



Program Review All Fields

Student Services - Outreach and Recruitment - 2023 - 2024

Main

Questions? Find answers in CurricUNET User Manual. (http://www.Gavilan.edu/en/employee-services/office-of-instruction/curricunet/program_reviews/create_pr.html)

Overview

Academic Year 2023 - 2024

Originator Porteur, Stacey

Division Non-Instructional Admin Units

Department Student Services

Program Outreach and Recruitment

Program Type Student Services

Co-Contributors

Questions? Find answers in CurricUNET User Manual. (http://www.Gavilan.edu/en/employee-services/office-of-instruction/curricunet/program_reviews/create_pr.html)

Contributor

- Craig-Marius, Renee
- Mann, Lelannie
- Rodriguez, Judy
- Shook, Ryan

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 empower 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 regard to the onboarding process and other support programs.

On the PIPR website, locate and review your previous program plan and subsequent annual updates. After studying, please list

Response and follow-up to previous program reviews

1. **Academic Year 2022 - 2023**

Previous Goals Hold 2 high school partnership events each year.

Proposed Activity to Achieve Goal:

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

Responsible Party:

Stacey Porteur

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.

End of Year Goal Status Canceled

Current Measurement Data

High school partnership survey results

Additional Resources Needed (if any) to Complete Goal

N/A

Additional Comments

Survey results reflected that high school counselors were interested in a counselor to counselor partnership meeting rather than an all-staff meeting.

2. **Academic Year 2022 - 2023**

Previous Goals Increase number of Gavilan employees participating in Outreach events to 25.

Proposed Activity to Achieve Goal:

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

Responsible Party:

Stacey Porteur Onboarding Team

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

End of Year Goal Status In Progress

Current Measurement Data

Informational report on participating staff in an Excel spreadsheet

Additional Resources Needed (if any) to Complete Goal

Administrative direction and staff time allotted by supervisors

Additional Comments

25 is a high-reaching number. I currently get about 5 staff supporting events each year.

3. Academic Year 2022 - 2023

Previous Goals 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.

Proposed Activity to Achieve Goal:

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

Responsible Party:

Stacey Porteur

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

End of Year Goal Status In Progress

Current Measurement Data

Informational report tabulated in an Excel spreadsheet

Additional Resources Needed (if any) to Complete Goal

\$5000 Outreach related materials and supplies.

Have the services or courses 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 a full time Outreach Specialist was hired in 2020.

Student and Program Outcomes

College Goal for Student Achievement

The following questions refer to data regarding student achievement.

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: Tableau - Program Review/ Equity - D3. Course Rates by Unit

N/A

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)?

See Success and Retention dashboard in Tableau's Program Review section.

Outreach served 2,898 students.

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: LOCATE Success and Retention dashboard in Tableau's Program Review section. 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).

Please find Equity information in Tableau's Success and Retention dashboard.

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

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 programs for academic or student support services by providing them with informational materials for those programs. Incorporate the college's services and staff for the disproportionate identified populations to speak and participate at events/workshops 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.

Our Equal Employment Opportunity (EEO) Plan States

"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 creating opportunities for success of students who have historically been underserved? 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.

Learning and Area Outcome

Have you reviewed all of your Service Area Outcomes (SAOs) to ensure that they remain relevant for evaluating the performance of your area?

Are your SLOs, PLOs, SAOs, and ILOs mapped in CurriQunet?

Yes

Are your SLOs, PLOs or SAOs up-to-date in CurriQunet?

Yes

Have all of your SLOs, PLOs or SAOs been assessed in the last five years?

Yes

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

No

If you answered no to any of the above questions, what is your plan to bring SLOs/PLOs/SAOs into compliance?

Reviewed SAOs and would like to evaluate them as they are no longer relevant.

Outcome Assessments

Review Outcomes data located in the Course and Program Reports for your area (path below).

After you have examined your results, reflect on the data you encountered.

Student Learning Outcomes (SLO) or Service Area Outcomes (SAO)

Review the SLOs or SAOs data located in CurriQunet. What is your department's acceptable achievement score goal for each outcome?

N/A

Institutional Learning Outcomes (ILO)

How do your SLOs/SAOs support the college ILOs or how do your PLOs support the college ILOs? Be specific.

	A THINK CRITICALLY & CREATIVELY	B COMMUNICATE EFFECTIVELY	C PRACTICE SOCIAL RESPONSIBILITY	D CULTIVATE WELL- BEING
Increase number of Gavilan employees participating in Outreach events to 25		X	X	X
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.		X	X	X

Are you meeting your SLO/SAO success goals? What patterns stand out in your results? If your SLO/SAO results are lower than your goals, what are your plans to improve them?

Goal 1-While the number of employees willing to participate has increased, it is far below the desired goal of 25.

Goal 2- 3 or more workshops were held at all but 2 local high schools. Staffing changes at those 2 high schools impacted the ability to communicate effectively to schedule.

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. **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

2. **2021**

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

3865

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. **2022**

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

2898

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

Faculty Percentages**Percentage Full to Part Time Faculty**

Year:2020

FT = 0%

PT = 0%

Year:2021

FT = 0%

PT = 0%

Year:2022

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 requirements and sabbaticals in the next three years.

Additional Comments**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. **28,000****Funding Source**

Categorical

Academic Year

2023 - 2024

Purpose of Funding

Outreach

Result

Funding supported ongoing outreach events and activities

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.**

- **2022 - 2023**

Total Number of student contacts

3275

Total allocated budget

70000.000

Total spending

70000.000

Total cost per student (Student Contact/ Total Spending)

22

- **2021 - 2022**

Total Number of student contacts

2565

Total allocated budget

60000.000

Total spending

60000.000

Total cost per student (Student Contact/ Total Spending)

23

- **2020 - 2021**

Total Number of student contacts

5000

Total allocated budget

90000.000

Total spending

90000.000

Total cost per student (Student Contact/ Total Spending)

Year and Student count

Evaluate your program costs. Are your costs in alignment with your budget? If not, what improvements can be made? Please explain any trends in spending, inconsistencies and unexpected results.

There is never enough funds to support the needed Outreach demands. There is always a deficit. Work with VPSS and VPAS to establish a dedicated budget for Outreach that can be sustainable.

Integrated Planning and Initiatives

What other areas is your program partnering with (i.e. guided pathways, grant collaboration, etc.) 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, changes in matriculation or articulation, student population, community and/ or labor market changes, EMSI data and etc. Helpful Question: What are the departmental plans for the next three years (200 words or less)?

Staffing: The outreach department has been a department of one for many years. With additional staffing Gavilan could reach more students and the community, as well as supporting the CCAP districts. The department could better support GP onboarding efforts.

What are you discovering about instruction and/or services in a remote environment that you would want to maintain post-pandemic?

The remote environment provided many more opportunities for parents and students to attend presentations and workshop in the evenings and on Saturdays.

What kinds of issues are exacerbated or emerging that are likely to remain, unless addressed?

Not able to reach as many students and/or parents as I did when we were virtual. I had the ability to attend or facilitate more presentations and workshops in a day than I do now. Additional staffing could help to support the ability to expand in an in-person setting.

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 Goals

1. **Increase % of HS seniors applying to Gavilan College**

Connection of Goal to Mission Statement, Strategic Plan

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

Improve Efficiency •

Successfully implement Guided Pathways, including effective enrollment management as well as timely and relevant curriculum review.

Ensure adequate support services are in place to help students enter and stay on their pathway

Proposed Activity to Achieve Goal**

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

Responsible Party

Stacey Porteur

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

\$30,000 marketing materials and mileage

Total Three Year Resource Allocation Request

30000

Timeline to Completion Month / Year

6/30/25

How Will You Evaluate Whether You Achieved Your Goal

Institutional research report

2. **Hire 2 more Full Time Outreach employees****Connection of Goal to Mission Statement, Strategic Plan**

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

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

Proposed Activity to Achieve Goal**

Secure funds for hiring 2 full-time Outreach Specialists. Review current classification to determine and adapt to be more outreach specific.

Responsible Party

President and VP

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

\$735,000

Total Three Year Resource Allocation Request

735000

Timeline to Completion Month / Year

9/30/24

How Will You Evaluate Whether You Achieved Your Goal

Verify employment

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 has participated in an abundance of events, workshops, and presentations. In the Fall of 2023 alone I will provide approximately 50+ in-person events from July 1, 2023 – December 17, 2023. These events include 14 tabling representations, 18 community college overview presentations, 19 application workshops, 19 next step workshops. These Fall 2023 events will serve over 2400 students. The project total number of events and students served for 2023-2024 school year will be approx. 95 events, workshops, and presentations serving approx 5,000+ students.

I have not been as successful as I had hoped in recruiting assistance & participation from Gavilan staff and departments in the workshops and presentations I am providing at our feeder high schools. The Outreach department desperately needs additional full time support to adequately serve not only our feeder high schools but also each of our 3 prospective communities. The community outreach has been minimal as I am the only employee and can not find the bandwidth to serve both the feeder high schools and the communities..

I have also been supporting other departments such as admissions and records, financial aid, and the welcome center with various projects to improve student support. I have participated on multiple committees such as Career and Transfer Day, Health Fair, Career Education Consortium, Web Heads, Welcome Week, Ram-O-Rama, Onboarding, Sunshine, and Community Spirit committees. Outreach will continue to persist in the goal of improving the students Onboarding and first year experience.

Attach Files

Attached File

2022-2023 Outreach Activities.xlsx (/Form/Module/_DownloadFile/276/46547?fileId=318)

2023-2024 Outreach Activities.xlsx (/Form/Module/_DownloadFile/276/46547?fileId=319)

2021-2022 Outreach Activities .xlsx (/Form/Module/_DownloadFile/276/46547?fileId=322)