

Santa Rosa Junior College

Program Resource Planning Process

Schools Relations 2015

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. Minimal support will be available for the Director, Student Equity, for a budding Middle School outreach program focused on the underserved populations. Schools Relations coordinates with staff at the Public Safety Training Center and Shone Farm to plan school tours or events at those sites as needed.

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

1.1b Mission Alignment

Schools Relations Outreach Program - Alignment with SRJC Vision and Mission

SRJC Vision

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

SRJC Mission

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

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

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

Student Development Programs and Services

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

Supporting Student Success

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

1.1c Description

Description

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

The Office of Schools Relations and Outreach operates year-round, 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 14th 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. A modified team consisting of an Academic Counselor and the EOPS Outreach Specialist have recently been the designated speakers at each high school, although this

may change in 2015-16. The Office of Schools Relations and Outreach provides coordination and support during high school presentations, which may include setting up and running the PowerPoint presentation in addition to scheduling/coordinating OpenCCC Apply workshops. Admissions and Records staff persons facilitate 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.

We need to provide outreach services to Latino/a students not only when they arrive to SRJC as incoming first year students, but much before then; in elementary school and even more so when they are in middle school and high school. Outreach to the Latino K-12 community will be coordinated by the ELL Outreach Coordinator (serving the District from the Petaluma Campus) and the Director of Student Equity. Schools Relations and Outreach will collaborate and communicate with the ELL Outreach Coordinator and Director of Student Equity to ensure continuity of service, reduce duplication of efforts, and provide where possible. Schools Relations and Outreach has requested a Program Specialist (bilingual) position to further address ways to support the needs of the Latino community.

On-site Coordinator Program

Schools Relations and Outreach Coordinator continues to develop meaningful events, provides updates about SRJC programs, policies and changes which may impact new students. There are 16 On-Site Coordinators throughout the SRJC District.

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

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

Piner High School-SRJC Early College Magnet Program

Santa Rosa City Schools and Santa Rosa Junior College have a unique partnership called the Piner High School-SRJC Early College Magnet Program. 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.

Jump Start Program at Casa Grande High School

One of the goals of this program is to encourage high school seniors at CGHS to make their decision to attend SRJC early, in similar timing with the students who are deciding to attend the UC or CSU. The program helps students with completing core student success steps such as applying to college, Assessment and Orientation.

2013-14 Outreach Events/Activities

The following is a snap-shot of outreach activities and events 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 Days at Petaluma and Santa Rosa Campuses (Spring semester)
- OpenCCC Apply workshops at District high schools
- High School Partnership Breakfast (Fall semester)
- High School Counselors Conference (Spring semester)
- Small Schools Event (Spring semester)
- Middle school and high school tours of the SRJC campuses
- High School College Nights and College Fairs (in-District and out-of-District by request, Fall and Spring Semesters)
- Piner Early College Magnet Program Events and tours
- High School Counselor Seminar Series

President's Letter to High School Seniors

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

SRJC Tours

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

Petaluma Campus Outreach

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

Out-of-District Outreach

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

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

- San Marin High School (Novato)
- Novato High School
- Sir Francis Drake High School (San Anselmo)
- San Rafael High School
- Terra Linda High School (San Rafael)
- Marin Oaks High School (Novato)
- Calistoga High School
- Madrone High School (San Rafael)
- St. Helena High School
- Valley Oak High School (Napa)
- Justin-Siena High School (Napa)
- Ukiah High School
- Eureka High School (Eureka)
- Anderson Valley High School (via Skype)

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 2013-14

- 10,000 Degrees
- Boys and Girls Club of Central Sonoma County
- CalSERVES
- Social Advocates for Youth
- Conservation Corps-Northbay
- Sonoma County Office of Education
- Sonoma County Department of Rehabilitation
- Mendocino County Office of Education
- Butte County Migrant Ed
- Girl Scouts
- Pomo Reservation - Healthy Start Program

- VOICES

District-wide Committees and other College Service

The Coordinator, Schools Relations and Outreach participated on the following committees and work groups during 2013-14:

- Calendar/Registration Committee
- EOPS Advisory Committee
- Transfer Center Advisory Committee
- Outreach 2.0
- A&R Specialist Hiring Committee (Spring 2014)
- Food Services RFP
- Sonoma Promise Task Force

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, with high demand for evening and weekend hours required during April and May. The additional work hours are compensated with Comp time. There is not adequate funding currently available in the budget for paid overtime.

Staffing:

Coordinator

The Coordinator, Schools Relations and Outreach is a Classified staff member and currently the only regular employee in the department.

Administrative Assistant III/STNC

In Spring 2014, a part-time (25 hrs per week), STNC Administrative Assistant III was hired to support the program. It became evident that a full-time support position is needed.

Program Specialist

In Spring 2015, a proposal for a full-time Program Specialist (bilingual) was approved by the President's Cabinet and sent forward for hire.

Student Assistants and Student Ambassadors

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

1.2 Program/Unit Context and Environmental Scan

1.2 Program Review Data Clarifying Narrative

Classified Payroll

The *Program Review Core Data* reports that Schools Relations and Outreach Program (SRO) currently 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 2013-14, 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. If needed, other funding sources are investigated and secured if possible, in order to augment the lack of funding for the program.

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 continued employment of a part-time, STNC, Administrative Assistant during the 2014-15 Academic Year 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 new events and 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 has been secured for the Schools Relations

and Outreach Program Specialist position. Additional funding and support is needed for converting the existing Coordinator position to a management-level position, and adding 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. It is hoped that as the budget situation continues to improve, that the stipends could be restored to previous levels.

Student Ambassadors and SRJC Tours Program

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

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, and for prospective students and their parents. 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 need to provide some kind of food service at College Preview Night/College Preview Day events, especially if the events are offered during the evening (the dinner hour) or if the event runs for more than 3 hours such as the Small School Event or High School Counselor Conference.

It is especially critical 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 underrepresented and underserved populations 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 core services and support programs. Providing food helps with attendance and participation in these events.

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 ongoing mileage expenses, 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; 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 groups from our K-12 partners and community organizations/agencies. Funding for student ambassadors is provided through the Student Affairs Office budget, with funding assistance provided by Schools Relations and Outreach. The Welcome Centers (Santa Rosa and Petaluma) continue to be a vital service for new students transitioning to Santa Rosa Junior College and are staffed by Student Ambassadors.

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0001	Santa Rosa	03	02		Program Specialist	Classified
0002	Santa Rosa	01	02		Manager, Schools Relations (Range 10.5)	Management

0003	Santa Rosa	01	02		AIII, Schools Relations and Outreach	Classified
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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
0001	Santa Rosa	01	02	Urgent	semi-confidential office space	Bertolini 2nd floor	\$10,000.00	Additional confidential office space is needed for Counseling. The Schools Relations & Outreach Coordinator's office may need to be relocated to a new semi-confidential or confidential space located within the Counseling office suite.

2.5b Analysis of Existing Facilities

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

3.1 Develop Financial Resources

N/A

3.2 Serve our Diverse Communities

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

3.3 Cultivate a Healthy Organization

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

3.4 Safety and Emergency Preparedness

The Safety 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.

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
- Fast Forward Information Packet for High School Concurrent Enrollment Students

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 or made more innovative.

4.1a Course Student Learning Outcomes Assessment

N/A

4.1b Program Student Learning Outcomes Assessment

Schools Relations and Outreach Student Learning Outcomes:

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

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

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

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

4.1c Student Learning Outcomes Reporting

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

Service/Program	Schools Relations & Outreach	Spring 2010	Fall 2010	Spring 2011
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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, including the core Student Success services of Assessment, Orientation and Educational Planning.

Utilizing Technology

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

Communication: Listen and speak coherently and effectively

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

Counseling 270

The Counseling 270-Introduction to College class provides an excellent foundation for students transitioning to college. The persistence rate of those students who have completed Counseling 270 averages over 85%. As a result of helping students complete their online applications and by providing a "How to Register" handout, we hope to maintain enrollment levels in summer orientations, and continue to positively affect persistence rates.

Fostering Diversity

The Schools Relations and Outreach Program is committed to appreciating and fostering diversity in planning all outreach activities, and has consistently served the underrepresented students (Small Schools Event). During the 2012-13 year, the Seniors Presentation PowerPoint slide show was translated into Spanish and was shown simultaneously with the English version at Sonoma Valley High School.

5.0 Performance Measures

Survey evaluation results are utilized to plan improvements for events such as the Small Schools Event, High School Counselors Conference and High School Partnership Breakfast. Survey results are reviewed

and used in an advisory manner for making positive changes to the programs and events offered. In September 2014 the first annual SRJC High School Partnership Breakfast was held. Evaluation results are as follows:

- 92% of High School Partners (participants) who attended the High School Partnership Breakfast Agreed or Strongly Agreed that collaborative discussion took place.
- 86% of participants Agreed or Strongly Agreed that they were actively involved in the event activities.
- 94% of participants Agreed or Strongly Agreed that their time was used effectively at the event.

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 2013-14 year:

- 771 high school seniors attended OpenCCC Apply workshops
- 2,017 high school seniors attended a Seniors Presentation at their high school
- 1,098 students (HS Class of 2014) completed Counseling 270 (orientation) during Summer 2014
- 2,706 students (HS Class of 2014) enrolled at SRJC in Fall 2014 (32% increase over 2012-13)

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	High School Partnership Breakfast	Provide opportunity for High School Partners to come to SRJC, collaborate, and communicate about ways to assist students with a successful transition from high school to college.	Fall 2014	Event held in September 2014. Evaluation, follow-up, and action items shared with key stakeholders.
0002	ALL	01	02	Increase awareness of High School Concurrent Enrollment Program (Fast Forward)	Tabling opportunities at area high schools to promote the Fast Forward Program, assist students, and answer questions	2014-15	Attended Orientation days at 5 high schools in August 2014; attended Back-to-School Night at 6 high schools in September 2014; provided Informational tabling at 10 high schools in Fall 2014; provided Informational tabling at 3 high schools in Spring 2015.

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	01	02	Schools Relations and Outreach webpages	Complete migration of Schools Relations & Outreach webpages to Drupal	Summer 2015	10 hours (+/-)
0002	ALL	01	02	Making Tracks to SRJC Online Newsletter	Produce a Fall 2015 and Spring 2016 Edition	2015-16	Administrative Assistant support for collecting articles, proofing
0003	ALL	01	02	SRJC Liaison Counselor Training	Provide training for SRJC Counselors who are liaisons to high schools.	Fall 2015	1.0 hour of time at the Counseling Department meeting