

Golden West College
INSTRUCTIONAL PROGRAM REVIEW
Spring 2016

Division Name: Assessment Center

Program Contact Information:

<i>Division Manager</i>	<i>Phone #</i>	<i>Office Location</i>	<i>E-mail Address</i>
Claudia Lee	58130	Admin	clee@gwc.cccd.edu

<i>Division Coordinator</i>	<i>Phone #</i>	<i>Office Location</i>	<i>E-mail Address</i>
Don Bui	58292		dbui23@gwc.cccd.edu

<i>Department Chair</i>	<i>Phone #</i>	<i>Office Location</i>	<i>E-mail Address</i>

NON-INSTRUCTIONAL PROGRAM REVIEW PROMPT

PROGRAM INFORMATION: Outreach

Golden West College Outreach is committed to building partnerships and making connections throughout the college and the community. We provide information to high school students, parents, counselors and guidance specialists, and the community to promote community college education, and to recognize GWC as a valuable educational pursuit.

Program Contributions: Describe how your department contributes to the campus. Consider areas such as diversity, campus climate, student success, campus processes, student support, and other college goals below.

In addition to the college goals below, we are responsible for providing support, assistance, guidance, and resources for potential students so that they can succeed once enrolled at GWC. Through these various activities, Outreach also plays a large role in the marketing and promotions of the College, as we are one of the primary contacts for the local schools and community. Outreach also partners with other GWC staff to reach a diverse population of students and assist in equity and student success initiatives.

College goals (check all that apply):

- Institutional Mission & Effectiveness
- Instructional Programs
- Student Support Services
- Library and Learning Support Services
- Student Engagement
- Student Equity
- Human Resources
- Facilities & Campus Environment
- Technology
- Fiscal Resources
- Planning Processes
- District Collaboration
- Community Relations
- Business, Industry, Governmental Partnerships

External Requirements: Indicate any requirements that are imposed on your program/department by the state, federal regulations, or other external accrediting bodies (If applicable).

Not applicable.

REVIEW OF LAST CYCLE PROGRAM REVIEW

Provide assessment of your previous program review initiatives. Summarize any accomplishments that your program/department achieved.

Because there was no Program Review Report for Outreach from the previous year, this section will show what changes have occurred in the department this past year. Since Summer 2015, Outreach went from being comprised of one Staff Aide to one Outreach Coordinator (June 2015) and one Outreach Program Specialist (January 2016).

- Work with Counseling Division to involve counselors in communication, strategy, and outreach presence.
- Increase number of classroom presentations and speaking engagements: 11 classroom presentations in 2014-15, 16 classroom presentations in 2015-16 (as of April 6).
- Increase number of group visits to GWC: 5 tours in 2014-15, 11 in 2015-16 (as of April 6).
- Implement an outreach request form via Google Forms to quantify the community's desire for GWC presence, and in what capacity.
- Implement an Outreach Newsletter to Schools, emailed once every other month.
- Assume primary control over the College's Twitter account.
- Begin community outreach, moving beyond just recruiting and outreaching at K-12 campuses.
- Change the direction of outreach presentations from general recruitment and GWC talking points to emphasis on college transition and readiness.

SWOT ANALYSIS

Strengths:

- **What does your program/department do well?**

Outreach takes pride in being responsive and knowledgeable to the public beyond GWC, in particular the high school students and the faculty/staff that support them. We have managed to say "yes" to every single request to be at an event where our presence was requested, including days in which multiple events were happening at the same time. This speaks to our ability to coordinate staff across different departments at GWC. Partnerships within our College are just as important as partnerships beyond our College.

We have worked with CTE, Counseling, DSPS, EOPS, LRC, Puente, as well as some academic departments such as Math & Science and ESL. These collaborations range from hosting demos and tours, to distributing pertinent info to the public, to arranging for staff to attend different college fairs.

- **What do you believe your students, potential employers, or transfer institutions see as your program's/department's strengths?**

I believe that they consider our strengths to be managing the flow of information to the public, using our knowledge of the college landscape to be supportive towards students, and being open to collaboration with other departments.

Weaknesses:

- In what areas does your program/department need to improve?

We need to do more of data collection to understand a more complete picture of how Outreach is perceived by students. We have verbal and written praise from high school counselors for our support of their students, but currently, a bigger challenge is to have consistent and reliable data from students as they receive our information.

- What are your program's/department's immediate needs?

We need funding for big recruitment activities such as College Preview Day. This one, especially, is supposed to be a premier event on our campus, as it has in the past welcomed over 1,000 students from our 22 feeder high schools. The general message across the College is that the event is lacking resources to make this event what it should be: it's missing a big festival atmosphere, good food, activities, and most importantly, volunteers. Many students who are not well-informed about college are likely to know even less about community college, and a day like this is a huge opportunity to make a convincing case to them.

- What limitations or barriers is your program experiencing?

A major barrier for most community college outreach is that we are considered either just the vocational option, or the last resort option for many, or both. When we are invited to college nights to speak, we almost always share space and time with other community colleges. In general, the recruitment pitch for each college is very similar, and during a time when every community college faces enrollment pressure, we essentially are all competing for the same students.

Furthermore, some high schools such as GGUSD remain resistant to community college. Recently a counselor from a GGUSD high school told us that their district "does not allow community colleges on campus until spring semester." This is just one example of the barrier of reaching specific populations.

Opportunities

- What opportunities exist for your program/department?
- What opportunities exist that may allow your program/department to expand/improve on efficiency?
- What external funding opportunities are available for your program/department? (If applicable)
- What partnerships/collaboration (internal, district-wide, external) can be established or expanded to the benefit of your program/department?

Outreach is a department that is beneficial to many groups on campus, making us fortunate to have many opportunities to engage in. As departments and programs such as CTE, EOPS, Puente, STEM, all want to increase their own outreach, they seek our partnership.

We also have opportunities to increase community partnerships. In February and March we worked with two community programs to provide college preparedness information. These were trial runs that gave us insights on how to expand our community outreach.

As we have more opportunities to engage with potential students, there will be more opportunities for us to collect data on how effective our content and delivery are.

Threats/Challenges

- What challenges exist for your program/department?
- What budgetary constraints is your program/department facing?
- Are there upcoming changes to state and federal regulations that will impact your program? Elaborate.

Although it's nice that Outreach has been contacted by various GWC programs and services, it also becomes increasingly demanding to coordinate. We are putting effort into securing opportunities to reach potential students, but community college presence in K-12 is always a challenge. The concern is whether there will be enough outreach opportunities for everyone.

PROGRAM DATA AND ANALYSIS

Measures of Scope of Program (Who does your department serve? How many do you serve?)

Student **Number of Students Served:** With many Outreach functions being large-scale and open (such as college fairs and assemblies), it is difficult to track precisely how many students we've served. However, based on the attendance size that the requestors provide, we can estimate that we served 13,800 students and parents. This estimate primarily refers to GWC Outreach and staff going out to do events, but it also includes how many come to GWC for group sessions and tours. It does not include how many students attend Preview Day, which is usually 500-800 students.

Faculty **Number of Faculty Served:** N/A

Staff **Number of Staff Served:** N/A

Managers **Number of Managers Served:** 18 managers and their respective departments and programs have been served by an Outreach function.

Measures of Effectiveness/Customer Satisfaction?

- **What type of data did you use to measure customer satisfaction? Provide your analysis of the data.**

- **What type of data did you use to measure departmental accomplishments? Provide your analysis of the data.**

For Outreach’s SAO from Fall 2015, 214 students who attended a GWC presentation filled out a survey to show their awareness of the enrollment process. See below.

<p>Results of the survey</p>	<p>We have 214 completed surveys. The two questions (correct answer bolded) relevant to our study are:</p> <p>What are the steps for seniors to get priority registration?</p> <ul style="list-style-type: none"> a. Assessment, Application, Orientation, Counseling. (28 responses, 13%) b. Application, Orientation, Assessment, Counseling. (131 responses, 61%) c. Application, then submission of transcripts. (16 responses, 8%) d. Application, then assessment. (39 responses, 18%) <p>Which of the following best describes the assessment?</p> <ul style="list-style-type: none"> a. It’s just a placement test, and studying is not necessary. (19 responses, 9%) b. It’s a placement test, and it’s important to prepare for it. (30 responses, 14%) c. It’s a placement test, and it can impact when you graduate/transfer from community college. (15 responses, 7%) d. b&c. (150 responses, 70%)
-------------------------------------	--

<p>Analysis of the data.</p>	<p>The data show that students may need more guidance later on regarding enrollment. However, it is encouraging to know that of 214 responses, 159 (74%) understand that it’s a four-step process (they chose options a or b). The remaining – only 26% – chose options representing a two-step process.</p> <p>For the second question, the total number of responses that suggest that the assessment is important (options b, c, and d) account for 91% of 214 students.</p>
-------------------------------------	---

Measures of Efficiency/Productivity

- What type of data did you use to measure improvements in efficiency and productivity? Focus on:
 - o Time
 - o Personnel
 - o Other Resources

One measure that speaks to a part of our productivity is that we've had 70 outreach functions since September 2015, serving an estimated 13,800 students and parents. These figures still do not include general campus tours that we provide, as well as the time we devote to answering questions to students and schools by email or phone.

In addition,

As stated previously, we implemented new data-tracking forms. The primary ones used were:

- 1) Outreach Programming Request
 - a. We designed this to show what functions high schools and community groups want from Outreach.
 - b. This will help us keep track of how many requests we get, as well as how many we're able to accommodate from year to year.
- 2) Presentation Evaluation (used for SAO)
 - a. The survey shows us how effective we are in communicating the onboarding process.
- 3) Event evaluation (used for College Preview Day)
 - a. The questions address various components of the event and ask the participant to provide open-ended feedback for future considerations.

Review of Budget/Expenditures

Outreach Budget Details

Accounts and Allotments:

- Classified Contract: \$63,828
- Classified Hourlies: \$8,300
- General Supplies: \$2,000
- Printing & Copying: \$500 total
- Printing of Outreach Materials (outside vendor): \$1,500
- Mileage Reimbursement: \$1,000
- Promotional Items: \$7,000

The budget is sufficient for materials and supplies. As stated previously, more funding will make large scale campus events possible.

PROGRAM PLANNING

Based on your analysis of previous program review and current data/information:

- **What does your program want to accomplish in the next three years?**

Establish an outreach pipeline with younger students (elementary and middle schools).

Be the bridge between Assessment and Counseling: high school seniors test in the spring, but do not register until two/three months later. Outreach can provide guidance to fill that gap.

Improve College Preview Day in order to welcome more students to GWC's programs and services.

Increase community partnerships, especially in the Garden Grove area.

Implement more data collection to evaluate effectiveness.

- **What areas does your program plan to improve?**

Data collection to evaluate effectiveness.

- **What specific actions will you take to improve upon those areas?**

We are currently reaching out to K-8 schools and community groups to build partnerships. By the end of this year, we will have conducted two presentations to an elementary school PTA (up from zero in 2014-15) and three presentations at a community center.

For the data collection goal, the Outreach Program Specialist recently designed a request form for the schools to indicate what type of presence they're looking for. Furthermore, we have created an event evaluation survey as well, for counselors/chaperones to complete after an event. Next, we will design a survey for students to evaluate an event.

- **How will you assess whether your program has accomplished those goals?**

We will be able to assess these goals based on the reporting of how many presentations we've done to community groups and K-8 schools. Likewise, our new surveys will indicate that students and their counselors/chaperones will be able to provide feedback on our events.

For Preview Day, we can measure improvements for this event through surveys that the counselors and chaperones complete. We can also see whether or not there is a significant difference in attendance. What we've also started to do at Preview Day is host application workshops for Fall semester and for FAFSA, and we can use reports of app submissions to highlight improvements to Preview Day.

RESOURCE ALLOCATION

In order to accomplish those goals, what resources do you need? You will need to fill out the resource request forms and include them with your Program Review Report. [Link to resource request form.](#)

- Staffing
- Facilities
- Technology
- Equipment
- Funding for Professional Development

The resources we need for these goals are web-based and free of cost. The personnel we need for these goals is already in place, with a new Outreach Program Specialist and an Outreach Coordinator.

Program Updates Checklist

- (x) Department Contact Information is up to date: Department Chairs, full-time faculty, classified
- (x) Organization Chart: Verify that it is up to date: (q:\college information\org charts) Report necessary changes to the Director of Personnel

Program Manager and VP Review

Complete this section after reviewing all program review information provided. Mgr and VP are to separately indicate the level of concern for the program that exists regarding the following Program Vitality Review (PVR) criteria. Add comments for any item marked with a 1 or 2.

(Scale: 0 – No concern at all, 1 – Some concern, 2 – Serious Concern)

Mgr/VP

- (0) () a. Significant declines in the quantity and/or quality of services from over multiple years
- (0) () b. Precipitous decline in participation in the program
- (1) () c. Significant change in facility and/or availability and cost of required or necessary equipment
- (0) () d. Scarcity of qualified faculty, staff, or management
- (0) () e. Incongruence of program mission with current college mission and goals, or state mandates, etc
- (0) () f. Budgetary issues that warrant significant change in services provided
- (0) () g. Negative impact on other programs caused by the organization or management of this program
- (2) () h. Other: Lack of funding for large scale events such as College Preview Day and the newly proposed Rustler Welcome Day.

Signatures, Individual Comments

Department Head: Don Bui

Date: 5/2/16

Comments:

Vice President:

Date:

Comments:

() No further review necessary

() We recommend this program for Program Vitality Review

Justification:

I have read the preceding report and accept the conclusions as an accurate portrayal of the current status of the program.

(mark (X) as a signature and type names)

(x) Don Bui, Assessment & Outreach Coordinator

()

()

()