

Santa Rosa Junior College

Program Resource Planning Process

Schools Relations 2014

1.1a Mission

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

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

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

1.1b Mission Alignment

Schools Relations Outreach Program - Alignment with SRJC Vision and Mission

SRJC Vision

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

SRJC Mission

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

- We focus on student learning by preparing students for transfer; by providing responsive career and technical education; and by improving students' foundational skills.
- We provide a comprehensive range of student development programs and services that support student success and enrich student lives.
- We support the economic vitality, social equity and environmental stewardship of our region.
- We promote personal and professional growth and cultivate joy at work and in lifelong learning.
- We foster critical and reflective civic engagement and thoughtful participation in diverse local and global communities.
- We regularly assess, self-reflect, adapt, and continuously improve.

Student Development Programs and Services

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

Supporting Student Success

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

1.1c Description

Description

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

The Office of Schools Relations and Outreach operates year-round, under the direction of the Dean, Counseling and Special Programs. The office is physically located on the Santa Rosa Campus, in Bertolini Student Center. The Coordinator is responsible for providing both leadership and support for educational outreach efforts of Student Services programs. In its 13th year, the program provides a planned, coordinated approach for increasing the visibility of the College through various outreach activities.

Coordinator, Schools Relations and Outreach

The Coordinator, Schools Relations and Outreach serves as an SRJC resource person to counselors and teachers in comprehensive public, private, continuation, and alternative high

schools and Necessary Small Schools. The number of college goers from the continuation schools, such as Ridgway and Laguna high schools, to California Community Colleges is high. It is important to keep the doors open to those students. We have reduced the amount of services provided to the alternative high schools at their physical locations. However, the *Small Schools Event* is designed to provide an opportunity for the underserved and underrepresented populations that may attend alternative high schools to obtain information about going to college.

Historically, the program had an Outreach Team which integrated representatives from EOPS, Financial Aid, and the Scholarship Programs Office. Currently, a modified team consisting of an Academic Counselor and the EOPS Outreach Specialist are the designated speakers at each high school. The Office of Schools Relations Outreach provides coordination and support during high school presentations, which may include setting up and running the PowerPoint presentation in addition to facilitating OpenCCC Apply workshops. An Admissions and Records staff person provides assistance at the OpenCCC Apply workshops.

The Coordinator, Schools Relations and Outreach manages an Outreach Team Calendar in Outlook (RM.CAL.OUTREACH.TEAM), which provides a view of all outreach activities planned, including but not limited to: OpenCCC Apply workshops, Seniors Presentations, College Nights, College Fairs, and school group visits/campus tours. Other SRJC staff members participating in the Outreach 2.0 Committee also post their activities to the Outreach Team Calendar.

The Future of Outreach at SRJC

Schools Relations is just one aspect of a much larger Outreach organization needed for the District. Eventually there will be a need for an overall Outreach Program that will coordinate efforts throughout the entire District including creating more effective processes for sharing information, having a common/integrated message and using SRJC branding in all outreach activities. By expanding the coordination of efforts with Academic Affairs, Public Relations and others, we can hope to achieve a universal SRJC look (branding) and universal marketing approach when out in the community or when our community comes onto one of our campuses or other sites.

In Schools Relations and Outreach, an intentional placement of additional staffing would greatly increase the effectiveness and opportunities we could offer to the K-12 community. There was a 28.5% increase in the number of K-12 school visits to the Santa Rosa Campus from 2011-12 to 2012-13. Additionally, there were other programs, events and tasks added to the responsibilities of the Coordinator, including but not limited to: the Piner Early College Magnet Program, Girls Day and Boys Night (events in collaboration with the Boys & Girls Club of Central Sonoma County), Roseland University Prep College Days, and the maintenance of the Schools Relations webpages.

Additionally, the ELL Outreach Coordinator position has been approved but not yet filled. There is a significant need for this bilingual position to be filled for the purpose of outreach to the Latino community. 62% of the current Kindergarten students are Latino, and they are

potentially the future students of SRJC. We need to prepare **now** for being able to provide outreach services to these students not only when they arrive to SRJC as incoming first year students, but much before then; now in elementary school and even more so when they are in middle school and high school. The arrival of the high school graduating Class of 2025 will happen sooner than we expect, and we should make preparations immediately by hiring staff who are qualified and bilingual. See section 2.2e for the staffing request included in this PRPP.

On-site Coordinator Program

The number of On-site Coordinator meetings has been reduced. However, the Schools Relations and Outreach Coordinator continues to develop meaningful events, and to provide updates about SRJC programs, policies and changes which may impact new students. One additional On-Site Coordinator was added during the 2012-13 Academic Year to include a coordinator at Ridgway High School.

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

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

Piner High School-SRJC Early College Magnet Program

Santa Rosa City Schools and Santa Rosa Junior College have a unique partnership called the Piner High School-SRJC Early College Magnet Program. This partnership program provides qualified high school students 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 the Coordinator, Schools Relations and Outreach, coordinates 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.

2012-13 Outreach Events/Activities

The following is a snap-shot of outreach activities coordinated by the Schools Relations and Outreach Coordinator. Additional presentations are provided by various Student Services and academic representatives throughout the year.

- Senior Presentations at District high schools, (and out-of-District high schools by request)
- Girls Day and Boys Night (Fall semester - in collaboration with the Boys & Girls Club of Central Sonoma County)
- College Preview Day (Spring semester)
- OpenCCC Apply workshops at District high schools
- High School Counselors Conference (Spring semester)
- Small Schools Event (Spring semester)
- Middle school and high school visits to SRJC Academic Programs
- Middle school and high school tours of the SRJC campuses
- High School College Nights and College Fairs (in-District and out-of-District by request, Fall and Spring Semesters)
- Piner Early College Magnet Program Events and tours

English Language Learner Outreach

Due to budget constraints over the past several years, the ELL Outreach Team has not been active. However, individual SRJC staff members, including but not limited to staff in EOPS, Admissions & Records, and the Southwest Center, have continued to reach out to ELL groups in the K-12 community. Schools Relations and Outreach supports the vision of ELL outreach, but due to continued budget reductions, expanding coordinated ELL outreach is not likely. The ability to hire an ELL Outreach Coordinator, with a salary base of \$58,000, is not economically feasible for the Schools Relations and Outreach budget at this time.

President's Letter to High School Seniors

A congratulatory letter from the college President to high school graduates is coordinated by the Schools Relations & Outreach Office in April.

SRJC Tours

Schools Relations works closely with the Student Affairs Office and Academic Affairs programs such as Culinary Arts and Industrial and Trade Tech to coordinate tours as requested by elementary, middle and high schools. The tours are led by SRJC student ambassadors, and other SRJC faculty or staff and are sometimes partnered with a presentation by a counselor or the Career Technical Education Outreach Coordinator.

Petaluma Campus Outreach

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

Out-of-District Outreach

The Schools Relations and Outreach Office coordinates activities to high schools outside the District upon request. Outreach requests are prioritized based on number of students to be engaged as well as staff/counselor availability.

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

- San Marin High School (Novato)
- Novato High School
- Sir Francis Drake High School (San Anselmo)
- Marin Oaks High School (Novato)
- Calistoga High School
- Madrone High School (San Rafael)
- St. Helena High School
- Valley Oak High School (Napa)
- Ukiah High School
- New Technology High School (Napa)
- San Andreas High School (Larkspur)
- Three Rivers Charter School (Ft. Bragg)
- Round Valley High School (Covelo)
- Laytonville High School (Laytonville)

Collaboration with Outside Agencies

The Coordinator, Schools Relations and Outreach collaborates with outside agencies to provide information and/or services for students served by these agencies. Services provided include school tours, informational materials via e-mail and USPS, and informational presentations. The following agencies are among the agencies collaborated with in 2012-13:

- 10,000 Degrees
- Boys and Girls Club of Central Sonoma County
- Cal-Serves
- VOICES
- R House
- La Luz
- Social Advocates for Youth
- Conservation Corps-Northbay
- Department of Rehabilitation
- U.S. Army

District-wide Committees

The Coordinator, Schools Relations and Outreach participates on the *Strategic Enrollment Planning Committee* (StEP) which focuses on enrollment management and marketing efforts. Enrollment data is a resource for planning specific outreach activities. An example involves the collection and analysis of enrollment trends for students who reside outside the District. Looking at these trends helps evaluate continued outreach efforts and the College resources needed to sustain an efficient enrollment yield from specific schools. Based on yield numbers to Santa Rosa Junior College, a recommendation was made to continue outreach efforts to out of District high schools in Marin, Napa, and Mendocino counties, upon request.

1.1d Hours of Office Operation and Service by Location

Office of Schools Relations and Outreach

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

Hours of Operation:

Monday-Friday, 8:00am - 5:00pm, with flexibility for special events or school visits.

The Coordinator, Schools Relations and Outreach supports evening and weekend events as needed.

The spring semester requires additional work hours in order to accommodate the number of scheduled outreach activities. Comp time or overtime is provided as compensation for these hours.

Staffing:

The Coordinator, Schools Relations and Outreach is a Classified staff member and the only regular employee in the department. In Spring 2014, a part-time, STNC Administrative Assistant III was hired to support the program. Student employees from the Counseling Office also provide occasional clerical support, but are not directly supervised by Schools Relations and Outreach. Student Ambassadors from the Student Affairs office are scheduled to assist with special events and to act as tour guides for campus tours.

1.2 Program/Unit Context and Environmental Scan

1.2 Program Review Data Clarifying Narrative

Classified Payroll

The *Program Review Core Data* reports that Schools Relations and Outreach Program (SRO) employs one Classified Position (1.0 FTE) on the Santa Rosa Campus.

Management Payroll

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

Adjunct Faculty Payroll

On-site Coordinator stipends have been provided to seventeen high school counselors who work as SRJC liaisons, coordinating events at high school sites. In 2012-13, the stipends totaled \$8,500 per year (\$500 per On-site Coordinator). The Schools Relations and Outreach Coordinator implements the contracts and payment process, working with the Accounting and Payroll departments.

FTES Generation

The School Relations and Outreach Program does not generate FTES.

2.1a Budget Needs

Program Resources: Budget

Is the Budget used effectively?

The office of Schools Relations and Outreach manages the budget carefully with the goal to provide consistent service and a high quality outreach program. The available budget resources are used effectively, however, the program has not been able to restore operational funding losses that were incurred during the (2002-03) budgetary crisis. Additional budget reductions continued through (2011-12) which impacted funding for graphics and 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, some one-time 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.

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

Outreach continues to be a focus and is a higher priority to the District than during the last several years. Schools Relations & Outreach is providing more service to District and out-of-District high schools (upon request). The decision to prioritize counseling for current college students resulted in the ongoing need for the Schools Relations and Outreach Coordinator to facilitate the OpenCCC Apply workshops during the spring semester, with assistance provided by other District staff when available.

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

Schools Relations and Outreach Staff

Schools Relations and Outreach has historically been staffed by one employee (Coordinator, Schools Relations and Outreach). The addition of a part-time, STNC, Administrative Assistant during the Spring 2014 semester significantly benefitted the program in terms of staff support for outreach activities and clerical tasks. Schools Relations and Outreach continues to be impacted with the coordination of community outreach events in addition to new programs within Schools Relations. These additional events and programs have created a work-load that realistically supports the need for a department reorganization and additional staff in the Department. Additional funding is needed for converting the existing Coordinator position to a management-level position, and adding a Schools Relations and Outreach Specialist as well as a full-time Administrative Assistant to the staff in Schools Relations and Outreach.

On-Site Coordinators

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

ELL Outreach

The Coordinator, Schools Relations and Outreach is committed to the recruitment of students and the need to support the District in meeting its enrollment management targets, however, without additional fiscal support, ELL outreach has been limited to uncoordinated efforts by

individual staff members. The department highly recommends that the Coordinator, ELL Outreach position is approved to be hired.

Student Ambassadors and SRJC Tours Program

The Office of Schools Relations and Outreach relies on student ambassadors at both campuses for assistance with campus tours requested by schools and for special events such as the Small Schools Event and Boys Night/Girls Day. The **Welcome Centers** (Santa Rosa and Petaluma) are also staffed by student ambassadors. Both centers are a vital service for new students getting started at SRJC. Funding for student ambassadors is very important to support the Schools Relations and Outreach Program.

Student Employees

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

Special Event Support

This continues to be an area of need. The Schools Relations and Outreach program offers events for high school counselors, prospective students and a few community organizations. The high school counselors come to our campuses (both Santa Rosa and Petaluma) from as far away as Point Arena. It seems appropriate that we offer them some sort of refreshment during their On-site Coordinators meetings (twice per year) and the High School Counselors Conference (once per year). There is also a potential need to provide some kind of food service at College Preview Night/College Preview Day events.

Even more critical, is to provide breakfast and a light lunch for the students and counselors who attend the Small Schools Event in February. Many of these students come from disadvantaged and underrepresented groups and the opportunity for a meal at the event is extremely important. It might be the only significant meal the students have that day, especially since they will miss their standard school breakfast and/or lunch due to being away from their high school campuses.

The duration of the outreach events we plan warrants offering refreshments/meals in order to allow us the amount of time needed to present the necessary information about SRJC's programs and services. Providing food helps with attendance and participation in these events. Schools Relations continues to take on the coordination of community events.

There is no funding in the Schools Relations and Outreach budget for accommodating events for organizations outside of the K-12 community. As the number of outreach events increases, so does the need for special event funding.

Mileage

The Schools Relations and Outreach Program travels out to the feeder high schools and some out-of district high schools (by request) to provide Seniors Presentations and OpenCCC Apply workshops. Mileage in 2012-13 was approximately 650 miles. Mileage in 2013-14 was approximately 1,165 miles due to the increase in services provided. Fortunately, the mileage budget augmentation in 2013-14 was sufficient to cover the increased mileage, but it is mentioned here in order to highlight the need for continued funding.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
0001	ALL	01	07	\$4,425.00	Outreach to the K-12 community continues to be a high priority for the District. Additional funding is requested for Schools Relations and Outreach events, including but not limited to: High School Counselor Conferences, Small Schools Event, College Preview Night, College Preview Day.

2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
Schools Relations and Outreach Coordinator	40.00	12.00	Responsibilities include coordination of outreach efforts of the Counseling Department and other Student Services programs to area high schools and middle schools; overseeing the On-Site Coordinators Program; managing the Outreach Team Calendar; developing promotional materials and outreach tools; working closely with Student Affairs and New Student Programs to coordinate presentations and tours by visiting schools; supervision of part-time STNC AAIH; monitors the budget for Schools Relations and Outreach.

2.2b Current Management/Confidential Positions

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

2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
AAIH	24.00	12.00	Budgeting, Purchasing, clerical support tasks, general support to Coordinator

2.2d Adequacy and Effectiveness of Staffing

Increase Student Employee Budget

The Office of Schools Relations and Outreach has an adequate student staffing budget to maintain current services provided, however, in planning for future growth of the program, and for increased outreach events on the Petaluma Campus an increase to funding would be necessary.

Funding for Student Ambassadors

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

ELL Outreach Coordinator

The Schools Relations Program is not able to fully support ELL outreach activities at this time. To meet the demand to provide services to ELL students enrolled in K-12, the Schools Relations and Outreach Program needs a second (bilingual) outreach coordinator. Institutional Research informs us that the Latino population in Sonoma County is young, and they are our future students. For instance, the 2012-13 Kindergarten class in Santa Rosa City Schools is 62% Latino. We need to prepare now for this change in our student demographic. The ELL Outreach Coordinator job description has been approved by the District and it is proposed this position be hired to support District outreach efforts to the Latino population in light of changing demographics. The projected cost is approximately \$61,000.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	Santa Rosa	00	00	Coordinator, ELL Community Outreach (Bilingual)	Coordinator, ELL Community Outreach (Bilingual)	Classified
0002	Santa Rosa	00	00		Manager (10.0), Schools Relations and Outreach	Management
0003	Santa Rosa	00	00		A AIII, Schools Relations and Outreach	Classified
0004	Santa Rosa	00	00		Schools Relations Outreach Specialist	Classified

2.3a Current Contract Faculty Positions

Position	Description
N/A	

2.3b Full-Time and Part-Time Ratios

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

2.3c Faculty Within Retirement Range

N/A

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

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

2.3e Faculty Staffing Requests

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

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

Lap-top computers, speakers and projectors used for outreach are currently adequate, however, the challenge is to make sure that new technology and equipment is available for future outreach events and activities as the need for this equipment arises.

2.4c Instructional Equipment and Software Requests

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

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

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

2.5a Minor Facilities Requests

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

Schools Relations Office is located in the Bertolini Student Center, in the Counseling Department, and was designed to meet the needs of several Student Services programs. Considerable planning, in correlation with program needs, created a positive working environment. 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 seventeen high school counselors, partnered with fifteen SRJC liaison counselors. These professionals are reflective of a sensitivity and commitment to diversity within Santa Rosa Junior College and throughout Sonoma County. Several liaison counselors are bilingual as is the EOPS Outreach Specialist. 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.

3.3 Cultivate a Healthy Organization

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

The Coordinator, Schools Relations and Outreach, attended the Dual Enrollment Conference in Costa Mesa, California in January 2014.

3.4 Safety and Emergency Preparedness

The Safety Leaders for Counseling are Nicole Frantz and Marcia LaBrucherie.

The Coordinator, Schools Relations and Outreach has participated in Stair Chair Training and Surviving an Active Shooter Training in 2012-13.

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. The *Making Tracks to SRJC* newsletter has had two online publications, with wide distribution via email notifications and presence on the web.

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

Another method of sustainable communication practices are the Schools Relations and Outreach webpages. These webpages were created with the specific needs of the high school community in mind and can be found at http://www.santarosa.edu/for_students/schools-relations/. A presence on the web is a sustainable practice due to the very nature of how the information is presented. These webpages also provide a mechanism to provide a pdf version of various handouts that may be of use to the high students or their counselors. Handouts currently posted on the web include:

- Steps to SRJC (English)
- Steps to SRJC (Spanish)
- *Making Tracks to SRJC* Newsletter (Fall 2012)

- *Making Tracks to SRJC* Newsletter (Spring 2013)
- *Making Tracks to SRJC* Newsletter (Fall 2013)
- Understanding the Difference between High School and College Brochure

We also provide links to other services and flyers to various events being presented.

While there is a great desire to provide information on the web, without the expertise of a web specialist for Student Services it is difficult to maintain our web pages in a timely manner and to the extent the pages should be updated.

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	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 Office of Schools Relations and Outreach 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 becoming 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.

Utilizing Technology

The Schools Relations & Outreach Coordinator and SRJC Counselors utilize laptop computers, LCD projectors and speakers while displaying slide shows to high school 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 the Schools Relations and Outreach Coordinator and an Admissions and Records staff person.

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.

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.

5.0 Performance Measures

Survey evaluation results are utilized to plan improvements for events such as the Small Schools Event and the High School Counselors Conference. Survey results are reviewed and used in an advisory manner for making positive changes to the programs and events offered. In May 2013, 94.45% of High School Counselors who responded to the year-end survey were either Satisfied or Very Satisfied with the level of support/service they received from the SRJC Schools Relations and Outreach program during the 2012-13 year.

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 2012-13 year:

- 758 high school seniors attended OpenCCC Apply workshops
- 1,841 high school seniors attended a Seniors Presentation at their high school
- 1,092 students (HS Class of 2013) completed Counseling 270 (orientation) during Summer 2013

- 2,048 students (HS Class of 2013) enrolled at SRJC in Fall 2013

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	To review the School Tours Program for efficiency and potential improvements.	The current system for setting up "custom" tours is very labor intensive, and creates a tremendous burden on Schools Relations and Academic departments. Custom tours and department visits are most often requested by middle schools, with those students yet 4-6 years from SRJC attendance. Custom tours would be better purposed for students in high school, as they are on a faster timeline to arrive at SRJC. Dialogue with Academic Affairs took place in Fall 2013 to gain support in coordinating the tour program. Minimal staffing in both areas makes it necessary to restructure the tour program by providing only regular campus tours for middle school age students. However, an additional feature, a Scavenger-hunt, will be added for this age group. The Scavenger Hunt may well prove to be more engaging for middle school students, so it is expected that this change will result in a more positive and enriching experience while at the same time be less burdensome in terms of coordination.	Summer 2014	The Scavenger Hunt and restructured tour program for Middle School students was completed in Summer 2014, and launched in Fall 2014. Similar features will be worked on for Petaluma Campus tours in 2014-15.
0002	ALL	01	02	College Preview Day - 2 Events	Mirroring the success of the traditional College Preview Night at the Petaluma Campus, the college preview program was expanded in Spring 2014 to include college preview events at both campuses.	Spring 2014	Two Saturdays were selected in late February and early March to hold College Preview Days. The events were lightly attended, so analysis will take place to determine event status for Spring 2015. However, success is evident in the style of the events which included break-out sessions on various topics, and included sessions offered in Spanish. Agendas and Break-out Session Workshop descriptions were available in English and Spanish. A panel of faculty members also participated in the Santa Rosa Campus College Preview Day, presenting a session on Faculty Expectations.
0003	ALL	01	02	"Ticket to College"	Promote college awareness to younger students by presenting a "Ticket to College" upon elementary school promotion or for other significant achievements.	Summer 2014	Traditional outreach responsibilities with the high schools has prevented outreach from occurring at the younger grade levels. However, SRJC is hosting the MHAA

							Graduation Ceremony in Summer 2014, and the Ticket to College will be presented to each of the 130 graduates of the academy.
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6.2a Program/Unit Conclusions

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

6.2b PRPP Editor Feedback - Optional

In past years, Schools Relations has focused on growth and expansion of the program, however, there continues to be a focus on prioritizing outreach efforts due to diminishing fiscal resources. With continuing budget cuts to the District, the School Relations and Outreach Program may experience a reduction in the level of service and scope of outreach activities, but will continue to provide excellent resources to prospective students as much as possible.

Specific outreach activities have been identified as important for students making the transition to college, such as the *Senior Presentations* at local high schools, the *Petaluma Campus College Preview Night*, the *Small Schools Event* and *OpenCCC Apply Workshops*. Currently one SRJC counselor, the EOPS Coordinator (when available) and the Schools Relations Coordinator work together to provide senior presentations, using a PowerPoint slideshow along with the handout, *Steps to SRJC*.

In an effort to maximize District resources, the *Small Schools Event* was created to provide the *Seniors Presentation* to students attending charter, alternative, and continuation high schools and Necessary Small Schools. Some agencies such as Migrant Ed, Upward Bound, Huckleberry Youth Programs, Social Advocates for Youth, and SCOE also attended and brought students involved in their programs. Students enjoy visiting the college, become informed about support services, meet student leaders and see demonstrations of academic programs such as dance, sports and theater arts. Attendance at this event continues to be healthy. Now in the 11th year, there were 19 community high schools and agencies represented with 190 in attendance for the 2013 event.

The Schools Relations and Outreach Coordinator collaborates with specific SRJC outreach counselors and high school counselors (*On-Site Coordinators*) to design outreach events that assist seniors to successfully transition from high school to college.

It is recommended that the District reconsider the placement of the Piner Early College Program under the coordination of the Schools Relations Program. The tasks and issues related to maintaining the program may be better suited under the Director of Enrollment Management. The associated tasks, as well as registration, compliance and supervision issues would benefit from managerial oversight rather than Classified Staff coordination.

It also hoped that in the near future the ELL outreach position will be approved and filled enhancing the District's ability to meet its mission, the needs of the community and enrollment targets.

6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	03	02	Provide outreach services to the Latino K-12 community	With the recent designation of SRJC as a Hispanic Serving Institution, it is urgent that the position of Coordinator, ELL Community Outreach (Bilingual) be approved to hire.	2014-15	Salary for filling the position (see section 2.2e), office space, outreach supplies