

# **Outreach and Relations with Schools**

## **El Camino College Compton Center**

### **2007/08 Program Review**

#### **I. Overview**

##### **A. Program Profile**

The mission of the Office of Outreach and Relations with Schools is to extend the Compton Center's educational programs to residents in around the district, with innovative and unique opportunities for learners of various ages, interests, and goals. The Office of Outreach and Relations with Schools (Outreach Office) looks to establish partnerships with academic and support units within the Compton Center, as well as develop partnerships with district residents, community-based organizations, and local agencies. The goal is to develop the support necessary to successfully market the Compton Center and its programs to prospective students and district residents.

Primary Objectives:

1. To develop and implement a comprehensive recruitment and outreach plan to increase enrollment and contact with prospective students.
2. Ensure that high school students understand Compton Center programs and career opportunities available to them by providing a Center representative at major feeder high schools within the district.
3. Train and assign Outreach staff to target high schools and community organizations.
4. Inform high school students, their parents, and school personnel of the community Center resources that are available to students who do not pass or who are in danger of not passing their classes or of not graduating.
5. Ensure that a student and faculty workforce is in place to increase enrollment.
6. Establish recruitment targets by high school for all Outreach personnel.
7. Develop a data system that can track performance based results of high school graduates who matriculate to the Compton Center.
8. Expanding Compton Center courses at local high schools.
9. Ensure that community meetings (breakfasts or lunches) are established to inform and strengthen partnerships within the district leaders.
10. Provide career pathways to and through higher education and training and into the world of work by offering courses that introduce high school students and adults to the opportunities at the Compton Center.
11. Encourage dialogue between high school faculty and Compton Center faculty to align basic skills curriculum so that graduating seniors will be successful freshman.
12. Link the adult education programs in local high schools, especially in ESL, with ESL program professionals at the Compton Center to address language acquisition challenges of students.
13. Continue to promote articulated career and technology programs and pathways from high school to the Compton Center.

The Outreach Office is a comprehensive program designed to help increase and sustain enrollment. The recruitment process is an institution-wide approach that crosses every aspect of the Compton Center's function and culture. The Outreach Office serves as a

central location to organize the Center's outreach and recruitment efforts. The Outreach Office works to tack the critical need to bring internal and external audiences up to date on the status of the Compton Center and its programs. The Outreach Office works to accomplish its objectives by strategically marketing the Compton Center to the community via outreach, recruitment, branding, ensuring consistency in our messages, and developing partnerships with organizations around. The Outreach Office is funded with unrestricted dollars from the Centers General Fund.

## **B. Status of Previous Recommendations**

N/A-This is the first year of Program Review.

## **C. Continuing Recommendations**

N/A-This is the first year of Program Review.

# **II. Program Data**

## **A. Student/Client Satisfaction**

The Outreach Office developed and implemented a student and counselor survey which was used during outreach programs at feeder high schools. At the time of writing this Program Review, the Outreach Office is awaiting assistance from Institutional Research and Planning to tally the two surveys. The Outreach Office collected a total of 150 student surveys and 45 counselor surveys over the last six months. The surveys were developed as a means to evaluate the perceptions, needs, and satisfaction of our clients.

## **B. Student/Client Outcome Data**

Per a conversation with the Research Analyst at El Camino College the results of our survey may take up to two months to input and tally.

## **C. Campus/Community Collaboration**

Improving the Compton Center's recruitment efforts can only be accomplished by developing and maintaining collaborative partnerships with faculty, staff, students, and community organizations. All of the Compton Center's outreach efforts are dependent upon the Outreach Office building and maintaining campus and community partnerships.

Faculty support is vital to the success of the Center's recruitment efforts. Without the complete support of the faculty, recruitment plans perish before they ever reach the public. The Outreach Office has worked hard to develop partnerships with members of the faculty as a means to get them more involved in the recruitment process. The Outreach Office has experienced some major accomplishments in involving faculty in our outreach efforts. Members of the faculty have accompanied Outreach staff on visits to feeder high schools, community presentations, and faculty have helped to staff outreach booths at various locations in the community. Furthermore, members of the faculty have had major roles in giving group presentations during campus visits by local feeder schools. The Outreach Office works with members of the faculty to involve them

in speaking engagements during campus outreach conferences. For example, Professor Murray in the Business Department will make a presentation to prospective athletes during the Athlete's Open House on May 3<sup>rd</sup>. The Outreach Office also collaborates with several other campus programs.

The list of campus collaborations and partnerships includes programming and outreach efforts with CalWORKS, EOPS, the Transfer Center, Financial Aid, and the Vocational Programs. Outreach staff often partner with staff from these departments to give presentations at various campus and community events. The biggest campus collaboration this year involved the planning of the Annual Giant Career Expo. The planning of the Career Exp involved joint efforts between the Outreach Office, CalWORKS, EOPS, Financial Aid, and the Vocational Programs. The Outreach Office brought 350 students (1 bus per feeder school) to participate in the student segment of the Career Expo. CalWORKS, EOPS, Financial Aid, faculty, and the Vocational Programs collaborated to give presentation on their respective programs. This is just one of several efforts where the Outreach Office collaborated with other campus programs.

The Outreach Office frequently collaborates with local civic, social and governmental agencies to provide updates on the status of the Compton Center and our programs. Many of our partnerships have afforded us opportunities to make presentations to community organizations that work with church groups, single parents, recently released inmates, parents on AFDC, and a host of other community organizations that work with prospective students. Outreach staff collaborates with the above mentioned organizations to have a broader reach on adults who may benefit from one or more of our educational programs. Outreach staff attends monthly meetings with several community based organizations such as EL Nido Family Centers, Parents Interested in Education, and the Department of Children and Family Services. Attending these meeting afford the Outreach Office an opportunity to collaborate with organizations that work with prospective students.

Other collaborations include working with our feeder school districts to gain access to their students, staff and parents. One of the biggest areas of growth in our collaborative efforts involves strengthening our partnerships with the Paramount Unified School District. The Outreach Office has spent the last 6-8 months working to rebuild the relationship with Paramount Unified School District. However, it has been an uphill battle. Paramount Unified School District does not view Compton Center in the best of manners. It will take time to renew the many bonds that have been broken. Many people in Paramount Unified School District would rather that their students attend Cerritos Community College because of their view of Compton as a city and our past delivery, or lack there of, on promises that Compton Center made to the Paramount Unified School District.

#### **D. Program Data Recommendations**

To recap points that were made in earlier, Compton Center needs to invest in a Research Analyst to support the collection of data and the creation of surveys. The Outreach Office simply lacks the necessary baseline data to draw from. The 2007/08 academic year will serve as the focal point to draw upon data to support future outreach and recruitment efforts. Furthermore, Compton Center administrative managers may need to consider investing more time in courting the administrative management within

the Paramount Unified School District. Meetings should focus on Compton Center's initiatives aimed at encouraging and facilitating collaboration with our academic partners to strengthen the connections between student success outcomes and developing a college going culture.

Compton Center administrative management should work with Paramount Unified School District to align goals and interests of high school students, K-12 school districts, and parents. In future suggested meetings, participants need to examine challenges community colleges and school districts face in connecting undergraduate education with other educational functions (programs and careers), and recommend strategies both for addressing the challenges and for establishing productive partnerships.

### **III. Program Requirements**

#### **A. Program Support**

Central components of the Outreach Office's mission include scheduling meetings with other departments and programs that participate in efforts to increase knowledge of campus recruitment goals so that organizations can help to improve enrollment. To that end, the Outreach Office has established several collaborative relationships over the academic year to promote outreach activities and to encourage as many campus programs as possible to use the Center's Recruitment Plan not only as a management tool to achieve performance objectives, but to also increase communication across departments and programs. These collaborations are meant to reach as many campus programs as possible and to avoid the duplication of services.

The following is a list of campus departments and programs that are essential to the success of the Outreach program:

1. EOPS/CARE
2. CalWORKS
3. Financial Aid
4. Athletics
5. Admissions
6. Assessment Center
7. Student Support Services
8. Student Life
9. Academic Affairs
10. Vocational Education
11. Facilities/Maintenance

The impact of the above mentioned departments on the Outreach Office is such that outreach and recruitment requires an institutional approach to build and sustain enrollment. The recruitment process begins with the first student-client contact. It is a deliberate process that requires planning, full implementation and development of an information infrastructure that will sustain the recruitment efforts of the Center. Recruitment is based on a team effort which crosses departmental and organizational lines. The Outreach Office focuses on the sustainable care and comprehensive education of our students, faculty, staff, and district residents.

There was a need to organize the Center's recruitment plans to aggressively establish and re-introduce the El Camino College Center Compton Center and our programs to

residents in and around our service area. One of the first steps in reorganizing the Center's recruitment programs involves unifying the messages that are used to recruit prospective students to the Center. It is extremely important that everyone at the Center speaks from one unified voice that contains a well crafted message. Programs for collaboration are selected based on their willingness to capitalize on the combined resources of the Outreach Office and the benefits of improving organizational performance as it related to building enrollment. The Outreach program looks at selecting those organizations that have the greatest impact on students, can reach large audiences, and have the greatest chance for success in helping to build and sustain enrollment.

The purpose of any collaboration or partnership is to capitalize on the combined resources of the Outreach Office and collaborating program to bring value to both organizations and to educate communities about the benefits of pursuing an education at the Compton Center. The primary focus of any collaboration is to help increase awareness of the benefits of the Center's recruitment plan and training resources. The Outreach Office is working to strengthen existing partnerships by hosting joint department/program meetings and scheduling joint visits to community organizations and feeder schools. The impact of the above mentioned departments and programs on the Outreach Office is the fact that they play a major role in the yield process.

Currently, there are several departments and programs on campus that are involved in recruitment and outreach. The Outreach Office works to streamline the Center's recruitment efforts by ensuring that the Center has a uniform recruitment plan that benefits the entire campus. One of the short term outreach slogans is "Center first, Program second." The primary focus is to ensure that the Center has a single, yet consistent, recruitment plan that avoids the duplication of services while increasing community support for the campus.

## **B. Facilities and Equipment**

The Outreach Office currently manages the Welcome Center and a small office space that is shared by the Director of Outreach and the EOPS/CARE Recruiter. Space is very limited on campus. Our small office space has had to house most of our supplies and promotional items as it is the only secure space that we have access to.

The Welcome Center services as a one-stop location where prospective students or visitors can access information and forms necessary to enroll in school. The Welcome Center is a collaborative effort that is supported by both academic and student affairs. The Welcome Center maintains a student first philosophy to assist students as they transition into college. The Welcome Center offers a wide array of student services designed to accommodate their needs in a one-stop location that promotes student success and retention in a nurturing and welcoming environment. The Welcome Center provides students with quick access to academic schedules, registration forms, and various campus publications such as the catalog, schedule of classes, student handbook, and maps. It would be great if we had storage space where we could store the materials that we use in the Welcome Center and in our day-to-day recruitment activities. For now, our storage space consists of the Director's office.

## **C. Staffing**

The Outreach Office is woefully inadequate in our automation and staffing support for outreach activities. To keep up with our competitor campuses and to increase enrollment, the Outreach Office must make significant changes in how we run our office. The failure to ensure increased staffing and access to technology is one of the most important problems facing the Outreach Office. The conventional wisdom holds true that that most prospective students make decisions about selecting a college campus based primarily on contact with a representative from the campus or their perceptions of the programs offered at the college.

Currently, there is not enough permanent staff in the Outreach Office to keep up with the number of requests and demands that is submitted in a given week. Moreover, the Outreach Office is greatly in need of a fulltime administrative assistant to process paperwork and manage outreach activities. This process is currently being managed by student workers who are scheduled for work on a limited basis.

The Outreach Office suggests hiring a permanent outreach specialist and a permanent administrative assistant to keep up with the demands of the program. The reality is that as the Director, I spend a great deal of my time going to and from meetings. This fact greatly decreases the number of hours that I have to spend in the field helping to recruit prospective students and working to sustain partnerships.

Personnel Type	Current Level		In 3 - 5 years		Retirement	
	# of Staffing	FTE	# of Staffing	FTE	# of Staffing	FTE
Full-time Faculty (Tenure Track)						
Full-time Faculty (Non-Tenure Track)						
Part-time Adjunct Faculty						
Full-time Classified Staff						
Part-time Classified Staff (Permanent)			3			
Part-time Classified (Temporary)						
Casual Employees						
Student Employees	8		10			
Manager	1	1	1			
Supervisor						
Temporary Project Administrator						
Faculty Coordinator						

As mentioned throughout this program review, inadequate staffing is a concern. The program will continue with or without additional staffing but in order to compete in an increasingly competitive recruiting arena, staffing should be addressed now because the Center needs more outreach personnel in the office and in the field.

*List and prioritize all staffing recommendations*

- An administrative assistant is critical to the continued success of outreach efforts
- A permanent bi-lingual Spanish recruiter should be a priority when addressing in the staffing needs

#### **D. Planning**

A number of changes or trends could impact Outreach Office within the next five years. Funding will most likely drive any future planning and staffing. The numbers of high school students not passing California High School Exit Exam (CAHSEE) will also affect enrollment from and at all of our feeder high schools. Compton Center will need to work closely with our feeder schools to offer workshops to students who have not passed the

CAHSEE.

Enrollment analysis looks promising in the local area in terms of the number of high school students who plan to attend Compton Center. This is a direct result of our increased presence at the feeder schools. However, the competitive nature of higher education in the area will continue to cause Compton Center to raise its standards for marketing our educational programs. The key to increasing and sustaining enrollment will be in making sure students, at an early grade level in high school, are able to make an informed decision about Center's programs, faculty and campus opportunities.

As mentioned, staffing issues could be a major concern for the future of outreach. Adding an administrative assistant to the Outreach Office should take center stage over the next 6-8 months. The data that is currently available is inadequate for providing a true assessment of past outreach activities. The only concern that the Outreach Office has at this point is that upper management work to rebuild the relationship with Paramount Unified School District. Additionally, it would be helpful if Academic Affairs established a plan and measures to increase the number of courses that we offer Off-Site.

Outreach staffs are in our feeder schools weekly, if not daily, communicating with school staff and prospective students. Outreach staffs are given quite a bit of freedom when it comes to the implementation of the recruitment goals. The Outreach staffs are in the trenches, we are the ones meeting face-to-face with prospective students. Thus, Outreach staffs are heavily involved in the creation and implementation of Center's recruitment plans.

Organizing the Outreach staff into a central location has allowed the Director of Outreach and Relations with Schools to have broader control over evaluating recruitment activities and tracking progress.

#### **E. Program Requirement Recommendations**

- An administrative assistant is critical to the continued success of outreach
- A bi-lingual Spanish outreach specialist should be a priority when addressing in the staffing needs

#### **IV. Recommendations**

Outreach staff focuses on marketing and promoting the value and advantages of attending the Compton Center. A majority of what is accomplished through this department in achieving these desired outcomes centers on improving internal and external communications. With each of the recommendations listed below, the Outreach Office will improve and enhance internal and external communication.

- A permanent administrative assistant is critical to the continued success of outreach. **Projected Cost: \$32,000**
- At least one bi-lingual Spanish recruiter should be the standard for the Compton Center based on demographic studies of our surrounding community. **Projected Cost: \$45,000**