STUDENT SERVICES PROGRAM REVIEW WORKSHEET

Student Services Area: Outreach Services-Summer Advantage

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Academic Year: 2018-19

I. Student Services Area Overview

1. Mission Statement

Outreach Services is committed to creating pathways for prospective students to better understand Norco's educational programs and services. Outreach serves to guide new students though the college enrollment process. (Revised 2018)

2. Philosophy Statement

Outreach is dedicated to promoting cooperative relationships between prospective students, faculty, staff and the surrounding community. Outreach is also committed to developing and sustaining partnerships between various campus groups and community organizations. (Revised 2018)

3. Summary

- Norco Outreach Services works with the local community and in the high schools to educate and promote college programs and services.
- Outreach staff guide prospective students through the enrollment process and program opportunities.
- Our goal is to provide students with the necessary tools to make informed decisions about current and future opportunities available at Norco College.
- Student ambassadors meet with students in the local CNUSD high schools on a weekly basis to provide college information.
- Outreach staff represent the college at local high school, community events and college fairs.

4. Strengths

1. Hosted 8 High School Visitations between January-May 2019 with 480 students in attendance during those on-site visitations.
2. Through the support of the outreach ambassadors and one PPT Outreach Specialist, we recruited 1,662 applicants for Summer Advantage while 878 completed all enrollments steps and were invited to participate to Norco Orientation Week (NOW). There were 449 participants at the Summer Advantage NOW week.

3. Overall, during the 18-19 FY, Norco Outreach hosted 15+ total college visitations; 2 Summer Advantage Parent Nights (240 Parents); provided campus tours to 600+ K-12 students and community guests; and participated in 40+ special events off campus representing Norco College.

5. Students Served

Norco Outreach serves prospective students from within the Corona-Norco-Eastvale communities, home schools and high school students from the following CNUSD high schools: Centennial, Corona, Lee Pollard, Norco, Orange Grove, Roosevelt and Santiago.

II. Assessing Outcomes

1.A. Report on 2017-2018 Assessment Plan and Objectives for Student Services Area: __Outreach Services__

Objectives:

1. Increase understanding of college programs and services

2. Guide students through the college application and enrollment process

3. Provide quality and comprehensive support to prospective high school students through the Student Ambassador Program

	Objective	Student Learning Outcome (SLO) or Service Area Outcome (SAO)	Relevance of objective to Norco College Mission*	Assessment Criteria (Specify Target Performance Level)	Assessment Measure (Measurement tool)	Completion (or anticipate completion)/ Findings**	Improvement Recommendations (next step)*	Assessment Status A) Continued/ modified B) Moved to Strengths C) Discontinued (please state why)
1.	<u>Dept. Objective 2</u>: Guide students through the college application and enrollment process	**SLO:** High School seniors who attend a Norco College application workshop at their high school will submit the college application. (In-direct)	1. Service to students, community, and workforce by (a) providing educational opportunities.	90% of the students who attend an application workshop at their high school will complete a Norco Admission Application.	-Use Summer Advantage database (assigned college IDs) sign-in sheets for cross reference.	<u>Completion</u>: June 2018 <u>Findings</u>: -700+ students applied to NC through summer advantage at a workshop hosted by NC staff. -Over 95% applied to NC while the other 5% applied to RCC or MVC. -Achieved at 95%.	Continue to host college info. sessions in the high schools prior to the application period to ensure students understand the process and are able to complete the application to Norco College.	A. Continued/Modified
2.	<u>Dept. Objective 2</u>: Guide students through the college application and enrollment process	**SAO:** High School seniors who apply to Summer Advantage will complete all college and Summer Advantage enrollment requirements. (General)	1.Service to students, community, and workforce by (a) providing educational opportunities.	75% of the program and college applicants will complete all enrollment steps.	-Utilize the Summer Advantage database and Ellucian to verify step completions.	<u>Completion</u>: May 30, 2018 <u>Findings</u>: -This goal was not met as outreach staff utilize th emonths of April-May to guide students towards completion of steps. Data unavailable. –Outcome not met.	Outreach is successful in recruiting students to apply to Summer Advantage, yet just over half of the applicants complete steps by the deadline. Work more closely with high school counselors to offer support at their sites encouraging students to complete steps.	B. Moved to Strengths

3.	Dept. Objective 1: Increase understanding of college programs and services	**SLO:** Graduating seniors who participate in High School Visitations activities at Norco College will demonstrate understanding of special programs and services. (Direct)	1.Service to students, community, and workforce by (a) providing educational opportunities.	85% of the students who completed a post survey at the end of the visitation will indicate understanding of special programs available to them.	Offer presentations at HS Visitation and a post survey at the end to gauge learning.	Completion: May, 2018 Findings: -89% demonstrated understanding of special programs and services based on post survey results. -Met intended goal and exceeded by 4%	Provide information at visitations and in the high school career centers. Participate in career/college fairs to promote special programs and services to prospective students.	A. Continued

II.2.A. 2018-2019 Assessment Plan for Student Services Area: __Outreach Services-Summer Advantage__

Objectives:

1. Increase understanding of college programs and services
2. Guide students through the college application and enrollment process
3. Provide quality and comprehensive support to prospective high school students through the Student Ambassador Program
4. Offer orientation support programs for first time college students.

	Objective	Student Learning Outcome (SLO) or Service Area Outcome (SAO)	Relevance of objective to Norco College Mission*	Assessment Criteria (Specify Target Performance Level)	Assessment Measure (Measurement tool)	Completion (or anticipate completion)/ Findings**	Improvement Recommendations (next step)*
1.	Dept. Objective 4: Offer orientation support programs for first time college students.	**SLO:** Summer Advantage students will persist at higher rates than non-SA college students during fall 2018.	1. Service to students, community, and workforce by (a) providing educational opportunities.	Compare first to third term persistence of SA to Non-SA students.	-Utilize institutional research data to compare 1st to 3rd persistence rates of SA to non-SA student populations.	Completion: June 2019 Findings: -Summer Adv. Students persisted at 74.7% from their 1st to 3rd term in college. -Non-Summer Adv. Students persisted at 49.4% from their 1st to 3rd term in college. -SA student persist at higher rates due to program participation.	Continue to offer success and support programs for first time college students to connect them to services and success programs.
2.	Dept. Objective 4: Offer orientation support programs for first time college students.	**SLO:** Summer Advantage students will perform at a higher success rate than other first time college students as a result of their participation in the Summer Advantage Program	1.Service to students, community, and workforce by (a) providing educational opportunities.	Summer Advantage students will perform at a higher success rate than other first time college students.	-Utilize institutional research data to compare fall 2018 first time college students GPA success rates against Summer Advantage cohort.	Completion: June 2019 Findings: -Summer Adv. Fall 18 GPA: 2.53 (69.1% success rate) -NC Fall 18 GPA: 2.36 (62.7% success rate) -Summer Adv. Students perform at higher success rates than general students	Continue to offer Summer Advantage for first time college students. Supports retention and success rates.

					as a result of their participation in the program. Met goal and exceeded by 6.4% diff.	
3.	Dept. Obj. 1: Guide students through the college application and enrollment process	**SLO:** Graduating seniors who participate in High School Visitation activities at Norco College will demonstrate understanding of the college enrollment steps. (Direct)	1.Service to students, community, and workforce by (a) providing educational opportunities.	80% of the students who completed a post survey at the end of the visitation will indicate that they know how to complete all enrollment steps.	Offer presentations at HS Visitation and a post survey at the end to gauge learning.	Completion: May, 2019 Findings: -81% of HS Visitation respondents indicated agreement in knowing how to proceed in completing enrollment steps as a result of the presentation provided. (17% neutral/2% disagreed) -Met intended goal and exceeded by 1%.	Modify HS visitations to accommodate OAC changes in process and technology. Host topics targeted to the needs of prospective students.

*Please see appendix for description.
**More detailed description on the following page.

II.2.B. 2018-2019 Assessment Plan Findings/Data Analysis

SLO #1: Summer Advantage students will persist at higher rates than non-SA college students during their first year in college.

    Findings/Data Analysis:
- Goal was set to achieve higher 1st to 3rd persistence rates of SA students compared to non-SA students.
- -SA students persisted at a 74.7% compared to non-SA students who persisted at 49.4%.
- -SA students persist at higher rates than non-SA students as a result of support and services offered during the NOW orientation week.
- -Achieved intended goal with a 25.3% difference.

    Improvement Recommendations:
- Continue to host orientation activities for first time college students through orientation programs like Summer Advantage. Such programs support retention and persistence rates of first time college students.

SLO #2: Summer Advantage students will perform at a higher GPA success rate than other first time college students as a result of their participation in the program.

    Findings/Data Analysis:
- Goal was to assess if SA students perform at higher GPA success rates compared to non-SA first time college students.
- Fall 18 GPA of Summer Adv. Students: 2.53 (69.1%) while non-SA first time students GPA: 2.36 (62.7%).
- Summer Advantage students perform at higher success rates as a result of such intervention programs supporting students to be successful in college.

    Improvement Recommendations:
- Continue to offer orientation programs that promote student success in college by introducing them to a counselor, special programs and support systems.

SLO #3: Graduating seniors who participate in High School Visitations activities at Norco College will demonstrate understanding of the enrollment requirements to the college. (Direct)

    Findings/Data Analysis:
- 80% of the students who completed a post survey at the end of the visitation will indicate that they know how to complete enrollment steps.

- o Students responded with 81% agreement in knowing how to complete enrollment steps after the visitation workshop.
- o Met intended goal and exceeded by 1%.

Improvement Recommendations:
- Although students had a clear understanding of the enrollment steps, the actual outcomes in completing those steps in a timely manner was not effective. We need to identify strategies to help us improve timely completion of enrollment steps within prescribed program deadlines.

III. Needs Assessment

1. Staffing Level:

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Dean, Special
Funded Programs
.5
       |
   Outreach
   Specialist
   .625
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2. Staffing Profile:

Position	Staffing Levels for Each of the Previous Five Years						Anticipated total staff needed	
	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016		2019 – 2020	2020-2021
Administration	1	.5	.5	.5	.5		.5	.5
Classified Staff FT	0	0	0	0	0		0	2
Classified Staff PT	0	0	0	.625	1.11		.625	0
Confidential Staff FT	0	0	0	0	0		0	0
Faculty FTE Full time	0	0	0	0	0		0	0
Faculty FTE Part time	0	0	0	0	0		0	0
Total Full Time Equivalent Permanent Staff	1	.5	.5	1.125	1.61		1.12	2.5
Short Term Staff	0	0	0	0	0		0	0
Student Workers	4	3	3	2	2		2	2

3. Improvement Areas
Note: Identify specific issues that are affecting the efficiency or effectiveness of your area due to lack of staffing, equipment, or other resources.

- There is a demand for Outreach Services and support, yet current staffing is at permanent part-time levels. There is a need to have both Outreach Specialists at 40 hours per week (full-time status). Outreach needs a greater budget to purchase the needed promotional items.

4. Staff Needs

NEW OR REPLACEMENT STAFF (Administrative, Faculty, or Classified)

List Staff Positions Needed for Academic Year 2018-2019 **Please be as specific and as brief as possible when offering a reason.** Place titles on list in order (rank) or importance.	Indicate **N = New** **R=Replacement** **I = Increase time**	**Annual TCP*** TCP for employee
1. **Outreach Specialist from PPT (25 hrs) to FT (40 hrs)** Reason: Current staffing levels in Outreach are insufficient to meet the growing demands for outreach within our service community and beyond. Also, performing Summer Advantage recruitment activities requires a full time dedicated staff member to manage visitations, a detailed student database, off campus activities and other related tasks as a liaison for the program.	I	**Seeking diff.:** **$37,103**
2. **Outreach Specialist from FT (40 hrs)** Reason: Current staffing levels in Outreach are insufficient to meet the growing outreach demands for outreach within our service community and beyond. The need to increasingly serve disproportionate populations is evident in data therefore hiring additional full time staff is needed.	I	**Seeking diff.:** **$100,000+**
3. Reason:		
4. Reason:		

 * TCP = "Total Cost of Position" for one year is the cost of an average salary plus benefits for an individual. New positions (not replacement positions) also require space and equipment. Please speak with area manager to obtain accurate cost estimates. Please be sure to add related office space, equipment and other needs for new positions to the appropriate form and mention the link to the position.

5. Equipment (*Not* including technology) Needs *Not* Covered by Current Budget

List Equipment or Equipment Repair Needed for Academic Year 2018-2019 **Please list/summarize the needs of your unit below.** **Please be as specific and as brief as possible.** Place items on list in order (rank) or importance.	Annual TCO*		
	Cost per item	Number Requested	Total Cost of Request
1. **None** Reason:			
2. Reason:			
3. Reason:			
4. Reason:			
5. Reason:			
6. Reason:			

* TCO = "Total Cost of Ownership" for one year is the cost of an average cost for one year. Please speak with your area manager to obtain accurate cost estimates.
If equipment needs are linked to a position please be sure to mention that linkage.

6. Technology++ Needs <u>Not</u> Covered by Current Budget
NOTE: Technology; excludes software, network infrastructure, furniture, and consumables (toner, cartridges, etc.)

Annual TCO*

Priority	EQUIPMENT REQUESTED	New (N) or Replacem ent (R)?	Program: New (N) or Continuing (C) ?	Location (i.e Office, Classroom , etc.)	Is there existing Infrastructure ?	How many users served?	Has it been repaired frequently?	Cost per item	Number Requested	Total Cost of Request
1. Usage / Justification	None									
2. Usage / Justification										
3. Usage / Justification										
4. Usage / Justification										
5. Usage / Justification										

- TCO = "Total Cost of Ownership" for one year is the cost of an average cost for one year. Please speak with your area manager to obtain accurate cost estimates. If equipment needs are linked to a position please be sure to mention that linkage.
- ++Technology is (1) equipment that attaches to a computer, or (2) a computer is needed to drive the equipment.

7. Facilities Needs *Not* Covered by Current Building or Remodeling Projects*

List Facility Needs for Academic Year 2018-2019 (Remodels, Renovations or added new facilities) Place items on list in order (rank) or importance.	Total Cost of Request
1. N/A Reason:	
2. Reason:	
3. Reason:	
4. Reason:	
5. Reason:	
6. Reason:	

*Please speak with your area manager to obtain accurate cost estimates and to learn if the facilities you need are already in the planning stages.

8. Professional or Organizational Development Needs <u>*Not*</u> Covered by Current Budget*

List Professional Development Needs for Academic Year 2018-2019 Reasons might include in response to assessment findings or the need to update skills. **Please be as specific and as brief as possible**. Some items may not have a cost per se, but reflect the need to spend current staff time differently. Place items on list in order (rank) or importance.	Cost per item	Number Requested	Total Cost of Request
1. None <u>Reason:</u>			
2. <u>Reason:</u>			
3. <u>Reason:</u>			
4. <u>Reason:</u>			
5. <u>Reason:</u>			
6. <u>Reason:</u>			

*It is recommended that you speak with Human Resources or the Management Association to see if your request can be met with current budget.

9. SAFETY NEEDS *not* covered by current budget

List Safety Needs for Academic Year 2018-2019 Please list/summarize the needs of your unit below. Please be as specific and as brief as possible. Not all needs will have a cost, but may require a reallocation of current staff time. Place items on list in order (rank) or importance.	Cost per item	Number Requested	Total Cost of Request
1. **None** Reason:			
2. Reason:			
3. Reason:			
4. Reason:			
5. Reason:			
6. Reason:			

9. OTHER NEEDS *not* covered by current budget

List Other Needs for Academic Year 2018-2019 Please list/summarize the needs of your unit below. Please be as specific and as brief as possible. Not all needs will have a cost, but may require a reallocation of current staff time. Place items on list in order (rank) or importance.	Cost per item	Number Requested	Total Cost of Request
1. None Reason:			
2. Reason:			
3. Reason:			
4. Reason:			
5. Reason:			
6. Reason:			

(The follow is for use for your assessment plans in sections II.1.A. and II.2.A.)

Norco College Mission Statement

Norco College serves our students, our community, and its workforce by providing educational opportunities, celebrating diversity, and promoting collaboration. We encourage an inclusive, innovative approach to learning and the creative application of emerging technologies. We provide foundational skills and pathways to transfer, career and technical education, certificates and degrees.

Link of your outcomes assessment with the following options listed from the components of the Norco College Mission Statement.

1. Service to students, community, and workforce
   a. By providing educational opportunities
   b. By celebrating diversity
   c. By promoting collaboration

2. Provides support and encouragement through
   a. Innovative approach to learning
   b. Application of emerging technologies

3. Provides foundational skills and pathways to transfer, career and technical education, certificates and degrees.

Example:
- *SLO- Students will learn the services available through WebAdvisor.*
- How it is linked to the Mission Statement: *2b – Provides support and encouragement through application of emerging technologies.*