Student Services and Administrative Operational Annual Program Review and Planning Update Form Fall 2024

## BACKGROUND:

**Program review is an integral part of the campus planning process. As programs and areas monitor their progress on the current comprehensive four-year program review, changes in need and scope can be expected. This Annual PR Update form is designed to outline and request modifications to the current program review that occur between comprehensive four-year review cycles, as needed.**

**Examples of a requested change include new information such as action plans, outcomes modifications, personnel changes, technology needs, and capital expenditures requirements. As programs and areas monitor their progress on the previous comprehensive four-year program review, the form provides the basis to suggest a change in plans and processes to improve student success and institutional effectiveness.**

## SUBMISSION:

**Program:**

HS Outreach

**Principal Author(s):**

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**Manager:**

Flor Huerta

**Submission Date:**

12/05/2024 4:58:38 PM

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# Part 1: Review of Data

1. **List the outcomes from your Fall 2022 self-study. Which outcomes has your program assessed in the last year and/or which do you plan to assess in the coming year?**

The Counseling Center’s Outreach office will increase the number of seniors and parents who attend the Family and High School Senior Night by 10% to facilitate a successful transition for students into Fullerton College.

65% of the students from Fullerton College’s 4 high school feeder districts who submit an application to FC will complete the online orientation.

35% of the students from Fullerton College’s 4 high school feeder districts who submit an application to FC will complete the educational plan.

35% of the students from Fullerton College’s 4 high school feeder districts who submit an application to FC will complete their educational plan within their first term.

All dual enrollment and contracted courses offered at Fullerton’s high school feeder districts will have a fill rate of at least 60% each term.

18% of students graduating each year from Anaheim Unified will attend Fullerton College in the following fall term.

26% of students graduating each year from Fullerton Joint Unified HS will attend Fullerton College in the following fall term.

22% of students graduating each year from Brea-Olinda Unified will attend Fullerton College in the following fall term

17% of students graduating each year from Placentia Yorba-Linda Unified will attend Fullerton College in the following fall term

We have assessed all outcomes this past year and plan to do so every year moving forward. To increase and maintain matriculation numbers, we are planning to continue assigning staff to additional targeted high schools for weekly or bi-weekly visits to promote our college and services. We are planning to reach out to more outside districts to increase matriculation efforts, while maintaining our weekly visits in our feeder high schools. We also want to work with dual enrollment to get additional staff to increase seat counts for DE classes as they have continued to increase embedded courses throughout districts.

1. **What changes, if any, have been made to your program or outcomes as a result of outcomes assessment?**

We have utilized funds from reengagement to bring high school seniors planning to attend fullerton college onto our campus to complete all matriculation steps. During this event, we pay for the busses along with Fullerton college promotional items, and lunch. in Spring 2024, we were able to assist over 1,000 students with all of their matriculation steps. This upcoming Spring 2025, we are also bussing them to register for classes and providing them with information from our programs and services. We are also taking FC counselors to the respective high schools with the largest decline in enrollment from covid to provide educational plans to help additional students commit to Fullerton College. We have used funds to hire additional professional experts to go to outside districts to recruit and increase presence. In order to maintain and increase numbers of students who apply to FC who register for classes, we have also increased the number of START (Summer Orientation) dates and capacity for participants. During START, students register for classes along with making sure they are completely ready for their first semester of classes with workshops that include Financial Aid, Student Tips, Mindfulness, and Program Mapping. Students also received a program and services fair and lunch. As a result, this past summer we were able to assist over 2,100 students.

1. **How is your area collecting or working to collect disaggregated, student-level outcomes assessment data?**

- We are tracking interactions with students via Google Sheets and Cadence Mongoose.

- We are also tracking matriculation steps completed with the help of the office of institutional effectiveness who provides a list of enrolled students and their completed steps.

- Working with promise to track the number of students completing the promise agreement.

- Collaborate with EOPS to assist students with program applications and data is then provided from them based on high schools

# Part 2: Additional Resource Request Reasoning and Support

**We have reviewed our most recent self-study and have not identified any significant changes that necessitate resource requests for the upcoming academic year.**

**We have reviewed our most recent self-study and have identified significant changes that necessitate additional resource requests.**

**For programs that have identified significant changes that necessitate additional resource requests, answer the following questions for each separate resource request:**

1. **Briefly describe your resource request.**

Our goals are to target high schools that have experienced the highest enrollment decline during the Covid years. Targeting graduating seniors, implementing and expanding weekly visits that consist of classroom presentations, matriculation sessions/workshops, and parent presentations. In addition, creating new ways to engage with students including JumpStart fieldtrips, student newsletters, website, texting and social media campaigns. These schools are composed of non-traditional students. Also targeting outside district schools in the WUHSD, NLMUSD, and GGUSD. In order to do this, we are requesting to maintain our current professional experts.

We also plan to expand and maintain outreach events and activities including:

- Busing students in for in-person events on campus and provide services at high schools

- Buying supplies, activities, and technology to expand outreach efforts

- Hospitality requests to support in-person outreach events on campus

With resources provided, we will be able to maintain and increase the above efforts.

1. **Is this request related to an essential safety need?**

No

**Why must this resource request be processed now rather than during the Fall 2026 comprehensive self-study?**

We are not provided a line-item budget and have been relying for the past three years on reengagement funds. These funds are in the final year (2024-2025) and we will have no funding for Fall 2025.

**How will this additional resource allocation specifically enhance your program’s services, activities, processes, etc. to continue or improve student learning and achievement?**

The additional resource allocation will allow our team to expand and strengthen current partnerships, increasing our high school presence and support more prospective students interested in attending Fullerton College in the incoming academic year. These funds will also allow us to ramp up our events and host additional schools to come on to our campus to learn more about our resources, meet with a Fullerton college counselor, and complete all matriculation steps to attend as soon as they complete their high school journey.

With this funding, we are looking at additional ways and increasing our efforts to meet each objective of our campus objectives by setting up more evening events, Saturday events, and virtual events outside of our normal high school visits. We are aiming to increase our future hornet jumpstart events from 8 to 12 and instead of just matriculation, these events will now include registration, so students are ready to start their Fall 2025 semester.

**Is the resource request personnel-related? If so, please provide evidence to justify the requested positions such as retirements, program growth or curricular demands, full-time/adjunct ratios, etc.**

We need 5 professional experts in order to increase enrollment both in our neighboring and outside districts. These positions will not only help with recruitment at high schools, but also with community events, and on-campus events. These PE's will visit high schools that are not currently being serviced due to insufficient staffing and at high schools that require higher levels of assistance.

**How will this additional resource allocation help you serve the college mission or strategic initiatives, and your program’s goals for improvement, as stated in your last self-study?**

With this additional resource allocation, our office will meet the following college objectives, initiatives, and goals.

Objective 1: Increase the percentage of local high school graduates successfully enrolling at Fullerton College. Targeting all schools that have experienced enrollment decline.

Objective 2: Increase enrollment for student populations that disproportionately left the College after the start of the COVID-19 pandemic, particularly men of color, low-income students, international students, and career technical education students. Targeting schools that have experienced enrollment decline and meet the criteria of Goal 1, objective 2.

Objective 3. Increase enrollment of non-traditional or re-entry students: Targeting schools that have experienced enrollment decline and meet the criteria of Goal 1, objective 3.

Objective 6: Increase enrollment for programs that disproportionately lost students after the start of the COVID-19 pandemic. Targeting schools that have experienced enrollment decline and meet the criteria of Goal 1, objective 6.

To support the campuswide effort to increase enrollment the HS Outreach team is requesting resources to continue the efforts that were increased the previous year. To continue supporting these additional efforts for incoming first-time students through increased intrusive outreaching at the school sites and increased outreach events the HS Outreach team will need the resources to hire temporary staff to support and staff these events along with increase and maintain our presence at targeted high schools, we will continue to hire professional experts.

**For each separate resource request, complete this chart with the itemized requested dollar amount:**

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| --- | --- |
| **Type of Resource** |  |
| Personnel | Professional Expert |
| Facilities |  |
| Supplies | $20,000 - Flyers, promotional items, posters and various signage, general office supplies |
| Computer Hardware |  |
| Computer Software |  |
| Training |  |
| Other | Events: $80,000  Includes Males Achieving Success Conference, Mujeres Achieving Success Conference, Cruising to College Car Show, START Summer and Spring Orientation, HS district hosting events, Future Hornet Events includes busses and lunch.  Personnel - 4-5 professional experts: $100,000 |
| **Total Requested Amount:** | $200,000 |

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| --- |
| **Is the funding requested ongoing or one-time funding?**  Ongoing |
| **Is the funding requested for**[**enrollment and reengagement activities?**](https://ie.fullcoll.edu/wp-content/uploads/sites/27/2024/05/ER-2.0-Program-Review-Guide.pdf)  Yes |