

Outreach Department

ASP for Academic Year 2024-2025

April 2024

Description Of Section

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.

Review And Planning

Performance and Equity Gaps Still to be Addressed

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. 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.

Admissions and FAFSA Support

Outreach Director, Admissions & Records Director, Financial Aid Director, and Dean of Enrollment and Retention 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 2024-2025 along with the importance of applying for the FAFSA for additional financial support.

FAFSA Completion

Increase FAFSA applications and increase financial and scholarship awareness at CC to all student populations and demographics. The team of Outreach and Financial Aid with the support of the Dean of Enrollment 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.

| | | AID_YEAR / ACADEMIC_PERIOD | | |
|------------------------------|--------------------------|----------------------------|--------------|--------------|
| | | 2223 | | |
| Enrolled or no by reg status | INTERFACE_TAPE_DESC | 202270 | 202330 | Grand Total |
| Yes | CADAA | 13 | 12 | 15 |
| | FAFSA | 1511 | 1406 | 1987 |
| | No FA Application | 3175 | 3268 | 4553 |
| No | CADAA | 5 | 6 | 9 |
| | FAFSA | 606 | 479 | 942 |
| | No FA Application | 1184 | 849 | 1809 |
| Overall | CADAA | 18 | 18 | 24 |
| | FAFSA | 2117 | 1885 | 2929 |
| | No FA Application | 4359 | 4117 | 6362 |
| Yes | CADAA | 0.3% | 0.3% | 0.2% |
| | FAFSA | 32.2% | 30.0% | 30.3% |
| | No FA Application | 67.6% | 69.7% | 69.5% |
| No | CADAA | 0.3% | 0.4% | 0.3% |
| | FAFSA | 33.8% | 35.9% | 34.1% |
| | No FA Application | 66.0% | 63.6% | 65.5% |
| Overall | CADAA | 0.3% | 0.3% | 0.3% |
| | FAFSA | 32.6% | 31.3% | 31.4% |
| | No FA Application | 67.1% | 68.4% | 68.3% |

Last Year's Initiatives

Application to registration campaign each semester.

For Summer & Fall 2023, confirmed inquired prospect students were 46, confirmed verified applicants were 25. Verified applicants means these students completed the application process and acquired a CC ID and email address. For Summer &

Fall 2023 semester, 62/109 or 57% of students who inquired applied. Outreach will continue the campaigns to increase application conversions throughout each registration cycle.

| Row Labels | Count of Prospect Status |
|--------------------------|--------------------------|
| Inquired | 46 |
| Inquired, Not Interested | 1 |
| Not Verified | 1 |
| Verified | 25 |
| Ready to Register | 1 |
| Registered | 35 |
| Grand Total | 109 |

Increase retention each semester

EAB enrollment campaigns through navigate were administered by the previous Director of Outreach. As the new director going forward I will be assessing this initiative and working with the program coordinators to increase retention efforts.

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:

The Outreach Director and program coordinators will streamline and track the onboarding process clearly indicating the admissions process, financial aid, student support services and resources for CC FGCS. Providing awareness of the importance of completing financial aid applications and supporting student awareness of resources and student support services. Further, 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

Increase inquiry submissions to application

Is this part of a multiyear initiative?

Yes

Specific Action Steps to be Taken:

Utilizing recruitment management platform, using a QR code at community events to identify where we are capturing student interest, developing prospective student campaign.

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

Monthly inquiry to application reports from EAB.

Does the department request help developing these instruments?

No

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

Intentional messaging campaigns to drive inquiries to completed applications.

Person Responsible:

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

Unit gap or institutional goals addressed:

Other. Explain below

Enrollment target and tactics.

Streamline the internal process for marketing and outreach request form to support faculty and departments with community outreach

Is this part of a multiyear initiative?

Yes

Specific Action Steps to be Taken:

Improve the communication of Outreach services to faculty and departments. Provide communications to CC faculty and departments regarding the new Marketing and Outreach Request Form. Maintain a record of all incoming requests. Review submissions with the Director of Communications and Community Relations on a weekly basis in order to provide the proper support.

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

Tracking all incoming all Outreach requests.

Does the department request help developing these instruments?

No

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

Evaluating amount of requests coming in and services provided to faculty and departments.

Person Responsible:

Director of Outreach

Unit gap or institutional goals addressed:

Other. Explain below

Internal process to provide better services and communication around enrollment efforts on and off campus.

CampusESP- Parent Communication

Is this part of a multiyear initiative?

Yes

Specific Action Steps to be Taken:

Utilize CampusESP parent/guardian platform to improve communication and engagement with parents. Promote communication tool to current and potential students and parents. Promote communication tool to parents of current and potential students in Early College.

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

Utilize CampusESP parent/guardian platform performance data board, student enrollment funnel, and conversion and yield reporting.

Does the department request help developing these instruments?

No

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

Evaluate each semester for parent/guardian engagement.

Person Responsible:

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

Unit gap or institutional goals addressed:

Other. Explain below

Enhance and strengthen parent/guardian communications.

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 is 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. Further, Outreach is in need of a permanent storage location.

Continued support of services as Outreach and campus events continue to 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 a space where we can showcase the 5th grade banners from the past two 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.

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.

Information Technology

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

Marketing

The Director of Communications and Community Relations and the Director of Outreach continuously collaborate on marketing strategies for upcoming events on and off-campus weekly.

Professional Development

The Director of Outreach attend the RNL National Conference in 2024. This conference covers topics pertaining to Enrollment Management, student recruitment, student success strategies, and strategic enrollment planning.

The Director of Outreach and Program Coordinators (2) attend the 2024 Student Success Conference.

The Director of Outreach and Program and (1) Program Coordinator to attend the EAB conference 2025.

The new Director of Outreach to become an ACCCA member and attend annual conference and professional development workshops.

Other Needs

Staffing Requests Not Already Listed In Unit Plans

1000 Category - Certificated Positions

2000 Category - Classified Staff

Enrollment Specialist 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:

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 an enrollment specialist 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 advising duties and functions regarding enrollment throughout all service areas. 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. Providing services in a variety of settings and times, including evening and/or weekends, on-line or off-campus as needed; Provide support with applications, registration, FAFSA completion, and scholarship information's. 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, advising and basic needs.

2. This position allows for real time support through our office on and off campus. Students can drop-in to the Financial Aid and Admission office after the initial contact, but 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 admissions, registration, and financial aid requirements. This position will also support expanding the ability to provide workshops on a regular basis that will support College information, Application, Registration, FASFA and basic needs information on a regular basis.