Validation Review Recommendations & Responses

Commendations

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Commendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-2008</td>
<td>A good start to an important document for the Outreach &amp; Recruitment department. As the state of this department changes over time and evolves according to the college’s needs, this Program Review document will be revisited often to help shape the direction of the department, considering all the internal pressures (staffing, space, fiscal) and external pressures (constituents, demand, availability). Validation Meeting: Thursday, November 19, 2009 at 2:30pm Members in attendance: Mark Pursley, Dennis Schroeder, Rosalie Torres, Ludi Villegas</td>
</tr>
</tbody>
</table>

Recommendations

<table>
<thead>
<tr>
<th>Year</th>
<th>2007-2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommendation</td>
<td>Resources – Planning / Service Area Planning Assumptions</td>
</tr>
<tr>
<td>Response</td>
<td>Resources – Resource Request</td>
</tr>
<tr>
<td>Response Update</td>
<td>Key section left blank, but needed to help guide program in determining high/mid/low level goals based on available or projected resources. Any related research (articles, input from constituents, etc.) should be included or attached to the Program Review document when making future revisions.</td>
</tr>
<tr>
<td>Status</td>
<td>InProgress</td>
</tr>
</tbody>
</table>

Respondent: Mark Pursley, Dennis Schroeder, Rosalie Torres, Ludi Villegas

Objectives

0 Objectives.

<table>
<thead>
<tr>
<th>Year</th>
<th>2007-2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommendation</td>
<td>Program Outreach / Program Outreach</td>
</tr>
<tr>
<td>Response</td>
<td>Good summary of the extent to which Outreach &amp; Recruitment works with outside organizations (highs schools, adult schools, local not-for-profits, etc.). If a master source document exists that lists all the organizations which LAMC connects, this should be included with future Program Review documents.</td>
</tr>
<tr>
<td>Response Update</td>
<td>Key section left blank, but needed to help determine future needs for current staff and help shape the expectations for future department employees.</td>
</tr>
<tr>
<td>Status</td>
<td>InProgress</td>
</tr>
</tbody>
</table>

Objectives

0 Objectives.

<table>
<thead>
<tr>
<th>Year</th>
<th>2007-2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommendation</td>
<td>Professional Development / Professional Development</td>
</tr>
<tr>
<td>Response</td>
<td>Key section left blank, but necessary for future planning. Martha indicated that this section was left blank as it was assumed that most of the facility-related issues would be resolved once space on the lower floor of the Campus Center would be renovated and re-tasked for use by the Outreach &amp; Recruitment Office.</td>
</tr>
<tr>
<td>Response Update</td>
<td>Key section left blank, but necessary for future planning.</td>
</tr>
<tr>
<td>Status</td>
<td>InProgress</td>
</tr>
</tbody>
</table>

Objectives

0 Objectives.
Objectives

0 Objectives.

Year 2007-2008
Program Effectiveness – Surveys / Student Satisfaction Survey
Survey or evaluation results from any events or activities should be included in Program Review document revisions. Are surveys or evaluations conducted at or after events?

Recommendation
Martha indicated that different survey and evaluation instruments are used for the varied events and outings the Outreach & Recruitment Office attend throughout the year. The summary of this information is available in other documents or electronic format.

Response
- Mark Pursley, Dennis Schroeder, Rosalie Torres, Ludi Villegas

Response Update
Status InProgress

Objectives

0 Objectives.

Year 2007-2008
Program Effectiveness – Surveys / Faculty/Staff Program Assessment Survey
Survey results or other faculty/staff input mechanisms should be summarized in this area of the document. Are there defined methods to garnering faculty and staff input towards outreach and recruitment efforts?

Recommendation
Martha indicated that she worked directly with many faculty and staff at the high schools, but not as often with LAMC faculty and staff. She also indicated that Outreach & Recruitment was working towards establishing a committee comprised of LAMC stakeholders.

Response
- Mark Pursley, Dennis Schroeder, Rosalie Torres, Ludi Villegas

Response Update
Status InProgress

Objectives

0 Objectives.

Year 2007-2008
SLOs – Program SLOs / Program SLOs
SLOs – Program SLOs / Core Competencies Alignment
SLOs – Program SLOs / Assessment
Activities should consist of observable behaviors, such as "students will learn..." Skills learned by students in workshops could be tracked and surveyed. For example, what percentages of students attending a financial aid workshop were successful in processing the FAFSA online? Recommend to look at how other institutions use of SLOs for similar department. As LAMC recruitment efforts focus is on high schools, what other kinds of outreach could be done for working adults in local businesses and industries?

Recommendation
Martha indicated that the Outreach & Recruitment Office does work with local businesses and non-school entities, oftentimes through local events and off-site presentations.

Response
- Mark Pursley, Dennis Schroeder, Rosalie Torres, Ludi Villegas

Response Update
Status InProgress

Objectives

0 Objectives.

Year 2007-2008
Program Overview – Overview / Response to Demand
Program Overview – Overview / Number of Participants Served
Additional breakdown of the different types of contacts/meetings/events held by or sponsored by Outreach & Recruitment would demonstrate and better quantify the work of the department. In particular, the number and type of events would assist in future planning when determining a balance between big/small, and on/off-campus events when financial or personnel restraints are considered.

Recommendation
Martha indicated that much of this information does exist on a master spreadsheet maintained for each academic year. Also, going forward, she has created a database to track events, outreach efforts and attendance at all events.

Response
- Mark Pursley, Dennis Schroeder, Rosalie Torres, Ludi Villegas

Response Update
Status InProgress
Unit Review - Mission Statement

Program Mission

Describe the purpose of the program:

Outreach & Recruitment mission is to actively publicize, promote interest and increase knowledge of the academic and vocational programs and student support services at Los Angeles Mission College through welcome brochures, student support services brochures, classroom presentations, admissions applications and financial aid workshops, college & career fairs and community events. Implement outreach and recruitment plans designed to recruit potential students, and maintain a consistent presence at high schools and the local community.

Respondent: Martha Perez

Unit Review - Services & Hours of Operation

Program Services & Hours of Operation

Location, days/hours:

Campus Center Basement-Outreach & Recruitment Center is currently closed due to budget restraints.

Respondent: Martha Perez

Services offered during last cycle:

<table>
<thead>
<tr>
<th>Service</th>
<th>Date Added</th>
<th>Date Deleted</th>
<th>Remove</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Aid Workshops</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>Recruitment</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>Inreach</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>BOG fee waiver form assistance</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>FAFSA one-on-one assistance</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>Admissions application assistance</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>Admissions process workshops</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>Add/Drop classes online assistance</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>FAFSA worksheet form assistance</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>Community Colleges workshops</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>Scholarship web search assistance</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>High School seniors assessment</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>Distribution of schedule of classes &amp; catalogs</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
<tr>
<td>Campus Tours</td>
<td>On-going</td>
<td></td>
<td>Remove</td>
</tr>
</tbody>
</table>

Population Served

Describe the population served and the trends in student characteristics and/or outcomes that may impact your unit.

Approximate # of students served 10,745. Participated in an estimated outreach number of events 34.

Unit Review - Staffing

Certificated Administrator, Faculty

No Administrator/Faculty Added.

Classified Staff

No Classified Staff Added.
Unit Review - Program Outreach

Program Outreach

What standing committees does your program maintain? What are their charges and membership?

CASFAA-$75  CCCSFAA-$50  Noel-Levitz Student Recruitment-$100

What intra-college collaboration has your program been involved in during the past six years?

Outreach & Recruitment has worked with EOP&S, TPP, DSPS, TECH Prep, Admissions & Records office in coordinating services and resources. LACCD Outreach & Recruitment-Marketing, Academic Affairs-High School Classes, Assessment-coordinate assessment at HS, counseling-High School Senior Day, Student Services. Outreach & Recruitment also works very close with the Financial Aid Office with coordinating various events, publications and resources. Worked with YSC/FDN in coordinating the Education, Career and Job Fair, Cash For College and College Fair.

What has your program done since the last review to establish connections with schools, institutions, organizations, businesses, and corporations in the community?

Establish connections with College counselors at the following High Schools:
Arla High School
Community Charter Early College
Discovery Prep
Evergreen High School
Fulton College Prep
Jack London High School
James Monroe High School
Jane Addams Continuation
Kennedy High School
Kirk Douglas High School
North Hollywood High
North Valley Charter Academy
Opportunities for Learning
Options for Youth- Northbridge
Options For Youth-Burbank 2
Options For Youth-Sylmar 1
Options For Youth-Sylmar 2
Options for Youth-Van Nuys
Panorama High School
Polytechnic High School
San Fernando High School
Sun Valley High School
Sylmar High School
Van Nuys High School
Vaughn Next Century Ctr
Verdugo Hills High
Will Rogers High School
Zane Grey High School

Participated in College & Career and Job Fairs at various high schools, and community events.

Respondent: Martha Perez
## Unit Effectiveness - SLOs

### Student Service Area Outcomes

| 1) Outcome | Community will learn pathways to higher education, vocational and career opportunities. |
| 2) Related ILO | Problem Solving |
| 3) Assessment Method | Number of participants will come from outreach & recruitment event participation report. |
| 4) Results |  |
| 5) Implementation Plan | Participate in College & Job Fairs and community events. Outreach & Recruitment will distribute college brochures with information on the academic disciplines and student services process. |

| 1) Outcome | Students will learn the basics of admissions, assessment, orientation and counseling process offered at Los Angeles Mission College. |
| 2) Related ILO | Information Competency |
| 3) Assessment Method | Number of students that have participated on workshops will come from sign-in sheets. |
| 4) Results |  |
| 5) Implementation Plan | Workshops will be conducted at least once a month at the various high schools and community events. Outreach & Recruitment will provide information about the admissions process, assessment, orientation, and counseling. |

| 1) Outcome | Students will learn the financial aid process, what forms to complete, type of grants and scholarships available through the FAFSA application. |
| 2) Related ILO | Information Competency |
| 3) Assessment Method | Number of students that have participated on workshops will come from sign-in sheets. |
| 4) Results |  |
| 5) Implementation Plan | To provide information to students about the financial aid process, scholarships, Grants, and other financial resources to pay for a college education. |

| 1) Outcome | Students will be able to demonstrate the ability to maneuver the transition process from high school to college. |
| 2) Related ILO | Problem Solving |
| 3) Assessment Method | a student survey will be given at Senior Day event that will measure whether the student has been given enough information regarding the ability to maneuver transition from high school to college. |
| 4) Results |  |
| 5) Implementation Plan | Classroom presentation and senior student presentations are conducted on a weekly basis at the various high schools about transition process. Within the college presentation students are able to learn about the Early Admissions & College Program. |

| 1) Outcome | Non-Traditional students will learn college admissions process. |
| 2) Related ILO | Information Competency |
| 3) Assessment Method | Presentations at non-traditional schools |
| 4) Results |  |
| 5) Implementation Plan | To expand outreach efforts at non-traditional schools |

| 1) Outcome | Students will learn the basics of the programs and services offered at Los Angeles Mission College. |
| 2) Related ILO | Information Competency |
| 3) Assessment Method | Number of students that have received information will come from sign-in sheets. |
| 4) Results |  |
| 5) Implementation Plan | Classroom presentation and senior student presentations are conducted on a weekly basis at the various high schools about the programs and services. |
Plan services. Within college presentation students are able to learn about academic programs and student services.

| 1) Outcome | Students will be able to demonstrate the ability to complete admissions application. |
| 2) Related ILO | j) Problem Solving |
| 3) Assessment Method | Number of students that have completed application for admissions will come from outreach & recruitment High School Senior database. |
| 4) Results | Visits to high schools are scheduled once a week throughout academic school year. Outreach & Recruitment meet one-on-one with students and provide assistance with completing admissions application. |

Core Competencies Alignment

How do the department’s course and program SLOs address Mission’s Core Competencies? (legacy)

NA

Respondent: NA

Assessment

Describe what has been done in developing and conducting assessment of student learning outcomes. Describe any changes implemented as a result of your findings from the assessment of student learning outcomes. (legacy)

1. LACCD HS Capture Rate
2. % of new students from feeder schools.
3. 2007 Student Survey
4. LACCD Application Yield Rate

Unit Effectiveness - Human Resources

Professional Development

<table>
<thead>
<tr>
<th>Name/Status</th>
<th>Activities</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Martha Perez</td>
<td>Conferences, Off-Campus Presentations, On-Campus Presentations, Professional Organization (Specify)</td>
<td>Attended Noel-Levitz conference, CCCSFAAA conference, CASFAA conference, USDE FSA conference, High School Counselors Workshop, conducted presentations on Financial Aid, College Academics and Admissions Process at various schools and community events throughout the year and at Cash for College at Mission College.</td>
</tr>
</tbody>
</table>

Professional Development Needs

Are there areas of unmet professional development needs among faculty in this program? Please explain a proposed plan of action for addressing this need and any resources needed to achieve this development.

NA

Respondent: NA

Unit Effectiveness - Facilities & Equipment

Facilities & Equipment

Is space and equipment currently assigned to your unit adequate to support the needs of the service area? Please explain?

The space currently assigned does support the needs of Outreach & Recruitment at this time. However, as our college and student enrollment grows, outreach & recruitment will need additional storage space, computer lab space, sitting area where students can complete admissions and financial aid applications.

Does the program regularly utilize general campus facilities? Are they available and adequate?

Yes, Outreach & Recruitment usually uses the Campus Center Rooms and Campus Center Main to meet with high school students to conduct presentations and for Inreach & Outreach events. Most of the time the campus facilities are available.
External Accountability - Advisory/Oversight Committee

Advisory / College Oversight Committee

Members Names, Representation:
No Board Members Added.
Respondent: NA

Meetings

List the Date and Membership of your Advisory Board:
No Meetings Added
Reminder: Keep copies of your Minutes for audit purposes.

Recommendations

What have been the major recommendations resulting from your advisory board meetings? Of those recommendations, which have been acted upon, and what is your plan of action with regard to other recommendations discussed?
NA

External Accountability - Compliance Status

Accreditation or Compliance Status

Is this program subject to approval/accreditation by specialized state, regional, or national accrediting agencies? 
NA
Respondent: NA

Recommendations

Indicate recommendation of the most recent accreditation evaluation of the program and corrective actions taken or planned. Most recent accreditation report and all additional pertinent documentation and explanations should be available on site for consultant review
NA

Planning Assumptions & Assessment

Service Area Planning Assumptions

In the space below, please list the planning assumptions that will guide your unit during the next 3 year period. Include assumptions for at least the following areas:

- Expected demand
- Anticipated funding trends
- Anticipated pedagogical trends
- Anticipated technological trends
- Anticipated trends in student needs and/or demographics
- Relevant Advisory Group recommendations

Outreach & Recruitment will be providing services to a new high school, Valley Region High School, with four separate high school academies on their campus opened September 2011.

Respondent: Martha Perez

Self-Assessment of Challenges Facing Program
Please present the unit’s analysis of the challenges it will face over the next 3 years in light of the measures of program effectiveness, progress toward past goals, and new planning assumptions.

Student Recruitment & Outreach biggest challenge continues to be funding. No funding has been provided to hire any classified staff to run the outreach & recruitment program.

### Supplemental Material

<table>
<thead>
<tr>
<th>FileName</th>
<th>Description</th>
<th>Uploaded</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOS ANGELES MISSION COLLEGE RECRUITMENT PLAN.pdf</td>
<td></td>
<td>3/1/2011 5:46:00 PM</td>
</tr>
<tr>
<td>Outreach_Recruitment_Budget_Proposal2011-2012.xls</td>
<td></td>
<td>11/15/2010 5:57:00 PM</td>
</tr>
</tbody>
</table>

### Objectives & Resources

#### Objective

**Objective:** Coordinate various outreach & recruitment events (2011-2012) (Priority: High)

- **Related Goal Area:** 1. Expand Access
- **Individual(s) Responsible:** Student Recruitment Coordinator
- **Period:** 7/1/2011 - 6/1/2012
- **Activity:** Coordinate a high school senior day and college fair.
- **Expected Outcome and Measure:** A management database system will be created to input, store and maintain student information. Students will be able to enroll in classes.
- **Assessment:** Increase enrollment.

#### Objective

**Objective:** Objective Placeholder (2010-2011) (Priority: Critical)

- **Related Goal Area:** 1. Expand Access
- **Individual(s) Responsible:** Objective Placeholder
- **Period:** 10/1/2010 - 10/1/2010
- **Activity:** This objective is a placeholder for the legacy version of this Program Review System which allowed resources to not have a related objective. Please create appropriate objectives for the resources attached to this objective and move the resources under the new objectives. Once all resources have been moved, you may delete this objective placeholder.
- **Expected Outcome and Measure:** Please create appropriate objectives for the resources attached to this objective and move the resources under the new objectives. Once all resources have been moved, you may delete this objective placeholder.
- **Assessment:**

#### Resource

**Resource Requested:** Personnel Regular (2007-2008) (Quantity: 1 FTE) Classified Office Assistant

- **Anticipated Total Cost:** $45,907
- **Contact Person:**
- **Description of Item:** A Office Assistant class code 2694 is needed to perform clerical duties, answer phones, maintain accurate files and records, answer inquiries and give out information concerning procedures, programs, and services of Outreach & Recruitment to visitors, students, and the public. Receives visitors, determines purpose of their visit, and assist students with computer login and navigating Mission College website and FAFSA website. Provide assistance with completing various college admissions and enrollment forms.
- **Type:** Ongoing
- **Resource Priority:** Medium

#### Resource

**Resource Requested:** Personnel Regular (2007-2008) (Quantity: 1 FTE) Classified Student Recruiter

- **Anticipated Total Cost:** $60,705
- **Contact Person:**
- **Description of Item:** A Student Recruiter is needed to assist Student Recruitment Coordinator to provide services to the community, high school students and college students. Promote the college through the recruitment program at various high schools. Provide assistance with completing various college admissions and enrollment forms. Conduct visits to the various high schools. Attend College, Career, Community and Job Fairs to provide information about academic programs, admissions, financial aid and assessment process.
- **Type:** Ongoing
- **Resource Priority:** High

#### Resource

**Resource Requested:** Personnel Regular (2007-2008) (Quantity: 1 FTE) Classified Student Recruitment Coordinator

- **Anticipated Total Cost:** $75,203
- **Contact Person:**
- **Description of Item:** Student Recruitment Coordinator – Coordinate Student Recruitment & Outreach events to recruit students for general and specially funded programs at Los Angeles Mission College. Attend College, Career, Community and Job Fairs to provide information about academic programs, admissions, financial aid and assessment process. Promote the college through the recruitment program at various high schools. Supervise and train CGCA’s and student workers. Develop relationships with representatives of educational institutions, business organizations and the community to promote the programs at LAMC. Develop outreach & recruitment brochures, booklets and student handbooks. Attend Collaborative and college meetings. Manage budgets,
Objective

Related Goal Area: Expand Access
Individual(s) Responsible: 
Period: 7/1/2011 - 6/1/2012
Activity: Brochure will have information about all disciplines, all programs, enrollment & financial aid process. Brochure will be distributed at college & career fairs, high school presentations, high schools seniors and community events.
Expected Outcome and Measure: Enrollment growth
Assessment: N/A

2012-2013 Outreach & Recruitment Funding Resources

<table>
<thead>
<tr>
<th>Category</th>
<th>FTE</th>
<th>Other</th>
<th>MI590A</th>
<th>Total Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel (Adjunct)</td>
<td>0.0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Personnel (Misc E-E Bntfs/Classified/Unclassified)</td>
<td>0.0</td>
<td>$0</td>
<td>$12,666</td>
<td>$12,666</td>
</tr>
<tr>
<td>Personnel (Certified)</td>
<td>0.0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Supplies/Printing/Postage</td>
<td>0.0</td>
<td>$478</td>
<td>$0</td>
<td>$478</td>
</tr>
<tr>
<td>Equipment</td>
<td>0.0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Other</td>
<td>0.0</td>
<td>$12,423</td>
<td>$0</td>
<td>$12,423</td>
</tr>
<tr>
<td>Totals</td>
<td>0.0</td>
<td>$12,901</td>
<td>$12,666</td>
<td>$25,567</td>
</tr>
</tbody>
</table>

2013-2014 Active Resource Summary

<table>
<thead>
<tr>
<th>Category</th>
<th>FTE</th>
<th>On-Going Requests</th>
<th>One-Time Requests</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel (Adjunct)</td>
<td>0.0</td>
<td>0</td>
<td>0</td>
<td>$0</td>
</tr>
<tr>
<td>Personnel (Prg/Classified/Unclassified)</td>
<td>3.0</td>
<td>3</td>
<td>0</td>
<td>$181,816</td>
</tr>
<tr>
<td>Supplies/Printing</td>
<td>0.0</td>
<td>0</td>
<td>0</td>
<td>$0</td>
</tr>
<tr>
<td>Equipment</td>
<td>0.0</td>
<td>0</td>
<td>0</td>
<td>$0</td>
</tr>
<tr>
<td>Other</td>
<td>0.0</td>
<td>0</td>
<td>0</td>
<td>$0</td>
</tr>
<tr>
<td>Totals</td>
<td>3.0</td>
<td>3</td>
<td>0</td>
<td>$181,816</td>
</tr>
</tbody>
</table>

Final Summary

Summary

Based on your program review, summarize:

Program Strengths - What is your program doing well?

Established relationships with various high schools. Recruited high school seniors at various high schools - total seniors who applied for admissions for 2010-2011 was 1,194 students. Promoted Mission College within the community (attended a total of 34 community events). Monitor offsite classes at various high schools. Provided information and services to high school seniors and to Mission college students.

Program Weaknesses - What areas can your program improve?

Need more personnel to provide a better quality service to the high schools and to show a college presence within the college fairs and community. Need outreach brochure to promote all the programs and enrollment process at Mission.

Discuss anything else you would like to share about your program that has not been addressed.

Respondent: Martha Perez

Recommendations

Validation Review

Overall Evaluation:

Submit Program Review

For continuous improvement, Program Review Team takes your suggestions seriously. Please tell us which screen name(s) you would like to improve or change and how to make those changes or improvements.