Cañada College

OUTREACH

Program Review Overview

2026

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Outreach Program Context

- The Outreach Office is often the first point of contact for the community.
- We create experiences and opportunities for ALL prospective students and for EVERYONE in the general public.
- We share information and provide ACCESS to our college campus, our programs and our services.
- We encourage high school students and community members, especially those from underserved populations, to pursue a college education at Cañada College.

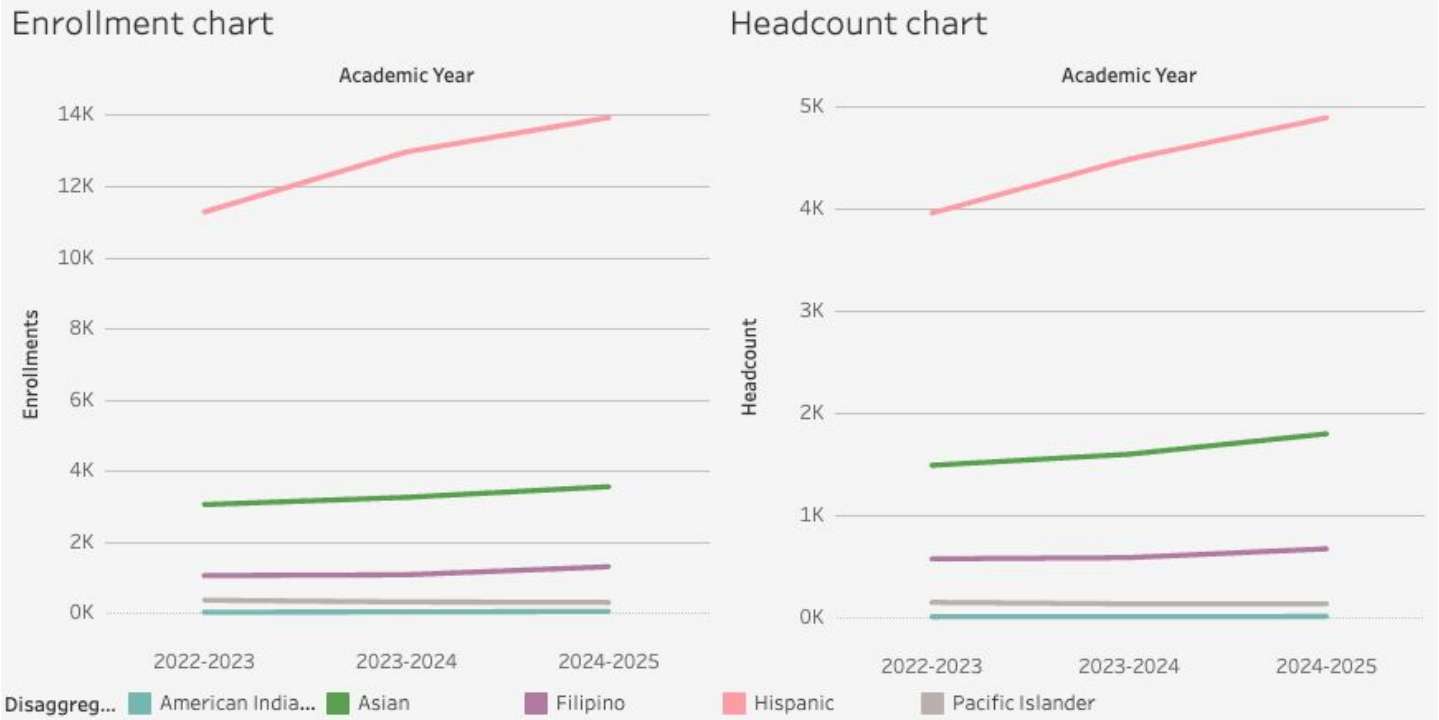
Major Accomplishments

We strengthened our community presence by forming new partnerships and formalizing MOUs with nonprofit organizations serving BIPOC communities.

Key Partnerships:

- PAL Center
- Boys & Girls Club of Peninsula (BGCP)
- StreetCode Academy
- Fair Oaks Community Center
- Belle Haven Community Campus

Major Accomplishments

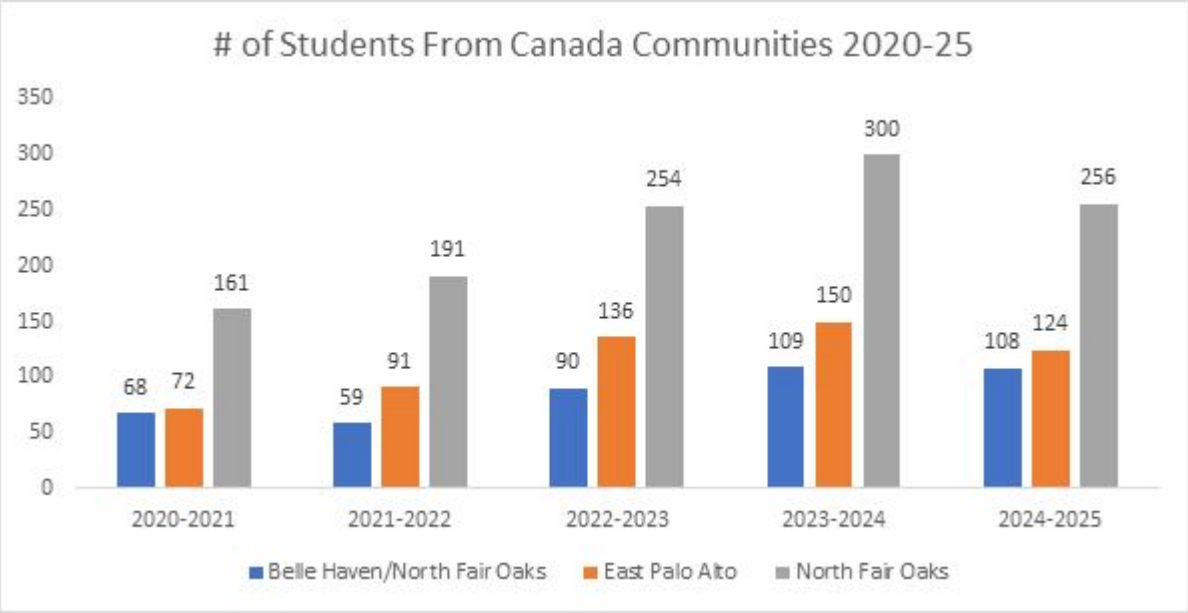


Enrollment

Disaggregation	Second Disaggregation	Academic Year 2022-2023	2023-2024	2024-2025
American Indian/Alaskan Native	Overall	20	28	42
Asian	Overall	3,044	3,249	3,548
Filipino	Overall	1,050	1,072	1,298
Hispanic	Overall	11,271	12,957	13,921
Pacific Islander	Overall	357	308	295

Major Accomplishments

Accessibility in EPA, NFO and BH



Increased Events in the Community

24-25 Outreach Activity Summary

On campus	101	Campus Tours/Presentations/Super Reg/Program Support
At High Schools	72	College Fairs/Info-Application Workshops/Tabling
Community Events	49	Tabling at community events
Elementary Outreach	8	Tabling/Presentations

230 Events Total for 2024-2025

*For **25-26** we are at an estimated **248** events at beginning of February…*
…and counting….

Challenges

Increased Outreach Demands: The growing need for outreach services has stretched the department's capacity.

Shifting Recruitment Landscape: The pandemic and its aftermath have significantly altered student recruitment patterns, requiring rapid adaptation.

Political Climate Effects: Local and national political shifts have created uncertainty and fear among undocumented and immigrant students, discouraging engagement and access to services. This has deepened equity gaps for these communities.

Budget Instability: Reliance on one-time funds over the past three years has limited long-term planning and sustainability. Without institutionalizing these expenditures, outreach efforts risk inconsistency.

Looking Ahead

Goal 1: Aim to increase enrollment by 3% in the areas of Belle Haven (BH), East Palo Alto (EPA) and North Fair Oaks (NFO).

Goal 2: Strengthen Cañada's in-person presence, establish monthly drop-in hours in each community, ensure that residents can easily access Cañada College resources and support close to home.

Goal 3: Developing and administering *Outreach Workshop and Presentation Survey* with a target of achieving an 85% response rate indicating "satisfied" or "very satisfied."

Goal 4: Strengthen relationships with San Mateo County schools, aiming for a 2% increase in student enrollment from San Mateo County schools.

Areas of Improvement

Strengthen School & Community Presence

More intentional and consistent engagement is needed to maintain visibility across local schools and organizations.

Refine Recruitment Strategies

Shifts in recruitment patterns require ongoing review and adjustment of outreach approaches.

Enhance Data Collection & Feedback Systems

Implementing structured workshop/presentation surveys will improve understanding of effectiveness, service areas, and community needs.

Utilize RFI form to collect data from prospective students

Improve Data-Driven Decision Making

More robust data will help the team make informed choices.

Thank you