



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 and around the Gavilan 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 and career fairs, community events and representation on key committees within the Gilroy Unified School District.
4. Collaboration with categorical programs (CalWorks, DRC, EOPS, MESA, Puente, TRIO as well as the Student Welcome 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. Collaboration with the Welcome Center and offsite campuses in support of peer to peer outreach efforts.
7. Participation in various campus committees in furtherance of Outreach and Recruitment goals.

Feedback from Supervisor / Dean

Over the past couple of years the Outreach effort has had to evolve to meet SSSP and other mandates. Now with the new funding formula and enrollment declines, Outreach needs to be a holistic college-wide effort.



Program Objective 1: To support enrollment goals based on fiscal, student and other needs, develop and implement a comprehensive recruitment plan, including a marketing plan, robust array of presentations and services, etc.

Strategy and Goal(s):

Not Applicable: RESUBMITTED: Copied from Academic Year 2017-18

IEC Program Review:

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

Progress:

No- None -

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: Collaborate with other service areas to coordinate outreach services and participate in events.

Personnel Request - *none*
Non-Personnel Request - *none*

Activity 3: With Strategic Enrollment Management team, assess enrollment needs and evaluate yields per high school, recruitment fairs and other events. Determine if enrollment targets are being met.

Personnel Request - *none*
Non-Personnel Request - *none*

Activity 4: In conjunction with the Strategic Enrollment Management team, PIO and Cabinet, create unified branding and marketing, coordinating with other programs such as CTE, Categorical programs, etc.

Personnel Request - *none*
Non-Personnel Request - *none*

Rankings:

Ranker	Comments	Rank
Dean		



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Academic Year 2018-19

Vice-President		11
Budget Committee		
President's Council		



Program Objective 2: To assist in meeting enrollment goals and new student onboarding needs, participate on the Strategic Enrollment Management team and create a global approach to outreach and recruitment across student services and Instruction.

Strategy and Goal(s):

Strategy #1: Optimize enrollment, course offerings, and services to reflect the findings of the 2017 Educational Master Plan (EMP).

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 as reflected in the demographic information of the EMP.

IEC Program Review:

No: Shifts in State mandates, college focus, and resources have required a change.

Progress:

Yes: This is year two of the outreach committee with this focus.

Activity 1: Activity 1: Peer Mentors will be full trained to assist potential students with Steps for Success steps, CCC Apply application process and filing for Financial Aid.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 2: Identify areas for training across departments, gaps in information available to the public (web updates, Social Media, etc), and coordinated recruitment activities across functional areas and other groups, such as Cal-Soap.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 3: Create High School concurrent enrollment web link and brochures specific to completing college work while still in high school.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 4: Work with AEC and other programs to ensure outreach materials are available and outreach staff can speak to programs across campus.

Personnel Request - *none*



Non-Personnel Request - *none*

Rankings:

Ranker	Comments	Rank
Dean		
Vice-President	Given changes in our funding and the focus on creating seamless processes for students in a Guided Pathways framework, Outreach needs to be a campus-wide effort, connected to Strategic Enrollment Management and development of new marketing and other strategies to improving enrollment.	11
Budget Committee		
President's Council		