

# El Camino College

## STUDENT SERVICES

### Outreach and School Relations

#### Fall 2018 Program Review

##### Program Description

**1. Describe the program. How does the program link to the College’s mission statement, statement of values, or strategic initiatives?**

Outreach and School Relations is the clearinghouse for outreach activity off-campus and throughout the community. Since the last program review in 2014, Outreach has experienced changes in staffing, leadership, work functions, and the recently added responsibility of the expansion, recruitment, and onboarding of South Bay Promise students. Outreach takes pride in representing the campus throughout the community at over 600 events every year.

Of El Camino College’s Statement of Values, the Outreach office is most strongly linked with “People.” All the work conducted by Outreach and School Relations is about people. Outreach works to connect people interested in the college, people in the community, and people on campus to the College and its excellent comprehensive educational programs and services. With value placed on people, Outreach is also fortunate to work with diverse populations, high schools, and businesses with a diversity of needs. To many of these groups and individuals, Outreach serves as the welcoming face of El Camino College.

##### Outreach services provided include:

- Information Sessions
- Application Workshops
- Information Tables
- College Fairs
- Campus Individual Tours
- Campus Group Tours
- Staffing for special events such as Transfer Fair, President’s Breakfast, Planning Summit, and others

##### Outreach onboarding on campus:

- Reg Fest
- One-Stops
- Registration Days (Fall and Spring)
- New Student Welcome Day
- Prep for Fall Days
- Welcome Week
- College Night
- El Camino Days (Saturday event)
- Warrior Smart Start

Appendix I includes sample flyers from various events hosted by Outreach and School Relations. Below, is a table of all planned onboarding events scheduled between June 2018 and April 2019.

<b>Date</b>	<b>Event Name</b>	<b>Target Population</b>
Tues, June 26, 2018	<b>Reg Fest (fall registration assistance)</b>	All new students starting Fall 2018
July 3-August 8, 2018 (every Tues and Wed)	<b>One-Stop Services (collaboration with Counseling, Assessment, and Outreach)</b>	New Students starting in Fall 2018 without core services complete
Tues, July 24, 2018	<b>Reg Fest (fall registration assistance)</b>	All new students starting Fall 2018
Tues, August 14, 2018	<b>Reg Fest (fall registration assistance)</b>	All new students starting Fall 2018
Sat, August 18, 2018	<b>Fall Registration Day / Student Services Center Extended Hours</b>	All new students starting Fall 2018
Sat, August 25, 2018	<b>First day of Fall Semester / Student Services Center Extended Hours</b>	All students
Mon-Fri August 27-31, 2018	<b>Fall Welcome Week</b>	All students
Sat, September 1, 2018	<b>Student Services Center Extended Hours</b>	All students
Wed, November 14, 2018	<b>College Night</b>	Students and families of high school age
Tues, January 15, 2019	<b>Spring Registration Day</b>	All new students starting Spring 2019
Sat, February 2, 2019	<b>Spring Registration Day / Student Services Center Extended Hours</b>	All new students starting Spring 2019
Sat, February 9, 2019	<b>First day of Spring Semester / Student Services Center Extended Hours</b>	All students
Mon-Fri, February 11-15, 2019	<b>Spring Welcome Week</b>	All students
Sat, February 16, 2019	<b>Student Services Center Extended Hours</b>	All students
Sat, March 2, 2019	<b>El Camino Day</b>	All new students starting Fall 2019
Sat, March 16, 2019	<b>El Camino Day</b>	All new students starting Fall 2019
Sat, April 20, 2019	<b>Warrior Smart Start</b>	All new students starting Fall 2019

Outreach and School Relations directly links to El Camino College’s Strategic Initiatives A through F as outlined below:

A - Student Learning

Outreach provides support to the Office of Dual Enrollment via assistance with application workshops for students who enroll in dual enrollment courses at the high schools. Although Outreach and School Relations does not directly impact academic student learning, it is imperative that staff stay updated on current educational technologies and college resources,

as these are sources of information that are shared while providing outreach to the community.

### B - Student Success & Support

Outreach and School Relations has directly provided onboarding services in support of the Student Success & Support Program (SSSP) for the last four years. Each year since the last program review, Outreach has increased in the number of students assessed and provided with educational plans on and off campus at local high schools. During this last Fall 2018 recruitment period, Outreach provided core services to 1,800 students in time for the priority registration deadline of April 30, 2018. This was the greatest number of students to have received services by the deadline and directly from Outreach. Onboarding services, which range from information to application and all the steps to enroll, have expanded with additional emphasis on registration assistance for new students. (Further in this document, tracking of students is discussed as a potential area of improvement.) At on-campus visits during spring, students are introduced to various campus academic and student support programs like Extended Opportunities Programs & Services (EOPS), First Year Experience (FYE), and the Honors Transfer Program (HTP). This collaboration among programs provides added support for future student success.

### C - Collaboration

Collaboration has been strengthened through the planning and delivery of our One-Stop Services, which have taken place every summer since 2016. Outreach and School Relations has also worked closely with Assessment & Testing, Counseling & Student Success, Admissions & Records, and Financial Aid offices. This collaborative provides the opportunity to share resources and maximize efforts. Finally, collaboration is key to Outreach in the planning process. Annual surveys of our off-campus primary contacts, Outreach Counselors, student Ambassadors, and continuous discussion among staff in the office are all taken into consideration in the decision-making process for annual plans.

### D - Community Responsiveness

Outreach and School Relations supports several advisories, efforts, and partnerships to meet the needs of the community in relation to education, workforce training, and economic development. The introduction of the South Bay Promise Program in 2014 and its expansion in 2018 is an example of efforts directly supported by Outreach.

### E - Institutional Effectiveness

Outreach and School Relations consistently collaborates with other departments to strengthen and support programs. Through regular meetings with our Extended Opportunities Programs & Services (EOPS) department, Outreach has been able to provide effective services, avoid

duplication of efforts, and share resources when applicable. Regular meetings have been ongoing since Spring 2016.

**F - Modernization**

Outreach and School Relations supports the Technology Plan and all recent technological updates that the campus has experienced within the last year. Outreach staff attend trainings and stay informed of new technology that directly affects students including ECC Connect, Canvas, and Schedule Builder. In addition, Outreach will specifically take advantage of additional technologies including Intersect by Hobsons (to connect with interested students), ConexEd Cranium Café (to host online workshops), and Recruit (a new Customer Relationship Manager [CRM] to connect with students who have applied to El Camino College and to support their onboarding process).

**2. Describe the student population served by the program using data. Please note the source of the data. If necessary, please contact the Office of Institutional Research & Planning to obtain data.**

Outreach serves all students, prospective students, parents, the community, and the campus in general. At this time, Outreach does not target a specific student group or population. However, for the purposes of recruitment for the South Bay Promise, Outreach focuses on potentially eligible students, which include prospective students who have graduated from a high school within the El Camino Community College District or who reside within the El Camino Community College District. District cities include El Segundo, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lennox, Manhattan Beach, Redondo Beach, and Torrance (Appendix II). Although the South Bay Promise targets a specific student population, Outreach responds to service requests throughout the surrounding cities. A snapshot of the El Camino College *Facts and Figures* for Fall 2017 provided by the office of Institutional Research and Planning demonstrates the top cities from which El Camino students enroll (below). Many enrolled students are students who live outside of the El Camino Community College District.

TOP CITIES		
Los Angeles	4,409	18.3%
Torrance*	4,299	17.8%
Hawthorne*	2,317	9.6%
Gardena	2,272	9.4%
Carson	1,333	5.5%
Inglewood*	1,149	4.8%
Lawndale*	1,105	4.6%
Redondo Beach*	1,183	4.9%
Compton	896	3.7%
Lennox*	491	2.0%
Lomita	317	1.3%
Harbor City	305	1.3%

\*Cities in the El Camino Community College District

- I. **Prospective Students:**

Prospective students are all students who present interest in attending El Camino College. These students interact with Outreach staff, counselors, or student Ambassadors at various on- and off-campus outreach events. In addition to direct interaction, prospective students previously entered contact information via the online Prospective Student form supported by Colleague. As of Fall 2018, prospective student information will be collected by the online Customer Relationship Manager (CRM), Recruit. This new software will streamline contact with prospective students and will be able to provide accurate data in regard to interested, applied, or enrolled status.
  
- II. **External Customers:**

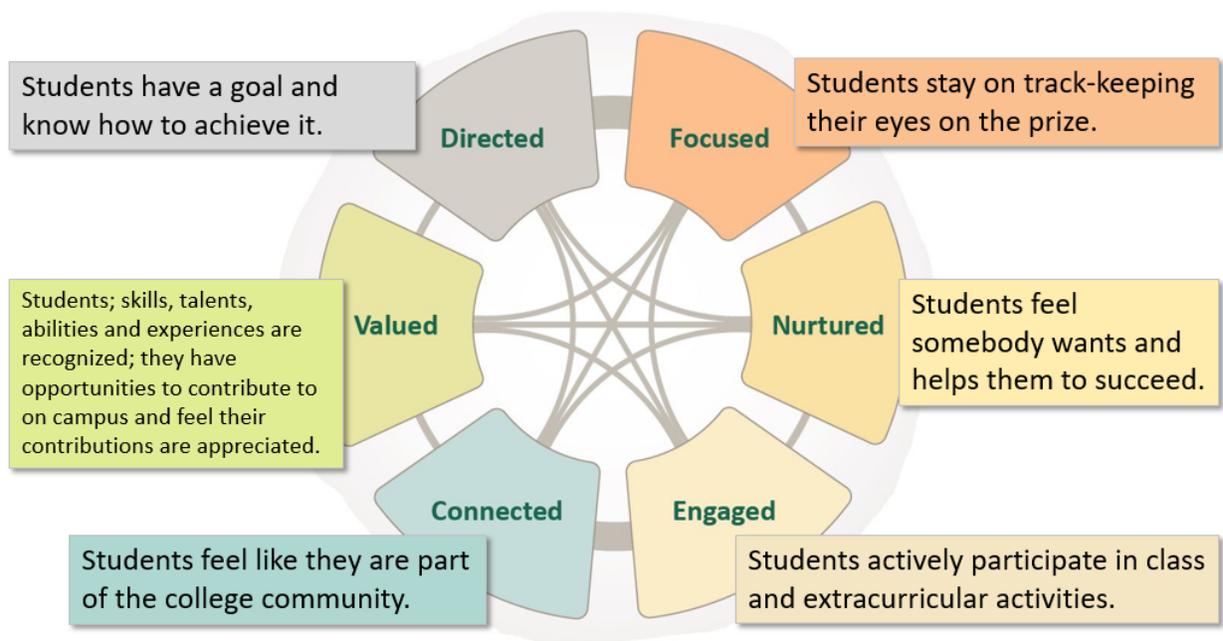
Outreach works very closely with 23 high schools within the El Camino Community College District and an additional 40+ high schools outside of the district in order to provide accurate and timely information about the campus to the community and prospective students. At various times throughout the year, external customers are kept updated on programs and changes that could impact them and their work in education. Outreach also attends regular meetings with the South Bay Workforce Investment Board (SBWIB) as they are a key partner with the South Bay Promise at El Camino College.
  
- III. **Internal Customers:**

As the clearinghouse for all outreach activity, it is imperative Outreach work closely with programs on campus to either stay abreast of updated information or to partner and support recruitment efforts. Outreach works closely with student support and academic programs like the Honors Transfer Program, First Year Experience, Extended Opportunities Programs and Services (including CARE/CalWORKs and Guarding Scholars), Knowledgeable Engaging and Aspiring Students (KEAS), Puente Project, Project Success, MESA, Community Advancement and Kid's College, Financial Aid, Athletics, Dual Enrollment, and Career and Technical Education. In addition, the list of internal customers expands as new collaborations are being formed. For example, during Welcome Week in the first week of the fall semester, Outreach was able to collaborate with the newly-hired Outreach Services Librarian in order to provide updated information about our Schauerman Library at the information tables. Internal customers also include El Camino faculty, as Outreach works with faculty to promote academic programs and available classes during the start of each semester. Since Fall 2017, Outreach has also worked with faculty as co-sponsor of the "Ask Me Button" campaign, asking faculty and staff to wear buttons the first 2 weeks of the semester in order to identify themselves as someone who can provide assistance to new students. This campaign expanded in Fall 2018 to provide these same "Ask Me" buttons in Spanish.

**3. Describe how interaction with the program helps students succeed or meet their educational goals.**

The passage of *California Senate Bill 1456 Community colleges: Seymour-Campbell Student Success Act of 2012* directly affected how Outreach and School Relations has carried out various functions within the last four years. Outreach has been tasked with providing core services including orientation, assessment, and educational planning with the goal to increase the college’s student readiness rate.

In addition, Outreach has adopted the Research and Planning Group’s *Six Success Factors that Support Student Achievement* when working with students. With each planned outreach activity, the Outreach team works to identify which success factor is utilized and how. The graphic below demonstrates the Six Success Factors and the definition of each as related to student support.



*The Research and Planning Group for California Community Colleges (RP Group) developed the six success factors framework as part of the Student Support (Re)defined study.*

For example, a leading factor to how support is provided in the process of onboarding new students is the “Nurtured” factor. Starting in April 2018, all new student applicants for the Fall 2018 semester received a welcome letter with a message inviting them to the campus to support their readiness for the fall semester. Phone banking was also well-received, as students used this opportunity to ask questions and get clarification on their next steps for enrollment. Finally, at our first ever Warrior Smart Start event in Spring 2018 (for new Fall 2018 students), much of the feedback received indicated how students felt welcomed and ready for their first semester.

Below is a table of all the comments shared by students in their evaluation form with positive comments directly aligned with the success factors highlighted.

You guys are doing a great job of keeping everyone informed about what all the things are. Welcoming.	I feel extremely confident that El Camino will help me transfer to my dream college.	Very much appreciated	Right after it ended, I had a better understanding of college.	I would like to suggest that they open the area for students to get their photo ID.
Overall, the event was great, especially the informative FYE info session which makes out first year experience to be a great program.	I think the event was a great event. I enjoyed it very much and gave valuable resources I would not have known otherwise.	I thought it was an awesome event	There probably could have been more staff members providing information	The entire event was very organized
Everybody very nice and happy! I loved it! I think my son will feel happy at El Camino! Thanks.	When can we know more information about sports?	What units are required?	I thought it was great	Everything was good

Outreach staff, counselors, and student Ambassadors facilitate the onboarding process so it is streamlined and students feel ready for success, but Outreach is currently unable to measure direct impacts on success and meeting educational goals. Future goals include better tracking of students and services received prior to enrolling in El Camino in order to track success in future semesters.

**4. How does the program interact with other on-campus programs or with off-campus entities?**

It is imperative that Outreach interact on a regular basis with on- and off-campus programs and entities in order to successfully carry out our goals. On campus, Outreach has regular meetings with various programs that support student success and rely on student recruitment to meet their goals.

Extensive on-campus collaboration is necessary to support the needs of prospective students and internal contacts looking to recruit new students to academic and student support programs and services. The Outreach Taskforce was an on-campus work group that met 3 times in the year to maintain up-to-date information regarding outreach efforts, to share resources, avoid duplication of services. The Outreach Taskforce experienced a break within the last year due to changes in leadership. The group re-convened in Spring 2018 and will return in Spring 2019 once changes to the Steps to Enroll have been updated due to legislation. In addition, Outreach participates

with programs conducting efforts off-campus such as the Office of Dual Enrollment, South Bay Adult School Consortium and specific student programs like Career & Technical Education (CTE), Extended Opportunities Programs & Services (EOPS), and the South Bay Promise student support programs.

Outreach staff also participate in various on-campus collaborative taskforce meetings including:

- AB 705 Committee
- Campus Calibrate
- Campus Events Committee
- Dreamer's Taskforce
- Dual Enrollment Advisory
- Enrollment Management
- First-Gen Taskforce
- Food and Shelter Security Taskforce
- Guardian Scholars Collaborative
- Program Coordinators' Meeting
- PRIDE Design Team
- Qualtrics Taskforce Committee
- South Bay Promise Committee
- Student Equity and Achievement Workgroup
- Other event planning committees including Commencement, Counselor Collaborative, Onizuka Space Science Day, Student Support Expo, and New Student Welcome Day

**5. List notable achievements that have occurred since the last Program Review.**

Notable achievements since the 2014 Program Review (PR) include:

- I. Creation of the Outreach Annual Plan (recommendation from 2014 PR)
- II. Regular monthly meetings with Marketing & Communication
- III. Increase in available Outreach flyers with concise information for prospective students and their families 2016 (recommendation from PR 2014)
- IV. Public commendations for the Ambassador Program after the College's Fall 2014 ACCJC accreditation site visit
- V. Increased full-time personnel with the addition of a second Student Services Specialist in Fall 2014, and an Administrative Assistant I in January 2016.
- VI. Increased in-person contact with primary high school contacts as a result of increased staff and other personnel (recommendation for PR 2014)
- VII. Implementation of new annual or regular campus events:
  - a. Fall College Night – November 2016, 2017, and 2018

- b. Counselor Collaborative – Spring 2016, 2017, 2018, 2019
  - c. Spring College Night – Spring 2017
  - d. El Camino Days – Spring 2018 Saturday events, 2019
  - e. Warrior Smart Start – Spring 2018 Saturday event, 2019
  - f. South Bay Promise Reception – Summer 2018
  - g. Prep for Fall Days – Fall 2018, 2019
- VIII. Phone Banking – calls to students to remind of registration appointments and event participation
- IX. Increase staff, faculty, and management participation in Welcome Week – Spring and Fall 2018
- X. Access to additional resources:
- a. Data via ITS Reporting Services
  - b. Technology – access to additional screens in Colleague
  - c. Recruit – Customer Relations Management (CRM) for prospective student tracking (recommendation from 2014 PR)
- XI. Increased participation in the College’s South Bay Program for Fall 2018

**6. What prior Program Review recommendations were not implemented, if any, and why? What was the impact on the program and the students?**

Since the last Program Review in Fall 2014, all recommendations have been implemented with some potential opportunities for improvement. The impact on the program has resulted in an increase of staff and available services provided by staff, counselors, and student Ambassadors. The increase of events has also led to increased informational and marketing materials. Although Outreach did receive updated marketing materials in 2016 per PR recommendation, the printing of increased materials due to increased events is not sustainable with the current printing budget for Outreach purposes.

**Program Environment**

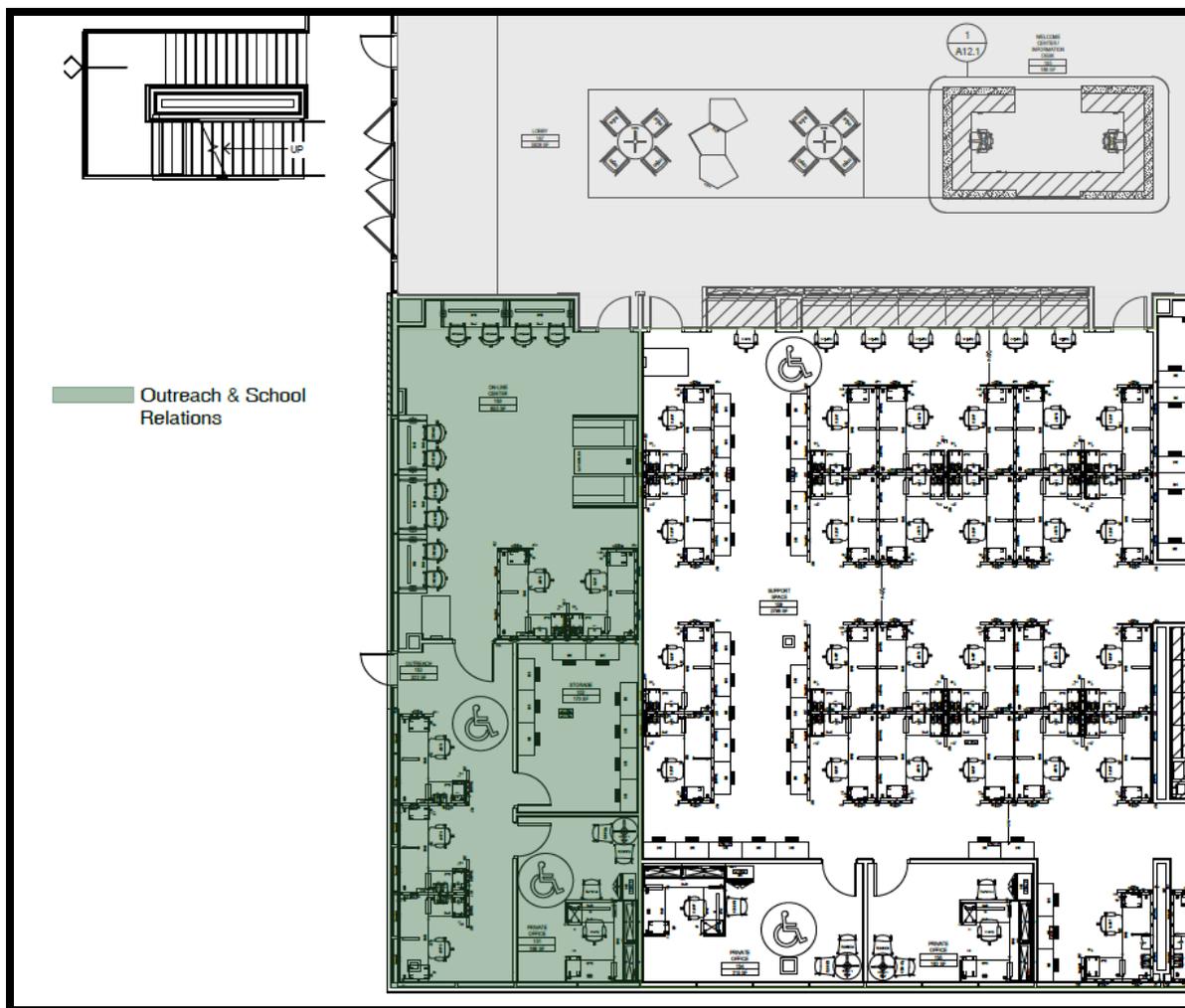
**1. Describe the program environment. Where is the program located? Does the program have adequate resources to provide the required programs and services to staff and students? If not, why?**

The program environment varies depending on time of the year, availability of staff, and financial resources. Most of the work conducted from within the physical on-campus space includes the coordination of our various outreach services. Because our office space is limited, and the process of onboarding requires the participation of other departments like Assessment, Counseling, and Financial Aid, Outreach relies on the availability of meeting locations,

classrooms, computer labs, and office spaces to support the bulk of onboarding, especially the core services of orientation, assessment, and educational planning.

Outreach and School Relations is currently located in the Student Services Center on the second floor, rooms 206 and 208. The program is also responsible for staffing, training, and scheduling of the Welcome Desk, located in the lobby of the Student Services Center on the first floor. In the past year, Outreach also started hosting phone banks on a regular basis to remind students of registration appointments, invite them to an on-campus event, or remind them about fee payment deadlines.

With the construction of the new Student Services Center set to be complete by the end Fall 2018, Outreach is looking forward to making the move in December 2018. The new space is similar to the current space with a major change to the location of the computers in the current Student Services Center lobby. The blueprint below shows the portion of the new building with the space highlighted for the Outreach and School Relations office.



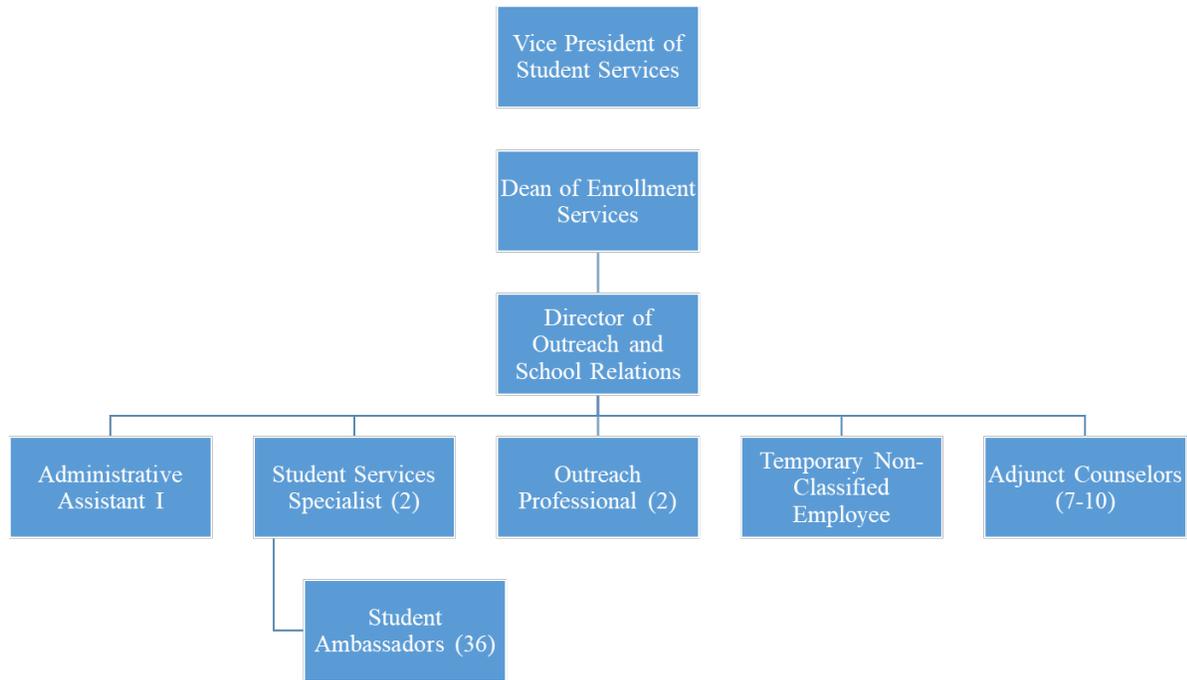
Since the increased number and type of events and services hosted by Outreach, there are some areas where adequate resources are not available. The phone banking service introduced in January 2018 was a success in terms of providing a personal connection with students, especially those who were not familiar with the registration process. For the Spring 2018 registration period, student Ambassadors contacted at least 2,000 students. The logistics of setting up an ad-hoc phone banking location was made possible with the support and collaboration of the Information & Technology Services (ITS) department (provided the setup), the Vice President of Student Services (provided direction), Human Resources (provided the space), Natural Sciences (provided laptops), and Institutional Research and Planning (provided the report of students to call). This service took place again later in the year but without the same setup. A workaround was made possible by reassigning staff and making all phones in the Outreach office (7) available for phone banking. Although this was possible for a short period of time, the current office setup in the current version of the Student Services Center, office location, and resources were not conducive to a successful large-scale phone banking project like the one held earlier in the year.

Finally, with all of the added on-campus events such as College Night, Warrior Smart Start, the South Bay Promise Reception, Reg Fest, Registration Days, and El Camino Days, logistics behind the successful events require coordination with other departments on campus. Outreach regularly maintains contact with other departments such as Facilities and Planning (for setups), Student Development Office (to borrow A-frames), Campus Police (for parking, added safety, or opening of rooms on the weekends), and the Schauerman Library Basic Skills Lab (for the utilization of computers in the lab). An additional department Outreach has recently relied on is the Athletics department, with whom Outreach regularly contacts in order to request the utilization of an electric cart. Many of the on-campus outreach events are large-scale that require moving large numbers of heavy signage and materials around campus. Although working relations with various departments are positive and effective, a more efficient way to approach to planning of these large events would be to have direct access to some of the various materials necessary for large events, including department owned A-frames or an electric cart.

**2. Describe the number and type of personnel assigned to the program. Please include a current organizational chart.**

The department of Outreach and School Relations is a part of the newly established Enrollment Services Division, which includes other departments such as Admissions & Records, Assessment, Financial Aid, and the International Students Program. Currently, Outreach and School Relations consists of 1 Director, 1 Administrative Assistant I, 2 Student Services Specialists, 7-10 Adjunct Counselors, 2 part-time Outreach Professionals, and 1 Temporary Non-

Classified (TNC) employee. The organizational chart below illustrates the description of the organizational structure.



One note about recent changes in Outreach: from November 2017 through mid-January 2018, a director did not oversee Outreach, as the previous director was promoted to Dean of Enrollment Services. An interim Director served from mid-January through April and a permanent Director was assigned as of May 2018. For 2018-19, Outreach has hired 36 student Ambassadors. While the number and positions of the full-time staff and manager have been constant since January 2016, what does fluctuate depending on need, resources, and time of year includes the part-time staff, adjunct counselors, and student Ambassadors. In previous years, Outreach was also responsible for staffing the Financial Aid Lab with student Ambassadors, but this has changed as of the start of this fiscal year. In addition, Outreach does not rely on a specific number of adjunct counselors to successfully meet the needs of our prospective students and to support onboarding, but instead relies on 110-120 counseling hours per week in the fall (beginning in October) and approximately 150 counseling hours per week from January through May.

**3. Describe the personnel needs for the next four years.**

With the addition of the South Bay Promise to the job description for the Director of Outreach in January 2019, and the added task to expand the program for Fall 2018 and beyond, additional support via an Administrative Assistant I would take on the responsibility of tracking applications, maintaining records, and reconciling data. The campus has implemented several

new technologies, including Recruit CRM, that will require regular maintenance and effectively maximize technology to meet demands of student interest in the college.

#### **4. Describe facilities needs for the next four years.**

A part of what makes Outreach an effective and successful program is the amount of collaboration that takes place across departments, within the department, and with off-campus partners. In the last four years, Outreach has made effective use out of the available space in the current office. Currently, the Outreach office has two areas within the assigned space where student Ambassadors frequent and is a space where many brainstorming sessions have taken place with staff across all levels, from the Director to the Ambassadors. Collaboration space within the office has reinforced successful partnerships among office staff and provided temporary work areas for large-scale event support (such as putting together 500 packets for students and families for College Night). However, the office setup in the new building lacks this space entirely.

As previously mentioned, phone banking was a new and successful task that was introduced to Outreach in January 2018. Phone banking for registration appointment reminders was an opportunity to contact and connect with students in order to determine their needs in the registration process. The current Outreach space does not allow for an effective or efficient phone banking project as limitations are placed on access to phones with a computer for extended time periods. Based on the plans in the new Student Service Center, the front office or “Online Center” as designated in the building plans (see page 11) is a potential space to set up a permanent phone banking center.

#### **5. Describe the equipment (including technology) needs for the next four years.**

Although Outreach has increased its access to data via our ITS department, staff still do not have direct access to data or ability to create custom reports, and as a result must make frequent requests. In order to adequately provide updates to various College plans, Outreach would benefit from the ability to rapidly access and produce reports with all the necessary variables for accurate information. El Camino’s new Customer Relationship Management (CRM) software, Recruit, will be able to provide some of this reporting but only as it relates prior to enrollment.

Moving forward, in order to support our Guided Pathways Plan and familiarize students with ECC Connect, Outreach Counselors will complete educational plans for students through ECC Connect Degree Planner. However, a majority of the educational planning will take place off-campus at students’ high schools where access to technology varies and is mostly restricted to high school students and their staff and faculty.

The office location in the new Student Services Center provides a possible space where a phone banking space could be set up as needed throughout the year. Technology is already designed for space with 10 computer stations and will only require the addition of a phone to each station in order to operate a phone banking project. Potential phone banking projects include:

- Registration reminders
- Fee payment reminders
- College event invitation and reminders
- Follow-up based on answers to the admission application or South Bay Promise application

**6. Describe the specific hours of operation of the program. Do the scheduled hours of operation meet the needs of staff and students?**

The office of Outreach and School Relations has regular office hours from Monday through Friday from 8:00 a.m. to 5:00 p.m. The Welcome Desk, located in the lobby of the current Student Services Center, is staffed Monday through Thursday from 8:00 a.m. to 7:00 p.m. and Fridays from 8:00 a.m. to 4:30 p.m. However, working hours of Outreach staff, counselors, and student Ambassadors vary and depend on off-campus outreach needs. During peak outreach season in September/October and March, Outreach provides services at several college fairs, parent nights, and information sessions, and many of these take place outside of regular business hours and on weekends. In addition, the Welcome Desk is also open early and late for extended hours during the first week of each semester and for the first few days of each of our winter and summer sessions. Scheduled hours of operation meet the needs of staff and students, especially with added extended hours at peak times. At any time, Outreach is also available via our office email accounts, voicemail, online outreach services request form, or social media.

**7. Describe the external factors that directly affect the program. Take into consideration federal and state laws, changing demographics, and the characteristics of the students served by the program. How does the program address the external factors?**

A number of external factors directly affect Outreach and School Relations. Although not yet spelled out clearly, the change in the General Funding Formula may impact the onboarding process for students (though effects may not be clear until after the first year into the new formula). Additionally, two state laws, specifically *Assembly Bill 705 – Seymour-Campbell Student Success Act of 2012: Assessment* and *Assembly Bill 19 – California College Promise* will impact work functions directly related to assessment as well as early outreach provided to the community. Because both pieces of legislation are very recent, details are not available as processes are currently undergoing evaluation in response to the goals of each law. Finally, the

Guided Pathways Plan will directly affect Outreach. All external factors are addressed according to the demands of each, resources available, and ultimately the alignment of our work to meet the goals of all new legislation.

Of all the pieces of legislation recently implemented, *Assembly Bill 705 – Seymour-Campbell Student Success Act of 2012: Assessment* will have the greatest impact on Outreach work processes and functions. In previous years, a large portion of staff time during the months of December through April was used to coordinate, schedule, proctor, and follow up with on- and off-campus placement testing. Large groups would visit campus to take the placement test in the Basic Skills Lab, along with orientation in the East Dining Room, educational planning in the Alondra Room, and a campus tour. With the placement test no longer being used, Outreach is presented with an opportunity to consider our work, shift focus, and create opportunities to better inform students and prepare them for their first semester. The Director of Outreach is currently collaborating with Counseling and other on-campus stakeholders to draft an intake form and use the previously planned assessment time to have students complete the form and familiarize themselves with MyECC and ECC Connect. In addition, the new building and space assigned to the Assessment Office provides an opportunity for additional collaboration and to potentially utilize this space as an all-in-one space where prospective students will be able to complete the enrollment process including orientation, in-take form, assessment review, and educational planning.

## **Service Area Outcomes (SAOs)**

### **1. List the programs SAOs.**

Outreach and School Relations has three active SAOs:

SAO statement 1: Prospective Students – After attending an ECC Information Session, prospective students will be more knowledgeable regarding ECC programs, services, and the steps to enrollment.

SAO statement 2: Student Ambassadors – Students who participate in the ECC Student Ambassador Program gain confidence, learn about how organizations work, and become more knowledgeable about ECC programs and services.

SAO statement 3: Community Partners – The Office of Outreach and School Relations provides accurate and beneficial information about the college, its programs, and services, in a timely manner to community partners in a variety of methods including site visitations, offering of core services off-campus, campus visitations, mailings, and via the outreach listserv.

## **2. How were the SAOs developed? Who was engaged in the creation of the SAOs?**

Outreach's SAOs continue to be developed in collaboration with a team effort, including the student Ambassadors. With changes in how Outreach functions due to AB 705, Outreach will work to update SAO statements, especially those related to on-campus events meant to support onboarding.

## **3. How often are the SAOs assessed and who is engaged in the discussion?**

Outreach's SAOs are assessed once each year at the end of the academic year. For SAO 1, the discussion occurs with full- and part-time staff. Because SAO 2 is focused on student Ambassadors and their development as professionals, the discussion takes place mostly between the director and two student services specialists. Finally, data from SAO 3 is used in planning for the next academic school year, especially in the decision-making process surrounding the needs of our local high schools. Outreach SAOs are also discussed at the monthly staff meetings.

## **4. What has been done if the SAO assessment results were not as anticipated?**

When SAO assessments have not been as anticipated, Outreach uses this opportunity to evaluate office practices, consider additional training, and shift work in order to reach anticipated results. In the coming year, SAO 1 will experience a change in statement, assessment, and process as information regarding the College's steps to enroll is currently undergoing change in response to AB 705. In addition, the College has recently conducted the Bridging Study, which surveyed the campus and community's regards of the college. Information from the Bridging Study will be used to update Outreach's information session talking points and visual presentation.

## **5. Where are the SAOs assessment results shared with staff, students, and the public?**

SAO assessment results are shared with staff at staff meetings, and the campus via our planning software, Nuventive. However, SAO results are not shared with students or the public. With changes in Outreach functions, this is an opportunity to consider the sharing of results with the public as current SAO statements are re-evaluated and edited. Finally, although not specifically related to SAOs, high school principals, superintendents, and other school officials do have the opportunity review a high school report card created by the Office of Institutional Research and Planning. This information is used to inform community colleagues on many items regarding to students who attend from their educational institutions. A copy of the general campus report card is attached in Appendix III.

**6. Have the SAO assessment results indicated the need to change or modify components of the program? If so, were the changes implemented?**

SAO assessment results have not indicated to change any major components of Outreach, however small modifications to training have been made throughout the last four years. Currently under review are the methods of assessment, especially for SAO 1 related to prospective students. For SAO 1, prospective students previously completed a 10-question pre-test to gauge their knowledge of El Camino. This “quiz” was followed by an information session, then students were asked to complete the reverse side of the quiz for a post-test. Unfortunately, many high schools have had to reduce the time permitted for information sessions due to changes in their scheduling and other factors, and so time no longer allows for an effective pre- and post-test to assess our SAO. In addition, more districts are asking for entire senior classes to submit admissions applications to El Camino College when the application becomes available each November 1 and the time for application workshops has since replaced time available for El Camino Information Sessions.

**Program Improvement**

**1. What activities has the program engaged in to improve services to students?**

Outreach continues to support the community and prospective students to ensure updated, accurate, and timely information is available in order to promote student success. In terms of improving services to students, Outreach continues to provide the campus with informational tables during Welcome Week (the first week of each major term). A new service provided by Outreach is the contacting of students via phone and email regarding any outstanding fees prior to being dropped for non-payment. Outreach intentionally coordinates the sending of this communication during a time in which staff will be available to reply to increased emails and phone calls regarding fee payments, process, deadline, and available options for students. The increased communication calls for an “all hands on deck” approach where all those in the office, including the Director of Outreach, ensure all students receive personal attention to their concerns.

Finally, approximately 90% of all work conducted by Outreach is focused on prospective students, the needs of students, and meeting the needs of the College’s Enrollment Management Plan (where applicable). In order to do so, Outreach maintains a presence in the community and focuses on the onboarding process. The table below shows a summary of some of the services provided by Outreach in the past four academic years. (This table does not include other services provided, such as parent nights, college nights at local high schools and organizations, stand-alone information table setups, and registration assistance, including One-Stop Services.)

<b>Outreach Service</b>	<b>2014-15</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>
<b>Tours</b>	<b>130</b>	<b>158</b>	<b>204</b>	<b>136</b>
<b>College Fairs</b>	<b>84</b>	<b>98</b>	<b>91</b>	<b>98</b>
<b>Workshops</b>	<b>34</b>	<b>65</b>	<b>64</b>	<b>108</b>
<b>Testing Sessions</b>	<b>57</b>	<b>67</b>	<b>71</b>	<b>68</b>
<b>Orientations</b>	<b>-</b>	<b>9</b>	<b>38</b>	<b>45</b>

**2. How have program personnel used metrics to improve program services? Provide metrics from the last four years.**

Outreach provides most of its services to prospective students, rather than current students. However, Outreach has become the information hub and an office where current students and internal customers are able to call upon for answers to questions or additional assistance. The Welcome Desk especially, located in the lobby of the Student Services Center, is the place where current students stop by to get all questions answered throughout the year. Because the location of this desk is between Admissions & Records and Counseling, Ambassadors are constantly kept up-to-date on changes to policies or processes regarding the two programs and services provided by each.

In response to metrics, in the last year Outreach has worked closely with the Office of Institutional Research and Planning and has discussed the use of data provided to the campus on an annual basis. Outreach relies on information shared in the annual *Facts and Figures* document shared with the campus after each fall semester in order to inform practices for the following year. This past year, data that became critical (especially as it relates to the South Bay Promise) includes the *First-Time Student Trends* document that is currently shared on the Institutional Research and Planning website. A copy of this document is available in Appendix IV.

The *Applicant Yield Rates*, also available from the Office of Institutional Research and Planning, provide another metric that is used to inform Outreach practices. The complete document and data are available in Appendix V. This snapshot of the last four years demonstrates a drop in yield rates and an increase of applicants and students enrolled. Since Fall 2015 (for students enrolling for Fall 2016) a new practice was introduced by Centinela Valley Union High School District, requiring the senior class of all 3 of their high schools and 1 continuation school to complete an El Camino College application for admission. This practice will also be introduced to other districts as well. This practice encourages students to have a plan for higher education beyond their high school years.

## El Camino College Applicant Yield Rates

Applicants	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
<i>Number of Applicants</i>	20,347	20,481	21,576	20,683	21,688
<i>Number of Applicants who Enrolled</i>	6,976	7,434	8,239	7,064	7,099
<i>Applicant Yield Rate</i>	34.3%	36.3%	38.2%	34.2%	32.7%

- 3. If applicable, explain any patterns in student success, retention, persistence, graduation, and transfer in terms of student characteristics and program objectives and discuss planned responses or changes.**

Work functions carried out by Outreach may not directly affect student success, retention, persistence, graduation, and transfer; however, these are indirect effects of a well-coordinated onboarding experience for new students to the college. The passage of California Assembly Bill 705 will also impact the onboarding process as supported by Outreach. Planned changes include the discontinued use of our previous diagnostic tool for math and English. A large portion of Outreach work in the spring semester has largely revolved around the coordination, proctoring, and follow up surrounding Accuplacer testing sessions for new students.

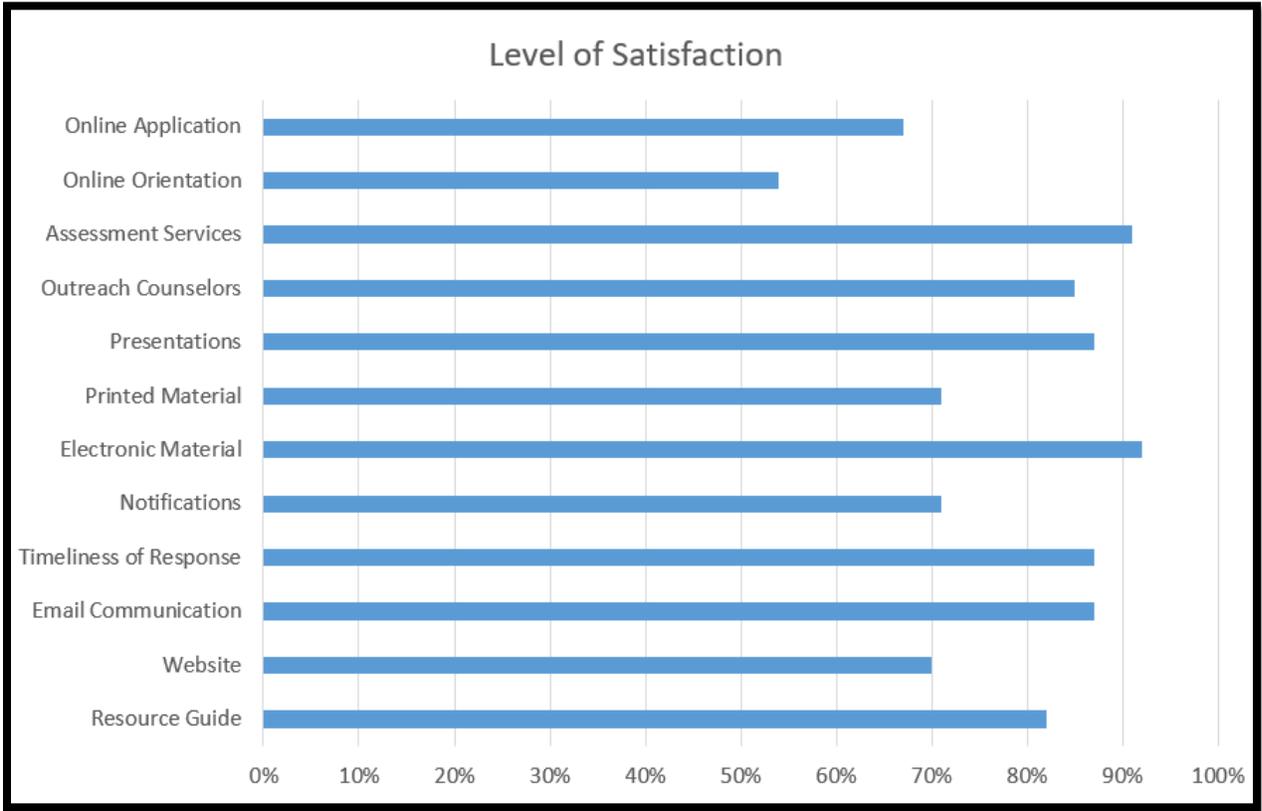
### Customer Service

- 1. How was the survey conducted? Please include a copy of the survey to the appendix.**

The customer service survey was created using Qualtrics and was emailed as a link to Outreach's primary off-campus contacts. As an incentive to complete the survey, Outreach provided three opportunity drawing gifts that included El Camino merchandise. A copy of the customer service survey is attached in Appendix VI.

- 2. What were the major findings of the customer service survey?**

Major findings from the customer service survey demonstrate areas where Outreach is strong and areas that serve as opportunities for improvement. Out of 15 respondents, over 80% of respondents indicated "Very Satisfied" to assessment services the Outreach counselors, presentations provided by Outreach, electronic material, the timeliness of response to questions, email communication with the department, and a resource guide created specifically for Outreach's high school partners. Some of the items where the level of satisfaction was less than 70% include areas where Outreach can work with other departments who oversee those areas and work together to respond to the needs and feedback provided by Outreach contacts. The graph below shows the level of satisfaction among the respondents.



**3. Describe exemplary services that should be expanded or shared with other programs.**

Exemplary services include personal attention received by contacts at the local high schools and other organizations. Personal attention has been made possible by the exemplary coordination of services between on-campus staff and counselors, and the execution of service by the Student Ambassador Program. At various planning summits, department meetings, and other opportunities where groups come together to discuss services to El Camino College students, the El Camino Student Ambassador Program is usually regarded as a model program for service to the campus, community, and our students. The success of the Student Ambassador Program for the last 10 years is due to the extensive training provided year-round. All Ambassadors complete at least 16 hours of training prior to the start of their assignment and continue to receive additional training throughout the year for a total of 50 hours of training which includes all aspects of the college, including El Camino’s organizational structure, educational programs available, academic and support programs, and overall customer service in general. At the start of the 2018-19 Ambassador cohort training, students were introduced to *The Four Agreements by Don Miguel Ruiz*. The purpose of this reading was gain sensitivity to the needs of El Camino’s diverse student and community population and gain an understanding of others’ perspectives as Ambassadors gained self-awareness in how they work with others.

**4. What aspect of the program’s service needs improvement? Explain how the program will address service improvements.**

Based on the data from the customer service survey, Outreach can improve on the explanation of what to expect when students complete the online orientation and admissions application. These are the two areas where the level of satisfaction was lowest, although there is not much direct impact Outreach has with these. Currently, Outreach is working to improve the on-campus in-person orientation in order to ensure students are well-informed and prepared for their first semester at El Camino.

**Conclusions and Recommendations**

**1. Summarize the program’s strengths.**

Outreach has maintained a high quality and quantity of services provided and has consistently been able to meet the needs of our off-campus partners, especially with our Student Ambassador Program and Outreach Counselors.

**2. Summarize the program’s areas that need improvement.**

Outreach has become successful in constantly providing an outstanding level of service to all including prospective students, internal and external customers. In addition, Outreach has relied on direction from various College plans such as the Enrollment Management Plan, Educational Master Plan, the Guided Pathways Plan, and other plans that rely on Outreach services. The ability to work with available resources including staff, funds, and physical space, is something that Outreach has been able to overcome. One area where improvement is possible is to align Outreach’s Communication Plan (Appendix VII) with all the College Plans and goals. Finally, because of the multiple changes currently taking place within Outreach and other areas that affect Outreach, the program needs to re-visit current Service Area Outcomes and consider statements and processes that align with the changes. A goal for the next Program Review includes adding more accurate data of the success of students who interact with Outreach in the onboarding process.

**3. List the program’s recommendations in a prioritized manner to help better understand their importance to the program.**

1. With the added responsibility of the expanded South Bay Promise, additional work related to the tracking, data entry, and reconciling of data related to the South Bay Promise would benefit from an additional Administrative Assistant I.
2. Move funding for the Student Ambassador Program and Student Services Specialist position to the general fund. (Currently, a large portion of the Student Ambassador Program along with the second Student Services Specialist position is funded by SSSP.)
3. The increase of Outreach events and marketing of special programs requires consistency of available materials to be shared with prospective students and the community. Although updated marketing materials were received since the last program review, Outreach's budget for printing have not been updated and is not enough to sustain the materials on a regular basis.
4. Beginning in Fall 2018, Outreach counselors will complete educational plans by using ECC Connect. This presents a need for additional laptops/tablets for educational planning services. Currently, Outreach has a need of 10 additional laptops/tablets.
5. In order to support exceptional customer service in the new Student Services Center, specifically at Welcome Desk, Outreach could utilize 5 iPads/tablets in order to implement the desired concierge model of service as proposed by the Student Services Division Vice President.
6. Earlier this year, Outreach was tasked with the responsibility of calling students via a phone bank. Additional phones available in the front office of the new Outreach office location would support phone banking activity throughout the year.
7. Finally, the increased number of large-scale on-campus events in support of onboarding new students and showcasing El Camino programs and services have increased the need for equipment to ensure proper setup and execution for these events. Purchase of an electric cart assigned to Outreach and A-frames would help to make setting up of these large events more effective.

**4. Please indicate whether the program should continue or be discontinued.**

Continue Program

Discontinue Program. Explain how the program's services could be handled by another on-campus entity if the program has been declining or is no longer fully utilized.



El Camino College

# WARRIOR SMART START

SATURDAY  
APRIL 21  
2018

CHECK-IN 8:15 AM

WORKSHOPS ABOUT  
FINANCIAL AID  
REGISTERING FOR CLASSES  
DREAMERS  
CAREER & TECHNICAL  
EDUCATION  
CHOOSING A MAJOR &  
TRANSFER OPPORTUNITIES

COMPLETE ORIENTATION  
ASSESSMENT & ED PLAN



MORE INFO  
& SIGN UP  
[bit.ly/ecevents](https://bit.ly/ecevents)

The El Camino Community College District is committed to providing an educational and employment environment in which no person is subjected to discrimination on the basis of actual or perceived race, color, ancestry, national origin, religion, creed, age (over 40), disability (mental or physical), sex, gender (including pregnancy and childbirth), sexual orientation, gender identity, gender expression, medical condition, genetic information, marital status, military and veteran status, or retaliation; or on any other basis as required by state and federal law.



El Camino College

# REG FEST

**REGISTRATION FESTIVAL**

**ASSISTANCE REGISTERING FOR FALL 2018 CLASSES  
COUNSELORS AND FINANCIAL AID STAFF AVAILABLE!**

**JULY 24, 2018**  
**12:30-3:00 PM**

**SIGN UP [BIT.LY/ECCEVENTS](http://bit.ly/eccevents)**

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FALL SEMESTER BEGINS AUGUST 25

# ARE YOU READY?

**PREP FOR FALL • AUGUST 20–22**

New students are invited to El Camino College and make sure they have everything they need for the start of the fall semester. **FREE PARKING IN STUDENT LOTS!**

## HAVE YOU...

- Got your Student ID Card?**  
Photo ID Booth hours: 8/20 Closed | 8/21-22 9 a.m.–4:30 p.m.  
Must bring valid photo ID (driver's license, CA ID, high school ID, passport)
- Bought your Books?**  
Bookstore hours: 7:30 a.m.–6 p.m.
- Purchased a Parking Permit & Paid your Fees?**  
Cashier's hours: 8 a.m.–5 p.m.
- Found your Classes?**  
Take a campus tour! Tours leave from the Student Services Center every 30 mins from 9 a.m.–4:30 p.m.
- Completed your Financial Aid?**  
Financial Aid Lab hours: 8 a.m.–5 p.m.
- Met with a Counselor?**  
Drop-in Counseling available 12–6 p.m.  
in the Student Services Center
- Registered for Classes?**  
Last day to register online is August 24

## QUESTIONS?

Call  
**310-660-3487**  
or email  
**[oasr@elcamino.edu](mailto:oasr@elcamino.edu)**



**El Camino College**



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# ECC INVITES YOU TO **COLLEGE NIGHT!**



Please join us anytime between 5:30 and 8:00 p.m.

**Wednesday, November 14**

Come learn about everything El Camino College has to offer!

- Resource Fair • Donuts with the Deans • Chat with Counselors • Twilight Campus Tours
- Assistance Applying to ECC • Workshops on Financial Aid, Transfer Strategies, Career & Technical Education

More Info and RSVP at [www.elcamino.edu/collegenight](http://www.elcamino.edu/collegenight)



**El Camino College**

[www.elcamino.edu](http://www.elcamino.edu)



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## APPENDIX II: SOUTH BAY PROMISE

FOCUS ON YOUR FUTURE

# SOUTH BAY PROMISE

EL CAMINO COLLEGE

The **South Bay Promise** offers personal support to get students to and through El Camino College. Benefits include paying for the first year's enrollment fees (Fall and Spring semesters), priority registration, and access to counselors.

**Who is eligible?** Graduating students attending school or living within the El Camino Community College District: El Segundo, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lennox, Manhattan Beach, Redondo Beach, and Torrance.



### Complete the Steps to Enroll

by April 30, 2019

[www.elcamino.edu/steps](http://www.elcamino.edu/steps)

- **Apply for Admission**
- **Financial Aid** (FAFSA or CA Dream Act)
- **Orientation**
- **Assessment**
- **Educational Planning**



### Submit a South Bay Promise Application

by April 30, 2019

[www.elcamino.edu/southbaypromise](http://www.elcamino.edu/southbaypromise)



### Get Engaged! Connect with a Student Support Program

Eligible programs include:

- First Year Experience
- Extended Opportunity Programs & Services
- Honors Transfer Program
- Athletics



### Enroll as a Full-Time Student

- Register for at least 12 units during each Fall 2019 & Spring 2020 semesters (9 units for SRC students)
- Attend South Bay Promise Reception before start of fall semester
- Maintain satisfactory academic progress

[WWW.ELCAMINO.EDU/SOUTHBAYPROMISE](http://WWW.ELCAMINO.EDU/SOUTHBAYPROMISE)

### Questions? Contact the Office of Outreach & School Relations

[southbaypromise@elcamino.edu](mailto:southbaypromise@elcamino.edu) | 310-660-3487



El Camino College

[www.elcamino.edu](http://www.elcamino.edu)



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## APPENDIX III: REPORT CARD

### El Camino College 2017 High School Graduates Report Card



Applied to ECC in Fall 2017: **7,914**

Enrolled at ECC in Fall 2017: **3,151**

Applicant yield rate: **40%**

#### Educational Goal

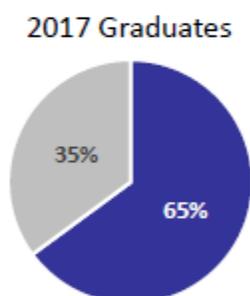
	2017 Grads	
	#	%
Intend to Transfer	2,332	76%
Degree/Certif. Only	125	4%
Obtain Job Skills	36	1%
Basic Skills	122	4%
Enrichment	89	3%
Undecided	358	12%

#### Core Services

	2017 Grads	
	#	%
Orientation	2,109	67%
Assessment	3,011	96%
Educational Plan	2,843	90%
<i>All Three Services</i>	1,990	63%

*In-district students who complete all three core services receive priority registration.*

#### Enrollment Level



■ Full-time (12+ units)   ■ Part-time (<12 units)

#### Top 10 Majors for All 2017 Grads

1. Nursing <sup>CTE</sup>
2. Business Administration <sup>CTE</sup>
3. Biological Science/Microbiology
4. Psychology
5. Computer Science
6. Electronics/Computer Tech <sup>CTE</sup>
7. Business Management <sup>CTE</sup>
8. Physical Education
9. Administration of Justice <sup>CTE</sup>
10. Art

#### Financial Aid

	2017 Grads	
	#	%
Received Financial Aid	2,155	68%

#### Student Support Programs

	2017 Grads	
	#	%
Participation	1,353	43%

*Student Support Programs (such as the South Bay Promise) provide students with additional support and specialized attention.*

#### Persistence

	2017 Grads	
	#	%
Fall '17 to Spring '18	2,604	83%

## APPENDIX IV: FIRST-TIME STUDENT TRENDS



### El Camino College First-Time Student Headcount by Demographic and Enrollment Characteristics

Fall 2015 to Fall 2017

Category	Characteristic	Fall 2015		Fall 2016		Fall 2017		% growth
		n	%	n	%	n	%	
<i>All Students</i>		6,276		6,348		6,276		0.0
Gender	Female	3,080	49%	3,112	49%	3,102	49%	0.7
	Male	3,196	51%	3,236	51%	3,174	51%	0.0
Age	17 or younger	379	6%	387	6%	361	6%	-4.7
	18-19	3,542	56%	3,614	57%	3,564	57%	0.6
	20-24	1,250	20%	1,320	21%	1,225	20%	-2.0
	25-29	507	8%	441	7%	503	8%	-0.8
	30-39	342	5%	323	5%	371	6%	8.5
	40-49	150	2%	153	2%	133	2%	-11.3
	50 or older	106	2%	110	2%	119	2%	12.3
Ethnicity	African-American	939	15%	975	15%	875	14%	-6.8
	Amer Ind/Alaskan	10	0%	15	0%	13	0%	30.0
	Asian	877	14%	861	14%	897	14%	2.3
	Latino	3,221	51%	3,320	52%	3,274	52%	1.6
	Pacific Islander	47	1%	32	1%	37	1%	-21.3
	White	837	13%	818	13%	848	14%	1.3
	Two or more races	314	5%	294	5%	307	5%	-2.2
	Unknown or Declined	31	0%	33	1%	25	0%	-19.4
Residency	California Resident	5,888	94%	5,930	93%	5,882	94%	-0.1
	Out of State	157	3%	152	2%	165	3%	5.1
	International	231	4%	266	4%	229	4%	-0.9
In-District vs. Out-of-District	In-District	2,950	47%	2,785	44%	2,839	45%	-3.8
	Out-of-District (within 7.5 mi radius)	2,450	39%	2,563	40%	2,357	38%	-3.8
	Out-of-District (beyond 7.5 mi radius)	876	14%	1,000	16%	1,080	17%	23.3
Education Level	Not HS Grad	54	1%	39	1%	34	1%	-37.0
	HS Grad or Equiv.	5,471	87%	5,627	89%	5,582	89%	2.0
	AA/AS Degree	109	2%	98	2%	87	1%	-20.2
	Bachelor's or Higher	316	5%	301	5%	395	6%	25.0
	Unknown	326	5%	283	4%	178	3%	-45.4
Financial Aid	Verified FAFSA Application	4,194	67%	4,122	65%	4,024	64%	-4.1
	Awarded CA Promise Grant*	3,912	62%	3,830	60%	3,671	58%	-6.2

\*Formerly known as Board Of Governor's Fee Waiver



**El Camino College**  
 First-Time Student Headcount by  
 Demographic and Enrollment Characteristics

Fall 2015 to Fall 2017

Category	Characteristic	Fall 2015		Fall 2016		Fall 2017		% growth
		n	%	n	%	n	%	
<i>All Students</i>		6,276		6,348		6,276		0.0
Educational Goal	Intend to Transfer	3,529	56%	3,957	62%	3,713	59%	5.2
	Degree/Certif. Only	410	7%	381	6%	467	7%	13.9
	Retrain/recertif.	288	5%	292	5%	304	5%	5.6
	Basic Skills/GED	261	4%	298	5%	285	5%	9.2
	Enrichment	144	2%	114	2%	128	2%	-11.1
	Undecided	945	15%	911	14%	915	15%	-3.2
	Unknown	534	9%	134	2%	208	3%	-61.0
	Other	165	3%	261	4%	256	4%	55.2
Core Services	Orientation	3,003	48%	3,283	52%	3,372	54%	12.3
	Assessment	4,506	72%	4,336	68%	4,144	66%	-8.0
	Ed Plan	3,872	62%	4,112	65%	4,381	70%	13.1
	All Core Services	2,130	34%	2,409	38%	2,493	40%	17.0
Enrollment Level	Full-time	2,767	44%	2,868	45%	2,947	47%	6.5
	Part-time	3,509	56%	3,480	55%	3,329	53%	-5.1
Class Times	Daytime Student	3,786	60%	2,990	47%	3,720	59%	-1.7
	Evening Student	655	10%	498	8%	595	9%	-9.2
	Comb Day/Eve Student	1,405	22%	2,051	32%	1,285	20%	-8.5
	Irregular**	430	7%	809	13%	676	11%	57.2
Online Course	Students in at least 1 online course	475	8%	629	10%	771	12%	62.3
Unit Load (At Census)	Fewer than 6 units	1,358	22%	1,295	20%	1,318	21%	-2.9
	6 to 8.5 units	1,060	17%	1,123	18%	1,031	16%	-2.7
	9 to 11.5 units	1,091	17%	1,062	17%	980	16%	-10.2
	12 to 14.5 units	2,166	35%	2,278	36%	2,361	38%	9.0
	15 units or more	601	10%	590	9%	586	9%	-2.5

\*\* Irregular includes students enrolled exclusively in distance education courses

APPENDIX V: YIELD RATES

# El Camino College Applicant Yield Rates

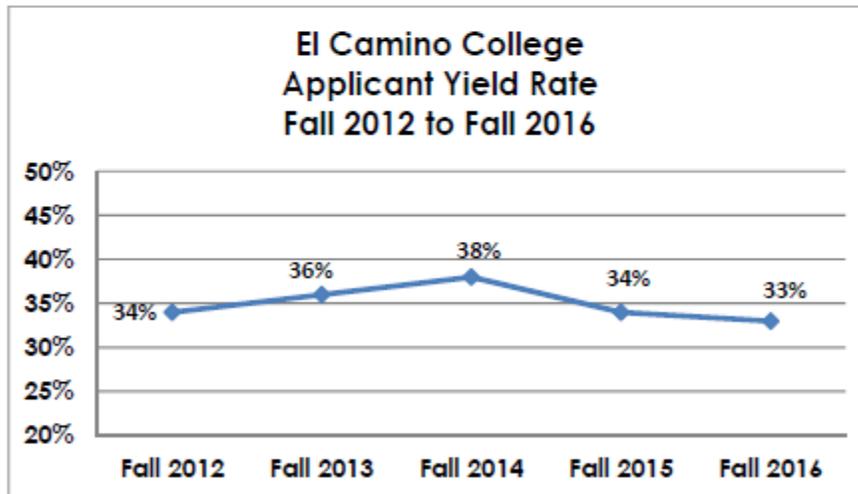


This is a summary of the applicant yield rates for El Camino College for the last 5 years.

At El Camino College, the number of applicants increased from 20,347 in Fall 2012 to 21,688 in Fall 2016. The applicant yield rate (percentage of applicants who enrolled at the college) has a 5-year average rate of 35%. From Fall 2015 to Fall 2016, the applicant yield rate decreased slightly from 34% to 33%.

### El Camino College Applicant Yield Rates

Applicants	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
<b>Number of Applicants</b>	20,347	20,481	21,576	20,683	21,688
<b>Number of Applicants who Enrolled</b>	6,976	7,434	8,239	7,064	7,099
<b>Applicant Yield Rate</b>	<b>34.3%</b>	<b>36.3%</b>	<b>38.2%</b>	<b>34.2%</b>	<b>32.7%</b>



**APPENDIX VI: CUSTOMER SERVICE SURVEY**

**EI Camino Outreach and School Relations - Satisfaction and Planning Survey**

Counselors, please use this form to identify your level of satisfaction with outreach services provided during the 2017/18 school year and to identify needs for the 2018/19 school year. This 14 question survey should take you about 15-20 minutes. If you complete the questionnaire you will be entered into an opportunity drawing to win an EI Camino swag bag filled with ECC goodies.

**Q1** Please rate your level of satisfaction with the following services to your school:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Does Not Apply
ECC Online Application	<input type="radio"/>					
ECC Student Online Orientation	<input type="radio"/>					
ECC Student Testing/Assessment Services - On YOUR campus	<input type="radio"/>					
ECC Student Testing/Assessment Services - On ECC campus	<input type="radio"/>					
ECC Outreach/Academic Counselor assigned to your school	<input type="radio"/>					
General ECC Outreach presentation/information session	<input type="radio"/>					
Availability of printed ECC material at your school	<input type="radio"/>					
Availability of electronic ECC material at your school	<input type="radio"/>					
Electronic notifications of programs, services, and other important dates from ECC	<input type="radio"/>					
Timeliness of responses to questions	<input type="radio"/>					
Electronic/email communications/notifications	<input type="radio"/>					
Usefulness of the Outreach web page	<input type="radio"/>					
Usefulness of the Counselor's Resource Guide (packet)	<input type="radio"/>					

**Q2** Did you or a representative from your school participate in the 2018 ECC Counselor Collaborative?

- Yes
- No
- I've never heard of it but would like to know more

**Q3** Would you like to have an Outreach/Academic Counselor assigned to your school for the 2018/19 academic school year?

Please note, El Camino will identify 2018/19 assignments by June 8th.

- Yes
- No
- Maybe - I will contact you when I am ready

**Q4** If answered yes to the above question, how often would you like to have the Outreach Counselor visit your school?

- Once per week.
- More than once per week.
- Less than once per week.

**Q5** How early in the academic year would you like a counselor at your school site?  
Please specify a month.

**Q6** Are you available Friday, September 28 for a Back to School Breakfast?

This half day event will be open only to El Camino College District schools, staff, and counselors

- Yes

**Q7** Do you know who your El Camino Dual Enrollment Liaison at your campus?

- No
- None
- Yes, please enter liaison's name in the "other" section
- Other:

**Q8** State any changes to your school that we should be aware of.

**Q9** Provide any additional comments, questions, or suggestions you may have for our office.

Please provide your name and contact information. We will contact you in order to plan for 2018/19. Also, you will be entered in an opportunity drawing for completing this survey.

**Q10** Please provide your name

First Name

Last Name

**Q11** Job Titles

Q12 Are you the main contact for college and career related activities?

- Yes
- Other

Q13 Name of your high school:

Q14 School/Organization Address

	End of Survey	<a href="#">Survey Termination Options...</a>
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## **Outreach Timeline**

### **June, July, and August**

Recruit and train Ambassadors to provide outreach services to prospective and current students on and off-campus, including the Financial Aid Office.

Take inventory of marketing giveaways and order new marketing giveaways.

Update high school principal and counselor contact electronic listserv and hard copy contact roster for the subsequent academic year.

Offer Core Services One-Stop, where students can complete Orientation, Assessment/Testing, Educational Plan, and Course Registration help in one day.

### **August**

Welcome new, continuing, and returning students to El Camino College for the start of the fall semester at information tables throughout campus the first week of classes.

Work with in-district high schools to ensure off-campus college courses offered at high school campuses are ready for the start of the fall semester.

Inform on-campus entities of outreach opportunities at in-district high schools and other educational venues for the academic year.

### **September and October**

An e-mail message blast is sent to both in-district and out-of-district high school counselors with outreach information. A hard copy letter with the “Outreach Services Request Form” is sent to every in-district high school principal. Campus Tours are scheduled upon request from any high school or individual student. Information Tables and Information Sessions are hosted at in-district and out-of-district high school campuses.

Outreach personnel participate in regional, state, and out-of-state college fairs and nights.

The annual High School Principals’ Breakfast is scheduled and hosted by the President.

### **November and December**

Prospective students may begin to apply on November 1<sup>st</sup> when the online admission application is activated for the following summer term and fall semester. Application Workshops and Orientation Workshops are hosted at in-district and out-of-district high school campuses.

### **January**

Welcome new, continuing, and returning students to El Camino College for the start of the spring semester at information tables throughout the campus the first week of classes.

Work with in-district high schools to ensure off-campus college courses offered at high school campuses are ready for the start of the spring semester.

### **January, February, and March**

High school students who have applied for Admission and have participated in an Orientation (online or in-person) are invited to take the Assessment/Placement tests at El Camino College or off-campus at in-district and out-of-district high school campuses. In-district high schools are offered free transportation for their students to visit El Camino College to take the Assessment/Placement tests and complete any remaining steps to receive priority registration.

In-district and out-of-district high school students are encouraged to meet with an El Camino College academic counselor on-campus or at high school campuses to develop an Education Plan for the summer term and fall semester.

Financial Aid Office personnel host “Cash for College” evening events at in-district and out-of-district high school campuses to help prospective students and their parents learn how to apply for federal and state financial aid including scholarships.

Outreach personnel participate in regional, state, and out-of-state college fairs and nights.

### **April and May**

The Office of Outreach and School Relations hosts in-district and out-of-district high schools that request Campus Tours and want their students to complete any remaining steps to register for classes for the summer term and fall semester.

Provide MyECC 101 Course Registration Workshops at area high schools and adult schools.

### **June**

All new, continuing, and returning students who apply for financial aid by completing the Free Application for Federal Student Aid (FAFSA) and submit all of the proper financial aid documentation by June 1<sup>st</sup> are guaranteed a financial aid award letter and disbursement during the first week of the fall semester.

## **Communication Timeline**

The Office of Outreach and School Relations, working in conjunction with the Office of Public Relations & Marketing, engages in active communication with prospective students throughout the matriculation process. Electronic communication includes e-mail messages, on-campus marquee announcements, MyECC student portal announcements, and messages sent via social media including, but not limited to, Facebook and Twitter. The following is an outline of the communication timeline.

### **November**

Online admission application is available for the following summer and fall terms.

### **December**

Online orientation is available for the following summer and fall terms.

### **January**

Assessment testing will be proctored on and off-campus at educational institutions.

### **February**

Academic counseling is available on and off-campus for the following summer and fall terms.

### **March**

Online financial aid application is available for the following award year.

### **April**

Online registration is available for summer term.

### **May**

Online applications are available for special student support programs (e.g., EOPS, FYE, etc.).

### **June**

Online registration is available for fall term.

### **July**

Online payment is required for courses for fall term.

## **Student Services Program Review Committee**

### ***Ratings***

**Excellent**

The program review was extremely well written. Concise and grammatically correct with few to no spelling errors. A model program review that is ready to be posted online for a public audience.

**Meets Expectations**

The program review was adequately written. Lengthy or vague at times or included some grammatical and spelling errors. Corrections should be made prior to posting online for a public audience.

**Needs Improvement**

The program review was poorly written or incomplete. Too lengthy or vague or too many grammatical and spelling errors throughout the document. The program review needs to be rewritten and resubmitted to the Student Services Program Review Committee by an established deadline.

### **Revised**

5/5/2010; 3/13/2013; 3/31/2014; 4/15/2014; 6/1/2015; 8/20/2016; 7/13/17