

**STUDENT SERVICES
PROGRAM REVIEW 2009-2010**

DEPARTMENT OR PROGRAM: Office of Outreach and Relations with Schools

NAME AND TITLE OF PREPARER(S): Rob Mieso, Director

In providing responses in the following areas, **please provide quantitative and qualitative data to support your responses.** For the purposes of the Program Review, both departments and programs will be referred to as “program.”

- I. **Description and mission of the program.** Provide a brief description of the program including any services provided and the program’s mission.

The Office of Outreach and Relations with Schools implements the Outreach Strategic Initiative and coordinates campus wide outreach activities. With emphasis on targeted outreach to underrepresented students, Outreach works with more than 72 high schools and school districts throughout Santa Clara County and the Peninsula. We provide services aimed at improving college access and attracting diverse student populations to De Anza College. Through a variety of activities that include college fairs, parent nights, campus tours, and more, Outreach provides valuable information about admission requirements, academic and vocational programs, financial aid, transfer, campus life, student support services, and much more, to prospective students and parents. We also host major events on campus, including our new student and parent events, high school partners’ conference, student conferences, and campus tours.

II. **Retention and growth.**

- A. How has the program responded to the institutional goal of increased access, growth and retention?

The Office of Outreach and Relations with Schools has primary responsibility for implementing the Outreach Institutional Initiative to increase access and growth. We also link students to support services, do follow up with new students, and work closely with student support programs to increase retention. Consistent with the institutional strategic planning goals, Outreach works to improve access and overall enrollment, particularly for underrepresented/underserved populations. In addition, the program works collaboratively with instructional divisions and departments to develop effective in-reach strategies and support student retention and success. Below are highlights for 2007-08:

- Participated in 239 outreach activities, serving 72 area high schools and increasing number of prospects to over 2,500.
- Partnered with divisions, department, and programs to identify opportunities for collaboration in outreach/in-reach activities.

- Hosted two major New Student & Parent Nights, with combined attendance of approximately 3000 students and parents.
- Increased new college applicants and students registering for Counseling 100.
- More than doubled placement tests at high schools to 25 in 07-08.
- Developed conference sessions for Fremont Union HSD English Language Development students, introducing them to De Anza ESL program and faculty.
- Worked collaboratively with student support programs such as Financial Aid, SSRS, Summer Bridge, First-Year Experience, Puente, and DSS to connect students to support services and increase their retention and success rate.

B. How has the program responded to the institutional goal of increased access, growth and retention specifically for the identified targeted populations of African Ancestry, Latino/a, and Filipino/a students?

- Developed a partnership with the East Side Union High School District, increasing targeted outreach to Latino, African American, Filipino, and Pacific Islander students.
- Continued existing partnerships with schools and groups serving target populations.
- Continued to expand outreach services to non-traditional alternative and continuation high schools that serve large targeted populations.
- Continued strong partnerships with high school staff through open communication and hosting a conference for high school partners.
- Expanded the prospective student conferences for Latino and African Ancestry students, hosting 1200 students of color over three sessions.
- These efforts have helped increase enrollment of targeted population. Enrollment increased fall 2007 to fall 2008 as follows:
 - Latino student enrollment increased by 30%
 - African American students increased by 39%
 - Pacific Islander enrollment increased by 47%
 - Filipino students increased by 14%

III. **Student equity.** In what ways has the program worked towards decreasing the student equity gap? Has the program made progress towards or achieved these equity goals? What challenges exist in the program in reaching such goals?

Outreach has worked to close the enrollment gap by increasing enrollment of underrepresented populations, as shown above. Our in-reach efforts connect students with support programs to increase retention, and increase enrollment of underrepresented students in programs like the sciences and arts.

IV. **Strategic Planning initiatives (Community Collaborations, Cultural Competency, Outreach, and Individualized Attention for Retention).** Other than what was mentioned in II and III above, what other Strategic Planning Initiatives has the program addressed and in what ways?

In addition to implementing the Outreach Strategic Initiative, the Office of Outreach and Relation with Schools works in close collaboration with the other strategic initiatives to support student access, retention and success.

V. **Budget limitations.** (Please be specific in your responses.)

- A. Identify any limitations placed on the program based on limited funding. What increases in resources are critical to the program and what are the consequences if the program does not receive these resources?

Outreach remains understaffed for the scope of its operation. With only two full time staff (one director and one outreach assistant), Outreach relies heavily on student ambassadors both for office support and outreach activities at local high schools. Most students lack the knowledge, skills, and experience to effectively serve as outreach professionals, which requires our limited staff to spend a lot of time training and supervising student ambassadors. Making the challenge even worse is the fact that students have other priorities, and often don't stay for more than a few quarters. In addition, most student ambassadors have limited availability and cannot always participate in outreach activities when needed.

- B. Describe the consequence to students and the college in general if the program were eliminated. Please be specific.

The Office of Outreach and Relations with Schools has the primary responsibility of implementing the Outreach Institutional Initiative, one of the four strategic initiatives of the college. Outreach plays a direct and critical role in supporting the college's growth and retention goals. It is the face of the college in the community and the first point of contact for most new students and parents. Outreach also plays the important role of representing the college and maintaining relationships with high schools, school districts, and community organizations. Without outreach, the college can potentially suffer a significant loss in student enrollment, and most importantly its image, presence and visibility in the community. Without outreach, there will be no targeted outreach, and the college's institutional goal of increasing access and enrollment of underserved and underrepresented student populations would not be carried out.

- VI. **Assessment of program.** What evaluation and/or assessment practices are in place to support the program's accomplishments and findings? (provide quantitative and/or qualitative data).

Outreach strategic planning measurable goals and outcomes for 2007-08:

Goal: The number of new student prospects will increase 10%.

Result: The number of prospects increased by more than 300%.

Goal: The number of visits coordinated by outreach staff will increase 5%.

Result: Outreach events increased by more than 30%.

Institutional Measurable Outcomes for 2007-08:

Goal: On-campus FTES enrollment will increase 2% annually.

Result: Total enrollment (head count) increased by 14%.

Outreach strategic planning measurable goals and outcomes for 2008-09:

Goal: Latino new student enrollment for fall 08 will increase by 10%

Result: Latino student enrollment increased by 30%.

Goal: African American new student enrollment for fall 08 will increase by 5%

Result: African American enrollment increased by 39%.

Goal: The total prospect database for 08-09 will not drop below 1500.

Result: Will be reported at the end of the 08-09 academic year.

VII. **Additional comments.** What additional information is important to consider when reviewing the budget of your program for possible reductions? You may include any or all of the following, or other information.

- **Relationships with other programs.** Describe any partnerships or collaborations that the program is actively engaged in, which reduce costs and/or improve service delivery.

Outreach works with programs and services across the campus, both in Instruction and Student Services. We maintain a master outreach calendar to coordinate campus wide outreach activities, and work collaboratively with outreach staff in Financial Aid and EOPS to leverage existing resources and minimize duplication of effort. We also work closely with programs like DSS, EDC, SSRS, Puente, First-Year Experience, Summer Bridge, and the new IMPACT-AAPI program for Asian American and Pacific Islander students, assisting in their recruitment efforts and connecting new students to support services. We also work collaboratively with ICCE, co-hosting events, and coordinating our community calendar. We collaborate with other local community colleges on major regional events such as WACAC, to maximize our efforts and resources.

- **State and Federal mandates.** What State or Federal mandates impact the work you do? N/A

- **Trends.** Describe any positive and/or negative trends in the program.

Positive trends in Outreach include:

- Growing enrollment of underrepresented student populations
- Increased engagement with high schools and school districts in the region.
- Strong collaboration with the East Side Union High School District and the Fremont Union High School District, and Cal-SOAP.
- Significantly improved, favorable image of the college in the community
- Increased awareness of outreach as an institutional function

Negative trends that might impact Outreach include:

- Loss of Job Corp sites will impact enrollment, require more effort on our part to increase on campus enrollment.
 - Reduction in available sections will have a negative impact on new students
 - Possible job cuts at the high schools could impact our ability to serve students, particularly if counselors and career-techs are let go.
 - Potential layoffs at De Anza would also decrease services, sections, and other support for students most in need of it.
 - As more students come to De Anza due to economic conditions and enrollment caps at UC/CSU, there will be increased demands on Assessment, Counseling, and other programs. These reductions compromise our ability to support students we recruit, especially the most in need of personal assistance.
- **Comparable programs at other institutions.** Provide any information that you have that would allow for a comparison of the program to similar programs at other institutions in the State.

Foothill College has five full time outreach specialists, compared to De Anza's one outreach assistant.

VIII. **Program strengths/areas for improvement.**

A. Provide a summary of the program's main strengths:

- Outreach runs a highly productive, low cost, and very efficient operation, serving more than 72 high schools with just two full time staff and student ambassadors.
- We maintain strong collaboration with local and regional high schools, school districts, and community organizations.
- We increase the enrollment rate of underrepresented populations, and support institutional growth goals.
- We work collaboratively with divisions, departments, and programs across the campus.
- We maintain a positive image of the college in the community.

B. Provide a summary of the program's main areas for improvement:

- Better staffing
- Better facility

IX. **Suggestions for campus-wide change.** - N/A

A. What organizational change would you recommend to increase program effectiveness, include consolidations, collaborations, or mergers that you think the college should investigate?

B. Are there cost savings or recommended reductions to any areas of the college that you think should be investigated?