

# Outreach

## Annual Update (16-17)

**LASSEN COMMUNITY COLLEGE**  
(Outreach, Davis Murphy: Outreach Coordinator)

Accepted by Cabinet: (insert date)  
Accepted by Consultation Council: (insert date)  
Accepted by Governing Board: (insert date)

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# Outreach

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## Annual Update

### Progress Report

Review previous NIPR and/or annual updates. Describe progress made on any recommendations. Describe any changes made within the program.

1. Institutionalizing the Outreach Coordinator Position into a full-time position. *Completed* (\$60,000)
2. Increase Travel Budget to allow for International Recruitment. *Not Completed* (\$10,000)
3. Purchase an iPad & Laptop for Recruitment. *Completed* (\$1,500)
4. Relocate Department. *Not Completed*

### Administrative Unit and/or Student Learning Outcomes

Note emerging needs based on assessment of AUO and/or SLO. Note any planning or budget changes based on assessment of AUO and/or SLO.

1. In order to achieve the outcome of building support and growing campus awareness, the Outreach Coordinator advertised LCC by increasing Facebook likes from 803 to 979. He also developed a YouTube page to promote our CTE Programs.
2. CTE Videos were developed to advertise our program along with an advertisement for the Movie Theaters in which CTE was an emphasis. New recruitment packets and flyers were also created/updated.
3. During the fall/spring semesters of 2015-2016, the Outreach Coordinator was able to visit all of the Northern Nevada High Schools during the end of October and start of November 2015. He was also able to visit all of the High Schools in our district multiple times along with some schools in Northern California that he was invited to out of our area.
4. The Outreach Coordinator called every single student that had dropped/unenrolled from LCC to see why they left and if they were planning on coming back. The focus of this was to see if we could bring students back to campus along with help with retention and see what those students felt like they were lacking while attending LCC.

## Program Needs Assessment

Describe new needs that have developed since the previous review. Consider new needs in staffing, equipment, training, facilities, or funding. Make sure to include data sources in the previous item that support emerging program needs.

1. Budget for Professional Development in order to travel to conferences. (\$1,500)
2. Increase supplies budget due to increased travel schedule and need for new recruitment materials for LCC. Multiple departments on campus do Outreach and a majority come and ask for these items. (+\$10,000)
3. Improve new student information page on our website to look more appealing.

## Progress and Reprioritization of Recommendations

Review the prioritized recommendations in the previous program review. Record outcomes of items in the planning agendas for each section. Note any changes in priority as well as any additions or deletions. Provide updated planning agenda forms for each planning committee. See next page.

### Prioritized Recommendations for Inclusion in Institutional Effectiveness Master Plan

Outreach 2016-2017

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome

### Prioritized Recommendation for Inclusion in Student Services Master Plan

Outreach 2016-2017

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome
	Increase Supplies Budget	2016-2017	(+\$10,000)	Ongoing updates of materials
	Increase Travel Budget for Recruitment	2016-2017	(+\$10,000)	Increase international awareness and enrollment

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**Prioritized Recommendations for Inclusion in Educational Master Plan**  
 Outreach 2016-2017

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome

**Prioritized Recommendations for Inclusion in Human Recourse Master Plan**  
 Outreach 2016-2017

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome
	Budget for Professional Development	2016-2017	\$1,500	Improve and learn new recruitment/retention techniques.

**Prioritized Recommendations for Inclusion in the Facilities Master Plan**  
 Outreach 2016-2017

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome
	Relocate Outreach Department	2017-2018	\$0	Closer to Student Services

**Prioritized Recommendations Inclusion in Institutional Technology Master Plan**

Outreach 2016-2017

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome
	New Student Information page on Website	2016-2017	\$0	Increase appeal of our institution

**Additional Information**

Describe or note additional information pertinent to the program, particularly information which supports new needs or growth or that documents program successes.

I need a report of who is attending from our local high schools each semester so that I can actively track which students are coming from their respective high schools to help me stay in contact. This in the long run could help retention to see how students are actively doing.

### Lassen Community College Master Plan Overview

*Six master plans comprise the Comprehensive Institutional Master Plan. Recommendations from program reviews will be input into the selected master plans as determined by faculty in the prioritized recommendation spreadsheets. To better understand which master plan might be most appropriate for each program recommendation, a summary/objective of each plan is included below. More information can be found in the Shared Governance and Consultation Council Handbook and the Comprehensive Institutional Master Plan.*

**Institutional Effectiveness Master Plan (IEMP):** the IEMP addresses college needs not addressed in other plans. These needs include research, governance, outcome assessment, and administrative operations.

**Educational Master Plan (EMP):** The EMP addresses the instructional planning needs of the college.

**Student Services Master Plan (SSMP):** The SSMP highlights the services needed to maximize the student experience through a variety of key student support services.

**Institutional Technology Master Plan (ITMP):** The ITMP addresses the technology needs of the campus.

**Facilities Master Plan (FMP):** The FMP addresses the physical infrastructure, facility, and maintenance needs of the campus.

**Human Resources Master Plan (HRMP):** The HRMP identifies and manages the administrative functions of recruitment, selection, evaluation, and professional development needs of the College to ensure a fully-staffed and highly functioning team of employees.