

Santa Rosa Junior College

Program Resource Planning Process

Student Outreach 2019

1.1a Mission

Vision

The vision of **Student Outreach** is to provide opportunities for the Sonoma County K-12 community and the general public to learn about SRJC programs and services and its inclusive, diverse and sustainable learning community. **Student Outreach** staff facilitate activities that inform about the importance of going directly to college after high school, and help all prospective students understand how to follow the steps and best practices for a successful start to college, such as completing the online application for admission and financial aid, placement via AB705, orientation, and how to enroll.

Mission

Student Outreach coordinates the outreach efforts of the District with the K-12 community (students, parents/guardians, counselors, staff, and administrators) and community agencies for the purpose of a successful high school to college transition experience. Student Outreach assists the District in meeting its enrollment goals and supports the mission of the college in meeting the educational needs of the community.

Student Outreach Core Values

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

1.1b Mission Alignment

Student Outreach - 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 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 middle school and high school.) The Student Success Act requirements for students to complete an Education Plan and Orientation are key factors in determining the direction of future activities, marketing, and support services provided.

1.1c Description

Program Description: Student Outreach

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

Student Outreach operates year-round under the leadership of the Director, Student Outreach. The Director is responsible for providing management of and support for educational outreach efforts of the District's programs and services. The Director, Student Outreach represents the department and guides the training and work direction of staff engaged in activities on behalf of the college. The offices are physically located on the Santa Rosa Campus. The department will move to Plover Hall when construction is complete sometime in late 2019.

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

The Legacy of Outreach at SRJC

What is known about the legacy of Student Outreach started with a "High School Outreach Coordination" committee as early as 1987, followed by a group focusing on "Outreach Efforts" in about 1997. The Office of School Relations was formed in 2000 and was initially staffed by a full-time Schools Relations Specialist. The eventual department name of Schools Relations and Outreach came about sometime thereafter and noted the beginning of a much larger outreach organization being developed for the District. After more than 17 years of operating with a single-person department eventually staffed by a Coordinator, the Schools Relations & Outreach department hired a part-time, STNC Administrative Assistant in February 2014. Then in November 2015, a full-time, regular classified Student Success Specialist I position was established and staffed. As the need for outreach continued to grow, there was an opportunity to expand the team even 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 will not be filled in order to help address the District budget situation. A Coordinator, Dream Centers joined the team in July 2018.

Historically, the Schools Relations and Outreach staff worked with an ad-hoc team including representatives from EOPS, Financial Aid, and the Scholarship Programs Office. With the addition of several grant-funded programs at the college (HSI, HEP, Student Equity, SSSP), there were more individuals providing outreach services for program-specific purposes than ever before. This led to outreach efforts coordinated by Schools Relations & Outreach having a more District-wide perspective, leaving the program-specific outreach to those staff designated to do so.

The Future of Outreach at SRJC

It continues to be critical for the Student Outreach department to coordinate efforts throughout the entire District including utilizing more effective processes for sharing information and having a common, integrated message including using SRJC branding in all outreach activities and materials. By expanding the coordination of efforts with Academic Affairs, Public Relations and others, we may achieve a universal SRJC look (branding) and marketing approach when out in the community or when our community comes onto one of our campuses or other sites.

As our LatinX community grows, we need to continually provide outreach services to Latino/a students not only when they arrive to SRJC as incoming first-year students, but much before then; in middle school and high school. Outreach to the LatinX middle school community will be organized by Coordinators in Student Outreach (two positions serving the District.) Staff in these positions have expertise in ELL outreach, and take a lead role in coordinating these efforts for the District.

Middle School and High School Outreach

General High School Outreach

Outreach to high school students is a priority. Each year a new Freshmen class enters the high school setting, providing opportunities for the Student Outreach team to 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)
- College Information Nights/Parent Nights

- College Fairs and College & Career Fairs (including out-of-District schools by request, Fall and Spring Semesters)
- CCCApply workshops (application for admission, MySRJCAApp 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 (Senior Days, Super Saturdays, special events such as Day Under the Oaks)
- Follow-up with students who have applied for Summer/Fall but who have not enrolled in Counseling 270 (to promote Priority 4)

High School Site Visits

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

Piner High School-SRJC Early College Magnet Program

Santa Rosa City Schools and Santa Rosa Junior College have a unique partnership called the Piner High School-SRJC Early College Magnet Program. Upon acceptance into the program, qualified high school students are provided dual enrollment opportunities, allowing them to earn college credits while earning their high school diploma. This exceptional educational opportunity establishes a four-year cohort providing Early College Magnet Program students with accelerated learning in the company of other college-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 dual enrollment students and all required textbooks for college classes are provided at no cost to students and their parents through the program. A designated SRJC counselor provides support and instruction for the students, while Student Outreach staff coordinate and support the Program for the college. The high school supports the program by providing bus transportation to SRJC's Santa Rosa Campus, staff for high school counseling, and coordination of the program for the high school, as well as marketing and outreach for student recruitment.

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. Leadership from Santa Rosa City Schools (SRCS), Santa Rosa Junior College and 10,000 degrees have developed an opportunity to partner closely in support of Financial Aid awareness and completion of the Free Application for Federal Student Aid (FAFSA) and California Dream Act Application (CADAA) for SRCS students in the 2019-2020 school year.

Jump Start Program

The Jump Start Program began as discussions between Casa Grande High School and the Petaluma Campus in Fall 2013, with the official kick-off of the program taking place in Fall 2014. One of the goals of this program is to encourage high school seniors to make their decision to attend SRJC early, in similar timing with the students who are deciding to attend the UC or CSU. The program helps students with completing core student success steps such as applying to college, understanding placement, and completing Orientation during the Senior year. In Fall 2015, the program was expanded to Petaluma High School. Other expansion has since taken place with Rancho Cotate High School, Sonoma Valley High School, and Novato High School. With the adoption of the earlier Summer/Fall registration timeline for all students in 2017-18, all high school outreach is in essence following a modified Jump Start model without using the Jump Start name.

Middle School Early Success Program

This innovative pre-high school outreach program was designed to improve college enrollment and success rates for underserved students including Latino, low income and first generation students. The goal of the program is to help middle school students develop a college-bound mindset to improve the likelihood they will prepare for and pursue post-secondary education. The program has grown to include 17 schools with the goal of serving approximately 850 students county-wide. The Middle School Early Success Program 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 programs presentations. Spring semester programming includes parent meetings at the middle school sites.

Out-of-District Outreach

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

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, Sonoma and Rohnert Park Farmer's Markets, Sonoma County Pride Festival, Fiesta de Independencia, Binational Health Fairs, Town of Windsor Employee Benefits Fair, Graton Casino Employee Wellness Fair, and more. In 2019, SRJC is going back to the fair, spending 11 days at the Sonoma County Fair in August. The team also joins other colleagues doing ELL and ESL program outreach at various local grocery storefronts and with faith communities for informational tabling opportunities.

Collaboration with Outside Agencies and Companies

Student Outreach collaborates with outside agencies to provide information and/or services for 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
- Butte County Migrant Ed
- Youth Connections
- CTE Foundation Sonoma County
- Town of Windsor
- Graton Casino
- Sonoma County Libraries
- Varenna Senior Living
- Alliance Teen Center
- Sonoma County Sheriff's Office Detention Facilities

Dream Center

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

Welcome Center

The Welcome Center is being transformed partially as a result of construction taking place in Plover Hall and otherwise due to a change in onboarding services and structure. The Welcome Center was originally housed in Student Life, but plans were temporarily in motion to place it under the supervision of Student Outreach. However, a new direction has been determined that aligns it better under the supervision of the Director of Assessment and Student Success Technologies. The new vision for the Welcome Center will carry it forward as a place for students to feel welcomed and connected. Students will have access to First Year Student Success Peer Coaches who in addition to providing first year support, will connect them with SRJC services. Students who visit the welcome center will also receive technical help with the array of online applications, forms and various platforms that SRJC students need to use. Student Outreach will continue to support the Welcome Center during events and for large application workshops or other onboarding activities when support is needed. The new Welcome Center will feature a centrally located welcome desk in the north lobby of Plover Hall where students will be greeted and then directed to where they can get the assistance they need either at computer kiosks close by or at the Welcome Center just steps away.

Campus Tours

Student Outreach works closely with the Student Life, Equity & Engagement (SLEE) Office to coordinate tours as requested by elementary, middle and high schools, and community organizations or agencies. The tours are led by Student Ambassadors in SLEE, and Outreach Ambassadors or other staff as needed. Additionally, Student Outreach integrates the use of a self-guided "Scavenger Hunt" as an alternative or value-added activity geared for middle school age students.

District-wide Committees and other College Service

Staff in Student Outreach have participated in the shared governance structure of the college by serving on standing committees and other work groups during 2018-19, including but not limited to:

- Calendar/Registration Committee
- Career Expo Committee
- CE Leadership Team Meeting
- Enrollment Management Work Group
- Graduation Task Force
- Latinx Graduation Committee
- NC SSSP Advisory Committee
- Onboarding
- Priority Registration Committee
- Testing & Associated Support Services (TASS) Taskforce
- Transfer Center Advisory Committee
- Undocumented Students Conferences Work Group
- Website Work Group
- Welcome Day Planning Workgroup
- Youth Healthcare Symposium Planning Committee

1.1d Hours of Office Operation and Service by Location

Location and Hours of Operation

Hours of Operation

Monday-Friday, 8:00am - 5:00pm, with significant flexibility 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 and May. The additional work hours for classified staff are compensated with Compensatory Time.

Location

The Office of Student Outreach is currently located in the Bertolini Student Center, within the Counseling Department. In late 2019, a new office location will be made available within the Admissions & Records area of Plover Hall. While there is not a specific Student Outreach office at the Petaluma Campus, one member of the Student Outreach team (currently a position in recruitment) is based at the Petaluma Campus and there exists a good working relationship with Petaluma Campus counselors, staff, and administrators to support outreach to south county (and Marin County, by request) high school students.

1.2 Program/Unit Context and Environmental Scan

1.2 Program Review Data Clarifying Narrative

Management Payroll

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

Classified Payroll

Student Outreach employs six Classified positions (7.0 FTE; including the Coordinator, Dream Center, and one direct report to Petaluma Campus supervisor) and six student positions (including three in the Dream Center approximately 1.5 FTE total) One classified position was voluntarily vacated in November 2017 and is not likely to be filled.

Adjunct Faculty Payroll

There are no Adjunct Faculty positions in Student Outreach.

FTES Generation

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

2.1a Budget Needs

Program Resources: Budget

Is the Budget used effectively?

The office of Student Outreach manages the budget effectively with the goal to provide consistent service and a high quality outreach program without overspending. Through funding from PRT, Student Equity and the now named Integrated Student Success Committee, there has been temporary access to funding for student employees, and ongoing funding for the Middle School Success Program.

Background

The available budget resources had slowly been adjusted to restore operational funding that was lost starting with the (2002-03) budgetary crisis and continuing through (2011-12). These funding losses were mainly in graphics, travel, supplies and additional staffing. In 2012-13, some funding was assigned to the then named Schools Relations & Outreach program from the New Student Programs budgets when changes were made to the existing organizational structure in Student Services. Fortunately in 2013-14, funding was obtained to provide a part-time STNC Administrative Assistant III, as well as some minimal funding for outreach materials and supplies that could not be afforded within the regular budget. This funding availability was made available again in 2014-15 and 2015-16 so that progress in these areas could be maintained. In November 2015, a Student Success Specialist was hired for Schools Relations followed by an employee transfer from the Bookstore into an Administrative Assistant II position in March 2017. When the reorganization of Student Outreach took place in September 2017, funding for five other staff positions came from the originating departments. In 2018, Student Outreach began oversight of the Dream Center with no general fund budget provided.

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

Program Resources: Student Outreach Staffing

Director, Student Outreach

Under the direction of the Vice President/Assistant Superintendent, Student Services, the Director plans, organizes, and manages the outreach programs of the District; coordinates key resources of the District associated with outreach, student retention and success; researches, develops, and maintains programmatic relevance related to trends and shifts in student demographics; coordinates and implements District-wide marketing and recruitment strategies

to support the District's enrollment goals; trains, supervises and evaluates the performance of assigned staff.

Coordinator, Student Outreach

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

Outreach Specialist, Student Outreach

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

Administrative Assistant II, Student Outreach

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

Coordinator, Dream Centers, Student Outreach

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

Outreach Ambassadors

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

Student Assistants, Dream Center

Under the supervision of the Coordinator, Dream Centers, student employees will staff and provide coverage for the Dream Center and add value to presentations to undocumented

students, provide support for special events, tours, workshops and other services provided to undocumented students.

Program Resources: Budget Inadequacies

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

With the recent conversion to the Student-Centered Funding Formula (SCFF) there is greater urgency to provide outreach services to dual enrollment students, undocumented students (AB540 eligible) and incarcerated individuals. This is just one reason that outreach continues to be a focus and a high priority to the District. Student Outreach continues to provide service to District and out-of-District high schools (upon request) and introduces new initiatives as needed when ideas or concepts are generated to promote enrollment or student success (and more). In order to address the current budget deficit, Student Outreach gave up one full-time classified position (Outreach Specialist, 1.0 FTE.) Temporary funding from the Partnership Resource Team (PRT) grant will expire at the end of fiscal year 2018-19. This funding has been integral in the placement of student employees in the Dream Center, where coverage is critically needed.

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

Student Employment

Outreach Ambassadors/Student Outreach

Outreach Ambassadors are a vital feature in Student Outreach to deliver outreach presentations, participate on student panels, assist at special events, and provide other support for the Student Outreach team. There are currently three student employees in this position, with one transitioning out at the end of the Spring 2019 semester. Ideally we would hire 1-2 new student employees each academic year to deliver outreach services 10-15 hours per week each, thus creating an ongoing cycle of seasoned and newer student staff who work together as a team. Ultimately this would provide 3-4 student employees in Student Outreach allowing a varied mix of experience and flexibility in scheduling.

Community Outreach

In 2017, Student Outreach took over the coordination of community outreach activities previously handled by the Admissions & Records Office. Tabling at community outreach events often has a cost that is now covered by the Student Outreach general operating budget. Community Outreach efforts costs equal approximately \$3,000 per year in registration fees. Other costs for swag/giveaway items are not included in this amount.

Dream Center

With the recruitment and successful onboarding of the Coordinator, Dream Centers in June 2018, the Student Outreach general operating budget was siphoned off to provide a minimal operating budget for the Dream Center. Funding for the regular classified staff position is provided through Student Equity (60% of the position) and through a transfer of general fund budget from Admissions and Records to Student Outreach (40% of the position). Transferring the Dream Center program to Student Outreach without funding for operating expenses had a negative impact on the Student Outreach operating budget. Additionally, with the adoption of an MOU with VIDAS Law, there were additional expenses aligned with this partnership that were absorbed by Student Outreach.

When programs or new initiatives are created or transferred to a different manager/department, adequate funding should be part of the process. As no funding was provided for the Dream Center operational budget when the Dream Center was shifted to Student Outreach oversight, \$1,500 was transferred from the Student Outreach budget for supplies, mileage and printing. This will have a significant impact on the operating budget for Student Outreach, but will not be nearly adequate for the

potential operating expenses related to the Dream Center (specifically, funding for the Undocumented Students Conferences.) The Dream Center is not sustainable with out an operating budget of its own. Please refer to the Dream Center PRPP for more information.

2.1b Budget Requests

| Rank | Location | SP | M | Amount | Brief Rationale |
|------|------------|----|----|-------------|--|
| 0001 | Santa Rosa | 01 | 02 | \$35,000.00 | Funding for Outreach Ambassadors (total 45 hours/week) to participate in outreach to K-12 partner schools, community outreach, special events and provide support to the Student Outreach team. Also addresses Strategic Goal #3: Diverse Communities. |
| 0004 | ALL | 03 | 02 | \$5,000.00 | Funding for Community outreach - registration fees and supplies |

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

2.2b Current Management/Confidential Positions

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

2.2c Current STNC/Student Worker Positions

| Position | Hr/Wk | Mo/Yr | Job Duties |
|----------|-------|-------|------------|
|----------|-------|-------|------------|

2.2d Adequacy and Effectiveness of Staffing

Addressed in section 2.1a-Budget Needs.

2.2e Classified, STNC, Management Staffing Requests

| Rank | Location | SP | M | Current Title | Proposed Title | Type |
|------|------------|----|----|---------------------|---|------------|
| 0001 | ALL | 03 | 02 | New position | Dream Center Specialist (1.0 FTE) | Classified |
| 0002 | Santa Rosa | 01 | 02 | Outreach Specialist | Outreach Specialist (replace L. Tevaseu) | Classified |
| 0003 | Petaluma | 01 | 02 | Outreach Specialist | Outreach Specialist (additional position) | Classified |

2.3a Current Contract Faculty Positions

| Position | Description |
|----------|-------------|
| N/A | |

2.3b Full-Time and Part-Time Ratios

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

2.3c Faculty Within Retirement Range

N/A

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

Student Outreach has no faculty positions.

2.3e Faculty Staffing Requests

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

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

Laptops and docking stations were purchased for the Student Outreach Coordinators and Outreach Specialists in Fall 2017 utilizing funds from the Partnership Resource Team (PRT) Grant. The Director, Student Outreach was provided with a laptop and docking station in replacement of the previous desktop system in Fall 2018. Two older presentation laptops and 1 LCD projector previously used for outreach were relinquished to IT and Media Services, leaving one re-purposed laptop to use for outreach presentations as needed. Technology needs will continue to be assessed on a case-by-case basis, in order to ensure that equipment is available for future outreach and student success efforts.

ITG Requests made in this PRPP cycle for desktop computer workstations will likely be filled through repurposing of computers no longer needed in the Transfer Center.

2.4c Instructional Equipment Requests

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

2.4d Non-Instructional Equipment and Technology Requests

| Rank | Location | SP | M | Item Description | Qty | Cost Each | Total Cost | Requestor | Room/Space | Contact |
|------|----------|----|----|--|-----|------------|------------|----------------|-------------------------------------|----------------|
| 0001 | ALL | 08 | 02 | ITG BOND FUNDED - desktop PC computers | 2 | \$1,200.00 | \$2,400.00 | Michelle Poggi | Student Outreach Office/Plover Hall | Michelle Poggi |

2.5a Minor Facilities Requests

| Rank | Location | SP | M | Time Frame | Building | Room Number | Est. Cost | Description |
|------|----------|----|---|------------|----------|-------------|-----------|-------------|
|------|----------|----|---|------------|----------|-------------|-----------|-------------|

2.5b Analysis of Existing Facilities

Student Outreach is currently located in the Bertolini Student Center, within the Counseling Department but will move to Plover Hall in May 2019. The spaces in both locations are in compliance with ADA regulations.

3.1 Develop Financial Resources

N/A

3.2 Serve our Diverse Communities

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

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

3.3 Cultivate a Healthy Organization

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

3.4 Safety and Emergency Preparedness

The Director, Student Outreach has participated in Stair Chair Training, and Surviving an Active Shooter Training in 2012-13, and 2015-16. The Active Shooter Situation and Practical Techniques training was attended by the Student Outreach Director and one staff member in Spring 2018.

After the department is moved to Plover Hall, District Police will be engaged to provide an in-office scan and safety review to provide safety procedures/protocols for the new space. Continuing safety training for all department employees will be completed as needed and available.

3.5 Establish a Culture of Sustainability

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

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

Other examples of sustainable communication practices:

- Student Outreach webpages - these webpages were created with the specific needs of the high school community in mind and can be found at <http://outreach.santarosa.edu>.
- Bi-monthly email updates to high school partners (counselors and administrators)
- Monthly email updates to the District community
- MySRJCAApp - the student outreach team will be integral in helping new students download the app

In addition to sustainable communication practices, Student Outreach is converting from a paper-driven record keeping system to a large percentage of digital records. We are printing less and scanning more.

4.1a Course Student Learning Outcomes Assessment

N/A

4.1b Program Student Learning Outcomes Assessment

Student Learning Outcomes

Middle School Early Success Program (MSESP)

As a result of participation in the MSESP, middle school students will:

1. Feel welcomed and invited.
2. Demonstrate a college-going mindset.

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 |
| 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)

Student Outreach efforts address many of the institutional learning outcomes. Through an on-going program of educational activities and events, the Student Outreach team increases awareness of Santa Rosa Junior College's many programs and services. High School students are challenged to ask questions about SRJC, take personal responsibility in being aware of important dates and deadlines and become familiar with the steps for transitioning to college. Through various presentations, prospective students, counselors and parents are exposed to extensive information about Academic Programs, Student Services, and the many options available at SRJC including the core components of student success: understanding placement, completing orientation, and Educational Planning with a Counselor.

5.0 Performance Measures

High School Achievement Reports are distributed by the Admissions and Records Office to the high schools in order to help guide the services provided at the high school level.

In Sonoma County, during the 2018-19 year:

- XXXX high school students attended hands-on application workshops
- XXX middle school students participated in the Middle School Early Success Program
- 889 high school Seniors (HS Class of 2019) enrolled in Counseling 270 (orientation) during Spring 2019 semester

In 2018-19 the "High School Dashboard" was created as a new tool in Tableau for use by the Student Outreach team. Team members are able to look up data about high school students who have completed an application for admission, and determine if follow-up is needed with students who don't complete subsequent success steps or who don't enroll in classes.

6.1 Progress and Accomplishments Since Last Program/Unit Review

| Rank | Location | SP | M | Goal | Objective | Time Frame | Progress to Date |
|------|----------|----|----|--|---|------------------|---|
| 0001 | ALL | 03 | 02 | Staff Welcome Center/ Santa Rosa and Dream Centers with student assistants/Outreach Ambassadors. | Provide excellent services in welcoming new and prospective students, and support for undocumented students. | Summer/Fall 2018 | March 2019: Funding is still needed for 2019-20 to provide adequate student employee staffing for the Dream Center. |
| 0001 | ALL | 08 | 04 | Continue with an on-going training program/plan for the Student Outreach Team. | Create a widely trained Student Outreach Team, leveraging individual expertise and connecting with content experts throughout the District. | 2018-19 AY | Many trainings and cross-training opportunities have taken place; on-going. |
| 0001 | ALL | 01 | 02 | Develop Student Outreach Team liaison relationships with high schools | Cultivate relationships through communication, and site visits to the high schools (entire team.) Next visits planned are with Sonoma Valley, Santa Rosa, and Sonoma State University, with the intent to | 2018-19 AY | Site visits have taken place with Sonoma Valley HS, Roseland Unified School District, Healdsburg HS/USD, Ridgway HS, Elsie Allen HS, Santa Rosa City Schools District, and Sonoma State University. Upcoming visits during the last half of the Spring 2019 |

| | | | | | | | |
|--|--|--|--|--|---|--|---|
| | | | | | get to as many schools as possible during the year. | | semester include Santa Rosa HS, Orchard View School, Windsor HS, and Cloverdale HS. |
|--|--|--|--|--|---|--|---|

6.2b PRPP Editor Feedback - Optional

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6.3a Annual Unit Plan

| Rank | Location | SP | M | Goal | Objective | Time Frame | Resources Required |
|------|------------|----|----|---|---|-------------------------------|---|
| 0000 | Santa Rosa | 01 | 02 | Hold Senior Day events for invited high schools | Invite the following high schools to a Senior Day event: Cloverdale, Sonoma Valley, Roseland University Prep, Roseland Collegiate Prep, Healdsburg, Windsor | Completed-Fall 2019 | Student Outreach team and other student services staff participation, funding for lunch, lab space in Doyle Library, use of Newman Auditorium |
| 0001 | Santa Rosa | 01 | 02 | Enhanced communications with high school and community agency partners | Compile a complete list of all high school counselors and administrators; solicit email contact information from community agency partners. Increase email updates from twice per month to once per week. | F19 Completed/S20 In progress | Time. Each update takes approx. 2 hours to complete. |
| 0002 | ALL | 01 | 02 | Refine the Student Outreach website; migrate from Drupal 7 to Drupal 8. | Refresh and update the Student Outreach webpages. | Completed | |