

Connection to the 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 a 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:

None to report on, this is the first year Outreach Services will be conducting an Annual Unit Plan.

Plan Initiatives for Next Year:

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

Action Plan: Outreach will work with the IR department and request data regarding students and their completion of 15 units or 30 units in a semester. Once data has been developed, the responsibility of the Outreach department is to celebrate these milestone for all students, on every site and online. This recognition will be done at the end of every semester in a public format and or by mail. Spring 2018 will be the first semester this recognition will be done:

15 Units: Spring 2019

30 Units: Spring 2019

Certificate Achievements in Chosen Pathway: Spring 2019

Measure of success:

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 success rates of all students.

Person Responsible:

Director, Outreach Services with the assistance of the IR Department.

2. Increasing student involvement in on campus activities and developing a robust student life on all campuses.

Action Plan: Increase student involvement at events such as the “Welcome Back-Cerro Coso Rocks”, Career Day, on campus Guest speakers and activities put on by clubs. According to the CC Student Experience “College Wide” Survey; 42.1% of students disclosed that they have “Never participated” in a student activity at Cerro Coso during this academic year. Outreach would like to decrease this percentage by 10% in the next year.

Measure of success:

The measure of success will be measured by decreasing the percentage of students who have never participating. Thus, increasing the percentage of students participating in student activities on campus. Using the Student Experience Survey for “Campus wide” results for 2019.

Person responsible:

Director, Outreach Services.

3. 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. Ambassadors are also expected to assist with building the mentor program and “Shadow a Coyote” plan.

Action Plan:

According the CC Student Experience “Campus Wide” Survey only 19.31% of students “Strongly Agreed” that they are satisfied with the amount of student activities and opportunities to socialize on campus. 22.77% are “Neutral” on the subject. Student Ambassadors becoming more involved on all campus activities, such as guest speakers, athletics events, High School outreach, Community involvement and being present in the student center will assist with increasing student life.

Ambassadors will be also be involved in the mentor program, which is planned to be implemented in by fall of 2019. New students will be paired with Ambassadors who will provide campus tours and provide positive information students regarding Cerro Coso academics and campus life. This will increase the overall percentage of students satisfied with opportunities to socialize and stay on campus.

Measure of Success:

The Measure of Success will be measured by CC Student Experience Survey for 2019 and the Graduation Exit Survey for spring of 2019.

Person Responsible:

Director, Outreach Services.

4. Increase Community Partnerships and increase involvement and recruitment efforts with all area schools. Plan, develop, organize, coordinate, implement, direct and evaluate the operations

and activities of Outreach events while building a comprehensive enrollment management plan for all outreach events and targeted populations.

Action Plan:

Identify and schedule outreach opportunities, maintain an annual calendar of outreach and promotional activities and events. Create an “Outreach Committee” or “Enrollment Management Committee” to assist with organizing and planning all major outreach events on campus and increase enrollment in specific gap populations.

Events such as:

5th grade Day

Career Day

Welcome Back events

Community Outreach Booths

High School Visits

Linking Academic and Recruitment Programs with more faculty involvement.

Gap populations such as:

AB540 Students

Veterans

Concurrent Enrollment

Measure of Success:

The Measure of Success will be measured by preparing, collecting, and maintaining statistical information and other data related to Outreach events provided throughout the year. Tracking and Assessing Outreach activities.

Person Responsible:

Director, Outreach Services.

Evaluate Resource Needs:

Facilities:

Continued support of services as events continue and increase here on campus. The student center would like 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.

Information Technology:

Continued support of services as events continue and increase here on campus. Outreach would like a second monitor for the DA II workstation. This will allow for a better work flow while working on annual budgets and having to view multiple spreadsheets.

Marketing:

The Public Information Officer and the Director of Outreach continuously collaborate on marketing strategies for upcoming events on and off campus.

Professional Development:

Participating in the Guided Pathways Conference in October 2018. Attend the Converge Conference in February 2019, for digital marketing for education, important for recruitment tactics. Student Success Conference October of 2019.

Research and Data:

Requested in August an IR report for measuring student achievements of 15 units and 30 units. This will be an every semester request. Also, work towards data analysis of events on campus and the outcomes towards recruitment of students.