Focus Groups &
Community
Feedback

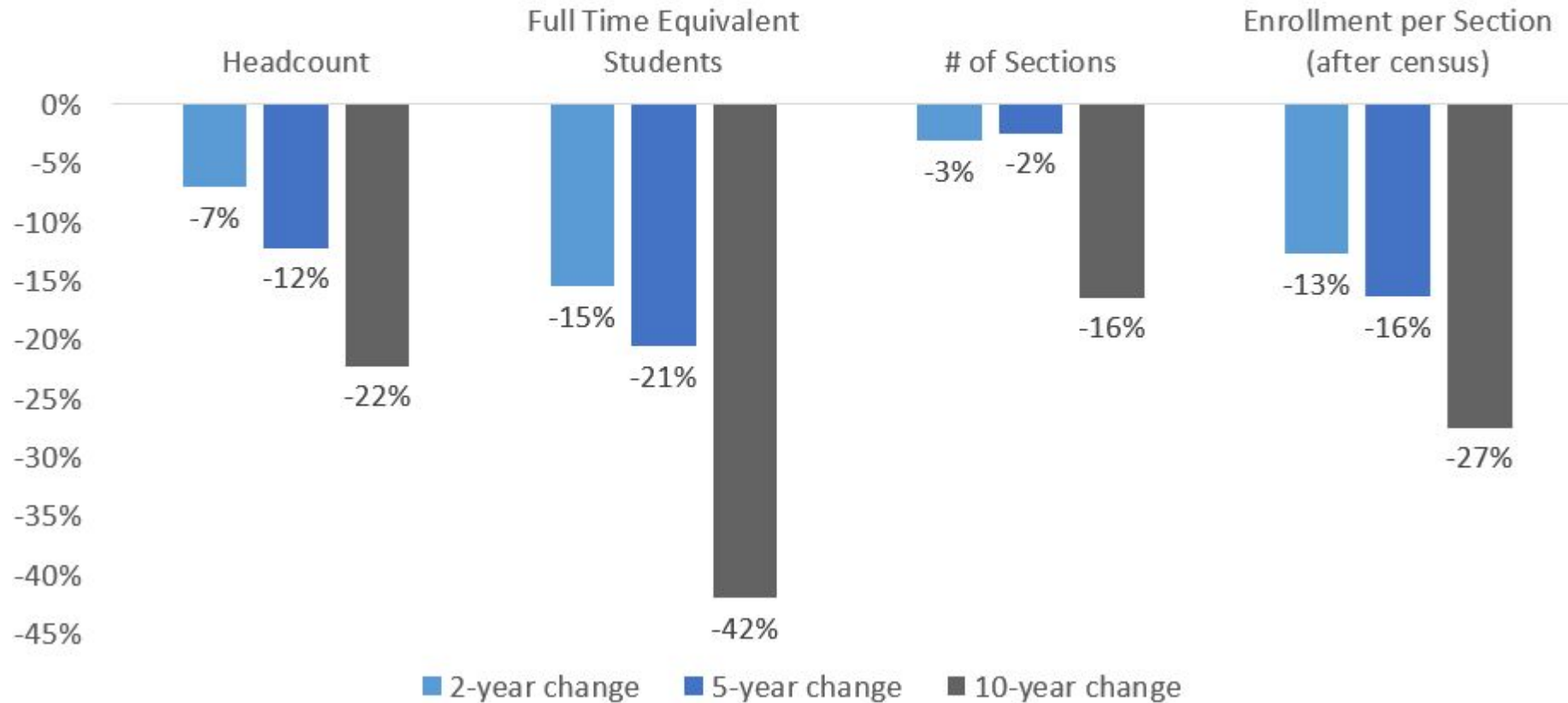
Campus Tours

Plan Off-Site
Events

Plan On-Site
Events

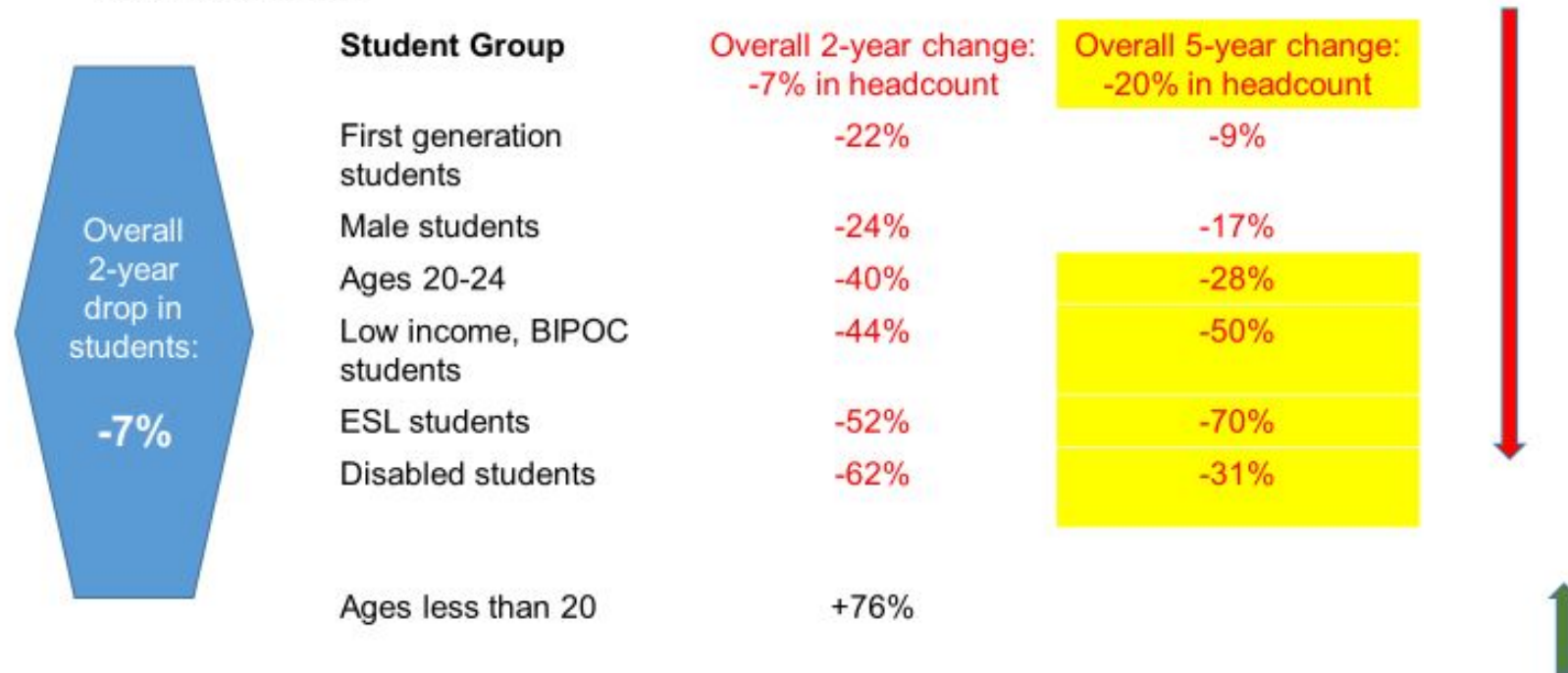
Enrollment Numbers

COVID: exacerbating long-term enrollment trends at Cañada



Enrollment Numbers

The pandemic's impact on enrollment has impacted some groups of students more than others...



Supporting Our EMP Goals

College Goal #3

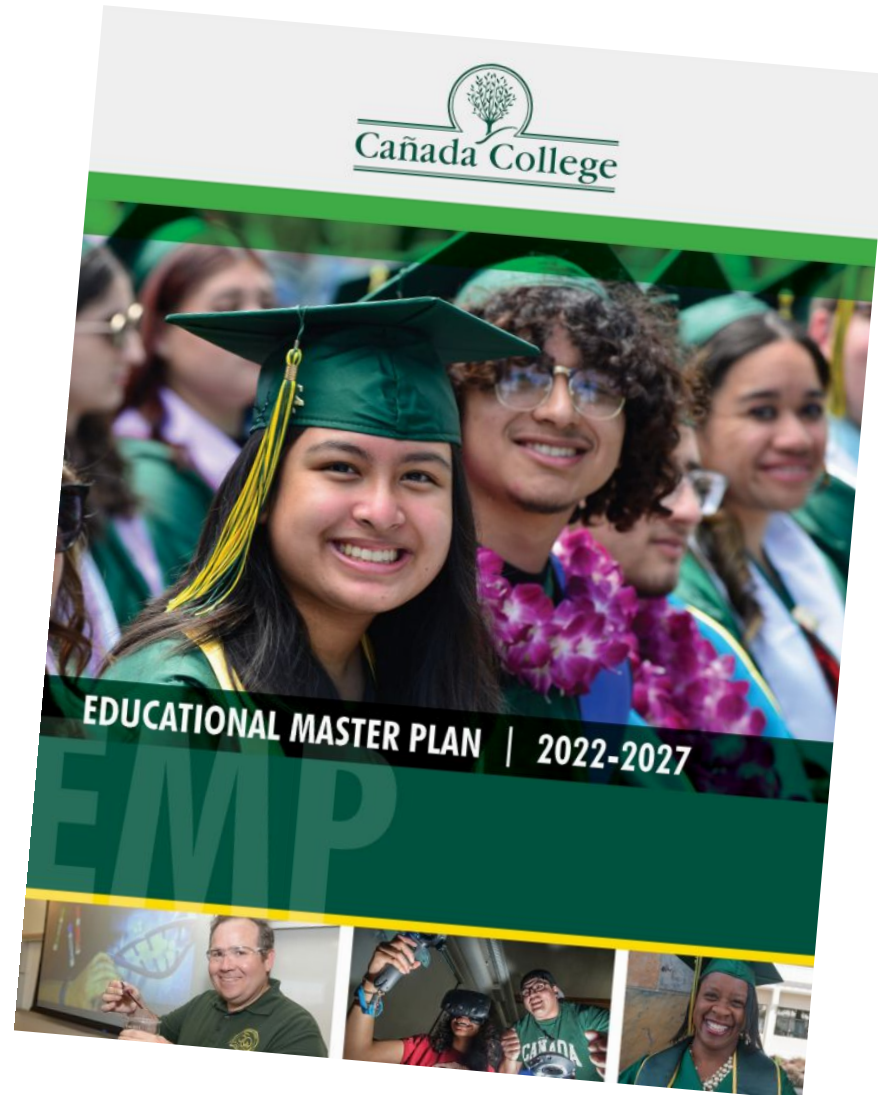
Community Connections

Cañada College establishes equity-minded partnerships with our educational institutions, employers, governments and community-based organizations that result in seamless pathways for high school students transitioning to college, college students transitioning to university and all community members pursuing career and lifelong educational opportunities.

3.1 Transform how we share the story of Cañada College.

3.2 Transform where we share what Cañada has to offer by identifying and reaching new audiences that help strengthen our ties to **BIPOC** communities (particularly those in our recruitment maps that indicate might be underserved).

3.7 Fulfill the purposes of the MOU between Cañada and SFSU, CSUEB and SUHSD created in 2022.



BIPOC Communities

Black, Indigenous and People of Color

3.2 Transform where we share what Cañada has to offer by identifying and reaching new audiences that help strengthen our ties to **BIPOC** communities (particularly those in our recruitment maps that indicate might be underserved).



College Recruiter

ACCESS

EQUITY

SUPPORT

SUSTAINABLE
PARTNERSHIPS



The primary role of this College Recruiter will be:

- To strategically plan and execute an outreach and recruitment campaign for EPA, NFO, Belle Haven and Menlo Park with a focus on BIPOC communities.
- To provide additional support for Outreach to expand ESL and Adult and Dual Enrollment in BIPOC communities.
- Cañada College recently acquired DHSI and AANAPISI grants. This position will be a critical partner in reaching out on a consistent basis to these communities.

If this position is not filled:

- existing outreach efforts will continue as they have
- additional recruitment strategies, interventions and collaborations that address dips in enrollment may not be sustainable

Requested Allocation



- Grade 175S
- Step 1
- Annual Cost: \$73,272
- 100% General Fund 1