Cañada College

ANNUAL PROGRAM PLAN & REVIEW (Student Services)

1. Program: Outreach and Application

2. Team Leader: Ariackna Alvarez

A. Team Members: Robert Hood and Manuel Delgado

B. Program mission and vision
It is the mission of the High School and Community 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 and life goals.

3. Program / Department Data Measures – and reflection
    In this past cycle, the following data measures were used. The department catalogued PEP attendees according to high school, revealing enrollment numbers per feeder school. It also evaluated feedback from high school counselors, and reviewed the college's annual enrollment data. The department also used Google Analytics to determine the demographic of the college's webpage audience.
    The department's recent accomplishments are myriad and impressive. The department now has its own departmental email service, as well as online campus tour requests. It also created new marketing publications, such as flyers for potential students at outreach events. The amount of off-campus application workshops also increased from six to 12. Some of the locations included South Francisco High, Aragon High, Sequoia High, Woodside High, and East Palo Alto Phoenix Academy. Lastly, in late Fall 2011, the college fulfilled Objective 3.1 from the Educational Master Plan and created an Outreach Advisory Committee. The committee's first task was organizing the college's inaugural open house.
    There have been many changes to outreach in the last year. With more high school students courting community colleges due to reduced restrictive admissions at four-year schools, the department has responded to the increased demand. Feeder and non-feeder schools are requesting more assistance from the department in application workshops, campus tours, parent workshops and one-on-one help. The college has developed many new academic programs and services. Outreach has thus created specific training sessions to learn and promote the new services. The Student Services Division has undergone changes increasing staff workload. The increase has also forced outreach to assist the Student Services Division with non-outreach tasks. In 2011, for example, outreach assisted with 62 New Student Orientations. By the end of this academic year, however, outreach will have assisted in a staggering 92 orientations -- 30 more than last year.

4. Student Learning Outcome (SLO)
    A. **Results** from prior cycle's SLO.
 SLO 1 was assessed using a survey administered during PEP workshops. The survey asked students to identify three of the 10 Steps for Success (matriculation components). There were 41 surveys. 61 percent of students were able to identify at least three of the 10 Steps for Success, while 15 percent of students were unable to identify any of the Steps to Success. SLO 2 was assessed using a survey administered at four separate Financial Aid Workshops. Students were asked to name two strategies they learned from the

workshop. 41 surveys were collected. 70 percent of students were able to name two strategies and 14 percent were not able to name any.

With changes to California's educational standards, more students will apply to community colleges. The demand for services will only increase. Outreach will have to provide more financial aid information. With the partial passing of the Dream Act for January 2013, we will have to identify which students qualify. High school students also can now take the EAP exam, the equivalent to our placement tests. New information suggests that students who choose a major immediately upon starting college are likelier to succeed. The college must focus on this new reality. The changes are numerous.

B. Current SLO and relationship to College SLO or Strategic Directions

Due to the results of SLO1 the department will continue with this SLO. However, SLO2 will be discontinued since financial aid is distinct and separate department from outreach. SLO1 aligns with the EMP's objective 2.1 which promotes higher education as well as increase enrollment numbers in First-Time Students from the feeder schools.

C. Action Plan

The SLO activities are as follows: campus ambassadors who help students register for PEP will explain the 10 Steps of Success, providing an informational handout as reinforcement. Students who register on their own for PEP will be emailed the handout.

The SLO will be assessed with the same survey as last cycle. In addition, the survey will be implemented in the same fashion during PEP workshops. This year, I expect 80 percent of students will correctly identify at least three of the 10 Steps of Success.

5. Student Area Outcomes (SAOs)
A. Results from prior cycle's SAO
The two SAOs that were used last year were (1) increase participation in Priority Enrollment Program by feeder high schools and (2) develop Veteran Outreach Plan. The department assessed SAO 1 by categorizing PEP attendees by high school. Data showed a minimal decrease in the number of students from Carlmont High School in comparison to the other four feeder schools. Overall, there was an increase in PEP students from 152 to 200. There was a plan for SAO 2 to be assessed using a survey but the assessment was not implemented. The college's outreach focus last year was on Veterans students. With limited funds, however, the department has been unable to fully serve that demographic. The current focus of the outreach department is with high school students.

B. Current SAO and relationship to College SLO or Strategic Directions
The current department SAO is coordinating outreach activities with instructional programs to increase interest in Cañada College. The department also conducts outreach to middle schools.
This SAO aligns with Completion Objective 6 of the Educational Master Plan.

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C. Action Plan

The department will create relationships with middle schools and conduct events/activities that promote higher education. The SAO will be assessed using two methods 1. Review outreach data and determine the number of middle schools we have connections with and 2. Review the Outreach Annual Event Calendar and assess how many events/activities focused on higher education. I expect over 90 percent of the events will focus on higher education. I also expect more on-campus outreach activities for middle school students, rather than off-campus visits.

6. Resource Identification

A. Faculty and Staff Hiring Requests

Not Applicable

B. Professional Development needs

The College Recruiter attended the National Recruitment and Retention Conference in July 2011. This conference focused on Recruitment's Best Practices. The conference touted progressive recruiting methods designed to engage students. The information proved instrumental in planning and implementing SLO 1. The conference also provided techniques to assist with SAO 1, such as interacting with middle school students and tailoring materials and events for them. The conference allowed the recruiter to share ideas with other professional, creating an optimal learning environment and cross-pollination of educational methods. Fundamentally, the conference addressed the ever-changing technological climate in education, providing ways to reach students and parents in the digital age. The conference modernizes recruitment methods and is a must for college recruiters nationwide. The department requests to attend the conference again this year.

For the upcoming year, the request is to attend this conference again. It provides current recruitment methods that help deal with changes in higher education and to learn new changes that are coming down the pipeline.

C. Equipment requests – must be related to instruction

The equipment requests are as follows:
- A secure shelving cabinet for recruitment material ($270 at Office Depot).
- 2 way radios ($200 at Motorola)

D. Office of Planning, Research & Student Success requests

I want to analyze applications for fall 2012 first-time new students to determine how many sign up for placement testing, new student orientation, and register for classes. This information will identify which matriculation steps are strongest and weakest.

I also want to know the retention and success rate per feeder school. I also want to know when students complete their matriculation process (per feeder school). To determine which schools take advantage of early registration.

Lastly, I want to know the placement test results per feeder school. This will help us better prepare them for placement testing.

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> **E. Facilities requests**

Not at this time

7. Curricular Offerings *(current state of curriculum and SLOAC)* (if applicable)
All curriculum and SLOAC updates must be completed when planning documents are due.
> SLOAC = Student Learning Outcomes Assessment Cycle.
> Tool: TracDAT   https://sanmateo.tracdat.com/tracdat/
> CurriCUNET http://www.curricunet.com/smcccd

> **A. Attach the following TracDat and CurricUNET data in the appendix:**
> - List courses, SLOs, assessment plans, results and action plans (attach report from TracDat).
> - List courses with COR's over 6 years old (data from CurricUNET)

> **B. Identify Patterns of Curriculum Offerings**

> *Guidelines:*
> - *What is the department's 2-year curriculum cycle of course offerings by certificates and degrees?*
> - *What is the ideal curriculum cycle?*
> - *Discuss any issues.*