



## Annual Integrated Planning Outreach for 2026-2027

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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.

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

## **Student Equity**

### **Actions Taken**

#### **Overview**

Outreach Services continues to serve as the college's front-facing unit for recruitment, enrollment support, and equity-driven engagement across Cerro Coso's 18,000-square-mile service area. For 2026-2027, the department will build on existing initiatives to strengthen outreach pipelines, expand community partnerships, and close equity gaps through intentional recruitment, program alignment, and mobile access.

#### **Addressing the Black and African American Student Enrollment Gap**

During the 2025-2026 cycle, Outreach collaborated with the Director of Equity & Inclusion and the Umoja Community to directly address the enrollment gap among Black and African American students. Umoja representatives joined Outreach staff on multiple middle and high school visits throughout the region, providing culturally relevant engagement, sharing lived experiences, and building early awareness of college pathways.

As a result of these intentional efforts, enrollment among Black and African American students increased by 12.3% compared to the previous academic year. This growth reflects the success of sustained relationship-building, culturally affirming outreach, and collaborative programming that emphasized belonging, access, and representation. The partnership between Outreach and Umoja has strengthened visibility of Cerro Coso's supportive services and deepened trust within communities that may not have previously viewed college as an accessible or welcoming environment.

## Recruitment Strategies

Outreach has maintained a robust, multi-modal recruitment strategy designed to bring college resources directly into the community and meet students where they are.

- **“Your Hometown College” Express Enrollment Events**

These on-site enrollment events, hosted at local businesses, libraries, and community centers, create accessible entry points for prospective students. During 2025-2026, events were hosted in Ridgecrest, Mojave, Bishop, and Mammoth, with additional expansion planned for 2026-2027.

- **“First Step” Enrollment Support**

Outreach, Admissions, and Financial Aid jointly host “First Step” tabling events both on and off campus to guide prospective students through CCCApply, FAFSA/CADAA completion, and counselor connections. Personalized follow-up through EAB Recruitment Success ensures students receive continuous guidance from inquiry to enrollment.

- **Community & K-12 Partnerships**

Outreach remains highly active in regional college fairs, open houses, and workforce-aligned events, strengthening relationships with K-12 districts, Tribal communities, and partner organizations. These collaborations provide multiple entry points into the college pipeline, especially for historically underserved groups.

## Admissions and Financial Aid Support

Outreach and the Admissions & Financial Aid teams have expanded FAFSA/CADAA and CCCApply workshops, offering bilingual (English/Spanish) support to reach broader audiences. Through targeted email campaigns, EAB tracking, and cross-departmental coordination, these efforts continue to improve completion rates and reduce barriers for new and continuing students.

## Gaps Identified

Outreach Services has identified two primary areas of focus for continued improvement: **first-time enrolled students and first-generation students**. While progress has been made in recent years through expanded recruitment efforts, application support, and early connection programs, data indicates that some students still struggle

to complete the transition from application to enrollment and to sustain engagement through their first semester.

For first-time enrolled students, the gap largely stems from barriers in navigating initial college processes and understanding next steps after submitting an application. Many students, especially those from rural and underserved areas, face challenges related to technology access, confusion about financial aid, and uncertainty about course registration. To address these barriers, Outreach aims to strengthen the conversion process from inquiry to enrollment through proactive, data-informed engagement. This includes expanding the reach of “Your Hometown College” express enrollment events, increasing on-site high school registration opportunities using the Enrollment Van, and deepening collaboration with Counseling, Admissions, and Financial Aid to streamline post-application communication. Additionally, Summer Bridge will continue to serve as a key entry point for new students, offering structured onboarding that connects them with academic resources, campus support services, and peer networks before the start of the fall term.

For first-generation students, the college recognizes that gaps in belonging, confidence, and access to support networks can impact both enrollment and persistence. As a rural-serving institution with a high proportion of first-gen learners, Cerro Coso has already established a strong foundation through its First-Gen Experience cohort model, which provides mentorship and community throughout the academic year. In 2026-2027, the focus will shift toward growing and enhancing this program by expanding participation across campuses, integrating academic skill-building and workshops, and embedding financial literacy into cohort activities.

By deepening these initiatives, Outreach aims to create seamless, supported transitions into college for first-time and first-generation students, reducing access gaps, improving persistence, and fostering a stronger sense of connection from the very first point of contact.

## **Outcomes Assessment**

### **Loop-Back Improvements Made**

During the 2025-2026 academic year, Outreach Services continued to advance Cerro Coso’s institutional mission to expand access, equity,

and student success through coordinated, community-centered outreach and onboarding efforts. These initiatives focused on improving enrollment outcomes for first-time, first-generation, and returning students across the college's 18,000-square-mile service area, while strengthening collaboration with internal departments and external partners to support seamless transitions from prospect to enrollment.

### Expanding Access Through Multilingual Outreach

To improve accessibility for diverse populations, Outreach developed and launched a series of Spanish-language informational videos covering CCCApply, FAFSA and California Dream Act applications, and the overall enrollment process. These videos were shared through the college website, social media platforms, and EAB Recruitment Success campaigns, ensuring that Spanish-speaking students and families could access clear, culturally relevant enrollment information.

### Strengthening Onboarding and Enrollment Support

Outreach expanded both First Step and Express Enrollment events during 2025-2026, increasing opportunities for prospective students to complete the onboarding process in a single visit. These events brought together staff from Outreach, Admissions & Records, Financial Aid, and Counseling to assist students in real time with CCCApply, FAFSA/CADAA completion, and course registration.

In addition to supporting new students, Outreach implemented a series of registration workshops for continuing students. These workshops provided direct assistance with course planning, registration troubleshooting, and schedule adjustments, helping students maintain enrollment momentum and avoid registration delays.

To ensure a smooth transition from application to enrollment, Outreach collaborated with Counseling, Admissions, and Financial Aid to coordinate post-application communication through EAB Recruitment Success. Students who submitted applications received personalized follow-ups, reminders, and invitations to events designed to guide them through the final steps of the enrollment process.

## Peer-Led Engagement and Student Ambassadors

In 2025-2026, Outreach expanded its student leadership capacity by integrating U-Fellows into outreach and recruitment efforts. These student ambassadors provided peer-to-peer engagement at high school visits, enrollment events, and community activities. They also supported data collection, event coordination, and follow-up communication, helping create a more personalized and relatable student experience. Their involvement increased visibility, authenticity, and student comfort at recruitment and onboarding events.

## Early Connection Through Summer Bridge

The program introduced first-time and first-generation students to academic expectations, campus and community resources, and support services such as EOPS, DSPS, NASSSP, and UndocuSuccess. Participants received targeted workshops in academic readiness, financial aid literacy, and time management while forming early connections with counselors, staff, and peers.

## Strengthening Community Partnerships and Career Readiness

Outreach also deepened its collaboration with regional workforce and community partners to strengthen student employability and career preparation. Throughout the year, the Outreach Office hosted on-site résumé and employment-readiness appointments with the Federal Employee Recruitment Program (FERP) in partnership with a representative from Naval Air Weapons Station China Lake. These sessions allowed students to receive individualized support on federal résumé writing, USAJobs applications, and employment pathways in government and technical fields.

Additionally, Outreach continued to coordinate the annual Cerro Coso Job Fair, connecting students and community members with local employers, industry partners, and workforce agencies. These efforts align with Guided Pathways objectives by linking academic programs to regional labor market opportunities and fostering economic mobility for Cerro Coso students.

## **Schedule of Assessments**

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

## Outcomes Assessment: Missed Targets

### Program Review

**Name:** N/A

#### Year of Last Program Review

N/A

#### Actions Taken in the Prior Year to Address Strategies

#### Strategies Still to be Addressed

### Last Year's Initiatives

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

#### Action Plan

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.

#### Lead Measure of Success

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

#### Lag Measure of Success

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

#### Initiative Status

In Progress

## **Summarize actions taken on this initiative**

- Created and launched the First-Gen Experience Cohort to provide mentorship, connection, and sustained comprehensive support.
- Developed bilingual (English/Spanish) onboarding materials outlining admissions, financial aid, and registration steps.
- Hosted First Step and Express Enrollment events focused on first-generation student success.
- Implemented EAB inquiry form tracking to specifically identify and monitor First-Gen students for targeted follow-up.
- Used EAB Recruitment Success for applicant tracking and personalized communication.
- Promoted Summer Bridge participation to strengthen first-term readiness and belonging.
- Increased targeted support for first-generation student applications and engagement at onboarding and outreach events.

## **Name: Increase inquiry submissions to application**

### **Action Plan**

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

### **Lead Measure of Success**

Monthly inquiry to application reports from EAB.

### **Lag Measure of Success**

Intentional messaging campaigns to drive inquiries to completed applications.

### **Initiative Status**

In Progress

## **Summarize actions taken on this initiative**

- Created a dedicated EAB Recruitment Success inquiry form used exclusively at Outreach prospect events to capture new student interest.
- Embedded QR codes on flyers, event signage, and digital materials to streamline student inquiry submissions.
- Implemented consistent prospective student campaigns through EAB to nurture inquiries and encourage application completion.
- Began tracking monthly inquiry-to-application conversion reports in EAB to assess engagement and refine messaging strategies.

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

### **Action Plan**

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.

### **Lead Measure of Success**

Tracking all incoming all Outreach requests.

### **Lag Measure of Success**

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

### **Initiative Status**

In Progress

## **Summarize actions taken on this initiative**

- The Director of Outreach met with faculty across departments to explain Outreach services, event support, and collaboration opportunities.

- Met with the Director of Communications and Community Relations to review and update the Marketing and Outreach Request Form, simplifying the process and reducing confusion.
- Communicated updates to faculty and staff to ensure clarity on how to submit outreach and marketing requests.
- Improved interdepartmental communication, ensuring faculty outreach needs are addressed efficiently and consistently.

## **Name: CampusESP- Parent Communication**

### **Action Plan**

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.

### **Lead Measure of Success**

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

### **Lag Measure of Success**

Evaluate each semester for parent/guardian engagement.

### **Initiative Status**

Withdrawn

### **Summarize actions taken on this initiative**

- Implemented the CampusESP parent/guardian communication platform to strengthen engagement and provide families with timely updates and resources.
- Promoted the platform through Early College, outreach events, and communication campaigns targeting current and prospective students' parents and guardians.
- Tracked engagement through CampusESP analytics and attempted to integrate the tool into onboarding communications.

- Unfortunately, the platform did not gain enough traction or parent interest to sustain continued use after the first year.
- Outreach determined that parent and family communication would instead be better supported through direct engagement at in-person events and existing college communication channels.

## **Initiatives for Next Academic Year**

### **East Kern Outreach and Enrollment Initiative**

**Is this a multi-year Initiative? Y**

#### **Specific Action Steps to be Taken**

- **Promote Tehachapi Campus Launch**
  - Collaborate with Director of East Kern and Director of Communications (Marketing) to design communications and outreach plan promoting the new Tehachapi Campus.
  - Create outreach materials highlighting program offerings, enrollment timelines, and support services.
- **Deploy the Enrollment Van Regionally**
  - Bring the Enrollment Van to Tehachapi and nearby communities for Express Enrollment and First Step events.
  - Have new Enrollment Specialist help provide on-site CCCApply, FAFSA/CADAA, and registration assistance.
- **Expand Peer Outreach Capacity**
  - Utilize Ambassadors and U-Fellows at each campus to support local outreach events and peer engagement.
  - Train ambassadors to assist with application support, follow-up communication, and data collection.
- **Increase Enrollment and Retention Collegewide**
  - Host on-campus Express Enrollment and registration workshops each semester for new and continuing students.

- Use EAB data to re-engage applicants who did not complete enrollment.

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

- **Event Participation:** Number of Express Enrollment, First Step, and registration workshops hosted and total student attendance.
- **Mobile Outreach:** Number of Enrollment Van deployments in Tehachapi and surrounding areas; students served on-site.
- **Peer Engagement:** Number of outreach events supported by NASSP Ambassadors and U-Fellows; student interactions recorded.
- **Partnership Activity:** Number of collaborative events with K-12, adult education, and workforce partners.
- **Student Engagement (EAB):** Increase in inquiries, applications, and early conversion rates linked to regional outreach campaigns.
- **Marketing Reach:** Engagement metrics from bilingual materials, Spanish-language videos, and Tehachapi-focused digital campaigns.

### **Do you request help developing these instruments?**

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

- **Enrollment Growth:** Year-over-year increase in headcount and FTES at the Tehachapi Campus and sustained growth at other sites.
- **Application-to-Enrollment Conversion:** Percentage of applicants who complete enrollment and register for classes following outreach or mobile events.
- **First-Time Student Enrollment:** Increase in first-time and first-generation student enrollment collegewide.
- **Retention and Persistence:** Fall-to-Spring and Fall-to-Fall persistence rates for students served through outreach and onboarding activities.
- **Financial Aid Access:** Increase in completed FAFSA and CADAA applications among new and continuing students.

- **Regional Participation:** Growth in enrollments from Tehachapi-area feeder high schools and surrounding communities (Mojave, Rosamond, California City, etc.).

## **Person Responsible**

Director of Outreach Services, Director of East Kern

## **What unit gap or institutional goal does this address?**

It addresses a strategic plan goal or objective

## **HSI Equity and Belonging Expansion Initiative**

### **Is this a multi-year Initiative? Y**

### **Specific Action Steps to be Taken**

#### **• Enhance HSI Visibility and Representation**

- Develop and distribute bilingual (English/Spanish) outreach materials, videos, and event messaging that highlight Cerro Coso's HSI identity and student success.
- Integrate HSI pride and culturally relevant content into all Outreach presentations, campus tours, and community events.

#### **• Expand Culturally Responsive Outreach**

- Use the Enrollment Van for targeted outreach in predominantly Hispanic and Native-serving communities, including family-based and community-centered events.
- Collaborate with NASSSP Ambassadors and U-Fellows to provide bilingual, peer-led support at outreach and recruitment events.
- Procure new laptops and MiFi devices to support both mobile and on-campus enrollment efforts.

- **Field Use:** Equip staff with updated laptops and MiFi devices to facilitate real-time CCCApply, FAFSA/CADAA, and EAB data entry during off-campus outreach and community events, particularly in rural areas with limited connectivity.

- **On-Campus Use:** Provide laptops for the Outreach Office student area to create an accessible self-enrollment and application station. This will allow prospective and continuing students to complete applications, explore programs, and receive hands-on support in a dedicated, student-friendly environment.
- **Promote Inclusive Onboarding Opportunities**
  - Recruit and refer students into First-Gen Cohort and Summer Bridge programs during outreach events and high school visits.
  - Host bilingual information sessions focused on CCCApply, FAFSA/CADAA, and college readiness for students and families.
- **Support Equity Data Collection and Continuous Improvement**
  - Track student engagement through EAB Recruitment Success to identify participation by ethnicity and community location.
  - Report outreach activity, event attendance, and conversion trends to SEAC and the Director of Equity & Inclusion for use in equity planning.

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

- **Bilingual Outreach Events:**  
Number of bilingual (English/Spanish) outreach, enrollment, and community events hosted or supported each semester.
- **Enrollment Van Deployments:**  
Frequency of Enrollment Van visits to Hispanic- and Native-serving communities and total students served on-site.
- **Peer Ambassador Engagement:**  
Number of outreach events supported by NASSSP Ambassadors and U-Fellows; documented peer-to-peer student contacts.
- **Family & Community Participation:**  
Attendance at culturally focused outreach or “College and Culture” events that include parents, guardians, or community members.

- **Application Support Activity:**  
Number of CCCApply, FAFSA/CADAA, or onboarding workshops delivered in Spanish or bilingual format.
- **Prospective-Student Engagement (EAB):**  
Increase in inquiries and applications recorded in EAB Recruitment Success that can be traced to bilingual or community-based outreach efforts.

## **Do you request help developing these instruments? N**

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

- **Hispanic/Latino Enrollment Growth:**  
Year-over-year increase in Hispanic/Latino student enrollment across all Cerro Coso sites, particularly among first-time students.
- **First-Generation Student Enrollment:**  
Growth in first-generation student applications and enrollments resulting from targeted bilingual and community outreach campaigns.
- **Retention and Persistence:**  
Improved Fall-to-Spring persistence among students reached through Outreach events, onboarding workshops, or peer ambassador interactions.
- **FAFSA/CADAA Completion Rates:**  
Increase in financial-aid application submissions among Hispanic/Latino and first-generation students supported through Outreach workshops.
- **Program Participation:**  
Growth in participation in Summer Bridge, First-Gen Cohort, and other equity-based programs resulting from Outreach recruitment efforts.
- **Community Engagement Impact:**  
Sustained partnerships and recurring participation from Hispanic- and Native-serving community organizations in annual outreach and enrollment events.

### **Person Responsible**

Director of Outreach Services, Outreach Staff

## **What unit gap or institutional goal does this address?**

It addresses a strategic plan goal or objective

## **Requested Resources**

### **#19 Other Needs: Branded Attire for Outreach employees**

**Is this a one-time request or an on-going request?** One-Time

**Amount Requested** 400

**Is this request supported in your initiatives or elsewhere?** Yes

#### **Program Review: Outreach Services Department Goals-**

Strengthening college presence through community partnerships, increased event participation, and cohesive branding that supports enrollment growth and persistence.

**Vision 2030** – Advancing access, equity, and student success through community engagement and college visibility.

#### **Student Equity and Achievement Committee (SEAC) Goals –**

Promoting equitable access to departmental resources and fostering inclusive representation at college and community events.

## **Description/Explanation**

Branded attire maintains a consistent and professional image for Cerro Coso staff at all college, community, and K-12 events. Branded attire helps increase visibility and recognition of the college, ensuring staff are easily identifiable to students, families, and partners during outreach, recruitment, and on-campus programming.

Branded attire also promotes team cohesion and represents the college's values of professionalism and accessibility. Given the number of off-site events, fairs, and high-visibility engagements across the service area, maintaining updated and consistent apparel for staff upholds safety, branding, and institutional presence standards.

## **Supporting Facts/Data**

In FY24-25, Outreach staff represented the college at over 85 external events and hosted more than 40 on-campus engagement

activities, including major recruitment and community events such as CC Rocks, Pathways & Career Day, Summer Bridge, Express Enrollment Days, and Trunk-or-Treat. At these large-scale events, with average attendance ranging from 200–375 students and families, easily identifiable staff ensures clear visibility and accessibility for prospective students, parents, and community partners.

Branded attire directly supports the college's Strategic Enrollment Management and Vision 2030 goals by strengthening community recognition, trust, and engagement with the college. In addition, it contributes to safety and compliance during high-traffic events, allowing staff to be readily identified by both the public and campus security.

### **Impact on the Department/Unit**

Providing department-funded branded attire will promote a consistent and professional image across all outreach and student engagement activities. Currently, staff and the Director purchased their own branded apparel, resulting in inconsistencies and inequity across the team.

Branded attire will ensure staff are easily identifiable at high-traffic and off-site events, improving visibility, safety, and community trust. This investment strengthens team cohesion, enhances college recognition across the service area, and supports institutional goals under Vision 2030, Strategic Enrollment Management, and Student Equity and Achievement initiatives.

### **Impact on Operational Efficiency**

Department-funded branded attire improves operational efficiency by standardizing staff appearance across multiple sites and events, reducing the need for individual purchases and last-minute attire coordination. A consistent, professional image allows staff to be immediately identifiable during large-scale events, improving crowd management, communication, and safety.

Branded attire also streamlines event preparation and reduce administrative time spent coordinating dress expectations or replacements. By providing branded apparel through a single procurement process, the department ensures fiscal consistency, adherence to district branding standards, and equitable access to required materials for all staff and student workers.

This investment supports smoother event execution, increased team cohesion, and improved community interactions, all of which contribute to more efficient and effective outreach operations aligned with enrollment and equity goals.

## **#72 Information Technology: Outreach Enrollment Support Equipment - 2 Laptops, 2 MiFis**

**Is this a one-time request or an on-going request?** One-Time

**Amount Requested** \$4000

**Is this request supported in your initiatives or elsewhere?**

None

This request is supported within the Expand Culturally Responsive Outreach initiative under the “Enhance HSI Visibility and Representation” priority. Updated laptops and MiFi devices are essential to increasing access and equity during off-campus enrollment and outreach activities, particularly in rural and underserved Hispanic and Native communities within Cerro Coso’s service area. These resources will allow staff to complete real-time CCCApply, FAFSA/CADAA, and EAB data entry in areas with limited connectivity. Additionally, providing laptops in the Outreach Office student area will create an accessible enrollment hub where prospective and continuing students can complete applications, explore programs, and receive hands-on support. This aligns directly with institutional goals to promote equitable onboarding, expand digital access, and strengthen student participation in HSI and equity initiatives.

### **Description/Explanation**

The Outreach Department is requesting new laptops and MiFi devices to enhance equitable access to enrollment and onboarding services. Laptops will be used both in the Outreach Office student area to create a dedicated self-enrollment station and in the field for mobile outreach events. MiFi devices will provide reliable internet access in rural and underserved areas, allowing staff to assist students with CCCApply, FAFSA/CADAA, and EAB onboarding in real time. These resources directly support the Expand Culturally Responsive Outreach initiative and the college’s HSI and equity objectives by reducing

digital barriers and improving enrollment conversion for underrepresented student populations.

## **Supporting Facts/Data**

Cerro Coso serves an 18,000-square-mile region with several rural communities where limited broadband access creates barriers to college enrollment and onboarding. Over 50% of students identify as Hispanic/Latino, and many prospective students in these regions rely on mobile or in-person outreach to complete CCCApply and FAFSA/CADAA applications. During 2024–2025, Outreach staff supported more than 60 off-campus enrollment and recruitment events, many in areas without reliable Wi-Fi, resulting in delayed or incomplete applications. Updated laptops and MiFi devices will ensure real-time data entry into EAB Recruitment Success, improve application completion rates, and expand access for first-generation, Hispanic, and Native students. Providing on-campus laptops in the Outreach Office student area will also create an equitable enrollment station for walk-in students, supporting institutional equity and HSI visibility goals.

## **Impact on the Department/Unit**

The addition of new laptops and MiFi devices will significantly enhance the Outreach Department's capacity to deliver equitable, data-driven enrollment services both on and off campus. Reliable technology will allow staff to process applications, financial aid forms, and onboarding steps in real time during community and high school events, improving efficiency and student follow-through. On campus, providing laptops in the Outreach Office student area will create a dedicated self-enrollment and support hub for prospective and continuing students, reducing wait times and increasing service accessibility. Overall, this investment strengthens the department's ability to meet HSI and equity objectives, supports data collection through EAB Recruitment Success, and improves collaboration with programs such as NASSSP, UndocuSuccess, and First-Gen initiatives.

## **Impact on Operational Efficiency**

Providing updated laptops and MiFi devices will streamline outreach and enrollment operations by enabling staff to complete applications, data entry, and follow-up tasks on-site and in real time. This eliminates the need for duplicate entry after events, reduces processing delays, and improves the accuracy of student records in

EAB Recruitment Success. The availability of laptops in the Outreach Office student area will also reduce staff workload by allowing students to self-initiate enrollment steps with guided support. Overall, these resources will enhance workflow efficiency, support mobile and office-based services, and improve response times to prospective student inquiries, resulting in faster conversion and improved data integrity across outreach initiatives.

## **#108 Other Needs: Outreach Enrollment Van - Ongoing Maintenance & Triennial Vehicle Wrap Replacement**

**Is this a one-time request or an on-going request?** Ongoing

**Amount Requested** \$5000

**Is this request supported in your initiatives or elsewhere?** Yes

This request is supported in the Outreach Services Program Review. The need for ongoing maintenance and scheduled wrap replacement for the Outreach Enrollment Van is referenced throughout sections addressing program effectiveness, operational capacity, facilities and physical resources, and safety considerations. These areas identify the van as a critical tool for delivering mobile enrollment, onboarding, and community outreach services across the college's rural service area and emphasize the importance of sustaining its functionality and professional appearance to meet departmental goals.

### **Description/Explanation**

The Outreach Enrollment Van is a critical tool for expanding access to higher education across the college's rural and geographically dispersed service area. The van provides onsite application assistance, onboarding support, and college information at remote locations, including high schools, tribal communities, community events, and partner sites, where transportation and internet access often present barriers for prospective and current students.

To remain reliable and safe for long-distance travel, the van requires routine annual maintenance, including oil changes, tire replacement, brake service, air conditioning checks, and general safety inspections. These services ensure the vehicle remains fully functional and compliant with district and state safety requirements. Annual maintenance minimizes the risk of unexpected mechanical

failures that could disrupt scheduled outreach services and negatively impact enrollment efforts.

In addition, the exterior vehicle wrap requires replacement every three years. Because the van operates in extreme desert heat, high UV exposure, and varying elevations, the wrap experiences accelerated wear, including fading, cracking, and peeling. A weather-damaged wrap undermines the college's professional image and weakens the visibility and impact of mobile outreach efforts. A triennial wrap replacement ensures the van continues to serve as a high-quality, branded recruitment tool that reflects the college's standards and enhances community engagement.

This ongoing funding is necessary to preserve the safety, functionality, and professional appearance of the Enrollment Van, thereby supporting the department's mission to increase access, enrollment, and outreach effectiveness across all communities served by Cerro Coso.

## **Supporting Facts/Data**

### **Rural Service Area Travel Demands**

- Cerro Coso's service area spans over 18,000 square miles, one of the largest geographic footprints of any California community college.
- Outreach staff frequently travel 60–250 miles round-trip to serve remote communities such as Bishop, Mammoth Lakes, Lake Isabella, and the Kern River Valley.
- Rural travel increases wear on tires, brakes, and suspension components, making regular maintenance essential to ensure staff safety and prevent breakdowns.

### **Extreme Heat and Environmental Impact**

- Ridgecrest and surrounding East Kern regions experience summer temperatures regularly exceeding 105–115°F.
- According to industry testing, vinyl wraps exposed to prolonged heat and UV radiation lose structural integrity 40–60% faster than wraps in moderate climates.

- Manufacturers estimate that in high-temperature regions, vehicle wraps typically last 2-3 years before fading, cracking, or peeling.

## **Industry Standards for Vehicle Wrap Lifespan**

- 3M and Avery Dennison (leading wrap manufacturers) report:
  - Standard wrap lifespan: 5-7 years
  - High-heat, high-UV lifespan: 2-3 years
- Without timely replacement, wrap degradation becomes visibly apparent and negatively impacts brand perception and professional presentation.

## **Vehicle Utilization = Higher Maintenance Frequency**

- Outreach events run year-round (high school visits, community events, enrollment events, community fairs), resulting in:
  - An estimated 5,000-8,000 miles of annual outreach travel.
  - Increased frequency of oil changes, tire rotations, brake inspections, and AC servicing, especially critical due to extreme heat and long-distance driving.

## **Branding & Student Engagement Impact**

- Mobile enrollment vans with high-quality wraps increase brand visibility:
  - Studies show wrapped vehicles generate hundreds of daily impressions depending on travel frequency and route.
- A faded or damaged wrap reduces the college's professional appearance and weakens marketing effectiveness in competitive recruitment environments.

## **Impact on the Department/Unit**

The Outreach Enrollment Van is essential to the department's ability to deliver equitable, accessible services across Cerro Coso's extensive rural service area. Ongoing funding for annual maintenance and triennial wrap replacement directly impacts the department's capacity to meet enrollment goals, strengthen community partnerships, and support student success from first

contact through onboarding. Without reliable, safe, and professionally branded transportation, the department's ability to operate effectively across multiple locations would be significantly reduced.

Maintaining the van ensures that Outreach can continue to provide on-site, high-touch enrollment services in areas where broadband access, transportation barriers, and geographic isolation limit students' ability to engage with campus resources. The van allows staff to deliver application support, financial aid assistance, and college navigation services directly to students at high schools, tribal communities, and partner sites. This mobility is critical to improving inquiry-to-enrollment conversion rates and reaching students who are traditionally underserved or disconnected from higher education.

A well-maintained van also strengthens departmental efficiency. Reliable transportation reduces scheduling disruptions, staffing delays, emergency repair costs, and potential cancellations of strategically important enrollment events. This stability supports smoother coordination with Admissions & Records, Financial Aid, Counseling, and community partners, ensuring consistent service delivery across all operational sites.

The vehicle wrap plays a vital role in outward-facing engagement. A high-quality wrap enhances the department's visibility, reinforces institutional branding, and projects a professional presence in each community visited. When the wrap deteriorates due to extreme heat, the resulting faded or damaged appearance diminishes credibility, reduces the impact of recruitment efforts, and weakens the college's image within competitive educational markets.

Overall, the ability to safely operate a fully functional, well-branded mobile enrollment unit directly influences the department's success in meeting its mission. It enhances the Outreach team's ability to expand access, increase enrollment, strengthen community relationships, and support the college's broader student success and equity goals. Ongoing funding for maintenance and wrap replacement is therefore essential to sustaining core departmental functions and ensuring the Outreach team can continue delivering high-quality, student-centered services throughout the service region.

## **Impact on Operational Efficiency**

The Outreach Enrollment Van significantly improves the department's operational efficiency by enabling staff to deliver mobile enrollment and onboarding services in a streamlined, coordinated, and resource-effective manner. Ongoing funding for annual maintenance and triennial wrap replacement ensures uninterrupted service delivery, reduces operational disruptions, and enhances the department's ability to plan and execute outreach activities across all communities served by the college.

Reliable annual maintenance minimizes unplanned vehicle downtime, which directly reduces last-minute cancellations, staffing inefficiencies, and rescheduling burdens. A well-maintained van allows the Outreach team to operate on a predictable schedule, maximizing staff time and ensuring that outreach events—including high school visits, tribal outreach, registration workshops, and community engagement events—occur as planned. This supports seamless coordination with partner departments such as Admissions & Records, Financial Aid, Counseling, and Institutional Research.

The van also consolidates multiple service needs into a single mobile unit, increasing efficiency by reducing reliance on multiple campus offices or borrowed vehicles. Staff can transport outreach materials, technology, enrollment equipment, and event supplies in one vehicle, eliminating extra trips, saving time, and reducing operational costs associated with mileage reimbursements or renting vehicles from other units.

Maintaining a professional vehicle wrap further enhances operational effectiveness by functioning as mobile advertising. The van passively markets the college during every trip, increasing brand visibility without requiring additional staff hours or marketing expenditures. A deteriorated wrap, by contrast, diminishes this benefit and may require additional marketing efforts to maintain the same level of community presence.

## **Faculty Position Requests**

No requests found.

# Classified Position Requests

## Program Technician: Enrollment Specialist

### Locations

No Location Specified

### Justification

The **Program Technician** is a classified **Range 40.0** position designed as a collegewide role to strengthen student access, recruitment, and onboarding across Cerro Coso's service area. While Outreach currently employs staff with similar competencies, there are no personnel in the same classification trained or qualified to perform the full scope of duties required for this position.

Due to ongoing staffing limitations within Admissions & Records, Financial Aid, and the high workload of Counseling, a Program Technician would directly support these departments' recruitment and retention functions. By providing immediate, accurate, and comprehensive enrollment assistance through Outreach, this position bridges critical service gaps and enhances the student experience from initial inquiry to registration. Students often encounter barriers when trying to complete multiple enrollment steps across departments—particularly during community events or off-campus engagements. Having a trained Program Technician available for real-time support ensures that accurate information and guided assistance are available wherever students first make contact with the college.

This position would be instrumental in maximizing the impact of the new Enrollment Van, Cerro Coso's mobile enrollment unit. The van is equipped with Wi-Fi, laptops, and outreach materials, and it is actively used for "Your Hometown College," "First Step," and other mobile enrollment events across the region. A Program Technician would travel with and operate from the van to deliver on-the-spot enrollment services—including CCCApply applications, FAFSA/CADAA completion, registration support, and general financial aid advising—bringing equitable access directly to rural, remote, and underserved communities. This mobile capability ensures that enrollment barriers related to transportation, connectivity, and awareness are minimized,

while allowing the college to maintain a consistent and professional presence across its 18,000-square-mile service area.

Additionally, this position would develop and coordinate workshops that provide consistent and accessible information on college onboarding, registration, financial aid, and basic needs resources, both on campus and throughout the community. By working collaboratively with Admissions & Records, Financial Aid, and Counseling, the Program Technician would also help ensure smoother post-application follow-up and continuity between departments—particularly during peak enrollment periods.

The need for this position is further reinforced by the limitations of the current “First Step” model. While this event offers students preliminary support, the absence of cross-departmental staff at one location limits how many students successfully transition from prospect to enrolled. With a Program Technician, Outreach can provide comprehensive, one-stop enrollment support during both “First Step” and “Your Hometown College” events, improving conversion rates and overall efficiency.

Under the supervision of the Director of Outreach Services, the Program Technician would:

- Provide direct advising related to application, registration, financial aid, and program exploration, ensuring accurate information is delivered to prospective and current students.
- Offer guidance on academic pathways, transfer, and graduation requirements in collaboration with Counseling.
- Assist with planning and executing recruitment, onboarding, and enrollment activities—including off-campus and evening/weekend events—using the Enrollment Van to expand reach.
- Develop and track recruitment and enrollment data, using this information to assess student conversion, identify barriers, and inform departmental planning.
- Collaborate with internal committees and departments to align recruitment, onboarding, and retention strategies across the college.

This position is critical to sustaining Cerro Coso's enrollment recovery and student equity goals. By combining data-informed outreach with mobile access and personalized support, the **Program Technician (Classified / Range 40.0)** will directly contribute to increasing first-time student enrollment, improving first-gen onboarding, and enhancing overall institutional capacity to serve students wherever they are.

**Salary Grade**

40.0

**Number of Months per Year**

12

**Number of Hours per Week**

40

**Salary Amount**

\$4,226.21- \$4,440.16

Outreach AUP Budget Request Worksheet for FY27

Fund	Org Description	Account Description	Program Description	Activity	Location	2025	2025	2026	2027	Notes	Increase?	In planning document	If requesting increase of %5 or more		
						Adopted Budget	Actual Expenses	Adopted Budget	Request				Data?	Relevance?	Operational Efficiency?
GU001	Outreach	Non-Inst Students	CC Student Division	CI	\$ 500.00	\$ -	\$ 20,000.00								
GU001	Outreach	Non-Inst Supplies & Materials	CC Student Division	CI	\$ 1,500.00	\$ 4,461.75	\$ 1,500.00	\$ 4,500.00							
GU001	Outreach	Outreach-Materials	CC Student Division	CI	\$ -	\$ 507.04	\$ 5,000.00				Yes	AUP	Event activity and outreach operations have increased substantially over the past year. The Outreach Office now coordinates over 30 community and K-12 events annually across the college's 18,000-square-mile service area, including CC Rocks, Pathways & Career Day, Summer Bridge, and multiple Express Enrollment events. Attendance has also grown, with more than 350 students participating in Pathways & Career Day and over 400 community partners attending CC Rocks 2025. The Outreach Office now Outreach has increased its outreach efforts and increased the use of portable materials such as tables, signage, and storage containers. Additionally, daily student engagement within the office has grown with increased use of CCCApply and EAB Navigate support services. These data points demonstrate a clear rise in operational activity and material needs to maintain efficient, high-quality outreach and recruitment services.	The requested increase in non-instructional materials is essential to support the operational and programmatic functions of the Outreach Office. These materials directly contribute to the college's enrollment and retention goals by ensuring staff have the necessary supplies to conduct community engagement, recruitment, and onboarding activities efficiently. Items such as tables, signage, and storage containers, along with organizational tools are used daily to prepare outreach packets, maintain the outreach van, and support large-scale events like CC Rocks, Pathways & Career Day, and Express Enrollment. Maintaining adequate non-instructional materials ensures that staff can effectively represent Cerro Coso at schools, community events, and regional partner sites to expand access and streamline the student onboarding experience.	Increasing the budget for non-instructional materials will improve the overall efficiency and responsiveness of the Outreach Office. Having adequate supplies readily available ensures that staff can quickly prepare event materials, restock outreach kits, and support multiple off-site events without delays or last-minute purchases. Standardizing supplies across campuses and the Outreach Van also enhances consistency and reduces duplication of orders.
GU001	Outreach	Employee Travel	CC Student Division	CM	\$ -	\$ 362.52									
GU001	Outreach	Employee Travel	CC Student Division	CI	\$ 15,000.00	\$ 2,300.00	\$ 18,000.00								
GU001	Outreach	Employee Travel	CC Student Division	CB	\$ -	\$ 362.52									
GU001	Outreach	Employee Travel DO	CC Student Division	CM	\$ 1,000.00	\$ 536.09	\$ 1,000.00								
GU001	Outreach	Employee Travel DO	CC Student Division	CI	\$ 2,500.00	\$ 124.48	\$ 2,500.00								
GU001	Outreach	Employee Travel DO	CC Student Division	CT	\$ 1,000.00	\$ 103.86	\$ 1,000.00								
GU001	Outreach	Employee Travel DO	CC Student Division	CB	\$ 1,000.00	\$ 1,716.49	\$ 1,000.00								
GU001	Outreach	FoodMeetings	CC Student Division	CI	\$ 500.00	\$ -	\$ 3,000.00								
GU001	Outreach	FoodMeetings	CC Student Division	CM	\$ 250.00	\$ -	\$ 250.00								
GU001	Outreach	FoodMeetings	CC Student Division	CB	\$ 250.00	\$ -	\$ 250.00	\$ 4,000.00							
GU001	Outreach	FoodMeetings	CC Student Division	CT	\$ 500.00	\$ -	\$ 500.00	\$ 1,500.00			Yes	AUP	CC Pathways & Career Day continues to grow in both attendance and impact each year. In 2025, the event hosted over 350 students from 10 regional high schools, including Immanuel Christian, Kern Valley, Desert, Burroughs, Lone Pine, and others across the college's 18,000-square-mile service area. The event featured 25 local employers and community organizations—including the Bureau of Land Management (BLM), NDTI, and the Kern County Sheriff's Office—and multiple faculty-led academic pathway sessions highlighting Cerro Coso programs in Welding, IT, ASL, and Philosophy.	The requested increase in the food budget supports CC Pathways & Career Day, one of Cerro Coso's largest annual outreach events serving local high school juniors and seniors from across the college's service area. The event continues to grow each year, with over 350 students from 10 schools attending the most recent year. The event provides meals for students, faculty presenters, and volunteers ensures full participation throughout the day, enhances the overall event experience, and supports equitable access for schools traveling long distances.	Allocating food expenses under the Outreach budget centralizes event coordination and improves fiscal transparency. Consolidating these costs streamlines purchasing, reduces duplicate requests across departments, and ensures accurate tracking for future planning. Providing meals for participants, faculty presenters, and volunteers enhances the event's efficiency by maintaining schedule adherence, minimizing early departures, and keeping all groups engaged throughout the day.
GU001	Outreach	FoodMeetings	CC Student Division	CM	\$ -	\$ 250.00	\$ -								
GU001	Outreach	FoodMeetings	CC Student Division	CT	\$ 500.00	\$ -	\$ 500.00	\$ 1,500.00							
GU001	Outreach	FoodMeetings	CC Student Division	CB	\$ -	\$ 250.00	\$ -								
GU001	Outreach	FoodMeetings	CC Student Division	CI	\$ -	\$ 168.61	\$ 250.00								
GU001	Outreach	Refreshments/Meetings	CC Student Division	CT	\$ -	\$ 168.61	\$ 250.00								
GU001	Outreach	Refreshments/Meetings	CC Student Division	CI	\$ 250.00	\$ 2,119.29	\$ 1,250.00	\$ 2,500.00							
GU001	Outreach	Refreshments/Meetings	CC Student Division	CM	\$ -	\$ 1,250.00	\$ -								
GU001	Outreach	Refreshments/Meetings	CC Student Division	CB	\$ -	\$ 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	\$ 500.00	\$ 1,027.17	\$ 20,000.00								
GU001	Outreach	Postage/Express/Overnight Svcs	CC Student Division	CI	\$ 7,500.00	\$ -									
GU001	Outreach	General Advertising Services	CC Student Division	CI	\$ 10,000.00	\$ 1,416.07	\$ 14,170.67								
GU001	Outreach	Printing/Duplicating Service	CC Student Division	CI	\$ 5,000.00	\$ 4,952.12	\$ 5,000.00								
GU001	Outreach	Printing/Duplicating Service	CC Student Division	CT	\$ -	\$ 250.00									
GU001	Outreach	Outreach-Events	CC Student Division	CI	\$ 3,500.00	\$ 1,826.00	\$ 3,500.00								
GU001	Outreach	Outreach-Events	CC Student Division	CM	\$ -	\$ 1,200.00									
GU001	Outreach	Radio/Newsprint Ad Placement	CC Student Division	CI	\$ -	\$ 224.12									
GU001	Outreach	Other Services & Expenses	CC Student Division	CI	\$ 1,500.00	\$ 300.00	\$ 5,000.00								
GU001	Outreach	Computer/Technology Equipment	CC Student Division	CI	\$ -	\$ 247.50	\$ 279.67								
GU001	Student Development	Non-Inst Students	CC Student Division	CI	\$ -	\$ 247.50	\$ 279.67								

This is RP362-4245T1 for Student Development