

SANTIAGO CANYON COLLEGE
STUDENT SERVICES

PROGRAM REVIEW

2009-2012

OUTREACH DEPARTMENT

SIGNATURE PAGE
SANTIAGO CANYON COLLEGE PROGRAM REVIEW
OUTREACH DEPARTMENT

Signature of Program Leader

Date

Printed Name/Title

Date

Signature of Vice President of Student Services

Date

Printed Name

EXECUTIVE SUMMARY

Briefly describe and explain what is working well in your department.

The High School and Community Outreach Program at Santiago Canyon College (SCC) fosters and supports collaborations between the local high schools and SCC in an effort to recruit and enroll students. All of this collaboration is done in conjunction with other SCC student support services.

Early Decision/Early Welcome program:

The **Early Decision/Early Welcome program** is Outreach's primary vehicle for engaging new students. Outreach offers this program to the graduating seniors in the local high schools in order to increase the base enrollment of full time students at SCC. This program was also designed to assist high school seniors with college readiness by hosting workshops on college applications, providing placement testing for English and Math, and registering these students for the upcoming fall semester. In addition to the student orientations, parents are also presented with an agenda rich with support knowledge to assist their sons and daughters through the educational process. Throughout the years we have seen freshmen enrollment go up as a direct result of this program's success. This year (2011-2012) enrollment increased by 16%.

The Outreach Program continually offers opportunities for high school students, parents, and current SCC students to obtain information in regards to relevant issues concerning higher education.

AB 540 Task Force:

Outreach supports the **AB 540 Task Force**. This year the Task Force hosted the first ever "Noche de Padres," Parent Night at SCC. Over 80 participants took part in an information workshop to learn about the AB 540 law, the California Dream Act, and issues facing current undocumented students. The families were given resources on financial resources, scholarships, student clubs, and counseling information. AB 540 students at SCC were also taken on various campus tours and attended several off-campus AB 540 conferences with their advisor, one of the outreach specialists. The Outreach Specialist also serves on the task force which is made up of faculty and other student support services staff. The AB 540 Task Force grants 10 scholarships each year to incoming freshman. These recipients must meet with the Outreach Specialist at least once a semester to ensure academic progress which promotes retention efforts.

Discover SCC:

Discover SCC is another program that is overseen by the Outreach department. Discover SCC is a collaborative effort with SCC's Student Life & Leadership, faculty, and staff. Each year over 300 new and registered ED /EW students are invited to learn about our programs/services, and get a tour of the campus. Faculty and staff are on hand to answer any questions new students may have. This is a day where students meet new students like themselves; it provides a smoother transition for students from high school to college.

This year there were 533 students signed up to attend the orientation/workshop in comparison to last year's 300 participants. Some of the students who participated in Discover SCC continued on to leadership positions within student government and other student clubs.

Discover SCC O-Leaders:

Each year, an Outreach Specialist and the Student Life & Leadership Student Services Coordinator interview current SCC students for a position as an SCC Orientation Leader. These leaders must show great knowledge and dedication to SCC. They are given an extensive 3 day leadership training, which is designed by the outreach specialist and student services coordinator. The students are then trained on how to be efficient and effective leaders on campus. The O-Leaders are responsible for leading the student tour groups during Discover SCC. These students are compensated for their time. This year, over 42 students were interviewed, and 20 were selected.

Tours:

Outreach Specialists collaborate and work with other student support services to offer campus tours year round.

Committees:

The Outreach team made up of 2 staff, serve on several committees.

Eva Juarez serves on the AB 540 Task Force committee, and CSUF GEAR UP, as well as serving as the Co-Advisor to the United Students for Equal Education (USEE) Student Club, Early Decision/Early Welcome Committee, and Commencement Committee.

Eduardo Cervantes, serves on the District Facilities Committee, SCC Facilities Committee, Commencement committee, and chairs the Early Decision/Early Welcome Committee.

Briefly describe and explain what is not working well or needs attention in your department.

Staffing:

The Outreach Department has seen much change within the recent years. This department was once a bustling center that provided extensive outreach to the local high schools and surrounding communities. The department is currently limited in what can be accomplished due to the shortage of outreach staff. Staffing issues have been somewhat remedied by the use of California State University internships and student workers.

Drop due to non-payment:

Loss of registered ED/EW students due to lack of payment has been another concern of Outreach and Admissions. Once the students register through ED/EW, the students are given one month to pay for their classes. There are always a substantial number of students who do not follow through with the payment of enrollment fees. This requires a tremendous amount of communication and contact by Outreach staff in an effort to keep these students enrolled for the Fall Semester.

List and briefly explain the plans your department has in the areas of facilities, technology, and personnel in the next 3 years. Please provide an expected date for each item.

Facilities:

It is essential that Outreach continue to have enough space to operate. The current accommodations work well with the day to day operations. The Outreach office is located in an area which is easily accessed by students. The Outreach offices present a comfortable and positive environment where students feel safe to come and ask questions of the staff.

Technology:

Outreach staff has been given effective tools of technology to communicate effectively with the community, current SCC students, and incoming students. The one area which is lacking is a budget for marketing and advertising. Due to recent monetary constraints, there are no SCC brochures and handouts. Currently, Outreach staff members create flyers and print them on colored paper to save money. It is hoped that Outreach can one day provide students with one polished brochure that has online links to the Outreach website. It is also a goal to utilize current technology like the IPAD to demonstrate the programs, services, and beauty of SCC.

Personnel:

It is essential for SCC to have additional full time outreach staff. In collaborations with community partners, high school administrators, personnel and teachers, Outreach staff members learn about the next new set of students. Outreach staff are the first people new students will meet! It is vital that if, and when financial resources become available, more outreach staff be hired. Outreach needs to expand the service area, especially since there is an influx of students registering from non-feeder schools.

Because outreach staff is limited to two people, it is essential that outreach staff members collaborate with other staff members on-campus and off-campus.

Summarize any other findings from your program review and planning process that you would like to share with the college community.

The High School & Community Outreach Department personnel will continue to enhance its recruitment efforts and focus on non-feeder schools. Staff will continue to increase the application pool, and assist students to follow through with the required payment procedures.

PROGRAM DESCRIPTION

VISION

Our vision is to facilitate and establish the communication and distribution of information about SCC programs and services to the SCC service area; including K-12 and community agencies.

MISSION

Our mission is to recruit and prepare a diverse student population to participate in the matriculation process, provide critical information on SCC programs and to act as the liaison to the SCC service area (in order to promote growth and learning via outreach efforts that include presentations, information tables, events, and orientations.)

OVERVIEW OF FUNCTIONS

The functions of the Outreach department are to:

- Recruit high school seniors and have them participate in one of our priority registration programs (Early Decision or Early Welcome).
- Educate the diverse SCC community about SCC's programs and services by attending K-12 educational fairs, presentations and/or hosting K-12 tours at SCC.

2009/10	2010/11	2011/12
<ul style="list-style-type: none"> • ELAC: Parent University • Jr Leadership Orange • Middle School Conference • OUSD DELAC SCC info session • OUSD ROP fair • OUSD adult education higher ed presentation • Juvenile Hall higher ed presentation • Juvenile Drug Court group SCC tour • Savanna HS SCC tour • OC dept. of education tour • McPherson MS career day • McCarthur MS career day • Yorba Linda MS CTE project • Orange Chamber of Commerce SCC presentation • Pacific Coast HS SCC presentation • Orange Lutheran parent presentation • Brea-Olinda HS SCC 	<ul style="list-style-type: none"> • La Entrada HS SCC presentation • THINK together higher ed presentation • Brea Olinda HS SCC presentation • Pacific Coast HS SCC presentation • Trabuco Hills HS SCC presentation • Villa Park HS SCC presentation • Villa Park HS ELAC presentation • Orangewood SCC info table • Brea Olinda SCC tour • Hillview HS SCC tour • Hillview HS college/career fair • Anaheim UHSD college fair • Orange USD college fair • Esperanza HS college fair • Yorba Linda HS college fair • Santiago HS college fair 	<ul style="list-style-type: none"> • PATH by OC Dept. of Ed SCC info table • OUSD CAPP presentation to parents • Anaheim HS SCC presentation • VPHS SCC presentation • Villa Park HS ELAC presentation • El Modena HS ELAC presentation • Valencia HS SCC presentation • Pacific Coast HS SCC presentation • Loara HS higher ed presentation • Santiago HS parent night • Orangewood SCC info table • Hewes MS SCC tour • Brea Olinda SCC tour • Valencia HS ELD SCC tour • Hillview HS SCC tour • Trabuco Hills class SCC tour

<ul style="list-style-type: none"> presentation Anaheim HS college fair Anaheim UHSD college fair Orange USD college fair Esperanza HS college fair Santiago HS college fair El Toro HS college fair Laguna Hills HS college fair Sonora HS college fair Woodbridge HS college fair Canyon HS college fair Irvine HS college fair Saddleback Valley USD college fair Segerstrom HS college fair Katella HS SCC info table Northwood college fair Loara HS college fair Cypress HS college/career fair Tustin USD college fair 	<ul style="list-style-type: none"> El Toro HS college fair Segerstrom college fair Canyon HS college fair OCHS of Arts college fair Stanton HS college fair UCI College fair North OCCCD college fair 	<ul style="list-style-type: none"> Esperanza HS college fair Anaheim UHSD college fair Santa Ana USD college fair Access college fair OUSD college fair Yorba Linda HS college fair Brea Olinda college fair Canyon HS college fair Tustin USD college fair Hillview HS college/career fair Mater Dei HS college fair Savanna HS college fair El Toro HS college fair La Habra goes to college fair OCHS of Arts college fair Northwood HS college fair La Vista HS college fair Lincoln Elementary school family college night Tustin HS career fair
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- Provide assistance to other students services programs on campus to better serve SCC students and the community (e.g. Commencement, Financial Aid Awareness Day, EOPS summer picnic and Community Science Night)

Summary of Outreach activities

2009/10	2010/11	2011/12
<ul style="list-style-type: none"> • Early Decision/Early Welcome Program • Discover SCC • High School Counselor Breakfast • Dream Scholars Program • High school college fairs and presentations • Welcome Table at start of the semester • Assistance to SCC Student Services <ul style="list-style-type: none"> ○ Commencement ○ Cash for College ○ Community Science Night ○ EOPS summer picnic ○ Financial Aid Awareness Day • USEE club advisor 	<ul style="list-style-type: none"> • Early Decision/Early Welcome Program • Discover SCC • High School Counselor Breakfast • Dream Scholars Program • High school college fairs and presentations • Welcome Table at start of the semester • Assistance to SCC Student Services <ul style="list-style-type: none"> ○ Commencement ○ Cash for College ○ Community Science Night ○ EOPS summer picnic ○ Financial Aid Awareness Day • USEE club advisor 	<ul style="list-style-type: none"> • Early Decision/Early Welcome Program • Discover SCC • High School Counselor Breakfast • Dream Scholars Program • High school college fairs and presentations • Welcome Table at start of the semester • Assistance to SCC Student Services <ul style="list-style-type: none"> ○ Commencement ○ Cash for College ○ Community Science Night ○ EOPS summer picnic ○ Financial Aid Awareness Day • USEE club advisor

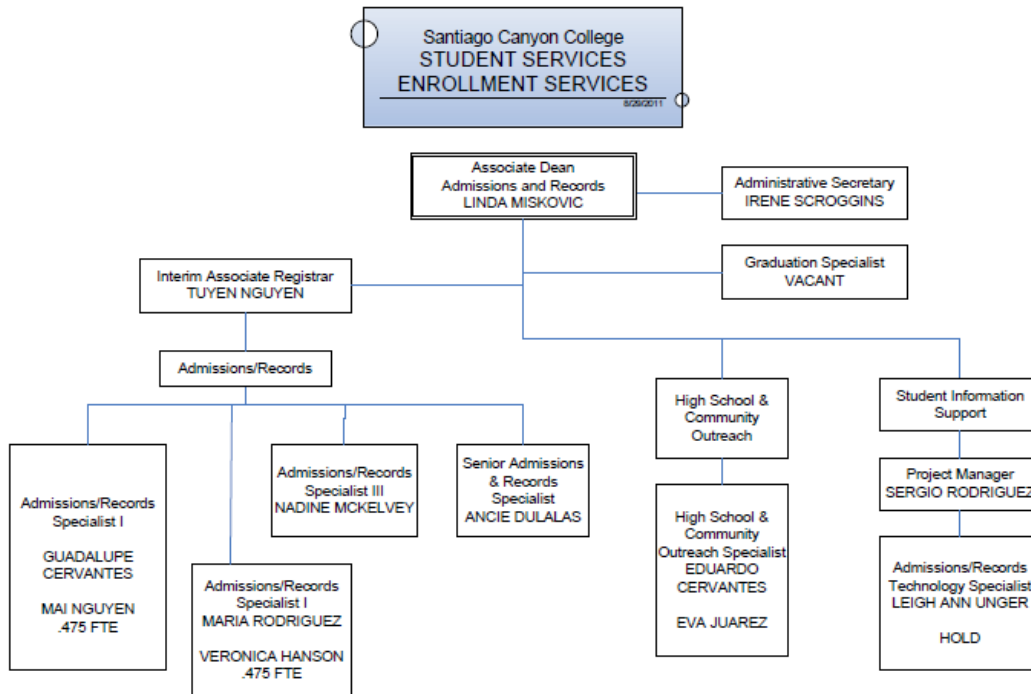
<ul style="list-style-type: none"> • Serve on SCC Committees • Maintain Outreach Website • Prepare department Program Review, SLO and DDP 	<ul style="list-style-type: none"> • Serve on SCC Committees • Maintain Outreach Website • Prepare department Program Review, SLO and DDP 	<ul style="list-style-type: none"> • CSUF partnership • Serve on SCC Committees • Maintain Outreach Website • Prepare department Program Review, SLO and DDP
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FUNDING SOURCES STATEMENT

Funding for the High School and Community Outreach is provided by the SCC Dean of Counseling using matriculation funds.

Two full-time high school & community outreach specialists are funded through the General Fund.

ORGANIZATIONAL CHART



SUMMARY OF PROGRESS

Key accomplishments

Previous Program Review Department Goals	2009/10	2010/11	2011/12
<p>Expand the SCC Early Decision (ED) & Early Welcome (EW) Program</p>	<p>ED program was limited to OUSD high schools and therefore a new priority registration program was developed to accommodate high schools outside of OUSD. The new program is called Early Welcome (EW).</p> <p>Start accepting online applications for some ED students and for all EW students.</p> <p>All ED students registered in-person.</p> <p>All EW students registered online during 1 day in May.</p> <p>Provide parent orientations during student orientations.</p>	<p>In 2010-2011 registration through the ED & EW program rose by 16%.</p> <p>In 2011 SCC was able to fund one bus for 50 Orange HS students, so that they could come to SCC and register during their ED date.</p> <p>All ED & EW students had to complete online applications; no more paper application. Started to accept online applications on 2/21/2011.</p> <p>All ED students registered in-person.</p> <p>Most EW students registered online during 2 days in May.</p> <p>Provide parent orientations during student orientations.</p>	<p>In 2011-2012 registration through the ED & EW program rose by 18%</p> <p>The department was able to fund one bus for 50 Orange HS students, so that they could come to SCC and register during their ED date.</p> <p>Starting accepting Fall 2012 applications on 12/1/2011; earlier than before.</p> <p>Were able to offer in-person registration to 3 EW high schools.</p> <p>Most EW students registered online during 2 days in May.</p> <p>During all the in-person registration dates, STEM students were able to register online instead of over the counter.</p> <p>Provide parent orientations during student orientations.</p>
<p>Expand Recruitment area and Participation</p>	<p>The ED/EW programs received student applications from 93 different high schools. We had 621 students apply online.</p> <p>The ED/EW programs had 904 students take the math and English placement tests.</p>	<p>The ED/EW programs received student applications from 100 different high schools. We had 1366 students apply online.</p> <p>The ED/EW programs had 1009 students take the math and English placement tests.</p>	<p>The ED/EW programs received student applications from 150 different high schools. We had 1894 students apply online.</p> <p>The ED/EW programs had 1158 students take the math and English placement tests.</p>

	<p>The ED/EW programs registered 753 students.</p> <p>The largest ethnic group to register during ED/EW was Hispanic, 47%.</p> <p>59% of all the ED/EW students who took an SCC English placement test scored into English 101.</p>	<p>The ED/EW programs registered 895 students.</p> <p>The largest ethnic group to register during ED/EW was Hispanic, 46%.</p> <p>54% of all the ED/EW students who took an SCC English placement test scored into English 101.</p> <p>Early Assessment Program (EAP) passing scores were accepted as an alternative to the SCC placement test.</p> <p>In 2011, Outreach partnered with Orange high school to create Friday's at Orange. This program provided an SCC Outreach staff member to OHS students. In 2011, 182 direct student contacts were made.</p>	<p>The ED/EW programs registered 1087 students.</p> <p>The largest ethnic group to register during ED/EW was Hispanic, 51%.</p> <p>62% of all the ED/EW students who took an SCC English placement test scored into English 101.</p> <p>113 Early Assessment Program (EAP) were accepted and students were placed in English 101 and math 105 or higher.</p> <p>We were able to re-establish the connection with CSUF and work with their GEAR UP program.</p>
Staffing and Office Space	<p>In August 2010, the Outreach staff was reduced to 1 Full-time employee due to staff resignation.</p>	<p>In January 2011, the Outreach department was able to hire a second Full Time Employee.</p> <p>From January to June of 2011, Outreach had a non-paid graduate intern to help out with Student Learning Outcomes (SLO) as well as with the ED & EW Process.</p> <p>From January to May of 2011, Outreach had a non-paid student volunteer who aided in the EW & ED Process. The volunteer was there to alleviate Outreach with the abundance of calls and messages, as well as schedule placement testing and EW & ED registration dates.</p>	<p>The Outreach department was able to hire a student worker during the 2012 Spring semester.</p> <p>The Outreach department was also able to house a CSUF volunteer for the Spring 2012 semester.</p>
Technology &	All EW and some ED	All ED & EW students	All ED & EW students

<p>Communication Tools</p>	<p>students submitted their application online.</p> <p>Outreach began developing ideas with regards to better communicate with high school students and personnel e.g. develop a newsletter.</p>	<p>submitted their fall application on-line.</p> <p>The communication tool to keep high school students and staff informed was mostly through the use of e-mail.</p> <p>In 2011, Outreach created and emailed several E-Newsletters. The Newsletters were emailed to ED & EW students and to all the contacts of our ED & EW high schools. The newsletters serve as an information tool between SCC, the high schools and the students.</p> <p>A new laptop was acquired to use during high school presentations.</p>	<p>submitted their fall application on-line.</p> <p>The outreach department communicated with perspective ED/EW students via email. Students were emailed their placement test times, parking passes, orientation dates, registration dates and fees due.</p> <p>Outreach continued using E-Newsletters to inform perspective students and high school personnel of the “current happenings” at SCC.</p>
<p>Collaborative efforts with other SCC Programs and Student Services Departments</p>	<p>The AB 540 Task Force was created to help support the needs of our AB 540 students. The Task force consists of faculty, and staff members, as well as 2 student representatives. The Outreach staff member helps oversee the Dream Scholar Scholarship recipients, and serves as the United Students for Equal Education student club advisor.</p> <p>Discover SCC Orientation leaders became known SCC Student Ambassadors. These Student Ambassadors helped the Outreach department with on-campus tours and the “Welcome</p>	<p>The AB 540 Task Force provided workshops to AB540 students and their parents regarding private scholarships and the SCC matriculation process. An AB540 brochure was created. Outreach staff member oversees the 10 Dream Scholars and meets with them on a consistent basis to help with retention efforts.</p> <p>In 2011, Outreach partnered with Student Life and Leadership to put on the annual Orientation Leader (O-Leader) Training, where 20 students were given 3 day training on how to be an</p>	<p>The AB 540 Task Force</p> <ul style="list-style-type: none"> • Raised money and established a \$1000 Perpetual Dream Scholar Scholarship. • Established a food closet called “Brain Food for Scholars.” • Hosted an Inaugural “Noche de Padres” event. • Took students to the CA Dream Network retreat at Cal Poly Pomona. • Took several AB 540 students to the 5th Annual Immigrant Youth Empowerment Conference at UCLA <p>Outreached continued their partnership with SCC Student Life and Leadership department to recruit and prepare O-leaders for the annual Discover SCC event.</p>

	<p>Table”</p> <p>In 2010, past O-Leaders continued to assist outreach; conducting SCC tours, manning the Welcome Table.</p> <p>Outreach helped current SCC students participate in the annual Financial Aid Awareness day.</p> <p>Outreach volunteered to help during the annual SCC commencement ceremony.</p>	<p>effective leader on campus. The O-Leaders were then on hand to assist with Discover SCC, an annual event hosted by the Life & Leadership office and Outreach to orient incoming freshman about college life.</p> <p>The United Students for Equal Education (USEE) Student Club was re-established. An outreach staff member was set as the club advisor, to work with over 30 students.</p> <p>In 2011, past O-Leaders continued to assist outreach, especially during our two campus tours to both Brea-Olinda HS and Hillview HS student groups, here at SCC.</p> <p>Outreach helped current SCC students participate in the annual Financial Aid Awareness day.</p> <p>Outreach helped coordinate the classified staff volunteers during the annual SCC commencement ceremony.</p>	<p>The USEE student club helped raise money through various on-campus food and clothing sales; participated in campus events like “Dia de los Muertos,” Cesar Chavez Day & “Noche de Padres”</p> <p>In 2012, past O-Leaders continued to assist outreach, especially during SCC campus tours.</p> <p>Outreach helped current SCC students participate in the annual Financial Aid Awareness day.</p> <p>Outreach helped coordinate the classified staff volunteers during the annual SCC commencement ceremony.</p>
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Challenges

	2009/2010	2010/2011	2011/2012
Departmental	<ul style="list-style-type: none"> • Funding • Staff • Outdated desktop computers • Outdated laptop • Outdated office printer 	<ul style="list-style-type: none"> • Funding • Staff • Outdated desktop computers 	<ul style="list-style-type: none"> • Funding • Staff • Outdated desktop computers
Recruiting	<ul style="list-style-type: none"> • Promotional items • Brochures • Providing EW schools with SCC EW program presentations 	<ul style="list-style-type: none"> • Promotional items • Brochures 	<ul style="list-style-type: none"> • Promotional items • Brochures

DATA ANALYSIS SECTION

SLO DATA

2009/10 SLO:

Students will be able to demonstrate the ability to successfully use a mathematics chart with sample questions and a verbal presentation to determine the appropriate level for mathematics placement testing.

Data

Table 5

	# of students who attended an application workshop & then took a placement test	# of students who had to go through a math re-test	% of students who had to re-test
ED	419	61	15%

Data Description: Table 5 shows the amount of ED who attended an SCC application workshop at their high school and therefore received a math packet. The math packet contained information on how to take the appropriate SCC math level during the SCC placement test. This table also indicated the amount of ED students who needed to re-test in math because they did not score high enough to be placed in a math course.

Table 6

	# of students who took the placement test at SCC and therefore did not go through an application workshop	# of students who had to go through a math re-test	% of students who had to re-test
EW	303	25	8%

Data Description: Table 6 shows the amount of EW students who took their math placement test at SCC and therefore did not receive a math packet. This table also shows the amount and the percentage of these EW students who needed to re-test in math.

Findings: Table 6 shows that 15% of the students from the **Early Decision Program** had to retest in math. This table also shows that 8% of the students in the **Early Welcome Program** had to retest in math. We expected to see a decrease in the number of retests for the ED students due to the fact that they were provided with a math decision chart and a math placement presentation. The EW students did not receive a math decision chart and therefore we thought that more EW students would have to retest. **Early Welcome** students, however, demonstrated the ability to successfully use a mathematics chart with sample questions, without a presentation, in order to determine their appropriate mathematics level, which proves that the mathematics decision chart used is effective and does not need to be changed. Overall, the fact that 85% of the ED students and 92% of the EW students DID NOT have to take a math retest, also indicates that the majority of the

ED & EW students are taking the appropriate math level placement test at SCC.

2010/11 SLO:

As a result of the Outreach staff giving OUSD high school students a math packet during onsite OUSD high school presentations, these students will be better able to choose the correct math level test prior to Early Decision registration.

Data:

Table 7

	Total # of students tested	Total # of re-tests	% of students who needed to retest
ED (OUSD)	589	64	11%
EW (Non-OUSD)	420	45	11%

Data Description: Table 7 shows the number and the percentage of ED & EW students who need to re-take their SCC math test because they did not pass their original math level test. The numbers of re-tests are compared to the number of students who took a math placement test at SCC.

Findings: Table 7 shows that the percentage of students who had to retest was the same (11%) for both the ED & EW programs. We expected to see a decrease in the number of retests for the ED students due to the fact that they were provided with a math sample packet. The EW students did not receive a math sample packet and therefore we thought that more EW students would have to retest. Overall, the fact that 89% of the students DID NOT have to take a math retest, also indicates that the majority of the ED & EW students are taking the appropriate math level placement test at SCC.

Priority Registration Programs (Early Decision & Early Welcome)

Applications

Table 1

Programs	Years		
	2009/2010	2010/2011	2011/2012
Early Decision (ED)	706	678	652
Early Welcome (EW)	474	688	1242
Total	1180	1366	1894

Data Description: Table 1 shows the amount of SCC applications received from high school students who wanted to participate in SCC's priority

registration programs. The Early Decision (ED) program is designated to high schools seniors within the Orange Unified School District (OUSD). The Early Welcome (EW) program is designated to all high school seniors outside of the OUSD. 2009/2010 was the first year we had the EW program. In 2009/10 ED students who attended the SCC workshops were required to fill out and turn in a paper application. In 2010/11 ED students who attended the application workshops were given information on how to fill out an online application, which they had complete online at home. In 2011/12 any high school senior who wanted to attend SCC started applying for the fall 2012 semester in December of 2011.

Findings: Table 1 indicates that there has been a significant increase in the total number of applicants to the priority registration programs. The increase in applicants goes to show that the outreach efforts, regarding priority registration, to the high schools has been effective. For our ED program we had a decrease in applications from 2009/10 to 2010/11 due to the fact that students could no longer fill out paper applications in 2010/11. Students within the ED program had to complete online applications during 2010/11, a procedural change that students and high school staff were not accustomed to. 2011/12 saw a significant increase in the amount of EW students applying to SCC and a slight decrease in ED applications.

Recommendations: During the 2009/10 the outreach staff was reduced from 5 staff members to 2 staff members. The HS & Community Outreach department currently has 2 full-time employees. In order to continue processing the increase in applicants, we recommend that we continue to hire part-time student assistants, SCC student workers and/or university interns. Another recommendation is we start accepting online applications much earlier, such as December instead of February. By doing this we will give the high school students more time to apply for the upcoming ED/EW program. The data shows that when we start accepting application in December, we will receive more applicants which will lead to more high school seniors registering at SCC for the fall semester.

Placement Tests

Table 2

Programs	Years		
	2009/10	2010/11	2011/12
Early Decision (ED)	584	589	532
Early Welcome (EW)	320	420	626
Total	904	1009	1158

Data Description: Table 2 shows the amount of students who tested through SCC's ED and EW programs. All the ED placement tests, except Richland HS, take place at the high school between 8-12pm. All the placement tests at SCC take place during the week starting at 3:30pm.

Findings: This table also shows that since 2009/10 there has been an increase in the total number of students taking their math and English placement tests at SCC. The data also show that the most significant increase came from students in the EW program.

Recommendations: To increase the amount of students taking placement tests it is recommended that we offer more placement tests and that they start in the month of February not March. By increasing the number of students tested, it's expected that the number of students who register will also increase. A bigger testing room should be reserved for the last 4 placement test, since that is when students are finally signing up for tests.

Orientations

Table 3

Programs	Years		
	2009/10	2010/11	2011/12
Early Decision (ED)	492	501	475
Early Welcome (EW)	291	426	651
Total	783	927	1126

Data Description: Table 3 shows the amount of students who attended SCC's ED and EW orientations. For ED students these orientations took place at SCC on the day of in-person registration at 1:45pm. For EW students these orientations took place at SCC at 9am on a Friday in April and May.

Findings: Table 3 shows that there was an overall increase in the total amount of students who attended the SCC counseling orientations.

Recommendations: Continue offering group orientations (180 students max) to the EW students utilizing big lecture rooms like SC-105.

Registration

Table 4

Programs	Years		
	2009/10	2010/11	2011/12
Early Decision (ED)	492	501	475
Early Welcome (EW)	261	394	612
Total	753	895	1087

Data Description: Table 4 shows the amount of students who registered through SCC's ED & EW programs. Registration for the ED students took place at SCC in-person during the first two weeks of May. The Registration for the EW students took place on-line during the third week of May.

Findings: Table 4 shows that there was an overall increase in the total amount of students who registered. One reason for the increase in the EW

program was that in 2010/11 & 2011/12 the EW students were given 2 days to register online for their classes instead of the 1 day (in 2009/10).

Recommendations: One recommendation is that ED students register online during their orientation sessions. In 2011/12 a classroom of STEM ED students were allowed to register online and we recommend that more ED students register online on their day of orientation.

High School Counselor Breakfast

December 2, 2011

High School Counselor Breakfast Evaluation Form

Please rate each of the following presentations: n=41

Presentation Topic	Excellent	Good	Fair	Poor
SB 1440- Guaranteed Transfer Programs (Presenter-Leonor Aguilera)	27	6	7	1
Transfer: TAG, TAP, HONORS to HONORS (UCI) (Presenter-Robert Waldren)	35	3	3	0
Honors Program (Presenter-Ruth Babeshoff)	32	9	0	0
Career Technical Education (Presenter-Connie Wilson & Rudy Carrion)	13	7	17	4
Science Technology Engineering Mathematics (STEM) (Presenter-Jennifer Coto)	31	9	1	0
Early Decision & Early Welcome Programs (Presenter-Eduardo Cervantes)	38	3	0	0
CAP Program & Non-Resident students (Presenter-Linda Miskovic)	34	7	0	0
Breakout Discussion	19	22	0	0
<i>Overall Program Content</i>	30	11	0	0

December 3, 2010

High School Counselor Breakfast Evaluation Form

Please rate each of the following presentations: n=33

Presentation Topic	Excellent	Good	Fair	Poor
AP, CLEP & IB Credit (Presenter-Leonor Aguilera)	25	4	3	0
Transfer Requirements & Agreements (Presenter-Robert Waldren)	33	0	0	0
Educational Planning (Presenter-Dr. Barry Resnick)	31	2	0	0
College Placement Tests (Presenter-Ruth Babeshoff)	27	5	1	0
Promoting Math at the High Schools (Presenter-Anne Hauscarriague)	32	0	0	0
CAP Program, AB 540 and FERPA (Presenters-Denise Pennock & Linda Miskovic)	27	5	0	0

Honors Program <i>Presenter- Sharon Wright</i>	22	7	2	0
Early Decision & Early Welcome Programs <i>(Presenter-Eduardo Cervantes)</i>	29	2	0	0
<i>Overall Program Content</i>	27	1	0	0

March 5, 2010

High School Counselor Breakfast Evaluation Form

Please rate each of the following presentations: n=12

Presentation Topic	Excellent	Good	Fair	Poor
Transfer Requirements, Agreements & Honors <i>(Presenter-Robert Waldren)</i>	12	0	0	0
College Placement Test, Educational Plans & Advanced Placement Credit <i>(Presenter-Jennifer Coto)</i>	12	0	0	0
What do you want to be? Educational Counseling Resource <i>(Presenter-Ruth Babeshoff)</i>	12	0	0	0
Athletics <i>(Presenter-Martin Stringer)</i>	10	2	0	0
Early Decision & Early Welcome Programs <i>(Presenter-Eduardo Cervantes)</i>	12	0	0	0
Residency Information on California AB540 <i>(Presenter-Patricia Godinez)</i>	11	0	0	0
CAP Program and FERPA <i>(Presenters-Denise Pennock & Linda Miskovic)</i>	11	0	0	0
<i>Overall Program Content</i>	11	0	0	0

Discover SCC

August 16-18, 2011

2011 Discover SCC: Program Evaluation

Number of evaluations = 266	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. I feel more familiar with Santiago Canyon College and its programs and services.	133	122	11		
2. I now know more information about the campus.	139	122	5		
3. I now know where to go when I have questions and/or need assistance.	123	123	19	1	
4. I enjoyed the interaction with other new students and the orientation leaders.	107	118	40	1	
5. I feel that I made a connection with other new students and orientation leaders.	77	108	75	6	
6. I understand the importance of utilizing Counseling resources (i.e. Transfer Center, Career Services, etc.)	164	94	7	1	
7. I feel more comfortable about deadline dates and adding/dropping classes.	144	103	19		
8. My orientation leader(s) was/were helpful in answering my questions.	154	102	10		
9. I feel more confident about starting college at SCC.	145	104	17		

10. The check-in process was smooth and I felt welcomed.	112	110	37	1	
11. The morning group activity (ice breakers) helped me feel more comfortable.	94	107	54	11	
12. The workshops provided useful information.	137	112	16	1	
13. The tour gave me more confidence about coming here in the fall.	139	115	12		
14. I'm glad that I attended Discover SCC.	166	85	13	2	

August 17-19, 2010
2010 Discover SCC: Program Evaluation

Number of evaluations = 177	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. I feel more familiar with Santiago Canyon College and its programs and services.	89	81	6		
2. I now know more information about the campus	94	81	2		
3. I now know where to go when I have questions and/or need assistance	82	79	13		
4. I enjoyed the interaction with other new students and the orientation leaders.	79	78	24	2	
5. I feel that I made a connection with other new students and orientation leaders.	53	77	45	2	
6. I understand the importance of utilizing Counseling resources (i.e. Transfer Center, Career Services, etc.)	104	64	7	1	
7. I feel more comfortable about deadline dates and adding/dropping classes.	71	90	16		
8. My orientation leader(s) was/were helpful in answering my questions.	111	59	7	1	
9. I feel more confident about starting college at SCC.	89	77	11		
10. The information I received about this program was easy to understand.	83	82	12		
11. The check-in process was smooth and I felt welcomed	88	77	12		
12. The morning group activity (ice breakers) helped me feel more comfortable	54	70	47	2	1
13. The workshops provided useful information.	87	84	6		
14. The tour gave me more confidence about coming here in the fall.	89	77	9		
15. I'm glad that I attended Discover SCC.	99	66	12		

FUTURE DIRECTION & ANTICIPATED CHALLENGES

We hope to continue providing our community and high schools the information they need to attend SCC. For our ED and EW priority registration programs we will continue to work closely with the high school counselors and provide the necessary information via email, newsletters, presentations, workshops and college fairs to better inform their students of SCC's programs and services. We also will continue using electronic media such as email, E-Newsletters and facebook to communicate with perspective students, high school personnel and other community organizations. We hope that in the future, all the ED/EW priority registration will take place online instead of in-person.

One of the challenges that we will continue to face will be regarding funding. This past year we were able to hire a part-time student assistant to help with the ED & EW programs and she played a critical role in being able to accommodate a large influx of students to these programs. Our challenge will be in trying to secure funds for a future student assistant that can help during the spring semester (when we have the ED/EW programs take place). Another funding challenge will be with regards to recruiting tools. In order to promote SCC and its programs, we need to purchase promotional items (i.e. pens, pencils, flyers) that we can take to high school college fairs and community events.

Appendix A

Your department should consider the RSCCD Board Goals when it sets goals. A list of the 2012-2013 RSCCD Board goals is included as an appendix. Using the table below, indicate which Board goals your department's goals support. Explain briefly.

RSCCD Goal	Supporting Department Goals From DPP
1. Promote a learning community environment that is innovative, student-centered, and celebrates student achievement.	The outreach department offers incoming high school seniors the opportunity to receive priority registration before ALL SCC continuing students.
2. Prepare students for success in their academic, career and personal life endeavors by providing access to education and services that foster student retention and program completion.	
3. Update and implement facilities master plans, maximize college and community use of facilities, and incorporate "green" efforts into facilities development and other efforts when cost-effective.	
4. Promote flexible, cost-effective educational programs and services including the use of cutting-edge technology and educational program delivery via technology.	The outreach department promotes SCC and its programs through the use of electronic newsletters, emails and the web via Facebook.
5. Pursue alternative public and private funding sources to increase the district's fiscal sustainability and to implement the district's vision and goals, and encourage the foundations and district to create plans for capital and program campaigns and alumni association development, and other resource development activities.	The outreach department utilizes University undergrads and graduate students as interns during the spring semester. The interns report to the Dean of Admissions and Records.
6. Maintain a positive, productive working environment for employees, recognizing and embracing diversity and enhancing staff development opportunities that address innovation and technology.	
7. Expand partnerships with business, labor, community groups, universities, schools, and other public and private agencies in order to enhance the district's resource development; ensure student access and success; ensure robust economic development programs; and be responsive to workforce development needs and high demand career fields.	
8. Assess the educational needs of the communities we serve, and enhance awareness of the district and it's through outreach and advocacy among community constituencies and to local, state, and national leaders.	The outreach department conducts various high school presentations to promote SCC and higher education throughout Orange County.

How does the department evaluate progress toward the program's goals and objectives?
This task is accomplished by having department meeting with the Dean of Admissions.

How does this evaluation inform the creation and updating of goals and objectives?
This evaluation allows our department to see what aspects we need improvement in so that we can better serve our students and our surrounding community.

Appendix B

<p>DEPARTMENT PLANNING PORTFOLIO DEPARTMENT: High School and Community Outreach DIVISION: Student Services ACADEMIC YEAR: 2011-12</p>				
<p>Department's Vision: Our vision is to facilitate and establish the communication and distribution of information about SCC programs and services to the SCC service area; including K-12 and community agencies.</p> <p>Department's Mission: Our mission is to recruit and prepare a diverse student population to participate in the matriculation process, provide critical information on SCC programs and to act as the liaison to the SCC service area (in order to promote growth and learning via outreach efforts that include presentations, information tables, events, and orientations.)</p>				
<i>Goals/Tasks/Activities</i>	<i>Who's responsible</i>	<i>Estimated timeline/completion</i>	<i>Resources needed</i>	<i>Progress</i>
Implement and coordinate outreach & recruit efforts to high school students.				
1. Coordinate the Early Decision and Early Welcome Registration Programs at SCC	cervantes_eduardo	On-going	Unspecified	Completed
2. Provide high schools with information tables during events, SCC representative visits, admissions workshops, and representation at college and career fairs	cervantes_eduardo	On-going	brochures, flyers and promotional items	In Progress
3. Provide mailings (traditional and email) to potential high school students of SCC, important dates for registration, and upcoming events	cervantes_eduardo	On-going	Unspecified	Completed
4. Provide updates and information to high school personal (i.e. counselors and career center technicians) through mailings, emails, and the Annual High School Counselor Breakfast.	cervantes_eduardo	On-going	White card stock needed for mailings. Money for catering breakfast	In Progress
5. Provide tours of SCC	cervantes_eduardo	On-going	Student Ambassadors - Student Assistant	In Progress
6. Dream Scholar Program is a program to help Early Decision AB 540 students cover part of their tuition for the freshman year at SCC.	cervantes_eduardo	On-going	Monetary vouchers	Completed
To provide retention services to SCC student body to ensure college success.				
1. Co-lead the Discover SCC Orientation Leaders program	cervantes_eduardo	On-going	Money to purchase snacks,	In Progress

			drinks and lunch for the 3 day event. \$6000 in Bookstore vouchers for Orientation leaders	
2. Provide a Welcome Table at the start of each semester to answer questions and promote programs and services at SCC	cervantes_eduardo	On-going	Unspecified	In Progress
3. Provide assistance to other student and academic programs during retention related events (i.e. EOP&S Summer Success Program)	cervantes_eduardo	On-going	Unspecified	In Progress
To provide information about SCC to the surrounding communities and service areas.				
1. Setup information tables at community events advertising SCC programs and services	cervantes_eduardo	On-going	Unspecified	Completed
2. Provide presentations, workshops, and information to any interested community programs	cervantes_eduardo	On-going	Unspecified	Completed
3. Actively pursue and provide avenues of distribution of SCC information to the surrounding communities	cervantes_eduardo	On-going	Unspecified	Completed
Be an active member of the SCC campus				
1. Serve on SCC committees	cervantes_eduardo	On-going	Unspecified	Completed

DEPARTMENT PLANNING PORTFOLIO DEPARTMENT: High School and Community Outreach DIVISION: Student Services ACADEMIC YEAR: 2010-11				
Department's Vision: Our vision is to facilitate and establish the communication and distribution of information about SCC programs and services to the SCC service area; including K-12, businesses, and community agencies.				
Department's Mission: Our mission is to recruit and prepare a diverse student population to participate in the matriculation process, provide critical information on SCC programs and to act as the liaison to the SCC service area in order to promote growth and learning via outreach efforts that include presentations, information tables, events, and orientations.				
<i>Goals/Tasks/Activities</i>	<i>Who's responsible</i>	<i>Estimated timeline/completion</i>	<i>Resources needed</i>	<i>Progress</i>
Implement and coordinate outreach & recruit efforts to high school students.				
1. Coordinate the Early Decision and Early Welcome Registration Programs at SCC	cervantes_eduardo	On-going	Unspecified	Completed

2. Provide high schools with information tables during events, SCC representative visits, admissions workshops, financial aid sessions, and representation at college and career fairs	cervantes_eduardo	On-going	Unspecified	Completed
3. Provide mailings (traditional and email) to potential high school students of SCC important dates for registration, and upcoming events	cervantes_eduardo	On-going	Unspecified	Completed
4. Provide updates and information to high school personal (i.e. counselors and career center technicians) through mailings, emails, and the Annual High School Counselor Breakfast	cervantes_eduardo	On-going	Money for catering breakfast	Completed
5. Provide tours of SCC	cervantes_eduardo	On-going	Unspecified	Completed
6. Dream Scholar Program is a program to help Early Decision AB 540 students cover part of their tuition for the freshman year at SCC.	cervantes_eduardo	On-going	Monetary vouchers	Completed
To provide retention services to SCC student body to ensure college success.				
1. Participate in the Discover SCC Orientation Leaders program	cervantes_eduardo	On-going	Unspecified	Completed
2. Provide a Welcome Table at the start of each semester to answer questions and promote programs and services at SCC	cervantes_eduardo	On-going	Unspecified	Completed
3. Provide assistance to other student and academic programs during retention related events (i.e. EOP&S Summer Success Program)	cervantes_eduardo	On-going	Unspecified	Completed
To provide information about SCC to the surrounding communities and service areas.				
1. Setup information tables at community events advertising SCC programs and services	cervantes_eduardo	On-going	Unspecified	Completed
2. Provide presentations and/or workshops to any interested libraries, businesses, and community programs	cervantes_eduardo	On-going	Unspecified	Completed
3. Actively pursue and provide avenues of distribution of SCC information to the surrounding communities	cervantes_eduardo	On-going	Unspecified	Completed

DEPARTMENT PLANNING PORTFOLIO
 DEPARTMENT: High School and Community Outreach
 DIVISION: Student Services
 ACADEMIC YEAR: 2009-2010

Department's Vision:
 Our vision is to facilitate and establish the communication and distribution of information about SCC programs and services to the SCC service area; including K-12, businesses, and community agencies.

Department's Mission:
 Our mission is to recruit and prepare a diverse student population to participate in the matriculation process, provide critical information on SCC programs and to act as the liaison to the SCC service area in order to promote growth and learning via outreach efforts that include presentations, information tables, events, and orientations.

<i>Goals/Tasks/Activities</i>	<i>Who's responsible</i>	<i>Estimated timeline/completion</i>	<i>Resources needed</i>	<i>Progress</i>
Implement and coordinate outreach & recruit efforts to high school students.				
1. Coordinate the Early Decision and Early Welcome Registration Programs at SCC	cervantes_eduardo	On-going	Unspecified	Completed
2. Actively recruit students through promotional events such as; high school college fairs/nights, Cash for College	cervantes_eduardo	On-going	Unspecified	Completed
3. Provide high schools with information tables during events, SCC representative visits, admissions workshops, financial aid sessions, and representation at college and career fairs	cervantes_eduardo	On-going	Unspecified	Completed
4. Provide mailings to potential high school students of SCC important dates for registration, and upcoming events	cervantes_eduardo	On-going	Unspecified	Completed
5. Provide updates and information to high school personal (i.e. counselors and career center technicians) through mailings, emails, and the Annual High School Counselor Breakfast	cervantes_eduardo	On-going	Unspecified	Completed
To provide retention services to SCC student body to ensure college success.				
1. Co-lead the Discover SCC Orientation Leaders program	cervantes_eduardo	On-going	Unspecified	Completed
2. Provide a Welcome Table at the start of each semester to answer questions and promote programs and services at SCC	cervantes_eduardo	On-going	Unspecified	Completed
3. Provide assistance to other student and academic programs during retention related events (i.e. EOP&S Summer Success Program)	cervantes_eduardo	On-going	Unspecified	Completed

To provide information about SCC to the surrounding communities and service areas.				
1. Drop-off and coordinate the distribution of SCC Schedules and schedule racks to local libraries, businesses and community centers within SCC's service area	cervantes_eduardo	On-going	Unspecified	Completed
2. Setup information tables at community events advertising SCC programs and services	cervantes_eduardo	On-going	Unspecified	Completed
3. Provide presentations and/or workshops to any interested libraries, businesses, and community programs	cervantes_eduardo	On-going	Unspecified	Completed
4. Actively pursue and provide avenues of distribution of SCC information to the surrounding communities	cervantes_eduardo	On-going	Unspecified	Completed