Skyline COLLEGE

2017 Outreach Annual Program Plan

OUTR Outreach

I.A.	Describe the program(s) to be reviewed. What is the purpose of the program and how does it contribute to the mission of Skyline College? **(Program Profile: Purpose)**

Narrative

The goals/ focus of Outreach:
- Committed to the values by welcoming, recruiting and admitting a diverse student population reflecting the community we serve.
- Connect with local high school and community organizations to promote the programs and services at Skyline College.
- Provide the high quality professional services that support applicants and connect them to resources that assist them in achieving their educational goals.

We largely have met this years strategic priorities in two areas, Student Services and Comprehensive Community Connection. Some examples are:
- Concurrent enrollment
- High school outreach programs
- PEP days
- Matriculation Process (SSSP)

II.A.	Describe the progress made on previously established program objectives (goals) including identification of achievements or areas in which further effort is needed. Programs which have not yet established CPR/APP objectives should discuss progress on program implementation or activities. (**Analysis: Progress on Prior Program Objectives (Goals) and Activities**)

Narrative

We largely have met this years strategic priorities in two areas, Student Services and Comprehensive Community Connection. Some examples are:
- Counselor Liaison Program - this program was implemented across 5 schools within our feeder schools. We hope to expand this program through the PREP program across 10 schools eventually.

- Concurrent enrollment - during the 2016-2017 school year, we hosted three concurrent enrollment information sessions. The attendance between all of the information sessions resulted in over 200 attendees. We hope to continue to have these sessions in the future.

- High school outreach programs - the PREP program is an example of a full HS outreach program. With dedicated funding to support the PREP program, we hope to see this program implemented across our local school districts in order to better support our students and families.

- PEP days - PEP Days were restructured this year to provide an opportunity for peer leadership, ease counseling stress, provide additional support for new students, and really engage new students regarding the topics that they most need assistance with. In the future there will be an opportunity to engage parents as well.

- Matriculation Process (SSSP) - in working with the counseling department, students that participate in the Counselor Liaison Program or PEP were thoroughly tracked to ensure completion of the SSSP steps. Through consistent follow up, students were much more likely to complete their SSSP steps and enroll in their recommended classes.

II.B.	Describe any recent external or internal changes impacting the program or which are expected to impact the program in the next year. Please include when the specified changes occurred or are expected to occur. **(Analysis: Program Environment)**

Narrative

- With a limited Outreach Budget, we were only able to hire students under Federal Work Study. If we opened the eligibility to Non-FWS students there could be a greater amount of quality candidates to select from. Also, by not relying on FWS funds, students could be hired to work during summer breaks which would be helpful for appropriate training, support of the Information Desk, and additional professional development.

- Local economic factors resulting in a demographic change in neighborhood impacts the ability to recruit specific populations (ie. African-American students)

- Many colleges and universities open Fall applications in the Fall. By not having our Fall application open until the Spring, we potentially miss out on capturing students during the busiest high school application time period. If the Fall application was open in the Fall we might be able to capture more high performing students directly from high school to participate in transfer bound programs such as the Honors Transfer Program, the new Accelerated Engineering program (utilizing the Fabrication Lab), etc.

- Identifying potential adult learners is also a challenge for Outreach. Adult learners have a variety of reasons why they attend college or return to college "later in life." Because there is often not one centralized location for adult learners, identifying them and conducting traditional outreach activities with them is a challenge.

II.C.	(1) Instructional Programs Only: Describe what was learned from the assessment of course SLOs for the current and past year.
	(2) Student Service Programs Only: If PSLOs are being assessed this year (3-year cycle), describe what was learned. If no assessment was done because this is an off-cycle year, please state that this item is not applicable. **(Analysis: Student Learning Outcomes (SLOs and PSLOs))**

Narrative

Outreach Office PSLO's

1. After interacting with the Outreach Office, prospective students will learn about the available Skyline College resources and the steps for successful matriculation.

Method: Conduct surveys after tours and presentations in order to assess students' knowledge.

Success Criterion: The matriculation process and at least one Skyline College resource are identified on at least 90% of surveys collected after each Outreach Interaction.

2. Through strategic recruitment efforts, we will see an increase of student enrollment from targeted feeder schools.

Method: Review PRIE report indicating application data based on high school attendance. Compare data to previous years and semesters.

Success Criterion: In comparison to previous semesters, there will be an increase in student enrollment from each feeder high school.

Associated Objectives
227-Develop college readiness program for high school students and families: PREP

III.A.	Consider the previous analysis of progress achieved, program environment, and course-level SLOs or PSLOs (if applicable). What are the key findings and/or conclusions drawn? Discuss how what was learned can be used to improve the program's effectiveness. **(Reflection: Considering Key Findings)**

Narrative

No assessment was done because this is an off-cycle year; therefore, this item is not applicable.

However, in the future the Outreach Office hopes to have successfully achieved its PSLOs.

III.B. If the program participated in assessment of ISLOs this year:

(1) What are the findings and/or conclusions drawn?
(2) Does the program intend to make any changes or investigate further based on the findings? If so, briefly describe what the program intends to do. **(Reflection: ISLOs)**

Narrative

No assessment was done because this is an off-cycle year; therefore, this item is no applicable.

| **IV.A.** | Indicate whether the program is continuing implementation of the last CPR strategy or revising the strategy. Please describe the modifications if revisions are intended.

Note: Any new strategies should be linked to Institutional Goals through creation of objectives in the next section. If the program has not yet participated in comprehensive program review, an annual or multi-year strategy can be defined in this item. **(Strategy for Program Enhancement: Continuation/Modification)** |
|---|---|

Narrative

The Outreach Office is currently implementing a new outreach strategy as we have not yet participated in comprehensive program review.

However, one major initiative is the PREP Program. Through the PREP program, the outreach office will be able to assess and review several of the PSLOs that are related to matriculation and K-12 relationship building.

Associated Objectives

227-Develop college readiness program for high school students and families: PREP

229-Increase Skyline College Presence within Community

| **IV.B.** | Based on the most recent CPR and any desired modifications, develop an annual action plan with related resource requests. No narrative response will be entered in this section, but the objectives you create will be printed automatically in the APP report under this item.

(1) To begin, click on PLANNING at the top of the page, then CREATE A NEW OBJECTIVE. To view previously created objectives, click PLANNING at the top of the page, then VIEW MY OBJECTIVE.

(2) IMPORTANT! Make sure to associate each objective to this standard in the APP. Need help? Contact the PRIE Office for further instructions. (**Strategy for Program Enhancement: Action Plan and Resource Requests**) |

Narrative

Resources Needed
In order to effectively implement the PREP Program, additional human resources, facility space, and technological resources are needed.

HR Needs: It is recommended that during the first year of implementation, 2017-2018, ½ headcount and 1 additional student ambassador is added to the Outreach Office staff to help support this program in terms of recruitment, tracking, program/workshop planning, and program implementation. As the number of participants increases during the 2018-2019 school year, it is recommended that the Outreach Office staff incorporates 1 FT headcount (replacing the ½ Headcount) and 2-3 additional student ambassadors to support this program going forward.

Technology: An effective and easy to use CRM (Client Relationship Management) tool will need to be in place to properly track prospective students that are interested in the PREP program, as well as once students are in the program. Since the goal of the PREP program is to enhance college readiness of students, it would be understandable to estimate that a majority of PREP students will attend Skyline College upon graduation. Having proper technology in place to track students while in the program could aid in their transition to the College as well as offer the College to adequately track the effectiveness of the program.

Facility Space: Taking into account current and future campus construction projects, the PREP program will take place on Saturday in order to access classrooms that would otherwise be utilized during the week. The PREP program will need access classrooms for the workshops- one for each grade and each constituency group (students in one room, support members in another).

Associated Objectives

📄 227-Develop college readiness program for high school students and families: PREP

📄 229-Increase Skyline College Presence within Community

Task Details Report

Planning Year: 2017-2018

Planning Unit: Outreach
Unit Manager: Ford, Lauren

Objective: 227 - Develop college readiness program for high school students and families: PREP

Objective Description:

The PREP Program at Skyline College is a 2-generational college readiness program. Starting with students in their sophomore year, students and their support systems will engage with the Skyline College community by focusing on three pillars: College Readiness, Major & Career Exploration, and Self-Advocacy. Twice a semester, on Saturday morning, students and a member of their support system will engage in workshops focused on one or more pillar – there will be specific workshops just for students and separate workshops for the member of their support system. The goal of this program is to expose high school students, and their families, that have traditionally been underserved or are not deemed "college ready" (ie. non-A-G track) to higher education.

Start Date:	**Task Type:**	**Priority Level:**	**Task Order:**
6/15/2017	Department/Division/Unit	Medium	1
Due Date:	**Completion Date:**	**Task Status:**	**Budget:**
1/16/2018		New/Pending	$25,000

It is recommended that during the first year of implementation, 2017-2018, ½ headcount and 1 additional student ambassador is added to the Outreach Office staff to help support this program in terms of recruitment, tracking, program/workshop planning, and program implementation.

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
2394	Outreach	OA II - Monthly at Step I: $3889.00 x 6 months = $23,334.00	$25000.00	$0.00

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Start Date:	**Task Type:**	**Priority Level:**	**Task Order:**
6/15/2017	Department/Division/Unit	Medium	2
Due Date:	**Completion Date:**	**Task Status:**	**Budget:**
7/3/2017		New/Pending	$50,000

As the number of participants increases during the 2018-2019 school year, it is recommended that the Outreach Office staff incorporates 1 FT headcount (replacing the ½ Headcount) and 2-3 additional student ambassadors to support this program going forward.

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
2312	Outreach	OA II (Position 18)- Annual Salary: 46,668 Based on the classified Salary Schedule (60) Student ambassadors x 2 Level C, Step 1 $14.00/hr	$50000.00	$0.00

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Start Date: 6/15/2017	**Task Type:** Department/Division/Unit	**Priority Level:** Low	**Task Order:** 3
Due Date: 1/15/2018	**Completion Date:**	**Task Status:** New/Pending	**Budget:** $0

Taking into account current and future campus construction projects, the PREP program will take place on Saturday in order to access classrooms that would otherwise be utilized during the week. The PREP program will need access classrooms for the workshops- one for each grade and each constituency group (students in one room, support members in another).

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Start Date:	**Task Type:**	**Priority Level:**	**Task Order:**
6/15/2017	Department/Division/Unit	Medium	4
Due Date:	**Completion Date:**	**Task Status:**	**Budget:**
		New/Pending	$0

CRM & Communication Software
An effective and easy to use CRM (Client Relationship Management) tool will need to be in place to properly track prospective students that are interested in the PREP program, as well as once students are in the program. Having proper technology in place to track students while in the program could aid in their transition to the College as well as offer the College to adequately track the effectiveness of the program.

Communication Software
E-Marketing and text messaging software would be beneficial to maintain communication with prospective students and students in the PREP program. A robust email marketing platform such as Constant Contact would allow us to integrate our CRM with our marketing software to track engagement. A text platform would allow us to communicate with students and keep them updated on campus events, workshop activities, and matriculation reminders.

The outreach office in collaboration with the counseling department will utilize these tools to communicate with prospective, new, and current students.

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
No Data to Display				

Assignment Details:

Name:	Email:
No Data to Display	

Task Details Report

Planning Unit: Outreach
Unit Manager: Ford, Lauren

Objective: 229 - Increase Skyline College Presence within Community

Objective Description:

In order to better engage with the Northern San Mateo Community, the outreach ambassadors will spend more time off-site engaging with community members. A more consistent presence will take place at the local High Schools (both public and private), community spaces (libraries, community centers), and through entertainment venues (malls, community fairs/event), Skyline College will be front and center at a variety of community locations throughout the calendar year.

Start Date:	Task Type:	Priority Level:	Task Order:
6/15/2017	Department/Division/Unit	Medium	1

Due Date:	Completion Date:	Task Status:	Budget:
		New/Pending	$10,000

A fully staffed team of student ambassadors will table at various locations off-campus to engage with the community and encourage enrollment.

Budget Remarks:

Date:	Name:	Remarks:
No Data to Display		

Budget Details:

GL Code	Account	Description	Requested	Approved
5220	Outreach	Mileage for ambassadors to travel off-campus.	$5000.00	$0.00
5514	Outreach	To cover the cost of a wifi hot spot so that ambassadors and/or outreach staff can access the internet off campus. Doing so will allow outreach staff the ability to help prospective students apply on the spot.	$2000.00	$0.00
4580	Outreach	This will cover the cost of marketing materials, flyers, posters, and handouts to accompany the Outreach staff during off-site tabling events. During the FY2016-2017 the Outreach Office spent approximately $2,300 in 4580. With increased outreach activities, it can be anticipated that more funds will be needed from Central Duplicating.	$3000.00	$0.00

Assignment Details:

Name:	Email:
No Data to Display	