

# Santa Rosa Junior College

## Program Resource Planning Process

### *Student Outreach 2018*

#### 1.1a Mission

##### **Vision**

The vision of **Student Outreach** is to provide opportunities for the Sonoma County K-12 community and the general public to learn about SRJC programs and services and its inclusive, diverse and sustainable learning community. **Student Outreach** staff facilitate activities that inform about the importance of going directly to college after high school, and help all prospective students understand how to follow the steps and best practices for a successful start to college, such as completing the online application, placement, orientation, and how to enroll.

##### **Mission**

**Student Outreach** coordinates the outreach efforts of the District with the K-12 community (students, parents/guardians, counselors, staff, and administrators) and community agencies for the purpose of a successful college transition experience. Additionally, Student Outreach's objective is to assist the District in meeting its enrollment goals and to support the mission of the college in meeting the educational needs of the community.

##### **Core Values**

- Innovative best practices for student outreach and access
- Compassion in all interactions
- Maintaining an atmosphere of collegiality and mutual respect
- Collaboration with colleagues and community connections
- Promoting the value of college education
- Sustainability in our work environment
- Promoting wellness and joy in our work

#### 1.1b Mission Alignment

### **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 Student Outreach mission aligns with the District's Vision and Mission by formally linking programs and services to local area high schools, colleges, universities and community agencies for student onboarding 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**

Student Outreach provides focused programming, marketing and support services to the SRJC district and our potential student population (including collaboration with the K-12 community; most specifically middle school and high school.) 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**

### **Program Description: Student Outreach**

The Office of Student Outreach provides information and delivers support to prospective students about college options and how to successfully transition to Santa Rosa Junior College. Student Outreach continues to offer high level activities and events that inform and inspire prospective students to consider SRJC as one of their top college options. The Students Outreach team provides college information to K-12 students, hosts workshops for counselors, engages in community outreach activities, and develops materials and media presentations in both English and Spanish.

Student Outreach operates year-round under the leadership of the Director, Student Outreach. The Director is responsible for providing management of and support for educational outreach efforts of the

District's programs and services. The Director, Student Outreach represents the department and guides the training and work direction of staff engaged in activities on behalf of the college. The offices are physically located on the Santa Rosa Campus, in Bertolini Student Center.

Student Outreach is managed with a District-wide perspective where the team works closely with colleagues at the Petaluma Campus to ensure outreach activities for south county and Marin County high schools are provided, continuing the culture of collaboration and communication required to provide multi-site experience opportunities for our future students. Coordination takes place with staff at the Public Safety Training Center and Shone Farm to plan school tours or events at those sites as needed.

### **The Legacy of Outreach at SRJC**

What is known about the legacy of Student Outreach started with a "High School Outreach Coordination" committee as early as 1987, followed by a group focusing on "Outreach Efforts" in about 1997. The Office of School Relations was formed in 2000 and was initially staffed by a full-time Schools Relations Specialist. The eventual department name of Schools Relations and Outreach came about sometime thereafter and noted the beginning of a much larger outreach organization being developed for the District. After more than 17 years of operating with a single-person department eventually staffed by a Coordinator, the Schools Relations & Outreach department hired a part-time, STNC Administrative Assistant in February 2014. Then in November 2015, a full-time, regular classified Student Success Specialist I position was established and staffed. As the need for outreach continued to grow, there was an opportunity to expand the team even farther. The Vice President of Student Services created an innovative plan to launch a Student Outreach team which was officially formed and Board of Trustees approved in September 2017. Staff members from various departments throughout the District were brought in to become founding members of the Student Outreach team and due to their skill-set expertise and previous experience in outreach these highly qualified staff instantly formed a dynamic and quality team. The team consists of one Director, three Coordinators, two Outreach Specialists, and one Administrative Assistant. A third Outreach Specialist position is vacant and won't be filled at this time due to needed budget savings. A Coordinator, Dream Centers will join the team in mid-2018.

Historically, the Schools Relations and Outreach staff worked with an ad-hoc team including 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 were more individuals providing outreach services for program-specific purposes than ever before. This led to outreach efforts coordinated by Schools Relations & Outreach having a more District-wide perspective, leaving the program-specific outreach to those staff designated to do so.

### **The Future of Outreach at SRJC**

It is more critical than ever for the Student Outreach department to coordinate efforts throughout the entire District including utilizing more effective processes for sharing information and having a common, integrated message including using SRJC branding in all outreach activities and 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.

As our Latinx community grows, we need to continually 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 middle school community will be coordinated by Coordinators, Student Outreach (two positions serving the District.) These Coordinators have expertise in ELL outreach, and have been doing that work since Fall 2015 in south county and Marin and more recently in the rest of the District.

## **Middle School and High School Outreach**

## **General High School Outreach**

Outreach to high school students is a priority. Each year a new Freshmen class enters the high school setting, providing opportunities for the Student Outreach team to provide information to parents and students about dual enrollment opportunities. As students' progress toward their Senior year there are many opportunities for the Student Outreach team to positively influence students to select SRJC as their college destination, including but not limited to the following activities:

- Senior Presentations at District high schools, (and out-of-District high schools by request)
- College Information Nights/Parent Nights
- College Fairs and College & Career Fairs (including out-of-District schools by request, Fall and Spring Semesters)
- OpenCCC Apply workshops (application for admission, Doyle Scholarship application) 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 dual enrollment
- Holding "office hours" at high school sites to meet with prospective students and/or assist with transition to SRJC
- High School Counselors & Partners Conference (Fall semester)
- Senior Days (Spring semester)

## **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 Student 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 the 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, placement, and Orientation during the Senior year. In Fall 2015, the program was expanded to Petaluma High School. Other expansion has since taken place with Rancho Cotate High School, Sonoma Valley High School, and Novato High School.

## **Middle School Early Success Program**

This innovative pre-college outreach program was designed to improve college enrollment and success rates for underserved students including Latino, low income and first generation students. The goal of the program is to help middle school students develop a college-bound mindset to improve the likelihood they will prepare for and pursue post-secondary education. The program has grown to include 17 schools with the goal of serving approximately 850 students county-wide.

The Middle School Early Success Program is a 4-touch program which includes two campus visits (fall/spring) exposing them to college life, college programs and services, classroom presentations by college student role models, career exploration activities and parent engagement.

### **Out-of-District Outreach**

Student Outreach establishes activities for 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 list of Out-of-District high schools is an example of schools provided with outreach support (upon request):

- 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
- Marin Oaks High School (Novato)
- Clear Lake Creativity School
- Clear Lake High School

### **Community Outreach**

While high school outreach is a priority, community outreach is also of great importance. SRJC is a community college, and the Student Outreach team strives to reach into many areas of our community to provide services. The Student Outreach team participates in community events all over the county, such as, the Cinco de Mayo Celebration, Santa Rosa Downtown Market, Sonoma and Rohnert Park Farmer's Markets, Sonoma County Pride Festival, Fiesta de Independencia, Binational Health Fairs, Town of Windsor Employee Benefits Fair, Graton Casino Employee Wellness Fair, and more. The team also spends time at various local grocery storefronts and with faith communities doing informational tabling to the ESL and ELL community.

### **Collaboration with Outside Agencies and Companies**

Student Outreach collaborates with outside agencies to provide information and/or services for students served by these agencies. Services provided include campus 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
- Mendocino County Office of Education

- Lakeport County Office of Education
- Butte County Migrant Ed
- Youth Connections
- CTE Foundation Sonoma County
- Town of Windsor
- Graton Casino

## **Welcome Center**

As part of our onboarding services through the Welcome Center, the Student Outreach team offers Enrollment Services Labs during the summer session and on Super Saturdays. The Enrollment Services Lab provides a space for prospective students and community members to gain support and assistance with the application for admission, the FAFSA and/or Dream App, online orientation, and referrals to other programs and services such as Counseling, EOPS, Learning Communities, and so forth.

## **Campus Tours**

Student Outreach works closely with the Student Life & Engagement 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, Student Outreach integrates the use of a self-guided "Scavenger Hunt" as an alternative or value-added activity geared for middle school age students.

## **District-wide Committees and other College Service**

Staff in Student Outreach have participated in the shared governance structure of the college by serving on standing committees and other work groups during 2017-18, including but not limited to:

- 100th Anniversary Community Connections
- Calendar/Registration Committee
- Career Expo Committee
- CTE Leadership Team Meeting
- Dual Enrollment Taskforce
- ELL Outreach Committee (Undocumented Students Conferences)
- Enrollment Management Group
- Graduation Task Force
- Latinx Graduation Committee
- Matriculation Task Force (Summer/Fall Registration Next Steps)
- NC SSSP Advisory Committee
- Outreach Partners
- Priority Registration Committee
- SIS RFP process
- Testing & Associated Support Services (TASS) Taskforce
- Transfer Center Advisory Committee
- Website Work Group
- Welcome Day Planning Workgroup
- Youth Healthcare Symposium Planning Committee

## **1.1d Hours of Office Operation and Service by Location**

Location and Hours of Operation

### **Hours of Operation**

Monday-Friday, 8:00am - 5:00pm, with significant flexibility needed for community outreach, special events, school visits and evening & weekend outreach activities, as needed. There is a high demand for evening and weekend hours required year-round, with a significant increase in demand during April and May. The additional work hours for classified staff are compensated with Compensatory Time. There is not adequate funding available in the budget for paid overtime.

### **Location**

The Office of Student Outreach is currently located in the Bertolini Student Center, within the Counseling Department. Sometime in the Fall 2018 semester, a new office location will be made available within the Admissions & Records area of Plover Hall. While there is not a specific Student Outreach office at the Petaluma Campus, one member of the Student Outreach team is based at the Petaluma Campus and 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.

## **1.2 Program/Unit Context and Environmental Scan**

### **1.2 Program Review Data Clarifying Narrative**

#### **Management Payroll**

There were no managers within the Schools Relations and Outreach Program in 2016-17. Supervision was provided to Schools Relations and Outreach by the Dean, Counseling and Special Programs. In 2017-18, the Coordinator, Schools Relations & Outreach (classified position) was changed to Director, Student Outreach (management position.)

#### **Classified Payroll**

The *Program Review Core Data* reports that the Schools Relations and Outreach Program (SRO) employed one Classified Position (1.0 FTE) and two STNC positions (.5284 FTE total) on the Santa Rosa Campus during 2016-17. In 2017-18, seven classified staff were transferred to Student Outreach (one direct report to Petaluma Campus supervisor.) One position has since been voluntarily vacated and remains unfilled.

#### **Adjunct Faculty Payroll**

The On-site Coordinator program was sunsetted at the end of AY 2015-16; there is no longer any Adjunct Faculty Payroll data.

#### **FTES Generation**

The Schools Relations and Outreach Program did not generate FTES in 2015-16. However the program (now called Student Outreach) contributes significantly to enrollment in classes through our Enrollment workshops at the high schools and via Enrollment Services Labs on campus and at special events.

## **2.1a Budget Needs**

### **Program Resources: Budget**

#### ***Is the Budget used effectively?***

The office of Student Outreach manages the budget effectively with the goal to provide consistent service and a high quality outreach program. The available budget resources had slowly been 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. When the reorganization of Student Outreach took place in September 2017, funding for staff positions came from the originating departments.

Some changes have been made to the number of special events offered, which has allowed some flexibility with the supply budget. Additionally, the addition of the Outreach van to our set of tools has provided the capability of multiple staff going to outreach activities in one vehicle whenever possible. This allows for better use of our mileage budget.

### **Program Resources: Student Outreach Staffing**

#### **Director, Student Outreach**

Under the direction of the Vice President/Assistant Superintendent, Student Services, the Director plans, organizes, and manages the outreach programs of the District; coordinates key resources of the District associated with outreach, student retention and success; researches, develops, and maintains programmatic relevance related to trends and shifts in student demographics; coordinates and implements District-wide marketing and recruitment strategies to support the District's enrollment goals; trains, supervises and evaluates the performance of assigned staff.

#### **Coordinator, Student Outreach**

Three classified staff members currently fill the role of Coordinator, Student Outreach. These staff serve as District-wide liaisons between K-12 educational partners and the community, District academic programs, and Student Services programs; plan and implement outreach activities in collaboration with K-12 and community partners; participate in the development and implementation of the on-boarding process and completion of success steps for prospective students; and gather data and prepare reports related to enrollment and outreach activities. One coordinator will receive direct supervision at the Petaluma Campus while having in-direct reporting and collaboration with Student Outreach. Staff in the role of Coordinator also perform special functions such as program evaluation, report writing, and website development and maintenance. Additionally, staff in the role of Coordinator have special assignments for coordinating CTE outreach activities or Middle School Early Success Programs.

### **Outreach Specialist, Student Outreach**

Two classified staff members currently fill the position of Outreach Specialist, Student Outreach. These staff serve as District-wide liaisons between K-12 educational partners and the community, District academic programs, and Student Services programs; plan and implement outreach activities in collaboration with K-12 and community partners; schedule community outreach, participate in the development and implementation of the on-boarding process and completion of success steps for prospective students; and gather data and prepare reports related to enrollment and outreach activities.

### **Administrative Assistant II, Student Outreach**

The Administrative Assistant II organizes the daily support activities and operations of the department; provides administrative and office support to the Director; maintains the budget, provides assistance to other staff within the department.

### **Coordinator, Dream Centers, Student Outreach** (position in recruitment)

The Dream Center Coordinator will serve as a resource for Dream Center information and processes; develops and implements services and programs that support the academic success and retention of undocumented students; provides assistance in the interpretation and implementation of District, State and Federal policies and laws; develops relationships with District departments and community partners; and gives outreach presentations to students and families.

### **Outreach Ambassadors** (position in development)

Similar to the Student Ambassador Program, Outreach Ambassadors will be brought into the Student Outreach program to add value to presentations to high school students and provide support for special events, tours, application workshops and other services provided to prospective students.

### **Student Assistants, Welcome Center and Dream Center** (future recruitment)

Under the supervision of the Dream Center Coordinator, Student employees will staff and provide coverage for the Welcome Center and Dream Center.

## **Program Resources: Budget Inadequacies**

### ***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 now than ever before. Student 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). In order to address the current budget deficit, Student Outreach cut approximately 30% from the operating budget for 2018-19. Some of these (hopefully) one time cuts will be covered by funding from the Partnership Resource Team (PRT) whenever appropriate. The biggest cuts were to printing, which may have a significant impact on the production of marketing/outreach materials.

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

### **Student Employment**

#### **Outreach Ambassadors/Welcome Center**

Student Outreach is now responsible for staffing the **Welcome Center** at the Santa Rosa Campus. Funding for a part-time student Outreach Ambassador has been afforded us by SSSP funds allowing for up to 21.5 hours of student Outreach Ambassador coverage. At just slightly more than half-time coverage, we will be in desperate need for more funding to staff the Welcome Center adequately. The Welcome Center is a vital service for new students getting started at SRJC.

### **Outreach Ambassadors/Student Outreach**

Outreach Ambassadors are also needed to deliver outreach presentations, student panels, and to assist at special events. While the actual person hired as an Outreach Ambassador may perform outreach duties and work at the Welcome Center, it needs to be clear that coverage is needed for both areas. Ideally we would hire 2-4 student employees to deliver outreach services 10-15 hours per week to provide needed scheduling flexibility for high school outreach and other activities.

### **Student Assistants/Dream Center**

Through the generosity of Student Equity, funding has been provided to fund the Coordinator, Dream Centers position (a regular, classified position.) As this position is responsible for the Dream Centers on both the Santa Rosa and Petaluma Campuses, coverage will be an issue. Funding is needed for Student Assistants to provide support and coverage for the Dream Centers so that both locations can remain open when the Coordinator is at either campus. Greater funding will be needed as the program continues to grow and services for undocumented students and the community expand.

### **Community Outreach**

Student Outreach took over the coordination of community outreach activities previously handled by the Admissions & Records Office. No funding was transferred to Student Outreach for support of these efforts because A&R had not been provided funding for these efforts. Tabling at community outreach events usually has a cost that is now being absorbed by the Student Outreach operating budget which was cut by approximately 30% to help address the District's budget issues.

### **Dream Center**

With the recruitment of the Coordinator, Dream Centers nearing completion in June 2018, ongoing District funding is needed to support the program. Funding for the regular classified staff position has been obtained, but transferring the Dream Center program to Student Outreach without funding for operating expenses to go along with it has an impact on the Student Outreach operating budget. When programs are started up or transferred to a different manager, it seems that funding should be part of the process. As no funding was provided for the Dream Center operational budget when the Dream Center was shifted to Student Outreach oversight, \$1,500 will be transferred from the Student Outreach budget for supplies, mileage and printing. This will have a significant impact on the operating budget for Student Outreach, but will not be nearly adequate for the potential operating expenses related to the Dream Center (specifically, funding for the Undocumented Students Conferences.)

## 2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	Santa Rosa	01	02	\$46,700.00	Also addresses Strategic Goal #3: Diverse Communities. Funding for 4 Student Assistants: 2 for Welcome Center (total 40 hours/week), 2 for Dream Center/Santa Rosa (total 40 hours/week)
0001	Petaluma	01	02	\$20,850.00	Also addresses Strategic Goal #3: Diverse Communities. Funding for 3 Student Assistants to staff the Welcome Center/Dream Center (Petaluma Campus, total 36 hours/week) and perform Student Outreach Ambassador duties.
0002	ALL	01	02	\$11,675.00	Funding for Outreach Ambassadors to participate in outreach to K-12 partner schools, community outreach, and to support special events. (20 hrs per week)
0003	ALL	03	02	\$10,000.00	Welcome Center/Dream Center budget: supplies and support for the Undocumented Students Conferences.
0004	ALL	03	02	\$2,500.00	Funding for Community outreach - registration fees, supplies

## 2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Coordinator, Student Outreach (3 positions)	40.00	12.00	Three classified staff members currently fill the role of Coordinator, Student Outreach. These staff serve as District-wide liaisons between K-12 educational partners and the community, District academic programs, and Student Services programs; plan and implement outreach activities in collaboration with K-12 and community partners; participate in the development and implementation of the on-boarding process and completion of success steps for prospective students; and gather data and prepare reports related to enrollment and outreach activities. One coordinator will receive direct supervision at the Petaluma Campus while having in-direct reporting and collaboration with Student Outreach. Staff in the role of Coordinator also perform special functions such as program evaluation, report writing, and website development and maintenance. Additionally, staff in the role of Coordinator have special assignments for coordinating CTE outreach activities or Middle School Early Success Programs.
Outreach Specialist (2 positions, +1 vacancy)	40.00	12.00	Two classified staff members currently fill the position of Outreach Specialist, Student Outreach. These staff serve as District-wide liaisons between K-12 educational partners and the community, District academic programs, and Student Services programs; plan and implement outreach activities in collaboration with K-12 and community partners; schedule community outreach, participate in the development and implementation of the on-boarding process and completion of success steps for prospective students; and gather data and prepare reports related to enrollment and outreach activities.
Administrative Assistant I (1 position)	40.00	12.00	The Administrative Assistant II organizes the daily support activities and operations of the department; provides administrative and office support to the Director; maintains the budget, provides assistance to other staff within the department.
Coordinator, Dream Centers (1 position)	40.00	12.00	The Coordinator, Dream Centers coordinates, develops and implements services and programs that support the academic success and retention of undocumented students and serves as a resource for Dream Center information and processes; provides assistance in the interpretation of District, State and Federal policies and laws; develops relationships with District departments and community partners; and gives outreach presentations to students and families.

## 2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Director, Student Outreach	40.00	12.00	Under the direction of the Vice President/Assistant Superintendent, Student Services, the Director plans, organizes, and manages the outreach programs of the District; coordinates key resources of the District associated with outreach, student retention and success; researches, develops, and maintains programmatic relevance related to trends and shifts in student demographics; coordinates and implements District-wide marketing and recruitment strategies to support the District's enrollment goals; trains, supervises and evaluates the performance of assigned staff.

## 2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Dream Center Specialist (2 positions)	25.00	12.00	Direct support to undocumented students and front desk coverage of the Dream Center/Santa Rosa. The Dream Center Specialists create a welcoming experience while students navigate matters related to AB540 admissions, DACA, and the California Dream Act. Referrals are made to EOPS (Extended Opportunities Programs & Services), Financial Aid, Assessment, Academic Counseling, and other programs and services essential to student success.

## 2.2d Adequacy and Effectiveness of Staffing

Addressed in section 2.1a-Budget Needs.

## 2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
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## 2.3a Current Contract Faculty Positions

Position	Description
N/A	

**2.3b Full-Time and Part-Time Ratios**

<b>Discipline</b>	<b>FTEF Reg</b>	<b>% Reg Load</b>	<b>FTEF Adj</b>	<b>% Adj Load</b>	<b>Description</b>
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**

Student Outreach has no faculty positions.

### 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**

Laptops and docking stations were purchased for the Student Outreach Coordinators and Outreach Specialists. Other presentation laptops, speakers and projectors used for outreach are nearing replacement age and will be addressed through ITG. 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 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 and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0003	ALL	04	02	Digital, interactive campus map w/ text & response	2	\$10,000.00	\$20,000.00	Michelle Poggi	Welcome Center/Plover Hall	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

Student Outreach is currently located in the Bertolini Student Center, within the Counseling Department. The spaces currently in use are deemed temporary, pending an upcoming move to Plover Hall. 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/](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
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	08	02	Launched the Student Outreach team	Bring together a team of staff to perform outreach functions throughout the District to prospective SRJC students in the community and K-12 schools.	On-going	During the first 8 months of the team being in place, a cohesive and well-functioning group has emerged with a focus on student success utilizing best-practices in student outreach, and intentional planning for the successful on-boarding of our prospective students.

## 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/ Santa Rosa and Dream Centers with student assistants/Outreach Ambassadors.	Provide excellent services in welcoming new and prospective students, and support for undocumented students.	Summer/Fall 2018	See 2.1b-Budget Requests
0001	ALL	08	04	Continue with an on-going training program/plan for the Student Outreach Team.	Create a widely trained Student Outreach Team, leveraging individual expertise and connecting with content experts throughout the District.	2018-19 AY	
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.) Next visits planned are with Sonoma Valley, Santa Rosa, and Sonoma State University, with the intent to get to as many schools as possible during the year.	2018-19 AY	