

# Outreach Department

## AUP for Academic Year 2023-2024

October 2022

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### 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.

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### Report on Improvements Made and Gaps Identified in the Prior Year

#### Student Equity

##### Application Conversion Rate

Outreach has been heavily involved in actively recruiting students for all the sites in the past year. Outreach is focused on continuing recruitment efforts to all prospective students to increase

enrollment numbers at each one of the sites. To do this, Outreach is attending events throughout our service area and working with all the campuses to promote CC within the communities surrounding the sites. As well as working with service area high schools to educate high school students as to the benefits of attending Cerro Coso after graduation.

Application conversation has been a priority of Outreach in the past year, strongly focused on the CC Apply data with information regarding students who have applied to Cerro Coso, but they have not applied for the upcoming semester after applying. For the Spring of 2022, confirmed verified applicants was 2,020. Verified applicants means these students completed the application process and acquired a CC ID and email address. For the spring semester of those 2,020 students, 829 students or 41.0% of students registered for the spring semester. Outreach continued to create email and text campaigns specifically addressing application conversion. In the summer, (07/19/22-08/19/22) Outreach sent 1,101 emails to recent verified student applicants who had not registered, 85 students went from applied to registered in that timeframe as a direct result of the campaigns. Outreach will continue the campaigns to increase application conversions throughout each registration cycle.

##### Clear Student Messaging and Translation Support

Outreach has strategically revamped the way Cerro Coso messages to students. Changing the tone of messaging from directive

to supportive messaging to all student populations has been a crucial aspect this past year of actively changing the way we communicate with students.

Working with an outside vendor to help translation documents from English to Spanish has also been a priority. By providing Spanish material for course and program information has been supported by CTE and other student services departments. Outreach has also partnered with the UFWF organization to provide free legal services to our undocumented student populations, which has been provided in Spanish and distributed broadly at all locations. Counseling, Admissions and Financial Aid have all adapted to changing material over to Spanish, along with providing workshops in Spanish virtually to support all campus locations.

Outreach has established an email and text campaign to support first-generation students who are first time students at Cerro Coso who may need more support by providing clear messaging around onboarding processes, basic needs and student services support services while attending CC in the first semester.

### **Communications Plan/Tagline Development**

Outreach and the Vice President of Student Services has embarked in a year long process to improve and streamline what is being communicated to students and what points before and during the semester. Working with Graduate communications to develop a comprehensive communications plan that aligns all of students services messaging and timeframe of messaging.

Currently CC Student Services has several departments who conduct workshops, outreach events, flyers, marketing, and other information siloed in their own areas and relatively shared on a broad scope. The goal of the Student Services Marketing plan is to unify departments on what is being shared out at specific times of the year to prospective and current students. The communication plan has been created by Graduate Communications with the support of Outreach, but it still needs to be shared out for further evaluation and then broadly used for all student service departments and campus locations.

The development of a tagline was also a priority for Outreach to create affinity and sense of community for all our campuses. Many campuses use different taglines, and it can become confusing to students as to who Cerro Coso is for students to relate to. Graduate Communications worked on developing a tagline for Cerro Coso by completing several focus groups with students and faculty along with individual interviews and participating in committees on campus.

Discussions were intentionally freeform to allow for the greatest flow of ideas and perspectives, but guiding questions included the following:

- Brand Identity
- What makes a student choose Cerro Coso?
- If you were asked to describe Cerro Coso, what are the first 3 words that come to mind? (single words, it's okay to repeat others)
- What Cerro Coso qualities should students hear more about?
- What is something outsiders "get wrong" about Cerro Coso?
- What are the biggest barriers for prospective or current students?

The tagline developed was "Cerro Coso Take Flight" to encompass all campus locations under one idea and brand to bring locations together.

### **Admissions and FAFSA Support**

Outreach and the Admissions & Financial Aid Director have strategically planned and addressed the growing need to support more students with how to apply to CC along with Financial Aid by providing several workshops and outreach events on and off campus and provided in Spanish as well. The ongoing effort to better inform students on the process of applying to Cerro Coso

along with the importance of apply for the FAFSA for additional financial support.

### **Promise Program**

The Promise program at Cerro Coso has increasingly become a cohort of student who receive support services designed to better guide their journey for two full years, heavily focusing on a more diverse cohort of students. With support from specific Counseling and Financial Aid staff and under the direction of the Director of Outreach, students receive a success model of support. This past graduation year, the program successfully had 37 students who completed two full years in the Promise program and received funds and additional student services support. Of those 37 students, the program graduated 21 students who were racially diverse (56% of the population were non-white students).

### **First Generations Students**

A large focus has been supporting clear messaging and just in time support for all first-generation students. Below is a snapshot of the increase of first-generation students entering Cerro Coso.

		Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
Total	<b>First Generation</b>	178	195	207	129	253
	<b>Not First Generation</b>	223	227	255	178	181
	<b>Unknown Parents Education</b>	94	29	32	28	27
% of Total	<b>First Generation</b>	36.0%	43.2%	41.9%	38.5%	54.9%
	<b>Not First Generation</b>	45.1%	50.3%	51.6%	53.1%	39.3%
	<b>Unknown Parents Education</b>	19.0%	6.4%	6.5%	8.4%	5.9%
Yr to Yr Change	<b>First Generation</b>		9.6%	6.2%	-37.7%	96.1%
	<b>Not First Generation</b>		1.8%	12.3%	-30.2%	1.7%
	<b>Unknown Parents Education</b>		-69.1%	10.3%	-12.5%	-3.6%
Total	<b>Total</b>	495	451	494	335	461
% of Total	<b>Total</b>	100.0%	100.0%	100.0%	100.0%	100.0%
Yr to Yr Change	<b>Total</b>		-8.9%	9.5%	-32.2%	37.6%

The number of students who have entered CC who are first-generation students and first time ever students has increased from 38.5% in Fall 2020 to 54.9% in Fall of 2021. Outreach has created strategies to identify and support these students prior to each semester and registration cycle. Utilizing the CC Apply information, Outreach can proactively identify students who have self-identified as first generation and provide just in time information and communication to better support the student's first year. Counseling will also support this effort of proactively engaging current students using the Navigate platform by providing in semester support and services to students, in the hopes to retain students from semester to semester.

In this next year, Outreach has increased operations by adding two new Program Coordinators who will specifically address and work with this particular population of students. Bringing awareness and support to increase success with these students.

### **Female Students**

Outreach is dedicated to supporting the female student population of all ethnicities ages and specifically focused on 25-29 year White and Hispanic female students. CC has increasingly been faced with a decline of female students who are first time students attending CC. Outreach will be working with the office of Institutional Research and the Office of Instruction to take a better look at the student profiles and possible needs of the students. Proactively looking at the way education is communicated to this population and how to better provide support services. Outreach is aware that the decline may be due to the pandemic and the effects it has on many women, specifically women who have family obligations and or needs that may not be available at CC. Looking at course options, modality, relevance, and basic need support such as childcare or transportation.

In the past 5 years, since 2017 the total female student population has dropped 31%. Looking further at White and Hispanic student populations focusing on 25-29-year old, White female students have been declining since 2017 (364) and in 2022 (143) has dropped 60.7% in the past 5 years. The Hispanic female population in the same age range of 25-29, in 2017 432 and in 2022 it is 303, with a drop of 29.8%.

### **FAFSA Completion**

Increase FAFSA applications and increase financial and scholarship awareness at CC to all student populations and demographics.

		Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
Total	Financial Aid Student	2,462	2,538	2,490	2,006	1,767
	Not a Financial Aid Student	2,930	3,149	3,020	2,959	2,272
	Unknown/Unreported			1		
% of Total	Financial Aid Student	45.7%	44.6%	45.2%	40.4%	43.7%
	Not a Financial Aid Student	54.3%	55.4%	54.8%	59.6%	56.3%
	Unknown/Unreported			0.0%		
Yr to Yr Change	Financial Aid Student		3.1%	-1.9%	-19.4%	-11.9%
	Not a Financial Aid Student		7.5%	-4.1%	-2.0%	-23.2%
	Unknown/Unreported				-100.0%	
Total	Total	5,392	5,687	5,511	4,965	4,039
% of Total	Total	100.0%	100.0%	100.0%	100.0%	100.0%
Yr to Yr Change	Total		5.5%	-3.1%	-9.9%	-18.7%

The team of Outreach and Financial Aid will work together to create a strategic plan to increase FAFSA applications for the next year. Providing awareness on the importance of applying for the FAFSA and what financial support may be provided through this process. Developing workshops, marketing, and communication to drive applications up.

### **CCPG and Foundation Promise**

Increase the student population and ethnicity of all students who receive the California College Promise Grant (CCPG) and Foundation Promise funds. The program has increased dramatically since 2017\_2018 but primarily has served and supported more of a non-need based and white student population. CCPG and Foundation Promise program need to increase applicants of economically disadvantage student populations, to better support the financial need of this population. The CCPG waives student enrollment fees and not pose a financial barrier to education for any California resident or eligible non-resident. Foundation Promise continues the tuition support by providing additional financial support for students in their second year. Current enrollments who are first time in Fall 2022 is 960. Of those:

- 623 are CCPG recipients (about 64.9%)
- 337 are not CCPG recipients (about 35.1%)

Outreach, with support from Financial Aid need to improve communication through outreach events, HS recruitment and current students of CC the benefits of the program and increase students taking advantage of the program.

### **Basic Needs Center**

Outreach has been actively working on the addressing the needs of its students at all locations but falling short of awareness of basic needs available in those areas. Basic needs center cover areas such as:

- Food insecurities: Coyote Cupboard and CalFresh Support
- Coyote Telehealth
- Laptop Loans and Wi-Fi services
- Childcare services
- Transportation
- Housing
- Undocumented Student Support/Spanish translation needs
- LGBTQ+ Support

Creating awareness of these services and availabilities in some or all our campus locations has been an area of difficulty due to proper communication of services, short staff, and other resources. Outreach is proactively engaged in training for pantry support and basic needs support services provided by the State Chancellors office to provide better ways to inform students of support on campus.

## Outcomes Assessment: Loop-Back Improvements Made

### Actions taken in the prior academic year

This past year Outreach has continued to focus 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. With the overall decline in enrollment with all campus locations, the District implemented a team to address the concerns and work on new software to drive interest and enrollment to the colleges with a new recruitment platform. CRM Recruit is designed to draw the student to fill out an interest form and then be prompted to either apply to Cerro Coso or ask for additional information. The platform went live at the end of May 2022 and is currently in use at CC. Utilizing this recruitment platform at all major outreach events and activities will support the concept of “return of investment” where it can be properly assessed on how well we do at events and recruiting new students. CRM recruit has taken the place of “Ask a Question” on the website, this platform was used on a regular basis, with an average daily use of 4-5 questions submitted a day. CRM recruit should better support and document student needs.

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, assess, 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 can 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 the areas of student services to enhance recruitment efforts for CC.

Outreach continues to work with all the sites and utilize personnel on those campuses to improve and enhance on campus and off campus events, along with continuing virtual events by planning and working together. The collaboration of campuses continues to work well, especially moving out of Covid and more into in-person events. Utilizing "All-site" presentations has been doing very well and our attendance numbers are well, the plan is to continue the virtual offerings to accommodate more online students at all locations.

Outreach has increased its own innovative ways to market CC into all the communities within our service areas. Cerro Coso, specifically the main campus has seen a drastic decline in enrollment on-campus and now in the online environment as well. The need to collaborate with a marketing company was evident to build awareness to the campuses, increase knowledge regarding CC academics and offerings while bringing all the campuses together under one common theme. CC has struggled with other locations creating their own brand and materials, along with many of the student service areas creating their own content and not aware of other campuses and locations efforts on and off campus. With the assistance of Graduate Communications, CC Outreach and VP Of Student Services worked on creating a communication plan that would be used by all Student Service departments and unite efforts to streamline the way we outreach and communicate to prospect and current students. Creating a detailed map of when communication needs to start and to what population of students will help align departments and campuses. Graduate Communications has also created a “tagline” for the college based on group discussions and interviews to unite the college and create affinity for the college as whole. In additions to the communications plan and tagline creation, Graduate Communications created new marketing material for CC, and we purchased Media Buys for the Spring and Summer Semesters, which improved CC’s overall footprint in social media and website.

All media tactics did great, but search engine marketing did exceptionally well. This basically includes anything having to do with the web but not social media.

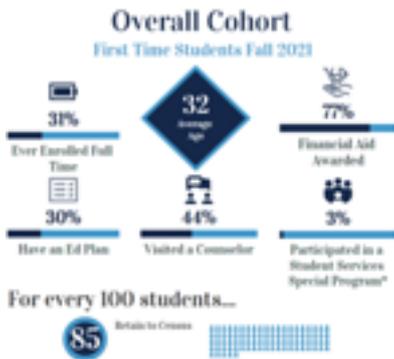
Average CTR (Click-thru-rate) is 3.75%, **CC Average is 38%**

Average Cost Per Click is \$4.18, **CC Average is \$0.71**

Average Cost Per Lead is \$56, **CC Average is \$4**

Outreach is dedicated to continuing efforts to continue to increase CC awareness through continued media buys and find additional marketing and funding support through the Office of Public Information.

Continued student recruitment and retention remains a big part of Outreach 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 to increase 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.



Above is a new snap shop of CC's student population as of the Fall 2021 semester. This allows for Outreach to have an overall picture of who our current student population is and allows to provide direct support based off the needs they may.

Intentional messaging to students as also been an ongoing effort in Outreach, continuing a guided way of communication versus a commanding way. Student workers and Student Ambassadors are calling students and reaching out to help with retention efforts, making sure students have the tools to continue at CC. Welcome letters and emails have been 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.

Coyote cupboard continues to support all student populations at all campuses locations in addition with working with local community partnerships to provide support to the pantry. The cupboard page was recently updated with community resources in our campus areas to better serve students in those areas. Lists of churches, food pantries and city and county support have been listed to better serve students. After years of bag distributions, Coyote Cupboard has a permanent home on campus with an open pantry that serves non-perishable and perishable items throughout the week and designated times. The pantry is run by dedicated student workers who manage and operate the pantry, along with offering CalFREsh application support to students who may need additional monthly food support. The cupboard was awarded the United Way Grant for \$10,000 in early 2022, which has continued efforts to support the snack carts at all campuses.

## Outcomes Assessment: Results of Last 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.**

**Target Met?**

Yes

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.

Target Met?

No

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

Target Met?

Did Not Assess

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.

Target Met?

No

## Outcomes Assessment: Missed Targets

Decrease the number of stop-out students each semester.

Type:

AUO

Target Missed/Gap Detected:

Outreach has not been able to successfully capture and assess the re-apply and re-enrollment rate of stop out students.

Type of Gap:

Limited capacity/infrastructure.

Analysis and Plan for Improvement:

Cerro Coso has been without its own Institutional researcher since early 2022 and prior to that, access to IR and reports has been very limited. With the support of District IR, Outreach was able to create a stop put list report. The report is updated on a

regular basis and Outreach can specifically email, text and or call these students. Unfortunately, there is no way to track the effectiveness of these interventions other than comparing names on the list to currently enrolled students. This time consuming and not effective. Outreach would like to work with new IR Director on an easier way to track stop-out students who have recently re-applied and or enrolled as a direct result of outreach efforts.

**Anticipated Semester for Implementing Planned Improvements:**

Spring/Summer 2023

**Anticipated Semester of Next Assessment:**

Fall 2024

**Increase high school applicants from local area high schools in all of our services areas.**

**Type:**

AUO

**Target Missed/Gap Detected:**

Outreach has not found a way to accurately assess the way we track HS students who recently graduated from a service area high school to enrollment at CC.

**Type of Gap:**

Limited capacity/infrastructure.

**Analysis and Plan for Improvement:**

Through the KCCD IR Enrollment Dashboard information can be found on a student age, ethnicity and high school they attended, but you cannot narrow down further as to recent HS graduate and registration semester at CC. Outreach would like to be able to assess how well outreach efforts are for all local area's high schools regarding information about CC and if students are applying after they graduate. The need to develop a report showcasing our recent graduates and new applicants to CC would be beneficial to assess the effectiveness of efforts.

**Anticipated Semester for Implementing Planned Improvements:**

Spring/Summer 2023

**Anticipated Semester of Next Assessment:**

Fall 2024

## **Outcomes Assessment: Schedule of This Year's Assessments**

Increase the number of prospective students using the CRM Recruit Platform. Allowing for prospective students to inquire into CC and then have strategic messaging encouraging prospective student to apply to Cerro Coso. Once student inquire, Outreach can then track the student journey from inquiry to application while providing support services information and other enrollment support for the potential student. This will be an annual assessment.

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. Create a better way to track these students and improve the overall effectiveness of outreaching to this student population. This will be an annual assessment.

Increase female applicant in all ethnicities from age 25-29 and 30-older, as well as increase conversion rates from apply to

registered. Address student needs and provide a hands on approach to this demographic of student.

Supporting First-generation students and provide an holistic approach to supporting students. Creating more efficient onboarding techniques to education and inform first-generation students of the application and enrollment process at CC along with providing just in time communication and support in their first year by offering services designed to help this population of student succeed.

Increase CC Promise Foundation applications and include more underrepresented students in the program. Creating a well rounded program that supports more students financially while also providing education and student support services.

## 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

### Application to registration campaign each semester.

Application conversation has been a priority of Outreach in the past year, strongly focused on the CC Apply data with information regarding students who have applied to Cerro Coso, but they have not applied for the upcoming semester after applying. For the Spring of 2022, confirmed verified applicants was 2,020. Verified applicants means these students completed the application process and acquired a CC ID and email address. For the spring semester of those 2,020 students, 829 students or 41.0% of students registered for the spring semester. Outreach continues to create email and text campaigns specifically addressing application conversion and prompting student register after applying.

In the summer, (07/19/22-08/19/22) Outreach sent 1,101 emails to recent verified student applicants who had not registered, 85 students went from applied to registered in that timeframe as a direct result of the campaigns. Outreach will continue the campaigns to increase application conversions throughout each registration cycle.

This is an annual initiative supported by Outreach.

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

Outreach was successful in working with Counseling, Admissions, and Financial Aid to bring a robust online workshop platform, specifically during Covid to continue to support our prospective and current students from a distance. Workshops such as application, registration, financial aid and scholarship workshops were established along with Virtual Parent nights, Virtual Open Houses, and Virtual Dual and Concurrent enrollment workshops were provided.

Outreach was able to record attendance of all of these workshops during 2019 and 2020 academic years, the height of Covid. Each workshop averaged 23 attendees, but our largest and most successful workshop was our Virtual Dual and Concurrent workshop in the spring of 2020, with had 83 attendees. The implementation of virtual workshops and events during Covid really shifted the way Outreach and Student Services provided college information and resources to prospective and currents students, that virtual events still continue after due to the success of implementation.

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## Reminder of Initiatives for the Current Year

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Application to registration campaign each semester.

Increase retention each semester

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## Plan Initiatives for Next Year

### Initiatives for Next Academic Year

**Implement strategies to support first-generation students applying to Cerro Coso through better onboarding practices as well as evaluating retention.**

Is this part of a multiyear initiative?

Yes

**Specific Action Steps to be Taken:**

Develop material and additional activities in Spanish and English to support and provide a better understanding of the applications process, registration steps as well as additional support methods within the first semester. Provide steps to support student retention.

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

Semester Student Services Trend data supporting application increase for this specific population of students.

**Does the department request help developing these instruments?**

No

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

Evaluate each semester if applicants are increasing and if students are being retained to the following semester.

**Person Responsible:**

Director of Outreach and Outreach Program Coordinator assigned to this special population.

**Unit gap or institutional goals addressed:**

It addresses a Student Equity and Achievement Plan goal

**Implement strategies to support Cerro Coso's Female student population along with directly supporting growth for 25-29-year-old female prospective students.**

Is this part of a multiyear initiative?

Yes

**Specific Action Steps to be Taken:**

Develop strategies to proactively engage this student population of students at outreach events and in the community. Develop strategic marketing and outreach material to focus on women and support the desire to return to college by providing program and course information along with support services to increase student success and completion.

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

Semester Student Services application data and IR

**Does the department request help developing these instruments?**

No

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

Evaluate each semester if female applicants are increasing and particularly focusing on the age group of 25-29-years of age.

**Person Responsible:**

Director of Outreach and Outreach Program Coordinator assigned to this special population.

**Unit gap or institutional goals addressed:**

It addresses a Student Equity and Achievement Plan goal

**Increase underrepresented students applying to the Cerro Coso Foundation Promise program.**

**Is this part of a multiyear initiative?**

Yes

**Specific Action Steps to be Taken:**

Develop strategies to increase underrepresented students to apply for the Cerro Coso Promise program by increasing outreach at local HS's, communities, and to our current student population to ensure students understand the benefits of the program along with minimal qualifications.

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

Semester Student Services application data, Financial Aid Applicants and IR.

**Does the department request help developing these instruments?**

Yes

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

Evaluate each semester the student populations of Promise Students and the increase of more underrepresented students being accepted into the program.

**Person Responsible:**

Director of Outreach, Program Coordinator with the Assistance of the Financial Aid Director.

**Unit gap or institutional goals addressed:**

It addresses a gap in outcomes assessment

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## 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. M&O has done a great job working with the space provided and trying to enlarge spaces, but with the addition of two Program Coordinators and Department Assistant, and further potential for growth with additional employees, Outreach is needing to upgrade to a larger location that is still visible for potential and current students needing support.

The Director of Outreach would like monthly planning meeting regarding all campus events at all sites to be more unified and better prepared as a team.

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.

Outreach is has proactively engaged with Graduate Communications in creating innovative ways to improve our social media and web presence by purchasing media buys. Outreach cannot continue to support the ongoing cost and needs to work with Marketing to create a ongoing plan that is affordable for the college.

Development of the new CC Tagline and adoption by the marketing department. Continue to create marketing content and infuse the new tagline to all marketing and campus material.

### Professional Development

The Director of Outreach and Program Coordinators (2) attend the RNL National Conference 2023 July 25-27th in Nashville TN. This conference covers annually topics pertaining to Enrollment Management, student recruitment, student success strategies, and strategic enrollment planning.

The Director of Outreach and (1) Program Coordinator attend the 2023 Basic Needs Summit.

The Director of Outreach and Program Coordinators (2) attend the 2023 Student Success Conference.

Director of Outreach attend ACCROA Annual Conference 2023 (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

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### Staffing Requests

#### 1000 Category - Certificated Positions

#### 2000 Category - Classified Staff

##### Enrollment and Educational Advisor-Outreach

**Location:**

Ridgecrest/IWV

**Salary Grade:**

46.5

**Number of Months:**

12

**Number of Hours per Week:**

40

**Salary Amount:**

\$5,105.03-\$7,278.27

**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 in Coordination with the Director of Counseling, 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. Along with other Counseling duties and functions regarding Early College enrollment throughout all service areas in the dualenroll.com platform.
- Participating in outreach activities in the K-12 schools and throughout service area communities. Develop, design, and implement targeted outreach activities and recruitment strategies in our service area high schools.
- Advising prospective 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. Updating program pathways and major sheets in consultation with counseling and discipline faculty.
- Providing services in a variety of settings and times, including evening and/or weekends, on-line or off-campus as needed;
- 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, including the Career Center.
- 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.
- Participating in ongoing professional development and training to stay current with student success strategies in application, registration, counseling and basic needs.

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 Early College information, 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:**

Outreach is requesting a Department Assistant III due program expansion in Outreach. Increased employees, travel needs, and other logistical needs of the office. In addition to also being the outreach DAIII, this position will also potentially support the Director of Equity and other student service departments as needed.

- 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.
- Assist in reviewing outgoing correspondence and reports for accuracy, completeness and compliance with established standards; participate in the development of program newsletters
- Be trained and use Navigate to support with student tracking in Promise Program.
- Be aware and support the use of web based communications platforms

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. This will be a new position in Outreach.