



Outreach and Recruitment

Student Services

Vision/Narrative

The Outreach Office is committed to educating the community and potential students about the variety of instructional programs available at Gavilan College, including vocational, transfer-oriented, developmental, non-credit and community education options. The Outreach Office has developed networks in service area with local high schools, social service agencies and community organizations.

Areas of responsibility include:

1. Development of robust recruitment calendar to meet enrollment goals.
2. Individual and group campus tours
3. Speeches and presentations at local high schools, college fairs and other venues and representation on key committees within the Gilroy Unified School District.
4. Collaboration with categorical programs (CalWorks, DRC, EOPS, MESA, Puente, TRIO and Student Success Center) to increase community awareness and recruit new students.
5. Maintain marketing materials and promotional items for offices throughout campus for special events and activities.
6. Development of the Student Ambassador (RAMbassadors) program supporting peer to peer outreach efforts.
7. Participation in Learning Council sub group peer mentor program.

Feedback from Supervisor / Dean



Program Objective 1: To develop and implement a comprehensive recruitment plan to increase enrollment, including a marketing plan, robust array of presentation and services, etc.

Strategy and Goal(s):

Strategy #1: Optimize enrollment, course offerings, and services to reflect community needs and growth.

Goal #1: Create an institutional approach to offer and integrate student outreach activities, recruitment, assessment, orientation, counseling, retention and follow-up efforts, with particular attention to educationally under-represented student populations.

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

Closed: RESUBMITTED: See Academic Year 2017-18 Program Plan

Activity 1: Develop a data system to track prospective students to determine effectiveness of outreach events.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 2: Site directors will lead outreach efforts in Morgan Hill and Hollister.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 3: Admissions and Records staff person will be on site for Application Workshops.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 4: Welcome Center, Peer Mentors will assist with preparation for Kick Start sessions.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 5: Assess enrollment yield per high school, recruitment fairs and other events. Determine if enrollment targets are being met.

Personnel Request - *none*

Non-Personnel Request - *none*



Activity 6: Create unified branding and marketing, coordinating with other programs such as CTE, Categorical programs, etc.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 7: Activity 7: With Gavilan College expansion to five instructional sites, the Outreach and Recruitment office will need additional personnel and additional funding for outreach materials in order to meet enrollment goals.

Personnel Request

Job Classification	Quantity	FTE	Amount (\$)	Fund Source / Type
Classified	1	50%	\$ 30000.00	Equity / On-Going

Non-Personnel Request

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Outreach supplies for all sites and events	\$ 5000.00	SSSP / On-Going
<i>Total Requested</i>	<i>\$ 5000.00</i>	

Rankings:

Ranker	Comments	Rank
Dean		
Vice-President		
Budget Committee		
President's Council		



Program Objective 2: Stngthen recruitment efforts to reach enrollment goals for 2017-18 academic year.

Strategy and Goal(s):

Strategy #1: Optimize enrollment, course offerings, and services to reflect community needs and growth.

Goal #1: Create an institutional approach to offer and integrate student outreach activities, recruitment, assessment, orientation, counseling, retention and follow-up efforts, with particular attention to educationally under-represented student populations.

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

Yes: 1.0 FTE position was hired in June 2016 which coordinates Outreach activities and Financial Aid duties.

Activity 1: Peer Mentors will be full trained to assist potential students with Steps for Success steps, application process.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 2: Compare 15-16 new student totals and identify target number for 16-17 in accordance with enrollment targets.

Personnel Request - *none*

Non-Personnel Request - *none*

Rankings:

Ranker	Comments	Rank
Dean		
Vice-President		10
Budget Committee		
President's Council		