Cañada College

Program Review - Annual Update

Outreach

Mission

1. How does your program align with the college and district mission?

Cañada College's mission is to engage and empower students in transforming their lives and communities through quality education. The Outreach Office is often the first point of contact for the community. With our Educational Master Plan guiding everything we do, 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.

Program Description

2. Provide a brief description of your program, what does your program do and who does your program serve?

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 and life goals.

Looking Back: Accomplishments and Challenges (Suggested word limit 400)

3. Describe major accomplishments since the last program review cycle.

Since the last program cycle, Outreach has accomplished the below:

- Cañada Connect - These are off-site locations in North Fair Oaks, East Palo Alto & Belle Haven areas. Having these off-site locations have strengthened Cañada's in-person presence, established monthly drop-in hours in these communities, which helps ensure that residents can easily access our college resources and support in their own communities.
- Surveys at events & workshops provide us with great feedback on how to improve future events.
- Formalized partnerships with PAL (MOU) and StreetCode
- This year we have noticed an Increase in requests for workshops, tabling and college/career events. This is both a success and challenge (as we will share in the next question below).

4. Describe major challenges since the last program review cycle. How have these challenges contributed to the expansion or continuation of equity gaps?

Some of the major challenges Outreach as faced are listed below:

- Due to fear and the political climate, we observed lower attendance at this year's events; especially at those that are geared towards Spanish speaking students and their families.
- Although the increase in outreach requests is a great success, this also presents as a challenge because we need to hire more ambassadors and we also run out of swag quicker.
- Budget instability - As mentioned above, more events means more swag and more ambassadors are needed; reliance on one-time funds for swag and ambassador salaries over the past few years has limited long-term planning and sustainability. Without institutionalizing these expenditures, outreach efforts risk inconsistency.

5. Please list the goals you worked on during the previous program review cycle and describe any progress towards achieving those goals?

Here are some of our goals and the progress we are making:

- **Cañada Connect Initiatives:** Established off-site locations in the North Fair Oaks, East Palo Alto, and Belle Haven communities. These locations have strengthened Cañada's in-person presence and established regular monthly drop-in hours, ensuring local residents can easily access college resources and support in their own neighborhoods.
- **Consistent Feedback & Surveying:** Implemented standardized post-event and workshop surveys, yielding consistent data and actionable feedback to refine and improve future programming.
- **Formalized Strategic Partnerships:** Secured formal organizational relationships, including a signed Memorandum of Understanding (MOU) with PAL and an established partnership with StreetCode.
- **Outreach & Event Expansion:** Experienced a marked increase in requests for tabling, workshops, and college/career events, demonstrating growing outreach success and community demand.

Impact of Resource Allocations Process (Suggested word limit 250)

6. 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.

Previously approved resources have had a measurable and positive impact on outreach, enrollment, and community engagement efforts:

- Establishing Cañada College Connect in marginalized communities increased our presence and trust in underserved areas, leading to more community-based events and stronger partnerships. This would not have

been possible without the second college recruiter who was approved 2 years ago.

- Improving the college website has enhanced access to information and streamlined the enrollment process for prospective students, as well as streamlined the requests for campus tours for individuals and for student groups from schools.
- Super Registration has now been institutionalized and has provided targeted support to underrepresented students, helping them navigate the enrollment process more effectively.
- Strengthened community partnerships have expanded our reach and allowed for more collaborative programming.
- Increased outreach events have resulted in higher visibility and engagement across campus, high schools, and community settings.

7. How have these resources (or lack of resources) affected disproportionately impacted students/clients?

Approved resources - even if only one-time funds - have directly contributed to expanding outreach capacity, improving student access and deepening community engagement.

Over the past five years, enrollment at Cañada College has steadily increased, particularly among historically marginalized student populations such as Hispanic, Black – Non-Hispanic, and Filipino students. This upward trend suggests that targeted outreach efforts, support services, and inclusive programming have positively influenced access to Cañada College for these groups.

Non-Personnel Item (2026 - 2027)

Requested Year
2026 - 2027

Program Requesting Resources
Outreach Giveaways & Promotional Material

Item Requested
$15,000

Item Description
Outreach Giveaways & Promotional Material (Swag for all tabling and events attended in the community and at high schools).

Program Goals this Request Supports
To drive student engagement, capture prospective student interest, and guide community members toward admissions and registration resources.

Status
New Request - Active

Type of Resource
Non-Instructional Expenses (over $5,000) e.g., equipment

Cost
15,000

One-Time or Recurring Cost?
Recurring Cost

Critical Question: How does this resource request support closing the equity gaps as identified in the current SEAP plan?
Promotional items are important outreach tools because they attract prospective students and families to engage with our team at events and in community locations, particularly in low-income and BIPOC communities. These interactions provide opportunities to share Cañada College programs and resources while building a relationship with communities. The need for promotional items has increased with the addition of a College Recruiter and the resulting growth in events and partnerships. From August 1 - September 30, 2025, the outreach team participated in 40 events, compared to 55 events during the same period in 2026. We have also expanded our presence through monthly office hours in Belle Haven, East Palo Alto, and North Fair Oaks. Promotional items provide lasting visibility in schools, community organizations, and partnerships. This resource supports SEAP equity goals by expanding outreach, strengthening partnerships, and increasing Cañada College's visibility in priority communities.

Critical Question: How does this resource request support LatinX, AANHPI, and Black and African American students?
The outreach team is expanding its presence in East Palo Alto, North Fair Oaks, and Belle Haven communities with significant populations of low-income and BIPOC students, including Latinx, AANHPI, and Black and African American students. Through monthly community-based office hours, we build consistent relationships and provide in-person support. Promotional items help attract students and families to our office hours and tabling creating opportunities for meaningful engagement. Recent events demonstrate the reach of this strategy: 75 swag items distributed at the Black Student Leadership Conference, 100 during Boys & Girls CLub of the Peninsula Summer Programming, and 75 for the College, Career, and Community

Fair with Sequoia High School District. Continuing this will strengthen our visibility and engagement in communities where equitable access to higher education is essential.

Map Request to College Goals and Strategic Initiatives

Which of Cañada College's Goals does this resource request support?
Community Connections
Student Access and/or Success and/or Completion
Accessible Infrastructure and Innovation
Equity-Minded and Antiracist College Culture

Which of Cañada College's Strategic Initiatives does this resource request support?
Better share what Cañada offers
Be the best college choice for local high school students

Non-Personnel Item (2026 - 2027)

Non-Personnel Item (2026 - 2027)

Requested Year
2026 - 2027

Program Requesting Resources
Budget for Annual High School Counselor & Community Partner Forum

Item Requested
$7,000.00

Item Description
Consistent annual budget item for our Annual High School Counselor & Community Partner Forum

Program Goals this Request Supports
To connect with local partners to promote college services with an intention to increase enrollment.

Status
New Request - Active

Type of Resource
Non-Instructional Expenses (over $5,000) e.g., equipment

Cost
7,000

One-Time or Recurring Cost?
Recurring Cost

Critical Question: How does this resource request support closing the equity gaps as identified in the current SEAP plan?
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. This includes BIPOC students and low-income areas. We annually invite our community and high school partners to our campus and to share the latest data on our college and much needed information to help them prepare their/our students for college. At this "mini-conference" they get to choose from training workshops that we co-create with our campus teams about our various college programs. Every year we have new topics and this past year we highlighted our Learning Communities via one of those workshops, including Umoja, PUENTE and STAR Learning Communities. Additionally, every year we ask for feedback from the community on what and where we can do better. The feedback regarding this event has consistently been

that the information we share with them is invaluable in helping students with their college pathway to Cañada College.

Critical Question: How does this resource request support LatinX, AANHPI, and Black and African American students?
Connecting with our community partners in person and sharing valuable information about our programs makes access possible, equitable and easy to understand. We are intentional about the partners that we invite and put special emphasis on inviting our North Fair Oaks, Belle Haven & East Palo Alto communities. These communities have the highest concentrations of Latinx, African-American and AANAPISI students.

Map Request to College Goals and Strategic Initiatives

Which of Cañada College's Goals does this resource request support?
Community Connections
Accessible Infrastructure and Innovation
Student Access and/or Success and/or Completion

Which of Cañada College's Strategic Initiatives does this resource request support?
Make registration easier
Connect students to the academic program(s) and classes they need
Better share what Cañada offers
Be the best college choice for local high school students
Strengthen K-16 pathways and transfer
Ensure the physical campus is accessible

Non-Personnel Item (2026 - 2027)

Non-Personnel Item (2026 - 2027)

Requested Year
2026 - 2027

Program Requesting Resources
Re-ocurring Budget Increase for Super Registration Events

Item Requested
$60,000 ($20k for each event)

Item Description
Re-ocurring Budget Increase for Super Registration Events (formerly covered by one-time funds)

Program Goals this Request Supports
Ensure equitable access to Cañada College by providing personalized, culturally responsive registration, application, and admissions support during Super Registration events.

Status
New Request - Active

Type of Resource
Non-Instructional Expenses (over $5,000) e.g., equipment

Cost
60,000

One-Time or Recurring Cost?
Recurring Cost

Outreach - Resource Request

Critical Question: How does this resource request support closing the equity gaps as identified in the current SEAP plan?
Super registration is a powerful tool for closing the equity gap by streamlining access to services and resources for marginalized communities. By helping community members with all the matriculation steps, super registration can reduce hurdles and increase efficiency, making course registration easier for underserved populations to benefit from programs and opportunities at Cañada College. Also, Super registration, provides and ensures equitable access to our low-income and BIPOC communities, specifically in our North Fair Oaks, Belle Haven & East Palo Alto.

Critical Question: How does this resource request support LatinX, AANHPI, and Black and African American students?
The aforementioned communities of North Fair Oaks, Belle Haven & East Palo Alto have the highest concentration of Latinx, Asian-American, African-American & Poly-Island community members. These low-income community members often need to work and are not able to attend multiple workshops and/or meetings for the steps in our matriculation process. These 'one-stop-shop' events allow them to attend one day and complete all of their enrollment steps and with the instruction and assistance they need. These events are usually energetic and welcoming for incoming students and it makes them feel they below and are supported by our wonderful staff.

Map Request to College Goals and Strategic Initiatives

Which of Cañada College's Goals does this resource request support?
Student Access and/or Success and/or Completion
Equity-Minded and Antiracist College Culture
Community Connections
Accessible Infrastructure and Innovation

Which of Cañada College's Strategic Initiatives does this resource request support?
Make registration easier
Connect students to the academic program(s) and classes they need
Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete
Create and sustain an inclusive and/or antiracist and/or equity-minded campus culture
Better share what Cañada offers
Help meet the basic needs of Cañada students and other community members
Ensure the physical campus is accessible
Provide adequate access to technology
Manage resources effectively

Non-Personnel Item (2026 - 2027)

Non-Personnel Item (2026 - 2027)

Requested Year
2026 - 2027

Program Requesting Resources
Increased Budget for Campus Ambassador Salaries - $50,000.00

Item Requested
$50,000.00

Item Description
$50,000.00 increase in budget for Campus Ambassador Salaries

Outreach - Resource Request

Program Goals this Request Supports
To strengthen community outreach, expand enrollment pathways in NFO, BH, and EPA, and deliver impactful, equitable guidance to underrepresented K-12 students.

Status
New Request - Active

Type of Resource
Non-Instructional Expenses (over $5,000) e.g., equipment

Cost
50,000

One-Time or Recurring Cost?
Recurring Cost

Critical Question: How does this resource request support closing the equity gaps as identified in the current SEAP plan?
The Cañada College Student Ambassador Program is a dynamic initiative that empowers students to serve as campus representatives and community liaisons. Ambassadors play a crucial role in promoting the college's mission and values by providing tours, assisting with recruitment and outreach events, and offering valuable insights to prospective students. Through their involvement, ambassadors develop leadership skills, enhance their communication abilities, and gain a deeper understanding of the college's diverse academic programs and support services. By fostering a welcoming and inclusive campus environment, they contribute to the overall success of students at Cañada College and to losing the equity gap. The need for Student Ambassadors has increased with the addition of a College Recruiter and the resulting growth in events and partnerships. From August 1 - September 30, 2025, the outreach team participated in 40 events, compared to 55 events during the same period in 2026.

Critical Question: How does this resource request support LatinX, AANHPI, and Black and African American students?
The communities of North Fair Oaks, Belle Haven & East Palo Alto have the highest concentration of Latinx, Asian-American, African-American & Poly-Island community members. These low-income community members often need one on one assistance and/or meetings that take multiple hours in order to complete steps in our matriculation process. Our Ambassadors attend events with us such as application workshops and provide assistance with this.

Map Request to College Goals and Strategic Initiatives

Which of Cañada College’s Goals does this resource request support?
Community Connections
Accessible Infrastructure and Innovation
Equity-Minded and Antiracist College Culture

Which of Cañada College’s Strategic Initiatives does this resource request support?
Make registration easier
Connect students to the academic program(s) and classes they need
Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete
Create and sustain an inclusive and/or antiracist and/or equity-minded campus culture
Better share what Cañada offers
Strengthen K-16 pathways and transfer
Be the best college choice for local high school students
Help students explore and find employment in fields of their choice