

Santa Rosa Junior College

Program Resource Planning Process

Student Outreach 2021

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 for admission and financial aid, placement via AB705, 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 high school to college transition experience. Student Outreach assists the District in meeting its enrollment goals and supports the mission of the college in meeting the educational needs of the community.

Student Outreach 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, community agencies, and the community in general, for student on-boarding 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 high school students.) The success steps for students to complete 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 Student Outreach team 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 Student 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 Plover Hall.

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 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 further. 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 became vacant in November 2018 and was not filled in order to help address the District's budget situation. As of 2020-21, the vacant Outreach Specialist position will no longer be open. A Coordinator, Dream Centers joined the team in July 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 continues to be critical 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 the ELL community and Latinx students when they arrive at SRJC as incoming first-year students. Student Outreach staff have expertise in ELL outreach, and take a lead role in coordinating these efforts for the District.

Response to the COVID-19 Pandemic

The Student Outreach team response to the pandemic included but was not limited to an immediate shift to providing virtual support services by way of group zoom workshops, one-to-one zoom sessions

with students and high school, staffing LiveChat on the college home page, and updating our web pages to provide information about our remote support services.

K-12 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 present 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 them to select SRJC as their college destination, including but not limited to the following activities:

- Junior and Senior Presentations at District High Schools (and out-of-District high schools by request)
- Seniors Day Events for high school Seniors
- College Information Nights/Parent Nights
- College Fairs and College & Career Fairs (including out-of-District schools by request, Fall and Spring Semesters)
- CCCApply workshops (application for admission, MySRJCAppl acquisition and registration, Student Portal navigation) at District high schools, (and out-of-District high schools by request)
- Financial Aid workshops (Student Outreach provides support for workshops organized by Financial Aid)
- Informational tabling at fall orientations (geared for parents) and during lunch time to promote dual enrollment and transition to college after graduation
- 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)
- Other opportunities for enrollment assistance (Super Saturdays, special events such as Day Under the Oaks)
- Follow-up with students who have applied for Summer/Fall but who have not enrolled in Counseling 270 (to promote Priority 4)
- Providing remote support by holding one-on-one online appointments

High School Site Visits

In order to strengthen our relationships with high school partners, the Vice President of Student Services, Director of Student Outreach, along with high school liaisons from Academic Counseling and Student Outreach travel to selected high schools to meet with the District and high school Administrators and Counselors. A tour of the high school; listening session, and shared conversation about how to best serve the students are the focal points of the visit. Interest in dual enrollment opportunities are brought back to the Vice President, Academic Affairs for follow-up.

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 dual 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 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 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 dual enrollment students and all required textbooks for college classes are provided at no cost through the program. A designated SRJC counselor provides support and educational planning 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 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.

Several high schools have expressed interest in hosting an ECM program at their sites. Some schools are able to provide funding for textbooks and transportation, while others are not. These opportunities will be pursued on a case-by-case basis in order to further develop dual enrollment opportunities at interested high schools.

Financial Aid Outreach

Supporting Financial Aid outreach has become a higher priority for Student Outreach. Applying for financial aid used to be an afterthought or considered something important to do later on in the student onboarding process. Now, applying for financial aid is part of the first step for students during the application process: Apply for admission and apply for Financial Aid. Student Outreach and Student Financial Services collaborate with high school districts on Financial Aid awareness and completion of the Free Application for Federal Student Aid (FAFSA) and California Dream Act Application (CADAA) for students at Santa Rosa City Schools and other high schools each year.

JumpStart Program

The Jump Start Program began as a discussion between Casa Grande High School and the Petaluma Campus 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, understanding placement, and completing 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. With the adoption of the earlier Summer/Fall registration timeline for all students in 2017-18, all high school outreach is in essence following a modified Jump Start model without using the Jump Start name.

Out-of-District Outreach

Student Outreach establishes activities for high schools outside the District upon request only. In addition to in-person presentations and workshops, support is sometimes provided through supplied materials, or via Zoom.

Middle School Early Success Program (on hiatus starting fall 2020)

This innovative pre-high school outreach program was designed to improve college enrollment and success rates for underserved students including Latinx, 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 includes 12 schools with the goal of serving approximately 1,000 students county-wide. The Middle School Early Success Program includes a campus visit in the fall semester exposing 8th grade students to college life including a campus tour, introduction to college programs and services, panel presentations by college student role models and various academic program presentations. Spring semester programming includes parent meetings at the middle school sites.

Community Outreach

While high school outreach remains 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, 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 joins other colleagues doing ELL and ESL program outreach at various local grocery storefronts and with faith communities for informational tabling opportunities.

Collaboration with Outside Agencies and Companies

Student Outreach collaborates with outside agencies to provide information and/or services for community members and prospective 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:

- FARMS (Farming, Agriculture, and Resource Management for Sustainability) Leadership Program
- 10,000 Degrees
- Conservation Corps-North Bay
- Sonoma County Office of Education
- Migrant Education
- Latino Service Providers
- Youth Connections
- CTE Foundation Sonoma County
- Town of Windsor
- Graton Casino
- Sonoma County Libraries
- Varenna Senior Living
- Teen Parent Connections
- Sonoma County Sheriff's Office Detention Facilities (IGNITE)

Dream Center

The Dream Center falls under the supervision of the Director, Student Outreach. While the Dream Center is staffed by a full-time Coordinator, significant support is provided by Student Outreach team members for coverage when the Coordinator is at the Petaluma campus, or out of the office due to illness, vacation, meetings or other reasons. The Dream Center needs an additional full-time Dream Center Specialist to provide support to the program, and coverage for the Coordinator in order to reduce the amount of time the Student Outreach staff are pulled from their regular outreach duties. The Dream Center submits a separate PRPP for the program.

Welcome & Connect Center

The Student Outreach team collaborates with the Welcome & Connect Center to ensure a warm hand-off from Outreach during onboarding and supports the Welcome Day events.

Campus Tours

Student Outreach works closely with the Student Life, Equity & Engagement (SLEE) Office to coordinate tours as requested by elementary, middle and high schools, and community groups. The tours are led by Student Ambassadors in SLEE, and Outreach Ambassadors or other staff as needed. Additionally, Student Outreach integrates the use of a self-guided walking tour as an alternative.

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 2020-21, including but not limited to:

- Calendar/Registration Committee
- CE Leadership Team Meeting
- Graduation Task Force (Drive-through Diploma Cover Pick-up Event)
- Latinx Graduation Committee (Drive-through event)
- LGBTQ President's Advisory Committee
- Priority Registration Committee
- Student Housing Work Group
- Transfer Center Advisory Committee
- Undocumented Students Conference Work Group
- Website Work Group
- Welcome Day Planning Workgroup

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 fill the role of Coordinator, Student Outreach. These colleagues 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 to the Director, Student and collaboration with the Student Outreach team. 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 Career Education outreach activities, Credit by Exam, outreach and support for incarcerated individuals, middle school activities, and community outreach.

Outreach Specialist, Student Outreach

Two classified staff members fill the position of Outreach Specialist, Student Outreach. These colleagues 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 implementation of the on-boarding process and completion of success steps for prospective students; and gather/input data for reports related to enrollment and outreach activities. A third Outreach Specialist position was vacated in 2017 and not filled; the position was dissolved during one of the Student Services reorganizations.

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. In AY 2020-21, this position was on loan to the Financial Aid Department.

Coordinator, Dream Centers, Student Outreach

The Dream Center Coordinator serves 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

When funding is available, Outreach Ambassadors in the Student Outreach program add value to presentations to high school students, provide support for special events, tours, workshops and other services provided to prospective students. These student employees function under the supervision of one of the Coordinator, Student Outreach staff.

Student Assistants, Dream Center

Under the supervision of the Coordinator, Dream Centers, student employees will staff and provide coverage for the Dream Center and add value to presentations to undocumented students, provide support for special events, tours, workshops and other services provided to undocumented students.

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 required 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, May, and June. The additional work hours for classified staff are compensated with Compensatory Time.

Location

The Office of Student Outreach is located in designated offices adjacent to Admissions & Records in 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 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

Supervision is provided by the Director, Student Outreach. Direct supervision is provided by the Manager, Admissions & Enrollment Services, Petaluma Campus to the Coordinator, Student Outreach, Petaluma Campus.

Classified Payroll

Student Outreach employs seven Classified positions (7.0 FTE; including the Coordinator, Dream Center, and one direct report to Petaluma Campus supervisor) and four student positions (including two in the Dream Center approximately 1.0 FTE total) One classified position was voluntarily vacated in November 2017 and will not be filled.

Adjunct Faculty Payroll

There are no Adjunct Faculty positions in Student Outreach.

FTES Generation

Student Outreach does not generate FTES. However providing services to dual enrollment students and incarcerated students contributes significantly to the Student Centered Funding Formula through supplemental allocations for enrollment by students in these categories.

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.

Program Resources: Budget Inadequacies

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

With the recent conversion to the Student-Centered Funding Formula (SCFF) there is greater urgency to provide outreach services to dual enrollment students, undocumented students (AB540 eligible) and incarcerated individuals. This is just one reason that outreach continues to be a focus and a high priority to the District. 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).

Following is a narrative listing of areas with funding enhancement opportunities (aka Budget Inadequacies):

Student Outreach Team

Outreach Specialists (Black/African American)

In response to recent anti-racism initiatives at the college, the Student Outreach team is in need of culturally competent Black/African American Outreach Specialists to provide college access support to Black/African American prospective students. This position would collaborate with the UMOJA Learning Community, EOPS and other programs.

Student Employment**Outreach Ambassadors/Student Outreach**

Outreach Ambassadors are a vital feature in Student Outreach to deliver outreach presentations, participate on student panels, assist at special events, and provide other support for the Student Outreach team. Two student employees filled this position during 2019-20. In 2020-21, the Middle School Early Success Program was put on hiatus due to a reduction in available SEA funding. Ideally, 3-4 student outreach ambassadors would be hired each academic year to deliver outreach services 10-15 hours per week each. Ultimately this would provide a varied mix of experience and flexibility in scheduling.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	Santa Rosa	01	02	\$10,000.00	Funding for Outreach Ambassadors (total 25 hours/week) to participate in outreach to K-12 partner schools, community outreach, special events and provide support to the Student Outreach team. Also addresses Strategic Goal #3: Diverse Communities.

2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Coordinator, Student Outreach (3 positions)	40.00	12.00	There are three classified staff positions in 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. 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 Career Education outreach activities, Piner Early College Magnet Program activities, and more.
Outreach Specialist (2 positions)	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 II (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.

2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Director, Student Outreach, Onboarding & ISP	40.00	12.00	<p>Under the direction of the Vice President, Student Services/Assistant Superintendent, manage and oversee District-wide programs related to outreach, onboarding and persistence, undocumented students and international students; coordinate key resources associated with student outreach, onboarding, persistence,</p> <p>and success for students; research, develop, and maintain programmatic relevance related to trends and</p> <p>shifts in student demographics; coordinate and implement District-wide student marketing and recruitment</p> <p>strategies to support the District's enrollment goals; train, supervise and evaluate the performance of assigned</p> <p>staff.</p>
	40.00	12.00	

2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
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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
0001	Santa Rosa	03	02	Outreach Specialist	Outreach Specialist (Black/AA)	Classified
0002	Petaluma	03	02	Outreach Specialist	Outreach Specialist (Black/AA)	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

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

2.4c Instructional Equipment Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
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2.4d Non-Instructional Equipment and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	ALL	01	02	ITG - Updated laptops (new or refurbished)	10	\$1,000.00	\$10,000.00	Colleen Olmstead	Student Outreach office	Michelle Booher-Poggi

2.4f Instructional/Non-Instructional Software Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
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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 Plover Hall. The space is in compliance with ADA regulations.

3.1 Develop Financial Resources

N/A

3.2 Serve our Diverse Communities

With responsibilities not only for high school students transitioning to college, but also for incarcerated individuals and community members interested in attending or coming back to college, the team has distinct connections to serving the diverse community of Sonoma County and beyond. Each team member has unique life and career experiences, resulting in significant ways of connecting to the cultural and distinctive qualities of the people we serve.

All classified staff on the Student Outreach team are bilingual in Spanish, adding to the efficacy of the work done on behalf of the college. The core materials/handouts utilized by the Student Outreach team are bilingual (English/Spanish). The department continues to translate materials as needed to provide better service to our Latinx community.

3.3 Cultivate a Healthy Organization

The Student Outreach team members are encouraged and supported to participate in professional development workshops at SRJC (PDA Days) and off-site Conferences as funding is available. Release time is given in accordance with SEIU contract guidelines for taking classes or attending workshops, including fitSRJC.

3.4 Safety and Emergency Preparedness

Safety and Emergency Preparedness Trainings (as needed/offered)

- COVID-19 Prevention Plan Training
- Van Driver Safety Training
- Surviving an Active Shooter (situational and practical techniques trainings)
- New Employee Safety Training
- Stair Chair Training

Each team member will be encouraged to have a minimal fire evacuation go-bag prepared for use in case of wildfire evacuation. Continuing safety training for all department employees will be completed as needed and available.

3.5 Establish a Culture of Sustainability

The Student Outreach program continues to work toward sustainability in our daily operations.

Nearly all communication is now done electronically via email, although there is still at times the need to send marketing materials via the USPS for special events or to provide SRJC informational materials when requested.

Other examples of sustainable communication practices:

- Student Outreach webpages - these webpages were created with the specific needs of the high school community in mind and can be found at <http://outreach.santarosa.edu>.
- Weekly email updates to high school partners (counselors and administrators)
- MySRJCAApp - the student outreach team will be integral in helping new students download the app
- Providing remote presentations and student support via Zoom and other communication platforms

4.1a Course Student Learning Outcomes Assessment

N/A

4.1b Program Student Learning Outcomes Assessment

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
CCCApply Workshops		X	X	X			X	X	X	X	X					X
Counselor Meetings & Seminars		X	X		X		X	X	X	X	X	X	X			X
Enrollment Maps			X	X	X			X		X	X	X	X			X
Registration Workshops																
Seniors Presentations		X	X	X	X		X	X		X	X		X			X

4.2b Narrative (Optional)

Student Outreach efforts address many of the institutional learning outcomes. Through an on-going program of educational activities and events, the Student Outreach team 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 Academic Programs, Student Services, and the many options available at SRJC including the core components of student success: understanding placement, completing orientation, and Educational Planning with a Counselor.

5.0 Performance Measures

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 2020-21 year:

- 668 high school students attended virtual application for admission workshops
- 240 high school students attended virtual enrollment workshops
- 714 high school Seniors (HS Class of 2021) enrolled in Counseling 270 (orientation) during Spring 2021 semester

The "High School Dashboard" in Tableau is utilized by the Student Outreach team to track and follow-up on applications for admission and completion of other core matriculation steps.

6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
0000	Santa Rosa	01	02	Hold Senior Day events for invited high schools	Invite the following high schools to a Senior Day event: Cloverdale, Sonoma Valley, Roseland University Prep, Roseland Collegiate Prep, Healdsburg, Windsor	Spring 2021	Senior Day events were not scheduled due to the pandemic.
0000	ALL	01	02	Provide remote student services	Continue to improve, enhance and increase the remote services we provide to prospective students	Summer/ Fall 2020, Spring 2021	Zoom, Jabbersoft, SIS, HS Dashboard/Tableau; all services were transitioned to remote/virtual services due to the pandemic.
0000	ALL	00	00	Student Support - Financial Aid completion	Email and call campaign to assist students with completion of their financial aid applications and emergency grant applications	Fall 2020, Spring 2021	The focus of this campaign provided 1:1 follow-up with students and offered support with starting and finishing the financial aid application and emergency grant application so that students would be able to register for classes. 6,937 students were in the contact list. Support measures continued in to the spring 2021 semester.
0000	ALL	00	00	Cash for College - Virtual Workshops	Help students start and submit their financial aid applications.	Fall 2020, Spring 2021	Student Outreach team provided support for financial aid application completion at XX Cash for College Workshops organized by the Financial Aid Department.

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
0000	ALL	01	02	Maintain robust enrollment in Counseling 270 (Orientation to College) for high school seniors. Goal of a 95% or higher fill rate.	Schedule Seniors Presentations, continue proactive onboarding, collaborate with high school counselors, monitor enrollment, hold enrollment workshops via Zoom and in-person (when permitted), measure outcomes using the High School Dashboard (Tableau)	Fall 2021, Spring 2022	Zoom, SIS, HS Dashboard