

# **Outreach Department**

## **AUP for Academic Year 2025-2026**

**November 2024**

---

## **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 is 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**

#### **Recruitment**

Outreach Services has been actively involved in recruiting students across all campus sites over the past year. The college's primary objective has been to reach out to prospective students and increase their enrollment numbers at each site through ongoing recruitment efforts. To fulfill this objective, Outreach Services has implemented a comprehensive recruitment strategy that includes a wide range of initiatives. These efforts focus on attracting students from diverse backgrounds, catering to their academic interests, and providing them with the necessary information to make a well-informed decision about attending our college.

One of the initiatives taken by Outreach is the implementation of "Your Hometown College" Express Enrollment events. These events are strategically held at local businesses or organizations to bring the college into the community, allowing prospective students to engage with the college in a more informal setting. Outreach Services collaborated with the Native American Student Success & Support Program (NASSSP) to organize a "Your Hometown College" Express Enrollment event in Bishop at the reservation. This event aimed to connect with students from the local community and provide them with an opportunity to explore the college's offerings. In addition to the event in Bishop, multiple "Your Hometown College" Express Enrollment events were held in Ridgecrest at various locations, including the Library, Desert Brew, and Desert Valleys Credit Union. These events served as platforms for prospective students to learn more about the college and have their questions answered. Moving forward, Outreach Services is planning to host a "Your Hometown College" Express Enrollment event in Mammoth in December. This initiative aims to further expand the reach of the college's recruitment efforts and attract more students to the campus. By actively recruiting students at campus sites through initiatives like "Your Hometown College" Express Enrollment events, Outreach Services remains committed to increasing enrollment numbers and enhancing the college's presence within the local communities.

Outreach has also started "First Step" events, where the Outreach, Admissions, and Financial Aid departments table in the community or on campus and allow prospective students to interact with enrollment staff, ask questions, and complete

enrollment steps with follow-up emails sent by Outreach Program Coordinators to meet with a counselor and get registered. Outreach has implemented a new initiative called "First Step" events. These events provide an opportunity for prospective students to interact with enrollment staff from the Outreach, Admissions, and Financial Aid departments. By setting up a table either in the community or on campus, prospective students can easily approach the staff members and ask any questions they may have. The main objective of the First Step events is to facilitate and simplify the enrollment process for prospective students. The enrollment staff are on hand to guide prospective students through the initial steps and help them complete the necessary paperwork. This hands-on approach allows for a smoother and more convenient enrollment process. Furthermore, the Outreach Program Coordinators will ensure that each prospective student receives personalized follow-up emails. These emails serve as a reminder of the event and an invitation to meet with a counselor and complete the enrollment process. By meeting with a counselor, students can discuss their academic goals, explore available programs, and finalize their enrollment. The "First Step" events serve as a valuable resource for both prospective students and the Outreach department. They offer a convenient way for students to engage with the enrollment staff, gather important information, and take the first step towards their academic journey. These events also contribute to the overall growth of enrollment by providing a seamless and personalized experience for prospective students.

Outreach also actively engages with various off campus events and community partners as an ongoing recruitment effort. By participating in these events, Outreach aims to reach a wider audience and showcase the educational opportunities and resources available. By being present at off campus events, Outreach provides prospective students with the opportunity to learn more about their programs and offerings. These events include k12 open houses, college fairs, conferences, or workshops where educational institutions can interact directly with students and parents. By showcasing their unique features and strengths, Outreach can establish connections with individuals who are interested in pursuing higher education. Furthermore, Outreach actively participates with K-12 partners and community organizations. Through these partnerships, Outreach develops mutually beneficial relationships that extend beyond recruitment efforts. By collaborating with local schools and community organizations, Outreach can provide guidance and support to prospective students from early stages, helping them make informed decisions about their educational paths at Cerro Coso Community College.

### **Admissions and FAFSA Support**

Outreach and the Admissions & Financial Aid Director have recognized the need to enhance the support provided to students seeking information about applying to Cerro Coso Community College (CCC) and applying for financial aid. To address this growing need, they have planned and implemented several workshops and outreach events both on and off campus, ensuring that they are accessible to Spanish-speaking students as well.

Furthermore, the outreach department aims to emphasize the importance of applying for financial aid. By promoting the Free Application for Federal Student Aid (FAFSA) and the California Dream Act Application (CADAA), the goal is to help eligible students secure additional financial support for their educational expenses. Under the supervision of the Outreach Director, the Outreach Program Coordinator will continue to promote these resources and assist the financial aid office in increasing awareness about FAFSA and CADAA applications by using CC Apply data and email campaigns through EAB Recruitment Success.

### **Gaps to be Addressed:**

#### **Female Students 25-29 years old**

Outreach is dedicated to supporting the female student population of all ethnicities and ages at CC, with a specific focus on female students between the ages of 25 and 29. In fall of 2022, female students accounted for 77.8% of the unique headcount, while male students made up 22.2%. However, there was a notable change in the gender distribution of students in the fall of 2023. Female students accounted for 59.5% of the total student population, while male students accounted for 39.2%. An 18.3% decline in enrollment.

The decline in the number of female students who are first time attending CC at CC has become a growing concern. To address this issue, Outreach will work closely with Institutional Research (IR) and Access Programs (EOPS, CARE, CalWORKs, NextUp, DSPS) to gain a deeper understanding of female students' student profiles and potential needs. By proactively examining the way education and support services are communicated to this population during enrollment events, workshops, community events, open houses, EAB Recruitment Success prospect platform, etc., we can work towards improving female students' experiences at CC.

In addition to support services, Outreach will address how they communicate the various course options, modalities, relevance, support services for mothers, and basic needs support such as childcare and transportation. By exploring different course offerings and ensuring their relevance to female students' interests and career goals, we can encourage them to pursue their educational journey at CC. Additionally, providing assistance with childcare and transportation can help alleviate some of the

barriers female students may face, enabling them to fully participate in their academic goals.

Through these proactive changes such as improving communication, offering relevant course options, and addressing basic needs support, we can work towards creating a more inclusive and supportive learning environment for female students at CC.

### **Black and African American Student Enrollment**

Outreach Services is dedicated to supporting the enrollment of Black and African American students at the College. The enrollment of African American students at the College has historically been low; in 2023-2024 6.92% identified as Black/African American at Cerro Coso. In an effort to address this issue, Outreach Services will collaborate with Institutional Research, the Director of Equity and Inclusion, and the Umoja Community to conduct a comprehensive examination of these student profiles and identify any potential needs. One of the key aspects of this endeavor will be to take a proactive approach in examining the way education is communicated to Black and African American students. By doing so, we can identify any potential barriers or obstacles that may be hindering their enrollment and exploration of support services. By better understanding the needs and aspirations of this population, Outreach Services can develop tailored strategies to enhance the awareness of these services and encourage greater engagement.

In addition to examining communication strategies, Outreach Services will work closely with the Institutional Research team to gather and analyze data on Black and African American enrollment trends. By leveraging their expertise in data analysis and interpretation, we can gain valuable insights into the reasons behind the historically low enrollment rates. This data-driven approach will enable us to develop targeted interventions and strategies that are specifically tailored to the needs of Black and African American students. Furthermore, Outreach Services will collaborate with the Director of Equity and Inclusion to ensure that the needs of Black and African American students are adequately considered and addressed. The Director of Equity and Inclusion will provide guidance and support on issues related to diversity, equity, and inclusion, helping to shape Outreach Services' efforts to address any systemic barriers that may be hindering the enrollment and success of Black and African American students.

Lastly, Outreach Services will work closely with the Umoja Community, which is a dedicated resource for Black and African American students at the College. The Umoja Community serves as a hub for social, academic, and emotional support, offering a safe space for students to connect with peers and mentors who share their background and experiences. By collaborating with the Umoja Community, Outreach Services can leverage the knowledge and expertise of community members to further tailor its outreach and enrollment efforts.

## **Outcomes Assessment: Loop-Back Improvements Made**

### **Actions taken in the prior academic year**

#### **Recruitment**

Recruitment Outreach Services has been actively involved in recruiting students across all campus sites over the past year. The college's primary objective has been to reach out to prospective students and increase their enrollment numbers at each site through ongoing recruitment efforts. To fulfill this objective, Outreach Services has implemented a comprehensive recruitment strategy that includes a wide range of initiatives. These efforts focus on attracting students from diverse backgrounds, catering to their academic interests, and providing them with the necessary information to make a well-informed decision about attending our college. One of the initiatives taken by Outreach is the implementation of "Your Hometown College" Express Enrollment events. These events are strategically held at local businesses or organizations to bring the college into the community, allowing prospective students to engage with the college in a more informal setting. Outreach Services collaborated with the Native American Student Success & Support Program (NASSSP) to organize a "Your Hometown College" Express Enrollment event in Bishop at the reservation. This event aimed to connect with students from the local community and provide them with an opportunity to explore the college's offerings. In addition to the event in Bishop, multiple "Your Hometown College" Express Enrollment events were held in Ridgecrest at various locations, including the Library, Desert Brew, and Desert Valleys Credit Union. These events served as platforms for prospective students to learn more about the college and have their questions answered. Moving forward, Outreach Services is planning to host a "Your Hometown College" Express Enrollment event in Mammoth in December. This initiative aims to further expand the reach of the college's recruitment efforts and attract more students to the campus. By actively recruiting students at campus sites through initiatives like "Your Hometown College" Express Enrollment events, Outreach Services remains committed to increasing enrollment numbers and enhancing the college's presence within the local communities.

Outreach has initiated a series of "First Step" enrollment events. These events involve the participation of the Outreach, Admissions, and Financial Aid departments. The teams table in the community or on campus, allowing prospective students to engage with enrollment staff, ask questions, and complete enrollment steps. Follow-up emails are sent by Outreach Program

Coordinators, encouraging students to meet with a counselor and officially register.

However, as these events continue, there is a growing concern that the Outreach department may be inadvertently neglecting other crucial aspects of its operations. The constant involvement in these external events may lead to a shortage of staff or temporary closure of the financial aid and admissions department for off-campus events. This circumstance highlights the need for an enrollment specialist who can support the Outreach department in effectively managing its Financial Aid and Admissions responsibilities and ensuring a smooth event.

The role of an enrollment specialist is crucial in bridging the gap between the Outreach department and other relevant departments. By collaborating with other departments, the enrollment specialist can help elevate the assistance they provide during Outreach events. This collaborative approach will not only alleviate the workload of the Financial Aid and Admissions departments but also foster a sense of teamwork and cooperation within the institution.

The main objective of the First Step events is to facilitate and simplify the enrollment process for prospective students. The enrollment staff are on hand to guide prospective students through the initial steps and help them complete the necessary paperwork. This hands-on approach allows for a smoother and more convenient enrollment process. Currently, the Outreach Program Coordinators ensure that each prospective student receives personalized follow-up emails. These emails serve as a reminder of the event and an invitation to meet with a counselor and complete the enrollment process. By meeting with a counselor, students can discuss their academic goals, explore available programs, and finalize their enrollment. The "First Step" events serve as a valuable resource for both prospective students and the Outreach department. They offer a convenient way for students to engage with the enrollment staff, gather important information, and take the first step towards their academic journey. These events also contribute to the overall growth of enrollment by providing a seamless and personalized experience for prospective students.

### **Early College Awareness**

Outreach Services has recently implemented a new initiative aimed at increasing awareness of Early College programs. This initiative, named "8th Grade Day," involves outreach efforts by the Outreach Department and the Early College Department to local middle schools. During the presentation, the Outreach and Early College staff are present to provide students with, staff, and parents with answers to any early college-related questions they may have. Students' and parents' questions about enrollment, course offerings, and the benefits of participating in an Early College program will be addressed through this presentation. By organizing "8th Grade Day," Outreach Services aims to bridge the gap between middle school students and the Early College program. This event provides a unique opportunity for the students to learn more about the program and gain valuable insights into the benefits of pursuing an Early College pathway. By addressing the concerns of students, parents, and staff, "8th Grade Day" helps to create a positive and informative environment that fosters interest in early college enrollment. The event also provides an opportunity for the Outreach and Early College staff to connect with potential students and their families, building rapport and establishing a strong foundation for future enrollment.

### **Parent Orientation at CC Rocks**

Outreach Services hosts the largest annual welcome and enrollment event, CC Rocks, every August. During this event, prospective and current students can enroll in classes, meet with counselors, attend an orientation session, receive their student ID, and gain valuable access to college and community resources. Outreach Services has recently added a family component to the event; family orientation. The family orientation component of CC Rocks aims to provide families with the resources and support they need to assist their students in navigating the transition to college. The family orientation provides family members with insight into what their students new college life consists of what resources are available, what to expect during the upcoming year, and how to support their student. Providing insight into topics such as academic expectations, campus resources, and student support services. Furthermore, the family orientation aims to create a sense of community among family members. It provides an opportunity for them to connect with other families who are going through the same transition and to build strong relationships with the college community. By intentionally inviting family members to CC Rocks and providing them with a dedicated orientation session, Outreach Services is committed to ensuring that students receive the comprehensive support they need to succeed.

### **Application Conversion Rates**

The EAB Recruitment Success platform is a platform utilized by Outreach Services at Cerro Coso College to recruit students through various communication channels. This platform plays a crucial role in guiding students through the enrollment process, providing them with necessary onboarding instructions, additional information regarding different departments and available resources, such as Financial Aid, Admissions, Counseling, Access Programs, and First-Generation. Outreach staff utilize the EAB Recruitment Success platform to create comprehensive application, appointment, event, and messaging campaigns via email to support enrollment efforts. By leveraging this platform, the college can effectively reach out to potential students,

provide them with the necessary information, and guide them through the enrollment process. The EAB Recruitment Success platform allows Outreach Services to gather prospects by two methods. First, through the Cerro Coso College website, prospects can be captured by completing the "Ask a Question" form. By providing their contact information, prospective students express their interest in learning more about Cerro Coso College and the enrollment process. This data is then used by Outreach Services to follow up with personalized communication. Additionally, the EAB Recruitment Success platform taps into the CCCApply data of students who have applied to Cerro Coso Community College but have not yet registered. By identifying these students, Outreach Services can reach out to them with targeted messaging and strategic initiatives to encourage them to complete the registration process. The EAB Recruitment Success platform serves as an ongoing effort on the part of Outreach Services to increase application conversions. By utilizing various communication channels and creating tailored campaigns, the college can effectively communicate the benefits of a Cerro Coso College education to potential students, ultimately increasing enrollment.

Self-Inquired	Registered	Conversion
205	71	34.63%

#### Undocumented/ AB540 Prospects

The Outreach program coordinator, along with the Director of Outreach, work closely with Military & Veteran Services, UndocuSuccess Professional Expert, U-Fellows, and the Spanish ECE cohort to support undocumented and AB 540 initiatives. These initiatives aim to assist and inform undocumented and AB540 prospective students by providing comprehensive information in English and Spanish about the college, its enrollment processes, resources, and specific programs to help them be successful if they chose to become a student such as Military & Veteran Services, UndocuSuccess Student Success Program, and UFW Foundation immigration services through email communication, texts, campaigns, workshops, and on/off campus events.

## Outcomes Assessment: Results of Last Year's Assessments

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

**Target Met?**

Did Not Assess

**Increase inquiry submissions to application**

**Target Met?**

Yes

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

**Target Met?**

Did Not Assess

**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.**

**Target Met?**

No

## **Outcomes Assessment: Missed Targets**

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

## **Program Review**

### **Outreach does not have a program review**

**Year of Last Program Review:**

**Actions Taken in the Prior Year to Address Strategies:**

**Strategies Still to be Addressed:**

## **Last Year's Initiatives**

No prior year initiatives to report on.

---

## **Reminder of Initiatives for the Current Year**

### **Reminder of Initiatives for the Current Year**

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

**Increase inquiry submissions to application**

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

**CampusESP- Parent Communication**

---

## **Plan Initiatives for Next Year**

### **Initiatives for Next Academic Year**

#### **First-Generation Cohort**

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

Yes

**Specific Action Steps to be Taken:**

The Director of Outreach Services, Dean of Enrollment & Retention, and Outreach Program Coordinator were part of the First-Gen CFIT initiative that came through the Student Equity and Achievement Committee. It was the objective of this CFIT to identify the strengths and weaknesses of CC's first-generation students, as well as to develop and implement programs to assist them. Through the analysis of both quantitative and qualitative data, a cohort called the "CC First-Gen Experience" was developed and implemented in Fall 2024. This cohort aims to provide tailored resources and support specifically for CC first-generation college students.

Quantitative research involved gathering and analyzing data to gain insights into first-generation college students' experiences. This data could include demographic information, academic performance, retention rates, and any other relevant metrics. By examining this data, the CFIT committee gained a deeper understanding of the unique needs and challenges faced by CC first-generation students.

In qualitative research, the CFIT committee collected and analyzed first-generation college students' personal stories, anecdotes, and reflections through focus groups. This qualitative research provided a more holistic understanding of the challenges and achievements they faced, as well as the strategies and support systems that worked for them. The combination of quantitative and qualitative research provided a comprehensive view of the experiences of first-generation college students. It allowed the committee to identify key areas where support and resources were needed, and develop targeted initiatives to address these needs.

By combining quantitative data and qualitative research, the "CC First-Gen Experience" cohort aimed to create a more inclusive and supportive environment for first-generation college students, empowering them to reach their full potential and achieve academic success.

As directed by the Dean of Enrollment & Retention and the Director of Outreach Services, the designated Outreach Program Coordinator will:

- Implement a caseload management support system, where identified first-generation Cerro Coso students are placed in the "CC First-Gen Experience"
- Evaluate students individually; document persistence each semester
- Establish clear communications with these students on how to register
- Develop strategies for awareness of student support services
- Develop a calling campaign for students who have not registered for the upcoming semester

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

Identify appropriate dates for communications Identify appropriate platform for communications for students (email, text, pronto) Evaluate students individually: mid-semester check-in; document students persisting each semester; GPA, success program. etc

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

No

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

Evaluate each student for successful semester (GPA, completion) and if students are being retained to the following semester.

#### **Person Responsible:**

Director of Outreach Services, Dean of Enrollment & Retention, and assigned Outreach Program Coordinator assigned to this special population

#### **Unit gap or institutional goals addressed:**

It addresses a Strategic Plan goal or objective (reminder to the right), It addresses a gap in student equity, It addresses a Student Equity and Achievement Plan goal, It addresses a Guided Pathways practice

#### **Increase enrollment at Mammoth campus**

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

Yes

**Specific Action Steps to be Taken:**

Increase enrollment at Mammoth campus through comprehensive enrollment campaigns.

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

Track prospective student attending event; information they request/were given.

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

No

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

Application conversion; compare event attendees to successful applications.

**Person Responsible:**

Director of Outreach

**Unit gap or institutional goals addressed:**

It addresses a Strategic Plan goal or objective (reminder to the right), It addresses a gap in student equity

**8th Grade Day SSUSD Freshmen Early College Enrollment**

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

Yes

**Specific Action Steps to be Taken:**

Present at SSUSD middle schools on early college during "8th Grade Day"

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

Identify appropriate month to conduct presentation Update presentation to reflect current/correct information for each presentation Create an engaging age appropriate presentation

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

No

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

Evaluate each fall if 9th grade Early College applicants are increasing.

**Person Responsible:**

Director of Outreach and Outreach Program Coordinator assigned to Early College

**Unit gap or institutional goals addressed:**



It addresses a Strategic Plan goal or objective (reminder to the right)

---

## Evaluate Resource Needs

### Facilities

Outreach Services would like to request space on campus to showcase the 5th Grade Day and Graduation signed banners. The purpose of displaying the banners is to highlight the significance of graduation and allow current and future students to see their names from elementary school.

Outreach Services has recently undergone a re-location, and as part of our efforts to complete the re-location, we kindly request the following modifications:

- Outreach Services has been relocated to room 145 and would like to request the door signs to be updated to reflect "Outreach Services 145" outside of both glass doors. We would also like to request a large metal "Outreach" sign on the wall above the door.
- Outside Office Doors: We kindly request that our outside office doors be half frosted. This will provide privacy while still allowing natural light to filter through.
- ADA Compliant Desk: In order to ensure compliance with the Americans with Disabilities Act (ADA), we kindly request that our ADA compliant (desk attached to the DAIII desk) be equipped with an ADA countertop. This modification will provide accessibility and usability for individuals with special needs.
- The electrical line in the Director of the Office be painted white to match the wall. This minor alteration will create a sense of uniformity and harmony in the room, creating a visually appealing and professional office space.
- Exterior doors be repainted blue. This change will help create a consistent and recognizable visual identity for the department, reinforcing our brand and identity.
- Cerro Coso logos be wrapped or placed on various surfaces in the office, including the doors, DAIII desk, and walls. This branding initiative will further enhance the professional appearance of the office space.

### Information Technology

- Outreach requests monitors for third office space desk as the space is used regularly by staff, students, and outside partners.
- A dedicated printer in the Directors office for confidential documents. The purpose of this printer is to ensure that sensitive information can be printed securely, reducing the risk of others having access to or accidentally viewing it.
- Continued support of IT services as Outreach events continue on campus and online every semester.

### Marketing

- Outreach Director request a monthly meeting dedicated specifically to discussing and updating the Outreach and Marketing Request Form. This meeting will serve as a crucial platform to exchange ideas, gather requirements, and ensure a coordinated approach to our shared efforts.
  - Additionally, collaborate to review the form on a regular basis. By working together, we can identify any necessary changes, enhancements, or updates that may be required to enhance its effectiveness. This collaborative effort will allow us to refine the form and ensure that it meets our marketing and Outreach objectives effectively.
- The creation of a shared file where Outreach team members can access, download, or request prints of college materials required for Outreach events. This centralized repository will provide easy access to all the necessary resources, saving time and streamlining our Outreach enrollment and tabling efforts.

### Professional Development

Outreach Director and new Program Coordinator to attend the EAB Connected25 Conference Oct. 13-15, 2025, in Orlando, Florida. Neither the Director or new program coordinator have attended an EAB conference. These conferences cover enrollment management, student recruitment, student success through their CRM system.

Attend an ACCRAO conference in 2025 (TBD). This conference helps develop tools and resources, develop or enhance an SEM plan. This information can be used to improve student success measures throughout the college and create recruitment

and retention strategies all aligning with the CC Strategic Plan and new Enrollment Management Committee.

Outreach Director and assigned Program Coordinator to attend NASPA First-Generation Conference 2025 (TBD). This conference examines topics critical to advancing the holistic outcomes of first-generation students. Further, considers the vast intersectionality of first-generation students, the systemic and institutional barriers to success, evidence-based practices and approaches to student support and services, the role of assessment and evaluation, opportunities to build celebratory campus environments, and strategies for building networked campus approaches to scaling support.

Attend a California Community Colleges Pathways to Equity Conference in 2025 (or other equity based conferences). These conferences focus on strategies and practices to create or update current plans to lead to an increase in underrepresented student success outcomes. This aligns with CC strategic Plan, equity gaps identified in this AUP, and supports next years initiatives.

## Other Needs

---

## Staffing Requests

### 1000 Category - Certificated Positions

### 2000 Category - Classified Staff

#### Enrollment Specialist

**Location:**

No Location Specified

**Salary Grade:**

46.5

**Number of Months:**

12

**Number of Hours per Week:**

40

**Salary Amount:**

\$5,706.05- \$8,062.50

**Justification:**

Enrollment Specialist is a position classified as 46.5 and would be a collegewide position. Outreach may have individuals who possess similar skills and expertise, but there are not currently any staff members in the same classification who are trained or qualified to perform this positions job responsibilities.

Due to the limited staffing in Admissions & Records, Financial Aid, and the workload of the counseling department, this position will support recruitment and retention efforts on behalf of their departments directly. Enhancing the ability to inform students directly through this office will increase engagement at events on and off campus as well as provide educational support and information directly to potential students.

Having this position allows for real-time support at outreach events on and off campus. After the initial contact, students can drop-in to the Financial Aid and Admission office, but this position will provide first line support and answer questions. At events, potential students often ask questions that are difficult to answer and may be misinformed about admissions, registration, and financial aid. Additionally, this position will support the development of workshops that support college information, application, registration, FASFA, and basic needs information on a regular basis.

Further, as a result of limited staffing for *Express Enrollment Events*, Outreach created a less comprehensive enrollment event called "First Step." In this event, students do not have the opportunity to speak with all enrollment departments at the same time affecting how many students go from prospect to student at our enrollment events.

Under the supervision of the Outreach Director, the Enrollment Specialist would:

- Advise students regarding their academic careers, including certification, graduation, transfer, and major requirements; advise students about the requirements necessary to achieve career goals and about various careers. As well as other enrollment-related advising duties and functions.
- Assist in outreach activities in K-12 schools and throughout the service area. Plan, design, and implement targeted outreach and recruitment strategies in high schools in our service area.
- Offer services in a variety of settings and times, including evenings and/or weekends, online or off-campus, as needed
- Help with applications, registration, and FAFSA completion, as well as scholarship information.
- Coordinate enrollment services efforts with relevant committees, departments, divisions, and other campus programs; prioritizes, coordinates, and oversees outreach program activities to meet timelines.
- Develop recruitment and enrollment services content; develops, manages, and maintains databases and utilizes data to support efforts; tracks student contact to monitor services and enrollment support; collects and analyzes statistical, demographic, and other data for recruitment purposes.
- Performs related duties as required.

## **Program Coordinator- Current Position**

### **Location:**

Ridgecrest/IWV

### **Salary Grade:**

42.5

### **Number of Months:**

12

### **Number of Hours per Week:**

40

### **Salary Amount:**

\$4,683.22- \$6,617.27

### **Justification:**

Current position: Need to increase the 15% of Outreach GU001 on this position to 35%. This position was previously covered by AB19 funding and this is no longer appropriate, this position handles the day-to-day outreach needs, outreach events, community relations, community partnerships, and K12 partnerships.

AUP Budget Worksheet for Outreach - FY25

Fund	Org Description	Account Description	Program Title	Activity	Location	2024	2024	2025	2026	Notes	Increase?	In planning document	Data?	If requesting increase of %5 or more	Operational Efficiency?
						Adopted Budget	Actual Expenses	Adopted Budget	Request						
GU001	Outreach	Ces Non-Inst-Emp Reg Salary Sched	CC Student Division		CI			\$ 55,655.02	\$75,134.28	percentage increase on positoin					
GU001	Outreach	Non-Inst Students	CC Student Division		CI			\$ 500.00	\$20,000.00	Student Workers/Student Ambassador	yes	AUP			
GU001	Outreach	Non-Inst Supplies & Materials	CC Student Division		CI	\$ -	\$ 1,000.00	\$ 2,500.00	\$ 1,500.00		yes	AUP			
GU001	Outreach	Non-Inst Supplies & Materials	CC Student Division		CT	\$ 500.00	\$ 31.88		\$500		no				
GU001	Outreach	Employee Travel	Other Student Services		CI	\$ 9,200.00	\$ 96.12		\$9,200		no				
GU001	Outreach	Employee Travel	CC Student Division		CI	\$ 1,000.00	\$ 16,000.00		\$10,000.00		no				
GU001	Outreach	Employee Travel DO	CC Student Division		CM	\$ -	\$ 132.27	\$ 1,000.00	\$ 1,000.00		no				
GU001	Outreach	Employee Travel DO	CC Student Division		CI	\$ 500.00	\$ 5.89	\$ 2,500.00	\$ 2,500.00		no				
GU001	Outreach	Employee Travel DO	CC Student Division		CT	\$ -	\$ 31.82	\$ 1,000.00	\$ 1,000.00		no				
GU001	Outreach	Employee Travel DO	CC Student Division		CB	\$ -	\$ 352.99	\$ 1,000.00	\$ 1,000.00		no				
GU001	Outreach	FoodMeetings	CC Student Division		CI										
						\$ -	\$ -	\$ 500.00	\$3,600.00	CC Pathways & Career Day					
GU001	Outreach	FoodMeetings	CC Student Division		CM	\$ 500.00	\$ -	\$ 250.00	\$ 250.00		yes	AUP			
GU001	Outreach	FoodMeetings	CC Student Division		CB	\$ 500.00	\$ -	\$ 250.00	\$ 250.00		no				
GU001	Outreach	FoodMeetings	CC Student Division		CT	\$ 1,000.00	\$ -	\$ 500.00	\$ 500.00		no				
GU001	Outreach	Refreshments/Meetings	Other Student Services		CI										
						\$ -	\$ 108.75		\$1,000	Outreach					
GU001	Outreach	Refreshments/Meetings	CC Student Division		CT	\$ -					yes	AUP			
						\$ -	\$ 33.70		\$ 250.00	Outreach					
GU001	Outreach	Refreshments/Meetings	CC Student Division		CM	\$ -			\$ 250.00		yes	AUP			
GU001	Outreach	Refreshments/Meetings	CC Student Division		CB				\$ 250.00						
GU001	Outreach	Refreshments/Meetings	CC Student Division		CI			\$ 250.00	\$ 250.00						
GU001	Outreach	Institutional Dues/Memberships	CC Student Division		CI			\$ 2,000.00	\$ 2,000.00						
GU001	Outreach	Software Licensing/Maintenance Svcs	CC Student Division		CI										
						\$ -	\$ 1,152.74	\$ 500.00	\$ 25,000.00	EAB Navigate Licensing & ID Printer Maintenance Services					
GU001	Outreach	Postage/Express Overnight Svcs	CC Student Division		CI	\$ 500.00	\$ -	\$ 7,500.00	\$ 7,500.00		yes	AUP			
GU001	Outreach	General Advertising Services	CC Student Division		CI	\$ 500.00	\$ -	\$ -			no				
						\$ -	\$ 540.79	\$ 10,000.00	\$ 15,000.00	CC Rocks, 8th Grade Day, 1st Gen Awareness, Enrollment events					
GU001	Outreach	Printing/Duplicating Service	CC Student Division		CI	\$ 500.00	\$ -	\$ 5,000.00	\$ 5,000.00		yes				
GU001	Outreach	Sponsorships	CC Student Division		CI			\$ 3,500.00	\$5,000		no				
GU001	Outreach	Other Services & Expenses	CC Student Division		CI										
						\$ -	\$ 1,500.00		\$ 5,000.00	Laptops, iPad, other technology, and unknown additional items for annual and new events and initiatives.					
											yes				

AUP Budget Worksheet for Outreach - FY25

Resource Requests							
Type of request	1 time or ongoing?	Requested amount	description/explanation	In planning document	Date?	Relevance?	Operational Efficiency?
IT	1 time	Unsure	Printer for directors office	AUP		The purpose of this one-time budget request is to purchase a printer for the directors' office to ensure confidential documents are printed securely.	The purpose of this request is to acquire a new printer for the directors' office. The primary objective of this purchase is to enhance operational efficiency by securing confidential documents during printing.
Other	1 time	Unsure	College mascot; cost split with PIO and Athletics	no	Athletics and Outreach Services Depts. Both host multiple events, workshops, and community initiatives throughout the year.	This one-time request is to purchase a mascot for the college. This mascot will serve multiple purposes and contribute to the overall enhancement of the enrollment events, awareness events, and engagement at athletics events.	Purchasing a mascot for the college is a one-time investment that will yield significant long-term benefits. The mascot will enhance enrollment events, awareness events, and engagement at athletics events, attracting prospective students, promoting our college's offerings, and creating a memorable experience for attendees.
Other	1 time	Unsure	Uniform for Outreach employees	no	Outreach Services hosts and tables multiple community events and presentations each month, and these are significantly increasing.	The purpose of these uniforms is two-fold. Firstly, they serve as an effective branding tool for our department. By wearing our logoed polo shirts or t-shirts, our staff members can easily identify themselves as representatives of Cero Coso and Outreach Services, fostering a sense of professionalism and unity among our staff members. Secondly, the uniforms act as practical attire for community events and presentations. They provide a professional image that resonates with attendees, ensuring that our presence is noticed and respected.	The uniforms worn by staff members of Outreach Services play a crucial role in representing the institution within the community. These uniforms not only serve as a symbol of brand identity but also serve a practical purpose by equipping staff with logo'd gear. By mandating these uniforms, the college ensures that staff members are adequately equipped to represent the institution without having to spend their own funds.