EL CAMINO COLLEGE AND
EL CAMINO COLLEGE COMPTON CENTER
STUDENT SERVICES
COMPTON CENTER OUTREACH & SCHOOL RELATIONS

Program Description

1. Describe the program emphasizing the program's objectives and how the program supports the College's mission and vision statements, strategic initiatives, and institutional learning outcomes.

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

   Outreach is responsible for staffing the Welcome Center that offers a one stop shop for prospective and current students for assistance with online applications, online and in-person orientations, and assistance with registration of classes. The Welcome Center is on campus and hosts both the in-person orientations as well as facilitates completing the online orientations. Additionally, the outreach office is responsible for hiring and training student Ambassadors to go out in the field and assist with recruitment, facilitating offsite course registration and onsite admissions at local high schools. The Outreach office also coordinates with other programs such as FYE, EOPS/CARE, YESS, SSSP (Orientation & Assessment) CTE, and Counseling to provide all steps to enrollment at our local high schools and develop pipelines of enrollment to our Compton Center special programs.

   The Outreach office uses the college's mission and vision statements as directives and expectations for Outreach personnel to adhere to while representing El Camino College Compton Center in the community.

   Primary Objectives:
1. Increase the number of students from our feeder high schools (Strategic Initiative D)
2. Improving the Outreach Ambassadors Program (Strategic Initiative C & D)
3. Linking Academic and Recruitment Programs (Increase faculty involvement in outreach activities) (Strategic Initiative C & D)

4. Strengthening Outreach Yield Programs (Strategic Initiative D)

   Strategic Initiatives
   The Office of Outreach and Relations with Schools assist the Center with accomplishing Strategic Initiatives B and C by developing partnerships on and off campus. The office workers to foster positive relationships in the community by marketing and educating stakeholders about the educational programs offered at the Center. The staff assists the Center in accomplishing the above mentioned three strategic initiatives by focusing outreach efforts to increase and sustain enrollment on campus. The outreach office strives to foster a positive learning environment and sense of collaboration by developing partnerships with district residents, community-based organizations, and local agencies. For example, the outreach team works to integrate the Center's educational programs into the community to addresses the needs of prospective students and stakeholders.

2. Describe the student population served by the program using available data.

   There is no defined student population for the Outreach office. Outreach provides services to any prospective student and or schools and organizations that request our services, provided we have the staff and resources to serve them. For 2013-2014, Outreach staff participated in more than 306 outreach events/activities.

   In addition to prospective students, Outreach also serves current and continuing students. Through our Welcome Center, the Outreach and School Relations Office assist any and all students that need assistance with their MyECC, online orientation services and MyECC registration process. The Welcome Center is the first point of contact for all new students, and is identified in the steps to Enrollment as the location to complete their first step (Apply Online), their second step (Prepare/Orientation) and their fifth step (Register for Classes). During peak registration the Welcome Center is open for extended hours to service and support both new and current/continuing students to complete the steps of enrollment. As a result, this Fall 2014, over 1,000 students walked through the Welcome Center's doors during the first week of school.

   There are four types of populations that the Outreach Office serves: Prospective students, Current Students, and Contacts/Liaisons for Schools and or Community Organizations.

   Prospective Students: This group includes all potential students the Welcome Center and/or Outreach comes in contact with whether in K-12 presentations, information booths, college fairs, career fairs, Super Saturdays/Sundays and community events.

Current Students: Via the Welcome Center and outreach staff, we also assist any all students with the first five steps of enrollment. The Welcome Center assists with New Student Orientations, computers for assessment testing preparation, referrals for counseling for educational plans and assistance with navigating MyECC and registering for classes. Additionally, Student Ambassadors are also a subset of this group. Student Ambassadors not only assist prospective and current students in facilitating the enrollment process, but are trained to be role models, leaders and student representatives of the Compton Center.

Contacts/Liaisons of Schools and/or Community Organizations: This group includes K-12 counselors, administrators and community liaisons for various organizations. The Outreach office serves to keep this group of contacts abreast of important dates, changes or other issues as it relates to El Camino College programs, services and course offerings.

Below is a snapshot of the types of offsite services offered in 2013-2014:

Outreach 2013-14 Events	Total
Info Session/Class Presentation	14
Info Table/Booth	109
Application Workshops	85
New Student Orientations	25
Assessments	23
Ed Plans	22
College Fairs	10
Campus Tours	2
Counselor Luncheons	8
Super Saturday/Sundays	4
Registration Lab	2
Other community events	2
total	**306**

3. What happens after students participate in the program's activities? If applicable, address whether students are successful in meeting their educational goals.

There are three types of students who "participate" in Outreach activities, prospective students who meet with an outreach representative, current students that seek enrollment services via the Welcome Center and Student Ambassadors employed in Outreach.

At this moment, student success in meeting educational goals has not been measured.

4. List notable achievements that were linked to the College's strategic initiatives that have occurred since the last Program Review.

   a. Outreach hired 1 full time Student Services Advisor (Fall 2014) (SI D & E)
   b. Outreach collaborating with SSSP and Counseling for High School Outreach (SI A, B & D)
   c. Successful expansion of the Ambassador Program (SI B & D)
   d. Ambassadors hired who speak multiple languages (SI B & D)
   e. Enhancements on the number of offsite courses offered at local high schools(SI C & D)
   f. Enhancement of number of Assessment Testing at local high schools. (SI C & D)
   g. Continued Compton Commitment Partnership (with CUSD & CSUDH) (SI C & D)

5. What prior Program Review recommendations were not implemented, if any, and why? What was the impact on the program and the students?

   The highest priority for the Outreach Office was to hire two coordinators in the outreach office to assist the director with outreach efforts. At least one of the coordinators should be fluent in Spanish. Currently, the Director oversees 6 different programs and is not always readily assessable to respond to requests for outreach services. There continues to be a great need to educate the community on the breadth and quality of our educational programs in both English and Spanish. Having more people in the field will allow the campus to work on sustaining our relationships and the community's perceptions about our academic programs. Currently, Outreach has one permanent Student Services Advisor and this Fall 2014 have also teamed up with 2 SSSP Student Services Advisors to maintain outreach relationships with local high schools. However, there is a great need to have a coordinator assist the Director in addressing outreach needs.

    Also the need for more computers is a priority because new and continuing students continually need assistance with the registration process. The costs associated with hiring two outreach coordinators is approximately $100,000 and the costs for adding 10 new computers is approximately $10,000.

   Lastly, updates need to be made to the Prospect database so that we can better track applicants through the registration process. This is the second priority for the Outreach Office. The current system in place has flaws in terms of inputting and running reports for prior years. It may be worthwhile to the Center to invest in a system that allows students to be tracked year to year, as well as semester to semester.

Program Environment

1. Discuss the program environment, including the relationship among program staff and students and involvement with other programs or support areas.

   The Welcome Center and its staff are a fixture on campus. It is important to note that the Outreach office and Student Ambassadors not only staff the Welcome Center, but also share a space with the Transfer/Career Center and the First Year Experience Office (this fall both Veteran Services and YESS programs were relocated out the Center).

   The Outreach staff collaborates with various student support services programs on campus. Many departments on campus rely on the outreach team to provide support. Departments such as FYE, Financial Aid, EOPS/CARE, SRC and YESS rely on the outreach team to plan and coordinate information sessions offsite to promote their programs. Specifically for FYE, Outreach works collaboratively in the planning of FYE outreach events, FYE information session, referrals of prospective students to FYE and sharing offsite/high school assessment data for potential qualifying FYE students.

   Additionally, Outreach works very closely with Admissions and Records, the Vice President and all academic deans to coordinate and facilitate offsite courses and enrollment processes within the local high schools. This 2014-2015 academic year, there are 35 courses that will be offered at our local high schools that Outreach will be assisting in facilitating enrollment.

   Internally, the Outreach staff meets on a weekly basis to discuss events and issues affecting the department. Student Ambassador meetings/trainings take place bi-weekly. Both students and staff are regularly involved in the decision making process.

2. Describe the number and type of staff and faculty. (Include current organizational chart)

   Up until this fall, the staff for Outreach and the Welcome Center consisted of only Student Ambassadors. This Fall 2014 a full-time permanent Student Services Advisor was hired.

```
                    ┌─────────────────────────────┐
                    │     Elizabeth Martinez       │
                    │                             │
                    │  Director, Enrollment Services│
                    └──────────────┬──────────────┘
              ┌────────────────────┴────────────────────┐
┌─────────────────────────────┐         ┌─────────────────────────────┐
│      Breeanna Bond          │         │           6-12              │
│                             │         │                             │
│   Student Services Advisor  │         │     Student Ambassadors     │
└─────────────────────────────┘         └─────────────────────────────┘
```
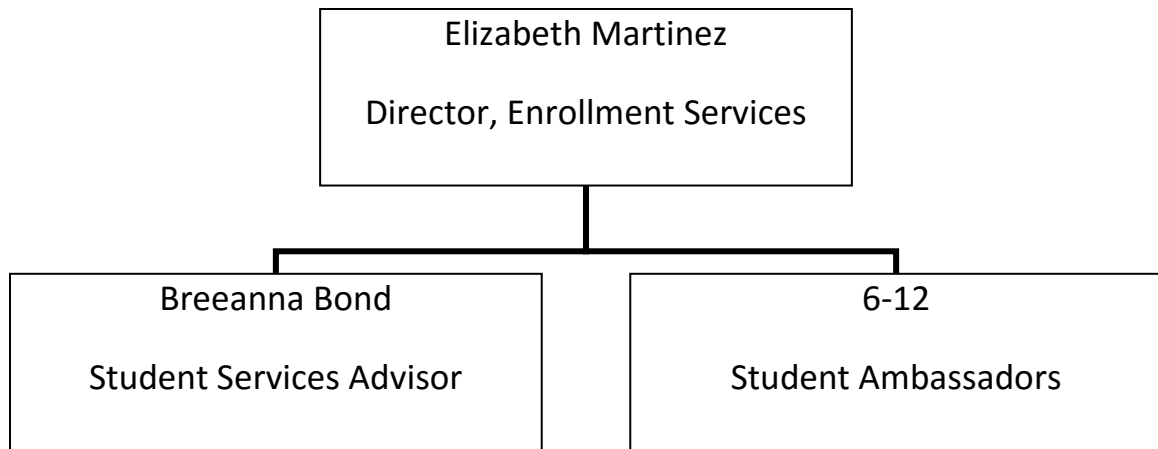
3. Describe facilities or equipment needs for the next four years.

   There is an increasing need to have a larger Welcome Center so that the services can remain within the Welcome Center. As of the past 2 years, services that were only provided in the Welcome Center, have now expanded to the Transfer/Career Center. Because of the lack of space and resources, the Welcome Center uses the Transfer/Career Center's additional space and computer lab. The Welcome Center and students on campus would greatly benefit if it was a larger space with at least 20-30 computers to assist with the registration process. As a result, prospective and current students can now walk in to both the Welcome Center and Transfer/Career Center to receive assistance. This not only provides a challenge to be able to fully staff both the Welcome and Transfer/Career Center with professional and Student Ambassadors, but it also diminishes access to computers that otherwise Transfer/Career Center students would use for University research, applications and career online assessment tools.

   Additionally, outreach activities have outgrown our capability to host larger events on campus. Over the years, outreach has hosted 3-5 events on campus where there were approximately 500-600 participants. Outreach events are limited by the available space on campus. With access to more computers, the outreach team will be able to assist more students with the registration process and ensure a smoother matriculation process for new and continuing students.

4. Describe how well the scheduled hours of availability meet student demand and indicate the specific hours the program operates.

   Outreach staff and Student Ambassadors tend to work a nontraditional work schedule based on the demand to recruit students and throughout peak registration. For example, during the summers we go to local churches on Sundays and cultural events on

Saturdays. During non-peak times, operation office hours are Monday, Tuesday and Thursday 8am-4:30pm, Wednesday 8am-6:30pm and Friday 8am-12pm. During peak registration the Welcome Center extends their hours to fit the needs of students. The office is open Monday-Thursday 8am-6:30pm and Friday 8am-4:30pm. Additionally, the office is open the first Saturday of class, and is opens at 7:30am the first week of every semester.

5. Describe the influences that external factors such as state laws, changing demographics, and the characteristics of the students served have on the program and services and how the program addresses these factors.

The most significant legal impact on Outreach recently is the implementation of the Student Success Act of 2012 on our campus, now known as Student Success Support Program (SSSP). Where Outreach once was simply a conduit for students to receive assistance getting into college, Outreach is now a major player in the delivery of many of the core services by which the college will be funded in the future. Outreach will provide:
1. Information Sessions
2. Application workshops
3. Orientation workshops and guidance through the online Orientation
4. Assessment and testing at the high school sites and on campus.
5. Initial and/or comprehensive educational plans using counselors assigned to local high schools.
6. Registration Lab workshops

Items 3 to 5 will directly lead to funding. Although this is a new way to quantify the services that Outreach (with the collaboration of other departments) is providing, it is important to note that additional services that the Outreach provides although do not directly lead to new funding formulas, should be taken into consideration to maintain funding for the Outreach department.

Service Area Outcomes (SAO)
1. Describe how program personnel are engaged in the creation, discussion, and review of SAO - statements, assessment results, and reports.

Program personnel are engaged in the creation, discussion and assessment of SAOs. Due to the limitation in staff in the Outreach department, there were difficulties in being able to implement, collect and assess data effectively. With new permanent staff on board, the

creation, discussion and assessment tools for 2014-2015 have been created, and SAOs are set to be assessed this Spring 2015.

2. How does the program ensure that SAO's are assessed consistently?
There are assigned staff who is responsible for assessing SAOs. Outreach staff are trained and informed of SAOs in the Fall and SAOs are assessed in the Spring.

3. Have the SAO assessment results indicated the need to change or modify components of the program? If so, were the changes implemented?

Yes. Recently, the Outreach department needed to re-design an assessment tool. The outreach department's previous SAO included a Pre and Post survey to prospective students of "Are you smarter than an ECC student" after administering an Information session to gauge learned support services. However, due to time constraints and a lack of staff, training, and implementation consistency, the results of the surveys were not accurate. As a result, the SAO was modified to simplify the process for both potential students and outreach staff to only a post survey. In addition, thorough training was conducted to include all staff involved in delivering Information sessions and the delivering and collection of SAO data. Assessment of the changes will be reviewed in Spring 2015.

Program Improvement
1. What activities has the program engaged in to improve services to students?

Outreach has been involved in multiple programs to improve services to students and is constantly seeking new avenues to improve its services. Activities that Outreach is involved in include: New Student Welcome Day, the College & Career Fair, Graduation, Principals Breakfast, High School Counselor's Luncheons, Compton Commitment Partnership, offsite course enrollment facilitation, offsite college fairs, college nights, Student Ambassador program, Ambassador assignments to local high schools, classroom presentations, information sessions/booths, campus tours, proctoring offsite assessment testing, updating high school contacts on programs, services, timelines and orientations, registration help workshops, MyECC navigation and responding to daily emails to our comoutreach inbox.

2. How have program personnel used metrics to improve program services? (Provide metrics from the last four years).

Metrics are used to track the numbers of contacts that apply and enroll in classes at the Center. These totals are comprised of data taken from the Prospect database. Tracking applicants through the registration process is very challenging because the available data collected for the metrics can be housed in several locations and purged each academic year. Because of a lack of staffing, there has been inconsistent entering of student information into the prospective student screen and the yield rates have been extremely skewed. Therefore, the Outreach office has been unable to rely on that data set.

As a result, the metrics that were used by the Outreach department to ensure the numbers for local highs schools were tracked was based on Enrollment by High School from Institutional Research as well as Assessment records of offsite testing.

ECC Compton Center Feeder High Schools Metrics

High School	2008-09	2009-10	2010-11	2011-12	2012-13
Carson Senior High*	76	105	160	166	168
Centennial High	82	110	110	110	117
Compton Senior High	258	299	309	299	295
Dominguez High	223	286	308	299	287
Jordon Senior High*	133	184	215	196	189
King/Drew Medical Magnet	55	89	121	116	129
Locke (Alain Leroy) High	25	48	56	57	50
Lynwood High	161	186	229	171	146
Paramount High	55	70	95	113	129

High Schools outside Compton District Boundaries

Other Non-District High Schools

High School	2008-09	2009-10	2010-11	2011-12	2012-13
Non District High Schools	1,160	1,787	2,643	2,423	2,430

High School Testing Metrics

High School	Spring 2012 # of Assessed	Spring 2013* # Assessed	Spring 2014 # Assessed
Vista	0	7	0
Compton	27	17	12
Dominguez	30	18	16
Centennial	4	25	22

LB Jordan	21	13	9
Firebaugh HS	0	0	13
Lynwood	0	27	72
LB Cabrillo	0	0	0
Buena Vista	18	32	8
Carson	5	11	11
Paramount	0	9	3
Rancho Dominguez	10	9	56
New Millennium	26	0	0
Thomas Riley	0	4	0
Other			3
Total	141	172	233

*Spring 2013 we piloted a change in the Steps to Enrollment adding an additional step to the process which impacted the number of students assessed. High School Students needed to complete 1. Concurrent Enrollment 2. Online Application 3. New Student Orientation (NEW) and 4. Assessment. In Spring 2014 we added 5. Counseling/Ed Plans offsite. Students were not able to take the assessment test and or see a counselor if they had not completed steps 1-3.

3. If applicable, explain any patterns in student success, retention, and persistence in terms of student characteristics and program objectives and discuss planned responses or changes.

Since 2010-2011, there has been a decrease in the number of high school students that have enrolled in the Compton Center. This could be explained by multiple reasons, mainly the number of high schools students graduating statewide and nationwide has also been declining. However, the Outreach staff has been in the local high schools more than ever the past couple of years, and can be noted in the increase of offsite assessment as well as onsite admissions cycles. Additionally, now with permanent staff added to the team, more assistance and offsite services can be rendered. Because of the breadth of services that Outreach offers, it is imperative that Outreach continues to work with SSSP (Assessment and Orienation), Counseling, Admissions and Records, Financial Aid and FYE to assist students through the enrollment process.

Customer Service
1. Administer a customer service survey and list the major findings. Describe exemplary services that should be expanded or shared with other programs.

At this time the Outreach office does not have a customer service service. However, it is in draft form to be executed in the Spring semester to all K-12 contacts that participate in the Outreach Counsleor Luncheons.

2. What aspect of the program's service needs improvement? Explain how the program will address service improvements.
N/A.

Conclusions and Recommendations

1. Summarize the program's strength and areas that need improvement.

Strengths:
- The positive reputation of the Welcome Center on and off campus
- The breadth and volume of services that Outreach provides (both on and off campus)
- Outreach Staff level of training and professionalism
- Student Ambassador Program
- Collaboration with various departments on campus
- Maintaining relationships with local high schools (Counselor Luncheons, Principals Breakfast, Compton Commitment)
- Outreach's ability to adapt with limited resources, changing legislation and transitioning high school and organization contacts

Needs Improvement:
- Collection of Prospective Student Data/Yield Rates
- Customer Service evaluation
- Improving tracking of outreach events and contacts served
- Streamlining and incorporating offsite counseling/educational planning in outreach
- Improving avenues to better communicate and work with local high school contacts (counselors, principals and district representatives).
- Developing new marketing material for Outreach
- Further developing the Student Ambassador Program
- Developing, Implementing and Assessing SAOs
- Additional Space and Computers for Welcome Center
- Additional bilingual staff/Outreach Coordinator to assist Director
- ComOutreach email communication

2. List prioritized recommendations.

1. Additional Space and Computers for Welcome Center to expand
2. Outreach Coordinator to assist Director (From last Program Review)
3. Tracking Software to collect Prospective Student Data/Yield Rates
4. Further developing the Student Ambassador Program
5. Developing new marketing material for Outreach
6. Work on campus wide communication to be able to support campus wide outreach efforts (collaborate with more faculty outside of student support services).

7. _x__   Continue Program

___   Discontinue Program (Explain how the program's services could be handled by other on-campus entities if the program has been declining or is no longer fully utilized)

Revised: 5/5/2010, 3/13/2013, 3/31/2014, 4/15/2014