



# Annual Program Review 2010-2011 Student Service Programs

**Division/Service Area:**  
**Student Outreach Services**

### Authorization

After the document is complete, it must be signed by the Division Chair and Dean before being submitted to the Program Review Committee.

\_\_\_\_\_  
Signature of Manager

\_\_\_\_\_  
Signature of Dean

\_\_\_\_\_  
Date Submitted to Program Review Committee

Describe the relationship of your program to the college's [Mission Statement](#):

The Student Outreach Services (SOS) at Glendale Community College serves as a liaison to the local community and is responsible for coordinating the College's outreach and recruitment activities at area schools. The program's goals are to inform high school students, teachers, counselors, parents, and the public about educational opportunities at Glendale Community College; foster positive relationships with educational partners from K-12 school districts; and facilitate the transition of students from area high schools to GCC through regular academic advisement and other pre-admission support services. The overall mission of the program is to expand student access to the college's educational programs and establish GCC as the college of choice for students in our service area.

## 1.0. Trend Analysis

For each program within the division, use the data provided to indicate trends (e.g., steady, increasing, decreasing, etc.) for each of the following measures.

Program: Service/Function	Acad. Year	Service Contacts	STAFFING	
			Classified	Acad Mgmt
<b>Campus Tours Program</b> - College students or staff led campus tours for individuals or groups. Tours are available by appointment and are catered to the needs of the individual or group.	2007-2008	3,501 107 Tours	4	.5
	2008-2009	4723 129 Tours	4	.5
	2009-2010	2898 115 Tours	4	.5
<b>Campus Visits Program</b> - Affords prospective students an opportunity to visit the campus for a day. This visit includes coordination of transportation (buses), parking, campus tours, college overview presentation, financial	2007-2008	2,520	4	.5
	2008-2009	4,723	4	.5

aid presentation and lunch (upon availability of funds)	2009-2010	2,898	4	.5
<b>High School Visits Program-</b> Assistance is provided for students and parents to guide them through the registration process. This includes general information about the college: degrees offered, student services provided, special programs, how to fill out an application, and the 5 step enrollment process.	2007-2008	1,823 133 Visits	4	.5
	2008-2009	5,186 327 Visits	4	.5
	2009-2010	5,395 311 Visits	4	.5
<b>Shadow Day Program-</b> Shadow Day was created to simulate a one-day college experience to high school students. During the day, students receive the following information Admissions Process at GCC, Financial Aid, Transfer Program' Academic Programs, and Co-Curricular Activities. Students also participate in a campus tour and learn about services and programs offered. After the campus tour, students are paired with a GCC student and attend a college classroom.  During lunch, a panel of GCC students share their experiences and challenges about transitioning from high school to college and from college to a university.	2007-2008	495 10 Shadow Days	4	.5
	2008-2009	497 10 Shadow Days	4	.5
	2009-2010	590 12 Shadow Days	4	.5
<b>GCC Bound Program</b> – Is a comprehensive program that provides high school seniors the opportunity to complete their application, take their assessment tests, attend a financial aid workshop, take a tour of the campus and meet with various department supervisors. The key is to complete all of these steps throughout the students' senior year. This allows students to meet the priority registration deadline, make connections with students and college representatives, as well as, take a tour of the campus.	2007-2008	48 1 GCC Bound	4	.5
	2008-2009	146 2 GCC Bound	4	.5
	2009-2010	50 1 GCC Bound	4	.5
<b>Jump Start Program-</b> An opportunity for high school students in good academic standing and who are interested in personal enrichment. Jump Start gives the student a chance to get a head start on college by taking up to 6 units each fall/spring semester or 3 units each summer/winter session. This enables students to earn college credit while still attending high school.	2007-2008	500-700 students annually	4	.5
	2008-2009	500-700 students annually	4	.5
	2009-2010	500-700 students annually	4	.5
<b>Counselor Day Program</b> – Annual conference for all local high school counselors. Outreach collaborates with Student Services/Counseling to host this event.	2007-2008	164	4	.5
	2008-2009	265	4	.5
	2009-2010	133	4	.5
<b>High School Class Visitation</b> (including Collaborative Program)	2007-2008	2,052 35 Visitations	1	
	2008-2009	3,012 45 Visitations	1	
	2009-2010	1,454 35 Visitations	1	
<b>Financial Aid Presentations-</b> Financial Aid Presentations are provided in many ways. For example: On & off campus tables, EOPS workshops, College Visits Program, and Shadow Days.	2007-2008	7,089	4	.5
	2008-2009	6,372	4	.5
	2009-2010	5,402	4	.5

<b>College/Career Fairs/Parent Nights-</b> On-site information sessions(workshops & presentations) at schools and other community events.	2007-2008	2,675 107 Events	4	.5
	2008-2009	2,450 98 Events	4	.5
	2009-2010	2,725 109 Events	4	.5
<b>Telephone</b>	2007-2008	6,025	4	.5
	2008-2009	9,600	4	.5
	2009-2010	15,665	4	.5
<b>Email</b>	2007-2008	1,225	4	.5
	2008-2009	2,400	4	.5
	2009-2010	4,900	4	.5
<b>One-on-one</b> Advisement- Walk in and appointments at in SOS office.	2007-2008	1,450	4	.5
	2008-2009	3,440	4	.5
	2009-2010	8,430	4	.5
<b>Marketing Efforts</b> – Collaborate with Marketing committee to design and disseminate promotional materials including the Invitation Folders, High School Connections, post cards, Class Schedules, and the Graduating Senior Piece.	2007-2008	More than 15,000 pieces were mailed or distributed	1	.5
	2008-2009	More than 25,000 pieces were mailed or distributed	1	.5
	2009-2010	More than 30,000 pieces were mailed or distributed	1	.5

1.1. Describe how these trends affect students and/or your program:

SOS staff has focused on high school visits, which is apparent by the increase of almost 200% in service contacts. There has also been a 20% increase in Shadow Day service contacts. Additionally, there have been some notable decreases. The Campus Tours Program has decreased 63% (2008/2009 to 2009/2010) due to loss of Basic Skills funds (\$10,000). Counselor Day participants have declined by almost 50% in the last year, which confirms that all educational institutions are being affected by the state's budget crisis. The most notable increases were in the area of direct, one-on-one support to students. The SOS staff has focused on making the central contact point for current and prospective students. Since 2007-2008, SOS has had an increase of 160% in telephone calls, 300% in direct service emails, and 483% in walk-in service contacts.

1.2. Is there any other relevant information that affects the evaluation of your program?

Due to the states financial crisis, many other community colleges have neglected the high schools in their districts. We believe this is a rewarding opportunity for future recruitment of high school student to GCC.

## 2.0. Student Service Learning Outcomes

For each program within the division, provide the following information.

Program: Service/Function	SAOs Written	Assessment Tool Written	Assessment Completed	Assessment Data Analyzed	Data Used For Improvement or Planning	Number of Cycles Completed
Campus Visits Program/GCC Bound/ Shadow Day Program	Yes	Yes	Yes	Yes	Yes	2

2.1. How has assessment of student service outcomes led to improvement in your program or plans?

The data from the assessments have been used to alter our programs and presentations in an effort to better student learning.

2.2. Does the student assessment data indicate overall program needs that may require support from the institution? Define these observed needs and support your answer using your assessment data.

Yes, the program needs trained staff and student ambassadors to better communicate educational opportunities to students. In the 2007-2008 assessment, only 50% of students were able to name Career and Technical Education programs at GCC. In learning this, we altered our staff and Student Ambassador training to ensure students were more aware of Career and Technical education options.

## 3.0. Evaluation of Previous Goals

This section is an evaluation of program goals and activities from previous years.

3.1. List actions identified in your last program review or any other related plans (EMP, SS SMP, IT Plan etc.)

In the last program plan for Student Outreach Services, the report indicates the plan to increase and expand services to high schools. Additionally, there were plans to increase the staff from 2.5 FTE to 4.5 FTE (1 FTE funded through Financial Aid BFAP funds) in order to meet the needs of the local and area high schools and expand the program. It has also been a priority for SOS to meet the needs of students from our Garfield campus.

3.2. What measurable outcomes were achieved due to the actions completed?

As a result of an increase in staff, SOS has increased the quantity and quality of the number of high schools and the frequency of visits. In the past, most of the high school visits with the support of Student Ambassadors. Although we still rely heavily on our Student Ambassadors, all of the Glendale and Burbank Unified School District visits are conducted by SOS staff. This has allowed us to enhance the relationships with our local high schools and also implement programs such as Shadow Days and GCC Bound. Due to this effort, high school students are more prepared to attend GCC. Additionally, SOS has scheduled weekly visits to Garfield, which have been successful in assisting students in their transition from non-credit to credit.

3.3. Evaluate the success of the completed actions. Did the completed actions lead to improved student success or program processes?

Due to the program plans, SOS was given the resources and staff to expand and improve the relationships between the college and local high schools. The increase in staff also allowed the SOS office to become the central location for students to receive assistance. Once we make contact with students, whether it be with a high school visit, presentation, tour, or Shadow Day, we explain to students that if they ever need assistance to come to SOS. The SOS office changed from being primarily a recruitment office, to a department which assists students in transitioning to GCC. This includes all pre-enrollment functions, but continues to support the students while they attend GCC. The focus is to recruit, but also retain our students. Additionally, the SOS staff has done an incredible job at developing relationships with local high schools. SOS is more actively involved with these high schools than ever before. We have increased the frequency of visits at local high schools and begun weekly visits at some schools who never wanted weekly visits from a community college.

3.4. What modifications/improvements do you plan to make to your program/ based on your assessments?

Student Outreach Services will continue to expand on the same principals as aforementioned. Currently, due to the states financial crisis, other community colleges have been making drastic cuts to their outreach departments. This leaves a gap in the market and students who are less aware of their higher educational opportunities. SOS will focus on creating a stronger bond with institutions, counselors, and students who are not being served, in order to assist students in their transition to college.

#### 4.0. Action Plan

Based on trends and student learning outcomes, describe your program plan for the next academic year. Include necessary resources.

Action	Related EMP/SS SMP Goals and SAOs	How action will improve student success and/or service functions	Resource Needs
Continue providing assistance to local and are high schools and high school students in their transition to Glendale College.	Strategic Master Plan Goal #1 Objectives 1.1, 1.2, 1.3,	This will benefit prospective students	N/A
Develop and expand relationships with other area high school counselors and administration.	Strategic Master Plan Goal(s) Goal #1 Objective(s) 1.1, 1.2, 1.3,	By building relationships, we are able to recruit new students. Until proper relationships are developed, it is difficult to recruit from new high schools.	N/A
Increase the number of service contacts for the Campus Tour Program	Strategic Master Plan Goal(s) Goal #1 Objective(s) 1.1, 1.2, 1.3,	When prospective students tour the campus, they are more likely to attend GCC. Additionally, students are exposed to a college overview, which gives them information on college programs and how to apply.	\$10,000 for transportation (Buses).

**2010 PROGRAM REVIEW**

**Service Area:**

**OUTREACH S: SA- 1  
Student Bus Tours**

**Section 5.0. Resource Request**

Complete one copy of this entire section (Sect. 5.0 - 5.4) on a separate page for EACH resource request. All resource requests should be tied to at least one of the following:

- The [Educational Master Plan](#) or other related plan goal.
- The [Core Competencies](#) (Institutional SLOs) or SAOs

5.1. What planning goal, core competency, or SAO does this resource request address?

This request addresses the SMP goal 1, objectives 1.1, 1.2, 1.3 (Student Awareness, Access, Persistence, and Success).

5.2. What measurable outcome will result from filling this resource request?

In order to bring students to GCC we need to have our transportation budget restored. The more tours and college overviews we are able to provide, the more prospective students will know about transitioning to college, learn about the transfer process, and career and technical education.

5.3. Describe the resource request (in detail).

The request will allow SOS the ability to provide approximately 25 tours. Traditionally we have 40 to 50 prospective students on each bus.

5.4. What resources are needed to fill this request? Potential funding sources might include Senate PFE funding, categorical funding sources, Perkins funding, basic skills funding, etc.

Type of Resource	Amount Requested	Description	Justification	Potential Funding Sources
Personnel				
Facilities				
Equipment				
Supplies				
Software				
Training				
Other	\$10,000	Bus Transportation	In order to market Glendale College to potential students, SOS needs bus money to provide tours and presentations at GCC.	Basic Skills Funds or General Fund
<b>Total</b>	<b>\$10,000</b>			