

Santa Rosa Junior College

Program Resource Planning Process

Student Outreach 2017

1.1a Mission

The mission of the office of **Schools Relations and Outreach** is to coordinate the educational outreach efforts of the Counseling Department and other Student Services programs with local high schools, middle schools, colleges, universities, and community agencies for student recruitment purposes. School Relations and Outreach assists the District in meeting its enrollment goals and supports the mission of the college in meeting the educational needs of the community.

The Coordinator, Schools Relations and Outreach, organizes K-12 outreach with a District-wide perspective and works closely with colleagues at the Petaluma Campus to plan outreach activities for south county and Marin County high schools, continuing the culture of collaboration and communication required to provide multi-site experience opportunities for our future students. Minimal support will be available for the Director, Student Equity, for a budding Middle School outreach program focused on the underserved populations. Schools Relations coordinates with staff at the Public Safety Training Center and Shone Farm to plan school tours or events at those sites as needed.

The Coordinator, Schools Relations and Outreach represents Santa Rosa Junior College at various functions and assists in the training and work direction of staff engaged in activities on behalf of the college. Schools Relations coordinates activities that inform high school Juniors and Seniors about the importance of going directly to college after high school, and to understand the steps to attend Santa Rosa Junior College, such as completing the online application, assessment testing, creating an Educational Plan with a Counselor, and enrolling in Counseling 270, Introduction to College. These steps are in alignment with guidelines set by the Student Success Act (AB1456).

1.1b Mission Alignment

Schools Relations Outreach Program - Alignment with SRJC Vision and Mission

SRJC Vision

SRJC aspires to be an inclusive, diverse and sustainable learning community that engages the whole person.

SRJC Mission

SRJC passionately cultivates learning through the creative, intellectual, physical, social, emotional, aesthetic and ethical development of our diverse community.

- We focus on student learning by preparing students for transfer; by providing responsive career and technical education; and by improving students' foundational skills.
- We provide a comprehensive range of student development programs and services that support student success and enrich student lives.

- We support the economic vitality, social equity and environmental stewardship of our region.
- We promote personal and professional growth and cultivate joy at work and in lifelong learning.
- We foster critical and reflective civic engagement and thoughtful participation in diverse local and global communities.
- We regularly assess, self-reflect, adapt, and continuously improve.

Student Development Programs and Services

The Schools Relations and Outreach mission aligns with the District's Vision and Mission by formally linking Student Development Programs and Services to local area high schools, colleges, universities and community agencies for student recruitment purposes; promotes activities consistent with the intent of serving underserved populations; and responds to economic and demographic changes through expanded outreach activities and translation of promotional materials into Spanish.

Supporting Student Success

Schools Relations and Outreach provides targeted programming, marketing and support services to the SRJC district and our potential student population (collaboration with the K-12 community, with a focus on high school Juniors and Seniors). The Student Success Act requirements for students to complete Assessment, an Education Plan and Orientation are key factors in determining the direction of future activities, marketing, and support services provided.

1.1c Description

Description

The Schools Relations and Outreach Program is critical to providing information to high school students about college options and the steps for a successful transition to Santa Rosa Junior College. Schools Relations and Outreach continues to provide high level activities and events that inform and inspire high school Juniors and Seniors to consider SRJC as one of their top college options. The Coordinator, Schools Relations and Outreach, provides college information to high schools, hosts workshops for counselors, and develops materials and media presentations, in both English and Spanish.

The Office of Schools Relations and Outreach operates year-round with minimal direction from the Dean, Counseling and Special Programs. The office is physically located on the Santa Rosa Campus, in Bertolini Student Center. The Coordinator is responsible for providing both leadership and support for educational outreach efforts of Student Services programs. In its 15th year, the program provides a planned, coordinated approach for increasing the visibility of the College through various outreach activities.

Coordinator, Schools Relations and Outreach

The Coordinator, Schools Relations and Outreach serves as an SRJC resource person to counselors and teachers in comprehensive public, private, continuation, and alternative high schools and Necessary Small Schools. The number of college goers from the continuation schools, such as Ridgway and Laguna high schools, to California Community Colleges is high. It is important to keep the doors open to those students. We provide services to the alternative high schools at their physical locations as much as possible, however, the *Small Schools Event* is designed to provide an opportunity for the underserved and underrepresented populations that may attend alternative high schools to obtain information about going to college.

Historically, the program had an Outreach Team which integrated representatives from EOPS, Financial Aid, and the Scholarship Programs Office. With the addition of several grant-funded programs at the college (HSI, HEP, Student Equity, SSSP), there are more individuals providing outreach services for

program-specific purposes. Recent outreach efforts coordinated by Schools Relations & Outreach have focused on information with a District-wide perspective, leaving the program-specific outreach to those staff designated to do so. Outreach presentations have been almost solely provided by SRJC Academic Counselors, with occasional guest appearances by the EOPS Outreach Specialist whenever scheduling allows. The Office of Schools Relations and Outreach provides coordination and support during high school presentations, which may include setting up and running the PowerPoint presentation in addition to scheduling/coordinating hands-on workshops for the application to college, Doyle Scholarship applications, and enrolling in Counseling 270. Admissions and Records staff persons facilitate the OpenCCC Apply workshops, with Schools Relations staff present to provide support.

The Coordinator, Schools Relations and Outreach manages an calendar in Outlook (RM.CAL.OUTREACH.TEAM), which provides a view of all outreach activities planned, including but not limited to: hands-on workshops, Seniors Presentations, College Nights, College Fairs, and school group visits/campus tours. Other SRJC staff members on the "Outreach Team" also post their activities to the Outreach Team Calendar.

The Future of Outreach at SRJC

Schools Relations is just one aspect of a much larger Outreach organization needed for the District. It is more critical than ever for an overall Outreach Program to coordinate efforts throughout the entire District including utilizing more effective processes for sharing information (Workday, Outreach Team Calendar, etc.) and having a common/integrated message such as using SRJC branding in all outreach activities/materials. By expanding the coordination of efforts with Academic Affairs, Public Relations and others, we may achieve a universal SRJC look (branding) and marketing approach when out in the community or when our community comes onto one of our campuses or other sites.

We need to provide outreach services to Latino/a students not only when they arrive to SRJC as incoming first year students, but much before then; in middle school and high school. Outreach to the Latino K-12 community will be coordinated by ELL Outreach Coordinators (two positions serving the District.) One position has been staffed since Fall 2015 and is focused on south county and Marin. A more recently filled position will provide ELL outreach coordination for the rest of the District. Schools Relations and Outreach will collaborate and communicate with the ELL Outreach Coordinators to ensure continuity of service, reduce duplication of efforts, and provide support where possible. Schools Relations and Outreach has filled the position of Student Success Specialist I (bilingual) to further address ways to support the needs of the Latino community while serving all students with a District-wide perspective. The placement of this additional staff member in Schools Relations & Outreach has helped to relieve some of the workload issues related to program growth. This position is funded by SSSP.

While New Student and High School Concurrent Enrollment counts can be directly tied to the outreach efforts provided by Schools Relations & Outreach, the program continues to be under-supported by the District. There is proven need for a full-time Administrative Assistant in Schools Relations. Even though it is the highest priority staffing request in Student Services (in 2015-16), the regular classified position remains unfilled and instead is filled with a part-time STNC staff member performing the duties three days per week. This position has been in STNC status since February 2014.

On-site Coordinator Program

Schools Relations and Outreach Coordinator develops informational meetings to provide updates about SRJC programs, policies and changes which may impact new students. There are 16 On-Site Coordinators throughout the SRJC District.

An On-Site Coordinator might be placed at high school sites which meet one or more of the following criteria:

- Comprehensive Schools in Sonoma County with enrollment of 300 or more

- Comprehensive Schools outside of Sonoma County, but within Sonoma County Junior College District (SCJCD), with enrollment of 150 or more
- Continuation Schools in SCJCD with enrollment of 300 or more

Piner High School-SRJC Early College Magnet Program

Santa Rosa City Schools and Santa Rosa Junior College have a unique partnership called the Piner High School-SRJC Early College Magnet Program. Upon acceptance into the program, qualified high school students are provided concurrent enrollment opportunities, allowing them to earn college credits while earning their high school diploma. This exceptional educational opportunity establishes a four-year cohort providing Early College Magnet Program students with accelerated learning in the company of other college-bound students.

Piner Early College Magnet Program students receive special counseling services from both the high school and SRJC. Each student is provided with a personalized four-year education plan. Students also complete SRJC counseling courses to prepare them for college success. As high school juniors and seniors, students attend four periods at Piner High School and enroll in as many as two college courses per semester at the SRJC Santa Rosa Campus. Their courses of study are guided by their personal education plans and lead to the completion of a certificate, associate degree, or university transfer.

SRJC enrollment fees are exempted for high school concurrent enrollment students and all required SRJC textbooks are provided at no cost to students and their parents through the program. A designated SRJC counselor provides support and instruction for the students, while Schools Relations and Outreach staff coordinate and support the Program for the college. The high school supports the program by providing bus transportation to SRJC's Santa Rosa Campus, staff for high school counseling, and coordination of the program for the high school, as well as marketing and outreach for student recruitment.

Jump Start Program

The discussion about a potential Jump Start Program began in collaboration with Casa Grande High School in Fall 2013, with the official kick-off of the program taking place in Fall 2014. One of the goals of this program is to encourage high school seniors to make their decision to attend SRJC early, in similar timing with the students who are deciding to attend the UC or CSU. The program helps students with completing core student success steps such as applying to college, Assessment and Orientation during the Senior year. In Fall 2015, the program was expanded to Petaluma High School. Other potential expansion with Rancho Cotate High School and Sonoma Valley High School is being explored for 2016-17.

2015-16 Outreach Events/Activities

The following is a snap-shot of outreach activities and events organized by the Schools Relations and Outreach Coordinator during the 2015-16 Academic Year. Additional presentations are provided by various Student Services and academic representatives as well.

- Senior Presentations at District high schools, (and out-of-District high schools by request)
- College Preview Days at Petaluma and Santa Rosa Campuses (Spring semester)
- OpenCCC Apply workshops at District high schools, (and out-of-District high schools by request)
- Informational tabling at high school fall orientations and during lunch time to promote concurrent enrollment
- High School Partnership Breakfast (Fall semester)
- High School Counselors Conference (Spring semester)
- Small Schools Event (Spring semester)
- Middle school and high school tours of the SRJC campuses

- High School College Nights and College Fairs (including out-of-District schools by request, Fall and Spring Semesters)
- Piner Early College Magnet Program Events and tours
- High School Counselor Seminar Series

President's Letter to High School Seniors

A congratulatory letter from the college President to high school graduates is coordinated by the Schools Relations & Outreach Office in April, and includes an information card about Day Under the Oaks.

SRJC Tours

Schools Relations works closely with the Student Affairs Office to coordinate tours as requested by elementary, middle and high schools, and community organizations or agencies. The tours are led by SRJC student ambassadors. Additionally, the Schools Relations and Outreach office has integrated the use of a self-guided "Scavenger Hunt" as an alternative or value-added activity geared for middle school age students.

Petaluma Campus Outreach

The Coordinator, Schools Relations and Outreach works with staff at the Petaluma campus to plan activities for south county high schools, including visits to the Petaluma Campus and other special events like College Preview Day.

Out-of-District Outreach

The Schools Relations and Outreach Office coordinates activities to high schools outside the District upon request only. Outreach requests are prioritized based on number of students to be engaged as well as staff/counselor availability. Sometimes the support given is via supplied materials, or via Skype.

The following Out-of-District high schools have been provided many different forms of outreach support (upon request) this year:

- San Marin High School (Novato)
- Novato High School
- Sir Francis Drake High School (San Anselmo)
- San Rafael High School
- Terra Linda High School (San Rafael)
- Marin Oaks High School (Novato)
- Calistoga High School
- St. Helena High School
- Valley Oak High School (Napa)
- Napa High School
- Ukiah High School
- Eureka High School (Eureka)
- Anderson Valley High School (via Skype)
- Ft. Bragg High School
- Piedmont High School
- Fairfield-Suisun Unified School District
- Marin Oaks High School (Novato)
- Lower Lake High School
- McKinleyville High School

Collaboration with Outside Agencies

The Coordinator, Schools Relations and Outreach collaborates with outside agencies to provide information and/or services for students served by these agencies. Services provided include school tours, informational materials via e-mail and USPS, informational presentations, or other types of collaboration. The following agencies are typical of those collaborated with:

- 10,000 Degrees
- CalSERVES
- Social Advocates for Youth
- Conservation Corps-North Bay
- Sonoma County Office of Education
- Sonoma County Department of Rehabilitation
- Mendocino County Office of Education
- Butte County Migrant Ed

District-wide Committees and other College Service

Staff in Schools Relations and Outreach have participated on several committees and work groups during 2015-16, including but not limited to:

- Calendar/Registration Committee
- SRJC Outreach Team
- ELL Outreach Committee
- Cinco de Mayo Celebration
- Program Specialist/Counseling Hiring Committee (2 positions, Summer and Fall 2015)
- Workday RFP and Implementation
- 2030 Plan Signage and Wayfinding Sub-committee
- Career Expo

1.1d Hours of Office Operation and Service by Location

Office of Schools Relations and Outreach

Location: The Office of Schools Relations and Outreach is located in the Bertolini Student Center, within the Counseling Department. At this time there are no plans to open another Schools Relations Office on the Petaluma Campus, however, there exists a good working relationship with Petaluma Campus counselors, staff and administrators, to support outreach to south county (and Marin County, by request) high school students.

Hours of Operation:

Monday-Friday, 8:00am - 5:00pm, with flexibility needed for special events or school visits during evenings and weekends.

Schools Relations and Outreach supports evening and weekend events as needed, with high demand for evening and weekend hours required during April and May. The additional work hours are compensated with Compensatory Time. There is not adequate funding currently available in the budget for paid overtime.

Staffing:

Coordinator

The Coordinator, Schools Relations and Outreach is a Classified staff member and acts as the lead employee in the department.

Program Specialist

In Fall 2015, a full-time Program Specialist (bilingual) was hired. The position is currently designated as Program Specialist I/Counseling, but works specifically in Schools Relations and Outreach. The position is funded by SSSP.

Administrative Assistant III/STNC

In Spring 2014, a part-time (25 hrs per week), STNC Administrative Assistant III was hired to support the program and has been continuously filled as a temporary position ever since. The regular position was designated as the highest priority position in Student Services in Spring 2015, but has not yet been approved for hire.

Student Assistants and Student Ambassadors

Student employees from the Counseling Office also provide occasional clerical support, but are not directly supervised by Schools Relations and Outreach. Student Ambassadors from the Student Affairs office are scheduled to assist with special events and to act as tour guides for campus tours.

1.2 Program/Unit Context and Environmental Scan

1.2 Program Review Data Clarifying Narrative

Classified Payroll

The *Program Review Core Data* reports that Schools Relations and Outreach Program (SRO) employed one Classified Position (1.0 FTE) and one STNC position (25 hrs /week) on the Santa Rosa Campus during 2014-15.

Management Payroll

There are no managers within the Schools Relations and Outreach Program. Supervision is provided to Schools Relations and Outreach by the Dean, Counseling and Special Programs.

Adjunct Faculty Payroll

On-site Coordinator stipends have been provided to 16 high school counselors who work as SRJC liaisons, coordinating events at high school sites. In 2014-15 the stipends totaled \$8,000 per year (\$500 per On-site Coordinator). The Schools Relations and Outreach Coordinator implements the contracts and payment process, working with the Accounting and Payroll departments.

FTES Generation

The School Relations and Outreach Program does not generate FTES.

2.1a Budget Needs

Program Resources: Budget

Is the Budget used effectively?

The office of Schools Relations and Outreach manages the budget effectively with the goal to provide consistent service and a high quality outreach program. The available budget resources are slowly being adjusted to restore operational funding that was lost starting with the (2002-03) budgetary crisis and continuing through (2011-12). These funding losses were mainly in graphics, travel, supplies and additional staffing. In 2012-13, some funding was assigned to Schools Relations from the New Student Programs budgets when changes were made to the existing organizational structure in Student Services. Fortunately in 2013-14, funding was obtained to provide a part-time STNC Administrative Assistant III, as well as some minimal funding for outreach materials and supplies that could not be afforded within the regular budget. This funding availability was made available again in 2014-15 and 2015-16 so that progress in these areas could be maintained.

Describe areas where your budget might be inadequate to fulfill your program goals and purposes.

Outreach continues to be a focus and is a higher priority to the District than during the last several years. Schools Relations & Outreach continues to provide service to District and out-of-District high schools (upon request) and introduces new initiatives as needed when ideas or concepts are generated to promote enrollment or student success (and more).

Following is a narrative listing of areas with funding enhancement opportunities:

Schools Relations and Outreach Staff

Schools Relations and Outreach has historically been staffed by one employee (Coordinator, Schools Relations and Outreach). The addition of the Program Specialist I has not relieved the Coordinator's workload per se, but has allowed for some duties/projects/tasks to be completed that were not being addressed previously. The on-going employment of a part-time, STNC, Administrative Assistant during the 2015-16 Academic Year continues to benefit the program in terms of staff support for outreach activities and clerical tasks. However, the part-time hours are not sufficient for the level of support needed. Schools Relations and Outreach continues to be impacted with the coordination of events, programs and outreach initiatives which results in a work-load that realistically points to the need for the position to be permanent and full-time.

On-Site Coordinators

The stipend for the On-site Coordinator Program has been reduced, from \$1000/year to \$500/year. Even with this reduction, Schools Relations continues to work closely with high school liaison counselors. It is hoped that as the budget situation continues to improve, that the stipends could be restored to previous levels.

Student Ambassadors and SRJC Tours Program

The Office of Schools Relations and Outreach relies on student ambassadors at both campuses for assistance with campus tours requested by schools and for special events such as the Small Schools Event and College Preview Day. The **Welcome Centers** (Santa Rosa and Petaluma) are also staffed by student ambassadors. Both centers are a vital service for new students getting started at SRJC. Funding for student ambassadors is very important to support the Schools Relations and Outreach Program. Additionally, until the AAIII (STNC) becomes a full-time position, a student employee hired to work specifically for Schools Relations would greatly help to relieve the workload related to event prep and other clerical duties. Funding for a part-time student employee is need to fill this position.

Student Employees

The Student Affairs Office and Counseling Office provides support by sharing student employees with Schools Relations and Outreach; assisting with clerical support for specific events such as the High School Counselor Conference or other projects.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	Santa Rosa	01	02	\$52,300.00	Also addresses Strategic Goal #3: Diverse Communities. Funding for 6 Student Assistants to staff the Welcome Center/Dream Center (Santa Rosa Campus, front desk coverage consisting of 2 student employees/47 hours per week) and provide support for special events.
0001	Petaluma	01	02	\$20,000.00	Also addresses Strategic Goal #3: Diverse Communities. Funding for 3 Student Assistants to staff the Welcome Center/Dream Center (Petaluma Campus, front desk coverage for 36 hours per week) and provide support for special events.
0002	ALL	01	02	\$11,100.00	Funding for 6 Outreach Ambassadors to participate in outreach to K-12 partner schools and support special events. (20 hrs per week)
0003	ALL	03	02	\$2,000.00	Welcome Center/Dream Center supply budget

0004	ALL	03	02	\$5,000.00	Funding for Community outreach - registration fees, supplies
0005	ALL	01	02	\$6,000.00	Additional funding for mileage. Previous budget in Schools Relations provided funding to reimburse 2 staff people for mileage. New Student Outreach team will require mileage reimbursement for 5-6 additional staff members. Also covers vehicle expenses for outreach van.

2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Coordinator	40.00	12.00	Responsibilities include coordination of outreach efforts of the Counseling Department and other Student Services programs to area high schools; overseeing the On-Site Coordinators Program; managing the Outreach Team Calendar; developing promotional materials and outreach tools; working closely with Student Affairs and New Student Programs to coordinate presentations and tours by visiting schools; supervision of part-time STNC AAIH; lead worker to the Program Specialist I; oversees the Piner Early College Magnet Program; monitors the budget for Schools Relations and Outreach.
Program Specialist I	40.00	12.00	Responsibilities include delivery of core student success services; student follow-up services, data gathering and reports; purchasing duties; web site maintenance; monitoring student retention programs, specifically the Piner Early College Magnet Program.

2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Dean, Counseling and Special Programs	40.00	12.00	The Dean is responsible for oversight and fiscal management of Student Services programs, including but not limited to Counseling and Schools Relations and Outreach.

2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
AAIH	25.00	12.00	Budgeting, Purchasing, clerical support tasks, general support to Coordinator and Program Specialist I. Bilingual stipend is provided for translation of materials and presentations into Spanish.

2.2d Adequacy and Effectiveness of Staffing

Student Employee Budget

The Office of Schools Relations and Outreach needs a part time student assistant to provide support until a full-time AAIH position is filled. The current budget for Student Employment is utilized to provide funding for Student Ambassadors for special events and campus tours.

Funding for Student Ambassadors

The Schools Relations & Outreach Program relies heavily on assistance from the *Student Ambassadors Program* for providing tours for visiting groups from our K-12 partners and community organizations/agencies. Funding for student ambassadors is provided through the Student Affairs Office budget, with funding assistance provided by Schools Relations and Outreach. The Welcome Centers (Santa Rosa and Petaluma) continue to be a vital service for new students transitioning from high school to Santa Rosa Junior College and are staffed by Student Ambassadors.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	ALL	01	02	Dream Center Specialist	Dream Center Coordinator	Classified

2.3a Current Contract Faculty Positions

Position	Description
N/A	

2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
N/A	0.0000	0.0000	0.0000	0.0000	N/A

2.3c Faculty Within Retirement Range

N/A

2.3d Analysis of Faculty Staffing Needs and Rationale to Support Requests

The Schools Relations Program has no faculty positions specifically aligned with the program.

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
0001	ALL	00	00	N/A	

2.4b Rationale for Instructional and Non-Instructional Equipment, Technology, and Software

Lap-top computers, speakers and projectors used for outreach are currently adequate. Technology needs will continue to be assessed as needed, in order to ensure that new technology and equipment is available for future outreach and student success efforts.

2.4c Instructional Equipment and Software Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0000	ALL	00	00	N/A	0	\$0.00	\$0.00			

2.4d Non-Instructional Equipment, Software, and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	ALL	04	02	iPads for Outreach Coordinators/Specialists	6	\$500.00	\$3,000.00	Michelle Poggi	Office of Student Outreach	Michelle Poggi
0002	Santa Rosa	04	02	Digital Flat Screen display monitors	2	\$500.00	\$1,000.00	Michelle Poggi	Welcome Center/Dream Centers	Michelle Poggi
0003	ALL	04	02	Digital, interactive campus map w/ text & response	2	\$10,000.00	\$20,000.00	Michelle Poggi	Welcome Center/Dream Centers	Michelle Poggi

2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
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2.5b Analysis of Existing Facilities

Schools Relations Office is located in the Bertolini Student Center, in the Counseling Department, and was designed to meet the needs of several Student Services programs. The adjacency within the Counseling Department is critical in terms of the daily and ongoing planning, staging of materials and equipment for outreach events, and collaboration with Counselors. Bertolini Student Center is in ADA compliance.

3.1 Develop Financial Resources

N/A

3.2 Serve our Diverse Communities

The Coordinator, School Relations oversees the *On-Site Coordinators Program*, which is comprised of sixteen high school counselors, partnered with SRJC liaison counselors. These professionals are reflective of a sensitivity and commitment to diversity within Santa Rosa Junior College and throughout Sonoma County. The Office of Schools Relations and Outreach promotes diversity through outreach programs and special events/activities, as well as in developing marketing resources, printed both in English and Spanish. The current Program Specialist I and AAIII (STNC) are both bilingual in English/Spanish.

3.3 Cultivate a Healthy Organization

The Schools Relations and Outreach Coordinator is encouraged and supported to participate in professional development workshops at SRJC (PDA Days) and off-site Conferences. Release time is given in accordance with SEIU contract guidelines for taking classes or attending workshops.

3.4 Safety and Emergency Preparedness

The Safety Leader for VPSS/Counseling is Marcia LaBrucherie.

The Coordinator, Schools Relations and Outreach has participated in Stair Chair Training and Surviving an Active Shooter Training in 2012-13, and 2015-16. Follow-up safety training for all department employees will be completed as needed and available.

3.5 Establish a Culture of Sustainability

The Schools Relations and Outreach program continues to look for ways to operate in a more sustainable manner.

Most communication is now done electronically via email, although there is still a need to send some materials via the USPS for individual situations.

Another method of sustainable communication practices are the Schools Relations and Outreach webpages. These webpages were created with the specific needs of the high school community in mind and can be found at http://www.santarosa.edu/for_students/schools-relations/. A presence on the web is a sustainable practice due to the very nature of how the information is presented. These webpages also provide a mechanism to provide a pdf version of various handouts that may be of use to the high students or their counselors. Examples of handouts currently posted on the web include but are not limited to:

- Steps to SRJC (English)
- Steps to SRJC (Spanish)
- *Making Tracks to SRJC* Newsletters (Fall and Spring semesters)
- Understanding the Difference between High School and College Brochure
- Fast Forward Information Packet for High School Concurrent Enrollment Students

Links to other services and flyers regarding various events are also available on the web.

4.1a Course Student Learning Outcomes Assessment

N/A

4.1b Program Student Learning Outcomes Assessment

Schools Relations and Outreach

Student Learning Outcomes:

As a result of participation in one or more event, activity or workshop presented by Schools Relations and Outreach, high school students should be able to demonstrate at least one of the following:

1. Demonstrate an understanding of the requirements for receiving priority registration under the Student Success Act: completing a college orientation, assessment and an educational plan.
2. Demonstrate an understanding of the importance of completing a Counseling 270 class.
3. Demonstrate an ability to successfully proceed through the steps to SRJC and a successful start to college.

As a result of participation in one or more event, activity or workshop presented by Schools Relations and Outreach, high school counselors should be able to demonstrate at least one of the following:

1. Demonstrate an understanding of the requirements for students to receive priority registration under the Student Success Act: completing a college orientation, assessment and an educational plan.
2. Demonstrate an understanding of the importance of students completing a Counseling 270 class.
3. Demonstrate an understanding of the SRJC programs and services available to students.

4.1c Student Learning Outcomes Reporting

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
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Service/Program	Seniors Presentations - Survey	Spring 2015	Summer 2015	Fall 2015
Service/Program	Schools Relations & Outreach	Summer 2013	Fall 2013	Fall 2014
Service/Program	Schools Relations & Outreach	Spring 2013	Summer 2013	Fall 2013
Service/Program	Schools Relations & Outreach	Spring 2010	Fall 2010	Spring 2011

4.2a Key Courses or Services that address Institutional Outcomes

Course/Service	1a	1b	1c	2a	2b	2c	2d	3a	3b	4a	4b	5	6a	6b	6c	7
Counselor Meetings & Seminars		X	X		X		X	X	X	X	X	X	X			X
OpenCCC Apply Workshops		X	X	X			X	X	X	X	X					X
Seniors Presentations		X	X	X	X		X	X		X	X		X			X
Steps to SRJC handout			X	X	X			X		X	X	X	X			X

4.2b Narrative (Optional)

The Schools Relations and Outreach Program addresses many of the institutional learning outcomes. Through an on-going program of educational activities and events, the Schools Relations and Outreach Program increases awareness of Santa Rosa Junior College's many programs and services. High School students are challenged to ask questions about SRJC, take personal responsibility in being aware of important dates and deadlines and become familiar with the steps for transitioning to college. Through various presentations, prospective students, counselors and parents are exposed to extensive information about Student Services programs and the many options available at SRJC, including the core Student Success services of Assessment, Orientation and Educational Planning.

Utilizing Technology

The Schools Relations & Outreach staff and SRJC Counselors utilize laptops, LCD projectors and speakers while displaying slide shows to high school Juniors and Seniors, their families, and high school Counselors. During OpenCCC Apply workshops, students are engaged in using technology as they go on-line and Apply for Admission to SRJC, assisted by SRJC staff members. Students use the functionality of their SRJC Student Portals to make Assessment appointments, enroll in classes, and much more.

Communication: Listen and speak coherently and effectively

High School students and counselors participating at SRJC presentations are encouraged to actively listen and ask questions. Incorporating *Steps to SRJC* provides a vital link to understanding the process for a successful transition to college and highlights the core services of Assessment, Orientation and Educational Planning.

Counseling 270

The Counseling 270-Introduction to College class provides an excellent foundation for students transitioning to college. The persistence rate of those students

who have completed Counseling 270 averages over 85%. As a result of helping students complete their online applications and by providing a "How to Register" handout, we hope to maintain enrollment levels in summer orientations, and continue to positively affect persistence rates.

Fostering Diversity

The Schools Relations and Outreach Program is committed to appreciating and fostering diversity in planning all outreach activities, and has consistently served the underrepresented students (Small Schools Event). During the 2012-13 year, the Seniors Presentation PowerPoint slide show was translated into Spanish and was shown simultaneously with the English version at Sonoma Valley High School. In 2014-15 the College Night slide show was also translated into Spanish for use as needed at high school College Nights. These slides are also shared with other outreach staff for community outreach efforts as needed.

5.0 Performance Measures

Survey evaluation results are utilized to plan improvements for events such as the Small Schools Event, High School Counselors Conference and High School Partnership Breakfast. Survey results are reviewed and used in an advisory manner for making positive changes to the programs and events offered.

The High School Achievement Reports are distributed by the Admissions and Records Office to the high schools in order to help guide the services provided at the high school level.

In Sonoma County, during the 2014-15 year:

- 922 high school seniors attended hands-on (OpenCCC or enrollment) workshops
- 1,934 high school seniors attended a Seniors Presentation at their high school
- 956 students (HS Class of 2015) completed Counseling 270 (orientation) during Summer 2015
- 2,600 students (HS Class of 2015) enrolled at SRJC in Fall 2015

6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0001	ALL	01	02	Data gathering and reporting	Program Specialist I will gather data and generate reports: # of high school graduates in the District and various success measures to be determined	ongoing	Within current staffing responsibilities - Program Specialist I
0002	ALL	01	02	Board of Trustees Report	Begin a regular cycle of reporting to the Board of Trustees about the success of the Piner Early College Magnet Program	starting Fall 2016	Within current staffing responsibilities - Program Specialist I
0003	ALL	01	02	Making Tracks to SRJC Online Newsletter	Produce a Fall 2015 and Spring 2016 Edition	ongoing	Administrative Assistant support for collecting articles, proofing

6.2a Program/Unit Conclusions

Location	Program/Unit Conclusions
ALL	Schools Relations reviews event attendance numbers from high school events when planning future outreach activities. Based on this information and other criteria (such as a demonstrated need), a determination is made about which events/schools will be included in outreach efforts.

6.2b PRPP Editor Feedback - Optional

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6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	03	02	Staff Welcome Center/Dream Centers with full-time, regular classified position and student assistants.	Provide excellent services in welcoming new and prospective students, and support for undocumented students.	Fall 2017	See 2.1b-Budget Requests
0001	ALL	08	04	Develop and implement an initial and on-going training program/plan for the new Student Outreach Team.	Create a widely trained Student Outreach Team, leveraging individual expertise and connecting with content experts throughout the District.		
0001	ALL	01	02	Develop Student Outreach Team liaison relationships with high schools	Cultivate relationships through communication, and site visits to the high schools (entire team.)		