

**EL CAMINO COLLEGE**  
**STUDENT SERVICES**  
**OUTREACH AND SCHOOL RELATIONS FALL 2014**

**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 institutional learning outcomes.**

Outreach and School Relations serves as the clearinghouse for all ECC outreach provided in the district and at feeder high schools. Outreach uses the college's mission and vision statements as directives and expectations for Outreach personnel to adhere to while representing El Camino College in the community.

The Outreach and School Relations personnel provide information on El Camino College programs and services to current and prospective students. After interacting with Outreach staff, prospective students are referred to support programs and services based on the needs and interests of the prospect. Outreach leadership also assists specific campus programs (e.g. EOPS, HTP, FYE, and Summer Math Academy) with reaching recruitment goals.

Outreach is responsible for hiring, training, and staffing the Ambassador Program, Information Desk staff, Financial Aid lab Ambassadors, and Outreach part time staff when funded.

As the clearinghouse for all outreach activity, Outreach assists with, or coordinates, a myriad of programs and services offered by many different campus programs and areas. The following is a partial list illustrating some of the support programs and activity partnerships the Office of Outreach and School Relations works side by side with:

- Admissions and Records
- Campus Tours
- Honors Transfer Program
- Concurrent Enrollment
- Special Events – Onizuka Science Day and Welcome Weeks (Fall, Spring and Summer semesters)
- Adult Schools
- Summer Math Academy
- Principals' Breakfast
- Online Assessment
- Athletics
- College Fairs / Nights
- First Year Experience
- Schedule Delivery

Many of the above-mentioned partnerships include support for the college's Strategic Initiatives for 2011-14. Below are specific programs and services coordinated by Outreach and School Relations as they relate to the college's Strategic Initiatives:

**Strategic Initiative A**

Outreach staff coordinates classes offered on the local high school campuses.

**Strategic Initiative B**

Outreach staff provides online application workshops, online testing on the high school campuses. Outreach has also coordinated the Ambassador Program which provides outreach services throughout the district.

**Strategic Initiative C**

The Director of Outreach and School Relations created and facilitates the Outreach Task Force which meets three times each year and regularly sets annual outreach goals. The Outreach Task Force members include a number of campus programs providing various levels of outreach services.

**Strategic Initiative D**

Developing and enhancing partnerships is one of the main objectives of Outreach and School Relations. The Ambassador program was designed to assist Outreach and School Relations as funds and staffing levels for outreach were cut and student enrollment was being managed by the number of class sections offered. The Ambassador program was funded as a means to minimally maintain the relationships and partnerships at our local feeder schools and to participate in events throughout the community. Since that time, the Outreach Ambassador program has grown into one of the most well-respected service programs on campus.

**Strategic Initiative E**

Outreach personnel meet regularly to improve our processes. Outreach staff is also included in the planning process, evaluation of Outreach and Ambassador SLOs, hiring of Ambassadors, and, how resources are allocated.

**Strategic Initiative F**

By implementing our Prospective Student Database, student inquiries are answered almost immediately when a student completes and submits the Future Student Form found online.

**2. Describe the student population served by the program using available data.**

There is no clear-cut or defined cohort or student population Outreach assists. Outreach will provide services to every school, every prospective student, and every organization that request outreach services as long as funding and staff are available and the services requested are reasonable. For example, we try to attend every college fair El Camino College is invited to. The few times El Camino College is unable to attend because of conflicts, staffing shortages, or distance the event is from El Camino College, Outreach will mail El Camino College promotional material to the event organizers for display.

In general, there are three primary populations the office of Outreach and School Relations serves – prospective students, internal and external customers as defined below:

**Prospective students** – This group includes all potential students Outreach comes in contact with whether it is through a K-12 classroom presentation, education, college, or career fairs, Information Desk or any other outreach function including personal contact, emails or phone calls. Currently there are over 6,000 prospective students in our database. For 2013-14, Outreach staff participated in more than 400 outreach events/activities and provided more than 4,500 hours of outreach services on campus and in the community.

**Internal customers** – Examples include Outreach assistance provided to programs like the Honors Transfer Program, FYE, EOP&S, Puente, Summer Math Academy, etc. For HTP, Outreach provides regular access to the Prospective Student Database. Outreach sends emails on behalf of the HTP regularly to approximately 500 prospective students who have indicated an interest in the HTP. For Puente, FYE and other programs with math or English level eligibility requirements, Outreach provides contact information of eligible students by accessing testing databases. Outreach has access to thousands of student's scores and contact information through the Accuplacer database.

**External customers** – Our external customers need to be kept abreast of important dates, changes or other issues as it relates to El Camino College programs, services and course offerings. This group includes K-12 school counselors, administrators and community liaisons for various organizations. Outreach regularly sends email updates to the approximately 500 high school counselors and administrators who are part of the Outreach email list serve. This list is also accessed to promote programs like Community Education's SAT Boot Camp, Counseling Departments Transfer Fairs, and various open houses on campus like Women in the Garage. Besides K-12 school contacts, examples of other community partners include the area Adult Schools, Los Angeles Air Force Base, the Los Angeles Police Department, local libraries, and Regional Occupational Centers.

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

There are three types of students who "participate" in Outreach activities – prospective students who meet personally with an Outreach representative, prospective students collected in the Prospect Database, and Outreach Ambassadors employed in Outreach.

Student success after interaction with program personnel has been tracked using Service Area Outcomes (SAO). The first SAO determines if the information provided by Outreach staff would allow prospective students to make an informed decision about attending El Camino College. The second SAO Ambassadors provide pre- and post-tests of important facts and issues regarding El Camino College programs. Both SAOs proved extremely useful in determining the

value of Outreach presentations and the direction or changes that need to be made to assist students in meeting their educational goals.

The Prospective Student Database has proved successful by providing measurable data to determine the success of student contacts who have applied for admissions as well as identifying those contacts who have registered for classes. All students entered into the database and are initially assigned a code of “P” for prospect. Periodically, Information Technology Services will run a report that checks to see which “prospects” have an application on file and which students have registered for classes. A corresponding “A” or “R” will then be assigned to the students in the database and Outreach provides annual yield rates of applicants to registrants for the prospect database (see attached yield rates).

Finally, through a 3<sup>rd</sup> SAO, Outreach staff has found that Ambassadors who complete the training and regularly participate in outreach events and use ECC support services are much better prepared for 4-year transfer and regularly become leaders on campus. Identifying this fact allowed Outreach to create a Student Learning Outcome specific to the Ambassadors only.

**4. List notable achievements that were linked to the College’s strategic initiatives that have occurred since the last Program Review.**

- a. Successful institutionalization, and expansion, of the Ambassador Program – SI B & D
- b. Outreach hired 2 part time Student Services Technicians and 1 additional support aide – SI D & E
- c. Outreach Counselor Program reinstituted (Fall 2014) – SI A, B & D
- d. Outreach Task Force and meets 3 times per year – SI B, C & E
- e. Ambassadors hired who speak multiple languages – SI B & D
- f. Enhancements have continued to the Outreach web page as it relates to how we serve our students, high school counselors and other partners – SI B & D

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

There is, in essence, only one Program Review recommendation that was not implemented – the request to reclassify the current Student Services Specialist position as a Student Services Coordinator. While the position was not reclassified, a decision in consultation with Human Resources allowed Outreach to better define the roles of the current Student Services Specialist position and the Student Services Technicians. This better understanding of what is allowable by staff (specifically as it related to proctoring tests and providing Orientations), made the impact of not implementing the request for reclassification insignificant.

## **Program Environment**

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

As the clearinghouse for all outreach activity, Outreach regularly works with many programs to assist in marketing efforts for each programs' services. The relationships, program environment, involvement with students, and working with student support programs are significant daily activities within the office of Outreach and school relations.

On a daily basis, Outreach interacts with anywhere from 50 to 2,000 students, prospective students, parents, or other community or campus entity. This is at the core of the mission of Outreach. For example, for years Outreach would provide general information on the Honors Transfer Program (HTP). However, now that HTP is in a position to grow, Outreach is working closely to coordinate HTP efforts to recruit new students at our local high schools.

To increase participation in the Heating, Ventilation, Air Conditioning program, Outreach has been working with lead instructor for HVAC to develop flyers and displays to promote that program. Discussions have also started to marketing the Journalism program at local high schools that offer Journalism or multi-media programs.

Other programs or services that Outreach significantly interacts with to improve services or to help market include; Testing/Assessment, STEM, Space Science Day, Career and Technical Education, First Year Experience, Dance, various athletic teams, Special Resource Center, Community Education, MESA, Project Success, Welcome Week, and the ECC Foundation to name a few. However Outreach is not limited to any program and has worked in one way or another with just about every office on campus. For example, Outreach recently provided Fiscal Services with outreach material to take to a mock job fair that took place at Terminal Island.

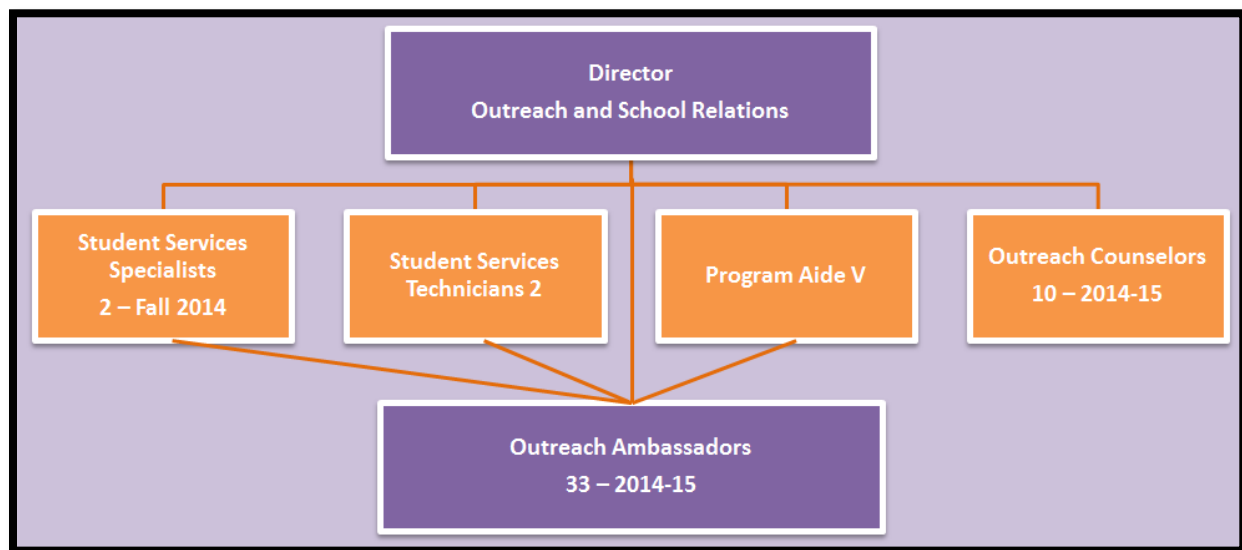
Internally, Outreach staff meets weekly to discuss events and issues affecting the department. Outreach Ambassador meetings/training takes place monthly beginning in August. The meetings focus on upcoming events and regular updates on programs, services and ongoing training.

Students and staff are regularly involved in the decision making process. By doing so, morale is good within Outreach because students and staff feel empowered by knowing their voice and opinion is taken seriously.

### **2. Describe the number and type of staff and faculty. (Include current organizational chart)**

From late Fall 2007 to the Fall of 2013, Outreach was staffed by a Director, one Student Services Specialist and the Ambassador programs which fluctuated from 20 to 35 students.

In the Fall of 2013, as the Student Success Act of 2012 was being implemented, funding for outreach increased and Outreach increases staffing to a Director, one Student Services Specialist, two Student Services Technicians, one Program Aid and 35 Ambassadors. In the Fall 2014, approval to hire a Student Services Specialist left vacant since 2007 was approved. Also, beginning in November 2014, 10 adjunct faculty counselors will be hired, trained and assigned to various high schools in our district high schools and other main feeder schools. Below is the *anticipated* organizational chart following the selection of a second Student Services Specialist.



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

Outreach is currently located in the Student Services Center Rooms 206 and 208. The actual physical location of Outreach is not critical to the function of this office. Additional storage room is necessary at this time.

With the new Student Services Center set for construction and completion in the next 3 years, a plan should be implemented with the ability for Outreach to expand and contract as necessary during times of enrollment growth and times of maintaining enrollment.

Because of additional staff, equipment and computer needs for the department have been generally met and are adequate for the current level of staff in outreach. The availability of laptop computers was approved for Outreach which has two lap tops to use in the office and/or to take out to the high schools to provide SSSP services. As additional staff are approved and hired another evaluation of the technology and facility needs and will be assessed.

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

Outreach has daily scheduled office hours but these are not reflective of actual working hours. The Office of Outreach and School Relations is open from 8:30 a.m. to 4:30 p.m. daily. However, with Outreach participating in many community events, the hours of operation vary significantly throughout the year. For example during September or October, a couple of the busiest months for Outreach, it is not unusual to be responsible for evening and weekend events. It is not uncommon for staff to work a 12 or 14 hour day depending on the demand and availability of staff.

Prospective students and parents will call or email at all hours of the day. Both the Outreach Director and Student Service Specialist regularly monitor phone calls and emails throughout the day, before and after regular working hours, on weekends, and in particular through long holiday campus-closures.

The Information Desk and Financial Aid Lab hours and assignments are monitored by the Student Services Specialist and are determined based on peak times of the year and/or semester. However, with the implementation of extended office hours throughout the Student Services Center in Fall 2014, the Information Desk has expanded its hours to accommodate students. Currently the Information Desk is open Monday through Thursday from 8 a.m. to 7 p.m. and on Fridays from 8 a.m. to 4:30 p.m. Special activities are also taken into consideration when staffing the Information Desk on critical days such as the first week of school, last day to file graduation intents, or the last day to drop classes.

**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.**

Outreach is tremendously affected by many of the external and internal factors mentioned. But, it is the job of Outreach to ensure the high school contacts, and other external partners are aware of changes that could affect enrollment eligibility or the process by which students enroll.

The most significant legal impact on Outreach recently is the implementation of the Student Success Act of 2012 or the Student Success Support Program (SSSP). Where Outreach once was simply a conduit for students to receive assistance getting into college, Outreach is now a major player in implantation of many of the core services by which the college will be funded in the future. Outreach will provide:

- 1) Application workshops
- 2) Orientation workshops and guidance through the online Orientation

- 3) Assessment and testing both on the high school sites and be providing transportation to students to be assessment on the El Camino College campus
- 4) Initial and/or comprehensive educational plans using adjunct counselors assigned to local high schools

For the first time and because of the new legislation, items 2 through 4 above will lead directly to funding for the college. In years past, Outreach would provide a significant number of services to students but the college would only be compensated for students who matriculated through enrollment. New legislation will allow Outreach to better quantify how its services directly relate to college apportionment and growth.

### **Service Area Outcomes (SAO)**

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

Program personnel are anxiously engaged in the creation, discussion and review of SAO statements, assessment results, and reports. Each year, an SAO committee is formed, comprised of Outreach and School Relations personnel including ambassadors, staff, and the director. The committee is responsible for all activities surrounding the SAOs and assessment process in Outreach and School Relations. The committee created and implemented the original SAO in 2008. Additionally, personnel have added a second SAO to assess the effectiveness of the ECC Ambassador Program. Since then, assessment results have helped to drive Outreach and School Relations towards making changes to the program which have proven to be beneficial to prospective students, as well as those who participate in the ECC Ambassador Program.

#### **2. How does the program ensure that SAO's are assessed consistently?**

The program ensures the assessments of the SAOs remain consistent by providing training throughout the year to the Outreach and School Relations personnel who are responsible for assessing the SAOs. A significant sampling of prospective students attending various outreach events are selected to participate in pre and post assessments for Outreach's SAOs.

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

The SAO assessment results directly affect components of the program. One of the many activities Outreach and School Relations conducts is the hosting of ECC information sessions at local high schools and other community organizations. As the participants in the ECC Ambassador Program change from year-to-year, Outreach and School Relations find the current



SAOs help maintain consistency and accuracy of information delivered. Upon reflection of the assessment results, the SAO committee makes the necessary changes to the delivery of information in order to ensure compliance with the SAOs and achieve positive results. Further adjustments that have been made include the hiring of additional Outreach and School Relations staff to help oversee the implementation and assessment of the SAOs and general functions of the program.

### **Program Improvement**

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

Outreach has continually engaged in a number of programs and offered services through this office not only to improve services to students but to ensure student success. This is at the core of what Outreach does. Among the activities Outreach regularly participates in are; college fairs, college nights, assign Outreach Ambassadors to local high schools, classroom presentations, lunchtime tables, assist with on-campus events, campus tours, proctoring assessment/testing at the high schools and on the El Camino College campus, regularly update high school counselors on programs, services, and timelines, orientations, registration help workshops, MyECC 101 presentations, significant number of email requests for assistance just to name a few.

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

Outreach regularly uses metrics to improve program services and adjust our emphasis in certain areas and services. Over the years, Outreach has tracked the number of students to enroll at El Camino College from our district and out-of-district feeder schools. The numbers allow us to roughly measure the effectiveness of our Outreach efforts. These numbers also made both the Outreach office, Admissions and Records as well as the Office of Institutional Research and Planning to realize errors in our coding and that the system was missing students who were being coded as “unknown” when it came to high school attended. Metrics are provided below on the number of students provide online testing and assessment through this office. A significant increase occurred following Outreach’s ability to hire more staff and proctor more tests beginning in the Fall 2013 and through Spring 2014 semesters. Metrics have allowed Outreach to focus efforts on areas and schools that seemed to be underrepresented. Finally, with the focus in the Spring of 2014 to be on our in-district students receiving priority registration after completing the three core services, it became apparent in the numbers that

by slighting our out-of-district schools, the enrollment numbers dropped slightly from those schools. Adjustments will be made in the future based on those metrics.

Below are examples of the metrics discussed:

**Enrollment of the 23 District Schools**

School	2011	*2012	2013	2014
Animo Inglewood Charter	0	15	11	19
Animo Leadership	0	16	14	8
Arena	0	0	0	0
El Segundo	36	44	38	35
Environmental Charter	1	21	16	18
Hawthorne	122	107	126	150
Hawthorne Math and Science Academy	1	33	36	33
Hillcrest	3	0	2	0
Inglewood	31	38	19	35
Inglewood City Honors	4	10	7	19
Lawndale	70	98	147	129
Lennox Mathematics, Science, and Technology Academy	0	11	24	24
Leuzinger	107	102	104	98
Lloyde	0	18	15	0
Mira Costa	79	66	59	69
Morningside	25	32	28	32
North	205	219	244	225
Redondo	158	168	156	125
Redondo Shores	8	13	8	8
Shery	11	14	6	9
South	155	123	110	108
Torrance	193	171	146	161
West	180	147	155	171
Total	1,389	1,466	1,471	1,476
Unknowns	512	684	543	634

\*2012 numbers include identified unknown high schools

### Student Assessment by Outreach & Yield Rate of Assessed Students Who Enrolled

2010-2011	2011-2012	2012-2013	2013-2014
432 Students	340 Students	433 Students	1,023 Students
310 Enrollees	249 Enrollees	295 Enrollees	TBD
(71.8%)	73% Yield	68% Yield	TBD

### The Effectiveness of the Prospective Student Database

	9/10-9/11	9/11-9/12	9/12-9/13	9/13-9/14
All Contacts	5,136	2,444	3,261	2,246
Contacts older than 2015 grads	4,527	2,028	2,358	1,725
Applicants	1,919	949	1,123	675
Enrollees	1,015	410	481	295
Yield Rate	52.89%	43.20%	42.83%	43.70%
<b>2014 PRSP Database update – 9/01/13 to 9/05/14</b> 2,246 Contacts (includes 521 2015 grads or younger) 1,725 Contacts (excluding 2015 grads or younger) 675 Applicants (39.13%) 295 Enrollees/registered (43.70% Yield Rate)				
<b>2013 PRSP Database update – 9/01/12 to 9/16/13</b> 3,261 Contacts (includes 581 2014 grads or younger) 2,358 Contacts (excluding 2014 grads or younger) 1,123 Applicants (47.63%) 481 Enrollees/registered (42.83% Yield Rate)				
<b>2012 PRSP Database update – 9/01/11 to 9/14/12</b> 2,444 Contacts (includes 416 2013 grads or younger) 2,028 Contacts (excluding 2013 grads or younger) 949 Applicants (46.7%) 410 Enrollees/registered (43.2% Yield rate)				
<b>2011 PRSP Database update – 9/01/10 to 9/12/11</b> 5,136 Contacts (includes 609 2012 grads or younger) 4,527 Contacts (excluding 2012 grads or younger) 1,919 Applicants (42%) 1,015 Enrollees/registered (52.8% Yield rate)				

**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.**

Although Outreach is primarily working with prospective students as they make decisions pertaining to educational and career goals, the office regularly looks for trends in student behavior and/or interests and addresses the issues as quickly as possible. Outreach is extremely mindful of the timelines high school students are on in terms of making informed decisions regarding college and careers. It is therefore imperative that Outreach work with offices like Financial Aid, Counseling, Assessment/Testing and, in particular, with Admissions and Records when it comes to availability of the online application.

**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.**

A customer service questionnaire was delivered electronically to nearly 78 high school counselors, career center coordinators and administrators in and outside of the El Camino College district and service area. Nineteen programs or individuals responded to the survey. Overwhelmingly, the respondents indicated that their needs are being met by the Office of Outreach and School Relations.

Expectedly, the office of Outreach and School Relations was noted as exemplary in just about every customer satisfaction category from our district schools. Because out-of-district schools did not receive the same level of attention, naturally a couple of those schools were more likely to be dissatisfied with Outreach.

Areas that respondents noted as satisfied or very satisfied were: New ECC Student Application for Admissions Workshop, New ECC Student Testing/Assessment Services, New ECC Student - MyECC101 - Working with the ECC online student portal, ECC Outreach/Academic Counselor assigned to your institution, ECC information table regularly staffed and available at your institution, General ECC Outreach presentation/information session, ECC participation/attendance at your institution's College Fair, ECC participation/attendance at your institution's College Night, Availability of printed ECC material at institution site, Availability of electronic ECC material at institution site, Electronic notifications of programs- services- and important dates from ECC, Quality of service, Staff knowledge, Materials received, Explanation of processes, Timeliness of responses to questions, Electronic/email

communications/notifications, Usefulness of the Outreach web page, and Overall communication

The only area that respondents were somewhat dissatisfied with was: New ECC Student Online Orientation. Not surprising because the online orientation was unavailable most of the year while Outreach was providing outreach services.

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

Outreach is satisfied that it is definitely meeting the needs, providing outstanding customer service, responding in a timely manner, and overall doing an exceptional job assisting schools, personnel and the prospective students we serve. However, Outreach needs to provide the same level of service to some of the schools outside our district in the coming years in order to ensure all students considering El Camino College are given the same level of outreach customer service. Beginning in the Fall 2014, with the additional Student Services Specialist and with the Outreach Counselor program, Outreach will be providing a significant amount of outreach services throughout our district schools as well as schools that send us a significant number of their graduates from outside the district.

**Conclusions and Recommendations**

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

Whether identified from the results of the customer service survey or the anecdotal information shared throughout campus, clearly the following are to be considered strengths of the Office of Outreach and School Relations:

- 1) The Ambassador Program
- 2) The volume of activities and outreach services provided
- 3) Outreach's ability to adapt the outreach efforts to fit funding and changing legislation, transitioning new Outreach staff to changing high school counselor and high school contacts and other organizations
- 4) Outreach's overall customer service
- 5) The positive reputation on campus with colleagues and partners and its reputation with stakeholders – high schools, programs, students and parents served
- 6) The Outreach Event Calendar which tracks all of the Outreach and School Relations Office's outreach activity in the community and on campus
- 7) How well Outreach and School Relations keeps our in-district high school partners well informed about deadlines, timelines, programs, and services
- 8) Overall planning and Outreach Focus Calendar which tracks annual office activities

Areas that Need Improvement:

- 1) Our approach to working with high school counselors, while improving, needs to be addressed and assessed regularly. Each year there are changes in El Camino College policies and procedures that need to be shared with our shareholders. Outreach and do a better job communicating particularly with our partners outside of our district
- 2) Developing new marketing material for use in Outreach is critical if El Camino College is to remain competitive locally while vying for students who have more educational options than ever before

**2. List prioritized recommendations.**

- 1) With the planning and construction of the new Student Services Center set for completion around 2017, a comprehensive plan should be in place which would allow the Office of Outreach and School Relations to expand and contract as necessary. Fluctuating budgets, demands for enrollment, and the subsequent cuts which occur regularly should not be a surprise. Having a plan in place that addresses; personnel, physical space, and storage should be implemented as the building comes to completion.
- 2) Printed material, specifically Outreach brochures and flyers need to be designed and created to compete with other 2-year and local 4-year institutions. Currently, most of the marketing material used in Outreach is what is already produced by other offices or what is reproduced through the Outreach office. A professional looking, marketing piece, with accompanying support brochures needs to be created.
- 3) Creating, using, or purchasing tracking software and/or software to contact prospective and current students would be useful in Outreach. Notifying prospective students of upcoming deadlines, program services, and special events seems obvious, however, for the past few years contacting new and prospective students has not been efficient or customer friendly.
- 4) Better in-person contact with our school contact is a priority. Setting up meetings early in the academic year with schools/community contacts should alleviate any confusion as we head into our application/student support services cycle. It is important to have a contact person that attaches a face to the El Camino College Outreach office and provides that personal touch.
- 1) Continue to work on campus wide communication. The Outreach Task Force is an excellent conduit by which offices providing outreach can support one another and share resources but, more importantly, ensure representatives from El Camino College are sharing a consistent message when it comes to El Camino College programs and services.

3.   X   Continue Program

       Discontinue Program (Explain how the program's services could be handled by other on-campus entities if the program has been declining or is no longer fully utilized)

## Supporting Documents

### Annual Calendar of Outreach Processes & Activities

<b>Outreach and School Relations Focus Calendar Updated: 10/02/14</b>			
<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>
<ul style="list-style-type: none"> <li>• Review ECC web pages for accuracy and timeliness of information</li> <li>• Prepare for “Welcome Week”</li> <li>• Review content for Plasmas</li> <li>• Hire FWS for Information Desk</li> <li>• Review Outreach reports</li> <li>• Update Annual Plan</li> <li>• Hire Ambassadors</li> <li>• Update Focus Calendar</li> <li>• Order marketing giveaways, shirts, etc.</li> <li>• Review Budget</li> <li>• Take inventory of recruiting material to use for fall college fair season</li> <li>• Update Outreach Services Request Form and other documents/flyers</li> <li>• Update high school list serve and contacts</li> <li>• Consider Flex Day presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Request fall enrollment numbers from IR for evaluation and year to year comparison</li> <li>• Process concurrent students enrolled at local high school outreach classes</li> <li>• Work with and survey local high schools to consider new classes to offer for the following fall</li> <li>• “Fall Welcome Week”</li> <li>• Plan OASR Office Open House for High School Counselors</li> <li>• Ambassador Training</li> <li>• Review SAO(s) for coming year</li> <li>• Train outreach team</li> </ul>	<ul style="list-style-type: none"> <li>• Email Deans regarding outreach services available for academic year</li> <li>• Fall recruiting period begins – attend college nights and college fairs</li> <li>• Outreach Task Force Meeting</li> <li>• Monthly Outreach reports begin</li> <li>• Complete High School registration for fall classes at high schools</li> <li>• High school needs assessment emailed – semi-annually meet at high schools</li> <li>• Welcome back letter and information packets sent to High School counselors</li> <li>• Metrics evaluated (PRSP Database yield rate), request sent to Institutional Research (enrollment of students who tested and total enrollment by school)</li> </ul>	<ul style="list-style-type: none"> <li>• Principal’s Breakfast</li> <li>• Attend college nights and college fairs (peak period)</li> <li>• Promote short term classes - plasmas</li> <li>• Peak period regarding promoting changes for next year (A&amp;R, SSSP, etc.) must be finalized</li> <li>• Meet with A&amp;R, Counseling, and Testing/Assessment for changes to guide sheet</li> </ul>
<b>November</b>	<b>December</b>	<b>January</b>	<b>February</b>
<ul style="list-style-type: none"> <li>• Meet with Institutional Research to set up goals for upcoming year</li> <li>• Provide online</li> </ul>	<ul style="list-style-type: none"> <li>• Promote high school financial aid nights for January and February – work with ECC FAID Outreach</li> </ul>	<ul style="list-style-type: none"> <li>• Enroll students taking ECC classes at local high school for spring</li> <li>• Save-the-date cards go out for Space</li> </ul>	<ul style="list-style-type: none"> <li>• Spring college fairs at local high schools</li> <li>• Annual Plan Update</li> <li>• Survey HS for new</li> </ul>



application workshops off-site <ul style="list-style-type: none"> <li>• Spring Welcome Week planning begins</li> <li>• Set up online test dates at high schools for spring</li> <li>• Review high school web page for accuracy and timeliness of information</li> <li>• Follow up with main district schools that have not requested outreach services</li> <li>• Notify high schools of major changes in ECC or California Community Colleges policy and/or procedures for fall</li> <li>• Distribute catalogs and spring schedules to area libraries, high schools and community centers</li> <li>• Online testing for high schools begins</li> </ul>	Representative <ul style="list-style-type: none"> <li>• Contact Deans to confirm High School classes for fall</li> <li>• Review Schedule Timeline for deadlines</li> <li>• Application workshops at high schools</li> </ul>	Science Day <ul style="list-style-type: none"> <li>• Outreach Task Force Meeting</li> <li>• Spring “Welcome Week”</li> <li>• Review marketing material to be used for spring fairs/tours and special events</li> </ul>	classes for spring of following year <ul style="list-style-type: none"> <li>• Send announcements – SSSP information to Prospective Students in database</li> </ul>
<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>
<ul style="list-style-type: none"> <li>• Set up spring tours for local middle schools</li> <li>• Provide special programs – FYE, EOPS, HTP with program-eligible students by querying testing and Prospect databases</li> <li>• Promote Puente/Project Success and Summer Math Academy</li> </ul>	<ul style="list-style-type: none"> <li>• Off campus testing ends</li> <li>• Space Science Day</li> <li>• Distribute catalogs and summer schedules to area libraries, high schools and community centers</li> <li>• Recruit applicants for Ambassadors for upcoming year through May and June</li> <li>• Annual Planning Retreat</li> <li>• Promote MyECC 101</li> </ul>	<ul style="list-style-type: none"> <li>• Contact Community Education to share database of youth in its program for marketing ECC programs</li> <li>• Get list of schools using Marsee for graduation and supply recruiting material for lobby – share with Information Desk</li> <li>• Outreach program evaluation/survey to high school counselors</li> <li>• Distribute catalogs</li> </ul>	<ul style="list-style-type: none"> <li>• Review/Assess outreach and recruitment goals for year (past and future)</li> <li>• Establish goals for upcoming year</li> <li>• Contact Deans to confirm High School Classes for next Spring</li> <li>• Outreach Task Force meeting</li> <li>• Provide outreach material/tables at on-campus graduation ceremonies</li> </ul>

	<p>presentations</p> <ul style="list-style-type: none"> <li>• Promote Registration Help and Registration Labs</li> <li>• Plan for Summer Welcome Days</li> </ul>	<p>and fall schedules to area libraries, high schools and community centers</p> <ul style="list-style-type: none"> <li>• Finalize Service Area Outcomes (SAOs) assessments, results and actions taken – post on Outreach website</li> <li>• End-of-Year Ambassador get-together</li> <li>• Order parking permits for summer employees who are not students</li> <li>• Attend ECC Graduation</li> <li>• Hire outreach team (when funded)</li> <li>• Board Agenda items for new hires</li> </ul>	<ul style="list-style-type: none"> <li>• Review/adjust Outreach Ambassador Manual</li> <li>• Plan for fall Welcome Week</li> </ul>
<p style="text-align: center;"><b>Monthly/Ongoing Events/Activities</b></p> <ul style="list-style-type: none"> <li>• Ambassador monthly meetings (August to May)</li> <li>• Prospective student database maintenance</li> <li>• College Fairs, College Nights and Education Fairs</li> <li>• Service Area Outcomes (SAO) surveys</li> <li>• Contact HTP prospects from database with HTP-provided updates/information</li> </ul>			

**Ambassador Program 2014/15 Pre and Post Survey  
Self-Assessment – Fall 2014**

Student ID Number: \_\_\_\_\_

**Please rate the following statements: 1 = strongly disagree through 5 = strongly agree.**

I am comfortable speaking in front of a large audience. 1 2 3 4 5

I am updated on what goes on around campus. 1 2 3 4 5

I am very knowledgeable with ECC programs and services. 1 2 3 4 5

I am usually the first to volunteer when a leader is called for. 1 2 3 4 5

I am able to tell others about what the Ambassador Program is and its mission. 1 2 3 4 5

I know what SSTARS is and what it stands for. 1 2 3 4 5

If I don't know a piece of information, I am able to approach another person to ask. 1 2 3 4 5

I understand the role of the different divisions and administrators on campus. 1 2 3 4 5

I can name at least 5 of the various SSTARS programs. 1 2 3 4 5

Write down what you hope to learn or gain this year in the program:

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## Service Area Outcome Pre Test for Outreach Presentations

SIDE 1

### Are You Smarter than an ECC Student?

Name \_\_\_\_\_

Current Grade Level \_\_\_\_\_

Email Address \_\_\_\_\_

Today's date \_\_\_\_\_

#### True or False:

- True False All classes at El Camino are transferable to a university.
- True False Students can take classes at El Camino while still enrolled in high school.
- True False El Camino does not offer financial aid.
- True False There are benefits to preparing for the placement Test.
- True False El Camino only offers Associates degrees.

#### Multiple Choice:

1. One college unit is equal to...

- |   |   |
|---|---|
| A. The subject you specialize in college.             | B. Equivalent to one hour of class time per week. |
| C. A cheerleading squad present at our football game. | D. Extra credit given by professors.              |

2. Which of the following is not a step of enrollment process?

- |                     |               |
|---------------------|---------------|
| A. Educational Plan | B. Apply      |
| C. Acceptance       | D. Assessment |

3. Which of the following is not a program at El Camino College?

- |                          |                               |
|--------------------------|-------------------------------|
| A. First Year Experience | B. Honors Transfer            |
| C. Alpha Gamma Sigma     | D. Federal Bureau Institution |

4. At El Camino College, the cost of 1 unit is:

- |         |         |
|---------|---------|
| A. \$18 | B. \$46 |
| C. \$20 | D. \$40 |

5. A student is enrolled full time if he/she is enrolled in how many units?

- |       |       |
|-------|-------|
| A. 6  | B. 12 |
| C. 60 | D. 15 |

## Service Area Outcome Pre and Post Test for Outreach Presentations

SIDE 2

### Now that you Know!

#### True or False:

- True False All classes at El Camino are transferable to a university.
- True False Students can take classes at El Camino while still enrolled in high school.
- True False El Camino does not offer financial aid.
- True False There are benefits to preparing for the placement test
- True False El Camino only offers Associates degrees.

#### Multiple Choice:

1. One college unit is equal to...

- |   |   |
|---|---|
| A. The subject you specialize in college.             | B. Equivalent to one hour of class time per week. |
| C. A cheerleading squad present at our football game. | D. Extra credit given by professors.              |

2. Which of the following is not a step of enrollment process?

- |                     |               |
|---------------------|---------------|
| A. Educational Plan | B. Apply      |
| C. Acceptance       | D. Assessment |

3. Which of the following is not a program at El Camino College?

- |                          |                               |
|--------------------------|-------------------------------|
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4. At El Camino College, the cost of 1 unit is:

- |         |         |
|---------|---------|
| A. \$18 | B. \$46 |
| C. \$20 | D. \$40 |

5. A student is enrolled full time if he/she is enrolled in how many units?

- |       |       |
|-------|-------|
| A. 6  | B. 12 |
| C. 60 | D. 15 |

### Outreach Online Assessment 2011 to 2014

	2011	2012	2013	2014
Number Tested	432	340	433	1,023
Number Enrolled	310	249	295	TBD
% Enrolled	71.76%	73.24%	68.13%	TBD
High School				
Animo Pat Brown			45	52
Bishop Montgomery				
Burton Tech				40
College Ready				31
Da Vinci Art				27
Da Vinci Science				8
El Segundo	16	28	24	29
Fremont			21	25
Inglewood	3			44
Hawthorne				79
Hawthorne Math Science Academy				33
Health Serv. Academy				27
Lawndale	18		26	103
Lennox Academy			25	22
Leuzinger	114	61	72	90
Lloyde				10
Luskin				19
Mira Costa	39	40	33	24
Morningside				22
Narbonne				6
North Torrance	132	66	130	113
Palos Verdes	10			
Redondo Shores	13	9		11
Redondo Union	66	89	52	83
Shery				15
Simon Tech				16
South Torrance	47	47	28	
St. Mary's Academy				
Torrance	4		3	91
Torrance Adult School				3
Total	462	340	459	1,023

## Customer Service Survey



### Office of Outreach and School Relations Satisfaction Survey

1. Please rate the importance of the following services to your institution:

	Extremely important	Moderately important	Slightly important	Not at all important
New ECC Student Application for Admissions Workshop				
New ECC Student Testing/Assessment Services				
New ECC Student Online Orientation				
New ECC Student - MyECC101 - Working with the ECC online student portal				
ECC Outreach/Academic Counselor assigned to your institution				
ECC information table regularly staffed and available at your institution				
General ECC Outreach presentation/information session				
ECC participation/attendance at your institution's College Fair				
ECC participation/attendance at your institution's College Night				
Availability of printed ECC material at institution site				

Availability of electronic ECC material at institution site
Electronic notifications of programs- services- and important dates from ECC

2. Please rate your level of satisfaction with the following services to your institution:

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Not applicable
New ECC Student Application for Admissions Workshop					
New ECC Student Testing/Assessment Services					
New ECC Student Online Orientation					
New ECC Student - MyECC101 - Working with the ECC online student portal					
ECC Outreach/Academic Counselor assigned to your institution					
ECC information table regularly staffed and available at your institution					
General ECC Outreach presentation/information session					
ECC participation/attendance at your institution's College Fair					
ECC participation/attendance at your institution's College Night					
Availability of printed ECC material at institution site					
Availability of electronic ECC material at					



institution site
Electronic notifications of programs- services- and important dates from ECC

3. Please tell us about your experience with the Outreach and School Relations office in terms of:

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Not applicable
Quality of service					
Staff knowledge					
Materials received					
Explanation of processes					
Timeliness of responses to questions					
Electronic/email communications/notifications					
Usefulness of the Outreach web page					
Overall communication					



### Office of Outreach and School Relations Satisfaction Survey

4. Are there additional services you would like to see offered at your institution? Yes/No

5. Is the Office of Outreach and School Relations meeting your needs? Yes/No

Comments or suggestions:

#### Optional:

High School Name

Name of Person Completing this Survey

### Customer Service Survey Results

## Outreach & School Relations

N = 19

### New ECC Student Application for Admissions Workshop

Response	Frequency	Percent	Mean: 3.53
Extremely important	12	63.16	<div><div></div></div>
Moderately important	5	26.32	<div><div></div></div>
Slightly important	2	10.53	<div><div></div></div>
Not at all important	0	0.00	<div><div></div></div>
Missing	0	0.00	<div><div></div></div>

### New ECC Student Testing/Assessment Services

Response	Frequency	Percent	Mean: 3.79
Extremely important	15	78.95	<div><div></div></div>
Moderately important	4	21.05	<div><div></div></div>
Slightly important	0	0.00	<div><div></div></div>
Not at all important	0	0.00	<div><div></div></div>
Missing	0	0.00	<div><div></div></div>

### New ECC Student Online Orientation

Response	Frequency	Percent	Mean: 3.53
Extremely important	11	57.89	<div><div></div></div>
Moderately important	7	36.84	<div><div></div></div>
Slightly important	1	5.26	<div><div></div></div>
Not at all important	0	0.00	<div><div></div></div>
Missing	0	0.00	<div><div></div></div>

### New ECC Student - MyECC101 - Working with the ECC online student portal

Response	Frequency	Percent	Mean: 3.53
Extremely important	11	57.89	<div><div></div></div>
Moderately important	7	36.84	<div><div></div></div>
Slightly important	1	5.26	<div><div></div></div>
Not at all important	0	0.00	<div><div></div></div>
Missing	0	0.00	<div><div></div></div>

### ECC Outreach/Academic Counselor assigned to your institution

Response	Frequency	Percent	Mean: 3.89
Extremely important	17	89.47	<div><div></div></div>
Moderately important	2	10.53	<div><div></div></div>
Slightly important	0	0.00	<div><div></div></div>
Not at all important	0	0.00	<div><div></div></div>
Missing	0	0.00	<div><div></div></div>

### ECC information table regularly staffed and available at your institution

Response	Frequency	Percent	Mean: 3.26
Extremely important	6	31.58	<div><div></div></div>
Moderately important	12	63.16	<div><div></div></div>
Slightly important	1	5.26	<div><div></div></div>
Not at all important	0	0.00	<div><div></div></div>
Missing	0	0.00	<div><div></div></div>

**General ECC Outreach presentation/information session**

Response	Frequency	Percent	Mean: 3.89
Extremely important	17	89.47	
Moderately important	2	10.53	
Slightly important	0	0.00	
Not at all important	0	0.00	
Missing	0	0.00	

**ECC participation/attendance at your institution's College Fair**

Response	Frequency	Percent	Mean: 3.53
Extremely important	13	68.42	
Moderately important	4	21.05	
Slightly important	1	5.26	
Not at all important	1	5.26	
Missing	0	0.00	

**ECC participation/attendance at your institution's College Night**

Response	Frequency	Percent	Mean: 3.63
Extremely important	14	73.68	
Moderately important	4	21.05	
Slightly important	0	0.00	
Not at all important	1	5.26	
Missing	0	0.00	

**Availability of printed ECC material at institution site**

Response	Frequency	Percent	Mean: 3.79
Extremely important	15	78.95	
Moderately important	4	21.05	
Slightly important	0	0.00	
Not at all important	0	0.00	
Missing	0	0.00	

**Availability of electronic ECC material at institution site**

Response	Frequency	Percent	Mean: 3.68
Extremely important	14	73.68	
Moderately important	4	21.05	
Slightly important	1	5.26	
Not at all important	0	0.00	
Missing	0	0.00	

**Electronic notifications of programs- services- and important dates from ECC**

Response	Frequency	Percent	Mean: 3.79
Extremely important	15	78.95	
Moderately important	4	21.05	
Slightly important	0	0.00	
Not at all important	0	0.00	
Missing	0	0.00	

**New ECC Student Application for Admissions Workshop**

Response	Frequency	Percent	Mean: 2.16
Very satisfied	10	52.63	
Satisfied	4	21.05	
Dissatisfied	1	5.26	
Very dissatisfied	0	0.00	
Not applicable	4	21.05	
Missing	0	0.00	

**New ECC Student Testing/Assessment Services**

Response	Frequency	Percent	Mean: 2.05
Very satisfied	12	63.16	
Satisfied	2	10.53	
Dissatisfied	1	5.26	
Very dissatisfied	0	0.00	
Not applicable	4	21.05	
Missing	0	0.00	

#### New ECC Student Online Orientation

Response	Frequency	Percent	Mean: 2.21
Very satisfied	9	47.37	
Satisfied	3	15.79	
Dissatisfied	4	21.05	
Very dissatisfied	0	0.00	
Not applicable	3	15.79	
Missing	0	0.00	

#### ECC Outreach/Academic Counselor assigned to your institution

Response	Frequency	Percent	Mean: 1.61
Very satisfied	12	63.16	
Satisfied	3	15.79	
Dissatisfied	2	10.53	
Very dissatisfied	0	0.00	
Not applicable	1	5.26	
Missing	1	5.26	

#### General ECC Outreach presentation/information session

Response	Frequency	Percent	Mean: 2.16
Very satisfied	10	52.63	
Satisfied	4	21.05	
Dissatisfied	1	5.26	
Very dissatisfied	0	0.00	
Not applicable	4	21.05	
Missing	0	0.00	

#### ECC participation/attendance at your institution's College Night

Response	Frequency	Percent	Mean: 3.17
Very satisfied	7	36.84	
Satisfied	1	5.26	
Dissatisfied	1	5.26	
Very dissatisfied	0	0.00	
Not applicable	9	47.37	
Missing	1	5.26	

#### Availability of electronic ECC material at institution site

Response	Frequency	Percent	Mean: 2.47
Very satisfied	10	52.63	
Satisfied	2	10.53	
Dissatisfied	1	5.26	
Very dissatisfied	0	0.00	
Not applicable	6	31.58	
Missing	0	0.00	

#### New ECC Student - MyECC101 - Working with the ECC online student portal

Response	Frequency	Percent	Mean: 2.37
Very satisfied	8	42.11	
Satisfied	4	21.05	
Dissatisfied	3	15.79	
Very dissatisfied	0	0.00	
Not applicable	4	21.05	
Missing	0	0.00	

#### ECC information table regularly staffed and available at your institution

Response	Frequency	Percent	Mean: 2.84
Very satisfied	6	31.58	
Satisfied	5	26.32	
Dissatisfied	1	5.26	
Very dissatisfied	0	0.00	
Not applicable	7	36.84	
Missing	0	0.00	

#### ECC participation/attendance at your institution's College Fair

Response	Frequency	Percent	Mean: 2.74
Very satisfied	8	42.11	
Satisfied	3	15.79	
Dissatisfied	1	5.26	
Very dissatisfied	0	0.00	
Not applicable	7	36.84	
Missing	0	0.00	

#### Availability of printed ECC material at institution site

Response	Frequency	Percent	Mean: 2.05
Very satisfied	11	57.89	
Satisfied	3	15.79	
Dissatisfied	1	5.26	
Very dissatisfied	1	5.26	
Not applicable	3	15.79	
Missing	0	0.00	

#### Electronic notifications of programs- services- and important dates from ECC

Response	Frequency	Percent	Mean: 2.05
Very satisfied	12	63.16	
Satisfied	2	10.53	
Dissatisfied	1	5.26	
Very dissatisfied	0	0.00	
Not applicable	4	21.05	
Missing	0	0.00	

**Quality of service**

Response	Frequency	Percent	Mean: 1.42
Very satisfied	16	84.21	
Satisfied	0	0.00	
Dissatisfied	2	10.53	
Very dissatisfied	0	0.00	
Not applicable	1	5.26	
Missing	0	0.00	

**Materials received**

Response	Frequency	Percent	Mean: 1.56
Very satisfied	12	63.16	
Satisfied	4	21.05	
Dissatisfied	1	5.26	
Very dissatisfied	0	0.00	
Not applicable	1	5.26	
Missing	1	5.26	

**Timeliness of responses to questions**

Response	Frequency	Percent	Mean: 1.16
Very satisfied	17	89.47	
Satisfied	1	5.26	
Dissatisfied	1	5.26	
Very dissatisfied	0	0.00	
Not applicable	0	0.00	
Missing	0	0.00	

**Usefulness of the Outreach web page**

Response	Frequency	Percent	Mean: 1.84
Very satisfied	10	52.63	
Satisfied	6	31.58	
Dissatisfied	1	5.26	
Very dissatisfied	0	0.00	
Not applicable	2	10.53	
Missing	0	0.00	

**5. Is the Office of Outreach and School Relations meeting your needs?**

Response	Frequency	Percent	Mean: 0.88
Yes	15	78.95	
No	2	10.53	
Missing	2	10.53	

**Staff knowledge**

Response	Frequency	Percent	Mean: 1.33
Very satisfied	16	84.21	
Satisfied	0	0.00	
Dissatisfied	1	5.26	
Very dissatisfied	0	0.00	
Not applicable	1	5.26	
Missing	1	5.26	

**Explanation of processes**

Response	Frequency	Percent	Mean: 1.47
Very satisfied	15	78.95	
Satisfied	1	5.26	
Dissatisfied	2	10.53	
Very dissatisfied	0	0.00	
Not applicable	1	5.26	
Missing	0	0.00	

**Electronic/email communications/notifications**

Response	Frequency	Percent	Mean: 1.47
Very satisfied	13	68.42	
Satisfied	5	26.32	
Dissatisfied	0	0.00	
Very dissatisfied	0	0.00	
Not applicable	1	5.26	
Missing	0	0.00	

**Overall communication**

Response	Frequency	Percent	Mean: 1.28
Very satisfied	15	78.95	
Satisfied	1	5.26	
Dissatisfied	2	10.53	
Very dissatisfied	0	0.00	
Not applicable	0	0.00	
Missing	1	5.26	

## Comments

**Question: 4. Are there additional services you would like to see offered at your institution?**

### Response

I would like a full discussion of the programs offered at ECC and the opportunities for transfer to the UC's, Cal States and private colleges around the nation. You are losing so many of our students to Santa Monica CC who just seems to do a much better job of marketing their programs... even Harbor had us over to check out some of their excellent programs that might be of interest to our students. I think there should be a true "liaison" who is assigned to our school and is the "go to" person for our students. Thanks.

Services are great and the only one I would like more emphasis with is ECC 101. The emphasis should not just be about the programs available at ECC, but also about how to look up the courses and registration. I found this to be a great deal for students and therefore very time consuming. I think this would help greatly in the transition process our kids are experiencing. In addition, it would be great if the academic advisor can be on site for at least 2 hours instead of 1. Two hours per week for us on the same day i think would be better and more productive. Overall, i think the Office of Outreach and School Relations is doing amazing. Thank you for all your help.

The services received the past year had been great. Continued support is much appreciated.

n/a everything listed on the survey are ideal services

YES, I WOULD LIKE TO SEE SOME SORT OF TRACKING IMPLEMENTATION IN PLACE, FOR OUR STUDENTS WHO GO ON TO ATTEND EL CAMINO. I WOULD LIKE ALSO, TO SEE MORE STUDENTS VISITING EL CAMINO CAMPUS, AND MORE VISITS AND PRESENTATIONS BY EL CAMINO STAFF.

We are very happy with El Camino and feel that you all do a great job providing us with everything we need to know. And Robin Dreizler is just terrific... always just a phone call away and always get back to us very quickly. Thank you for that.

Ron Dreizler offered a financial aid consultant to come and speak with our parents and students for our College Financial Aid Workshop--excited about that.

We would appreciate an additional workshop targeting the registration process. That process is rather intimidating.

In working with students this past summer, I found several who had to provide additional information to clear up their residency status--I believe due to incorrect answering of one or several questions on the application that made it appear they had lived out of state although none of them has done so. I think student's could use more/clearer information about what is being asked for in this question and perhaps alterations are needed on the form to make the questions less prone to error. These three students came to me but there may be others with the same issue which greatly impacts thier financial aid. I answered NA to the past year's experience question because I am not familiar with the amount of collaboration between GHS and El Camino CC.

Having an outreach counselor on site once a week beginning in January or February would be great.

Yes, a presentation on ECC and what your college has to offer students.

Staff was very informative and patient

**Question: Comments or suggestions**

### Response

If I am very honest, no.

The only troubles last year were with the on line appilication process and the computer glitches that ensued.

more written materials

OUR NEEDS ARE BEING MET, BUT THERE IS SO MUCH MORE THAT COULD BE DONE. I WOULD LIKE TO SEE COURSES BEING OFFERED TO INGLEWOOD HIGH SCHOOL, AND MORNINGSIDE HIGH SCHOOL STUDENTS, NOT JUST CITY HONORS. ALL OF OUR HIGH SCHOOLS SHOULD HAVE THE SAME BENEFITS, AND OPPORTUNITIES.

Thank you!

Robin Dreizler is our outreach program contact--I have worked with him for the last 10 years and he has been very supportive and helpful when we run into discrepancies or new procedures. Robin responds promptly to email messages, very organized and always willing to assist. THANK YOU!

The only "concern" that I have in working with ECC is the problems that MANY students had in signing into their portals, getting access to their ECC ID#s, etc. It seemed like we were calling your IT department every day!



**Question: Comments or suggestions**

**Response**

Mr. Brownlee was the College Counselor at Gardena High last year and I was not involved with seniors and their college plans until the end of the school year. The year all academic counselors will be working with our College Center. I did, however, take several college trips with students including one to El Camino. I found outreach staff very helpful and informative with both students and staff. I am hoping to be involved this year, especially with students interested in attending El Camino after graduation. I worked with the outreach office this summer regarding several entering students with special issues and the staff were wonderful in assisting them. I look forward to working closely with them during this school year.

Robin and Julieta do an amazing job especially given the volume of schools they service. Phone calls and emails are consistently returned in a timely manner. Their office is always open to new ideas for programs that service students. The addition of having a counselor on campus is super. We love Van and she also does a great job. We have a great relationship with the Honors program too and they have been very generous with their time and services to our students. I am a new career and college counselor and have not worked with ECC for very long.

ECC has attended our college fairs for at least 4 years. The reps do a great job of engaging our students.

**Question: High School Name**

**Response**

Palos Verdes High School

Rancho del Mar High School

CCEO YouthBuild Charter School

Leuzinger H.S

Kurt T. Shery

El Segundo High

Long Beach Polytechnic

INGLEWOOD HIGH SCHOOL

Palos Verdes Peninsula

Junipero Serra High School

Redondo Union High School

Gardena High School

Lawndale High School

Torrance High School

Torrance High School

South High

Mayfair High School, Lakewood, Ca

**Question: Name of Person Completing this Survey**

**Response**

Joanne Lewis/ Director, College & Career Center

Adam Genovese

Tiffany Miller

Cesar Perez

Terry Hughes

Tiffani Pinier

Sylvia Womack

FRANCES T. DONISON

Terri Lewallen

Vivian Bertrand

Shannon Rodriguez

Question: Name of Person Completing this Survey

Response
Linda Ward Russell, Diploma Project Counselor
Tony Orendain
Mary Dillon
Joseph Elizondo
Brian Polun
Cindy Bowens MHS College / Career Tech