



**Program Review  
New Position Request Presentation**

**Position:** Outreach Program Services Coordinator (PSP)

**Requested by: Olivia Cortez-Figueroa**

# Mission

It is the mission of the Outreach Program to be the face of Cañada College and support its' mission by encouraging high school students and community members, especially those from underserved populations, to pursue a college education via the excellent Cañada College programs and services, as an avenue to reach their career goals.



# Current Temporary PSC

## Current Responsibilities:

Supports in Training  
Student Ambassadors

Maintains Presence  
in Outreach Office

Point of Contact for  
Campus  
Staff/Faculty/Public

Serves as backup  
presenter

Supports Off  
Campus Events

Supports On  
Campus Events

Supports in Developing &  
Maintaining Community  
Connections

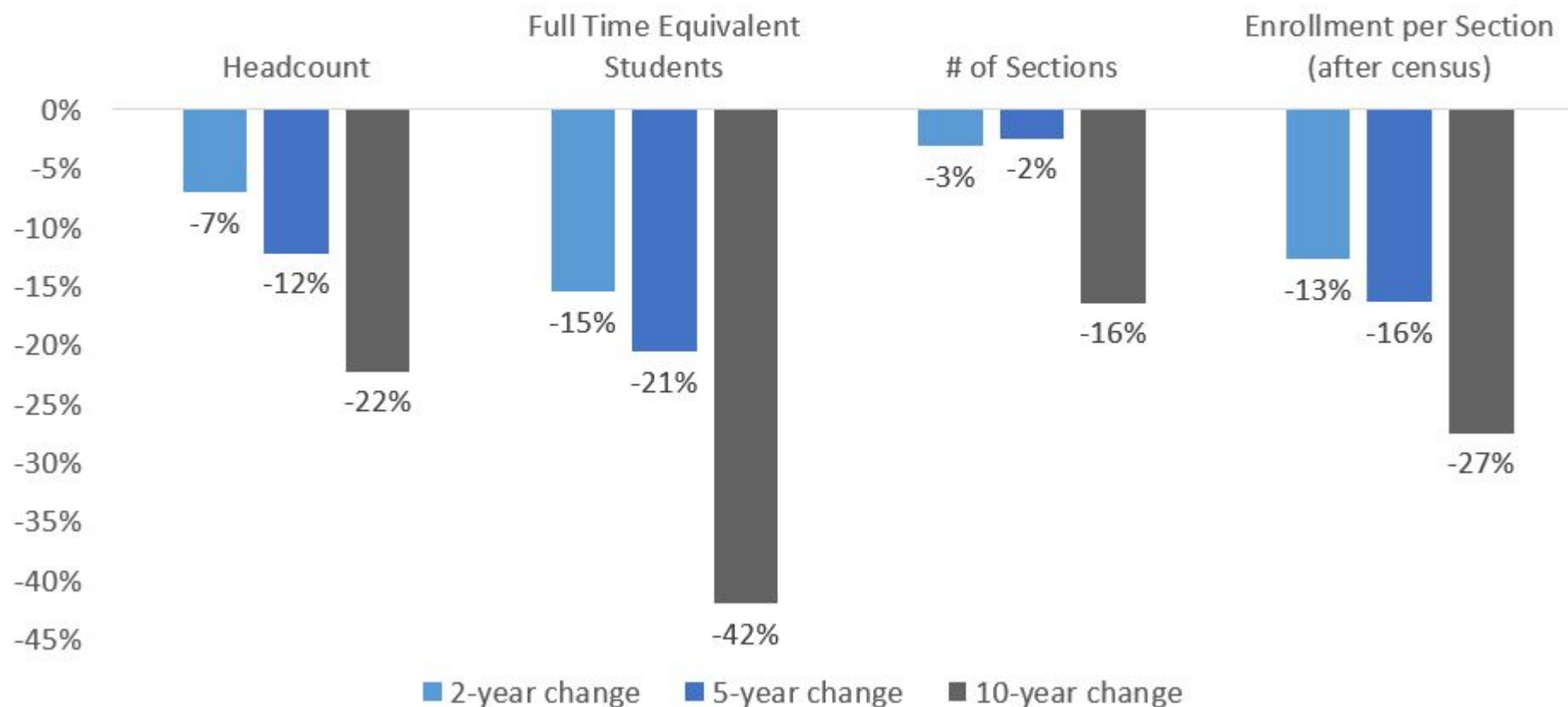
Look for events for  
Outreach to Attend

Campus Tours

Event Scheduling &  
Ambassador  
Assignments

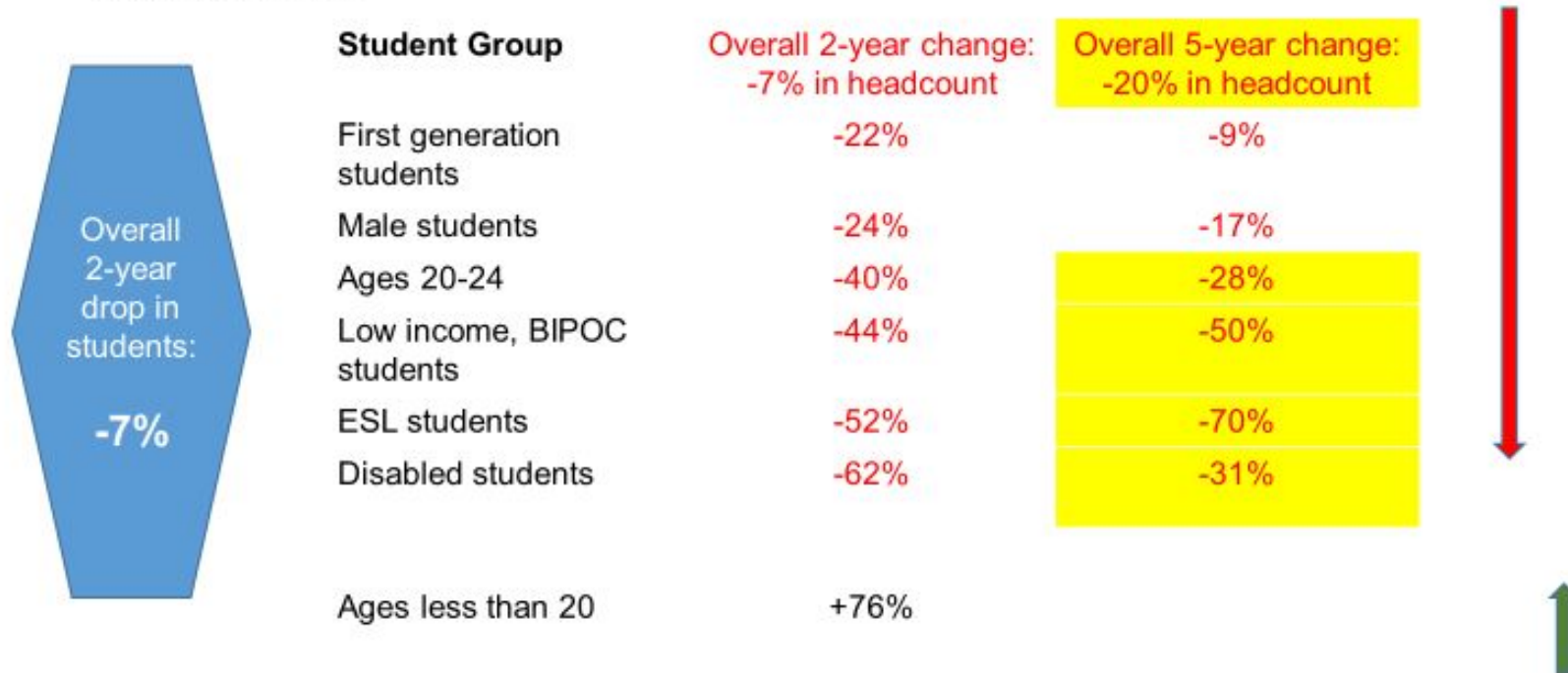
# Enrollment Numbers

COVID: exacerbating long-term enrollment trends at Cañada



# Enrollment Numbers

The pandemic's impact on enrollment has impacted some groups of students more than others...



# Program Services Coordinator

ACCESS

EQUITY

SUPPORT

SUSTAINABILITY



**Having this position will strengthen the Outreach Program as follows:**

- continue a sustainable ambassador training program
- expand our reach because we can attend more events & community meetings, especially those that include low income BIPOC communities
- support tour requests quickly & efficiently (requests have now gone up)

**If this position is not filled:**

- existing outreach efforts will continue as they have
- ability to innovate and expand will be limited
- additional recruitment strategies, interventions and collaborations that address dips in enrollment may not be sustainable

# Supporting Our EMP Goals

## College Goal #3

### Community Connections

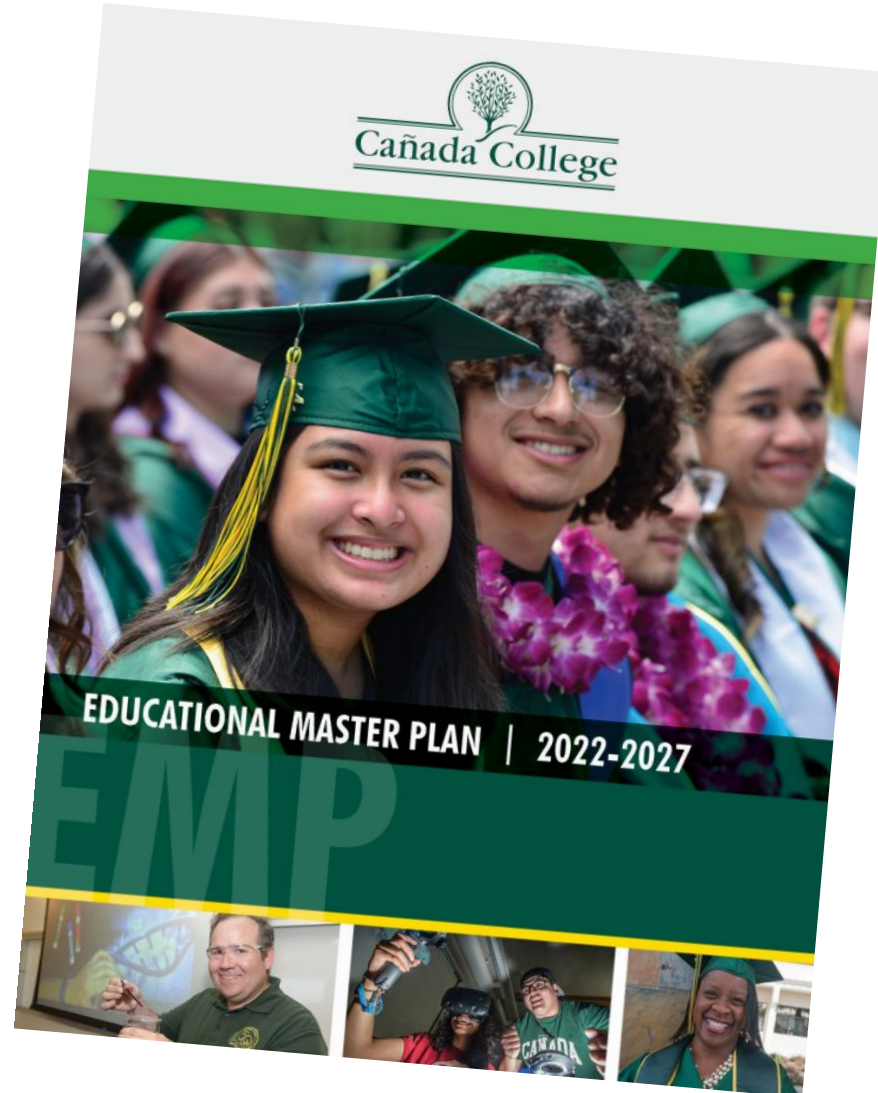
Cañada College establishes equity-minded partnerships with our educational institutions, employers, governments and community-based organizations that result in seamless pathways for high school students transitioning to college, college students transitioning to university and all community members pursuing career and lifelong educational opportunities.

**3.1** Transform how we share the story of Cañada College.

**3.2** Transform where we share what Cañada has to offer by identifying and reaching new audiences that help strengthen our ties to BIPOC communities (particularly those in our recruitment maps that indicate might be underserved).

**3.3** Utilize social media and other marketing platforms to reach community members in the formats and virtual environments in which they exist.

**3.7** Fulfill the purposes of the MOU between Cañada and SFSU, CSUEB and SUHSD created in 2022.





# Requested Allocation



- Grade 27
- Step 1
- Annual Cost: \$68,580
- 100% General Fund 1