**Bakersfield College**

**Program Review – Annual Update 2015**

**I. Program Information:**

Program Name: Outreach and School Relations (OSR)

Program Type: [ ]  Instructional X Student Affairs [ ]  Administrative Service

***Bakersfield College Mission****:* Bakersfield College provides opportunities for students from diverse economic, cultural, and educational backgrounds to attain Associate and Baccalaureate degrees and certificates, workplace skills, and preparation for transfer. Our rigorous and supportive learning environment fosters students’ abilities to think critically, communicate effectively, and demonstrate competencies and skills in order to engage productively in their communities and the world.

Describe how the program supports the Bakersfield College Mission:

The OSR Program provides information to current and prospective students in Kern County regarding the Student Success & Support Program (SSSP), the college academic programs and support services, and the how to be a successful college student. ORS builds awareness of BC programs and options for prospective students, develop outreach strategies for specific populations, coordinates and conduct campus tours for prospective students, and represent the college at various community events and activities.

The department also provides speaking opportunities for current students, faculty, and staff to serve the community at special recruitment events (i.e. new student orientation programs, college fairs, classroom presentations). These activities provide reciprocal benefits to both the community and the college.

The department also provides a connection between the prospective student (high school or non-traditional) and the academic programs of interest at the college. The program seeks to build awareness about career prospects, share information about the application process, and establish a connection between the prospective student and the college faculty and staff.

The department also attempts to improve the effectiveness the college outreach efforts for the purpose of both short and long-term enrollment growth.

Program Mission Statement:

To inform the Kern County Community about the educational programs and services offered at Bakersfield College. The department is responsible for coordinating the college-wide outreach services to improve access, encourage community service/civic engagement and raise awareness and understanding regarding the benefits of pursuing a higher education.

**II. Progress on Program Goals:**

1. List the program’s current goals. For each goal (minimum of 2 goals), discuss progress and changes. If the program is addressing more than two (2) goals, please duplicate this section.

Goal 1: To meet enrollment targets for the college

Objective: Continue to attract new students by visiting high schools/community outreach programs, providing campus tours, attending college fairs, and hosting yield activities on campus.

Goal 2: Implement a new online orientation program for new students

Objective: Select a vendor to develop a cutting-edge online program that’s interactive and will meet the college orientation needs. Provide leadership to the Student Success Program Manager who will eventually be responsible for the college orientation programs. On July 1, 2015, Comevo was selected as the vendor to update the current orientation program. The purchase price was $24,320.00.

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| **Program Goal** | **Which institutional goals from the Bakersfield College Strategic Plan will be advanced upon completion of this goal? (select all that apply)** | **Progress on goal achievement****(choose one)** | **Comments** |
| 1.Meet enrollment target – 7% increase based on DO projections | [ ]  1: Student Learning X 2: Student Progression and Completion [ ]  3: Facilities [ ]  4: Oversight and Accountability [ ]  5: Leadership and Engagement  | [ ]  Completed: \_\_\_\_\_\_\_\_\_\_ (Date) [ ]  Revised: \_\_\_\_\_\_\_\_\_\_ (Date)**X** Ongoing: \_\_\_\_\_\_\_\_\_\_ (Date) | * Continue and expand outreach services in Kern county
* Collaborate with other outreach programs on campus
 |
| 2.Revise the online orientation program | [ ]  1: Student Learning X 2: Student Progression and Completion [ ]  3: Facilities [ ]  4: Oversight and Accountability [ ]  5: Leadership and Engagement  | [ ] Completed: \_\_\_\_\_\_\_\_\_\_ (Date) [ ]  Revised: \_\_\_\_\_\_\_\_\_\_ (Date)**X** Ongoing: \_\_\_\_\_\_\_\_\_\_ (Date) | * The current online will be revised during the Fall 2016 semester
 |

1. List new or revised goals (if applicable)

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| **New/Replacement Program Goal** | **Which institutional goals will be advanced upon completion of this goal? (select all that apply)** | **Anticipated Results** |
|  | [ ]  1: Student Learning [ ]  2: Student Progression and Completion [ ]  3: Facilities [ ]  4: Oversight and Accountability [ ]  5: Leadership and Engagement  |  |

**III. Trend Data Analysis:**

Highlight ***any significant changes*** in the following metrics and discuss what such changes mean to your program.

1. Changes in student demographics (gender, age and ethnicity).
2. Changes in enrollment (headcount, sections, course enrollment and productivity).

As of July 1, 2015, Bakersfield College Fall 2015 FTES increased 3.4 % during a one year period – Fall 2014 5,387 & Fall 2015 5,572. The increase is due to direct result of the services provided by the OSR.

1. Success and retention for face-to-face, as well as online/distance courses.
2. Changes in the achievement gap and disproportionate impact (Equity).
3. Other program-specific data that reflects significant changes *(please specify or attach).* All Student Affairs and Administrative Services should respond.

Attached: Summer/Fall 2015 Outreach Snapshot (April 13, 2015)

**IV. Program Assessment (focus on most recent year):**

1. How did your outcomes assessment results inform your program planning? Use bullet points to organize your response.
2. How did your outcomes assessment results inform your resource requests? The results should support and justify resource requests.
3. How do course level student learning outcomes align with program learning outcomes? Instructional programs can combine questions C and D for one response (SLO/PLO/ILO).
4. How do the program learning outcomes or Administrative Unit Outcomes align with Institutional Learning Outcomes? All Student Affairs and Administrative Services should respond.
5. BC Orientations at High Schools
* New Student Orientations were given at **21** high schools from 11/07/14 to 03/24/15
* **2508** students attended orientations performed at area high schools
* **1271** students attended orientations administered on the BC campus or online
* A total of **3779** students have completed the orientation through ORS Program
1. New Student Workshops at High Schools (Coordinated with Counseling/MIH)
* New Student Workshops at **40** area high schools from 02/03/15 to 04/15/15
* More than **2130** students completed an Abbreviated Student Education Plan (ASEP)
1. It’s Possible Recruitment Events
* On June 10, 2015, the OSR Department hosted a one-day recruitment (It’s Possible) event that targeted prospective students compete the matriculation steps and become Renegade all in One Day. The event targeted 3,000 students who had submitted an application, completed an orientation but were not enrolled for Summer or Fall 2015 courses.
* As a direct result of this event, 95 students registered for summer 2015 and 180 students registered for fall 2015 and 92 students took the Assessment Test.  The event was inspired by a resolute focus on guiding students toward college success.

***Institutional Learning Outcomes***:

*Think: Think critically and evaluate sources and information for validity and usefulness.*

*Communicate: Communicate effectively in both written and oral forms.*

*Demonstrate: Demonstrate competency in a field of knowledge or with job-related skills.*

*Engage: Engage productively in all levels of society – interpersonal, community, the state and the nation, and the world.*

1. Describe *any significant changes* in your program’s strengths since last year.
2. Describe *any significant changes* in your program’s weaknesses since last year.
3. If applicable, describe any unplanned events that affected your program.

**V. Assess Your Program’s Resource Needs:** To request resources (staff, faculty, technology, equipment, budget, and facilities), please fill out the appropriate form. <https://committees.kccd.edu/bc/committee/programreview>

1. Human Resources and Professional Development:
2. If you are requesting any additional positions, explain briefly how the additional positions will contribute to increased student success. Include upcoming retirements or open positions that need to be filled.

Requested Positions (New)

Educational Advisor (Pre-Collegiate) The Bakersfield College Equity Plan has identified several initiatives that will be supported through early outreach that will benefit disproportionally impacted students interested in attending BC. Kern County has one of the lowest college going rates in the state. The program will target six high schools in the Kern High School District targeting disproportionally impacted high school juniors. The Pre-Collegiate advisor will be imbedded in the following high schools: North, East, Foothill, Highland, Mira Monte, and Tierra Del Sol.

Educational Advisor (Financial Aid) The Outreach and School Relations and Financial Aid Departments has identified several initiatives that will be supported through face to face contact with prospective students who are in need of financial assistance before enrolling in courses at BC. This position will coordinate financial aid outreach presentations at the high schools, student and parent orientation programs and advise them regarding their financial aid application process. Disproportionally impacted students will be identified and targeted at the top feeder high schools to improve their financial aid attainment and first-year persistence.

1. Professional Development:
2. Describe briefly the effectiveness of the professional development your program has been engaged in (either providing or attending) during the last year, focusing on how it contributed to student success.

The OSR Director attended the CISOA & 3CBG Conference – 3/8 to 3/10

* + Connected with Doug Sawyer, Director, Business Developer for COMEVO the company assisting the college in developing the online orientation program.
1. What professional development opportunities and contributions can your program make to the college in the future?

The OSR department plan to utilize faculty for traditional recruitment programs, like college fairs, off-campus receptions, and all of the matriculation steps at the high schools. Faculty assistance is effective in the recruitment process once the student applies to the college.

1. Facilities:
2. How have facilities’ maintenance, repair or updating affected your program in the past year as it relates to student success?
3. How will your Facilities Request for next year contribute to student success?

C. Technology and Equipment:

1. Understanding that some programs teach in multiple classrooms, how has new, repurposed or existing technology or equipment affected your program in the past year as it relates to student success?
2. How will your new or repurposed classroom, office technology and/or equipment request contribute to student success?

With development of the BC Welcome Center, the department ordered 12 Dell Latitude laptops and a color printer to provide new and current students complete one or all of the matriculation steps. The equipment will have a direct effect on the success of the college students.

1. Discuss the effectiveness of technology used in your area to meet college strategic goals.

D. Budget: Explain how your budget justifications will contribute to increased student success for your program.

**VI. Conclusions and Findings:**

Present any conclusions and findings about the program. This is an opportunity to provide a brief abstract/synopsis of your program’s current circumstances and needs.

The department shares responsibility with other student services departments for implementing the following SSSP services for all new students: admissions, orientation, assessment/placement, counseling, and the creation of an abbreviated educational plan (ASEP). Students will improve their chances of completing their educational goals by having an ASEP before they are permitted to register for courses.

**VII. Forms Checklist (place a checkmark beside the forms listed below that are submitted as part of the Annual Update):**

[ ]  [Best Practices Form](http://committees.kccd.edu/bc/committee/programreview) **(Required)**

[ ]  Curricular Review Form **(Instructional Programs Required)**

[ ]  [Certificate Form](http://committees.kccd.edu/bc/committee/programreview) **(CTE Programs** **Required)**

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[ ]  [Faculty Request Form](http://committees.kccd.edu/bc/committee/programreview) X [Classified Request Form](http://committees.kccd.edu/bc/committee/programreview) [ ]  [Budget Form](http://committees.kccd.edu/bc/committee/programreview)

[ ]  Professional Development Form [ ]  [ISIT Form](http://committees.kccd.edu/bc/committee/programreview) [ ]  [Facilities Form](http://committees.kccd.edu/bc/committee/programreview) (Includes Equipment)

[ ]  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_