



Annual Program Review 2012-2013 STUDENT SERVICES PROGRAMS

Student Outreach Services

Authorization

After the document is complete, it must be reviewed and submitted to the Program Review Office by the Dean or Manager.

Author: Alen R. Andriassian

Dean or Manager: Dr. Paul A. Schlossman

Date Received by Program Review: January 14, 2013

1.0. Trend Analysis

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

Service/Function	Academic Year	Service Contacts	Other
Campus Tours Program- 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
	2008-2009	4,723	129 Tours
	2009-2010	2,898	115 Tours
	2010-2011	2,325	92 Tours
	2011-2012	2,374	105 Tours
Campus Visits Program- 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 aid presentation and lunch (upon availability of funds)	2007-2008	2,520	
	2008-2009	4,723	
	2009-2010	2,898	
	2010-2011	2,325	
	2011-2012	2,374	
High School Visits Program- 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
	2008-2009	5,186	327 Visits
	2009-2010	5,395	311 Visits
	2010-2011	5,915	338 Visits
	2011-2012	6,037	345 Visits
Shadow Day Program- 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	2007-2008	495	10 Shadow Days
	2008-2009	497	10 Shadow Days
	2009-2010	590	12 Shadow Days
	2010-2011	274	7 Shadow Days
	2011-2012	335	7 Shadow Days

<p>programs offered.</p> <p>After the campus tour, students are paired with a GCC student and attend a college classroom.</p> <p>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.</p>			
<p>GCC Bound Program – 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.</p>	2007-2008	48	1 GCC Bound
	2008-2009	146	2 GCC Bound
	2009-2010	50	1 GCC Bound
	2010-2011	397	8 GCC Bound
	2011-2012	340	14 GCC Bound
<p>Jump Start Program- 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.</p>	2008-2009	1,108	
	2009-2010	1,153	
	2010-2011	894	
	2011-2012	830	
<p>Counselor Day Program – Annual conference for all local high school counselors. Outreach collaborates with Student Services/Counseling to host this event.</p>	2007-2008	164	
	2008-2009	265	
	2009-2010	133	
	2010-2011	159	
	2011-2012	149	
<p>High School Class Visitation (including Collaborative Program)</p>	2007-2008	2,052	35 Visitations
	2008-2009	3,012	45 Visitations
	2009-2010	1,454	35 Visitations
	2010-2011	1,449	27 Visitations
	2011-2012	1,404	39 Visitations
<p>Financial Aid Presentations- Financial Aid Presentations are provided in many ways. For example: On & off campus tables, EOPS workshops, College Visits Program, and Shadow Days.</p>	2007-2008	7,089	
	2008-2009	6,372	
	2009-2010	5,402	
	2010-2011	3,562	
	2011-2012	2,875	
<p>College/Career Fairs/Parent Nights- On-site information sessions(workshops & presentations) at schools and other community events.</p>	2007-2008	2,675	107 Events
	2008-2009	2,450	98 Events
	2009-2010	2,725	109 Events
	2010-2011	1,700	108 Events
	2011-2012	1,213	77 Events

Telephone	2007-2008	6,025	
	2008-2009	9,600	
	2009-2010	15,665	
	2010-2011	18,400	
	2011-2012	19,100	
Email	2007-2008	1,225	
	2008-2009	2,400	
	2009-2010	4,900	
	2010-2011	5,600	
	2011-2012	6,700	
One-on-one Advisement - Walk in and appointments with SOS Staff	2007-2008	1,450	
	2008-2009	3,440	
	2009-2010	8,430	
	2010-2011	9,700	
	2011-2012	10,100	
Marketing Efforts – 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 25,000 pieces were mailed/distributed
	2008-2009		More than 25,000 pieces were mailed/distributed
	2009-2010		More than 30,000 pieces were mailed/distributed
	2010-2011		More than 30,000 pieces were mailed/distributed
	2011-2012		More than 30,000 pieces were mailed/distributed

STAFFING	FTEF	Mgmt.	Classified	Hourly	Student Workers Hrs.
2007-2008	0	.5	4	0	3,200 hours
2008-2009	0	.5	4	0	2,800 hours
2009-2010	0	.5	4	0	2,600 hours
2010-2011	0	.5	4	0	2,400 hours
2011-2012	0	.5	4	0	2,000 hours

1.1. Describe how these trends have affected student achievement, student learning, or program improvements:

Student Outreach Services (SOS) was maintained or increased the level of service in all key contact areas, namely Campus Visits Program, Campus Tours Program, and the High School Visits Program. Considering the consistent funding decreases and decline in high school age students, the SOS staff has continued to pursue greater efficiency in assisting students in their transition to GCC. SOS staff has created new relationships with 8 additional high schools in the Los Angeles area. These high schools were intentionally identified as underserved and Latino serving institution, which may not be evident from the data above. Moreover, the GCC Bound Program has provided additional support services for the students at these institutions, by establishing application workshops, college overview, tours, and placement testing.

1.2. Please explain any other relevant quantitative/qualitative information that affects the evaluation of your program?

The GCC Bound Program has undergone substantial improvements derived from program evaluation, development, and previous experience. Additionally, the SOS department expanded the program from 8 high schools who participate in GCC Bound to 14, resulting in a 43% increase.

2.0. Student Learning Outcomes and Program Level Outcomes

Year	SLOs / PLOs Defined	SLOs / PLOs Assessed	Assessments Analyzed
2010-2011	1	1	1
2011-2012	1	1	1
% Change	0	0	0
Trend	N/A	N/A	N/A

2.1. Please comment on the percentages above.

The SOS PLO's have not changed; therefore there are no percentage changes.

2.2. Using the results from your areas recent assessment reports, please summarize any program or other changes/improvements that have been made as a result of your assessments.

Since the 2011/2012 PLO assessment, the staff has a concern with one aspect of our PLO. The concern is that students do not clearly comprehend the concept of Career & Technical education. Although 66% of students could name one Career & Technical Program, we still feel there is room for improvement. Beginning in Spring 2013, students will be provided a Career and Technical education brochure to supplement the college overview.

2.3 What recent activities, **dialogues**, discussions, etc. have occurred to promote student learning or improved program/division processes in the last year?

Mark an "X" in front of all that apply

X	Changes/revisions to department processes
X	Increased or improved SLO/PLOs
X	Other dialog focused on improvements in student learning
X	Documented improvements in student learning
	New degree or certificate development
X	Best Practices Workshops Discussions regarding best practices or improved processes
X	Conference Attendance geared towards maintaining or improving student success
	Attendance at Staff Development activity geared towards maintaining or improving student learning
	Department Minutes
	Reorganization

Please comment on the activities, dialogues, and discussions above

As previously mentioned, students will be provided with a Career and Technical education brochure in addition to a presentation. In addition, the SOS Annual retreat featured discussions on best practices, how to improve student learning, improving PLO's, and determining how SOS can provide the best possible experience for GCC students.

3.0. Reflection and Action Plans

3.1 Based on your data and analysis presented above, as well as on issues or items that you were unable to discuss above, comment on the Strengths and Weaknesses of the Program.

Strengths

List the current strengths of your program

1. Dedicated Staff
2. Strong relationships with high school counselors and administrators
3. The SOS program serves as a central contact point for students

3.2 Weaknesses

List the current weaknesses of your program

1. Limited Resources
2. Limited space
3. Reduced Student Ambassadors

3.3 Using the weaknesses, trends and assessment outcomes as a basis for your comments, please briefly describe any future plans and/or modifications for program/division improvements. Any plans for reorganization should also be included, along with a resource request if applicable.

Plans or Modifications	Anticipated Changes/ Improvements	Link to EMP, Plans, SLOs, PLOs, ILOs
Move to the new Student Services Building	By relocating to the new Student Services Building, our need for additional space will be fulfilled.	SMP goal 1, objectives 1.1, 1.2, 1.3 (Student Awareness, Access, Persistence, and Success.
Explore other sources of funding for Student Ambassadors	Due to the elimination of CEP funding, SOS has had to rely primarily on FWS funds. By collaborating with other departments, we are looking for other sources of funding in order to maintain our level of service to students.	SMP goal 1, objectives 1.1, 1.2, 1.3 (Student Awareness, Access, Persistence, and Success.

Format Rev. 9.26.12