



# Outreach

**Program Review - Comprehensive Review**

2022 - 2023

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## Program Context

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### Mission

#### **What is your program's mission statement?**

The Outreach Program team is the 'face' of Cañada College. Our mission is to inform and encourage prospective 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 and life goals. The Outreach Program is very intentional about being equitable. We share information with K-12 students and their families, especially our low-income, BIPOC, foster youth, and undocumented students, so they are aware of any relevant services available to them at Cañada College and can make a more informed decision of where they will attend college when the time comes.

#### **How does your program align with the division, college and district mission?**

**College Mission - Cañada College engages and empowers students in transforming their lives and communities through quality education.**

#### **2a. Student Access, Success & Completion**

The Outreach Office is consistently working to create experiences and opportunities for ALL prospective students and for EVERYONE in the general public so they are exposed to, know about and, most importantly, have access to our college campus, our programs and services.

One example from this past year is when we collaborated with The Boys & Girls Club (BGC) to bring a group of BGC students onto our Cañada College campus for a day. Before bringing students in, BGC staff surveyed BGC students to determine what careers they were interested in learning about from Cañada College. According to the survey results, we invited Cañada College faculty to provide a small presentation and a hands-on activity/workshop for the BGC students. On the day of the campus visit, the BGC students enjoyed a campus tour, a personal welcome from our college President and Vice President, an informational/hands-on workshop on careers they chose via the survey, and lunch. By providing these types of experiences - young students are exposed to our college campus and get a feel for and preview of what it would be like to attend Cañada College. This empowers students to make more informed decisions about their educational future. Insert #s somewhere in this paragraph (how many students visited).

The Outreach Team is also faced with students that are not sure what they would like to study. This is when the Outreach Team integrates our Guided Pathways Interest Areas. When initiating early conversations about career options, the Outreach team encourages students to visit our Guided Pathways Interest Areas landing pages. There students can see an easy breakdown of program studies. This allows students to explore various career pathways in a simple way and without being overwhelmed. Students enjoy finding relevant data such as how much income they might be able to generate with a particular career or what their class schedule might look like.

#### **2b. Equity-Minded and Antiracist College Culture**

## Outreach - Comprehensive Review

The Outreach Program deliberately uses an anti-racist lens when executing our outreach efforts. Our goal is to create and foster relationships with people, schools, and organizations equitably. We reach out and go visit geographical communities that will reach non-traditional college-bound students and families. This includes low-income BIPOC communities. Our team participates in community events and school fairs and speaks to parent groups to inform them of our great programs, available to them after graduating high school and before they graduate high school (concurrent enrollment, for example).

Bilingual programming is key when doing outreach efforts in our communities. The Outreach team ensures that workshops and registration events are either also offered in Spanish or that Ambassadors, a Program Services Coordinator or the College Recruiter - that speaks Spanish, will be present in order to assist Spanish speaking attendees. This ensures information and access to our low-income, Latinx communities.

In order to reach all our communities, the Outreach team is intentional about partnering with our on campus learning communities, such as PUENTE and UMOJA. Staff, faculty and students representing our learning communities are invited to co-present at workshops or to table with the Outreach teams at community events. This collaboration proves to be successful, not only because the community is receiving relevant information, but also because, it ensures our college teams are community-informed and better equipped to make relevant decisions our outreach and recruitment strategies.

### ***3c. Community Connections and 4d. Accessible Infrastructure and Innovation***

First it is important to acknowledge how Outreach has been affected by the COVID-19 virus pandemic. In the past few years we have had to go from hosting and participating in events that were fully in person to hosting and participating in events that are fully virtually. And today we find ourselves in a reality that includes both in person and virtual modalities. The Outreach team has successfully adapted to our new realities and continues to try to be innovative so we can continue to provide the best service possible to our communities. Here are some examples of what we did during the time we were completely virtual:

- Student ambassadors provided virtual and in person support to incoming students when they had questions, needed assistance applying to the college, completing orientation and counseling requirements, registering for classes.
- The strong partnerships the Outreach team has with our community partners proved crucial in our efforts to continue to provide guidance and share information regarding the day to day changes (one example of this is was when the requirement for vaccination attestation was implemented and students had to take this step prior to being able to register). The Outreach team took the lead in contacting our high schools and community partners in order to avoid further frustration, or even worse, students giving up their dream to college. The Outreach team also took the lead in reaching out to students who were about to be dropped due to not completing this step.
- The Outreach team also served as an extension to our Welcome Center by tabling right outside the Welcome Center (when in person) or by helping to answer phone calls or provide virtual office hours in order to provide peer to peer support to incoming students and they attempted to navigate their student portal and registration process for the first time.

## Outreach - Comprehensive Review

Today, our Outreach Team consistently meets with community leaders on a regular basis - sometimes in person, sometimes virtually - in order to come up with new and innovative ways to serve and connect with BIPOC communities. An example of this is College Night, an event that Canada College hosted, in collaboration with our community partners, Redwood City PAL and College Advising Prep. The goal was to bring colleges and universities to the North Fair Oaks Community in Redwood City in order to share much needed information on how to prepare for college. Initially the goal was focussed on assisting high school seniors and their families but we have now opened up the invitation to K-12 students. It is to be noted that this event was also live via Facebook so folks were able to attend virtually. By providing both options, it ensures our low-income and BIPOC communities in the North Fair Oaks general areas, have the knowledge and tools necessary to help prepare their children for college. At our most recent College Night, we had 18 universities and 2 community colleges in attendance and over 150 families were served.

**District Mission- The mission of the San Mateo County Community College District is to achieve racial equity and economic justice in teaching, learning, and workforce development in order to strengthen the vitality and health of the communities we serve.**

The Outreach Program works with and collaborates with local high schools and nonprofit community partners whose mission statements and program goals align with our own: to achieve racial equity and economic justice through education. The Cañada College Outreach team helps to develop and implement impactful community connections and recruitment strategies to enhance public awareness of the educational and enrichment opportunities at our College. This is accomplished through community relations, collaborations and partnerships, strategic recruitment efforts and events.

When working with our community partners, prospective students and incoming students, we listen to see what obstacles and challenges they are finding and we assist them so these anti-racist systems do not keep them from attending college. This is especially crucial for BIPOC students and families that are not familiar with the college process and get confused on what steps to follow.

### **Program Description**

**Who does your program serve? How do we serve our student populations as a whole?**

The Outreach Program serves the peninsula, focusing on Redwood City, San Carlos, Belmont, East Palo Alto, Menlo Park, Pescadero, and the surrounding areas. We also serve anyone interested in our unique college career programs (such as Rad Tech, Interior Design, and more). As an Outreach Program that seeks to share information about our college programs and services, we serve K 12 students, high school students, and adults. We serve low-income communities, foster youth, LGBT, ESL students, and more. We provide information and answer questions.

When students decide to attend Canada College, we assist them with the onboarding process via individual appointments and registration events such as PEP and help them connect with the relevant departments at Cañada, such as Financial Aid, Promise, EOPS, Dream Center, Sparkpoint, Umoja, Puente, STEM center and more.

- Our feeder high schools include:
  - Redwood High School
  - Menlo-Atherton High School

## Outreach - Comprehensive Review

- Sequoia High School,
- Woodside High School
- Carmont High School
- East Palo Alto Academy
- Oxford Day Academy
- Pescadero High School
- Summit Public Schools
- TIDE Schools
- Sequoia Adult School
- Jefferson Adult School (Daly City)
- Everest High School
- We work with any schools that reach out to us for information regarding our unique career programs as well.

In the Fall 2021 semester our student profile consisted of the following:

- Gender: 60% reported female, 37% reported male and 3% did not report.
- Ethnicity: 24% reported white/non-hispanic, 42 reported Hispanic, 13% reported Asian, 7% reported Filipino, 6% reported multi-ethnic, 5% reported unknown, 2% reported Black/Non-Hispanic and 1% reported Pacific Islander
- Age: 33% were 18-20 yo, 33% were 21-30 yo, 12% were 31-40, 9% were under 18 yo, 7% were 41-50 yo, 5% were 51-65 and 1% was over 65 yo.

### **What does your program do for students in helping them reach their goals?**

Outreach is intentional about helping set up students for success at Cañada College. Outreach shares information with students about our college's educational programs & options (such as TAG, career programs, degree options, etc.) and about our student support services programs (such as Promise, financial aid, SparkPoint, Dream Center, Disability Resource Center and more).

Outreach assists students complete our Cañada College application as well as with the onboarding pre-registration requirements (such as orientation/counseling/vaccination attestation) and finally with registration.

Outreach answers student questions and helps to minimize and resolve existing barriers in the application/registration process. Outreach also refers students to relevant programs on campus (walking them over personally, when at all possible).

And finally, Outreach is always intentional about having early career conversations with incoming and prospect students. If students are not sure what career they would like to begin, we encourage them to visit our Guided Pathways Interest Areas web pages. Our Guided Pathways pages simplifies the ability to explore various careers for incoming students and provides useful information such as what classes they might need to take, how much money they might be able to earn, etc.

## Outreach - Comprehensive Review

Below are Outreach events that support prospective students in enrolling in our college:

1. Classroom Presentations on degrees and certificates-
2. Application Workshops to complete the CAN application
3. Cash for College to complete Financial Aid Application
4. PEP- Orientation
5. Parent Engagement- Attending college fairs, ELLAC meetings,
6. Connect to College
7. Campus Tours

### **What are your on and off campus community partnerships?**

Building partnerships with our communities is not only important but vital to Outreach. By building community partners with government agencies, nonprofit organizations, Sequoia Union High School District and Sequoia Union Elementary school districts, we can share our story and invite students, our partners and the public at large, to Canada college.

On-Campus Collaborations:

Outreach works with our administration, educational, and support services programs on campus. However, we work the closest with the following:

Financial Aid- to facilitate Cash for College workshops at our local high schools. The Outreach team joins the Financial Aid department to support enrollment steps and also in translating/assisting with completing FAFSA and Dream Act applications.

- Promise - support outreach and recruitment for prospective and incoming students.
- EOPS - support outreach and recruitment for prospective and incoming students. Assist with making phone calls to follow up with students on EOPS steps. Provide support with on campus events such as end of the year celebration.
- Career Programs - support outreach and recruitment efforts, request marketing materials and take them to all events; invite faculty and staff to present at relevant events and workshops.
- Counseling - collaborate by hosting PEP events so students are able to complete this requirement prior to registering for classes. Invite counselors to present and participate in recruitment/outreach efforts at events.
- Welcome Center - support with assistance when students have questions or need one on one support for enrollment steps (application, registration, vaccination attestation upload, counseling appointments, etc.)
- Concurrent/Dual Enrollment - support with outreach and recruitment efforts, assist at enrollment and registration workshops at high schools and partner locations where dual enrollment classes will happen, obtain marketing materials and share at all events
- Transfer Center - support with outreach and recruitment efforts for Transfer/TAG students, promote Transfer/TAG marketing materials, invite Transfer Team members to present workshops about our transfer programs at our feeder high schools and to participate in outreach events

## Outreach - Comprehensive Review

- Dream Center - support with outreach and recruitment efforts, collect and share marketing materials, collaborate and present with at events
- Middle College - support with outreach and recruitment efforts, host an annual PEP event for Middle College students who decide to stay on as Cañada College students, assist with College Night to help promote Promise and Financial Aid information with incoming Cañada College.
- STEM - support with outreach and recruitment efforts, collect and share marketing materials at all events, promote their speaker series and STEM center, invite to participate in various tabling events
- Umoja - support with outreach and recruitment efforts. Collect and promote marketing materials, invite the Umoja team to support at tabling and presentation events.
- Puente - support with outreach and recruitment efforts. Collect and promote marketing materials, invite the Puente team to support at table events and resource fairs.
- ESL - support with outreach and recruitment efforts, collect and share marketing materials at all events, the outreach team is always in communication with the ESL team as we get a lot of inquiries about our ESL program. Collaborate with the training of Spanish speaking Ambassadors so they can present on our ESI programs.

Off-campus Collaborations with (and how we collaborate at the very end of this list):

- Local feeder high schools include:
  - Redwood High School
  - Menlo-Atherton High School
  - Sequoia High School,
  - Woodside High School
  - Carlmont High School
  - East Palo Alto Academy
  - Oxford Day Academy
  - Pescadero High School
  - Summit Public Schools
  - TIDE Schools
  - Sequoia Adult School
  - Jefferson Adult School (Daly City)
  - Everest High School
  - Any schools that reach out to us for information regarding our unique career programs
- Community Partners include:

## Outreach - Comprehensive Review

- Redwood City Together
- Redwood City Police Activities League (PAL)
- College Advising Prep
- Boys and Girls Club - Redwood City
- Boys and Girls Clug - East Palo Alto
- Ayudando Latinos A Soñar (ALAS)
- Fair Oaks Community Center
- Redwood City Library
- North Fair Oaks Library
- Job Train
- Siena Youth Club
- Upward Scholars
- Ableworks
- El Concilio
- East Palo Alto Academy Foundation
- MidPen Resident Services
- San Mateo County Office of Education
- Sequoia Adult School

We collaborate with off-campus partners in the following ways:

- Hosting Information & Application workshops
- Hosting Registration Workshops
- Participate in Career Fairs
- Participate in College Fairs
- Host PEP Events
- Host our Annual Connect to College (Open House) Night
- Host our Annual High School & Partner Forum
- Host our annual collaborative College Night at PAL
- Provide On Campus Tours for individuals and for groups of K-12 students
- Participate in community meetings
- Collaborate to host a variety events



## Outreach - Comprehensive Review

### **How does your program contribute to anti-racism at Cañada College?**

The Outreach Program is very intentional when it comes to diverse recruitment efforts. This includes reaching out to and going to various communities geographically, providing bilingual workshops and bilingual marketing materials.

The Outreach Program listens to concerns from the community and creates work-around solutions and also shares the concerns with the administration back on the college campus, to create awareness and action plans that aid in removing barriers in order to change racist systems.

Additionally, the College Recruiter is very intentional in hiring a diverse group of student Campus Ambassadors. The Ambassador Team is reflective of who we serve: BIPOC students, students that participate in Umoja, Promise, DRC, ESL programs on campus. Our ambassador team also includes adult students and low-income students and the list goes on. It is Outreach's goal to bring ambassadors out into our communities and share their personal experiences with such programs.

The College Recruiter is also very intentional about sharing updated and relevant content and presentations. This entails an intentional partnering and collaboration with our campus learning communities (such as PUENTE and Umoja) and special programs (such as Promise or Honors or ESL) in order to provide new program information, or upcoming semester classes ideas as well as upcoming events (such as a Fashion Show event or a speaker series for STEM students, etc.). This encourages students considering our college to attend these events and get a feel for our campus, and perhaps, while there, even take a tour. Moreover, presentations will always uplift the fact that we are a Hispanic Serving Institute, an Asian American Native American and Paccific Island Serving Institute (AANAPISI) and that we are committed to anti-racism.

In order to further extend our reach in the community, the Outreach team collaborates and works with key administrators and counselors in the Sequoia Union High School District. Sometimes this is intentional and we reach out to introduce ourselves, other times we happen to be in the same spaces at school or community events. And sometimes it happens quite organically when counselors we worked with at the high school level apply for district positions - this happened recently and it proves to be a fruitful connection so that, together, we can better collaborate and partner to create an antiracist curriculum and programming for our concurrent enrollment and college students.

Cañada College is in the process of hiring a temporary College Recruiter which aligns with the EMP 3.2 goal: Transform where we share what Cañada has to offer by identifying and reaching new outreach audiences that help strengthen our ties to BIPOC communities (particularly those communities our recruitment maps indicate might be underserved, such as North Fair Oaks, Belle Haven, and East Palo Alto). Recruit more BIPOC students, including more students who identify as Black / African American.

The primary responsibility of the College Recruiter is to strategically plan and execute an outreach and recruitment campaign for East Palo Alto, North Fair Oaks, and Menlo Park with a focus on BIPOC communities. This position will work with various programs on campus, including PUENTE, Umoja, Dual Enrollment, ESL, Adult Ed, Promise Scholars Program and other special programs and populations to strategically-plan informational campaigns, publicity materials, outreach activities, and recruitment objectives. Other duties include making presentations to small and large groups to provide information about college and District programs, courses, student support services, activities, short and long-range plans, meeting with college staff and faculty, and community members to present and discuss recruitment

## Outreach - Comprehensive Review

and retention issues. This position will include weeknight and weekend events and activities, as well as a satellite office location in the community.

### Equity and Access

**Describe how your program assures equitable access to all of its students by providing appropriate, comprehensive, and reliable services to all students.**

The Outreach Program is very intentional in having equitable access to all students. This includes doing outreach to prospective BIPOC students and low-income areas. These are the various ways in which Outreach helps to ensure equitable access to all students:

- The feedback our Outreach Program receives from incoming students and their families is that the onboarding process is confusing and takes too long. The Outreach Program's goal is to help overcome and even remove barriers for our students so they do not keep them from attending college.
- Provide Spanish speaking services to non-English speakers. This includes marketing materials/invitations as well as workshops in Spanish and providing literature and program flyers that are also in Spanish.
- The College Recruiter hires Student Ambassadors that come from BIPOC and low-income communities so that when the Outreach Team is out in the community or hosting an event on campus - guests that are K-12 students and parents, see themselves represented at our college, and can speak to them and ask questions about their experiences as students at Canada College.
- The Outreach Program is very cognizant to host events in the day and evening so working adults can also attend, as well as virtual events, for those that are not able to attend in person.
- The Outreach Team helps our campus colleagues to connect with external partners. One example of this is what led to the creation of The Rose Group - a group of Canada College staff, faculty and external partners whose focus is on creating support systems for our foster youth students. External partners consisted of County Office of Education in San Mateo and Transition Housing orgs, for example. This group helped to create a website page at our Canada College where foster youth students, parents or anyone looking for support systems for foster youth could find people on and off campus to reach out to as well as links to programs and service providers both on and off campus.
- Outreach participates and provides support for current and formerly incarcerated youth. We do this by creating connections with counselors and teachers at the correctional facilities. With their collaboration, the Outreach Program plans and provides virtual workshops for their students. By connecting with incarcerated youth and staff, we hope to begin to create pathways to college options for these students.
- PEP Events are one stop shop events that The Outreach Program plans collaboratively with others on campus, such as Promise, Counseling and the Welcome Center. PEP Events are an onboarding event for incoming students to be able to successfully complete pre-registration steps. They also serve as a connection component for our students to begin to get to know our college staff so they have a familiar face to refer to when they begin their first semester at Canada College. These events are held for each of our feeder high schools. We also host an on campus event in the evening, to

## Outreach - Comprehensive Review

ensure working adults can attend as well as a Spanish PEP and a virtual event for students that are not able to attend in person.

- Our student Campus Ambassadors assist with making follow-up phone calls so our students, especially those most impacted and feeling most disconnected, do not fall through the cracks. This includes calls:
  - to remind students to upload their vaccination attestation during the pandemic so they were not dropped from classes
  - to remind Promise Scholars Program students who have not yet submitted their FAFSA or Dream Act applications so they continue to be considered for the program
  - to follow up with EOPS and foster youth students who have not met with their EOPS counselors
  - It is important to note that although these calls are follow up calls, they provide an additional opportunity for the students to connect with a peer on campus and ask for support in other areas, as needed. It also provides an avenue for them to provide feedback where they have been met with barriers or challenges that our college was not aware of. The ambassadors bring this back this feedback to the College Recruiter, who then uses this information to either create or ensure it is included in plans for improvement in our enrollment, registration and scheduling processes.

**How does your program work towards eliminating equity gaps? How does your program support marginalized populations? (ie. BIPOC, LGBTQIA+, 1st Gen, Foster, Homeless, Undocumented, Veteran, Low-Income, etc.) How does your program support Cañada College as an HSI and ANAPISI designated institution? How does your program take into account location (access and awareness)?**

The Outreach Office always strives to increase awareness and access to all. Always with an anti-racist lens, our team meets with and connects with non-traditional students and community members that are from low-income areas, BIPOC, 1st generation to attend college, foster youth, undocumented and/or veterans. By connecting with and collaborating with organizations such as ALAS (Ayudando Latinos a Soñar), for example, the College Recruiter was able to attend an event with local migrant workers. In speaking to them, not only were they interested in our college programs for their children but also, often, for themselves. The Outreach Office often serves as a connecting piece, both on and off campus, when it comes to community service providers and linking them with relevant programs on campus to better serve the above-mentioned groups of students. For example, Outreach was key in helping to create the group that now serves foster youth students at Cañada (Rose Group). Outreach is also key in helping promote new programs at Cañada College, such as Project Change for formerly incarcerated youth and Umoja, learning and transfer support program designed to enhance their educational experience at Cañada College. Outreach attends events such as the annual Black College expo and Latinx College Expo. The Campus Ambassador Team is intentionally made up of students that represent the communities we serve.

**How does your program take into account delivery method(s) to best serve students? (ie. marginalized, underserved, underrepresented, disproportionately impacted, etc.)**

- Outreach goes to underserved/underrepresented communities, such as EPA, East Menlo Park, Pescadero

## Outreach - Comprehensive Review

- EPA - 13 events in the community
- Pescadero - 5 events at Pescadero HS
- East Menlo Park - 1 Event at Job Train
- Bilingual forms and events, tours, presentations
- zoom meetings and events (for incarcerated or students that are not able to be present in person)
- Laptops are always brought to events in communities where technology is not readily available.
- Host events at multiple times to allow every opportunity for community members to attend
  - Day & Evening & Zoom

## Looking Back

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### **Major Accomplishments and Challenges (500 word limit)**

**Describe major accomplishments and challenges since the last program review cycle.**

Our Accomplishments

1. The Outreach Team has successfully transitioned back to hosting and attending in-person events after the Covid-19 pandemic. In-person student attendance at events has been challenging this last year: people were still afraid of getting the virus. Also, students that graduated from high school during the pandemic were no longer connected to or had access to information about the college.

Some examples of events that are now back in person are:

- Information/application/registration workshops at high schools and in the community.
- Ambassadors high school visits are regular again.
- Tours are back up and running. This past year we provided tours to 221 students: 36 to prospective students, 22 to Concurrent Enrollment students, 50 to high school freshmen and 113 to incoming students.
- College Night - a collaborative annual event with community partners: 18 universities and 2 community college representatives were in attendance. Over 150 families were served. This year, we saw an increase in 9th, 10th and 11th graders attending.
- Priority Engagement Program (PEP) events. This year 148 students attended a PEP event. Of those PEP attendees, 147 students attended Cañada College in the Fall 2022 semester.
- Our annual Connect to College/open house event was brought back to campus, after being virtual the past 2 years. Over 100 students and family members attended.
- A group of 29 students from the Boys & Girls Club visited our campus and experienced hands-on workshops, led by our Career Programs faculty.

2. An established and diverse team of Student Campus Ambassadors that represent those we serve.

3. We hired a Temporary Program Services Coordinator (PSC) to assist with increasing Outreach and Enrollment efforts. The PSC trained the ambassador team, implemented a communication system

## Outreach - Comprehensive Review

(Discord) with the student ambassadors in order to efficiently fill event, presentation and tour requests. Having the PSC dramatically freed up the College Recruiter to present at more events and attend more community partner meetings. Together, the Outreach team attended and/or presented at over 106 off campus events this past year.

5. Our new Outreach Newsletter. The College Recruiter began to see trends and frequently asked questions from the high schools and community members so the CR created a monthly Outreach Newsletter with the intent to share only relevant information with high schools and community partners.

6. The Resources & Opportunities for Success & Excellence (ROSE) Committee is a direct result of the College Recruiter's outreach and connecting efforts. The ROSE Committee consists of community partners on and off campus whose common goal is to serve Foster Youth. Thanks to the ROSE Committee, our college now has a resource web page specifically for current and/or former foster youth students, their parents and community members that work with foster youth.

### Event Data

Events at Cañada - 45

Events at/for High Schools - 85

Events in the Community - 69

### Our Challenges

1. The stigma associated with community college continues to be a challenge for us. The Outreach Team hears this from the high school students, their parents and from some high school counselors as well. High School students feel dissuaded from high school staff and their peers from considering attending a community college or worse, aren't even provided the information as a college pathway option. It is the Outreach Team's goal to change this perception about community college and share the benefits of attending our college:

- cost effectiveness and how it compares to attending a 4yr from the start.
- small class sizes and more individualized attention
- wrap around program services
- share student success stories
  - from students that graduated from Cañada and what they are doing now
  - current student feedback and panels at events - this is particularly impactful to high school students to hear directly from Cañada College students and what their experience has been here, the support they have received when faced with challenges. In some cases our students started off at a 4 year and then decided to come to Cañada to do their general education.

2. Hiring a Temporary Program Services Coordinator has been instrumental in helping the Outreach Program to focus more on programming and coordination so that the College Recruiter can focus more on expanded recruitment strategies, community collaborations and innovation to address the decline in enrollment.

3. Marketing Efforts are limited. This is key for the audience we are trying to reach. Youth is constantly on social media - we need to be there consistently. This is a full-time job that is needed to work alongside the Outreach and Marketing Offices.

## Outreach - Comprehensive Review

4. Data Tracking. Currently it has been manual and time-consuming. The Outreach Office plans to work on this more closely, working alongside PRIE and the Salesforce team.

5. Increased expenses related to higher demand for outreach to be available both in person and virtual. With the dip in enrollment numbers, a growing number of events (such as PEP and Connect to College) and interventions leads to higher expenses and need for staffing, catering, entertainment, swag and printed materials. Of not, our recruitment efforts include adults - adults tend to prefer printed materials. With covid many printed materials have been made away with but we still need them for outreach efforts. Young students also prefer to have something they can hold and point to and ask us about. High School Counselors still ask us for updated "Find Your Future Here" (aka "orange booklet")

### **Impact of Resource Allocations Process**

**Describe the impact to date of previously requested resources (staff, non-instructional assignment, equipment, facilities, research, funding) including both resource requests that were approved and were not approved. What impact have these resources had on your program/department/office and measures of student success or client satisfaction? What have you been unable to accomplish due to resource requests that were not approved?**

This is the first program review because previously, Outreach was bundled with Marketing and Community Relations. Since that unbundling has taken place, resource requests were addressed directly through emergency relief efforts to address the dip in enrollment numbers during the COVID-19 pandemic (Higher Education Emergency Relief Funds – HEERF and Immediate Action Plan – IAP Funds). This is the first time that we are formally submitting a comprehensive review with a request for resources

### **How have these resources (or lack of resources) specifically affected disproportionately impacted students/clients?**

The Outreach Department has not gone thorough a program review until now. However, the following resources have impacted the program as follows:

#### **Staff**

- Having a PSC has dramatically increased The Outreach Team's efforts. The PSC has assisted with training and scheduling the Campus Ambassador Team in order to efficiently fill requests for tabling, event participating and campus tour. This has freed up the College Recruiter to focus on increased recruitment and enrollment efforts, event planning and building community relations. In short, having a PSC has allowed for the College Recruiter to have a much wider reach in our Redwood City, EPAA, Pescadero and surrounding areas.
- Having a PSC in the Outreach office, when the College Recruiter is mostly off campus, also allows for someone to be available to on campus staff, students, high school counselors, community partners and the general public, when they call in or email with a quick question or last minute invitation (these happen a lot).
- The PSC is also able to either assist or assign an ambassador to assist any "walk-in" prospective students/families with questions, tour requests and enrollment steps.
- Finally, the PSC serves as a backup presenter or tour guide, when/if needed. (No opportunity to speak with or assist a prospective student or the general public is missed.)

#### **Events Budget**

## Outreach - Comprehensive Review

- The Outreach Team is finding that bringing K-12 students on campus for a tour, a presentation, and/or a workshop is one of the best ways to make an impact on whether students choose to attend Cañada College or not. This is especially true when we bring non-traditional, BIPOC students from low-income families. Bringing them on campus is proving to be more than the current allocated Outreach budget. Items funding is needed for these events are:
  - food/lunch/dinner, snacks, swag, marketing materials, printing of flyers (this is especially needed for communities who have limited access to the internet), uniforms/tees/polos for assisting staff & faculty, overtime for staff/faculty that assists to present or run a workshop during their off-time and facilities, entertainment
  - General Outreach event items, such as updated Outreach tablecloths, for example. The table cloths we currently have are used a lot and ones are getting ragged since they were purchased prior to 2017.
  - Items that are needed in order to maximize our salesforce data collecting: wi-fi router, ipads or laptops that the outreach team can carry with them to outreach events and provide immediate access for prospective students to sign in to RFI and/or apply to our college on the spot.
  - Registration and Onboarding Events: Connect to College, PEPS, Supper Saturday's

### **SAOs and SLOs**

#### **State your Service Area Outcomes (SAOs) and/or Student Learning Outcomes (SLOs).**

\*Please note that as an entire Student Services Area and especially Outreach, we are undergoing a thorough review and update to our assessment processes and cycles for next year.

Outreach SAO #1: Increase student enrollment at Cañada College by 3% percent with the collaboration of the dual enrollment program.

Outreach SAO #2: Assess & streamline outreach, application, matriculation and registration processes, in order to ensure more applicants, particularly low-income, first generation, and Black, Indigenous, and People of Color (BIPOC) applicants, enroll in at least one course the year they apply. (aligns with EMP Goal 1.1)

Outreach SAO #3: Transform where and how we share what Cañada College has to offer by identifying and reaching new audiences that help strengthen our ties to BIPOC communities (particularly those in North Fair Oaks, Belle Haven, and East Palo Alto). (This aligns with EMP Goal 3.2)

Outreach SAO #4: Create an Outreach Committee that includes Cañada College staff, faculty and partners. This group will meet regularly, in order to create a flow of incoming and outgoing communication. This group will also encourage staff/faculty in supporting/attending outreach events.

Outreach SAO #5: Create spaces and opportunities for the Student Campus Ambassador Team to be trained, to discuss and provide feedback to our college on what trends and/or challenges they see that affect our community's ability to have access and enroll in our college.

## Outreach - Comprehensive Review

**Describe how your program assessed your SAOs and/or SLOs.**

\*Please note that as an entire Student Services Area and especially Outreach, we are undergoing a thorough review and update to our assessment processes and cycles for next year.

Up until now, Outreach has been collecting much of its data regarding event attendance manually (information cards, excel spreadsheets, etc). Unfortunately, when students first talk to Outreach they do not have a G# that we or PRIE can use to see if they ever enrolled, for example.

However, once they do have a G#, Outreach is able to partner with PRIE to obtain enrollment information such as the data we were able to obtain on PEP attendees:

This year 148 students attended a PEP event. Of those PEP attendees, 147 students attended Cañada College in the Fall 2022 semester.

Moving forward the Outreach team, in collaboration with PRIE, plans to use RFI and Salesforce reports. The use of RFI, though, is pending the approval of a wifi router and devices such as ipads to carry to outreach events.

### **SAO/SLO Assessment Results and Impact**

**Summarize the findings of your program's SAO/SLO Assessments. What are some improvements that have been, or can be, implemented as a result of SAO/SLO Assessment?**

One major finding has been that in hiring a temporary Program Services Coordinator, our ability to reach more areas and increase event attendance has gone up considerably. By having a PSC, the College Recruiter is able to attend more events and community partner meetings - which in turn leads to the creation of more relationships with local organizations that have like minded organization goals to empower the community through education.

The Outreach Team recommends the PSC be hired permanently so we can continue to reach even more areas and increase event attendance.

Another finding is that we need to move our data collecting into the 21st century. We need to have a wifi router and ipads so we can use RFI consistently at outreach events, including when there is no wifi available.

## Looking Ahead

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### **SAOs and SLOs for the Next Review Cycle**

**State your SAOs and SLOs for the next review cycle. Describe how you will address identified opportunities for improvement. Discussion how you will address anti-racism in the next program review cycle. Discuss how you will address equity in the next program review cycle.**

Outreach SAO #1: Increase student enrollment at Cañada College by 3% percent with the collaboration of the dual enrollment program.

Outreach SAO #2: Assess & streamline outreach, application, matriculation and registration processes, in order to ensure more applicants, particularly low-income, first generation, and Black, Indigenous, and People of Color (BIPOC) applicants, enroll in at least one course the year they apply. (aligns with EMP Goal 1.1)

Outreach SAO #3: Transform where and how we share what Cañada College has to offer by identifying and reaching new audiences that help strengthen our ties to BIPOC communities



## Outreach - Comprehensive Review

(particularly those in North Fair Oaks, Belle Haven, and East Palo Alto). (This aligns with EMP Goal 3.2)

Outreach SAO #4: Create an Outreach Committee that includes Cañada College staff, faculty and partners. This group will meet regularly, in order to create a flow of incoming and outgoing communication. This group will also encourage staff/faculty involvement in outreach events/efforts.

Outreach SAO #5: Create spaces and opportunities for the Student Campus Ambassador Team to be trained, to discuss and provide feedback to our college on what trends and/or challenges they see that affect our community's ability to have access and enroll in our college.

### **Program Improvement Initiatives/Resource Requests**

**What change could be implemented to improve your program? How might an anti-racism lens be considered in the proposed changes? How might an equity lens be considered in the proposed changes?**

- Staffing to amplify our outreach efforts in a sustainable way. A permanent PSC, An office assistant, a 2nd College Recruiter.
- Increase event budget for our current events: PEP, Connect to College, College Visits/Tours,
  - Staffing, Food, Entertainment, swag, IT Needs, Printed Marketing Materials
- Wi-Fi Router and New ipads or laptops, in order to increase our usage of RFI when at outreach events
- Money for Professional Development for staff and ambassadors.
  - NCORE, student training events
  - Outreach hub located outside of Bldg. 9 for Campus Ambassadors to have a more permanent placement where they can answer questions and provide student assistance.
- Increased Budget for Outreach Efforts Needs
  - New carts, new tablecloths,

**How will you address the opportunities for improvement that you identified throughout the prior sections of this Program Review? What additional Anti-Racism training do you/your program need in the upcoming year? What research or training will you need to accomplish these plans? What supplies, equipment, or facilities improvements do you need?**

x

## Supporting Information

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# Outreach - Goals and Resource Requests

## Goals

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### Goal Status

1 - New (PR)

### Goal Title

Expand Outreach Team

### Goal Description

Expand Outreach Team to Increase Enrollment at the college by 3% every year

### Program Review Cycle When the Goal Begins

2022 - 2023

### Who's Responsible for this Goal?

Olivia Cortez-Figueroa and Mayra Arellano

## Resource Requests

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### Item Requested

Program Services Coordinator (PSC)

### Item Description

PSC to support Outreach and recruitment efforts

### Status

New Request - Active

### Type of Resource

Non - Instructional Personnel

### Cost

68580

### One-Time or Recurring Cost?

Recurring Cost

### Critical Question: How does this resource request support closing the equity gap?

Ability to provide more support and expand our recruitment and outreach efforts to more areas and communities that are low-income, BIPOC, 1st generation, foster youth, LGBT+ areas.

### Critical Question: How does this resource request support Latinx and AANAPISI students?

Having a PSC in Outreach will maximize our recruitment and outreach efforts to Latinx and AANAPISI communities as well as our on campus collaboration with PUENTE to provide more one on one support to our Latinx and AANAPISI students. Cañada College recently acquired DHSI and AANAPISI grants. This position is a critical partner to the work of reaching out to said new and returning Latinx and AANAPISI students.

**If requesting Personnel please complete the New Classified Hiring/Position Justification or the New Faculty Position Proposal Below.**

### **NEW CLASSIFIED HIRING/POSITION JUSTIFICATION**

#### **Hiring Division/Department:**

Outreach/Student Services

#### **Position Title:**

Program Services Coordinator

#### **Is this position permanent?**

Yes

#### **Position Type**

Full - Time

# Outreach - Goals and Resource Requests

## Provide # of months

12

## Position: General Funds

General Fund 1

## Justification

### **1. Describe the specific needs for the position requested and the duties of this position in a brief statement.**

\*Works directly with College Recruiter to support Outreach and Enrollment efforts

\*Exchanges information with students, staff, high school counselors & community partners, via email, phone and in person

\*Trains and schedules Student Ambassador Team in order to maximize fulfilling incoming requests for tabling, school visits, campus tours and participatin in community events, eespond to email and phone inquiries

\*Suupports with event planning both on and off campus

\*As needed, travels to off-site locations to confer with high schools, community partners, government agencies and other entities to assist with enrolling students and onboarding process

\*Conducts follow-up to determine student/public needs and refer to available program services

\*Provides assistance with program events that would like to provide campus tours (examples are at Promise orientation, adult school visits, etc.), assists with on campus walk-ins and with "on the spot" student onboarding process (application, pre-registration steps, vaccination attestation, referral to appropriate programs on campus, etc.)

\*Provides assistance with events such as PEP and Connect to College and any event that needs organization and prep work such as preparing the marketing materials, making swag bags, preparing the rolling carts, ensuring everything that is needed at recruitment events is in there and ready to go

\*The PSC will also assist with upcoming surveys and events that will invite students and the community to share feedback about their challenges with enrolling in our college.

\*Serves as a back-up for College Recruiter with presentations and conducts workshops to small and large groups as a college representative, when the College Recruiter is already booked (no opportunities are missed to be present in the community and schools)

\*Performs other related duties, as assigned

### **2. Explain how this position aligns with and supports the mission and strategic goals of the college.**

Having this person as a part of the Outreach team increases the Outreach Office's ability to reach and share information with mroe schools, more community members. If the community doesn't know about our programs, they basically do not have access to it. Access for all (college goal #1 of student access) helps to increase outreach efforts to low-income, BIPOC, 1st gen areas. The PSC will assist with gathering of data from events, students and the community in order to help us be aware of challenges and obstacles students are met with. This will enable our team to bring this information back and to plan strategically with those on campus in order to remove obstacles and create a more simplified enrollment process so EVERYONE is able to come to college and no one is dissuaded from attending (college goal #2 of anti-racist culture), and build new community relationships and in a way that is sustainable over the long run (college goal #3 of community connections).

### **3. Explain how adding this position will strengthen the department or division.**

Having this position will expand our outreach and recruitment efforts as follows:

- a sustainable ambassador training
- expands our reach because we can attend more events and community meetings that include low income, BIPOC communities
- provides an on-campus person to handle and more efficiently fill high school and community requests for tabling, school visits, tours and presentations.

### **4. Explain how this work will be accomplished if the position is not filled.**

If this position is not approved, Outreach efforts will maintain exisiting efforts that were in place prior to having this Program Services Coordinator, but will not be able to innovate, expand and sustain additional recruitment and outreach strategies, interventions and collaborations to address the dip in enrollment.

**This position has been reviewed by the department or division and is recommended for hiring.**

## **Dean / Director / Hiring Supervisor Name**

Olivia Cortez-Figueroa

# Outreach - Goals and Resource Requests

**Date**

10/13/2022

**NEW FACULTY POSITION PROPOSAL****C. Program Vitality and Viability****D. What is the evidence of student demand to justify the proposed position?****Resource Requests**

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**Item Requested**

College Recruiter

**Item Description**

College Recruiter to assist the recruitment of BIPOC students.

**Status**

New Request - Active

**Type of Resource**

Non - Instructional Personnel

**Cost**

73,272

**One-Time or Recurring Cost?**

Recurring Cost

**Critical Question: How does this resource request support closing the equity gap?**

Our outreach efforts are expanded to further connect with low income, BIPOC and non-traditional college bound communities.

**Critical Question: How does this resource request support Latinx and AANAPISI students?**

BIPOC in EPA, NFO, Belle Haven and Menlo Park communities will be reached consistently. Cañada College recently acquired DHSI and AANAPISI grants so this position will be a critical partner to reaching out to new and returning students.

**If requesting Personnel please complete the New Classified Hiring/Position Justification or the New Faculty Position Proposal Below.****NEW CLASSIFIED HIRING/POSITION JUSTIFICATION****Hiring Division/Department:**

Outreach/Student Services

**Position Title:**

College Recruiter

**Is this position permanent?**

Yes

**Position Type**

Full - Time

**Provide # of months**

12

**Position: General Funds**

General Funds

**Justification****1. Describe the specific needs for the position requested and the duties of this position in a brief statement.**

The primary responsibility of the College Recruiter is to strategically plan and execute an outreach and recruitment campaign for East Palo Alto, North Fair Oaks, and Menlo Park with a focus on BIPOC communities. This position will work with various programs on campus, including PUENTE,

## Outreach - Goals and Resource Requests

Umoja, Dual Enrollment, ESL, Adult Ed, Promise Scholars Program and other special programs and populations to strategically-plan informational campaigns, publicity materials, outreach activities, and recruitment objectives. Other duties include making presentations to small and large groups to provide information about college and District programs, courses, student support services, activities, short and long-range plans, meeting with college staff and faculty, and community members to present and discuss recruitment and retention issues. This position will include weeknight and weekend events and activities, as well as a satellite office location in the community.

### **2. Explain how this position aligns with and supports the mission and strategic goals of the college.**

The ideal candidate will share the College's commitment to foster, recruit, engage, and support a racially and socioeconomically diverse student population. This position will report to the Director of High School Transition & Dual Enrollment for the planning, implementation, and execution of a community-focused student outreach and recruitment plan. Outreach and recruitment for this position will include, but is not limited to, the following focus areas: Adult Education, English as a Second Language (ESL), and Dual Enrollment for Black, Indigenous, and People of Color (BIPOC) communities in East Palo Alto, North Fair Oaks, and Menlo Park.

### **3. Explain how adding this position will strengthen the department or division.**

The College Recruiter serves as additional support for the Outreach Department to expand Adult Education, English as a Second Language (ESL), and Dual Enrollment with a focus on BIPOC communities. This position helps direct and engage in the research, data compilation, and regular reporting for the College's outreach and recruitment efforts – including annual program review. The addition of this temporary College Recruiter will provide dedicated outreach and recruitment efforts to address enrollment recovery and refresh community engagement opportunities in light of the COVID-19 pandemic.

### **4. Explain how this work will be accomplished if the position is not filled.**

If this position is not approved, Outreach efforts will maintain existing efforts that were in place prior to having this College Recruiter, but will not be able to innovate, expand and sustain additional recruitment and outreach strategies, interventions and collaborations to address the dip in enrollment.

**This position has been reviewed by the department or division and is recommended for hiring.**

#### **Dean / Director / Hiring Supervisor Name**

Mayra Arellano

#### **Date**

10/13/2022

### **NEW FACULTY POSITION PROPOSAL**

#### **C. Program Vitality and Viability**

#### **D. What is the evidence of student demand to justify the proposed position?**

#### **Resource Requests**

#### **Item Requested**

Expand Student Ambassador Team Budget

#### **Item Description**

Budget Increase to hire more Student Ambassadors

#### **Status**

New Request - Active

#### **Type of Resource**

Non - Instructional Personnel

#### **Cost**

\$42,750 (5 ambassadors x \$19/hr x 15 hrs/week x 30 weeks)

# Outreach - Goals and Resource Requests

## One-Time or Recurring Cost?

Recurring Cost

### Critical Question: How does this resource request support closing the equity gap?

Increased reach to fill ALL incoming event, tabling and tour requests. Ability to share information about our programs, especially in our non traditional BIPOC, low income, 1st gen students communities.

### Critical Question: How does this resource request support Latinx and AANAPISI students?

Increasing our reach to BIPOC, low income and 1st gen students will inherently reach our Latinx and AANAPISI students. Also, these students/families often need more one on one assistance. Having more ambassadors available provides that assistance.

**If requesting Personnel please complete the New Classified Hiring/Position Justification or the New Faculty Position Proposal Below.**

## **NEW CLASSIFIED HIRING/POSITION JUSTIFICATION**

### Hiring Division/Department:

Outreach Office/Stud Svs

### Position Title:

Campus Ambassador

### Is this position permanent?

Yes

### Position Type

Part Time

### If Part-Time, what percentage of Full-Time is this position?

50%

### Provide # of months

9 (30 weeks = 2 semesters)

## **Justification**

### 1. Describe the specific needs for the position requested and the duties of this position in a brief statement.

Increased outreach efforts, tabling, filling tour requests, community events, college fairs.

### 2. Explain how this position aligns with and supports the mission and strategic goals of the college.

Provides increased access to more communities. Provides more of a presence in the community so our college is always visible and participating.

### 3. Explain how adding this position will strengthen the department or division.

Outreach and Recruitment effort are immediately expanded.

### 4. Explain how this work will be accomplished if the position is not filled.

If not filled, outreach and recruitment efforts are limited to the existing Outreach Team.

**This position has been reviewed by the department or division and is recommended for hiring.**

### Dean / Director / Hiring Supervisor Name

Olivia Cortez-Figueroa

### Date

10/14/2022

## **NEW FACULTY POSITION PROPOSAL**

### **C. Program Vitality and Viability**

### **D. What is the evidence of student demand to justify the proposed position?**

# Outreach - Goals and Resource Requests

## Goals

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### Goal Status

1 - New (PR)

### Goal Title

Increase Event Budget

### Goal Description

Create access to our college and transform the way we share the story of Cañada College: bring the community to campus events!

### Program Review Cycle When the Goal Begins

2022 - 2023

### Who's Responsible for this Goal?

Olivia Cortez-Figueroa and Mayra Arellano

### Resource Requests

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#### Item Requested

PEP (Priority Engagement Program) Budget

#### Item Description

Money for food, entertainment, printed marketing materials, transportation and salaries for counselors and OT

#### Status

New Request - Active

#### Type of Resource

Budget Augmentation

#### Cost

10,000

#### One-Time or Recurring Cost?

Recurring Cost

#### Critical Question: How does this resource request support closing the equity gap?

Events create an opportunity for everyone in the community to come and visit our college campus.

#### Critical Question: How does this resource request support Latinx and AANAPISI students?

Deliberate outreach is made to invite students and community members from Latinx and AANAPISI communities. Marketing materials are provided in multiple languages.

#### **If requesting Personnel please complete the New Classified Hiring/Position Justification or the New Faculty Position Proposal Below.**

#### **NEW CLASSIFIED HIRING/POSITION JUSTIFICATION**

##### **Justification**

**This position has been reviewed by the department or division and is recommended for hiring.**

#### **NEW FACULTY POSITION PROPOSAL**

##### **C. Program Vitality and Viability**

##### **D. What is the evidence of student demand to justify the proposed position?**

### Resource Requests

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#### Item Requested

Budget Increase for Wifi Router and technology for outreach events.

## Outreach - Goals and Resource Requests

### Item Description

Increased Budget for Wifi Router and technology for outreach events - in order to better track (RFI/Salesforce) Outreach SLO's and SAO's.

### Status

New Request - Active

### Type of Resource

Equipment (Items Over \$5000)

### Cost

5000.00

### One-Time or Recurring Cost?

One - Time Cost

### Critical Question: How does this resource request support closing the equity gap?

Aligns with our outreach and recruitment efforts to provide access to BIPOC and low-income communities. Having access to wifi and technology allows them to apply to our college and request more information.

### Critical Question: How does this resource request support Latinx and AANAPISI students?

It supports Latinx and AANAPISI students because they are a part of BIPOC and low-income communities.

**If requesting Personnel please complete the New Classified Hiring/Position Justification or the New Faculty Position Proposal Below.**

### **NEW CLASSIFIED HIRING/POSITION JUSTIFICATION**

#### **Justification**

**This position has been reviewed by the department or division and is recommended for hiring.**

### **NEW FACULTY POSITION PROPOSAL**

#### **C. Program Vitality and Viability**

#### **D. What is the evidence of student demand to justify the proposed position?**

### Resource Requests

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### Item Requested

Connect to College Budget

### Item Description

Annual open house for families and students to learn more about our programs and certificates.

### Status

New Request - Active

### Type of Resource

Budget Augmentation

### Cost

10,000

### One-Time or Recurring Cost?

Recurring Cost

### Critical Question: How does this resource request support closing the equity gap?

As supported in the Education Master Plan Under (2022-2027) Goal 3, Community Connections: The Outreach Program is a student centered program whose mission is to create equity-minded partnerships with other 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.

### Critical Question: How does this resource request support Latinx and AANAPISI students?

Historically, the Outreach program has found that students experience cultural barriers when exploring services on campus. By having a budget to support our annual Connect to College Event the outreach team can continue



## Outreach - Goals and Resource Requests

providing culturally relevant events to further support our Latinx and AANAPISI students.

**If requesting Personnel please complete the New Classified Hiring/Position Justification or the New Faculty Position Proposal Below.**

### **NEW CLASSIFIED HIRING/POSITION JUSTIFICATION**

#### **Justification**

**This position has been reviewed by the department or division and is recommended for hiring.**

### **NEW FACULTY POSITION PROPOSAL**

#### **C. Program Vitality and Viability**

**D. What is the evidence of student demand to justify the proposed position?**