LASSEN COMMUNITY COLLEGE

OUTREACH

2013-2014

Non-Instructional Program Review

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Section I: Departmental Planning:

I.   Department Overview and Department Goals

Description:

The mission of the Lassen Community College (LCC) Outreach Department is to extend educational opportunities and access to higher education to the community in order to increase awareness, enrollment, retention, and persistence. The department staff is committed to providing quality services and accurate information in order to meet these objectives.

The Outreach Department serves the campus by providing information to the public and campus regarding course and program offerings as means to recruit and retain students. The strategies used by the department include: local, regional, out of state, and international events and visits to high school campuses. Additionally, the department works directly with the marketing department to connect and engage students through different social media venues (e.g., Facebook, Twitter, and YouTube).

The department hosts a broad range of events to increase awareness of the college by connecting with elementary, middle, and high schools; state and federal correctional facilities; local interest groups; and first time students. In addition, the outreach coordinator consults with and provides direction to international and out-of-state students to increase term retention and persistence.

Evaluation:

In the summer of 2013, the Outreach Coordinator position was employed in response to a recommendation included in the Student Services Master Plan. The position was prioritized by the Consultation Council/Strategic Planning Committee during the budget allocation process occurring in March 2013. The Outreach Coordinator works closely with faculty, coaches, admissions and records, financial aid, institutional effectiveness, and counseling staff to assure that appropriate policies and procedures are followed. The Outreach Coordinator's role is to be the primary point of contact regarding information about LCC. As students express an interest in the college, the Outreach Coordinator ensures that consistent accurate information is provided.

Feeder schools are defined as all high schools within the college district that supply graduates to LCC. High school yield is the percentage of each school's graduating class that enrolls at LCC within one year of graduation. Table 1 presents the high school yield from the 2013 LCC Datatel database, which indicates that enrollments from feeder high schools are very low.

Table 1 Student Yields from Feeder High Schools

High School	Graduating Class Size 2013	LCC Freshman Fall 2013	High School Yield
Big Valley High School	17	1	5.9%
Herlong High School	31	7	22.6%
Lassen Union High School	201	66	32.8%
Westwood High School	72	5	6.9%
Average Local Yield	321	79	24.6%

Data retrieved from SARC 2012-2013 Report and LCC Datatel database

In order to strengthen student recruitment and retention the Outreach Coordinator established the following administrative unit outcomes (AUOs) during 2013-2014:

1. Build, support and grow campus awareness.
2. Ensure recruitment and orientation information is relevant and accurate.
3. Connect with feeder schools to promote college readiness.
4. Advise international and out-of-state students, helping them to transition to college life socially and academically.

The initiatives will be assessed through outcomes assessment and baseline data comparisons and reported on an annual basis within the program review process.

Short-Term Goals:
1. Attend regional and out of region college fairs to promote LCC
2. Reach out via Facebook to international students
3. Create an event for the International Club during the spring
4. Obtain a Class B certification for driving a van
5. Finalize new student recruitment packet

Mid/Long-Term Goals:
1. Follow up with students that attended the Discover Lassen College event
2. Follow up with students that did not enroll from Fall to Spring through a survey
3. Contact students who did not attend but put us on their financial aid forms for Spring semester
4. Attend an international recruiting tour
5. Build a relationship with College Week Live
6. Update online orientation
7. Create Outreach/Retention webpage
8. Create International webpage

Planning Agenda:

In order to achieve the Short-Term goals:

Goal 1: Attend regional and out of region college fairs to promote LCC
Respond to invitations in and around the region. Attend the spring 2014 Western Association of Colleges Admissions Counseling fair in May 2014 (7 city tour).

Goal 2: Reach out via Facebook to international students
Continue to correspond with prospective international students through providing them information about our institution and the application process.

Goal 3: Create an event for the International Club during the spring
Coordinate with international student advisors to create a spring event for all students.

Goal 4: Obtain a Class B certification for driving a van
Complete paperwork and schedule an appointment to obtain a class B drivers license.

Goal 5: Finalize new student recruitment packet
Continue to work with the Digital Graphics Design department and all facets of the campus to insure the packet is accurate and aesthetically pleasing.

In order to achieve the Mid/Long-Term goals:

Goal 1: Follow up with students that attended the Discover Lassen College event
Contact local schools and ask them to provide contacts for those that attended the Discover Lassen College event. Follow up will occur with these individual students through email and phone.

Goal 2: Follow up with students that did not enroll from fall to spring through a survey
Send out a survey to all students that did not return from fall to spring.

Goal 3: Contact students who did not attend but put us on their financial aid forms for spring semester
Contact all students through email and phone that did not attend LCC despite sending us their financial aid information for the spring.

Goal 4: Attend an international recruiting tour
Budget funds to attend an international recruiting fair during the 2014/2015 academic year.

Goal 5: Build a relationship with College Week Live
Budget funds to work closely with College Week Live.

Goal 6: Update online orientation
Work with a team to develop a new online orientation program.

Goal 7: Create Outreach/Retention webpage
Work with IT to create a new Outreach/Retention webpage.

Goal 8: Create International webpage
Work with IT to create an International Student webpage.

II.   Administrative Unit Outcomes

ILO	AUO	Assessment Measure/Target
4	Build, support and grow campus awareness.	**Measure:** Activity data **Target:** Establish baseline data. Increase social media following by 25% annually. **Measure:** Activity data **Target:** Establish baseline data. Increase participation at local and regional events by 25% annually.
4	Ensure recruitment and orientation information is relevant and accurate.	**Measure:** Quality Assurance **Target:** 100% of information is accurate
4	Connect with feeder schools to promote college readiness.	**Measure:** Benchmark data **Target:** Increase feeder high school new student enrollment by 10% annually
3, 4	Advise international and out-of-state students, helping them to transition to college life socially and academically.	**Measure:** Benchmark data **Target:** Increase international and out-of-state student persistence/retention.

AUO1. During the beginning of the 2013-2014 year, LCC had 67 Facebook likes. In order to achieve this outcome, the outreach departments needed to obtain 16 new fans. As of April 2014, LCC has 557 likes.

AUO2. During the 2013-2004 the outreach coordinator developed recruitment materials which included; LCC promotional video, comprehensive recruitment packet, and has set plans for the orientation video modification.

AUO3. During the fall/spring semesters 2013/2014, the Outreach Coordinator was able to visit 28 schools in Northern California and Nevada to promote Lassen College. During the spring semester 2014, the Outreach Coordinator visited all local secondary schools to promote LCC and help graduating seniors and their families complete the FAFSA.

In February 2014, the College conducted an event titled Discover Lassen College. All regional secondary schools and the community were invited to attend. The event included a large college fair and CTE demonstrations. It is estimated that 1,300 prospective students attended this event.

AUO4. Term retention has increased from fall 2012 numbers
In August 2013, the College added an all-day orientation the weekend prior to the beginning of the fall semester specifically directed towards international students, student athletes and first time freshman. In fall 2013, an orientation packet for students receiving all of their instruction via correspondence was developed and implemented.

Action Plan: In order to maintain relevancy with emerging practices and strategies for student marketing, recruitment, and retention the outreach coordinator needs to attend the annual Noel Levitz annual conference.

III.   External Compliance

The Outreach Department abides by the initiatives set forth by the California Community College Chancellors office regarding out of area recruiting. Outreach is only conducting within the Lassen Community College district unless invited by an out of district school.

Recommendation/Plan:

In order for the Outreach Department to connect with student and accomplish its mission and goals, the outreach coordinator needs to increase the travel budget to attend an Education USA international recruiting fair ($10,000). [Goal 4]

In order for the Outreach Department to meet its goals and maintain relevancy within the field, the outreach coordinator needs to become and maintain memberships to CCIE and WACAC ($495). [Goal 1]

In order for the Outreach Department to meet its goals, increase awareness and enrollments, the department needs an increase the outreach recruiting budget to develop a relationship with College Week Live ($5,000) [Goal 5].

Budget Prioritization:

Prioritized Recommendations Requiring Institutional Action for Inclusion in Student Services Master Plan

Planning Agenda Item(s)	Strategic Goal(s)	Implementation Timeframe	Estimated Cost	Expected Outcome
Increase to travel budget for international recruitment	1	2014-2015	$10,000	Increased international awareness and enrollment
Increase membership budget	1	2014-2015	$495	Increased relevancy in the field
Increase recruiting budget	1	2014-2015	$5,000	Increased awareness and enrollment

Section II: Human Resource Planning

I.   Program Staffing

Description:

The staffing of the Outreach Department includes an outreach coordinator (2-year pilot position) and three federally funded student workers.

Evaluation:

The existing staffing level is adequate to complete the goals established by the department and the campus, however in order to continue to meet the mission and plans of the institution the department needs to have stability within the staffing structure. The current status of the coordinator position is somewhat unstable, as the position is on a two year pilot cycle.

Recommendation/Plan:

The Outreach department must be staffed adequately with qualified staff to accomplish its mission and goals. Relationships between outreach program and all stakeholders will depend heavily on the effectiveness, cooperation, support, and behavior of front line service personnel. Training will be closely supervised and monitored, and best practices utilized. Therefore, it is imperative that a full-time outreach coordinator is funded by the district. The recommendation to the meet this need is to transition the pilot position into a full-time position ($60,000).

II.   Professional Development

Description:

There is no professional development budget for the outreach department.

Evaluation:

The outreach coordinator is overseeing the CTE Transitions grant as the project director. In 2013-2014 the coordinator attended Educating for Careers Conference, JSPAC Conference and SB1070 regional meetings.

Recommendation/Plan:

Though the outreach coordinator has attended professional development events, there is not a direct relation to the emerging student recruitment strategies. Due to the lack of budgetary support, the coordinator has been unable to attend any professional development events. This is an apparent need to maintain and increase departmental effectiveness and sustainability of the campus enrollment. The specific event is the annual national conference on student recruitment, marketing and retention. The recommendation to meet this need is to increase the professional development budget of the department by $1,500.00   [AUO AP 2013-2014]

Budget Prioritization:
Prioritized Recommendations Requiring Institutional Action for Inclusion in Human Resource/Professional Development Master Plan

Planning Agenda Item(s)	Strategic Goal(s)	Implementation Timeframe	Estimated Cost	Expected Outcome
Outreach coordinator	1	2015-2016	$60,000	Increased awareness and new student enrollment
Professional development budget increase	3	2014-2015	$1,500	Increase departmental effectiveness and sustainability of the campus enrollment

Section III: Facilities Planning

Description:

The department is located in the residence hall and provides a secluded working environment for the outreach department and staff.

Evaluation:

Though the space for the department allows for the coordinator and multiple student workers an excellent capacity to complete tasks, the location does not fit that strategy of campus outreach and information. In many instances, students are searching for information and having a centralized information center near the student services department would be conducive to maximizing student engagement and supporting student retention.

Planning Agenda:

Collaborate with the Student Services Master Planning committee and the director of facilities to determine an adequate location for the department.

Budget Prioritization:

Prioritized Recommendations Requiring Institutional Action for Inclusion in Facilities Master Plan

Planning Agenda Item(s)	Strategic Goal(s)	Implementation Timeframe	Estimated Cost	Expected Outcome
Relocate the department	1	2014-2015	0.00	Closer proximity to student services

Section IV: Technology Planning

Description:

The technology used in the department is limited to two desktop computers and copier/printer system.

Evaluation:

The nature of the department requires extensive travel in which the coordinator is limited on collecting and presenting media rich information to the public. In order to make data collection and campus presentations more efficient, there department needs an iPad tablet.

Budget Prioritization:

Prioritized Recommendations Requiring Institutional Action for Inclusion in Technology Master Plan

Planning Agenda Item(s)	Strategic Goal(s)	Implementation Timeframe	Estimated Cost	Expected Outcome
iPad	1	2014-2015	700.00	Increase efficiency with data collection and presentations.

Section V: Comprehensive Planning Recommendations

Planning Agenda Item(s)	Estimated Cost	Planning Document	Overall Prioritization
Outreach coordinator	$60,000	HRMP	1
Increase recruiting budget	$5,000	SSMP	2
Increase to travel budget for international recruitment	$10,000	SSMP	3
Increase membership budget	$495	SSMP	4
Professional development budget increase	$1,500	HRMP	5
iPad	$700	ITMP	6
Relocate the department	$0	FMP	7