

## 2018 Outreach Annual Program Plan

### OUTR Outreach

#### I.A. Program Profile: Purpose

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?

#### 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 year's 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)

**I.B. Program Planning Team**

Annual program planning is intended to be a collaborative process which promotes dialogue and reflection. Please identify all individuals who contributed to or shaped the narrative. Include names and the title or role of each person.

**Narrative**

The creator of this program plan is: Lauren Ford, Campus Recruiter. Lauren is the only full-time staff member dedicated to outreach on behalf of Skyline College. She is housed in Enrollment Services under the direction of Will Minnich, dean. In addition to the Campus Recruiter, the Outreach office is also supported by student staff (4-5 students a semester at 20 hours a week).

## **II.A. Analysis: Progress on Prior Program Objectives (Goals) and Activities**

Describe the progress made on previously established program objectives (goals) including identification of achievements or areas in which further effort is needed. New programs which have not yet established CPR/APP objectives should discuss progress on program implementation or activities.

### **Narrative**

In order to support our program goals, we continued to build on the momentum created in the 16-17AY to support student transition to Skyline College.

- Counselor Liaison Program - this program was implemented across 8 schools within our feeder schools. Through this program we have been able to support the full matriculation process of students intending to attend Skyline College in the 2018-2019AY. Working collaboratively with the high schools and Skyline's counseling division to confirm logistics, manage processes, and provide clear communications to students, faculty, and staff, has been an essential component in the success of the program.
- Concurrent enrollment - during the 2016-2017 school year, we hosted three concurrent enrollment information sessions with over 200 total attendees. For the 2017-2018AY two information sessions were conducted Fall 2017 and two additional sessions are planned for Spring 2018. This event provides guidance as to the benefits and the process of concurrent enrollment.
- 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.

All of these components also included intentional information and education for the Promise Scholars Program in order to increase applications and enrollment.

## II.B. Analysis: Program Environment

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.

### Narrative

- Outreach was provided with a student ambassador budget of \$30k at the beginning of the 2016-2017AY, this budget has carried over to the 2017-2018AY. The addition of campus ambassadors has greatly increased the ability for more exposure for Skyline College within the community. However, due an increased request for presence at community events, the 2017-2018 student ambassador budget is expected to only last through March 2018. There is still a need for additional funding in order to support all of the requests and supports provided by the Outreach Office.
- Local economic factors resulting in a demographic change in neighborhood impacts the ability to recruit specific populations (ie. African-American students)
- 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.
- The implementation of the campus redesign has also caused for the campus recruiter to reallocate time in the office or community. Serving on several committees to ensure that the transition of new students is being incorporated into the redesign has required Lauren to depend heavily on the student ambassadors to manage email requests and off-site presentations more than in the past. While the ambassadors can complete such tasks, without consistent schedules it is likely that not all requests can be fulfilled.

## II.C. Analysis: Student Learning Outcomes (SLOs and PSLOs)

(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.

### 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.

### III.A. Reflection: Considering Key Findings

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.

#### **Narrative**

Increase in enrollment:

In reviewing PRIE data, the Outreach Office was able to see an increase in Fall 2017 enrollment from feeder schools in comparison to previous academic years. Much of this work was based on the amount of involvement with local feeder schools regarding the application and matriculation process. We set up specific dates with each school to assist students with their application, counseling, and registration. By taking students through this intentional process, enrollment from these schools significantly increased. There are future staffing implications involved with this intensive enrollment support.

Understanding of Matriculation Steps:

Unfortunately, based on the survey questions presented to students during the 2016-2017AY, we were unable to garner a sense as to whether or not students understood the steps to enrollment. For the 2017-2018AY the survey questions were changed to allow students to describe the enrollment steps with their own words in order for the outreach team to evaluate and determine a level of understanding. This helps us make updates to the outreach presentation and materials that we share when speaking with prospective students and community members.

**III.B. Reflection: ISLOs**

If your 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.

**Narrative**

Increase in enrollment:

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Understanding of Matriculation Steps:

Unfortunately, based on the survey questions presented to students during the 2016-2017AY, we were unable to garner a sense as to whether or not students understood the steps to enrollment. For the 2017-2018AY the survey questions were changed to allow students to describe the enrollment steps with their own words in order for the outreach team to evaluate and determine a level of understanding. This helps us make updates to the outreach presentation and materials that we share when speaking with prospective students and community members.

<b>Associated Objectives</b>
 <a href="#">395-Increase feeder school enrollment</a>

#### IV.A. Strategy for Program Enhancement: Continuation/Modification

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.

##### **Narrative**

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

However, at the start of the 17-18AY, the following Outreach plan was developed:

**Purpose Statement:** The purpose of this Skyline College Recruitment Plan is to support the mission of Skyline College and develop a strategic recruitment plan to support enrollment growth.

##### **Student Equity Plan**

##### **Performance Indicator: Access**

To improve access for the target populations identified in the college research as experiencing a disproportionate impact.

Ø Conduct targeted recruitment outreach programs to solicit student interest in Skyline College (Equity Plan A.1)

<b>Target Populations</b>	<b>Current gap, year</b>	<b>Goal*</b>	<b>Goal Year</b>
Black or African-American	-.09, 2013-14	-0.045	2020
Hispanic or Latino	-.14, 2013-14	-0.07	2020
Veterans	-.42, 2013-14	-0.21	2020

Strategies:

- Conduct at least 10 additional visits per semester to schools or community organizations that predominately serve target populations
- Provide educational enrichment programs for underserved student populations



- Collect contact information from prospective students and invite them to additional activities and encourage enrollment

Ø Develop a formal student telecommunications program (Equity Plan A.1)

Strategies:

- Establish an database input process for connection cards
- Implement regular e-mail communication follow up after connection cards are input
- Create phone call/text message follow up schedule

Ø Implement at least five inquiry level direct mail communications by student segment type to build and sustain student interest in Skyline College (Equity Plan A.1)

Strategies:

- Create postcard to drive students to website – especially including learning community information
- Update cultural learning community information websites to showcase updated events and activities
- Send an introductory letter – from Pres/VPSS/or LC Coordinator, viewbook, and LC pamphlet to student
  - Highlight transfer opps, scholarship opps., outcomes

### **Traditional Student Recruitment**

In addition to focused student recruitment in alignment with the Student Equity Plan, the Outreach Office will also conduct the following measures to increase overall student enrollment.

Ø Implement a consistent outbound e-communications correspondence strategy to increase website traffic and encourage online application conversion

Strategies:

- Collect e-mail addresses via contact cards during off- and on-campus events to create email database
- Communicate at least four or more times per school year with students during their junior year of high school via the Junior Newsletter
- Communicate once a month with students during their senior year in high school via the Senior Newsletter

- Communicate at least once a month with prospective adult student populations via electronic newsletter

Ø Increase individual campus tours by offering frequent opportunities for prospective students and community groups to visit Skyline College campus. Increase tour visits by 20%

**Strategies:**

- At least one of the junior year reminders should encourage a campus tour visit
- Instill a tour reminder process to decrease the number of scheduled tour cancellations
- Include a “visit campus” button on all e-communications within Outlook signatures
- Increase presence at Community Events
  - Fog Fest
  - San Bruno Festival
  - San Mateo County Fair
  - Burlingame on the Avenue
- Increase presence at Community Centers (1x a month)
  - Daly City Health Center
  - Boys & Girls Club
  - YMCA
  - Libraries
  - Drop-In Center (Edgewood DIC North)
  - After School Programs @ the schools
  -

**Evidentiary Documents**

 [2017-2018 Recruitment Plan.docx](#)

[Note: For word document, please see the Attachments tab within this document.](#)

**Associated Objectives**

 [394-Effectively communicating the matriculation process to new students](#)

**IV.B. Strategy for Program Enhancement: Action Plan and Resource Requests**

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. Institutional Goals.




**Narrative**

**Resources Needed**

**In order to effectively implement the Recruitment Plan and support the needs of the Outreach Office with community connection, the following support is being requested.**

**HR Needs:** In order to support the administrative needs of the Outreach Office, it would be beneficial to have at minimum a .5 OAll. In this role, the OAll would assist with administrative record keeping, external and internal communication, program/event support, and provide guidance in managing the student ambassador schedule.

**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 Skyline College. 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.

<b>Associated Objectives</b>
 <a href="#">394-Effectively communicating the matriculation process to new students</a>
 <a href="#">395-Increase feeder school enrollment</a>
 <a href="#">Budget and Objectives of Outreach Department</a>

# Objectives of Outreach Department

Planning Year: 2018-2019

Planning Year: 2018-2019

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Unit Code	Planning Unit	Unit Manager
2333OUTR00	Outreach	Ford, Lauren

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**Objective Status: New/In Progress**

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394	<p>Effectively communicating the matriculation process to new students</p> <p>After interacting with the Outreach Office, prospective students will learn about the available Skyline College resources and the steps for successful matriculation.</p> <p>Method: Conduct surveys after tours and presentations in order to assess students' knowledge.</p> <p>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.</p>
395	<p>Increase feeder school enrollment</p> <p>Through strategic recruitment and communication efforts, we will see an increase of student enrollment from targeted feeder schools.</p> <p>Method: Review PRIE report indicating application data based on high school attendance. Compare data to previous years and semesters.</p> <p>Success Criterion: In comparison to previous semesters, there will be an increase in student enrollment from each feeder high school.</p>

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