

Program Review All Fields

Program Review: Outreach and Recruitment Fall 2020

Main

Overview

Academic Year Fall 2020

Originator Porteur, Stacey

Division Non-Instructional Service Areas

Department Outreach/Recruitment

Program

Outreach and Recruitment

Program Type

Student Services

Co-Contributors

Contributor

- LaRose, Sydney
- Martinez, Veronica

Program Mission and Accomplishments

Gavilan College Mission Statement

Gavilan College actively engages, empowers and enriches students of all backgrounds and abilities to build their full academic, social, and economic potential.

Provide a brief overview of how the program contributes to accomplishing the mission of Gavilan College. In addition to a basic overview of your program's structure and services, be specific in connecting your program's services to elements of the mission statement (300 words or less).

Gavilan's Outreach informs, supports, and guides prospective students, families, agencies, and the community through interest, exploration, and enrollment to our institution.

Outreach has developed networks in and around the Gavilan service area with local high schools, social service agencies and community organizations with whom the office plans, coordinates, develops, and attends onboarding workshops, presentations, and events at local feeder high schools. The Outreach office makes an effort to empowers students by providing the most up-to-date information, program contacts, and clear pathways to successfully matriculate through the enrollment process by providing information, referrals, and resources in regards to the onboarding process and other support programs.

On the PIPR website, locate and review your previous program plan and review (self-study) and subsequent program plan updates. After studying, please complete the following questions:

Response and follow-up to previous program reviews

1. **N/A**

Accomplishment

N/A

2. **Accomplishment**

3. **N/A**

Accomplishment

N/A

Briefly describe the activities and accomplishments of the program with respect to

- a. PIPR recommendations; and
- b. Each goal since the last program plan and review.

N/A

Have the services of your program changed over the past three years? Please explain (300 words or less).

In the effort to increase enrollment and improve onboarding experiences for students the Outreach position has gone from a 50% position in 2018 & 2019 to a 100% position in 2020. With the implementation of AB705 and the changes in placement and assessment the position duties allowed for greater focus on Outreach. In 2018 & 2019 the position was held by one person who had split duties of 50% Financial Aid processing and 50% Outreach. Said staff person retired June 30, 2019 and the position at that time was filled by the previous assessment and placement specialist and converted to a 100 % Outreach & Recruitment position.

Student and Program Outcomes

College Goal for Student Achievement

Increase Scorecard Completion Rate for Degree and Transfer

The College has a primary aspirational goal of increasing the Completion rate from 46% to 53.5% on the CCCCO Scorecard Completion Rate for Degree and Transfer by 2022. The completion rates in the Scorecard refers to the percentage of degree, certificate and/or transfer-seeking students tracked for six years who completed a degree, certificate, or transfer-related outcomes (60 transfer units).

As you answer the questions below, please consider how your program is helping the college complete this aspirational goal of increasing the Gavilan College Degree, Certificate, and Transfer Completion rate by 7.5 percentage points on the CCCCO Scorecard by 2022.

Success

The following questions refer to data regarding student achievement.

What are your set goals for course success? Do your individual course and department rates meet this goal?

Helpful Question: If your rates for success are lower than your goals, what are your plans to improve them (200 words or less)?

Path: GavDATA (<http://www.gavilan.edu/about/research/index.php>) - Program Review/ Equity - D3. Course Rates by Unit

This position does not teach any courses.

Given the preceding sections, what goals need to be set and what initiatives need to be developed to support success and retention? Address these initiatives in your Three-Year Program Plan at the end of this document.

How many students did your area serve (if you don't have an exact count, please provide an estimate)? How did they perform in comparison to those that did not use your services, if applicable? Given this information, how has your service or area supported student success and retention over the past three years (200 words or less)?

Path: GavData (<http://www.gavilan.edu/about/research/index.php>) - Program Review/ Equity - D4. Milestone Tracking Summary

The Outreach office served an estimated 5,000 students in 2019-20 recruitment cycle through various events, workshops, and presentations. Outreach assists in the onboarding process of new students and although the work does not impact performance, Outreach links students to supports that may positively effect student success.

Refer to your previous three-year plan (http://www.gavilan.edu/staff/program_planning/Past_Plans.php) for your stated outcomes and initiatives that were evaluated. Using your previous plan, consider and comment on the following questions.

1. What were the measured outcomes of specific initiatives over the past three years?
2. What groups are you measuring? Is there a comparison group—for example, against the college average or students who do not participate in your activity?
3. What indicators are you measuring?

(300 words or less)

N/A

In your area, what goals need to be set and what initiatives need to be developed to support success and retention? (200 words or less).

Developing the Onboarding experience through Guided Pathways will support and improve students success and retention. The Onboarding team began meeting in October 2019 and the Outreach specialist is a vital member of this team by developing new and innovative marketing materials, improved online access for students, and continued collaboration with our high school partners.

Equity

Equity

Gavilan College has identified the following populations as experiencing disproportionate outcomes: Males, African American, Native American, Students with Disabilities and Foster Youth.

For EOPS/ CalWORKs, MESA, TRiO, Puente, and VRC: Using the path below, locate your program in GavDATA. Examine your equity results over the last three years. If there are differences in success rates and/ or retention across groups, comment on any differences in success rates across groups. Helpful Questions: What current factors or potential causes can be connected to these areas of disproportional impact? How might your program or department address student equity gaps (200 words or less)?

For all other areas, how can your area help increase disproportionate student success? Contact your support team for any needed assistance in interpreting these data (200 words or less).

Path: GavDATA (<http://www.gavilan.edu/about/research/index.php>)-Program Review/ Equity - D7. Disproportionate Impact with Margin of Error by Year - locate your program - Filter by Year

Contact your support team for any needed assistance in using GavDATA.

Outreach is the face of the college for new students and sets the tone for the student experience. Offering assistance in directing students to a specific program for academic or student support services by providing them with informational materials for those programs. Incorporates the services for the identified populations to speak at events or give tours of their programs. Many of the students served by the Outreach Specialist are first generation college students and these students are provided with bi-lingual support which allows for a warm hand off to other college departments and services.

Equal Employment Opportunity:

Ensuring equal employment opportunity involves creating an environment that fosters cooperation, acceptance, democracy, free expression of ideas and is welcoming to persons of all gender expressions, persons with different abilities, and individuals from all ethnic and other groups protected from discrimination.

What is your area doing to support district efforts in creating an inclusive college environment? With what departments are you partnering? Did you identify barriers and institute change? How is you creating/ ensuring diversity in your department or in the classroom?

Some examples might be sponsoring cultural events and diverse speakers on issues dealing with diversity, exploring how to infuse diversity into the classroom and curriculum, integrating diversity into the evaluation of employees, promoting learning opportunities and personal growth in the area of diversity, or evaluating how the physical environment can be responsive to diverse employee and student populations.

Outreach partners with all college departments to introduce all services of the college to new students. Outreach recruits and speaks to all populations of the community at local events and schools. Outreach has a great partnership with Cal SOAP and coordinates with them for various college events to increase attendance by advertisement and providing access to transportation to and from said events. Outreach is also an active participant in Cal SOAP's annual orientation, student/parent nights, and Cash for College events.

How do you plan on addressing issues of student and employee equity? In other words, how do you plan on closing achievement gaps across student populations? How do you plan to address EEO outcomes in your employee hires?

The Outreach Department is a one person position and has no additional employees. The Outreach Specialist does participate on various hiring committees and advocates for a diversity questions to be included in the interviewing process.

curriQunet

Have you reviewed all of your SAOs to ensure that they remain relevant for evaluating the performance of your area?
Are your SAOs mapped in curriQunet?

No

Are your SAOs up to date in curriQunet AND on the reporting website?

No

Have your SAOs been assessed in the last five years?

No

Have you reviewed all of your SAOs to ensure that they remain relevant for evaluating the performance of your area?

No

If you answered no to any of the above questions, what is your plan to bring SLOs into compliance (200 words or less)?

To be developed within the next 3 years.

Outcome Assessments

Services Area Outcomes (SAO)

What is your set goal for SAO success for each SAO (200 words or less)?

N/A

Institutional Learning Outcomes (ILO)

How do your SAO support the college ILOs? Be specific (200 words or less).

N/A

Gap Analysis

Are you meeting your SAO success goals? What patterns stand out in your results? If your SAO results are lower than your goals, what are your plans to improve them (200 words or less)?

N/A

Curriculum and Course Offerings Analysis

Program and Resource Analysis

Please list the number of Full and Part Time faculty, staff and/ or managers/ administrator positions in this program over the past three years. Focus on your individual program.

Program and Resource Analysis

1. 2018

How many students did your area serve in this year (if you don't have an exact count, please provide an estimate)?

2000

Full Time Faculty

0

Part Time Faculty

0

Full Time Staff

0

Part Time Staff

1

Full Time Mgr/Admin

0.00

Part Time Mgr/Admin

0.00

2. 2019

How many students did your area serve in this year (if you don't have an exact count, please provide an estimate)?

5000

Full Time Faculty

0

Part Time Faculty

0

Full Time Staff

1

Part Time Staff

0

Full Time Mgr/Admin

0.00

Part Time Mgr/Admin

0.00

3. 2020

How many students did your area serve in this year (if you don't have an exact count, please provide an estimate)?

5000

Full Time Faculty

0

Part Time Faculty

0

Full Time Staff

1

Part Time Staff

0

Full Time Mgr/Admin

0.00

Part Time Mgr/Admin

0.00

Percentages

Percentage Full to Part Time Faculty

Year:2018

FT = 0%

PT = 0%

Year:2019

FT = 0%

PT = 0%

Year:2020

FT = 0%

PT = 0%

How have and will those with reassigned time, grant commitments and activity, projected retirements and sabbaticals affect personnel and load within the past in the next three years? What future impacts do you foresee (200 words or less)?

Personnel will not effect reassigned time, grant commitments and activity, projected retirements and sabbaticals in the next three years.

Additional Comments

N/A

Program Productivity

Program Productivity Measurements

Determine the number of students you assist annually. Using the data provided by the business office, calculate your average cost effectiveness per student. **If you do not have student contact, please fill out Total allocated budget and Total spending.**

- **2019 - 20**

Total Number of student contacts

5000

Total allocated budget

90000.000

Total spending

90000.000

Total cost per student (Student Contact/ Total Spending)

18

- **2018 - 19**

Total Number of student contacts

2000

Total allocated budget

50000.000

Total spending

50000.000

Total cost per student (Student Contact/ Total Spending)

25

- **2017 - 18**

Total Number of student contacts

2000

Total allocated budget

50000.000

Total spending

50000.000

Total cost per student (Student Contact/ Total Spending)

25.00

Year and Student count

Year:2017 Count:2000

Year:2018 Count:2000

Year:2019 Count:5000

Evaluation of Resource Allocations

List the resource allocations from all sources (e.g., annual college budget request appropriations, Guided Pathways funds, grant funds, etc.) received in the last three years. For annual college budget request appropriations, reference your previous three-year plan and annual updates.

Please evaluate the effectiveness of the resources utilized for your program. How did these resources help student success and completion? For college budget request appropriations, list the result of the evaluation strategy outlined in your previous three-year plan and annual updates. For all other sources of funding, list the results of the evaluation strategy contained within the program or grant plan.

Did you receive additional funds?

Yes

Resource Allocation**1. Outreach Materials****Funding Source**

Catagorical

Academic Year

2019-2020

Purpose of Funding

Student Giveaways & Informational Materials

Result

Advertising & Recruitment

2. Outreach Materials**Funding Source**

Catagorical

Academic Year

2018-2019

Purpose of Funding

Student Giveaways & Informational Materials

Result

Advertising & Recruitment

3. Outreach Materials**Funding Source**

Catagorical

Academic Year

2017-2018

Purpose of Funding

Student Giveaways & Informational Materials

Result

Advertising & Recruitment

Integrated Planning and Initiatives

What other areas is your program partnering with (i.e. guided pathways, grant collaboration) in new ventures to improve student success at Gavilan College? What is the focus of this collaboration? Helpful question: What are the department and your Integrated Planning/ Guided Pathways partners' plans for the next three years (200 words or less)?

Outreach is a member of the GP Onboarding team & partners with admissions, counseling, financial aid, welcome center, faculty, & classified staff to improve:

- Students' experience & preparation to begin their Gavilan College education effectively & efficiently by providing workshops & presentations
- Marketing materials to make a clear, engaging, & integrated pathways for the new student experience
- Strategic external partnerships with high schools for student's first semester & beyond with a coordinated hand-off to completion team.
- The process for registering for courses, securing financial aid, developing a comprehensive educational plan & directing students to support services.
- The bi-annual "High School Partnership" meeting that provides new updates, information, answers, takes any suggestions, & creates an open environment for connecting with our feeder high school personnel.

Other Opportunities and Threats

Review for opportunities or threats to your program, or an analysis of important subgroups of the college population you serve. Examples may include environmental scans from the Educational Master Plan (<http://www.gavilan.edu/administration/budget/EducationMasterPlanFlipbook.php>), changes in matriculation or articulation, student population, community and/ or labor market changes, etc. Helpful Question: What are the departmental plans for the next three years (200 words or less)?

In the Fall 2020 semester the enrollment was down 14% due to Covid-19 with many students choosing a gap year or opting out of online learning environment. One of the opportunities that has surfaced in the online learning setting is the ability to serve greater numbers of students with virtual presentations versus in person and on site. This has also allowed for other departments to join my schedule virtually to present their program information. I will provide approximately 70 events from July 1, 2020 – December 17, 2020. These events include 27 community college overview presentations, 20 application workshops, 8 department presentations, 13 Cal SOAP events. These virtual online events will serve over 2000 students.

Additional Questions

Please consider providing answers to the following questions. While these are optional, they provide crucial information about your equity efforts, training, classified professional support, and recruitment.

1. Does your division (or program) provide any training/mentoring for faculty and/ or classified professionals regarding professional development?

N/A

2. If there is a need for more faculty and/ or classified professional support in your area, please provide data to justify request. Indicate how it would support the college mission and college goals for success and completion.

N/A

3. What, if anything, is your program doing to assist the District in attracting and retaining faculty and classified professionals who are sensitive to, and knowledgeable of, the needs of our continually changing constituencies, and reflect the make-up of our student body?

N/A

4. Are there program accomplishments/ milestones that have not been mentioned that you would like to highlight?

N/A

Please share any recommendations for improvements in the Program Integrated Plan and Review process, analysis, and questions. Your comments will be helpful to the PIPR Committee and will become part of the permanent review record.

N/A

Goals

Three-Year Program Plan Goal Setting Worksheet

- 1. Increase the college's presence at local high schools by offering 3 workshops (Gavilan College presentation, Application workshop, Orientation workshop or FAFSA workshop) at each high school for their seniors.**

Connection of Goal to Mission Statement, Strategic Plan

(http://www.gavilan.edu/administration/master_plan/docs/SP_GoalsStrategiesDraft-final.pdf) and SAO Results

#2- Improve efficiency and ensure adequate support services are in place to help students enter and stay on their pathway

Proposed Activity to Achieve Goal**

Coordinate with all 9 area high schools to schedule workshops on their campuses.

Responsible Party

Stacey Porteur

Fund amount requested. If a collaboration, what % required from each partner?

\$5000 marketing materials and mileage

Total Three Year Resource Allocation Request

5000

Timeline to Completion Month / Year

6/30/2022

How Will You Evaluate Whether You Achieved Your Goal

Review Outreach calendar

2. Increase number of Gavilan employees participating in Outreach events to 25.**Connection of Goal to Mission Statement, Strategic Plan****(http://www.gavilan.edu/administration/master_plan/docs/SP_GoalsStrategiesDraft-final.pdf) and SAO Results**

#2- Improve efficiency and ensure adequate support services are in place to help students enter and stay on their pathway

Proposed Activity to Achieve Goal**

Focus Gavilan recruitment efforts for participation in Workshops, Tours, College Fairs, & Presentations.

Responsible Party

Stacey Porteur Onboarding Team

Fund amount requested. If a collaboration, what % required from each partner?

\$3500 for Staffing and mileage

Total Three Year Resource Allocation Request

3500

Timeline to Completion Month / Year

6/30/2022

How Will You Evaluate Whether You Achieved Your Goal

Review Outreach activity spreadsheet

3. Hold 2 high school partnership events each year.**Connection of Goal to Mission Statement, Strategic Plan****(http://www.gavilan.edu/administration/master_plan/docs/SP_GoalsStrategiesDraft-final.pdf) and SAO Results**

#2- Improve efficiency and ensure adequate support services are in place to help students enter and stay on their pathway

Proposed Activity to Achieve Goal**

Coordinate with all of the feeder high schools and internal Gavilan departments to provide an informational workshop.

Responsible Party

Stacey Porteur

Fund amount requested. If a collaboration, what % required from each partner?

\$800 per year or \$400 per bi-annual event

Total Three Year Resource Allocation Request

2400

Timeline to Completion Month / Year

12/31/21

How Will You Evaluate Whether You Achieved Your Goal

Review high school partnership survey.

Executive Summary

Please provide a brief executive summary regarding program trends and highlights that surfaced in the writing of this report. Summarize, using narrative, your program goals for your next three years. Your audience will be your Peer Review Team, the PIPR Committee, President's Cabinet, Dean's Council, ASGC, Academic Senate, Budget Committee and Board of Trustees (300 words or less).

Outreach becoming a 100% position has enabled me to participate in an abundance of events, workshops, and presentations. In the Fall of 2020 alone I will provide approximately 70 events from July 1, 2020 – December 17, 2020. These events include 27 community college overview presentations, 20 application workshops, 8 department presentations, 13 Cal SOAP events. These virtual online events will serve over 2000 students. While Covid-19 has negatively impacted enrollment and changed how we do our jobs, Outreach has been able to adapt and flourish in the online virtual world. I have been able to expand the participation of Gavilan staff and departments in the workshops and presentation I am providing at our feeder high schools. It has also offered an opportunity for me to learn new technologies such as Loom & Canva for making videos and advertising and also Cranium Café, Google Teams,

and Zoom to reach students virtually. I have been supporting other departments such as admissions and records, financial aid, and the welcome center with various projects to improve student support. I have volunteered to assist in the supervision of the Peer Mentors in an effort to support the Student Life coordinator. I have participated on multiple committees such as the Career and Transfer Day, Career Education Consortium, Information Tent, Caring Campus, Sunshine, and Community Spirit committees. While it is difficult to predict how the next year or so will go with all the unknowns, Outreach will continue to grow and persist in the goal of improving the students onboarding and first year experience.

Attach Files

Attached File