STUDENT SERVICES PROGRAM REVIEW WORKSHEET

Student Services Area: ___Outreach Services_____

Prepared by: ____Daniela McCarson_____

Academic Year: _____2015-16_____

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 13 High School Visitations between January-May 2016 with 642 students in attendance who applied to Summer Advantage and Norco College during those on-site visitations.

2. Through the support of the outreach ambassadors and Outreach Specialist, we recruited 1089 applicants for Summer Advantage while 605 completed all the enrollments steps and 605 were invited into this year's program.
3. Assisted over 600 students to complete the Assessment test during their senior year at Norco College or at their high school.
4. Overall, during the 15-16 FY, Norco Outreach hosted 25 total campus visitations; 2 Summer Advantage Parent Nights (182 Parents); provided campus tours to 1139 K-12 students; and participated in 36 special events off campus representing Norco College programs.

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 2014-2015 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	Completion (or anticipated 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.	85% 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: May 2015 Findings: -1300 students attended 18 HS Visitations. -979 completed the Norco College Admission application. -Achieved goal at 75%; missed intended goal by 10%. Not all students attend Norco College.	Consider using a post survey to determine if students consider Norco College as a primary or secondary option. Not all who attend the visitation apply to Norco College or plan to attend.	A. Continued, but modified target goal by 5%.
2.	Dept. Objective 2: Guide students through the college application and enrollment	**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.	80% of the Summer Advantage applicants will complete all entry steps and will be placed into an intervention by May 30, 2015.	-Utilize the Summer Advantage database of completions.	Completion: June 10, 2015 Findings: Out of 979 applicants, 673 completed all enrollment steps. -Achieved at 69%, missed intended goal by 11%.	We discovered that students who committed to Summer Advantage have decided to not attend the program due to family vacations or being accepted into other colleges as a result consider revising criteria target goal.	A. Continued/modified by reducing target goal by 5%.

	process							
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 learning survey at the end to gauge learning.	Completion: May, 2015 Findings: Goals met in 3 out of 5 post survey assessments. Summer Adv.-96% Admissions Applic-94% FAFSA-71% CTE-80% Assessment-95%	Communicate with Fin. Aid and CTE Personnel who present on these programs to help clarify information to incoming high school students.	A. Continued-did not modify.
4.	Dept. Objective 2: Guide students through the college application and enrollment process	**SAO:** Increase Summer Advantage recruitment and RSVP rates from the previous year.	1.Service to students, community, and workforce by (a) providing educational opportunities (c) promoting collaboration.	Increase the number of applicants to Summer Advantage by 20% (119 students)	Use Summer Advantage database from both fiscal years to cross reference outcomes.	Completion: June 2015 Findings: 2015: Recruited 979 applicants -Invited 668 to participate -RSVP'd-462. --Actual Outcomes: -Recruited 122 more students than previous year. Met set goal of 20%. --Invited 39 more students than previous year. --RSVP'd- 89 students less RSVP'd this year than last year. --Actual Participation 483	Recruiting an average of 20% each year into Summer Advantage. Maintain recruitment plan as established but begin informational sessions regarding the program during the fall term in the high schools.	A. Continued-modify the target criteria.
5.	Dept. Objective 1: Increase understanding of college programs and services	**SAO:** Parents who attend the Summer Advantage Parent Orientation will have a better understanding of the program.	1.Service to students, community, and workforce by (a) providing educational opportunities	80% of the parents who attend the orientations will have a better understanding of the program.	Offer a Post Survey at the end of the event to parents who attended.	Completion: April 2015 Findings: -99% respondents reported either strongly agree or Agree to understanding the Summer Advantage program after the parent nights. Met intended goal	Consider expanding Parent Nights to CTE programs, STEM, DRC, EOPS, T3P, SSS and other Special Programs.	B)Moved to Strengths-reached close to 100% intended goal. No longer need to assess this SAO. C) Discontinued-moved to strengths.

	and surpassed it by 19%.

II.1.B. Program Modifications for 2014-2015 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)	Even if we recruit 1,000 + students into Summer Advantage, we would never be able to place 100% into the program as space is unavailable. The goal needs to be modified as it is not a feasible target. Modify target goal of this SAO.
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 recruitment and RSVP rates from the previous year.	Modified the SAO this year to achieve 90% RSVP rates of eligible students. In an effort to increase outcomes, sent reminder emails to students, parents, SARS call messages and personal calls to student cell phones.

II.2.A. 2015-2016 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 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.
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.

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.
4.	Dept. Objective 2: Guide students through the college application and enrollment process	**SAO:** Increase Summer Advantage workshop 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.

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

II.2.B. 2015-2016 Assessment Plan Findings/Data Analysis

SLO #1: High School seniors who attend a High School Visitation will learn how to and actually apply to Norco College. (Indirect)

    Findings/Data Analysis:
- Goal was set to achieve 80% learning and actual application submissions during the high school visitations.
- -679 students attended 13 HS Visitations at Norco.
- -642 completed the Norco College Admission application on site.
- -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.

SAO #2: High School seniors who apply to Summer Advantage will complete all college and Summer Advantage enrollment requirements. (General)

    Findings/Data Analysis:
- 75% of the program and college applicants will complete all enrollment steps.
- Out of 1089 applicants, 605 completed all enrollment steps.
- Achieved goal at 55%, missed target by 20%.

    Improvement Recommendations:
- 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. Work with outreach staff to provide more follow-up services guiding students towards the completion of enrollment steps.

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)

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.
- Goals met in 4 out of 5 post survey assessments.
- Summer Adv.-97%
- Admissions Applic-94%
- FAFSA-75%
- CTE-88%
- Assessment-89%

Question	Strongly Agree/Agree	Neutral	Disagree/Strongly Disagree
1. I understand the <u>Summer Advantage</u> Program being offered at Norco College.	301/97%	8/3%	0/0%
2. The online <u>admission application</u> was straight forward and easy to complete.	299/94%	19/5.7%	1/.3%
3. I know what to do to complete my <u>financial aid</u> (FAFSA) application.	240/75%	59/19%	20/6%
4. I have a better understanding of the educational options offered at Norco College (including <u>Career & Technical Education</u> (CTE) programs, Degree, and Transfer options.	281/88%	35/11%	3/1%
5. I understand the Summer Advantage application is not complete until I have scheduled and completed the <u>assessment test</u>.	285/89%	33/10.7%	1/.3%

Improvement Recommendations:
- Students continue to struggle to understand information received related to FAFSA. Aside from extending time to presenters at workshops on campus, we need to work with Financial Aid personnel to host more FAFSA workshops at high school sites.

SAO #4: Increase Summer Advantage workshop RSVP rates. (General)

Findings/Data Analysis:
- 90% of eligible students will RSVP by May 30, 2016.
- 605 students were eligible and invited to participate
- 511students RSVP'd by deadline.
- Met goal at 84%, missed target by 6%.

Improvement Recommendations:

- 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.

III. Needs Assessment

1. Staffing Level:
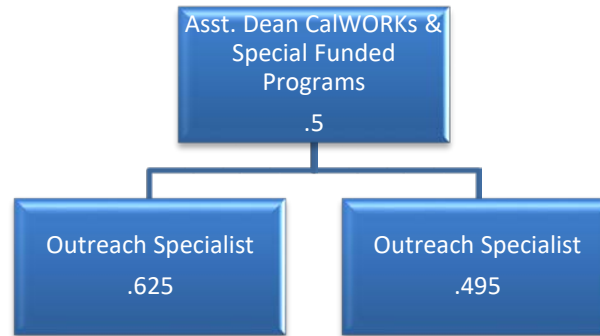
2. Staffing Profile*:*

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	1
Classified Staff PT	0	0	0	.625	1.12		1.12	.495
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	1.62		1.62	1.995
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.

- N/A

4. Staff Needs

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

List Staff Positions Needed for Academic Year 2016-2017 **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. None Reason:		
2. Reason:		
3. Reason:		
4. Reason:		
5. Reason:		
6. 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 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.

Unit Name: _____*Outreach* _____

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. None 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 *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:			

Unit Name: _____ *Outreach* _____

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.*