Student Services Program Review Report
Sierra College, 2014-15

Department/Program Name: **Outreach**

Date Submitted: **February 20, 2015**

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Ideally, the writing of Program Review Report should be a collaborative process incorporating full-time and part time faculty as well as the appropriate educational administrator, instructional assistants, classified staff members and students who have an interest in the present and future vision of the program at all sites throughout the district. The Program Review Committee needs as much information as possible concerning the present and future of the program to assess and recommend the resources needed to keep the program viable and robust.

1) <u>Relevancy</u>: This section assesses the program's significance to the students, the college, and the community.

1a) To provide context for the information that follows, describe the basic functions of your area and/or program.
> If applicable, also explain how the program aligns with state mandates, priorities set by external agencies, or any other relevant organizations.

- Outreach aims to strengthen the pathway between feeder high schools and Sierra College
  - Classroom and career center presentations on Sierra College programs & services.
  - A Sierra College presence at all the local high school districts college nights.
  - Organizing each semester a series of evening seminars that are hosted on the Rocklin campus aimed at high school seniors and their parents – Sierra College Parent Information Nights
  - The hosting of campus tours and provision of presentations to visiting school groups.
  - Application workshops and seminars.
  - Actively work with partner high schools to promote and publicize the benefits of taking the Early Assessment Program (EAP) in the junior year (part of the California Standards Tests - CSTs).
  - The regular coordination of the welcome tent on the Rocklin campus at the beginning of every new semester (this was coordinated through the Hub for the first time spring 2015)
  - Explaining and promoting the enrollment process to prospective students and their families

- Outreach provides regular communications and updates to local high schools regarding developments and policy changes at Sierra College
  - Provide regular email alerts and updates to all local contacts.
  - Coordinate the annual high school counselor symposium.
  - Active as a resource and point of contact for the high school counselors and staff.

- Outreach assists in the districts objective of increasing enrollment in historically underrepresented and underserved students.
  - Active promotion through outreach activities of programs such as Puente, Umoja, TRIO and FYE.
  - Attendance at events aimed at historically underrepresented and underserved students such as College Making it Happen (CSUS), Native American College Motivational Day and the Cesar Chavez Educational Conference (UC Davis).

b) How does your program fit within the district mission statement as quoted below?

"Sierra College provides a challenging and supportive learning environment for students having diverse goals, abilities, and needs interested in transfer, career and technical training, and life long learning. The College's programs and services encourage students to identify and to expand their potential. Sierra College students will develop the knowledge, skills and abilities to become engaged and contributing members of the community."

Outreach directly supports the mission statement of the college. It provides information to prospective students about the variety of educational opportunities that are available at the college. It explains to these students the options to transfer, the variety of career technical training available and also provides details about the extensive support services that are accessible to them at the college. Presentations include discussions on the diverse goals that students may have and points them in the correct direction in terms of how to access services and how to receive support at the college. In fact the mission statement of the college could easily be incorporated into the mission statement of the outreach office.

1c) With which specific Strategic Goals does the program align (include only the most relevant)?

I. Educational Effectiveness – Programs and services of the District will effectively promote and support student opportunity, success and achievement
II. Organizational Effectiveness – The District will manage its resources to best meet its multiple missions within the constraints of its resources
III. Resource Development – The District will focus on securing new resources to align with strategic goals
IV. Focused Access – The District will target outreach and access efforts to best serve its community

Please include an analysis of program goals and outcomes in your description, as appropriate.

IV. Focused Access The office of outreach directly aligns with the strategic goal of focused access. One of the stated goals of the office of outreach is to support and strengthen the links with feeder high schools. The main activities involve providing presentations and workshops to the local district schools, plus presentations to visiting school parties and directly supporting the strategic goals of focused access and educational effectiveness.
Currently the outreach office is leading the implementation of the banner recruitment module. The successful implementation of this module is going to provide greater communication with prospective students interested in finding out more about Sierra College. It will provide additional tracking and communication opportunities with our prospective students.

1d) How does the program align with student needs? Please refer to student learning outcomes assessment and evaluation and other relevant data in your reply, including the alignment of program outcomes with ISLOs (Institutional Student Learning Outcomes).

> The outreach office has the follow SLO- **As a result of attending an outreach presentation students will be able to identify the enrollment steps and recognize the important dates and deadlines involved in that process**. During presentations the college programs and services are highlighted that support student success. Potential students are informed about the enrollment process and the steps required to get started at Sierra College Information is also delivered on the transfer pathways available at Sierra College and the career and technical qualifications that are available. A feedback survey is made available at the end of the presentation to gauge the students understanding of the enrollment process and providing them with the opportunity to provide any feedback (see Appendix A). The SLO has also be assessed and aligned with the ISLO's (see Appendix C). The ISLO's listed in appendix C relate to the outreach presentation.

1e) Optional Additional Data: Comment on any other relevance to the district goals, mission, values, etc., that your program provides that is not incorporated in the prompts above. Consider, for example, contributions to diversity, campus climate, cultural enrichment, community ties, partnerships and service, etc. Include specific data and examples rather than merely anecdotal narrative.

> The outreach office is heavily involved in the pilot project for the implementation of a dual enrollment program with local high schools. It is anticipated that this will strength the link between feeder high schools and Sierra College and increase college going and success rates of students attending those schools. It is anticipated that the first dual enrollment classes will be taking place in Fall 2015. Data shows that a student that takes a college class while in high school is much more likely to attend college after graduation than a student that does not.
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> Increasing historically underrepresented and underserved student enrollments is a strategic goal of the college and something the office of outreach has been actively been engaging in for a number of years. There is outreach representation on the New Legacy Committee. Some recent outreach examples over the last year include
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> - ❖ Cesar Chavez Youth Leadership Conference: March 15, 2014
> - ❖ Sacramento State – College Making it Happen: Saturday March 29, 2014 – guest presenter for local community colleges
> - ❖ Native American College Motivational Day - CSUS – November 27, 2014
> - ❖ Spring 2014 & Fall 2014 – hosting campus tours for prospective first generation college students from local high school districts.

2) **Currency**

2a) Student Learning Outcomes Assessment: Considering the information provided, comment on the program's progress in assessment of SLOs, analysis of the results, and improvements/changes made to the program.

> Survey results obtained from high school students attending outreach presentation during Spring 2015. See **Appendix A** for copy of the survey.
>
> - 100% of students where aware that you needed to complete 60 transferrable units before transferring to a CSU or UC
> - 91% of students aware that the earliest date for application for the Fall 2015 semester was January 2015
> - 87.5% of students aware that the earliest date for a new student to register for classes for Fall 2015 was April 28, 2012
> - 100% of students aware that Sierra College would accept high school transcripts for assessment purposes
> - 87.5% of students aware of the approximate tuition cost of attending Sierra College for one year
>
> Survey results obtained from high school parents attending a college night presentation during Spring 2015. See **Appendix B** for copy of the survey.
> - 86% of attendees rates the knowledge of the speaker at excellent
> - 78% of attendees rated the clarity of the information as excellent
>   - 98% of attendees rated the clarity as excellent or above average
>
> There is a 1 to 5 scale on the survey
> 1 = Excellent
> 5 = Unsatisfactory

In the space below, please describe or attach the cycle you have developed for outcomes assessment.

> The SLO for students attending an outreach presentation is to have a greater appreciate of the programs and support services available to them at the college (see appendix A). This relates directly to supporting section 1a Effectiveness (Retention & Success). In terms of specific SLO's they will know how to apply to the college, appreciate the importance of dates and deadlines and understand the transfer process and appreciate the various assessment scores we will accept for placement. The SLO has also be assessed and aligned with the ISLO's (see Appendix C). The ISLO's listed in appendix C relate to the outreach presentation. The survey feedback is reviewed after each presentation to determine if any changes or enhancements are required.
>
> Appendix D is more subjective and is primarily used to gain feedback from parents attending college parent night presentations. The presentation is constantly changed and developed based on the feedback received from the attendees

2b) Professional Development: Describe how purposeful departmental activities serve to improve teaching, learning and scholarship. Please be sure to specifically include flex activities, departmental meetings and activities, conferences, outreach to other colleges, research and implementation of best practices, changes in legislation, mandates from regulatory agencies, required faculty certifications, health and safety trainings or other factors. How do these activities contribute to your program's self-assessment and planning?

> It is important to maintain a current knowledge on new degree programs, student services policies and developments generally at the college. That is why it is vital to stay in constant contact and communication with different student services departments, academic programs, CTE areas and college wide committees. Outreach attempts to attend as many committee and council meetings and keep up to date with developments through the minutes from strategic council, board meeting, etc

2c) Optional Additional Data: Enter additional data or other information here that you believe to be an indicator of your program's effectiveness and explain why.

> The Annual High School Counselor Symposium at Sierra College is organized by the outreach office and is an excellent way for outreach to keep local counselors and support staff updated with the latest information about the programs and services at Sierra College. This is also an opportunity to continue to strengthen links between the college and our feeder high schools, but hosting these important stakeholders on our campus on a regular basis.
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> April 2012 – 63 attendees from 31 local schools
> April 2013 – 83 attendees from 38 local schools
> April 2014 - 85 attendees from 37 local schools
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> October 2014 – 109 attendees from 40 local schools
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> This event had historically been held in April. But a decision was taken to better align this with the enrollment and application cycle of high school students. In 2014 it was held in the spring, but for the first time was also held in October 2014. This was in response to direct feedback from the local schools who were asked about the proposed changes. It was decided that it made more sense to provide relevant updates about the college at the beginning of the school year (October) rather than waiting until near the end of that same school year (April).
>
> The move appears to have been successful from an attendance perspective as well over 100 people attended the October symposium compared to 83 & 85 for the previous April events in 2013 and 2014.
>
> The 2014 October conference highlighted Financial Aid, Early Alert program, College Placement and the use of high school transcripts, the completion agenda and the Construction Energy Technology program.

3) <u>Effectiveness:</u> This section assesses the effectiveness of the program in light of traditional measurements.

3a) Retention and Success - Describe how the program contributes to overall student retention and success. Describe any changes you have made that improved the effectiveness of the program as well as any barriers you have encountered to making changes. Include any relevant data, including the SLO data described above, you have used in assessing, evaluating, and improving your program. If you see a need to improve the data trends, outline a plan that will achieve the changes you are seeking, including the results of your outcomes assessment, as appropriate.
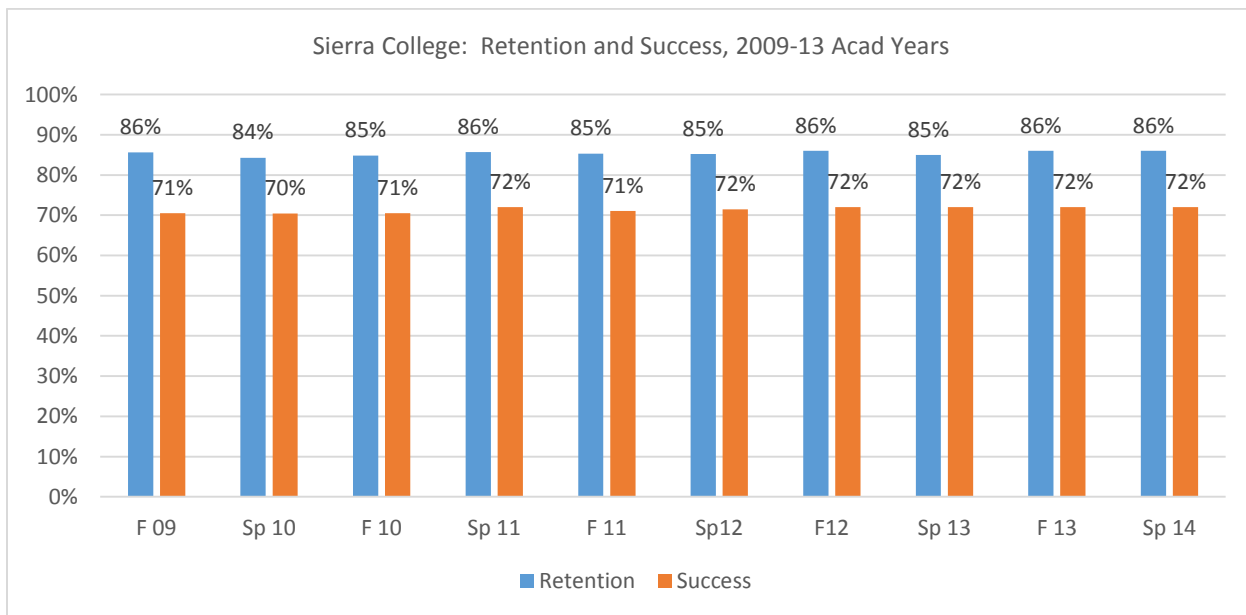
One of the objectives of outreach activities in the high schools is to educate potential incoming students regarding the availability of support services. One successful outcome of this is that these students then have an excellent comprehension of the support that the college provides to assist them in being successful in their chosen program of study. Please see section 2a SLO assessment for survey results undertaken at Outreach presentations

It is difficult to quantify the success of outreach in connecting these students to support services once they arrive at the college, but the more outreach communicates with potential students stressing the importance of these services that are available to them and the importance of dates and deadline this can only be beneficial to their long term success at the college. One thing that is going to allow for better communication to prospective students is the banner recruitment module. The Program Manager: Outreach & International is in the process of implementing this for Spring 2015. This will allow for a much better communication prior to registration.
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3b) Usage Trends - Identify and explain the usage trends in your program's data. Address separately the data for on ground, on-line, and usage at the various centers when applicable. Comment on the significance of these trends as well as the challenges experienced within the program. If you see a need to improve any trends, outline a plan that will achieve the changes you are seeking. Please explain your reason for this determination and describe how you will incorporate these assessments in your plans for improvement. If applicable, comment on both the past performance and the future direction of the program as a whole as well as on location and mode of delivery.

Spring & Fall 2011 Outreach activities

Individual High School visits = 49
College Nights and HS career fairs = 21
High school college advising nights = 8
Campus tours and presentations = 15

Spring & Fall 2014 Outreach activities

Individual high school visits = 40
College Nights and HS career fairs = 18
High School college advising nights = 10
Campus tours and presentations = 16

Since the last program review cycle there has been a slight decrease in individual high school visits, but an increase in advising nights and campus tours. This has been down to having a more targeted approach to our main feeder high schools and is also a reflection of the resources that are available for visits within the outreach office.

One high school visit can involve everything from multiple classroom presentations, an application workshop or lunchtime career center workshops. These regular visits also provide an excellent opportunity to update high school counselors and career center staff on the new developments taking place at Sierra College and provide additional information to the email updates they have already received.

3c) Productivity – Using your own data, please track productivity changes for at least the past 3 years. Comment on the significance of the trends as well as the challenges experienced within the program. If you believe any statistical trends need improvement, please explain your reason for this determination and describe how you will incorporate these assessments into your plans for improvement.

There was a clear goal by outreach from 2009 onwards to provide more Parent Information Nights on the Rocklin campus serving more prospective students and families. It was decide to move the workshops in 2009 from the L-building classroom (capacity 30) to the classroom in LRC 212 (capacity of 56) and eventually because of the demand to D-12 (capacity 0f 104). This has allowed the total attendance to increase and the average number attending each session to increase dramatically from 32 per session back in 2008 to 64 per session in 2014.

2008 – 7 sessions – total = 226   average number per session 32.3 (Room L-193)
2011 – 11 sessions – total = 424   average number per session 38.5 (Room. LRC 212)
2014 – 9 sessions – total = 580   average number per session 64.4 (Room. D-12)

Increased marketing to the schools, plus a location with a larger capacity has allowed a much better use of resources and a significantly increased attendance at these events. These events are coordinated and presented by the outreach office. The counseling faculty has assisted with these presentations in the past, but the vast majority are presented by the outreach office.

3d) Analysis and Planning: Referring to your ePAR Report of Goals, Strategies, Actions, and Outcomes assessment cycle and relevant assessments/evaluations, comment on how your program plans to maintain or increase its effectiveness and whether it has taken actions to do so.

> Please see appendix D for the ePar report on the goal of strengthen the link between feeder high schools and Sierra College. Based on the current level of limited staffing resources directly available to the outreach office it is hoped to maintain this effectiveness in t he coming year. There are a number of projects that are being developed at this time that involve outreach from the Dual Enrollment Pilot to the implementation of the banner recruitment module. It is anticipated that these projects will maintain or increase the effectiveness of the outreach office.

3e) Optional Additional Data: Enter additional data or other information here that you believe to be an indicator of your program's effectiveness and explain why.

> The outreach email distribution list contains 76 schools in the local district (high school, middle school, charter schools and alternative education schools) and contains over 400 active individual contact emails).
>
> This network developed by the outreach office is constantly updated and is a great way to promote the services that the outreach department can offer to schools and also update these schools with information about policy changes. The last comprehensive review of distribution list was undertaken in Summer 2014.
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> The email distribution list also provides an excellent opportunity to receive direct feedback from the schools regarding these policy changes. These email updates are usually provided at least once a month.

4) **Resources: This category assesses the adequacy of current resources available to the program and describes and justifies the resources required to achieve planning goals by relating program needs to the assessments above.**

4a) Please describe the future direction and goals of the program for the next three years in terms of sustaining or improving program effectiveness, relevance, and currency. Please include any analysis of relevant outcomes assessment data noted above.

> Outreach to the local community is a hugely important service particularly at a time when we are looking to maximize our enrollment growth. With a limited budget and limited staff resources the goal of the outreach program is to continue to maintain its current level of service and effectiveness. It also needs to look to utilize other areas of students services that could assist with some of the staffing challenges and could therefore assist with the goals and objectives of the program.

4b) Equipment and Technology: Comment on the adequacy of the program's equipment and technology funding for the District as well as our sites. Include a projection of equipment and technology needs for the next three years as well as a justification, including supporting data, for these requests. Please include any analysis of relevant outcomes assessment data noted above.

> The outreach office is trying to leverage new technology to assist with its goals and objectives. This can best currently be demonstrated with the current implementation of the banner recruitment module . The implementation of this module will assist with communication to prospective students.

4c) Staffing: Comment on the adequacy of the program's faculty, classified and student help staffing levels for the District as well as our sites. Include a projection of staffing needs for the next three years as well as a justification for needs. Please include any analysis of relevant outcomes assessment data noted above.

> There is currently no classified staff member supporting this program directly and this has been the situation for a number of years. Outreach is heavily dependent on developing excellent relationships within the local schools and community. At the moment the program is holding its own, but in the future it will become increasingly difficult for outreach to provide the level of support and service that should be expected from an institution of higher education with the current staffing. It currently often requires support from other departments to assist with its goals and objectives. Additional support has been requested by the Program Manager: Outreach & International as part of the ePar process consistently over the last 5 years. The Student Success & Support Program (SSSP) has provided additional funding, but this is very focused, mainly assisting with the enrollment process and support services once a student attends the college. The office of outreach is trying to assist prospective students allowing them to make an informed decision about the benefits of enrolling at the college so has a slightly different role to the hub.

4d) Facilities: Considering the data provided, comment on the program's fill rate and the adequacy of the facilities for the District as well as our sites. Include a projection of facility needs for the next three years as well as a justification for stated needs. Please include any analysis of relevant outcomes assessment data noted above.

> The Student Success & Support Program (SSSP) has resulted in a number of new counselors being hired at the college. They have been housed in the outreach and international student's office. This is an extremely recent development (January 2015) and it is early to determine how this shared space might operate longer term.

4e) Please check the appropriate boxes in the chart below indicating the general reasons for your requests (check all that apply):

Program	Function/Role	Maintenance	Development	Growth	Safety	Outcomes	Other success measures	No Requests
Outreach		X	X			X		

5) **Summary/Closing**

5a) Evaluate the program's strengths, weaknesses, opportunities/future directions, challenges.

The role of the outreach office is to promote the programs, services and opportunities at Sierra College. It also about assisting prospective students obtain a better understanding of the benefits of attending Sierra College. Outreach is about building up relationships with the local community and strengthen pathways with those local feeder high schools. The outreach program has been successful in building and promoting the opportunities available at Sierra, but it requires adequate staffing over the next three to five years to continue providing the high level of service and professionalism that the local schools and stakeholders have come to expect from this program. It is becoming a victim of its success as more requests come in for its services on a daily basis.

The strength of Sierra College is that is has some wonderful programs and services, one of the continuing challenges for the office of outreach is to battle some of the reconceived notions that still exist in the local community regarding what a community college can actually offer and the opportunities that are available to students. There is also a need for outreach to adapt to genuine concerns within the local community regarding classes and the perceived challenges students may face in attempting to complete a degree and/or transfer requirements in two years.

The continuing challenge for the outreach program is to reach out to historically underrepresented groups and to successfully communicate the mission of community colleges and explain the opportunities that are available at Sierra College. There has been more focus on this in recent years and is reflected in the events and activities that have been attended. Having said that the outreach program has to prioritize its services and with an extremely limited staff it is sometimes regretful to admit that it is unable to attend every event that it is invited to.

5b) Please provide any other information the Program Review Committee should consider.

Reports provided by the research office at Sierra College provide enrollment details from local schools (please note Fall 2014 data not currently available at this time)

- In Fall 2012 the top 20 feeder high schools into Sierra College provided 1,664 students.
- In Fall 2013 the top 20 feeder high schools into Sierra College provided 2,676 students.

On average the percentage of the graduating senior class from each local school attending Sierra College is well over 30%. The top 20 feeder high schools in the district actually on average provide over 60% of all new students to Sierra College every fall semester. This data shows the important role Sierra College plays in the local community and also the important role outreach has to play in communicating to those students about the application process to Sierra College, dates & deadline and the programs and services available at the college so that the college continues to strengthen this extremely important pathway.

5c) How has the author of this report integrated the views and perspectives of those who have interests in the future of this program including full time and part time faculty, educational administrators, instructional assistants, classified staff, and students at Rocklin, Roseville Gateway, Nevada County Campus, and Tahoe Truckee?

The Program Manager: Outreach & International was responsible for putting together an enrollment working group that was tasked with developing recommendations for an enrollment plan for 2015. The group met three times in December 2014 and January 2015. This report was presented to Deans Council in January 2015 and integrated the views and perspectives of a number of staff, faculty and educational administrators. The aim was to start the process of developing a comprehensive plan for enrollment management in the coming year.