

▼  **Dept SS - Outreach and Relations with Schools**



**SS Program Review Reporting Year:** 2017-18

**SS 1a) Program Name:** Office of Outreach & Relations with Schools

**SS 1b) Name(s) of the author(s) of this report:** Rob Mieso

Erick Aragon

Erika Flores

**SS 1c) Number students served annually & trend increasing, even, decreasing:** High School Student Conferences= 1,440 (trending up)

High School Workshops (Application, Assessment, Orientation and Ed Plan)=  
2,200 (trending up)

Open House = 1,00 (trending down)

Orientation/Ed Plan/Follow-up/Counseling Services Total for the year= 3,495  
(trending up)

Outreach events= 279 (trending up)

Through our general outreach events of over 200, including college fairs, info tables, presentations, open house, campus tours, etc. we reach roughly around 30,000 students annually, and directly serve over 5,000 students.

**SS 1d) Who are the typical students served by this program?** : The Office of Outreach and Relations to Schools serves all High School students transitioning to college through our workshops at the high schools as well as through our on-campus services such as campus tours and access to our counselors and academic advisors prior and post to application.

In addition, we have targeted outreach efforts that are specifically designed to increase access and success for historically underrepresented student populations (African American, Latina/o, Pacific Islander and Filipino students) through annual student conferences, workshops, Men of Color Community, Cash-for-College campaigns, and other on-site services to students and parents at the local high schools.

We also serve all first year college students, targeting students not connected to any learning communities or special programs including, athletics, DSPS, CalWorks, EOP&S, Foster Youth, Veterans, Men of Color, and Impact AAPI, but serving all students.

The Men of Color Community serves all male students of color targeting students not in special programs.

Focusing on target populations, our career counselor provides career counselor

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services to the general population as well.

With our focus on transitioning high school students, first-year students, and men of color, we are accessible to and serve the general student population.

The Campus Food Pantry serves students facing food insecurities.

**SS 2a) What is the program Mission Statement?:** The Office of Outreach and Relations with Schools advances college access and success through strategic engagement with high schools and communities in the region to recruit and attract students from diverse backgrounds to De Anza College, with emphasis on historically underserved and underrepresented communities, assisting prospective students in their transition from high school to college, and working with new students during their first year in college on student engagement, retention and success.

**SS 2b) In what ways and to what extent does program assure the quality of its services to students?:** The Outreach staff conducts student surveys to obtain feedback from new and current students about the services and events offered by the department. Counseling evaluations are conducted bi-annually with students that had received counseling/advising services.

**SS 2c) In what ways and to what extent does program support College Mission statement?:** The Office of Outreach and Relations with Schools advances the overall mission of the college by reaching out to students of all backgrounds and attracting a diverse student population to the college. Outreach works with incoming high school student transitioning to college using a high touch and comprehensive service model assuring incoming students are knowledgeable about services and successfully complete all matriculation steps.

The Men of Color (MC2) program assists male students of color in persisting and progressing towards their academic goal through strength based skills development, mentoring, book vouchers, exposure to 4 year institutions of higher learning, opportunities for training and development in civic engagement and leadership.

Career counseling works with students to assist with the development of their academic and career goals, building resume and interview skills, participating in career fairs and connecting with local employers, and building their financial literacy.

The Food Pantry supports student's physical wellness.

**SS 3a) In what ways and to what extent does the program assure equitable access for all students?:** As a result of the new SSSP mandates, we have maintained increased outreach services to provide the required pre-enrollment core services of orientation, assessment, and abbreviated education plans on site in high schools.

In 2016-17 we delivered pre-enrollment services in 43 high schools offering:

- Application services to 815 students
- Placement testing to 834 students
- Orientation/Ed Plan to 589 students

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In 2017-18 we delivered pre-enrollment services in 43 high schools offering:

- Application services to 850 students
- Placement testing to 830 students
- Orientation/Ed Plan to 550 students

**SS 3b) State ways and extent that program encourages personal and civic responsibility.**

The Men of Color Community (MC2) is tasked with addressing the low retention, graduation and transfer rates of African American, Latino, Pacific Islander, and Filipino men of color. To achieve this goal, MC2 offers academic advising, counseling, transfer assistance, peer mentoring, tutoring, college exploration (university field trips), workshops, volunteer opportunities, scholarship/ financial aid support and a safe space for students of color.

In addition to encouraging personal and civic responsibility with its work with its over 400 program participants, MC2 has increased its efforts to engage the campus by doing several presentations in classrooms and in departments like Language Arts. MC2 has also been asked to present for other programs like EOPS, DSS and VETS. Additional MC2 presented to faculty and staff organizations, Academic Senate and DARE task force. The MC2 team has been reaching out to youth in non-traditional spaces. For instance, MC2 is continuing to do intensive outreach to incarcerated youth at facilities like Elmwood and Santa Clara County Juvenile Hall. MC2 is also working with the Record Clearance Project and Clean Slate. All of these outreach activities were aimed at deepening MC2's relationships with organizations on campus and the greater community to promote civic engagement and personal responsibility in serving their communities.

**SS 3c)State ways & extent program designs, maintains and evaluates counseling &/or academic advising:**

The Office of Outreach has 2 full-time counselors, a full-time academic adviser, a full-time career counselor, and 6 part-time counselors. The office provides academic counseling to all first-time college students, incoming high school students from the local regions, students seeking career counseling, and the general student population. In order to receive and maintain priority enrollment, students are required to complete an abbreviated and then a comprehensive ed plan, both services that are provided by the counselors and academic adviser.

Fall quarter 2016 2,177 comprehensive ed plans were created for first-time enrolled students through the office of outreach. Students who received a comprehensive education plan also received follow-up including an email, a phone call from a student peer adviser, and an invitation to schedule an appointment or drop in for academic advising/counseling services in the outreach office.

A survey was administered in winter 2017 to students who received comprehensive ed plan services through the office of outreach in fall 2016. Results showed of the 237 students participated in the survey; 71% reported accessing the comprehensive ed plans created by the office of outreach; of those students 81% understood their comprehensive ed plans and 88% registered for the courses in their ed plans in winter quarter 2017.

Additionally, outreach counselors, staff, and SSSP program coordinator meet weekly to discuss progress of the fall comprehensive ed plan campaign and

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outreach activities.

The 2016-17 breakdown of students who have accessed our services include:

- Counseling services: 3,495
- Men of Color: 452
- Career Counseling services: 364
- the food pantry: over 2,000 individual visits

**SS 3d) State ways & extent program support/enhances student**

**understanding & appreciation of diversity:** The staff and student employees at the office of outreach are representative of the diverse student population we serve. We take an individualized approach to services, meeting the diverse needs of students. Students feel welcomed and comfortable coming to the outreach office for counseling services, to use the computers made available for student, to use the food pantry, or just to have a place to do homework or visit with staff between classes.

The Men of Color (MC2) program is actively engaged in outreach efforts to our male students of color in order to bring them into a space they can feel respected and encouraged to seek resources from the office and our male counselors of color. Currently, MC2 has 452 students participating in the program.

**SS 3e) State ways & extent program regularly evaluates admissions & placement practices:**

The Office of Outreach provides services to prospective and current students including all matriculation services; application, assessment, and orientation. In 2016-17 multiple measures in the math placement were piloted in 30 high schools, in collaboration with the math department and Institutional Research. Students who were assessed at the high schools were given the option to also submit their high school transcript for math placement evaluation. The transcripts evaluation placed students at a certain math level based on their cumulative GPA and most recently completed math grade. Once both the assessment and transcript evaluation were complete, students were able to see and choose from both placement levels for registration.

The multiple measures pilot indicated of the 841 students who participated, 264 (31.4%) of students placed higher through multiple measures than the math placement test.

**SS 3f) State ways & extent program maintain student records securely & confidentially?:**

The Outreach staff and counselors maintain student information and files on the online SARS system. Security protection of electronic data is conducted by using secure passwords to gain access to student records.

Systems used by our staff and counselors, including SARS, Banner, Student Dashboard, and Degree Works are district wide systems that are secured and maintained through our Educational Technology Services (ETS).

**SS 4a) Have there been any significant staffing changes since the last CPR?:**

Yes. With the implementation of SSSP, operations of the Office of Outreach and Relations with Schools has expanded significantly, including significant staffing changes. SSSP provided funding for hiring of new faculty and staff, and

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additional resources to support delivery of core services. Additional staff hired with SSSP funds include:

- Counselors: Full-time 2, Part-time 6
- Academic Advisor 1
- Administrative Assistant 1
- Program Coordinator 1
- Peer Advisors 4

In addition, Student Equity funds have allowed us to hire staff and support some operations. Staff funded with Student Equity funds:

- Career Counselor 1
- Peer Mentors 4

**SS 4b) Are there any significant staffing changes that will be needed over the next five years?:** With the role of Outreach expanding and the institutional priority for SSSP core services and implementation of new student retention services. There may be potential to increase departmental staff to meet on-going needs.

- Faculty Director
- 2 Full-time Counselors
- 1 Outreach Assistant
- 1 Student Success Specialist

**SS 4b) Are there any significant staffing changes that will be needed over the next five years?:** With the role of Outreach expanding and the institutional priority for SSSP core services and implementation of new student retention services. There may be potential to increase departmental staff to meet on-going needs.

- Faculty Director
- 2 Full-time Counselors
- 1 Outreach Assistant
- 1 Student Success Specialist

**SS 5a) Have there been any significant facility changes since the last CPR?:**  
No

**SS 5b) Are there any significant facility changes that will be needed over the next five years?:** Yes. With expanded role of Outreach in providing SSSP core services both in high schools as well as on campus for new students, additional space is needed for five part-time counselors that are providing SSSP core services (orientation, ed plan, counseling/advising, and follow up services). The part-time counselors also support student retention and success efforts for students who are not connected to any cohort program or learning communities. We have SSSP funding to pay for the counselors but they need office space to effectively serve students. They are currently in a shared open space, which limits their ability to provide individualized counseling and advising.

The growth of the Campus Food Pantry will also require additional space.

Need a wheelchair accessible, standing height, and visually accessible front desk for administrative assistant. The ability to do the job effectively is hindered because of the front desk layout.

**SS 6a) Have there been any significant equipment changes since the last**

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**CPR?:** Yes. With the expansion of our services to meet the SSSP mandates, we have acquired additional equipment to serve students effectively.

SSSP funded equipment:

Laptops: 70  
 Desktop: 5  
 Scanners: 4  
 Ipads: 2

**SS 6b) Are there any significant equipment changes that will be needed over the next five years?:** - Several computers will need a refresh  
 - A new copier will be needed to replace the current old copier in order to support the high volume of work in the office.

**SS 7a) Have there been any significant operational cost changes since the last CPR?:** Yes. As discussed earlier, implementation of SSSP core services in high schools and overall expansion of outreach services has significantly increased our operational cost.

**SS 7b) Will any significant operational cost changes be needed over the next 5 years? :** No. We don't anticipate significant operational cost changes in the next five years, but expect to maintain current levels.

**SS 8a) Have there been any significant organizational alignment changes since the last CPR?:** Yes. Beginning October 2013, the department reports to the Associate Vice President of Student Services (formerly the Director of Outreach and Relations with Schools). For better alignment and coordination of outreach/recruitment, retention and student success efforts, the AVPSS oversees several areas, including SSSP, Outreach and Relations with Schools, Enrollment Services (Admissions & Records, Assessment, Veterans Services), International Student Programs, Occupational Training Institute/CalWORKs, Middle College, Career Services, Men of Color Community, and the Food Pantry. As of February 2017, the AVPSS reports directly to the college president.

**SS 8b) Are there any significant organizational alignment changes that will be needed over the next :** No.

**SS 9a) Have there been any significant changes in regulations/laws/policies since the last CPR?:** The Student Success Act of 2012 (SB 1456), now known as The Student Success and Support Program (SSSP), has brought significant changes to the operations of our office. With the implementation of the new state mandated SSSP core services providing the pre-enrollment services: orientation, assessment, and development of education plans in high schools starting in fall 2014.

With the implementation of the SSSP a new priority enrollment criteria has been implemented, which requires students to complete the pre-enrollment steps (assessment, orientation, and ed plan), declare a major, and have an educational goal in order to be eligible for priority enrollment. This has increased our high school outreach work significantly both to inform and educate students about the new rules and policies as well as offering the pre-enrollment services in high schools to help student matriculate and meet the priority enrollment requirements.

The statewide Student Equity Initiative also provided more resources for

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Outreach to expand services that would help close the equity gap in college access. Among our targeted groups of Latino, African American, and Filipino students, the college data shows disproportionate impact among Latinos, who are underrepresented in college enrollment in proportion to the population.

**SS 9b) State significant changes in regulations/laws/policies affecting program over next 5 years.:** Outreach has been directly involved in providing the pre-enrollment services: orientation, assessment, and development of education plans in high schools. The number of high schools participating in delivery of these services on site continues to grow. While we do not anticipate any changes in the next five years, changes to existing regulations or new legislation may have an impact on our outreach and SSSP work with high schools.

Using Student Equity funds, Outreach launched two equity initiatives: Men of Color Community (MC2), focusing on closing the equity gap for male students of color; and Career Serves, focused on students disproportionately impacted as reflected in college student success data.

**SS 10a) State any significant professional development activities for the program since last CPR.:** Each year, outreach staff participates in numerous professional development activities including, but not limited to Foothill-De Anza staff development activities, Cal-Soap Collaborative, National Conference on Race and Ethnicity (NCORE), Black, Brown, & College Bound (BBCB), African American Male Education Network & Development (A2MEND), On-Course Training, California Collaborative Advising & Counseling Conference, Cash for College Campaign Scholarship, California Dream Act Training, California Career Development Association, Veteran Student Awareness Training: PTSD/TBI /Mental Illness and Veteran Resources, Silicon Valley Career Pathways, and Asian Pacific Americans In Higher Education (APAHE) Conference.

**SS 10b) State any significant professional development needs for the program for the next 5 years.:** Program staff: technical updates (i.e. database management, spreadsheets, scheduling).

Counselors and advisers can benefit from continued/updated training in the following areas:

#### Mental Health

1. Threat Assessment Training (protocols to determine if someone poses a threat to self or others)
2. FERPA Training (Confidentiality laws and regulations)
3. ADA Training (Federal laws and policies on the American with Disabilities Act)
4. Alcohol and other drugs training.

#### Diversity

5. A2Mend
6. UMOJA
7. HSI Summit
8. Asian Pacific Americans in Higher Education (APAHE)
9. National Conference on Race and Ethnicity (NCORE)

#### Career

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10. California Career Development Association Conference.

Transfer

11. CSU Counselor Conference

12. Ensuring Transfer: UC Conference

**SS 11a) Have there been any significant curriculum since the last CPR?:** Not Applicable

**SS 11b) State any significant curriculum issues that will affect the program over the next 5 yrs.:** Not Applicable

**SS 11c) State the aggregate student success rate in the instructional portions of the program?:** Not Applicable

**SS 11d) State gap of student success rates with targeted groups.:** Not Applicable - Refer to Institutional Research data on success rates.

**SS 12a) Have there been any other significant program changes since the last CPR?:** With the implementation of SSSP and Student Equity initiatives, the operations and staffing of the Office of Outreach and Relations with Schools has expanded significantly.

**SS 2b) Are there any other significant issues that will affect the program over the next five years?:** No.

**SS 13a) How will the new 3SP orientation requirements affect the program over the next five years?:** In addition to delivery of SSSP core services in local high schools, the Office of Outreach and Relations with Schools is also responsible for processing the online orientation and on-site high school orientation. Over 2,000 students completed online orientation annually. Outreach staff is responsible for uploading the APEX file into Banner for students to get credit for completing this step. Outreach staff and student ambassadors provide email and phone follow up and support and assist student one-on-one in the office throughout their enrollment process.

In addition, Outreach counselors and academic advisor are responsible for working with these students on the completion of their abbreviated ed plan. We expect the volume of students completing online orientation to grow.

**SS 13b) How will the new 3SP assessment requirements affect the program over the next five years?:** The Outreach department has been instrumental in follow up with students to make sure they take placement tests. Outreach has partnered with the Assessment department with coordination and completion of placement testing with prospective students on site testing at local high schools and at De Anza College's Open House.

**SS 13c) Effect of the new 3SP student education planning requirements over next 5 years.:** Outreach has assisted prospective and new students with completing the abbreviated educational plan in order to receive priority enrollment (589 students on-site in High Schools, 200 students during Open House). In addition, the Outreach staff implemented inreach retention services with first year students by completing Comprehensive Education Plans and follow-up with the 1st year Cohort. The outreach office completed 3,027 comprehensive ed plans for new students not participating in a learning community or connected to a special program.

**SS 14a) What are the current/active program outcome statements?:** SSLO



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#1

Application Workshop: Prospects will demonstrate the ability to complete the online college application

SSLO #2

Classroom Presentation: Students will demonstrate knowledge about the enrollment process: eligibility, application, orientation, placement tests, and registering for classes.

SSLO #3

Classroom Presentation: Students will demonstrate knowledge about college programs and services

SSLO #4

Classroom Presentation: Students will demonstrate knowledge about how to apply for financial aid

SSLO #5

Campus Tour: Visitors will demonstrate knowledge about college programs and services

SSLO #6

Campus Tour: Visitors will demonstrate knowledge about the enrollment process

SSLO #7

Campus Tour: Visitors will demonstrate overall increased awareness about the college

**SS 14b) How many SSLO/SLO statements have been assessed since the last**

**CPR?:** SSLO #1 Application Workshop: Prospects will demonstrate the ability to complete the online college application.

SSLO #2 Classroom Presentation: Students will demonstrate knowledge about the enrollment process: eligibility, application, orientation, placement tests, and registering for classes.

SSLO #3 Classroom Presentation: Students will demonstrate knowledge about college programs and services.

SSLO #4 Classroom Presentation: Students will demonstrate knowledge about how to apply for financial aid

SSLO #5 Campus Tour: Visitors will demonstrate knowledge about college programs and services.

SSLO #6 Campus Tour: Visitors will demonstrate knowledge about the enrollment process

SSLO #7 Campus Tour: Visitors will demonstrate overall increased awareness about the college

**SS 14c) Summarize the outcomes assessment findings and resulting**

**program enhancements since last CPR:** SSLO #1 Application Workshop:



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Prospects will demonstrate the ability to complete the online college application

2009-2010: 130 students were surveyed at 5 high schools. The percent of correct responses in the pre-survey were 60% and in the post survey 92% for an increase of 32%.

2010-2011: 66 students were surveyed at 3 schools. The percent of correct responses in the pre-survey were 62% and in the post-survey 94% for an increase of 32%.

2012-2013: 50 students were surveyed at 3 high schools. The percent of correct responses in the pre-survey were 57.5% and in the post-survey 80.5% for an increase of 23%.

SSLO #2, #3, #4

Classroom Presentation: Students will demonstrate knowledge about the enrollment process: eligibility, application, orientation, placement tests, and registering for classes.

Students will demonstrate knowledge about college programs and services

Students will demonstrate knowledge about how to apply for financial aid

2009-2010: 46 students were surveyed at 3 high schools. The percent of correct responses in the pre-survey were 65.2% and in the post-survey 96.5% for an increase of 31.3%.

2010-2011: 47 students were surveyed at 2 high schools. The percent of correct responses in the pre-survey were 64% and in the post-survey 91% for an increase of 27%.

2011-2012: 192 students were surveyed at 4 high schools. The percent of correct responses in the pre-survey was 76.1% and in the post-survey 91.7% for an increase of 15.6%.

SSLO #5, #6, #7

Campus Tour: Visitors will demonstrate knowledge about college programs and services. Visitors will demonstrate knowledge about the enrollment process.

Visitors will demonstrate overall increased awareness about the college

2009-2010: 46 prospective students were surveyed. The percent of correct responses in the pre-survey were 70.9% and in the post-survey 96.1% That is an increase of 25.2%.

2010-2011: In total, 17 prospective students were surveyed. The percent of correct responses in the pre-survey were 66% and in the post-survey 93% That is an increase of 27%.

2011-2012: In total, 4 prospective students were surveyed. The percent of correct responses in the pre-survey were 93.3% and in the post-survey 95% That is an increase of 1.7%.

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2012-2013: In total, 50 prospective students were surveyed. The percent of correct responses in the pre-survey were 46.8% and in the post-survey 68% That is an increase of 21.2%.

2016-2017: In total, 39 prospective students were surveyed. The percent of correct responses in the pre-survey were 75.9% and in the post-survey 94.4% That is an increase of 18.5%.

**SS 14d) What are the program outcome assessment plans for the next five years?:** We will assess SSLO #1, 5, 6, and 7, and will create new SSLOs to assess the expanded role of Outreach services as it relates to SSSP core services and Student Equity initiatives.

**SS 15) Analysis of the program from last CPR to now to 2018-19.:** Since 2008-9 the Office of Outreach and Relations with Schools has grown in staff (from 2 to 13 staff), targeted services (from matriculation to retention and graduation services), and connections/relationships with schools (70 high schools and community agencies).

The Office of Outreach and Relations with Schools has been directly involved in the implementation of SSSP; training new students in navigating DegreeWorks and MyPortal and coordinating assessment, orientation, and educational planning services at area high schools for new incoming students.

In the next five years we hope to maintain steady in area outreach efforts and supporting institutional enrollment targets.

What we will need to accomplish this is to maintain/grow staff, and find additional space to accommodate our part-time counselors, and potentially additional staff.

**SS 16a) Name of the Division and the names of the programs.:** Associate Vice President, Student Services (AVPSS):


- Outreach and Relations with Schools
- Admissions and Records
- Evaluations
- Assessment
- Veterans Services
- International Student Programs (ISP)

**SS 16b) Who wrote the Divisional Perspective?:** Rob Mieso

**SS 16c) Summarize the CPRs written by the programs of the Division.:** The AVPSS areas have been structured to ensure better alignment of institutional outreach efforts with student access, retention and success goals of the college. Delivery of pre-enrollment services, including assessment, orientation, and abbreviated educational planning in high schools ensures an integrated and seamless process for supporting matriculation students and a smooth transition to college.

Enrollment Services integrates Admissions and Records, Assessment, Evaluation, and Veterans Services. Each of these areas provide critical student service function and support overall matriculation and student success efforts.



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The International Student Program serves over 2000 international students and provides comprehensive services, including admissions, immigration processing, orientation, counseling/advising, housing and other referrals, and overall support.