

Outreach Department

AUP for Academic Year 2020-2021

October 2019

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

Cerro Coso Student Enrollment (Unduplicated by Academic Year)						
CC CAMPUS SERVICE AREA	Special Population	2015	2016	2017	2018	2019
Cerro Coso East Kern	(All Students)	423	514	554	633	694
Cerro Coso ESCC Bishop	(All Students)	503	548	512	481	499
Cerro Coso ESCC Mammoth	(All Students)	350	358	376	350	355
Cerro Coso IWW Main Campus	(All Students)	1,748	1,765	1,643	1,562	1,501
Cerro Coso KRV	(All Students)	396	369	359	323	311
Grand Total		3,420	3,554	3,444	3,349	3,360

Outreach has been heavily involved in actively recruiting students for all the sites in the past year. The snapshot above shows Cerro Coso's student enrollment population starting in 2015 through 2019 with the Dual Enrollment, Police 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 this, Outreach is attending Outreach 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.

In addition to the overall enrollment numbers, Outreach has been working on addressing the gaps of serving adult learners. Over the past year, the department has been working closely with the Career Technical Education Dean and surrounding sites in order to promote CTE courses more conducive to a working adult and encouraging degree or certificate completion. Also working with the Dean of Instruction in order to look at current scheduling and see if the schedule can be changed some in order to assist college attendance for a working adult. Together, we are all working to market and outreach the benefits of degree completion for CC's

adult perspective learners.

Outreach engaged in community outreach events throughout the past year in order to promote the college and increase visibility throughout the communities. Some events include Kern County Back to School, Cerro Coso Rocks Your Orientation, Kern College Night, International Community Day, Career Day, Desert Empire Fair, NAWA Events, Veterans Stand Down and many more. We also continue to outreach to our local area High schools, Middle Schools and Elementary School in events such as Senior Day, Career Day, 5th grade Day, Parent Night, Open House and more. These events increase thoughts of attending college and we will continue to outreach and target specific populations of prospective students through these events.

Student Equity: Gaps to be Addressed

Ethnicity: Two or More Races

Gap Identified:

The ethnicity amount of CC students enrolled at each site versus the community census population in the community where the campus is located. With the assistance of Institutional Research compiling a report that assists with a look at the campus enrollment numbers, excluding incarcerated students, by ethnicity and then assessing the Census report for each community to determine the gap populations being under-served at each campus. For instance, in 2019 ESCC Bishop Campus serves 38.6% of White or Caucasian students at their campus, but the community census report states that over 68% of their community is White or Caucasian, therefore ESCC Bishop Campus is only representing 55% of the total population in their community.

Addressing these enrollment ethnicity gaps for each site, Outreach can design and implement an intentional outreach and recruitment program that convinces prospective students to choose Cerro Coso Community College. To clearly align the student needs with campus information and academic programs that will increase specific ethnicity gap enrollments at each site.

Age: 20 to 29 years

Gap Identified:

Providing transfer awareness information in order to assist and prepare students for transferring to a 4-year college. Outreach would like to work with Counseling and the VP of Student Services to track where our students are transferring to and following up with those students after they have transferred.

Fall 2018 Enrollment, by Educational Goal

	Headcount	%
Transfer to 4 Year College ¹	2,119	43.5%

In 2018, we reported that 43.5% of students transferred to a 4 Year College, but CC has no means of tracking where those students are actually going. By editing and adding a few questions on the "Graduation Exit Survey" which is mandatory for graduating students to take, a student could add what 4-year college they will be attending after graduation as well as a forwarding email, so that we can follow-up after graduation. Outreach would like to meet with the Director of Counseling and VP of Student Services to discuss other strategies for tracking transfers and communicating with past CC Students. We could assess transfer preparedness while they attended CC and track our overall transfer rates by tracking where students end up.

Outcomes Assessment: Actions Taken

Actions taken in the prior academic year

Outreach is entering its second year as its own unit. 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. Increasing community outreach as several different events throughout the year has increased our visibility and resulted in a specific request for attendance at community events, high schools and or campus visits. Outreach has created its own page on CC's website dedicated to information about Outreach and the services provided.

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. 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 has increased efforts to work with all of the sites and utilize personnel on those campuses to improve and enhance on-campus and off-campus events by planning and working together. The creation of the outreach calendar has improved the organization and planning of weekly events. The calendar is held in outreach and it has been utilized productively throughout the past year for all the sites to have a visual way to see what all campuses have going on during the months.

Outreach continues to recruit current students of Cerro Coso to become Student Ambassadors. The Ambassador program increased throughout the past year from 2 to 11 in the 2018-2019 academic year, even adding two new Ambassadors at the ESCC Bishop and Mammoth campuses. These students continue to be a positive representation of Cerro Coso and are utilized at many CC events in our community.

Assessments completed in the prior academic year

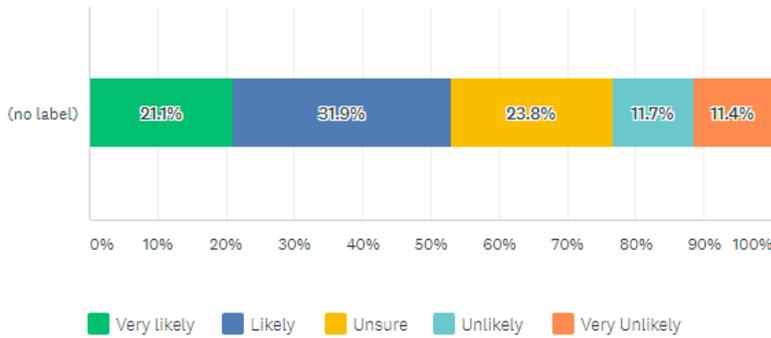
Outreach has increased communication with all Student Services Directors and Managers and continues to plan and organize outreach efforts together at all the campuses. This cohesive collaboration allows for their staff to work alongside with Outreach in order to provide the most up to date information regarding CC course offerings, Counseling Services, Financial Aid, Promise, Admissions, and ACCESS Programs in order to increase recruitment efforts.

A number of surveys have been administered throughout the past year at several outreach events held on and off-campus. Examples of surveys completed were for CC Rocks and a target survey specific to High School students. The 2018 CC Rocks event, 122 people attended received the survey, and we received 17 responses regarding feedback on the event. The 2019 CC Rocks event, 181 people attended which is an increase of 48% and we increased this year's responses by 10 for a total of 27 responses for this year. The goal is to increase survey participation each year for CC Rocks.

In the Spring of 2019, Outreach attended several High schools in the IWV and Tehachapi areas where the "CC Feeder High School Student Outreach Survey" was also used as a way to track student's knowledge and interests surrounding Cerro Coso. We surveyed 332 students from several IWV are high schools.

How likely are you to enroll in classes at Cerro Coso Community College? (after you graduate from high school?)

Answered: 332 Skipped: 0



	VERY LIKELY	LIKELY	UNSURE	UNLIKELY	VERY UNLIKELY	TOTAL	WEIGHTED AVERAGE
(no label)	21.1% 70	31.9% 106	23.8% 79	11.7% 39	11.4% 38	332	3.39

The percent of "Very likely" (21.1%) and "Likely" (31.9%) for a total of 53% of HS students will most likely enroll at CC after high school. Outreach will continue to administer this survey each Spring and measure the effectiveness of HS outreach at all of our service areas high schools.

Outcomes Assessment: Gaps to be Addressed

Outreach will provide prospective students participating in outreach events the ability to apply and enroll at Cerro Coso Community College

Type:

AUO

Target Missed/Gap Detected:

Outreach has encountered several prospective students at outreach events who do not fully understand what Cerro Coso can provide academically for them. It's important to provide information and assistance regarding applying, enrolling, courses and the services available at Cerro Coso. Outreach has no way of a follow-up measure for prospective students to contact for further information after an event regarding lingering questions or concerns about furthering their educational goals at Cerro Coso. The priority is to create a way to allow prospective students to follow-up with the Director of Outreach after community event and campus events and track students throughout the onboarding process here at Cerro Coso.

Outreach also realizes that in order to provide exceptional services and information to prospective students, support is needed from Admissions & Records, Financial Aid, and Counseling. These three core services are very important to outreach because they provide information directly related to student needs and they assist with the onboarding process for prospective students.

Type of Gap:

Other (explain in Analysis).

Analysis and Plan for Improvement:

Outreach has requested assistance from the Office of Institutional Research to develop a link and QRL Code for use at all Outreach events. The link will be a way for prospective students to request additional information about Cerro Coso after they have attended

an event where Cerro Coso was present. Once students submit the request for more information, there will be an email notification sent to the Director of Outreach for follow-up. 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.

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 2019

Anticipated Semester of Next Assessment:

Fall 2020

Outreach will hire and work with Student Ambassadors to strengthen the overall student experience through recruitment and engagement of prospective/current Cerro Coso Student.

Type:

AUO

Target Missed/Gap Detected:

Last year Outreach increased the overall numbers of employment of Student Ambassadors from 2 returning in the Fall of 2018 to 10 new hires by the end of Spring 2019. While the numbers of Ambassadors have increased, CC students do not seem to know who are Ambassadors are and what roles they play here at Cerro Coso annually. Outreach doe snot currently have a way to measure the success of the Ambassadors here at CC.

Type of Gap:

Other (explain in Analysis).

Analysis and Plan for Improvement:

Outreach plans to increase the overall community and student awareness of the CC Ambassadors program by showcasing Ambassadors at their campuses and completing a personal biography of each Ambassador. Students need to recognize and feel connected to the Ambassador's who are employed by Cerro Coso. Ambassadors are very important to student life here on campus and serve as mentors for many students throughout the semester. CC students need to be aware they have support available on campus. Prospective Students of CC also needs to be able to communicate with Ambassadors and ask student-centered questions pertaining to student life and education here on campus.

The way to measure the success of the CC Ambassador program is to add two questions to either the "Student Experience Survey" or the "Student Graduation Exit Survey." Outreach will work with the Vice President of Student Services in order to add these questions to the survey.

Anticipated Semester for Implementing Planned Improvements:

Fall 2019

Anticipated Semester of Next Assessment:

Fall 2020

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

Type:

AUO

Target Missed/Gap Detected:

Outreach at other sites can be challenging and very difficult to fully be aware of all of the community partnerships available.

Type of Gap:

Other (explain in Analysis).

Analysis and Plan for Improvement:

Outreach plans to work more 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.

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 2019

Anticipated Semester of Next Assessment:

Fall 2020

Outreach Services continues to strengthen current student pathways through recognition 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. Once data has been developed, the responsibility of the Outreach department is to celebrate these milestones 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.

15 Units:

30 Units:

Certificate Achievements in Chosen Pathway:

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.

Anticipated Semester for Implementing Planned Improvements:

Fall 2019

Anticipated Semester of Next Assessment:

Fall 2020

Program Review: Actions Taken

Outreach

Year of Last Program Review:

Outreach has not had to complete a Program Review

Actions Taken in the Prior Year to Address Strategies:

Strategies Still to be Addressed:

Annual Planning: Actions Taken

No prior year initiatives to report on.

Review of Current Year Initiatives

Reminder of Initiatives for the Current Year

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

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

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 “S

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 comprehensiv

Plan Initiatives for Next Year

Initiatives for Next Academic Year

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

Is this part of a multiyear initiative?

Yes

Specific Action Steps to be Taken:

- Establish clear and realistic goals and having a plan for the future. Outreach will work with counseling and admissions in order to start each year with a goal, which, from the beginning, is attainable. It is important to look at both new student recruitment and improvements in student retention to help achieve enrollment goals.
- To develop strategies to reach each goal.
- Student recruitment requires a continual and concentrated partnership between Student Services, Outreach, along with CC Marketing.
- The Enrollment Management Team will define the current state of new student enrollment, it is important to know where Cerro Coso has been in order to determine where it is going. The team will make data-informed and data-driven decisions and use historical information to help drive the future of the college.

Lead Measure of Success:

- Identify team members to serve on the committee from all CC sites
- Current Student Enrollment Data
- Develop strategies to increase enrollment and implement at all sites
- 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

Are any of the lead measures identified above lacking assessment instruments?

No

Does the department request help to develop these instruments?

No

Lag Measure of Success:

- Increase enrollment numbers at all sites, excluding inmate population and Dual Enrollment
- Continued Community and High school engagement in order to increase enrollment
- Data from the enrollment numbers

Person Responsible:

Director of Outreach, VP of Student Services and staff.

Which strategic goal does this initiative address?

Goal 5: Strengthen Organizational Effectiveness

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

Is this part of a multiyear initiative?

Yes

Specific Action Steps to be Taken:

- 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 milestones 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 2020
- 30 Units: Spring 2020
- Certificate Achievements in Chosen Pathway: Spring 2020

Lead Measure of Success:

- Development of tracking these milestones each semester
- Date of unit completion
- Implementation of the celebration process

Are any of the lead measures identified above lacking assessment instruments?

Yes

Does the department request help to develop these instruments?

Yes

Lag Measure of Success:

- Completion rates increase
- Success rates increase

Person Responsible:

Director, Outreach Services. and Student Services Staff

Which strategic goal does this initiative address?

Goal 1: Maximize Student Success

Provide a platform for perspective students to ask additional questions about Cerro Coso after

outreach events in all our services areas..

Is this part of a multiyear initiative?

Yes

Specific Action Steps to be Taken:

- Develop a link and QRL code in order for Prospective students to obtain more information after community outreach or CC events.

Lead Measure of Success:

- Create QRL/Link
- Provide follow-up to prospective students, become a more personal experience for students
- improves the onboarding process

Are any of the lead measures identified above lacking assessment instruments?

No

Does the department request help to develop these instruments?

Yes

Lag Measure of Success:

- Tracking of types of questions asked by prospective students by implementing QRL and link
- Track number of students requesting more CC information at events
- Track event data to see what events are positive for CC to attend and others that may not.

Person Responsible:

Director, Outreach Services.

Which strategic goal does this initiative address?

Goal 1: Maximize Student Success

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

Is this part of a multiyear initiative?

Yes

Specific Action Steps to be Taken:

Outreach will work with the Director of Counseling and counseling staff to provide in-depth transfer information at all outreach events and for high school outreach as well. Provide transfer workshops for parents and students to learn more about what it means to transfer and how CC can assist with transferring. For Current CC students, application workshops, visits to other campuses, college fairs and assist with frequently asked questions regarding transferring to a 4-year college provide

Lead Measure of Success:

- Development of transfer workshops for prospective students and parents regarding what transfer is.

- Development of transfer workshops for CC students in order to prepare for transferring to a 4-year college
- Highlighted material regarding Transfer "Quick facts."
- Survey questions on Transfer and where student is transferring

Are any of the lead measures identified above lacking assessment instruments?

Yes

Does the department request help to develop these instruments?

Yes

Lag Measure of Success:

- Graduation Exit Survey data
- Increase attendance information at transfer workshops, college visits, and application assistance workshops.

Person Responsible:

Director of Outreach, VP of Student Services with the assistance of the Director of Counseling

It addresses a gap in outcomes assessment

Which strategic goal does this initiative address?

Goal 1: Maximize Student Success

Evaluate Resource Needs

Facilities

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.

Information Technology

Outreach is requesting to purchase (2) Apple iPads (10.2-Inch, Wi-Fi, 32GB) at \$328.41 each as well as (1) Verizon Jetpack Mi 8800XL Hotspot for \$99.00, 2-year contract. These items will be used in order to provide access to students in the community who may not have availability to use a computer. Also to provide students direct assistance with applying to CC at outreach events. These iPads will also be used to administer surveys and for potential new students to send a request for more information.

Continued support of services as events continue and increase here on campus.

Marketing

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

Outreach participates in several events throughout the year in order to promote the campus and the programs we provide, I am requesting access or availability to work with marketing directly in order to provide pictures of events CC is involved with on and off-campus. I believe if we show more Cerro Coso involvement on our social media platforms as the events are happening we can draw more followers and support for Cerro Coso. I am requesting to work on a procedure for providing content and photos for this to occur more which supports Marketing and Outreach collaboratively.

Professional Development

Attend the RNL National Conference 2020 July 8-10th in Chicago, IL. This conference covers annually topics pertaining to Enrollment Management, student recruitment, student success strategies and multichannel outreach within communities.

Research and Data

Work towards data analysis of events on campus and the outcomes towards the recruitment of students. Create a QRL code for potential new students to use in order to track outreach events effectiveness and answer further CC information requested after people have attended the event. Also, I would like to have it possible to where I can get email notifications when people click on the QRL and fill out the information for more information, so I can follow-up and provide more information that was requested.

Staffing Requests

1000 Category - Certificated Positions

2000 Category - Classified Staff