

# Santa Rosa Junior College

## Program Resource Planning Process

### *Student Outreach 2024*

#### 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 of the opportunities available to the community in obtaining vocational training, career advancement, and/or personal development. **Student Outreach** staff 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, Education Plan, 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 and the onboarding of non-traditional students such as adult learners, re-entry, first-generation, English language learners, students with disabilities, formerly incarcerated, working and commuter students. **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**

Santa Rosa Junior College commits to setting the standard in cultivating an accessible, open, barrier-free, sustainable environment for students, employees, and the community. The college envisions equitable, impactful, transformative, enriching, and holistic learning opportunities that inspire our students to thrive.

### **SRJC Mission**

Santa Rosa Junior College transforms the lives of our culturally rich student body, employees, and community by cultivating a welcoming and antiracist environment, centered on social responsibility and cultural awareness. We offer exceptional teaching and learning in support of associate degree, certificate, transfer preparation, workforce preparation and community education programs, integrated with comprehensive student support services.

### **Student Outreach - Alignment with SRJC Vision and Mission**

#### **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, leads school visits and campus tours for K-12 throughout the District, hosts workshops for high school partners, 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 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, SRJC Roseland 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.

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 have achieved 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 collaborate with SRJC Roseland and the Adult Education Program who also have expertise in ELL outreach,

to ensure coordination of these efforts for the District. In addition, the Student Outreach staff supports the Strategic Enrollment Management Plan which focuses on enrollment and retention of other underserved student populations such as disabled students, incarcerated students, lifelong learners, Black/African American, Asian American and Pacific Islander and Native American student populations. Furthermore, in alignment with the Equity 2.0 Plan, the Student Outreach team is also part of the successful first year workgroup which focuses on improving processes and outcomes for first year students.

### **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 schools, 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 & 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, Welcome Day, and special events such as Day Under the Oaks and One Love Diversity Fair)
- Follow-up with students who have applied for Summer/Fall but who have not completed Orientation and Education Plan Workshops (to promote Priority 3)
- 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 who are the focal points of the visit. Interest in dual enrollment opportunities are brought back to the Vice President, Academic Affairs for follow-up. (We would like to collaborate with the current VPSS to continue this practice.)

### **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 (ECM). 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 ECM 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 high schools throughout the county each year.

### **JumpStart Program**

The JumpStart 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 now using the JumpStart model.

### **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 tabling at College and Career Fairs.

### **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 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 English for Multilingual Students (EMLS), formerly ESL program, outreach.

### **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)

### **Campus**

Student Outreach provides tours as requested by elementary, middle and high schools, and community groups. The tours are led by Student Outreach staff as needed. Additionally, Student Outreach integrates the use of a self-guided walking tour as an alternative.

### **Tours**

### **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 2022-23, including but not limited to:

- Calendar/Registration Committee
- CE Leadership Team Meeting
- Graduation Task Force

- Latinx Graduation Committee
- Priority Registration Committee
- Student Housing Work Group
- Transfer Center Advisory Committee
- Undocumented Students Conference Work Group
- Welcome Day Planning Workgroup
- Caring Campus
- Equity 2.0 Workgroup
- Strategic Enrollment Management Plan
- Hiring Committees

## **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).

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

In recent years, California community colleges have seen a steep decline in enrollment. According to the District's Strategic Enrollment Management Plan 2023-27, "SRJC's enrollment has declined due to families moving out of Sonoma County after the 2017-2020 wildfires, a decreasing high school population and increasing older adult population, and due to the health and economic impacts of the COVID-19 Pandemic." "Enrollment data from 2015 to 2022 shows a significant 32% decrease in student enrollment that started in 2017 and bottomed out in 2021. SRJC has set a five year target of enrollment of 17,500 FTES by the year 2027." Embedded in this five-year Strategic Enrollment Management Plan,

the Outreach Team has various objectives that lead to efforts for increased enrollment. All of these efforts are to be funded as one-time projects with Retention and Enrollment Funds and in alignment with the District's Strategic Enrollment Management Plan.

Student Outreach has committed to hiring Short-Term-Non-Continuing (STNC) staff to fulfill the goals of increased enrollment and targeted outreach aimed at decreasing equity gaps for specific BIPOC groups. During the spring 2023 semester, Student Outreach was able to hire one STNC Outreach Specialist who focused on targeted outreach for Native American populations. Two additional STNC Outreach Specialist positions were hired during summer of 2023 that focused on Asian American Pacific Islander and African American/Black populations. Additionally, the outreach team expanded its efforts by tabling at key athletic events starting in the fall 2023.

Currently, two of the three temporary STNC positions have been closed out. The STNC for Native American populations and the STNC for Asian American Pacific Islander populations ended their project term this academic year. There is currently no funding available to bring these positions back. The STNC for African American/Black populations will be finishing out the work project in July of 2024.

## **2.1a Budget Needs**

### **Program Resources: Budget Inadequacies**

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):

#### **Outreach Specialist**

As the District continues to strive for increased enrollment, Student Outreach needs to incorporate additional staffing support that will support new District initiatives such as CCAP Dual Enrollment. An Outreach Specialist who is culturally competent would greatly support these efforts. In addition, this person could focus on outreach efforts with underserved and BIPOC groups in collaboration with the various affinity groups and learning communities.

#### **Operational Funding Needs**

The decline in student enrollment has triggered funding reductions throughout the District. One of the impacts of these reductions was the ability for the college to provide comprehensive District-wide liability insurance to departments. As a result, each department now has to fund and purchase their own liability insurance often required to table at community events. Additionally, as efforts to expand



targeted outreach in order to increase student enrollment growth, so will the need to increase funding to support printing/marketing materials and hot spots to provide on-site enrollment.

It is expected that such costs will continue to increase, thus, this is an area where budget will be inadequate to fulfill the program's goals and objectives.

## 2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	ALL	03	05	\$5,000.00	Funding needed to strengthen our community outreach, liability insurance, printing and marketing, hot spots and outreach promotional items.

## 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 III (1 position)	27.00	12.00	The Administrative Assistant III 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	10.00	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>

## 2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Outreach Specialist I	25.00	9.00	Provide support for outreach efforts to K-12 districts and the community and various special projects.

## 2.2d Adequacy and Effectiveness of Staffing

### Program Resources: Student Outreach Staffing

#### Director, Student Outreach (FTE 0.25)

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. This position has direct oversight of three other departments (Undocu Immigrant Dream Center, Welcome and Connect Center, and the International Student Program). Thus, time to oversee each department on average is split into 10 hrs/week for each.

#### Coordinator, Student Outreach (FTE 3.0)

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 Outreach in Santa Rosa 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 (FTE 2.0)**

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 III, Student Outreach (FTE 0.65)**

The Administrative Assistant II is currently working out of class as AAIII serving four different departments (Undcu Immigrant Dream Center/Welcome and Connect Center/International Student Program/Student Outreach). As a direct report to the Director, Student Outreach, Onboarding & International Student Program, this position organizes the daily support activities and operations of the departments; provides administrative and office support to the Director; maintains the budget, provides assistance to other staff within the department. **If this position cannot be reclassified to a permanent AAIII position, an AAIL position will be inadequate to support the daily administrative functions of the Student Outreach programming.**

#### **Outreach Specialists (FTE 1.0 - Staffing request)**

As the District continues to strive for increased enrollment, Student Outreach needs to incorporate additional staffing support that will support new District initiatives such as CCAP Dual Enrollment. An Outreach Specialist who is culturally competent would greatly support these efforts. In addition, this person could focus on outreach efforts with underserved and BIPOC groups in collaboration with the various affinity groups and learning communities.

## 2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	ALL	03	05	Outreach Specialist I	Outreach Specialist I	Classified
0002	ALL	03	05	Outreach Specialist I	Outreach Specialist I	STNC

## 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
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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 Academic Quality

### Alignment with College-Wide Goals and Strategic Plan

#### Strategy 1: Academic Quality

Goal 2: Inspire and prepare students for transfer, degree or certificate completion, and lifelong learning through critical thinking and civic engagement.

Student Outreach aligns with the district's Academic Quality, Goal 2, by providing focused programming, marketing and support services to 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 ensuring enrollment and a successful start to student's educational journey.

In addition, Student Outreach strives to maintain robust enrollment by supporting high school seniors with the onboarding steps; Orientation, Education Plan Workshops and registration to classes by scheduling Seniors Presentations, continue proactive onboarding, collaborate with high school counselors, monitor enrollment, and scheduling enrollment workshops via Zoom and in-person (when permitted).

## **3.2 Student Success and Support**

### **Alignment with College-Wide Goals and Strategic Plan**

#### **Strategy 2: Student Success and Support**

Goal 1: Build a culture and ecosystem that creates a sense of belonging and purpose for all students.

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.

## **3.3 Responsiveness to Our Community**

### **Alignment with College-Wide Goals and Strategic Plan**

#### **Strategy 3: Responsiveness to our Community**

Goal 1: Offer SRJC programming that impacts all members of our community.

Goal 2: Provide equitable access to District opportunities in recognition of diversification in county population.

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.

## **3.4 Campus Climate and Culture**

### **Alignment with College-Wide Goals and Strategic Plan**

#### **Strategy 4: Campus Climate and Culture**

Goal 1: Formalize a campus climate that is culturally aware and prioritize efforts in support of inclusion, diversity, equity, antiracism, and accessibility (IDEAA).

Goal 2: Promote a community culture of sustainability.

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, Caring Campus and Courageous Leaders Academy which focuses on creating a culture of inclusion by incorporating IDEAA topics in a year long program.

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.

Additionally, Student Outreach aligns its activities with sustainability practices that minimizing the use of printed material and use QR codes and virtual information whenever possible.

### **3.5 Establish a Culture of Sustainability**

#### **Alignment with College-Wide Goals and Strategic Plan**

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>.
- Monthly email updates to high school partners (counselors and administrators)
- MySRJCAApp - the student outreach team assists new students in downloading 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		X		X	X			X	X	X	X		X			X
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

During the 2023-24 academic year in Sonoma County, the Student Outreach Team provided both virtual and in-person services:

- Conducted 382 service activities, including workshops, presentations, college information nights, high school senior days, information tabling, and office hours.
- Served a total of 21,934 people through these activities.
- Led campus tours for 1,402 participants.
- Made 2,628 contacts with prospective students for Career Education.
- Made 642 contacts regarding Credit by Exam and CCAP.
- Reached 10,426 people at various tabling and community events.

In addition, the Student Outreach Team worked with academic counselors to implement the new Education Plan Workshops (EPW) in AY2023-24, which replaced the formerly COUN 270-Orientation to College course. This change was done in support of the District's Strategic Enrollment Management Plan (SEMP).

In the Spring 2024 semester:

- 1,041 seats were offered to high school seniors in EPWs, 770 seats were booked and 576 students enrolled, with a 73.97% booking rate and a 55.33% attendance rate.
  - In the Santa Rosa Campus: 400 seats offered, 289 booked, and 208 attended, with a 72.25% booking rate and a 52% attendance rate.
  - In the Petaluma Campus: 301 seats offered, 238 booked, and 177 attended, with a 79.07% booking rate and a 58.80% attendance rate.
  - Zoom: 360 seats offered, 273 booked, and 195 attended, with a 75.83% booking rate and a 54.17% attendance rate.
  - A total of 21 EPWs were conducted off-site at selected high schools (Piner, Santa Rosa, Healdsburg, Windsor, Cloverdale, Casa Grande, Rancho Cotate).

## 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	Collaborate, assist in the planning of and help implement changes to the District's Orientation to College for high school seniors. Work with academic counselors to implement Education Plan Workshops (EPW) in AY2023-24. Support the District's Strategic Enrollment Management Plan (SEMP).	Participate in various sub-group committees organized by the Counseling department and provide insight for the continued development and implementation of Education Plan Workshops (EPW). Assist in the marketing and dissemination of information throughout all county high schools. Increase numbers of high school seniors enrolling in EPWs.	Fall 2023, Spring 2024	Student Outreach worked closely with high school counselors county-wide to disseminate information and enroll seniors in the EPWs in alignment with the SEMP. Outreach staff supported EPWs offered at various high schools with enrollment and being on site to provide support to SRJC Counselors.

## **6.2b PRPP Editor Feedback - Optional**

## 6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	01	02	Continue to assist with the implementation of the new Education Plan Workshops for high school seniors as part of their onboarding steps to SRJC. Work with high school counselors to implement and increase enrollment in Education Plan Workshops (EPW) during AY2024-25 in alignment with the District's Strategic Enrollment Management Plan (SEMP). (Changes to this onboarding step were implemented in AY2023-24.)	Assist in the marketing and dissemination of information throughout all county high schools. Increase enrollment in EPWs in support of the Strategic Enrollment Management Plan.	Fall 2024, Spring 2025	Continued collaboration with high school academic counselors to enroll high school students in dual enrollment opportunities and seniors in the EPWs. Student Outreach will continue with the dissemination of information and enrollment in the EPWs.
0002	ALL	03	06	Support the District's new initiative with CCAP Dual Enrollment as part of the efforts to increase enrollment through the District's Strategic Enrollment Management Plan.	Assist with the application and enrollment steps for high school students who will be participating in the new CCAP Dual Enrollment opportunities throughout the County.	Fall 2024, Spring 2025	Funds that would provide additional staff support to conduct orientations at high school sites and provide onboarding support to high school students. This would be done in collaboration with the Student Outreach Team, A&R dept. and high school personnel.