



SKY SS PRU Report

2022 - 2023

SKY SS - Outreach Program

William Minnich

Will Minnich

12/06/2022

Program Information

Assessment Unit Information

Program Type

Student Services

Division

Enrollment Services (ES)

Assessment Contact

Jeremy Evangelista

Comprehensive Program Review

2023 - 2024

Program Review Update

Fall 2022,Fall 2026

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SKY Student and Learning Support Services Program Review Update

Submitter Name:

Jeremy Evangelista-Ramos

Submission Date:

10/26/2022

DIVISION:

Enrollment Services (ES)

PROGRAM NAME:

Outreach Office

YEAR OF REVIEW

2022-2023

1. PROGRAM STUDENT LEARNING OUTCOMES (PSLOs) RESULTS

i. How frequently were PSLOs assessed for the last three years?

Prospective and incoming students were prompted to complete a survey after attending a virtual presentation or workshop to evaluate their level of understanding of matriculation steps, and programs and services offered at Skyline College. While transitioning many services and recruitment activities in virtual formats beginning Spring 2020 through Fall 2021, we surveyed graduating high school seniors from the last three recruitment cycles supporting enrollment efforts for fall 2020, 2021 and 2022.

ii. What have you learned from reviewing the PSLO results? What may account for these results? What are their implications for your programming?

Non-mandated surveys do not accurately depict understanding of all prospective and incoming students interested and fully matriculating to Skyline College. Survey results showed students received helpful information from at least one area after attending the session. Although students were surveyed post-session, it was found the survey could benefit from more direct questions to better identify whether or not students understand the matriculation process rather than the likelihood of them attending or referring Skyline College.

iii. Are the PSLOs still relevant to your program? If not, what changes might be made?

The current PSLO is still relevant to outreach and new student recruitment. We can explore and develop new methods of collecting additional data and feedback other than just surveys. For example: new student focus groups, mixers, orientations, to gauge level of understanding prior to enrollment and how we might better our services to provide relevant college information; i.e. targeting messaging based on needs, interests, demographics, etc.

iv. Please indicate whether the following tasks have been completed.

Updated new or changed PSLOs on the program website after approval by the appropriate person(s)

Not Applicable

Submitted a current assessment calendar to the Office of Planning, Research, and Institutional Effectiveness

No

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2. ADDITIONAL INFORMATION

Please note anything else that has not been captured above that is relevant to program accomplishments, challenges, and resource needs. Explain and document your response as needed.

The outreach office continues to operate with limited resources. The current environment includes one full-time college recruiter and (8) part-time student assistants who serve as campus ambassadors. As the college continues to develop strategic goals to increase overall college enrollment, the team is challenged with maintaining current and carrying out new recruitment activities. During the last three years, outreach enhanced its' services to include virtual support and our goal is to continue offering services in various modalities to reach prospective students both online and in-person. The College Recruiter serves on a number of committees, meetings regularly with internal and external partners, coordinates and attends a number of outreach-related events year-round (including evening and weekend events during heavy recruitment season) while training and supervising a team of 8-10 campus ambassadors within a given semester. This has impacted the ability to operationalize efforts to fully support other types of students; i.e. re-entry and stopped-out students. The outreach team can benefit from (1) full-time classified professional who can continue to support outreach and recruitment efforts.

3. The last step is to review the multi-year program goals, update their status, and add resource requests as needed. You can access program goals from the hamburger menu in the upper-left hand corner, Step 2: Goals and Resource Requests.

GOAL

Enhance recruitment efforts to increase enrollment for first-time, full-time students from feeder high schools.

Goal and Desired Impact on Students

The number of first-time, full-time students from fall 2020 saw a decline compared to fall 2019. There were various external factors that may have contributed to the result of more students registering in less courses/units and large portion of our first-time students are derived from feeder high schools from the following school districts: Jefferson Union, San Mateo Union and South San Francisco Unified High School District. Data shows the number of first-time students over the last year has stabilized; similarly, the number of students from our local high schools have been consistent.

The outreach team primarily leads recruitment and onboarding efforts for first-time students; building interpersonal relationships and engaging with high school partners and across campus to coordinate purposeful outreach activities to streamline students' transition to Skyline College. The outreach office aspires to explore additional opportunities to conduct targeted outreach to reach disproportionately impacted students by identifying barriers and challenges that first-time students experience in achieving their educational goal. In addition, the outreach team can improve on measuring activities that yield high-recruitment for specific populations and allocate existing staffing and resources to focus on those efforts.

Year Initiated

2022 - 2023

Implementation Step(s) and Timelines

The College Recruiter will continue to engage in discussion and serve as a resource as part of the Enrollment Strategies Committee (ESC); primarily to support the goal(s) for new student outreach and recruitment. Part of this effort is educating the campus community on outreach and recruitment to ensure a coordinated approach across student services and instruction.

The outreach team will continue coordinate and execute the Counseling Liaison Program to improve access and entry for graduating seniors from local high schools.

The College Recruiter will continue to collaborate with Marketing and the CRM team to enhance targeted messaging for first-time students.

The College Recruiter will continue to explore opportunities to better measure impact with PRIE and the CRM team and develop analytics through Salesforce to track conversion/yield rates for specific outreach activities.

Resource Request

Division Name

Enrollment Services (ES)

Year of Request

2022 - 2023

Resource Type

Classified Professional/Administrator Position (permanent)

Resource Name

Full-time Classified Professional Position

Resource Description

(1) Full-time classified professional position (program services coordinator) to support ongoing and new recruitment strategies and co-establish infrastructure to enhance enrollment for first-time, full-time students at Skyline College. This position will support the outreach office with attending high school events, facilitating

onboarding workshops, co-coordinating on- and off-campus events for new student recruitment, and overseeing the campus ambassadors.

Funds Type – Mark all that apply.

Recurring Cost

Cost

87,504

Level of need, with 1 being the most pressing

1

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