



PROGRAM COMPREHENSIVE REPORT

2022 - 2023

Program Review (S) - Student Outreach &
Assessment

Program Planning

2022 - 2023

General Information

Please enter your program's purpose statement.

The Outreach Department facilitates enrollment access at Ventura College by providing:

- *Pre-admissions information and assistance to all prospective students and their families
- *Ensuring access to and knowledge of campus resources
- *Promoting academic, career and students services to all prospective students and the community
- *Coordinating community outreach events such as College and Career Fairs
- *Parent and Community Awareness Events
- *Serve as the primary contact to Ventura County K-12 school districts, community groups and industries

Briefly describe your program and the services that it offers to students.

- *Guiding students through the enrollment process
- *Assistance with the admissions application for New and Returning students Starting Here!
- *General campus information
- *Assistance setting up MYVCCCD portal
- *Information about Student Services

How does your program support VC's mission?

Supports incoming and future students by providing information that will lead to their successful transition to college. We support the needs of our diverse community.

SWOT Analysis: What are the strengths of your program?

Raise awareness of Ventura College as the preferred option for university bound students, with a focus on increasing participation by disproportionately impacted students

SWOT Analysis: What are the weaknesses of your program?

Getting access to communication channels from local agencies

SWOT Analysis: What are some opportunities for your program?

Increase attendance of community members on campus with elevating events

SWOT Analysis: What are some threats to your program?

budget restrictions

Service Usage

Are there any student gender groups more than 5 points lower than the overall VC student population?

null

Are there any student ethnic groups more than 5 points lower than the overall VC student population?

null

Six Factors Survey

Which of the six factors did your program score the highest on?

null

Program Planning

SUOs

Course Success Rate - COUN, EAC & EOPS only

Objective

3-Year Objective

Educational Master Plan Objectives are directly connected to Outreach efforts and VC Strategic Goals: Goal 1: VC Master Plan to increase student success of our students while closing equity gaps. Goal 2: Increase our community's access to transfer, workforce preparation, and basic skills. Goal 3: Strengthen local/regional partnerships and community engagement.

What specific actions will you take to meet this objective?

Be a visible presence in the appropriate venues to promote the message of Ventura College. Serve as the liaison between agencies, programs (off and on-campus), and institutions to guide potential students to our college. Attract students to the campus by spotlighting the available resources and opportunities at Ventura College.

Actions outlined in VC Strategic Plan 2020-2023:

1. Fund outreach to resident and international students - hire an additional staff member in the VC Outreach Team to keep up with the number of touchpoints and events across Ventura County and expansion of the Santa Clarita area.
2. Create a cross-functional group to work with middle schools, high schools, and county community colleges and universities.
3. Increase opportunities for underserved students to participate in program-relevant active
4. Continue to hold outreach events at local high schools.
5. Collaborate with local K-12 districts.

Which of the following Educational Master Plan Goals does this objective align with?

Goal 2: Increase our community's access to transfer, workforce preparation, and basic skills education, Goal 3: Strengthen local/regional partnerships and community engagement, Goal 1: Increase the success of our students while closing equity gaps

Which of the following Student Equity Plan Goals does this objective align with?

Goal 1: Access and Successful Enrollment

Review Type

Comprehensive

Program Review Cycle

2022 - 2025

Objective Status

Active

Completion Date

08/22/2025

Year 2: Describe Progress Made Towards Objective

Outreach efforts have continued across Ventura County with limited staff. We continue to work hard to keep up with the constant demands and outreach events during the week from morning to late afternoon.

Year 2: Discuss Any Challenges You Encountered in Progressing Towards This Objective.

Limited staff and additional support needed.

Year 3: Describe Progress Made Towards This Objective

We are requesting support from additional departments to assist in the outreach efforts. We have established more substantial relationships with other Ventura College departments to assist in the outreach efforts.

Year 3: Discuss Any Challenges You Encountered in Progressing Towards This Objective

Asking additional departments to be part of the outreach presentations when attendees ask for specific details—obtaining approval from program review to hire another staff member, not relying on student workers or

Provisionals to meet Ventura College Educational Master Plan goals. We need actual employees to help support outreach efforts across Ventura County and the Santa Clarita area.

Resource Requests

Resource Request Status

Active

Request Year

2022-2023

Resource Request Title (First 3 letters of Program Name+2-digit Year + 2-digit Request Number)

OUT2201

Description of Resource Request

Fill a Student Success & Support Specialist II

Estimated Cost

55,000 + 50,000 in benefits

Type

Staff

New/Replacement

Replacement

Priority

01

Primary Contact For This Resource Request

Vanessa Stotler

Administrator, Faculty, or Staff Request

Please provide a detailed justification as to why this position is needed.

Current position is vacant, was held by Victoria Nielsen and need it to run administrative items in the office

Equipment, Technology, or Facilities Request

Pirate's Code

na

Please explain how critical this request is to your program's goals.

We have many requests for outreach staff at various events from the community, but also from other departments. There is a need for more boots on the ground and we need an additional 3rd person to be able to assist with outreach. It is needed to continue supporting the needs of the Outreach Department, supporting outreach in the community, high schools and other events, in addition to administrative support

How many students will be impacted by this request?

we will be able to recruit more new students

What, if any, ongoing maintenance and licensing costs will your request require?

NA

Have you identified funding sources to cover ongoing costs?

Student Equity & Access funds

How will this resource improve the current learning environment, campus services, or operating conditions on campus?

Increase awareness of programs and increase of students to the campus

Resource Requests

Resource Request Status

Active

Request Year

2021-2022

Resource Request Title (First 3 letters of Program Name+2-digit Year + 2-digit Request Number)

OUT2103

Description of Resource Request

Requesting a Bilingual Student Services Assistant member to support our increased efforts to Spanish Speakers in the Santa Paula and Fillmore areas and throughout Ventura County. As a Hispanic Serving Institutions it is important that we have a Spanish speaking staff member within Outreach.

According to the U.S. Census Bureau Ventura County's population is 846,000, Ventura College's Outreach team is officially comprised of one staff member dedicated to Outreach and another staff member leading articulation, assessment, and supporting the students' needs in recruitment and retention. To feasibly meet the Ventura College's Strategic Plan and Equity Plan additional permanent staff is required. In the Equity Plan, Access Successful Enrollment, "increase college visibility in the community by addressing the importance of college to a broader audience." In the Educational Master Plan, Objective 5, "ensure that at least 95% of first-time students receive Student Success and Support Program services. One strategy listed, is to "improve coordination and communication of academic student support services." Another strategy is, "implement evaluate, and refined Guided Pathway Model to crease a cross functional group to work with middle schools, high schools, county and community colleges and universities." More over to meet Goal 2, in the 2020-2023 strategies "to continue outreach to local schools" additional staffing is required as well as to address the highlighted plans.

Estimated Cost

33,440 (10 month) to \$40,128 (12 month) + benefits

Type

Staff

Previously Requested in Year(s)

2020-2021, 2019-2020, 2018-2019

Priority

02

Primary Contact For This Resource Request

Vanessa Stotler

Administrator, Faculty, or Staff Request**Equipment, Technology, or Facilities Request****Resource Requests****Resource Request Status**

Active

Request Year

2022-2023

Resource Request Title (First 3 letters of Program Name+2-digit Year + 2-digit Request Number)

OUT2202

Description of Resource Request

Funds for outreach promotional items

Estimated Cost

40,000 yearly

Type

Other (Not Prioritized)

New/Replacement

Replacement

Previously Requested in Year(s)

2020-2021, 2018-2019

Priority

03

Primary Contact For This Resource Request

Vanessa Stotler

Administrator, Faculty, or Staff Request

Please provide a detailed justification as to why this position is needed.

outreach has the need for the most promotional items on campus due to the nature of being out in the community. 40K a year provides a sizeable budget for items

Equipment, Technology, or Facilities Request

Pirate's Code

NA

Please explain how critical this request is to your program's goals.

it is critical in providing items when we are visiting schools

How many students will be impacted by this request?

various

What, if any, ongoing maintenance and licensing costs will your request require?

na

Have you identified funding sources to cover ongoing costs?

no

How will this resource improve the current learning environment, campus services, or operating conditions on campus?

it will improve awareness of the campus in the community