

=INSTITUTIONAL PROGRAM REVIEW 2010-2011 Program Efficacy Phase, Spring, 2011

Purpose of Institutional Program Review

Welcome to the Program Efficacy phase of the San Bernardino Valley College Program Review process. Program Review is a systematic process for evaluating programs and services annually. The major goal of the Program Review Committee is to evaluate the effectiveness of programs, and to make informed decisions about budget and other campus priorities.

The Institutional Program Review Committee is authorized by the Academic Senate to develop and monitor the college Program Review process, receive unit plans, utilize assessments as needed to evaluate programs, recommend program status to the college president, identify the need for faculty and instructional equipment, and interface with other college committees to ensure institutional priorities are met.

The purpose of Program Review is to:

- Provide a full examination of how effectively programs and services are meeting departmental, divisional, and institutional goals
- Aid in short-range planning and decision-making
- Improve performance, services, and programs
- Contribute to long-range planning
- Contribute information and recommendations to other college processes, as appropriate
- Serve as the campus' conduit for decision-making by forwarding information to or requesting information from appropriate committees

Our Program Review process is two-fold. It includes an annual campus-wide needs assessment in the fall, and an in-depth review of each program every three years that we call the Program Efficacy phase. Instructional programs are evaluated the year after content review, and every three years thereafter, and other programs are placed on a three-year cycle by the appropriate Vice President.

An efficacy team of two disinterested committee members will meeting with you to carefully review and discuss your document. You will receive detailed feedback regarding the degree to which your program is perceived to meet institutional goals. The rubric that the team will use to evaluate your program is included with this e-mail

When you are writing your program evaluation, you may contact efficacy team assigned to review your department or your division representatives for feedback and input. The list of readers is being sent to you with these forms as a separate attachment.

Forms are due back to the Committee Chairs, Reviews and Division Dean by **March 17, 2011.**

It is the writer's responsibility to be sure the Committee receives the forms on time.

In response to campus wide feedback that program review be a more interactive process, the committee piloted a new program efficacy process in Spring 2010 that included a review team who will interviews and/or tour a program area during the efficacy process. Another campus concern focused on the duplication of information required for campus reports. The efficacy process will incorporate the Educational Master Plan One-Page Summary (EMP Summary) and strive to reduce duplication of information while maintaining a high quality efficacy process.

Program Efficacy, Spring 2011

Please complete and attach this cover sheet as the first page of your report.

Name of Program:

Outreach/Recruitment

Name of Division

Counseling and Matriculation

Name of Person Preparing this Report

Clyde Williams

Extension

8984

Name of Department Members Consulted

Raina Okray

Name of Efficacy Team

Rose King, Paula Ferri-Milligan, Cory Schwartz

Program Review Committee Representatives

Deanne Rabon, Kathy Kafela

| Work Flow | Due Date | Date Submitted |
|---|-----------------|-----------------------|
| Date of initial meeting with department | 3-4-11 | 3-4-11 |
| Final draft sent to the dean | 3-24-11 | 3-23-11 |
| Report submitted to Program Review Team | 3-28-11 | 3-28-11 |
| Meeting with Review Team | | |

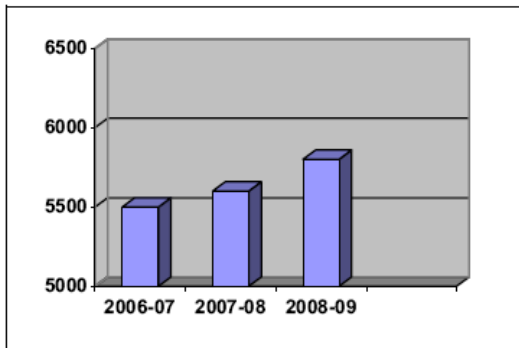
Staffing

Please list the number of full and part-time employees in your area.

| Classification | Number Full-Time | Number Part-time, Contract | Number adjunct, short-term, hourly |
|-----------------------|-------------------------|-----------------------------------|---|
| Managers | | | |
| Classified Staff | 1 | | 1 |
| Total | 2 | | |

Outreach & Recruitment

Total Number of Student Contacts



Description: The Outreach & Recruitment Office disseminates SBVC information regarding programs, services and educational opportunities available to attract and recruit prospective students to the College. The Outreach & Recruitment Office primarily focus is on service area high schools which provide the greatest pool of prospective students. The approach utilized is two-fold; on one level, we initiate direct contact with high school students through a variety of mechanisms that include but are not limited to the following: Provide a systematic outreach and recruitment schedule to services area high schools and alternative high schools, Coordinate and make presentations regarding SBVC programs and services to include but not limited to the following: student assemblies, classrooms presentations, parent and student college nights, etc., Represent SBVC at sponsored high school special events, i.e., College Fairs and Parent Nights, Provide follow-up services to prospective students, Coordinate special events and provide SBVC campus tours, Provide SBVC information for students requests via mail and/or email

On the other level, the Outreach and Recruitment Office maintains on-going partnership with high school personnel who are in a position to influence the post-secondary decisions of students, specifically, high school counselors, principals and vice principals, coaches and key faculty. Additionally, the Office maintains on-going partnerships with area churches, community groups and governmental agencies.

Assessment: Through the Office's outreach and recruitment efforts the number of prospective student contacts has increased for the past three years as indicated in the Total Number Student Contact Chart.

Program Goals: Provide a systematic and comprehensive outreach and recruitment component, Create awareness of SBVC programs, services, and educational opportunities, Increase the number of student enrollment

Challenges and Opportunities: The Inland Empire has one of the lowest college going rates that requires continuous recruitment efforts and direct student contact and extensive follow-up services. It also requires far reaching liaison activities with high school counselors and career technicians, The Outreach and Recruitment Office needs to be financially supported, additional positions are needed, as well as an operating budget. In order to field an effective outreach program, it will require staffing, technology, and adequate office space, Enhance partnerships with services area high school personnel, faith based and community personnel

Action Plan: Develop outreach partnerships with area middle schools, Develop MOU's with service area high schools, Enhance the use of technology, Seek campus financial support to build a bonifide Outreach and Recruitment Office

Part I. Questions Related to Strategic Initiative: Access

Access

How does the department provide access to the college for students, staff, and the community?

The key role of the Outreach and Recruitment Office is to present and disseminate SBVC information that will attract prospective students to the college through a systematic and/or direct personal contact. The target audiences are three fold: One, service area high schools as this is where the greatest concentration of prospective students reside. Additionally, the Office maintains on-going partnerships with high school personnel who are in a position to influence the post-secondary decisions of students, specifically, high school counselors, career technicians, principals, vice principals, coaches, and key faculty. Two, middle schools within SBVC's services area; develop an interest in SBVC and continue to provide follow-up services as the students attend their respective high schools. Three, the Office also maintains and establishes on-going educational partnerships with area churches, community organizations and governmental agencies. The Office also works closely with the campus Director of Marketing and Public Relations regarding marketing strategies, publications, and the dissemination of SBVC information to the aforementioned audiences.

The Outreach and Recruitment Office provides services to all prospective students with special emphasis to underrepresented populations, particularly Black and Hispanic male students. Services are provided to SBVC service area high schools in Rialto, Colton, and San Bernardino. It is important to note that SBVC's service area schools represent serious challenges, i.e., low social economic, high student dropout; low graduation/college going rates, and low academic preparation. Taking this into consideration the Outreach and Recruitment Office works closely with school staff to coordinate and implement a systematic outreach and recruitment programs/activities that will meet the needs of each school respectively. The programs/activities are implemented for all students with special emphasis and target recruitment for underrepresented populations. Apart from the general recruitment the Office also recruits and makes recommendations to Student Services programs, i.e., EOP&S, STAR, Puente, Tumaini, Transfer & Career Services. These programs provide specific services to assist underrepresented students enhance their academic performance and retention at SBVC.

Pattern of Service

Describe the pattern of service and/or instruction provided by your department, and how it serves the needs of the community.

The primary goal is to establish a systematic and comprehensive outreach and recruitment component to service area high schools, middle schools, and churches, community organizations and governmental agencies. The services and how it serves the needs of the community are as follows:

High Schools:

- Establish SBVC Student Services Outreach Team to assist with outreach/recruitment activities from the following departments, Admissions and Records, Assessment, Counseling, and Financial Aid
- Coordinate and implement with high school personnel an outreach and recruitment calendar of visits/activities to the respective schools
- Visit each of the top feeder high schools once per month or as needed
- Coordinate and make presentations regarding SBVC programs and services to prospective students as follows but not limited to: student assemblies, classroom

presentations, small groups/individual, parent and student college nights, etc.

- Coordinate a schedule with high schools for the purpose of setting-up SBVC information tables during the schools lunch hours
- Attend and set-up SBVC information table at high school special events, i.e., College Fairs, Parent Nights, College Week, etc. Based on the type of event and information needed, it will be coordinated with SBVC's outreach team.
- Coordinate workshops and assist students complete, i.e., SBVC application, financial aid forms, outreach prospective student lead card information
- Coordinate and implement target recruitment for SBVC Student Services/instructional programs as well as for specific student populations
- Coordinate and co-sponsor outreach programs with instructional departments; i.e., Science Day, Men and Math, Celebrating Women in Math.
- Coordinate prospective student follow-up services/activities from prospective student lead card

Middle Schools:

- Coordinate activities with school personnel, i.e., classroom presentations, SBVC information tables, SBVC day at school site, etc. Based on the type of event it will be coordinated with SBVC's outreach team
- Coordinate an SBVC speaker bureau (various disciplines) for presentations at school sites
- Coordinate special events and campus tours at SBVC, i.e. sports, educational, cultural events
- Coordinate SBVC College Night for students and parents
- Develop promotional materials for students and parents, i.e., A-G requirements, parent resource booklet, student transition to college guide, etc.
- Implement tutoring/reading component utilizing Valley Bound Commitment students

Churches, Community Organizations and Governmental Agencies:

- Visit and make presentations regarding SBVC programs and services, host tours and meetings at SBVC. Based on the type of event, it will be coordinated with SBVC's outreach team
- Disseminate SBVC information, i.e. schedule of classes, vocational program booklet, steps to enrollment brochure, pendants, posters, etc.
- Co-sponsor special events, i.e., African American Parent/Student Education Summit, San Bernardino High School Educational Summit, Foster Kinship Workshops, and Sports Fair.

The Office of Outreach and Recruitment has increased the number of prospective high school student contacts for the past two years. In 2007-08 the total number of student contacts was 5,700, in 2008-09 it was 5,900 (10% increase). Due to SBVC's over cap enrollment, and the need to curtail the outreach and recruitment efforts to service area high schools, the number of student contacts for 2009-10 was 5,100 (13% decrease). However, due to the over cap student enrollment and need to implement more outreach services to middle schools, the number of contacts to middle high school students has increased by 18% over the past two years.

The overall arching goal is to present and disseminate SBVC information through a systematic and/or direct personal contact to the general student population with special emphasis to underrepresented students. By doing so individuals will learn and feel competent in the

enrollment process, i.e., admission application, assessment, academic advising, and registration. Furthermore, individuals will also become knowledgeable regarding SBVC programs, services, and the valuable career opportunities available.

Hours of operation/pattern of scheduling

The Outreach and Recruitment Office is open Monday-Thursday 8:00 a.m. to 5:00 p.m. and Friday 8:00 a.m. to 4:30 p.m. Additionally, due to educational and community events, these hours can vary to include evening as well as weekend programs.

Alternate Delivery Methods

A key alternate delivery method is the direct mail component used by the Office of Outreach and Recruitment. As outreach staff coordinates or participates in outreach and recruitment activities, they request the attendees to complete the prospective student outreach lead card. The information from the card is inputted in an inquiry database and tracking system for use in the direct mail component. The Office takes the requested information from the lead card (transfer information, major interest, support programs, etc.) and along with a prospective student letter, the requested information is mailed to students'. Other alternative delivery methods include for example:

- Workshops (admissions, financial aid, support services programs)
- Deliver SBVC materials, i.e., catalog, schedule of classes, vocational booklet, to services area high schools, churches, libraries, and community centers/organizations
- Develop and disseminate informational materials, i.e., A-G admission requirements, outreach pocket folders with printed SBVC information
- Use of email for students who request information via email
- Use of email in the Office communication with high school counselors by having created distribution lists of high school counselors, thus enabling the Office to send periodic emails sharing information regarding programs, registration information and the like

Additionally, the information from the prospective student lead card is used for student follow-up at their respective high school. From the lead card information target recruitment can also be implemented for specific student interests, i.e., major, transfer, financial aid, etc.

Weekend and evening services

Due to the various high/middle school activities as well as churches and community organizations, evening and weekend services are provided during the academic year. At times multiple functions take place at the same time thus; it requires extensive coordination in order to provide the required services.

Part II. Questions Related to Strategic Initiative: Student Success

Describe the services and/or instruction provided by your program and how the services in your program support student learning.

The office of Outreach and Recruitment has collaboratively established an SBVC Student Services Outreach Team that encompasses representatives from Admissions and Records,

Assessment, Counseling, and Financial Aid. Collaboratively the team coordinates on-campus and off-campus (high/middle schools & community) programs for students and parents via presentations and workshops to help them complete SBVC admissions application, assessment process, receive counseling/academic advising, and assistance in completing the financial aid application. In addition, an overview of SBVC programs, services, and educational opportunities is provided.

The Outreach and Recruitment Office has established on-going collaborative partnerships with service area high schools. We have met with principals and counseling staff to establish an on-going systematic working relationship that has provided the opportunity to inform and empower staff and students with information regarding the programs, services, and educational opportunities available at SBVC. This working partnership has facilitated the means to establish for example:

- Coordinate and implement with high school personnel an outreach and recruitment calendar of visits/activities to the respective schools
- Visit each of the top feeder high schools once per month or as needed
- Coordinate and make presentations regarding SBVC programs and services to prospective students as follows but not limited to: student assemblies, classroom presentations, small groups/individual, parent and student college nights, etc.
- Coordinate a schedule with high schools for the purpose of setting-up SBVC information tables during the schools lunch hours
- Attend and set-up SBVC information table at high school special events, i.e., College Fairs, Parent Nights, College Week, etc. Based on the type of event and information needed, it will be coordinated with SBVC's outreach team.
- Assist students complete, i.e., SBVC application, financial aid forms, outreach prospective student lead card information
- Coordinate prospective student follow-up services/activities from prospective student lead card

The overall goal is to provide students with SBVC information so that they can learn and feel competent with the admissions, assessment, advising, and registration process. Furthermore, students' will also become knowledgeable regarding SBVC programs, services, and the valuable career opportunities available.

Throughout the years the office of outreach and recruitment has maintained solid and rewarding partnerships with churches, community organizations and governmental agencies. Through these partnerships we have been able to implement for example;

- Visitations and presentations regarding SBVC programs and services, host tours and meetings at SBVC. Based on the type of event, it has been coordinated with SBVC's outreach team
- Disseminate SBVC information, i.e. schedule of classes, vocational program booklet, steps to enrollment brochure, pendants, posters, etc.
- Co-sponsor special events, i.e., African American Parent/Student Education Summit, San Bernardino High School educational Summit

The objective is to enhance the various entities knowledge of SBVC and the educational opportunities and support services available to students. Through these partnerships the information transcends to parents, students, and to the community at large. Again, we seek to empower individuals with the knowledge of SBVC as it pertains to the admissions process, programs, services, and career opportunities available. The Office of Outreach and Recruitment

has increased the number of prospective high school student contacts for the past two years. In 2007-08 the total number of student contacts was 5,700, in 2008-09 it was 5,900 (10% increase). Due to SBVC's over cap enrollment, and the need to curtail the outreach and recruitment efforts to service area high schools, the number of student contacts for 2009-10 was 5,100 (13% decrease). Additionally, due to the over cap student enrollment and the for more outreach services to middle schools, the number of contacts to middle high school students has increased by 18% over the past two years.

With the current SBVC enrollment trend yielding an over cap number of students, the outreach and recruitment office has and will continue to focus on coordinating programs/activities to middle and high school students. The overall goal is three fold: First and foremost is to instill in these young students the importance of a college education and the value of academic preparation leading to success, Secondly, through a variety of programs/activities enhance their knowledge and understanding of the programs, support services, and educational opportunities available at SBVC, Thirdly, through their participation and exposure in SBVC programs/activities, their overall knowledge of SBVC programs/services, and follow-up services during their high school years, students' will make SBVC the college of their choice.

Part III. Questions Related to Strategic Initiative: Institutional Effectiveness

Mission and Purpose:

SBVC Mission: San Bernardino Valley College provides quality education and services that support a diverse community of learners.

What is the purpose of the program?

The mission of the Outreach and Recruitment Office is to disseminate SBVC information, stimulate SBVC student enrollment growth through outreach and recruitment activities from service area high schools, maintain strong collaborative working partnerships with area high school personnel, establish a positive image of SBVC, and to maintain strong working relationships with churches, community organizations, political agencies, and businesses.

How does this purpose relate to the college mission?

The Outreach and Recruitment Office's goal is to provide student access and awareness of SBVC programs and services. Thus, it mirrors and supports the college mission as we provide access to prospective students and the community at large with the knowledge of the quality education and SBVC services available to a diverse population.

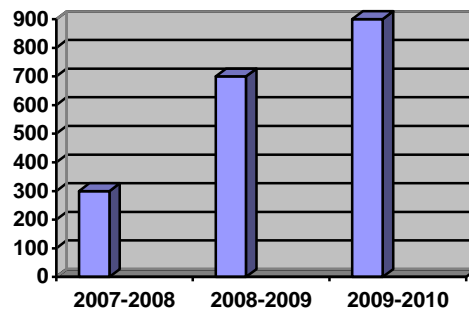
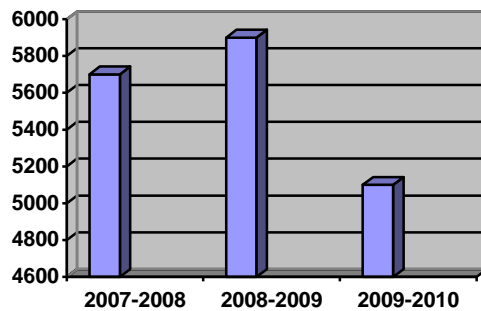
Productivity

How does you department measure productivity and customer satisfaction? Provide a chart or table with three-years of data. What does the data reveal about the productivity of your program over a three year period? Relevant data to your program might include:

- Relative status of the department at SBVC in comparison to the same department at other multi-campus districts in terms of
 - i. staffing levels
 - ii. compliance with state, local, and federal regulations

- Average time to respond to requests for service
- Average time to respond to complaints
- Results of user satisfaction surveys
- Results of employee satisfaction/staff morale surveys
- Additional identified benchmarks of excellence for the department, and department standing relative to these benchmarks of excellence

Total Number of High School Contacts



Total Number of Middle School Contacts

The above charts provide a three year view of the total number of contacts for service area high schools and middle schools. Due to the current enrollment trend which incorporates increased tuition cost and limited enrollment for high school students by four year institutions, students seeking enhancement in skills and/or new careers, student referrals by four year schools have impacted SBVC student enrollment. Because of the over capped student enrollment the Office of Outreach and Recruitment assessed the outreach and recruitment services to high schools and middle school. Thus, as indicated in the high school chart the number of student contacts from 2007 – 2009 were closely similar. However, in 2009 – 2010 the number of student contacts was 5,100 (13% decrease). The decrease in high student contacts was due to the over capped student enrollment. Consequently, the Office of Outreach and Recruitment limited their programs/activities and focused more on target recruitment to high schools. Additionally, part of the assessment reflected in the need to provide more outreach programs/activities to middle school students. The increase number of middle school contacts increased from 300 in 2007 -2008 to 900 contacts in 2009 – 2010, a 33% increase within the past three years.

Due to SBVC's over capped student enrollment, the overall goal is the importance to continue our outreach and recruitment presence at services area high schools. However, the outreach and recruitment services provided will be more on a special emphasis and/or target recruitment. Therefore, increased outreach efforts have and will continue to focus on coordinating and providing programs/activities to middle high school students. The overall goal is three fold: First and foremost is to instill in these young students the importance of a college education and the value of academic preparation leading to success, Secondly, through a variety of programs/activities enhance their knowledge and understanding of the programs, support services, and educational opportunities available at SBVC, Thirdly, through their participation and exposure in SBVC programs/activities, their overall knowledge of SBVC programs/services, and follow-up services during their high school years, students' will make SBVC the college of their choice.

The Outreach and Recruitment Office staff consists of one Outreach Technician and one part time Clerical staff (works 1-5 p.m.) that is paid by another Student Services Program. Due to the lack of office staff and no allocated operational budget, the Outreach and Recruitment Office makes every effort possible to return calls and email requests in the best timely manner as possible as well as other operational office procedures. Therefore, if the Outreach Technician is attending to on or off campus activities in the morning, there is no one to answer or return calls, emails, and other office tasks. It is in the afternoon when the vast majority of the office work is conducted. This creates problems particularly with contacting high school staff as the majority leave by 2:00 p.m. Nevertheless the office does an excellent job in responding to students and high school requests; requests are made within three to five days. The Office of Outreach and Recruitment has been operating with no allocated budget and with the same staff since its inception. This is quite concerning when you consider other surrounding community colleges with the staff and resources designated to outreach and recruitment .i.e. Riverside Community College has two full time Outreach Specialists, one fulltime Administrative Assistant III, Student Ambassadors, and an allocated operational budget; Chaffey Community College has one fulltime Outreach Specialist, one fulltime Administrative Assistant, Student Ambassadors, and an operational budget.

Part IV. Planning

What are the trends, external to the institution, impacting your student enrollment/service utilization? How will these trends impact program planning?

One of the foreseeable trends is the statewide budget cuts. The budget cuts across K-12 and postsecondary education will have significant impacts in both of these areas. Particularly in high schools with high school counselors predictably being a target population for cuts. The net effect will be that fewer students in our service area will receive limited counseling/academic guidance and thus, will not be adequately prepared to enter postsecondary education. Fewer counselors will be available to encourage/support borderline students as well as college prep students with general college related issues, i.e., entrance exams, application deadlines, financial aid process, etc. Additionally, fewer students will feel less confident in considering the option of going to college. Budget cuts will also mean larger class sizes in service area high schools consequently, an anticipated increase in drop-outs, and a negative impact to an already low college going rate.

Another external trend is that the Inland Empire has one of the lowest graduation and college going rates. Additionally, the vast majority of the incoming high school graduates' lack basic skill preparation. This is clearly visible in SBVC's assessment placement results for incoming high school students; 85% assess into basic skills. This translates into more target and intensive follow-up outreach and recruitment efforts to students. These efforts would incorporate but would not be limited to the following: admission application workshops, pre-assessment preparation, pre-college advising, etc. Additional presentations/ workshops could incorporate for example, identifying career interests, motivational, short and long term goal setting, etc. Another critical area is financial assistance and to implement the best process to provide prospective students with help (individually/group) in completing the financial aid application within the appropriate deadline.

The increased tuition cost and limited high school student enrollment to four year institutions will have an impact on the number of students being referred to and seeking admission at community colleges. The anticipated number of students will have an impact on how we

coordinated and implement outreach and recruitment efforts at SBVC service area high schools. SBVC is currently over caped with student enrollment and with the anticipated increase in student referral by four year institutions the number will increase even more so. Thus, the Outreach and Recruitment Office will need to continue to assess its recruitment efforts with high schools such as, number of visits, types of programs and services, publicity, etc. Additionally, as in this year, the Outreach and Recruitment Office will direct more of its efforts to expand and enhance activities/programs to middle high school students.

Accomplishments and Strengths

Referencing the narratives in the EMP Summary, provide any additional data or new information regarding the accomplishments of the program, if applicable. In what way does your planning address accomplishments and strengths in the program?

The Office of Outreach and Recruitment has increased the number of prospective high school student contacts for the past two years. In 2007-08 the total number of student contacts was 5,700, in 2008-09 it was 5,900 (10% increase). Due to SBVC's over cap enrollment, and the need to curtail the outreach and recruitment efforts to service area high schools, the number of student contacts for 2009-10 was 5,100 (13% decrease). However, as indicated, with the over cap student enrollment and the need to implement more outreach services to middle schools, the number of contacts to middle high school students has increased by 18% over the past two years.

A key accomplishment is in the number of student contacts, the overall collaborative partnerships established both on and off campus, programs and activities provided to middle/high schools, and the community at large. The above efforts were carried forth by one person (Outreach Technician) and a part-time clerk, and two 15 hour per week student ambassadors. Equally impressive is that this was obtained by an outreach program with no operational funds other than the salary for the Outreach Technician. The part time clerk and the student ambassadors are paid by other Student Services programs.

The Outreach and Recruitment Office has and continues to expand the joint partnerships with high school personnel, particularly with counselors, career technicians, and faculty. It is through these collaborative efforts that we have been able to coordinate and implement outreach and recruitment programs/activities at the respective service area schools. Through our mutual alliance we have been invited to participate in various high school activities for students and parents. Ultimately, we are able to provide information and assist prospective SBVC students through the enrollment process, i.e., admission application, assessment, registration process, etc. Additionally, we also provide general SBVC information; students learn about the programs, services, and the career opportunities available.

Equally important are the partnerships that we have established with churches, community organizations, and governmental agencies. Through these joint partnerships we have been able to reach the community and inform them of the all around opportunities available at SBVC. This is accomplished by presentations and dissemination of information, i.e. class schedules, career technical booklet, workshops, etc. The Office of Outreach and recruitment has also co-sponsored events such as African American Parent/Student Educational Summit, Foster Kinship Workshops, on-campus Sports Fair, etc. Furthermore, in appreciation of the Outreach Technician's commitment and work with the community, the Inland Empire Concerned African American Churches presented him with the Community Service Award at the Annual Martin Luther King Breakfast on January 17, 2011.

The continuous on campus partnerships are also impressive. Partnerships that have led to co-sponsorships or assistance in various programs such as: Science Day, Men in Math, Foster Youth Day, etc. Additionally, the Office has also been instrumental in the recruitment of students for the following SBVC programs, EOP&S, STAR, Transfer Services, Tumaini, Puente, and Valley-Bound Commitment.

To maintain the Outreach and Recruitment Office goals and accomplishments, it is imperative that the Office of Outreach and Recruitment continue the overall collaborative partnerships with Student Services programs, Instructional Divisions, and the community at large. It is also important that we seek possible areas to enhance additional joint educational as well as outreach and recruitment ventures. Additionally, with the current budget trend the sharing of staff time and resources is essential and needed in the coordination and implementation of programs and activities.

Weaknesses

Referencing the narratives in the EMP Summary, provide any additional data or new information regarding planning for the program. In what way does your planning address trends and weaknesses in the program?

The greatest weakness is the lack of operational budgetary support. Apart from the salary for the Outreach Technician, the Outreach and Recruitment Office has never been allocated an operational budget – anything that is done that requires funds (from campus wide events, to off campus programs, to office supplies,) comes from the generosity of other Student Services Programs or community organizations. Lack of funds will continue to have a definite impact on needed office personnel, office supplies, technology, and in the coordination; number and type of outreach and recruitment programs and activities. Additionally, to establish a true and completely functional office it also requires adequate office space.

The Inland Empire has one of the lowest graduation and college going rates particularly for underrepresented populations with emphasis on Black and Latino males. This requires continuous recruitment efforts, direct student contacts, and intensive follow-up. It also requires far reaching liaison activities with high school counselors and career technicians. As we plan to enhance targeted recruitment especially for Black and Hispanic male students along with the office's regular outreach and recruitment efforts, it is quite evident that it will be a difficult challenge to undertake. Unfortunately, the Office of Outreach and Recruitment consists of one full time staff (Outreach Technician) and one half time clerical (supported by another Student Services Program). Again, due to no allocated budget and lack of adequate staffing, it will be extremely difficult to coordinate and implement the type and level of outreach and recruitment services required.

SBVC is currently over capped with student enrollment and with the anticipated increase in student referrals by four year institutions the number will increase even more so. Thus, the Outreach and Recruitment Office will continue to assess its recruitment efforts with high schools, i.e., number of visits, types of programs and services, publicity, etc. Additionally, as in this year, the Outreach and Recruitment Office will direct more of its efforts to target high school recruitment and enhance outreach activities/programs to middle high school students. The office is cognizant of the need for the aforementioned however, we are faced with the lack of funds and personnel to adequately provide the needed outreach and recruitment services

Based on the above, the outreach and recruitment office will need to more so than other years, seek the collaborative partnerships with on and off-campus entities to address the areas above. By doing so the office will be able to maintain the best level of outreach services possible. Some of the partnership will include but will not be limited to the following: with the assistance of Student Services staff, provide in-service workshops to high school counselors and career technicians regarding SBVC programs and services, (HS staff will become liaison persons that can assist with prospective student follow-up, use of technology for presentation, provide SBVC information at school sites, i.e., student/parent SBVC information night), seek high school funding for SBVC visitations. Work closely with Student Services Programs that have an outreach and recruitment component to coordinate and cosponsor programs/activities. The coordination of outreach and recruitment programs/activities as well as the co-sponsorships will also be extended to instructional divisions. Additionally, with the current budget trend it is also imperative that we continue with and expand the joint efforts in sharing of resources as we coordinate and implement on and off-campus programs and activities to prospective students and the community.

Currency

Follow the link below and review the last college catalog data. Is the information about your program correct? If not, how does the program plan to remedy the discrepancy? *[In lieu of College Catalog entry, please verify that information on Research and Development website is correct]*

http://www.valleycollege.edu/Instruction/Files/Catalog/2010-2011/SBVC_Catalog_1011_Complete.pdf

There is no information regarding Outreach and Recruitment in the catalog. A request will be submitted to the Division Dean and the Vice President of Student Services to include information pertaining to Outreach and Recruitment in future catalogs.

Part V. Questions Related to Strategic Initiatives: Technology, Campus Climate and Partnerships.

Describe how your program has addressed the strategic initiatives of technology, campus climate and/or partnerships.

The Outreach and Recruitment Office designed and uses a student outreach lead card to collect prospective student information. The lead card is completed by students at the end of outreach staff presentations (classroom, assemblies), and it collects for example: name, address, phone no., high school attendance, major interest, graduation date, etc. To maintain and support the student information collected from the lead card the Outreach and Recruitment Office has designed and implemented a computer program. Essentially, the information from all of the lead cards is imputed into the computer program. The information can be used in a variety of ways for example: requested information can be mailed to students, lists of senior students from each school can be printed for follow-up, lists of prospective students for specific SBVC

instructional programs can be made available to instructional departments for additional follow-up, etc. Additionally, the office is working with the director of research and planning to cross reference the prospective high school senior information in the office's computer program with Datatel. The goal is to eventually be able to assess the number of high school seniors that were contacted by the Outreach and Recruitment Office that applied and enrolled at SBVC.

The Outreach and Recruitment Office is currently using an online outreach calendar that is assessable through SBVC's web page. The online calendar illustrates scheduled outreach events, i.e., at middle/high schools, community organizations, faith based organizations, on campus programs, scheduled tours, etc. The goal of the online calendar is so that other student services or instructional programs interested in taking part or doing outreach programs on their own can coordinate their events with the Outreach and Recruitment Office. By doing so, we can combine resources, expand on presentations, and essentially provide systematic and cohesive information to students and other constituents.

The Outreach and Recruitment Office also uses technology as part of their presentations and/or workshops. CD's and power points have been developed for various outreach components, i.e., admissions, financial aid, support services, etc. The use of technology has been instrumental in outreach activities as students become more involved and interactive.

Additionally, Office and Recruitment Office maintains on-going partnerships with high school personnel who are in a position to influence the post-secondary decisions of students, specifically, high school counselors, career technicians, principals, vice principals, coaches, and key faculty. Due to the collaborative partnerships the Office has been able to establish successful endeavors, i.e., systematic outreach schedule, classroom/assembly presentations, presentations & information table at student/parent college nights, and other programs/activities to inform and empower staff and students with information regarding the programs, services, and educational opportunities available at SBVC.

Throughout the years the office of outreach and recruitment has maintained solid and rewarding partnerships with churches, community organizations and governmental agencies. Through these partnerships we have been able to implement for example: visitations and presentations regarding SBVC programs and services, host tours and meetings at SBVC (based on the type of event, it has been coordinated with SBVC's outreach team), disseminate SBVC information (schedule of classes, vocational program booklet, steps to enrollment brochure, pendants, posters, etc.) co-sponsor special events (African American Parent/Student Education Summit, San Bernardino High School educational Summit).

The overall goal of the Outreach and Recruitment Office is to expand the above areas as follows but not limited to: expand the student referrals from the information collected from the Student Outreach Lead Card, i.e., information to instructional departments for follow-up, additional target follow-up to prospective students. Through the collaborative partnerships, continue to provide in service workshops to high school, middle school, and community personnel regarding SBVC Admissions process, programs, support services, and educational opportunities available at SBVC. Essentially, the personnel

will be an extended SBVC liaison person at their respective sites. Seek funding to develop and implement a virtual tour of SBVC on the Outreach/Recruitment website. Work to implement online SBVC tour appointments.