

2017-2018 Program Review Outreach

WCC - Outreach Program Recommendations

Year of Review: 2017-2018

Type of Review: Annual Update

Program Description : The Student Engagement and Outreach Team (SEOT) develops relationships with High Schools and the communities within the service area. The SEOT develops, coordinates and implements various services including: matriculation assistance for graduating seniors; matriculation services for dual enrollment and CTE; as well as student engagement and recruitment strategies and events. SEOT works closely with Student Services Programs, Admissions & Records and the Testing and Assessment staff to disseminate information about the various programs and services at WCC. The Outreach team collaborates supervises with Student Ambassadors to conduct matriculation workshops, engagement activities on-campus and provide information to current and potential students.

Executive Summary (Include a list of team members): The Director of Matriculation oversees the program and program development, in coordination with the Student Engagement and Outreach Specialist with assistance from the Administrative Assistant to Matriculation.

The WCC Student Engagement and Outreach Specialist assists the Director of Matriculation with monitoring and supervising Student Ambassadors and in developing training, engagement activities; program analysis and goals; as well as coordinates and conducts WCC outreach and matriculation workshops; helps in developing student employment efforts.

LCC Counselor and LCC/CCC Student Engagement & Outreach Specialist also conduct these services at both campuses. Their primary focus is to coordinate outreach and student engagement activities for the Lake and Colusa County Campuses.

Program Mission Statement: The mission of the Outreach and Engagement program is to increase student access and success at WCC. Ensure that all persons have a clear understanding of the post secondary opportunities that exist at Woodland Community College; and to connect with the community to increase awareness of WCC campuses, programs and services that are available to the diverse communities served.

Industry Trends and Program Data Analysis : N/A

SLO Assessment Summary: pending

Future Goals and Program Direction: The purpose of the Student Engagement and Outreach Team is to assist in increasing enrollment, and persistence through student engagement and matriculation services.

- Create outreach plans to serve under-served communities.
- Develop an Open House event for the community and the schools within our service area.
- Develop a comprehensive orientation event for graduating HS seniors within our service areas at each campus.
- Develop an on-site matriculation model for partner high schools
- Create a Reg-to-go matriculation model for High School outreach.
- Develop a Student Ambassador program manual; implement the program at LCC.
- Develop a sustainable Cultural Events Series at each campus.
- Fill two permanent positions Student Engagement & Outreach Specialist

Feedback (Validation Team Use ONLY) : N/A

Are you ready to submit your final program review?: Yes

Recommendation: Hire an Outreach Clerical Assistant

With programming for FYE, Outreach and Engagement growing, there is a need to hire a Clerical Assistant for the Student Engagement and Outreach office.

The assistant would assist in making appointments, ensuring the Outreach team has a liaison on-campus while conducting outreach and will assist in coordinating outreach appointments with schools within the service area.

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Recommendation Priority: 1. Low Priority

Year(s) Requested: 2016-2017, 2017-2018

Request Date: 01/03/2017

Inactive Date: 12/22/2017

Supporting Evidence : N/A at this time

Evaluation Plan: N/A at this time

Plan of Action

Staffing - Technical/Clerical - Submit request for approval
(Active)

Budgetary Impact: \$13,980.00

HR will establish range and step

Timeline/Responsible Party: Spring 2019/ Student Engagement and Outreach Specialist
& Dean of Student Services

Location: WCC Main Campus

Recommendation: Create Outreach plans to serve under-served communities

-Create events/ outreach specifically tailored to inform the Latino and Native American communities of our programs and services.

Recommendation Priority: 2. Medium Priority

Year(s) Requested: 2016-2017

Request Date: 01/03/2017

Inactive Date: 12/22/2017

Supporting Evidence : N/A at this time

Evaluation Plan: N/A at this time

Plan of Action

Other - The Student Engagement and Outreach team will work with counseling and the Dean of Student Services to develop a plan. (Active)

Budgetary Impact: N/A

Timeline/Responsible Party: Student Engagement and Outreach Team
Dean of Student Services

Counselors

Location: Woodland Community College - All

Recommendation: Develop an Open House event for WCC, LCC, & CCC for the community and the schools within our service area.

-Develop an open house geared toward High School students and graduating Seniors so they can come on campus and engage with faculty, current students and student services and special programs

Recommendation Priority: 2. Medium Priority

Year(s) Requested: 2016-2017, 2017-2018

Request Date: 01/03/2017

Inactive Date: 12/21/2017

Supporting Evidence : N/A at this time

Evaluation Plan: N/A at this time

Plan of Action

Other - The Student Engagement and Engagement Specialist and the Student Success and Engagement Specialist will coordinate with schools within the service area, student services, counseling, faculty and Student Ambassadors to develop and implement an open house. (Active)

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Budgetary Impact: Not known at this time
Timeline/Responsible Party: Spring 2017
The Student Engagement and Engagement Specialists
The Student Success and Engagement Specialist
Student services
Counseling
Faculty
Student Ambassadors
Location: Woodland Community College - All

Recommendation: Create Reg-To-Go Matriculation Model for HS Outreach

-Create model to assist HS through the matriculation process at their HS site. Work with Counseling department, HS counselors and administrators to develop model that works for their school site.

Recommendation Priority: 2. Medium Priority
Year(s) Requested: 2016-2017, 2017-2018
Request Date: 01/03/2017
Inactive Date: 12/21/2017
Supporting Evidence : N/A at this time
Evaluation Plan: N/A at this time

Plan of Action

Other - The Student Engagement and Engagement Specialist and the Student Success and Engagement Specialist will coordinate with schools within the service area, student services, counseling, faculty and Student Ambassadors to develop and implement a Reg-To-Go Model (Active)
Budgetary Impact: \$6,000 (Exact amount pending)
Timeline/Responsible Party: Spring 2018
The Student Engagement and Engagement Specialists
The Student Success and Engagement Specialist
Dean of Student services
Counseling
Student Ambassadors
Admission and Records
Financial Aid
Testing and Assessment Staff
Location: Woodland Community College - All

Recommendation: Develop a Sustainable Cultural Events Series (LCC, CCC, WCC)

-Work with the Diversity Committee to develop a sustainable Cultural Events series.

Recommendation Priority: 3. High Priority
Year(s) Requested: 2016-2017
Request Date: 01/03/2017
Inactive Date: 12/21/2017
Supporting Evidence : N/A at this time
Evaluation Plan: N/A at this time

Plan of Action

Other - Student Engagement and Outreach Team (SEOT) along with the Dean of Student Services and the Diversity will

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identify events/dates.

SEOT will collaborate with community organizations and members to develop events. (Active)

Budgetary Impact: \$6,000

Timeline/Responsible Party: Student Engagement and Outreach Specialist

Student Success and Engagement Specialist

Diversity Committee

Dean of Student Services

Location: Woodland Community College - All

Recommendation: Develop a Sustainable Parent Outreach Component across all campuses.

-Continue to collaborate with UCD for the Spanish-bilingual program: "Camino A La Universidad". This program provides parents of students within our service area learn about post secondary options, and FA options.

-Establish a Parent Workshop series in Colusa County for Spanish-Speaking parents.

Recommendation Priority: 2. Medium Priority

Year(s) Requested: 2016-2017

Request Date: 01/03/2017

Inactive Date: 12/21/2017

Supporting Evidence : N/A at this time

Evaluation Plan: N/A at this time

Plan of Action

The Student Engagement and Outreach Team will work in collaboration with High Schools within the service area to develop a bi-lingual parent engagement component. (Active)

Budgetary Impact: \$7,000 (exact amount pending)

Timeline/Responsible Party: Student Engagement and Outreach Specialists

Student Success and Engagement Specialists

Dean of Student Services

Counseling

Student Ambassadors

Location: Woodland Community College - All

Recommendation: Expand the Student Ambassador Program

-Develop a SA training and professional development program model

-Work with community organizations and the counseling office to provide ongoing training (where necessary)

-Work with LCC student Engagement and Outreach Specialist and counselor to create Student Ambassador program at LCC.

Recommendation Priority: 3. High Priority

Year(s) Requested: 2016-2017, 2017-2018

Request Date: 01/03/2017

Inactive Date: 12/21/2017

Supporting Evidence : N/A at this time

Evaluation Plan: N/A at this time

Plan of Action

Professional Development/Training - -Develop a SA training and professional development program model

-Work with community organizations and the counseling office to provide ongoing training (where necessary)

-Work with LCC student Engagement and Outreach Specialist and counselor to create Student Ambassador program at

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LCC.

-Expand the student ambassador program at the Colusa County Campus to include SA assistance at matriculation workshops at High Schools within the service area. (Active)

Budgetary Impact: \$42,000 (exact amount pending)

Timeline/Responsible Party: Student Engagement and Outreach Specialists
Student Success and Outreach Specialist
Campus Operations Specialist (CCC)
Counselor

Dean of Student Services

Location: Woodland Community College - All

Recommendation: Hire Student Success and Engagement Specialist

There is a need to hire a Student Success and Engagement Specialist (SSES) that can coordinate events and tours on-campus and for the Welcome Center.

The SSES would be housed in the Student Welcome Center and would also assist the Career and Transfer Center organize and implements events.

Recommendation Priority: 3. High Priority

Year(s) Requested: 2016-2017, 2017-2018

Request Date: 01/03/2017

Inactive Date: 12/21/2017

Supporting Evidence : N/A at this time

Evaluation Plan: N/A at this time

Plan of Action

Staffing - Technical/Clerical - Submit the position for approval to HR and CSEA.
Complete the hiring process. (Active)

Budgetary Impact: HR establishes range and step

Timeline/Responsible Party: Fall 2017

Dean of Student Services

Location: WCC Main Campus

Recommendation: Hire Student Engagement and Outreach Specialist

There is a need to hire a Spanish-bilingual Student Engagement and Outreach Specialist to assist with matriculation workshops, developing parent engagement programming/material, conduct presentations within the WCC service area and to collaborate with local communities.

Recommendation Priority: 3. High Priority

Year(s) Requested: 2016-2017

Request Date: 01/03/2017

Inactive Date: 12/21/2017

Supporting Evidence : N/A at this time

Evaluation Plan: N/A at this time

Plan of Action

Staffing - Technical/Clerical - Submit position for Approval to HR
Identify budget
Complete Hiring Process (Active)

Budgetary Impact: HR establishes range and step

Timeline/Responsible Party: Dean of Student Services

Location: Woodland Community College - All

