STUDENT SERVICES PROGRAM REVIEW WORKSHEET

Student Services Area: ____Outreach Services_____

Prepared by: ____Daniela McCarson_____

Academic Year: _____2016-17_____

I. Student Services Area Overview

1. Mission Statement

Outreach Services is committed to serving, educating and developing our community. Outreach promotes collaboration to create pathways for prospective students to better understand Norco's degree and certificate options. Outreach serves to guide new students through the college enrollment process. (Revised 2015)

2. Philosophy Statement

Outreach is dedicated to providing free and equal access to information of college services and enrollment processes. We are 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 2010)

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 11 High School Visitations between January-May 2017 with 716 students in attendance during those on-site visitations.

2. Through the support of the outreach ambassadors and two PPT Outreach Specialists, we recruited 1023 applicants for Summer Advantage while 657 completed all enrollments steps and were invited to participate to Norco Orientation Week (NOW). There were 424 participants at the Summer Advantage NOW week. (21 students had one or more unexcused absences)

3. Overall, during the 16-17 FY, Norco Outreach hosted 20 total college visitations; 2 Summer Advantage Parent Nights (150 Parents); provided campus tours to 743 K-12 students and community guests; and participated in 50 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 2016-2017 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.	Dept. Objective 2: Guide students through the college application and enrollment process	**SLO:** High School seniors who attend a High School Visitation will learn how to and actually apply to Norco College. (In-direct)	1. Service to students, community, and workforce by (a) providing educational opportunities.	80% of the students who attend a HS Visitation will complete a Norco Admission Application.	-Use Summer Advantage database (assigned college IDs) along with the visitation sign-in sheets for cross reference.	Completion: June 2016 Findings: -679 students attended 13 HS Visitations at Norco. -642 completed the Norco College Admission application on site. -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.	Dept. Objective 2: 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.	Completion: May 30, 2016 Findings: -Out of 1089 applicants, 605 completed all enrollment steps. -Achieved goal at 55%, missed target by 20%.	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 the enrollment requirements to the college and special programs. (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 that they know how to complete enrollment steps.	Offer presentations at HS Visitation and a post survey at the end to gauge learning.	Completion: May, 2016 Findings: Goals met in 4 out of 5 post survey assessments. Summer Adv.-97% Admissions Applic-94% FAFSA-75% CTE-88% Assessment-89%	Students continue to struggle to understand information received related to FAFSA. Aside from extending time to presenters at workshops on campus, work with Fin Aid to host more information workshops at high school sites.	A. Continued
4.	Dept. Objective 2: Guide students through the college application and enrollment process	**SAO:** Increase Summer Advantage NOW RSVP rates. **(General)**	1.Service to students, community, and workforce by (a) providing educational opportunities (c) promoting collaboration.	90% of eligible students will RSVP by May 30, 2016.	Use Summer Advantage shared database to determine RSVP outcomes.	Completion: June 2016 Findings: -605 students were eligible and invited to participate -511students RSVP'd by deadline. Met goal at 84%, missed target by 6%.	Continue to utilize SARS for reminder calls to students; send emails to students and parents and call students directly as needed. Consider using students personal email to send invitations rather than college email. Unsuccessful results sending invitations to college email address while students are still in high school.	C. Discontinued This is a service area goal that is hard to monitor as students are allowed to RSVP beyond the deadline in order to fill available spots in the program. Unnecessary!

II.1.B. Program Modifications for 2015-2016 Data Assessment ("Closing the Loop")

Outcome	Evidenced and detailed (Describe how you used outcome data for programmatic modifications)
SLO #1: High School seniors who attend a High School Visitation will learn how to and actually apply to Norco College. (In-direct)	This SLO was continued, yet the target assessment goal was reduced to reach it at 80% rather than 85%. A post survey was used yet a question asking if students intend to enroll at Norco College was not asked on the survey. Survey planning oversight!
SAO #2: High School Seniors who apply to Summer Advantage will complete all college and Summer Advantage enrollment requirements. (General)	This SAO was moved to a strength and no longer being measured in the assessment plan.
SLO #3: Graduating seniors who participate in High School Visitations activities at Norco College will demonstrate understanding of the enrollment requirements to the college and special programs. (Direct)	Provided more time during workshops to presenters of Financial Aid and CTE areas to ensure enough time was spent informing students of the programs/services as well as sufficient time to answer questions for clarity.
SAO #4: Increase Summer Advantage NOW RSVP rates.	Discontinued SAO. RSVP's are hard to monitor as students are admitted as space if available in the program beyond the RSVP deadline.

II.2.A. 2016-2017 Assessment Plan 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)*
1.	Dept. Objective 2: Guide students through the college application and enrollment process	**SLO:** High School seniors who attend a High School Visitation will apply to Norco College. (In-direct)	1. Service to students, community, and workforce by (a) providing educational opportunities.	80% of the students who attend a HS Visitation will complete a Norco Admission Application.	-Use Summer Advantage database (assigned college IDs) along with the visitation sign-in sheets for cross reference.	Completion: June 2017 Findings: -716 students attended 11 HS Visitations at Norco. -Over 95% of those students successfully applied to Norco College. -Achieved intended goal and exceeded it by 15%.	Continue to host HS Visitations and info sessions at high schools. Increase the number of application workshops and visitations offered between Jan-May.
2.	Dept. Objective 2: Guide students through the college application and enrollment process	**SLO:** High School seniors who apply to Norco College via workshops will learn how to set up and access their student email.	1.Service to students, community, and workforce by (a) providing educational opportunities.	85% of students who applied to Summer Advantage will RSVP to the program using their college assigned email.	-Utilize student email accounts to send Summer Advantage invitation that requires a response.	Completion: June 2017 Findings: The transition from Web Advisor to the Portal took place during the RSVP period for Summer Advantage. Students struggled to log in and RSVP rates were low, therefore, invitations for Summer Advantage were sent to personal email addresses. Goal not met!	Provide handouts and instructions on how to navigate the student portal. Promote instructions beyond their visit to Norco College in early Spring.

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.	85% 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, 2017 Findings: Admissions Applic-95% Orient./Assessment-92% Overall Avg of 93% understanding of enrollment steps. Met intended goal and exceeded by 8%.	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.
4.	Dept. Obj. 1.: Increase understanding of college programs and services	**SLO:** Graduating seniors who participate in High School Visitation 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 that they have a better understanding of special programs offered.	Offer presentations at HS Visitation and a post survey at the end to gauge learning.	Completion: May, 2017 Findings: Summer Adv.-96% FAFSA-77% CTE-92% Overall Avg of 88% understanding of enrollment steps. Met goal and exceeded by 3%.	Continue to host information workshops in the high schools related to the areas assessed to assure understanding.

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

II.2.B. 2016-2017 Assessment Plan Findings/Data Analysis

SLO #1: High School seniors who attend a High School Visitation will apply to Norco College. (In-direct)

Findings/Data Analysis:
- Goal was set to achieve 80% learning and actual application submissions during the high school visitations.
- -716 students attended 11 HS Visitations at Norco.
- -Over 95% completed the Norco College Admission application on site. (Others applied to RCC/MV)
- -Achieved intended goal at 95%, thus surpassed intended goal by 15%.

Improvement Recommendations:
- 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.

SLO #2: High School seniors who apply to Norco College via workshops will learn how to set up and access their student email. (In-direct)

Findings/Data Analysis:
- Goal was to have 85% of college applicants will use their assigned email address to RSVP for Summer Advantage.
- During HS Visitations, students were instructed on how to use WebAdvisor, but during the RSVP period for Summer Advantage, the college transitions to using the Portal. Students struggled with this step and in order to meet program goals, invitations were sent to student's personal email addresses.

Improvement Recommendations:
- Promote the use of the portal and college assigned email account for all official communications. Have handouts available during visitations providing detailed instructions on the process for setting up their email account and using it regularly.

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:
- 85% of the students who completed a post survey at the end of the visitation will indicate that they know how to complete enrollment steps.
- Intended goal met at an average rating of 93%; exceeded intended goal by 8%.
  - Admissions Applic-95%
  - Orient./Assessment-92%

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.

SLO #4: Graduating seniors who participate in High School Visitation activities at Norco College will demonstrate understanding of special programs and services. (Direct)
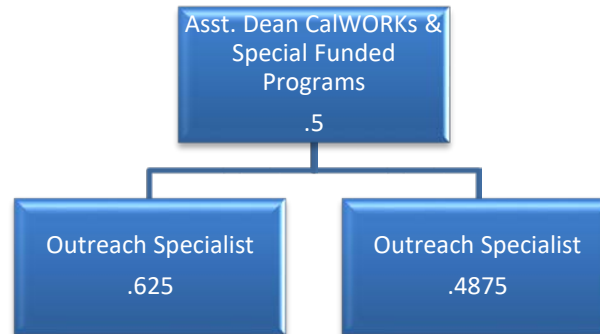
Findings/Data Analysis:
- 85% of students who completed the post survey at the end of the visitation will indicate that they have a better understanding of special programs and services.
- Intended goal met at an average rating of 88%; exceeded intended goal by 3%.
  - Summer Advantage-96%
  - FAFSA-77%
  - CTE-92%

Improvement Recommendations:
- Continue to host information workshops in the high schools related to the areas assessed to assure understanding.

III. Needs Assessment

1. **Staffing Level:**

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          ┌─────────────────────────┐
          │  Asst. Dean CalWORKs &   │
          │     Special Funded       │
          │        Programs          │
          │                          │
          │           .5             │
          └─────────────────────────┘
              ┌──────────┴──────────┐
    ┌──────────────────┐   ┌──────────────────┐
    │ Outreach Specialist │ │ Outreach Specialist │
    │       .625          │ │       .4875         │
    └──────────────────┘   └──────────────────┘
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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		2016 - 2017	2017-2018
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		1.11	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		1.61	2.5
Short Term Staff	0	0	0	0	0		0	0
Student Workers	4	3	3	2	2		3	3

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 and the department is in need of their own work space separate from CalWORKs.

4. Staff Needs

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

List Staff Positions Needed for Academic Year 2017-2018 **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 PPT (19.5 hrs) to 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. This position is supported by Equity program funds therefore is limited in facilitating required activities for foster youth and Veterans with so few hours per week. The need to increasingly serve disproportionate populations is evident in data therefore increasing this position to full-time is essential.	**I**	**Seeking diff.: $49,471**
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 <u>Not</u> Covered by Current Budget

List Equipment or Equipment Repair Needed for Academic Year 2016-2017 **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 Replacement (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 2016-2017 **(Remodels, Renovations or added new facilities)** Place items on list in order (rank) or importance.	Total Cost of Request
1. Outreach Center/Office Reason: Seeking dedicated space for Outreach Services separate from the CalWORKs program. The current space has been outgrown by staff and confidentiality is a concern as CalWORKs deals with sensitive information and outreach services all.	
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 _Not_ Covered by Current Budget*

List Professional Development Needs for Academic Year 2016-2017 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** Reason:			
2. Reason:			
3. Reason:			
4. Reason:			
5. Reason:			
6. Reason:			

*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 2016-2017 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 2016-2017 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.*