

Outreach Department
AUP for Academic Year 2022-2023
October 2021

Describe Department/Unit

Connection to College Mission

The mission of Cerro Coso Community College is to improve the life of every student it serves. The Outreach Services department for Cerro Coso is dedicated to providing outstanding levels of service for all students, to inform and educate students and the community regarding Cerro Coso. To provide excellent community engagement and provide dedicated and positive relationships collaboratively with the community to enhance economic and social development in our area.

The purpose of Outreach to strive and empower to motivate potential students to start their educational paths towards a degree, transfer or career. To inspire current students towards completion and success as they move through their chosen educational path. Creating an enrollment management plan that will provide a responsive, flexible, educational, and research-based approach to help increase student enrollment. We want to increase enrollment by creating and implementing a broad, coherent, and well-integrated recruitment plan that is equitable for all in our service area.

Outreach Services will develop and facilitate the outreach efforts of the college and support all of the campus sites within Cerro Coso by working cohesively. The number one goal of our mission is to provide excellent leadership in developing relationships with our community and focus on student recruitment. We participate in special events and college fairs; provide pre-collegiate programs and services such as enrollment assistance at high schools and community agencies, offer campus tours, special registration events, community involvement and an overall presence of student life on campus through our outreach efforts.

Report on Improvements Made and Gaps Identified in the Prior Year

Student Equity

Actions Taken Last Year

Outreach has been heavily involved in actively recruiting students for all the sites in the past year. The below table shows Cerro Coso's student enrollment population starting in 2016 through 2020 with the Dual Enrollment, and inmate enrollments removed from the numbers. Outreach is focused on continuing recruitment efforts to all prospective students in order to increase enrollment numbers at each one of the sites. In order to do this, Outreach is attending events throughout our service area and working with all the campuses in order to promote CC within the communities surrounding the sites. As well as working with service area high schools in order to educate high school students as to the benefits of attending Cerro Coso after graduation.

		Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Cerro Coso CC	Total	3,005	3,218	3,376	3,410	3,534
On-line	Yr to Yr Change		7.1%	4.9%	1.0%	3.6%
Cerro Coso East	Total	171	165	165	286	59
Kern	Yr to Yr Change		-3.5%	0.0%	73.3%	-79.4%
Cerro Coso ESCC	Total	185	191	184	171	37
Bishop	Yr to Yr Change		3.2%	-3.7%	-7.1%	-78.4%
Cerro Coso ESCC	Total	196	175	165	160	14
Mammoth	Yr to Yr Change		-10.7%	-5.7%	-3.0%	-91.3%
Cerro Coso KRV	Total	186	155	147	105	2
	Yr to Yr Change		-16.7%	-5.2%	-28.6%	-98.1%
Cerro Coso Main	Total	1,683	1,679	1,630	1,410	797
Campus	Yr to Yr Change		-0.2%	-2.9%	-13.5%	-43.5%

Due to Covid-19 in early spring of 2020, the college was forced to close the campus and move all classes to online, thus creating very uncertain times for students and the campuses. Outreach started created informational workshop via Zoom in late spring and continued through summer in order to inform all incoming students at all of the sites of the classes available at CC and the services available during these times. In the Fall of 2021, some normalcy has returned with a few classes being offered on grounds, but the majority of classes are still around 60% online, making student recruitment very difficult.

With the assistance of the CC IR department, Outreach is able to pull semesters of applicants who never completed their application or completed their application, but did not register for classes. The approach will be used every semester and implemented by Outreach in order to increase application rates along with enrollments at all sites. Along with conducting our own enrollment campaigns and sending through an email platform, Outreach is also working with the Director of Counseling and using Navigate to do email and text campaigns as well in order to increase and drive retention numbers up with our existing students. Navigate is a great way to engage students who currently take classes at CC and need to be reminded of registrations time, counseling support services and more.

Outreach did not engaged in community outreach events this past year due to Covid and implemented district and state precautions. Outreach, however did create and present many online workshops in order to promote the college and increase visibility throughout the communities as well as to current and prospective students. Outreach conducted fall 2020 and spring 2020 workshops in the following topics:

- Application
- Registration
- Dual and Concurrent Enrollment
- Financial Aid and Special Grants
- Goal Setting
- Mental Health Awareness
- Open House
- Parent Night
- Time Management
- Stress Relief
- Virtual Career Day-Local area High Schools attended

Each one of these events was attended well and documented by attendance records, with intentional email campaigns after each event. These events increase awareness and support for attending college, we will continue to outreach and target specific populations of prospective students through these events.

Enrollment numbers have been decreasing this past academic year due to the current situation of our society and economy. CC Outreach is committed to developing strong and innovative strategies to engage prospective students by providing up to date course and service information.

Recruitment Strategies:

- Increase CC outreach to the local high schools and junior high schools.
- Open houses/information night for returning adults; other special events focused on returning adults.
- Financial Aid workshops at local high schools and Financial Aid completion night events for student and parents; develop web based tutorials.
- Highlight the Career Pathways Programs
- Recruit Recent High School graduates who did not enroll in a college.
- Connect all veterans with the Veterans services.
- Promote DACA/Dreamer Resources on campus-improve Spanish material and resources.
- Active Social Media Campaign's
- Student Spotlight campaigns
- Increase community engagement through events on/off campus.
- Promote ACCESS Programs
- Inmate education support.

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Gaps to be Addressed

Gap population of 35 year sf age and older application to registration.

Term	Applicants	Verified Applicants	Verification Rate	Registered in App Term	Take Rate
Fall 2018	411.0	385.0	93.7%	192.0	49.9%
Fall 2019	523.0	473.0	90.4%	272.0	57.5%
Fall 2020	379.0	341.0	90.0%	181.0	53.1%
Fall 2021	106.0	84.0	79.2%	30.0	35.7%

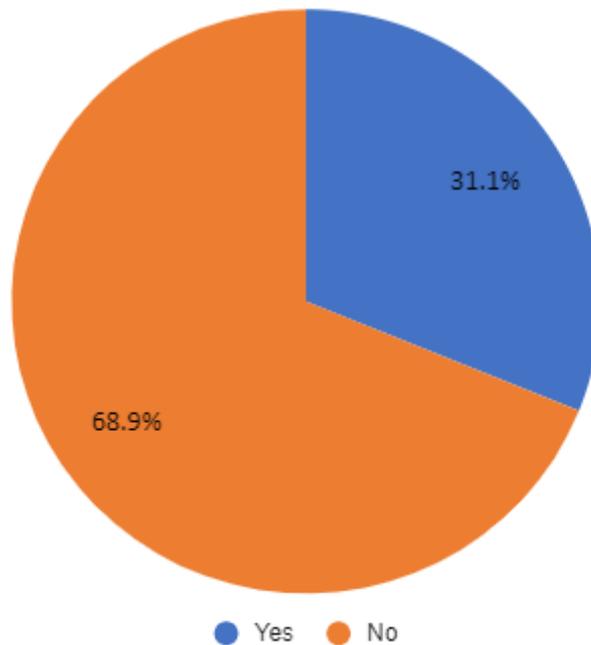
Above shows the terms from 2018-2021 Fall Enrollments applications from any new applications to Cerro Coso from the age group 35 years of age and older between males and females. This table shows new applications and excluded from this table are "special admit." This shows the increase decline of new applicants in this age group. Looking at Fall of 2021 we had 106 applicants and 84 verified with a 79.2% rate of applicants, but you can see only 30 of those applicants actually registered in the application term. This shows only 35.7% of all new applications are registering for the following term, but we are losing over 64% or over half of our applicants because they are not registering.

The application to registration efforts for this age group have drastically declined from 2019 to 2021 and the need to increase the overall numbers is very important to Outreach. In conjunction with the email campaigns and Navigate, Outreach along with Counseling services plan to address these gaps each semester and reach out to these students in order for them to register for classes. This will assist with enrollment and increase our application to registration rates for the college.

Awareness of Student Ambassador Program at CC:

Did you know that Cerro Coso has a Student Ambassador Program? (N=212)

(The below figure shows AY 2021.)



The Outreach Department oversees the Student Ambassador program at Cerro Coso and for the past 3 years has worked on campaigns to show to CC students who the current ambassadors are throughout all of CC. The above pie chart (Student Experience Survey 2021) shows there is still a lack of awareness to the program. Outreach consistently has 7-10 ambassadors at all site locations where a student campaign is designed to showcase who our ambassadors are. Outreach is dedicated to our ambassador program at CC and will continue to increase the percent rate of awareness of the program annually.

Outcomes Assessment: Loop-Back Improvements Made

Actions taken in the prior academic year

This past year has been heavily focused on assessing what outreach efforts are already being done and what new efforts can be added to the program to increase overall enrollment and community partnerships for Cerro Coso. Due to the past year being effected by Covid-19, many of Outreach efforts has had to be shifted to the online platform and re-thinking of how we outreach to prospective and current students of CC. Outreach has its own page on CC's website dedicated to information about Outreach and the services provide which is accessible easily for the community to reach out and contact the office. The recent implementation of "Campus Tour" at the top of the CC website page, had increase due to the availability of students being able to fill out a web form to either ask for a campus tour or inquire about other services. Once students click on the tab, they are taken to the outreach page where students can also watch a "virtual tour" of CC and all of locations. Last spring, Student Ambassadors helped create a low budget virtual tour and its available to view on our website and YouTube.

Outreach is committed to reaching out to residents of our local communities to provide access to higher education through a variety of services, on and off-campus as well as online. With knowledgeable staff and support from Counseling, EOPS, Financial Aid and Admissions and Records, these services include assistance with admissions and financial aid applications, assessment, orientation, educational planning, and registration. Other services include presentations, workshops, campus visits, and campus tours. Through partnerships with local high school districts, community agencies, outreach is able to work with traditional and non-traditional students who are interested in certificate and degree programs as well as those who want to transfer. It is truly a team effort from all of the areas of student services in order to enhance recruitment efforts for CC.

Outreach continues to work with all of the sites and utilize personnel on those campuses to improve and enhance on campus and off campus events, along with virtual events by planning and working together. The collaboration of campuses continues to work well, especially under the past years conditions. Utilizing "All-site" presentations has been doing very well and our attendance numbers are well.

The Ambassador program continued to increase throughout this past academic year, including the ESCC Bishop and Mammoth campuses. Outreach continued to work with site Director in order to build the program at their sites in order to increase the program and awareness of the Ambassador's on all campuses. These students continue to be a positive representation of Cerro Coso and are utilized at many CC events in our community. Implementation of the Ambassador campaign as boosts campus awareness, but there is much more improvements in this areas that can be done.

Outreach has increased its own innovative ways to market CC into all of the communities within our service areas. Building awareness surrounding the campuses has helped increase knowledge regarding CC academics and offerings. With the assistance of Interact, CC Outreach and VP Of Student Services had a brochure created where is showcased all of CC's information along with the "why" factor of CC. It was a very impactful brochure that is now available throughout all of our communities. The document can be edited for future use in order to keep relevant. The creation of a Cerro Coso Tiktok channel was also implemented for marketing purpose and the effectiveness of the channel will continually be assessed.

Student recruitment and retention has been a big part of Outreach even more this past years, with very direct and intentional email and text campaigns. For the past year, email campaigns have been designed by Outreach to focus on; application completion, application to registration, student stop-out, and dual and concurrent enrollment increase. Targeted emails with specific guidance regarding next steps and support are emails to these demographics of students at strategic times before the semester starts in order to in crease enrollments. The conversion rate is tracked through Outreach as well as IR every semester. The intent is to increase enrollments and awareness of services available at CC.

Academic Year:	Total Applicants who did not finish App:	Enrolled @ Census	% Conversion Rate
202070	1,823	213	11.68%
202130	540	142	26.29%

The academic year 202070 have several fraudulent applications, so the conversion rate is skewed.

Outreach has also focused heavily on our Stop-Out students and has provided direct support to these students by emails and personal phone calls. This is annual initiative and will be reported on next AUP cycle.

Intentional messaging to students as also been a new improvement in Outreach, more of a guided way of communication versus a commanding way. Being present for students and available has been implemented in late Fall of 2020. Ambassadors are calling students and reaching out in order to help with retention efforts, making sure students have the tools to continue at CC. Messages from the VP of Student Services has also gone out throughout the past year, designed to increase student awareness and provide support service information to students attending CC.

Outcomes Assessment: Results of Last Year's Assessments

Recognition and celebration of milestone achievement awards for student to improve overall retention and promote student success in their chosen educational pathway.

Target Met?

Did Not Assess

Increasing student involvement in on campus activities and developing a robust student life on all campuses. In the 2021 Student Experience Survey an overwhelming shows 77.41% of students have never participated in student activities or extracurricular events since becoming a CC Student. This is way down due to the past year of the pandemic and the campus being closed for over a year.

Target Met?

No

Increase the Student Ambassador Program on all campus sites and use all Ambassadors to assist with outreach events on and off campuses to promote Cerro Coso and activities. In the recent 2021 Student Experience Survey 65.2% of CC students stated they have never interacted with a student Ambassador on campus. This result could be due to the pandemic and the closure of the campuses.

Target Met?

No

Increase Community Partnerships and increase involvement and recruitment efforts with all area schools. This was very challenging this past year due to the pandemic, many of our efforts were decreased due to the online environment at all of our local area schools.

Target Met?

Did Not Assess

Outcomes Assessment: Missed Targets

Prospective Traditional Students participating in outreach events will be able to apply and enroll at Cerro Coso

Type:

AUO

Target Missed/Gap Detected:

Outreach has encountered several prospective traditional students at outreach events who do not fully understand what Cerro Coso can provide academically for them.

Type of Gap:

Other (explain in Analysis).

Analysis and Plan for Improvement:

Outreach will continue to conduct several outreach reach events annually directly targeted to traditional students who are considering CC. It has been requested that the "How did you hear about us?" be added to the CC apply in order to track how students are learning about CC. Working with Admissions as well as district support in order to add this to the application. In the request for more information, I will also be asking what event the prospective student was at where they learned about Cerro Coso services. Outreach needs to be able to track the events we attend and annually assess what events are positive events to attend for recruitment purposes. Implementation of CRM, student recruitment tool will be coming in early spring to address the tracking of events

Outreach will work closely with the Director of Counseling, Director of Access, and the Director of Admissions and Records in order to better coordinate their staff to attend more outreach events throughout our service areas. Outreach does not have the ability to have its own outreach team, therefore coordination among the different departments is key in order to plan in a timely manner attendance to events. By doing so, we will be able to have knowledgeable staff that will provide important information and answer questions potentially asked at events we attend.

Anticipated Semester for Implementing Planned Improvements:

Spring 2022

Anticipated Semester of Next Assessment:

Fall 2022

Prospective Untraditional Students participating in outreach events will be able to apply and enroll at Cerro Coso

Type:

AUO

Target Missed/Gap Detected:

Outreach has encountered several prospective untraditional students at outreach events who do not fully understand what Cerro Coso can provide academically for them.

Type of Gap:

Other (explain in Analysis).

Analysis and Plan for Improvement:

Outreach will continue to conduct several outreach reach events annually directly targeted to untraditional students who are considering CC. It has been requested that the "How did you hear about us?" be added to the CC apply in order to track how students are learning about CC. Working with Admissions as well as district support in order to add this to the application. In the request for more information, I will also be asking what event the prospective student was at where they learned about Cerro Coso services. Outreach needs to be able to track the events we attend and annually assess what events are positive events to attend for recruitment purposes. I do believe Outreach needs to have very specific ways to support and direct prospective students on how to apply and register for classes.

Outreach will work closely with the Director of Counseling, Director of Access, and the Director of Admissions and Records in order to better coordinate their staff to attend more outreach events throughout our service areas. Outreach does not have the ability to have its own outreach team, therefore coordination among the different departments is key in order to plan in a timely manner attendance to events. By doing so, we will be able to have knowledgeable staff that will provide important information and answer questions potentially asked at events we attend.

Anticipated Semester for Implementing Planned Improvements:

Fall 2021

Anticipated Semester of Next Assessment:

Fall 2022

Outreach Services continue to build and expand on community partnerships across all college service areas.

Type:

AUO

Target Missed/Gap Detected:

Outreach is committed to reaching out to residents of our local communities to provide access to higher education through a variety of services, on and off campus, as well as expanding online services.

Type of Gap:

Other (explain in Analysis).

Analysis and Plan for Improvement:

Outreach services include multi-lingual college information, assistance with admissions and financial aid applications, assessment, orientation, educational planning, and registration. Other services include presentations, workshops, campus visits, and campus tours. Through partnerships with local high school districts, community agencies, and universities, the College is able to work with traditional and non-traditional students who are interested in certificate and degree programs as well as those who want to transfer.

Outreach continues to work closely with Campus Directors at ESCC, Tehachapi, California City, Edwards, and Lake Isabella in order to strengthen the community partnerships and available outreach events at each site. As well as, working with the staff at each one of these sites to coordinate and plan outreach events for all the sites. Implement the outreach calendar and keep better track of all events on and off-campus, as well as any virtual events. Provide the link and QRL code for "CC More Information" at outreach events for all sites to utilize and help strengthen community partnerships.

Anticipated Semester for Implementing Planned Improvements:

Fall 2021

Anticipated Semester of Next Assessment:

Fall 2022

Outreach Services continues to strengthen current student pathways through recognitions of milestones.**Type:**

AUO

Target Missed/Gap Detected:

Outreach will work with the IR department and request data regarding students and their completion of 15 units or 30 units in a semester and provide targeted communications.

Type of Gap:

Other (explain in Analysis).

Analysis and Plan for Improvement:

The measure of success will be tracking each student that completes the milestone units and measuring their success each semester as they complete their desired education pathway. This way we can see the completion rates for students. Increase the success rates of all students. Create just in time communication for students who reach these milestones, offer support services and other information to help students complete and persist on time.

Anticipated Semester for Implementing Planned Improvements:

Fall 2021

Anticipated Semester of Next Assessment:

Fall 2021

Outcomes Assessment: Schedule of This Year's Assessments

Increase applicants conversion rate each Fall and Spring semester by implementing email and text campaigns before each semester begins. Increasing awareness for potential students to complete the application and be fully registered the following semester. This will be annual assessment.

Assessment:	Year:
Applicants to Census	Fall 2022

Decrease the number of stop-out students each semester. Work with IR to develop a list of students who have recently stop-out from the previous 2 semesters and create targeted communicate to re-engage these students back to enrollment. Provide support service information and guidance to support these populations of students regular basis. This will be an annual assessment.

Assessment:	Year:
Stop out Students	Fall 2022

To increase the use of "Ask a Question" and Ocelot chat bot platforms for perspective students to ask questions about Cerro Coso and have real time support. The data analytics will be available annually.

Assessment:	Year:
"Ask a Question:	Fall 2022
Ocelot	Fall 2022

Increase high school applicants from local area high schools in all of our services areas. Attracting students to CC straight from high school by outreaching CC academics and services throughout the school year at various events throughout the year.

Assessment:	Year:
Graduating Seniors enrolled at CC	Fall 2022

Program Review

Outreach Services

Year of Last Program Review:

Outreach does not have a Program Review.

Actions Taken in the Prior Year to Address Strategies:

Strategies Still to be Addressed:

Last Year's Initiatives

Create an enrollment management team at Cerro Coso Community College in order to create a comprehensive Recruitment and Outreach plan.

Outreach has continually tried to open discussions on the need for an enrollment management team at Cerro Coso. This past year due to Covid-19, enrollment as decreased rapidly and the need for a team that fully understands the process behind increasing enrollment along with the developing strategies to do so. The initiative has been taken over by the Office of the President who will be creating and Enrollment Management Taskforce later this year and into the spring. The role of Outreach for this new initiative will be serving as a member only.

Recognition and celebration of milestone achievement awards for student to improve overall retention and promote student success in their chosen educational pathway.

The data has been developed and is obtainable through Cognos. Working with Student Services and the Office of Instruction to develop the best way to present awards to students along with appropriate messaging from Cerro Coso. Messaging will be crucial in the way we communicate to students next steps after completing specific units and or certificate of achievements. Working with the Student Equity and Achievement committee to finalize the messaging for students.

Provide a platform for perspective students to ask additional questions about Cerro Coso after outreach events in all our services areas..

This process was developed and can be used, but since the past year has been primarily all on line and with our in-person events, this could not fully be implemented. Pending further implementation and possibly upgrading to a CRM platform more conducive with tracking and recruiting new students.

Increase Transfer awareness and overall transfer rates to four-year institutions.

This is an ongoing initiative in Outreach to provide transfer awareness.

Reminder of Initiatives for the Current Year

Reminder of Initiatives for the Current Year

Application to registration campaign each semester.

Create a more robust online outreach environment where workshops and other activities can be provided to the online student population.

Plan Initiatives for Next Year

Initiatives for Next Academic Year

Application to registration campaign each semester.

Is this part of a multiyear initiative?

Yes

Specific Action Steps to be Taken:

- Establish the clear need to have a list of students who have applied to CC but have not registered for the semester after they applied.
- Create a marketing campaign to reach each applicant who has not registered and create a clear way to communicate they have not registered.
- Use platforms such as Constant Contact and Navigate to email students regarding registration
- Use Ambassadors and call students for an added layer of support.
- Provide support techniques for students to utilize so they can register for classes.
- Document the numbers of students each semester who do register after campaigns as well as who do not.

Early Observational Data, or "Lead" Measure(s):

- Identify appropriate dates to conduct campaign each semester
- Identify appropriate platform to send messages for the campaign.
- Develop strategies to increase enrollment at all sites.

Does the department request help developing these instruments?

Yes

Institutional Performance Data, or "Lag" Measure(s):

- Increase overall enrollment numbers at each site through these campaigns.
- Increase awareness of courses and offerings by personal contacts and information about enrolling.
- Data from these lists each semester will be used track enrollment increases each semester.

Person Responsible:

Director of Outreach with the assistance of IR

Unit gap or institutional goals addressed:

It addresses a Strategic Plan goal or objective

Increase retention each semester

Is this part of a multiyear initiative?

Yes

Specific Action Steps to be Taken:

- Establish a list of students who have taken courses in the previous term, but have not registered for the current term
- Establish clear communication to these students as to how to register and connect them with support services, such as counseling and financial aid.
- Create support techniques for these students to easily access, such as Ambassadors to walk them through the registration process.
- Document the number of students who are persisting to the next semester.
- Document the number of students who are not persisting, develop call campaign for all stop-out students as well as email follow-ups.

Early Observational Data, or "Lead" Measure(s):

- Identify appropriate dates to conduct campaign each semester
- Identify appropriate platform to send messages for the campaign.
- Develop strategies to increase enrollment at all sites.

Does the department request help developing these instruments?

Yes

Institutional Performance Data, or "Lag" Measure(s):

- Increase overall retention numbers at each site through these campaigns.
- Increase awareness of courses and offerings by personal contacts and information about registering.
- Data from these lists each semester will be used track enrollment increases each semester.

Person Responsible:

Director of Outreach with the assistance of IR

Unit gap or institutional goals addressed:

It addresses a Strategic Plan goal or objective

Evaluate Resource Needs

Facilities

Outreach is in need of more space for all of the events and responsibilities coming out of this office. Outreach is currently in a very small space and has limited growth potential. Requesting to look into office expansion on the 1st floor to create more of an open space for Outreach, potentially taking over existing space from Pony Espresso in order to increase square footage of the office.

Outreach is in need of a permanent storage location, currently Outreach is using the music room for overflow and it is not a permanent space due to the fact it is designed to be a classroom. Looking for a better option that is designed to provide the space needed to house items appropriately all year long.

Outreach is also requesting the replacement of "Student Activities" sign above the door of the outreach office to be renamed to "Outreach Services."

Continued support of services as events continue and increase here on campus. The student center would like to hang the "Graduation" Banners in the center, support on hanging those banners to highlight graduation through the years and provide motivation for students as they enter the center. .

Outreach would also like to create a space where we can showcase the 5th grade banners from the past 2 years and add to the space annually. The importance of the 5th grade day banners is for someday future CC students can see their names on the banners they signed as a pledge so many years before.

Information Technology

Continued support of services as Outreach events continue on campus and online each semester.

Marketing

The Public Information Officer and the Director of Outreach continuously collaborate on marketing strategies for upcoming events on and off-campus. The prior years request of involvement in Social Media platforms has been granted as well as bi-weekly meetings to better collaborate between the two offices.

Professional Development

Attend the RNL National Conference 2022 July 14-16th in Washington, DC. This conference covers annually topics pertaining to Enrollment Management, student recruitment, student success strategies and multi-channel outreach within communities.

Attend ACCROA Annual Conference 2022 (TBD). Develop tools and resources , build and enhance an enrollment management plan or develop one. Information that can be used to improve student success measures throughout the college and create recruitment and retention strategies, which all align with the current CC Strategic Plan.

Other Needs

Staffing Requests

1000 Category - Certificated Positions

2000 Category - Classified Staff

Enrollment/Educational Advisor-Outreach

Location:

Ridgecrest/IWV

Salary Grade:

46.0

Number of Months:

12

Number of Hours per Week:

40

Salary Amount:

4,879.03-6,893.94

Justification:

1. This will be a position will support direct Outreach efforts with recruitment and retention efforts. To enhance the ability to inform students directly through this office will increase the engagement at events on and off campus, educational support and information can be directly provided to potential students.

- Under the direction of the Outreach Director, serve as a paraprofessional counselor advising students in areas related to academic careers including certificate, graduation, transfer and major requirements; advise students on various careers and on the requirements necessary for achieving career goals.
- Advising students in areas related to academic careers; assist students with establishing academic goals and selecting courses to meet their goals; communicate with students in person, on the telephone and online.
- Provide initial assessment of transcripts from other institutions; receive and forward transcripts to admissions and records office.
- Assist students with career searches; provide referrals to various print and computerized resources.
- Assist Student with the application process and work with Admissions to complete the application if necessary.
- Assist students with registration support as needed.
- Participate in community outreach programs and make presentations to students, faculty and community on behalf of Outreach as assigned.

2. The impact to the college is as of right now, students cannot speak to a Counselor or an Educational Advisor without making an appointment to discuss options. This position allows for real time support through our office on and off campus. While students will still need to make an appointment through CC Counseling, this position will offer the ability to answer questions and provide first line support to the student. Many times at events potential students are asking questions that are difficult to answer and possibly be misinformed if regarding educational requirements. This position will also support expanding the ability to provide workshops on a regular basis that will support Application, Registration, FASFA and basic needs information on a regular basis.

3. No.

4. The Director of Outreach currently works with Counseling, Access, Admissions and Financial Aid to pull employees to different outreach events on and campus. Sometimes the availability of personnel to attend these events is limited or not feasible at all. The benefit of Outreach having its own employee who is well versed in our application/registration process along with an education advisor experience will enhance efforts by allowing for a more streamlined planning approach for recruitment.

Department Assistance III

Location:

Ridgecrest/IWV

Salary Grade:

38.0

Number of Months:

12

Number of Hours per Week:

40

Salary Amount:

\$3286.64-\$4,643.93

Justification:

1. Outreach is requesting the current position of Department Assistant II to be increased to Department Assistant III due to the increase load of work on the current position.

- Increased specialized clerical support requiring a broad knowledge of an assigned program-Outreach.
- Type and proofread a wide variety of reports, letters, projects and proposal's; compose correspondence related to assigned responsibilities-Constant Contact email campaigns support and other outreach related items.
- Participate in planning, developing and implementing a variety of events and functions directly related to Outreach and Student Services.
- Assist in training Student Workers and Ambassadors-Scheduling and coordinating.
- Participate in budget preparedness and administration; prepare cost estimates for budget recommendations.

2. The impact on the college if the position is not filled is very low, but the reality is the current position is conducting work at a higher level than previously designed for. The position has evolved and is needed for Outreach along with supporting Student Government, Faculty and Student Travel.

3. No.

4. The work assigned to this position is not being accomplish, the current position is remaining do to the same level of work that is currently outlined in the Department Assistant II job descriptions. The need to increase the current position to a DA III is due to the increase of workload and need occurring in the office.