

2019-20 Outreach Annual Program Plan

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 Outreach & Student Recruitment Office provides information to prospective students and the community of Skyline College's educational opportunities and resources. A variety of outreach services includes but is not limited to; campus tours, participation at college and career fairs, presence at community events, presentations, workshops and planning events to provide access and promote post-secondary education.

The goals and focus of the Outreach & Student Recruitment Office:

- Committed to the values by welcoming and recruiting a diverse student population reflecting the community we serve.
- Connect with local high schools and community organizations to promote the programs and services at Skyline College.
- Provide high quality services to prospective and incoming students and connect them to resources that support them in achieving their educational goals.

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

Jeremy Evangelista-Ramos, College Recruiter, is the staff member responsible for outreach and student recruitment activities moving from planning to execution. Jeremy is the only full-time classified professional dedicated to outreach and student recruitment for Skyline College. He is housed in Enrollment Services under the direction of dean, Will Minnich. In addition to the College Recruiter, outreach efforts are supported by 4-5 campus ambassadors; scheduled between 15-20 hours each a week in a given semester.

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, the Outreach Office continued to build on existing outreach efforts established in the 18-19AY to support student transition and to promote Skyline College.

Counseling Liaison Program - this program was implemented across seven comprehensive high school schools within our feeder schools. Through this program, we have been able to support the full matriculation process of students attending Skyline College in the 20-21AY. Working collaboratively with high school partners and our counseling division to confirm logistics, manage processes, and provide clear communications to incoming students has been an essential component in the success of the program. We continue to build and strengthen this program at other sites; particularly at our feeder continuation high schools.

Concurrent Enrollment - during the 19-20AY, the Outreach Office hosted four concurrent enrollment information sessions with over 200 total attendees. For the 2019-2020AY, two sessions were conducted in fall and two additional sessions in spring. This event provides guidance as to the benefits and the process of Skyline College's concurrent enrollment program. The Middle College and Jump Start programs were highlighted during these sessions to promote additional opportunities for high school students.

Priority Enrollment Program (PEP) Days – PEP days are hosted once a year during the spring term prior to summer and fall registration. This year, PEP will be hosted virtually and will support incoming students with fully matriculating to Skyline College. The event is a collaborative effort with student services to offer: orientation, counseling and help students with registering for classes. Informational webinars will be embedded as part of the event to provide awareness of other college programs and resources.

Discover Days - During the 19-20AY, with Puente and ASTEP learning communities, the Outreach Office hosted close to 100 high school students within our feeder schools. Students were immersed in a diverse college setting, sat in on engaging classes and were exposed to culturally relevant topics to encourage enrollment to Skyline College.

Connect to College – This year, the Outreach Office plans to host a Connect to College event. A virtual open house will be offered and information about Skyline



College will be shared with the community and prospective students. The event will highlight some of the robust programs and on-campus resources.

All of these components include 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

The Outreach Office was provided with a budget of \$26,470 at the beginning of the 19-20AY to support campus ambassadors' payroll for the year. The departments seeks to hire and maximize federal work-study students to leverage other monies given the allotted budget cannot sustain ambassadors' payroll alone. This past year, Outreach was challenged with identifying FWS eligible students.

Outreach and recruitment efforts have greatly increased over the last few years, particularly at the high schools to promote community colleges. The opportunity of having campus ambassadors has greatly increased the ability for more exposure within the community.

However, due to the increased requests at community events, campus ambassadors are limited to working 20 hours a week and does not include some of the administrative work necessary in the office. Ongoing projects require great attention to detail and productivity is interrupted due to inconsistent schedules, skill set among the ambassadors are varied affecting the completion of projects.

The Outreach Office is exploring strategic and innovative ways to continue effective recruitment. Given the circumstances of working remote, the college recruiter will face challenges with hiring a new team of campus ambassadors in time to fulfill ongoing and new recruitment activities. Additionally, the outreach team will be unable to conduct campus tours and physically promote Skyline College and its' programs to further recruit students.

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 remains 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 college 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 the campus recruiter to depend heavily on the student ambassadors to manage email requests and off-site presentations more than in the past.

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 2018-2019 school year, the Outreach Office served a total of 671 seniors from feeder high schools through the Counseling Liaison Program (this accounts for students who completed one or more enrollment steps). Of those students, 562 registered for at least .5 units at Skyline College for the subsequent fall.

84% of feeder high school students were likely to enroll to Skyline College due to amount of work and involvement at the high schools. Through strong partnerships with the high schools, students were intentionally supported through the matriculation process.

The counseling liaison program requires intensive support from outreach and counseling to achieve successful outcomes. In addition to the college recruiter, a staff member from the counseling division is necessary to coordinate and assign counselors to school sites. The college recruiter and campus ambassadors are responsible to track high school participants and ensure missing enrollment steps are communicated and encourage completion resulting in students' ability to register for subsequent semester(s). The counseling liaison program continues to expand and support more students every year.

Resources and Steps for Matriculation:

Based on the interest forms conducted during high school fairs and community events during the 19-20AY, 95% of participants indicated they were interested in at least one of Skyline College's programs and resources (ie. Promise Scholars Program). The outreach team included brief descriptions about programs and resources on interest forms to provide prospective students insight on types of services offered from a particular program.

Unfortunately, based on the survey questions presented to students during the 2019-2020AY, we were unable to garner a sense as to whether or not students understood the steps to enrollment. However, using data from the counseling liaison program shows 84% of feeder high school students were likely to enroll to Skyline College provided understanding of the matriculation steps to enroll at Skyline College.

For the 20-21AY, we revised interest form questions to reflect their knowledge of enrollment steps 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

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Associated Objectives

698-Increase feeder school enrollment

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 maintaining ongoing and implementing new recruitment strategies as we have not yet participated in comprehensive program review.

However, at the start of the 2019-2020AY, the following outreach plan was developed with the opportunity to use current and new resources:

Purpose Statement: The purpose of this Skyline College Recruitment Plan is to support the mission of Skyline College and develop strategic recruitment methods to support overall enrollment growth with restrictions and limited resources.

- Utilize Salesforce to collect contact information from prospective students and provide follow-up calls and encourage enrollment to Skyline College.
- Offer virtual and in-person workshops for prospective and incoming students from local high schools and assist with fully matriculating to Skyline College.
- Establish peer-to-peer relationships that fosters self-agency primarily for disproportionately impacted groups and first-generation college students.
- Provide educational enrichment programs for underserved student populations.

Student Equity Plan

Performance Indicator: Access

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

Conduct targeted recruitment outreach programs to solicit student interest in Skyline College (Student Equity Plan)

Target Populations	Current Gap, Year	Goal % Change	Goal Year
Black and African-American	- .15, 2018-2019	-0.22	2022

NH other Pacific Islander	-05, 2018-2019	-0.43	2022
Foster Youth	-03, 2018-2019	-0.41	2022

Strategies:

- Host culturally relevant events to promote post-secondary educational opportunities at Skyline College (in collaboration with learning communities and student support programs).
- Conduct at least 10 additional visits per semester to schools or community organizations that predominately serve target populations.
- Attend events held in communities that predominately serve target populations; collect contact information from prospective students and connect them to specific on-campus programs and resources to encourage enrollment at Skyline College.

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.

Strategies:

- Collect email addresses using Request for Inquiries (RFI) form during off- and on-campus events to create email/student database
- Using information collected from RFI's; conduct recruitment calls and encourage enrollment to Skyline College.
- Communicate college updates and enrollment steps to seniors using the Outreach & Student Recruitment SWAY page; centralizing online services to complete full matriculation
- Increase presence at non-feeder and feeder high schools (freshman, sophomore, junior, and senior nights) promoting Skyline College opportunities to students and their families
- Create marketing materials that highlight the benefits of attending Skyline College such as flexibility for non-traditional and adult learners

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

Strategies:

- Instill a tour reminder process to decrease the number of scheduled tour cancellations

- Include a “Schedule a Campus Tour” button on all e-communications within Outlook signatures
- Increase presence at community events and centers, Daly City Health Center, Boys & Girls Club, YMCAs, local libraries, drop-in centers.
- Attend annual community events: Fog Fest, San Bruno Festival, San Mateo County Fair, Burlingame on the Avenue, and concerts.

Associated Objectives

[697-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. Need help? Contact the PRIE Office for further instructions.

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.

Budget Needs: An increase of student assistant salary budget to help support Skyline College's presence at all outreach events.

Associated Objectives

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

[698-Increase feeder school enrollment](#)

Enhanced Budget with Objectives and Tasks

[Outreach Enhanced Budget with Objectives and Tasks](#)