

# Office of Outreach and Relations to Schools

## Reflection Questions

1. Overview: Assess program, services, division during the 2019-20 year. Describe accomplishments, challenges and how challenges were addressed. Include evidence that illustrates accomplishments and challenges.
  - The Office of Outreach and Relations to Schools serves all High School students transitioning to college through our workshops at the high schools as well as through our on-campus services such as campus tours and access to our counselors prior and post to application.

### Outreach Events & Activities

	# Of Events	# Of Attendees
<b>Campus Tours</b>	20	200
<b>Cash for College/ FAFSA Workshop</b>	6	320
<b>College/Career Fair/Tabling</b>	35	6,543
<b>College Night</b>	10	1,990
<b>Community Events</b>	6	1,180
<b>Collaborative Meetings</b>	6	N/A
<b>Presentations</b>	25	2,426
<b>High School Application Workshops</b>	7	375
<b>Zoom Application Workshops</b>	15	227
<b>High School Orientation Workshops</b>	1	9
<b>Zoom Orientation Workshops</b>	15	283
<b>Next Step Fridays</b>	8	94
<b>Material Mail-out</b>	12	N/A
<b>Total</b>	<b>166</b>	<b>13,647</b>

\*\*Spring events were cancelled due to the shelter-in-place mandate

### Student Conferences & Major Events

	<b># Of Attendees</b>
<b>African American Student Conference</b>	133
<b>Latinx Student Conference (First)</b>	193
<b>Latinx Student Conference (Second)</b>	Cancelled due to campus closure
<b>AAPI Student Conference</b>	149
<b>Men of Color Hip Hop Educational Summit</b>	450
<b>High School Partners Conference</b>	60
<b>De Anza Open House</b>	Cancelled due to campus closure
<b>Total</b>	<b>985</b>

#### Outreach Challenges

- Challenges that outreach face during the academic year were due to the covid pandemic. Many of the outreach events were cancelled due to the shelter-in-place mandate. In addition, the outreach office had to shift to remote services for orientation, ed planning, and counseling services. In addition, with the students limited access to college personnel due to the campus closure, our counseling appointments have been saturated with appointments. All counseling appointments have consistently booked 2 weeks out for appointments. This has cause frustration for students that they were not able to get an appointment right away. We began assigning 2 counselors to be dedicated to drop-in's daily.

- The Men of Color (MC2) program assists male students of color in persisting and progressing towards their academic goal through strength-based skills development, mentoring, book vouchers, exposure to 4-year institutions of higher learning, opportunities for training and development in civic engagement and leadership.
  - The Men of Color Community (MC2) is tasked with addressing the low retention, graduation and transfer rates of African American, Latino, Pacific Islander, and Filipino men of color. To achieve this goal, MC2 offers academic advising, counseling, transfer assistance, peer mentoring, tutoring, college exploration (university field trips), workshops, volunteer opportunities, scholarship/ financial aid support and a safe space for students of color. In addition to encouraging personal and civic responsibility with its work with its over 500 program participants, MC2 has increased its efforts to engage the campus by doing several presentations in classrooms and in departments like Language Arts. MC2 has also been asked to present for other programs like EOPS, DSS and VETS. Additionally MC2 presented to faculty and staff organizations, Academic Senate and DARE task force. The MC2 team has been reaching out to youth in non-traditional spaces. For instance, MC2 is continuing to do intensive outreach to alternative education, and incarcerated youth at facilities like Elmwood and Santa Clara County Juvenile Hall. MC2 is also working with the Record Clearance Project and Clean Slate. All of these outreach activities were aimed at deepening MC2's relationships with organizations on campus and the greater community to promote civic engagement and personal responsibility in serving their communities.
    - **813** men of color total have signed up through interest form which is the sign up for newsletter
    - Summer Bridge Men of color- 45 students
    - Flow Learning Community Support – 30 students
    - Men of Color Chronicles (Broadway High School): 2 groups of 30. 60 students - Nov 14 – Feb 6
    - MC Rock The school bells event – Nov. 19 – 500 students
    - UC Berkeley – MC2 – Flow field trip- Nov 22 – 30 students
    - Victor Rios Documentary screening – December 2– 15 students
    - Victor Rios Luncheon W/MC2 students – December 5- 25 students
    - SJSU Field Trip – Friday Feb 21 – 25 students
    - UC Santa Cruz - Feb 28 – 25 Students
    - UC DAVIS TRIP – March 13 - 15 students
    - Skyline Rock the School Bells Hip Hop Conference – 30 students
    - STUDY JAM VIA ZOOM – APRIL 7<sup>TH</sup> - 10 Students
    - Men of Color Community graduation – 16 students

### Men of Color Community Challenges

- Challenges faced by the Men of Color Community for the year was the loss of one of our counselors due to moving to Sacramento in the Fall quarter. A replacement counselor was hired in the Spring quarter but the program was short staffed for high touch services. In addition, the challenges of SIP created access challenges for the MC2 students. Many of the students preferred method of service was dropping into the office for help.
- De Anza College Promise program provided wrap around services and support for first year students and covered their tuition and fees for their first year.
  - Starting Fall 2019, De Anza College Promise Program served a total of **2762 students**. Of those students, **1981** are first-year students and **781** are second-year students.
  - **Workshops and Events**
    - De Anza College Promise provides workshops throughout the year to support students with transition to college, priority enrollment and to support students with keeping De Anza College Promise eligibility. See below of summary of events.

<b>Date</b>	<b>Event</b>	<b>Number of Participants</b>
November 12, 2019	Education Planning Workshop	24
November 13, 2019	Education Planning Workshop	30
November 13, 2019	Game Night Social	6
November 14, 2019	Promise Meet & Greet Boba Par-tea	More than 100
December 3, 2019	Finals Study Jam	Not on SARS
Dec 10-12, 2019	Promise Café (Coffee, Bluebooks, and Scantrons)	82
January 30, 2020	Education Planning Workshop	34
February 5, 2020	Financial Aid Application Workshop	15
February 11, 2020	Financial Aid Application Workshop	10
March 3, 2020	Education Planning Workshop	7
March 4, 2020	Education Planning Workshop	8
March 18, 2020	Finals Study Jam – Cancelled due to Campus Closure	N/A
May 6, 2020	Community Hour	5
May 20, 2020	Community Hour	7
June 10, 2020	Community Hour	1
June 17, 2020	End of Year Celebration	30
June 24, 2020	Community Hour	15

- **Monthly Newsletters**

- Every quarter, the De Anza College Promise Program sent out two newsletters. Newsletters often included information about upcoming workshops, campus events, recaps of previous events, scholarship information and resources on campus. Some high-lighted resources include online tutoring, food pantry information, and financial aid assistance.

Promise challenges

Program challenges for the year for the promise was the inability to get a real time roster of the current promise students. New students for the promise joined at few different points in the year.

- The Campus Food Pantry serves students facing food insecurities.
  - The chart below is an overview of the different Food Pantry activities and the unduplicated students served, and number of times the resource was accessed. For each area, there is an explanation of activities and data tracking and record keeping for each area. Because maintaining rosters or enforcing sign-in can be a barrier to food access in some activities, there are no records or partial records for some activities. The actual number of students served and number of times resources are accessed are known to be greater than what is reported.

Area	Total Users	Total Visits
Main Food Pantry	321	1,836
Satellite Pantries	693	3,820
PB&J Sandwich Stations	N/A	4,510
Cal Fresh Enrollment	38	N/A
Mobile Food Pantry	N/A	810
Mobile Farmers Market	224	300
A La Carte	N/A	960
Emergency Food Vouchers	96	574
Gift Cards	148	300
<b>Total</b>	<b>1,199 (unduplicated)</b>	<b>13,110</b>

Food pantry challenges

With the campus closure, this limited access to food and basic needs resources to twice a month. The food pantry was open 5 days a week for food and basic need resources.

2. Describe how program plans were met, including evidence that illustrate how these program plans were met.
  - The Office of Outreach and Relations with Schools advances college access and success through strategic engagement with high schools and communities in the region to recruit and attract students from diverse backgrounds to De Anza College, with emphasis on historically underserved and underrepresented communities, assisting prospective students in their transition from high school to college, and working with new students during their first year in college on student engagement, retention and success.
3. Describe your experience related to transition of remote work, including online services, instruction, and supporting students offsite during the pandemic.

#### Outreach Online Services

- Developed and conducted zoom application workshops and zoom orientations at the high schools (15 high schools) during April & May.
- De Anza Next Steps Fridays from 2-3pm (Starting May 1), transitioned to Thursdays in the Summer. Zoom info sessions to go over Enrollment steps, Promise, open Q&A. This session is open to all prospective students and their families.
- Developed and conducted zoom orientations and ed plan sessions for new students every Wednesday & Thursday from 3-4:30 (32 orientations during Spring and Summer. 60 students per session). 3-4 outreach staff per session.
- eSARS on our website for new and prospective students to book appointments with an outreach counselor
- Updated Online Canvas Orientation to include step by step videos on how to navigate their portal, finding the results of their placement, and creating an abbreviated education plan
- Worked with communications office to revise the website to reflect online services and support
- Sent high school partners updated communications on remote services and resources which included a Graduating Seniors Newsletter on enrollment steps during SIP.
- 3 dedicated staff to respond to new and prospective students' emails.

#### Men of Color Community

- Conducted remote counseling appointments via phone, email, or zoom
- Online Tutoring in collaboration with DAC Promise
- Zoom, email, or phone counseling
- Online graduation celebration

De Anza College Promise currently provides the following online services:

- Conducted remote counseling appointments via phone, email, or zoom
- Promise Kick Off. Promise summer transition program for new promise students every Thursday in August and Sept (7 sessions)
- Student Ambassador Text Messaging Help Desk Support
- De Anza College Promise Canvas Page
- Instagram @deanzacollegepromise
- Online Tutoring in collaboration with Men of Color
- Zoom graduation celebration

Food Pantry/Basic Needs

- Due to the campus closure in Spring 2020 because of Covid-19, the campus Food Pantry and many of its activities were shut down. While we continued to provide the Mobile Food Pantry via our partnership with West Valley Community Services, and in May also added prepared food to-go distribution via our partnership with Loaves and Fishes, we had to find a way to continue to support students with food insecurities. Using funds from the Hunger Free Campus grant, the Food Pantry purchased \$25 Safeway Grocery Store Gift Cards. A process was developed with a request form available on our De Anza website, the criteria of current enrollment was set for eligibility, and a process for checking eligibility and mailing out cards was also established by the Food Pantry employees.
  - Outreach for this resource included:
    - Posting on the Food Pantry webpage.
    - Emailing all previous food pantry student users.
    - Sharing information and the request link with campus programs, departments, staff, counselors and faculty.
    - Sharing on the Food Pantry social media.
    - Sharing during the Mobile Food Pantry

Grocery Store Gift Cards Spring 2020	
Requests	324
Cards Distributed	300
Unduplicated Students	148

4. Describe how Student Equity goals were met and any improvements that were made. Include evidence that illustrate how goals were met using institutional data.

- Outreach efforts are specifically designed to increase access and success for historically underrepresented student populations (African American, Latinx, Pacific Islander and Filipinx students) through annual student conferences, workshops, Men of Color Community, Cash-for-College campaigns, and other on-site services to students and parents at the local high schools. We also serve all first-year college students, targeting students not connected to any learning communities or special programs including, athletics, Umoja, MPS, DSPS, CalWorks, EOP&S, Foster Youth, Veterans, Men of Color, and Impact AAPI, but serving all students.
5. Describe the impact of the 2020 pandemic and all of the associated events have had on the students served by the program. Share what the program review data reveals about the corresponding impacts of the current circumstances.
- The pandemic had a significant impact to our outreach services due to our focus on face-to-face interaction and direct support. We had to immediately set up our services for virtual service. Which includes student booking appointments on eSARS, zoom & phone counseling sessions, zoom orientations, zoom application workshops, and Next Steps Thursday/Fridays (enrollment Q&A sessions). Also with the pandemic happened during our recruitment season, many of the college and career fairs were cancelled, as well as our outreach events (students conferences and enrollment day). Due to all these cancellations our outreach was significantly reduced by 70% of the previous year.
6. Describe resource needs based on current programs and services to effectively and efficiently serve students.
- With the role of Outreach expanding and the institutional priority for core services and implementation of new student retention services. There may be potential to increase departmental staff to meet on-going needs.
    - Outreach Assistant (currently vacant)
    - Funding for student ambassadors (DASB has not funded the student Ambassador program for 2 years, stating that the college should fund this program due to the importance of their role in the recruitment of new students)
    - Program Coordinator
    - Administrative Assistant II
    - Install handicap accessible door into outreach.
7. Other Relevant Information, including future anticipated goals.
- Anticipated goals are to reevaluate SSLO for outreach to due significant changes in services for the outreach department.



