

EL CAMINO COLLEGE
STUDENT SERVICES
Compton Center Outreach 2011

Program Description

1. Describe the program emphasizing the program's objectives and how the program supports the college's mission and vision statements, strategic initiatives, and core competencies.

The Compton Center Outreach Office has had a comprehensive recruitment plan in place since 2007. The original plan primarily focused on developing recruitment strategies that would increase enrollment at the Compton Center. The first recruitment plan involved developing a comprehensive process designed to help increase enrollment on campus. The recruitment plan was intended to be an institutional process that crosses every aspect of the Compton Center's function and culture. Four years have come and gone, and enrollment has increased to over 7000 FTES (first-time enrolled student). This was accomplished by strategically marketing the Compton Center to feeder high schools and continuing to shape the Center's message to yield more prospective students from in and outside of our district.

The Mission

The mission of the Office of Outreach and Relations with Schools is to extend the educational programs offered at the Compton Center to residents in and around the district, with innovative and unique opportunities for learners of various ages, interests, and goals. The Office of Outreach and Relations with Schools seeks to strengthen quality educational and support services to promote student success by providing academic and support units within the Compton Center.

Strategic Initiatives

The Office of Outreach and Relations with Schools assists the Center with accomplishing Strategic Initiatives B, C, and D by developing partnerships on and off campus. The office works to foster positive relationships in the community by marketing and educating stakeholders about the educational programs offered at the Center. The staff assists the Center in accomplishing the above mentioned three strategic initiatives by focusing outreach efforts to increase and sustain enrollment on campus. The outreach office strives to foster a positive learning environment and sense of collaboration by developing partnerships with district residents, community-based organizations, and local agencies. For example, the outreach team works to integrate the Center's educational programs into the community to address the needs of prospective students and stakeholders.

Primary Goals Include:

- Increasing the number of students from our feeder high schools
- Improving the Outreach Ambassadors Program (Student Workers).
- Linking Academic and Recruitment Programs (increase faculty involvement in outreach activities).
- Strengthening Outreach Programs (Yield Programs).
- Evaluating Strategies (track what works and change what doesn't work).

Accomplishment:

The Outreach Program has a number of accomplishments worth noting. First, every semester the outreach program hosts counselor luncheons at 10-12 feeder high schools. These luncheons offer an opportunity to network and promote our educational programs to counselors and administrators at our feeder high schools. The relationships that have been developed during the counselor luncheons have offered the Center an opportunity to expand on the number of offsite classes offered at the feeder high schools. We currently offer classes at seven schools and the Watts Boys and Girls Club. Additionally, we staff outreach booths during lunch or after school at 12 area high schools. We also attend 29 college fairs annually, ranging from community events, high schools and churches. Lastly, we mailed out over 12,000 Compton Center information packets and/or letters to prospective students.

2. Describe the student population served by the program using available data. (*Data sets may be available from Institutional Research upon request.*)

Campus Yield Programs:

Program	Date	Attendance
High School Reception	6/15	81

Offsite Classes

The Outreach staff registered and ran offsite classes at eight locations. These classes accounted for an enrollment of approximately 1000 high school students from our feeder schools.

Onsite Admissions

The Outreach Office mailed approximately 8,000 postcards for the High School Reception. The target was high school graduates and current students that live in Compton, Paramount and Lynwood. These postcards showcase the benefits of attending Compton Center during the summer and fall terms. Outreach staff continues to make high school visits to offer onsite admission days at feeder high schools up until the last day of school. Prospective students were invited to the High School Reception on 6/15/11.

On-Site Admission Data Spring 2011

School	# of Applications	# Assessed
Vista	10	0
Compton	55	43
Dominguez	39	13
Centennial	15	0
Chester Adult School	3	1
Firebaugh HS	61	21
Lynwood	42	12
Paramount	6	3
LB Jordan	23	13
Buena Vista	27	2
Carson	41	21

Email Blasts

The Outreach Office sent out approximately 10,000 emails advertising summer and fall registration to prospective students that filled out inquiry cards during one of the outreach activities. These students were emailed information about the summer/fall registration process and encouraged to contact the Outreach Office to receive assistance with registering for classes.

Campus Visits

During the 2010/11 academic year, the Outreach staff brought over 7000 prospective students to visit the campus. These visits included high school students from the Compton District feeder high schools, parents, high school counselors, teachers, and community members.

3. What happens after students participate in the program's activities? If applicable, address whether students are successful in meeting their educational goals.

The main focus of the Outreach Office is to enhance student learning using a variety of instructional methods and services (Strategic Initiative A). Staff assists new and continuing students with the registration process. Through this process we are strengthen quality educational and support services to promote student success. Staff has the unique opportunity to walk prospective students through the registration process to ensure that it is done correctly. Additionally, Outreach staff serves as one of the first points of contacts for new students who are interested in enrolling at the Center. Students who participate in an outreach

activity are able to enroll in college and register for their classes. In many cases, staff assists new students with applying for financial aid and answering many of the questions that new students have about the matriculation process. Additionally, staff members are able to offer students who attend a feeder high school an opportunity to complete the registration and assessment process offsite at their school. Students have an opportunity to apply to the Center without ever stepping foot on campus. When these high school students arrive on campus they have already completed all the steps to register and only need to meet with a counselor to get an educational plan. Outreach staff is developing and enhance partnerships in our community to develop what our high school students need.

4. List notable achievements that were linked to the College's Strategic Initiatives that have occurred since the last program review.

The Outreach Office continues to serve as one of the key points of contact necessary to develop and enhance partnerships with community agencies in and around the Compton Community College District. One of the most notable achievements that occurred during the 2010/11 academic year was the number of visits that were scheduled to take the Dean of Student Services and Vice President of the Compton Center to meet with the school leadership at District feeder high schools. This process involved meeting with the high school leadership and having conversations about student success and partnering to create a college going culture. This was one of many steps necessary to ensure the long term sustainability of enrollment at the Center. Outreach staff members were able to visit every high school in the Compton Community College District and meet with every school principal. Staff visited 14 schools over the course of the 2010/11 academic year.

5. What prior program review recommendations were not implemented, if any, and why? What was the impact on the program and the students?

There were two prior program review recommendations that have not been fully implemented. The first involves hiring a fulltime outreach recruiter who spoke Spanish. Enrollment Management funds are used to hire a part time staff coordinator who speaks Spanish. This person is limited to a 120 day appointment which limits their availability. The second suggestion involves hiring a permanent administrative assistant. This recommendation was accomplished in fall 2011, when the Dean of Student Services assigned an administrative assistant to the Transfer/Career Center. The director of outreach oversees six areas on campus and there is a great need to have staff members who are entirely devoted to recruitment and outreach. Unfortunately, these program recommendations involve financial resources that are not available at this time. The impact is that there are schools who are not receiving services and there are times when the Welcome Center is not supervised by a permanent staff member. In short, things are spread pretty thin.

Student Learning Outcomes (SLO)

1. Describe how program personnel are engaged in the creation, discussion, and review of SLO - statements, assessment results, and reports.

The outreach staff meets every Monday at 8am to discuss program services and student learning outcomes. The staff and student workers were fully engaged in the development and implementation of the SLO. They provided input and feedback on draft copies of reports, surveys, and helped to write the assessment.

2. How does the program ensure that SLO's are assessed consistently?

SLO are assessed on an annual basis and the results are shared with the staff. The SLO process is integrated into the program planning process and the results are used to shape the direction of the program.

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

No. The SLO are used to develop feedback on training workshops. The SLO results help outreach staff to develop needed training for prospective students that address the understanding of the registration process to enroll at the Center.

Program Improvement

Explain what changes need to be considered to improve the program.

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

The outreach office has several ways to engage services to students. The most common way is the use of student ambassadors in recruitment activities. Peer networking is a major component to the Center's outreach efforts. The student ambassadors are on the front line with helping new and continuing students register for classes. Student ambassadors are extremely helpful in providing direct feedback on the needs of new and continuing students. They assist with the SLO assessment tool and provide suggestions on how the office can improve the services to students. This keeps the office in direct touch with what is happening in the lives of students.

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

Metrics are used to track the numbers of contacts that apply and enroll in classes at the Center. These totals are comprised of data taken from the Prospect database. Tracking applicants through the registration process is very challenging because the available data collected for the metrics can be housed in several locations and purged each academic year. The outreach office uses metrics to track the following information:

Year	# of contacts to applicants	# of applicants to enrolled	# of students tested offsite	# of students tested who enrolled	Cost of offsite testing programs
2010-11	2200	960	51	51	\$52000
2009-10	908	560	71	71	\$58000
2008-09	330	113	47	47	\$58000
2007-08	n/a	n/a	35	21	\$68000

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

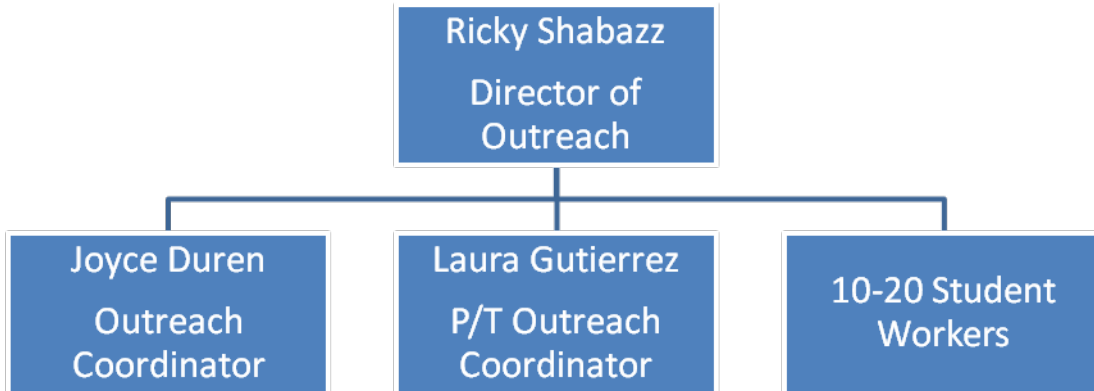
The focus on offsite classes at the feeder high schools is seeing an increase in the number of high school students who enroll in our classes prior to their graduation from high school. Students and school staff are far more aware of the Center’s academic programs and opportunities than in the past.

Program Environment

1. Discuss the program environment, including the relationship among program staff and students and involvement with other programs or support areas.

The outreach staff is a fixture on campus. The staff is very involved in other programs and committees on campus. For example, the outreach staff comprises a large portion of the Enrollment Management Committee (EMC) and sub-committees. The EMC are one of the most active committees on campus and have plans and activities that date back to 2007. Outreach team has received several awards from the ASB and faculty council. These awards center on the number of activities that Outreach staff are involved in on an annual basis. Many departments on campus rely on the outreach team to provide support. Outreach is one of the only departments on campus that has student workers throughout the year. Staff members spend a great deal of time working to train student workers to provide peer support and leadership on campus. Many of the student workers also serve on the ASB. In short, the outreach team is very involved in every aspect of the college and works to maintain effective communication and collaboration across the campus.

2. Describe the number and type of staff and faculty (include current organizational chart).



3. Describe facilities or equipment needs for the next four years.

There is an increasing need to have access to more computers in the Welcome Center. The Welcome Center and students on campus would greatly benefit if there were 10-20 computers to assist with the registration process. Additionally, outreach activities have outgrown our capability to host larger events on campus. Over the years, outreach has hosted 3-5 events on campus where there were approximately 500-600 participants. Outreach events are limited by the available space on campus. With access to more computers, the outreach team will be able to assist more students with the registration process and ensure a smoother matriculation process for new and continuing students.

4. Describe how well the scheduled hours of availability meet student demand and indicate the specific hours the program operates.

The outreach team is able to schedule hours based on the recruitment season. Staff tend to work a nontraditional work schedule based on the demand to recruit students. During peak enrollment, staff often work 6-7 days a week and accumulate comp time. Outreach staff usually adjust their time to meet the demands of peak enrollment. For example, during the summers we go to local churches on Sundays and cultural events on Saturdays. During non peak times, operation office hours are Monday-Thursday 8am-6pm and Friday 8am-2pm.

5. Describe the influences that external factors such as state laws, changing demographics, and the characteristics of the students served have on the program and services and how the program addresses these factors.

The biggest external factor facing the outreach team is the state budget. There has been an increase in demand for recruitment and a decrease in financial resources. The Center's community is in great demand for classes and academic support. We have seen a large increase in requests from our feeder schools to offer classes and other academic support. The state of the budget has caused outreach to shift from quantity to quality. Staff members are spending a lot more time evaluating outreach efforts to ensure that effective delivery of services. Students are providing more presentations and information than in the past.

Customer Service

1. Administer a customer service survey and list the major findings. Describe exemplary services that should be expanded or shared with other programs.

Each year the outreach team administers a customer service survey for prospective students and one for high school counselors. The overall feedback has been very positive. The survey results for the prospective students indicate that the outreach staff is providing the level of information necessary to assist students in making an informed decision about the Center. High school counselors have responded that they are far more informed about the Center's educational offerings than they have been in the past. Nonetheless, there is still an image problem that the Center faces on a daily basis, which continues to be an uphill battle.

2. What aspect of the program's service needs improvement? Explain how the program will address service improvements.

The outreach staff undergoes intense customer service training. During non-peak times we meet every Friday from 8am-10am to improve our communication skills and messages. The outreach team has spent a great deal of time working to improve the image of the campus in the community. This continues to be a major area of improvement. Many in the community have a negative image of the campus and our training efforts work to address many of the long standing issues that we may be presented with on a daily basis. While this may not be a service area, it does strike at the core of the work that is underway. Staff members address these issues by ensuring that the outreach staff maintains the highest level professionalism and are accommodating to the needs of the students who attend the Center. The outreach team strives to be

dependable and trustworthy as they work to develop long lasting relationships. However, this will continue to take time as some people within the feeder schools are very cautious to support the improvements that have taken place.

Conclusions and Recommendations

Present a brief summary of the program's strengths and areas for improvement. List all recommendations in a prioritized manner for subsequent placement into the program's annual plan.

1. Summarize the program's strength and areas that need improvement.

The strength of the program rests in the planning and implementation of yield programs for prospective students. An example of a yield program is onsite admissions at our feeder high schools. The staff is well trained and works to maintain the highest level of professionalism. However, the campuses image continues to forecast negative thoughts about the quality of education. Currently, the Outreach Office is functioning on a very high level and does not have any known needs for program improvement.

2. List prioritized recommendations. (Provide proposed organizational chart if appropriate).
The highest priority for the Outreach Office is to hire two coordinators in the outreach office to assist the director with outreach efforts. Over the last two years, the director has taken on additional management responsibilities which prevent a major obstacle in maintaining the relationships that have been developed over the last three years. The director is no longer readily assessable to respond to requests for outreach services. At least one of the coordinators should be fluent in Spanish. The campus has a lot of work to do to win people over with respect to the overall quality of education.

There continues to be a great need to educate the community on the quality of our educational programs. Having two people in the field will allow the campus to work on sustaining our relationships and the community's perceptions about our academic programs. Also the need for more computers is a priority because new and continuing students continually need assistance with the registration process. The costs associated with hiring two outreach coordinators is approximately \$100,000 and the costs for adding 10 new computers is approximately \$10,000.

Lastly, updates need to be made to the Prospect database so that we can better track applicants through the registration process. This is the second priority for the Outreach Office. The current system in place has flaws in terms of inputting and running reports

for prior years. It may be worthwhile to the Center to invest in a system that allows students to be tracked year to year, as well as semester to semester.

3. X Continue Program