



Student Services
 Program Review Reflection
 2014-2015

Office of Outreach and Relations with Schools

1. Overview: Assess program, services, division during the 2014-2015 year. Describe accomplishments, challenges and how challenges were addressed. Include evidence that illustrates accomplishments and challenges.

The Office of Outreach and Relations with Schools actively works to attract a diverse student population to De Anza College through collaborative working relationship with high schools, school districts, and communities throughout Santa Clara County. The goal of Outreach is to promote college access and success for all students, with emphasis on underserved and underrepresented students.

In 2014-15, the Office of Outreach and Relations with Schools held over 200 outreach events in 60 high schools and middle schools throughout the region, reaching more than 20,000 students and directly serving over 4,800 students through a variety of outreach activities. Outreach activities included college fairs, info table, classroom presentations, application workshops, campus tours, student conferences, and many more. Below is a list of some of our major outreach events:

Outreach Activities	Description	Date
Major Outreach Events in 2014-15		
High School Partners Conference	Annual event hosted at De Anza College to provide college updates to our high school partners (counselors, advisors, etc.).	Oct 24, 2014
African American Student Conference	Annual conference with emphasis on college and career opportunities, aimed at increasing the college participation rate of African American students from local high schools.	Feb 4, 2015
Latino Student Conference #1	Annual conference with emphasis on college and career opportunities, aimed at increasing the college participation rate of Latino/Latina students from local high schools.	March 5, 2015
Latino Student Conference #2	Annual conference with emphasis on college and career opportunities, aimed at increasing the college participation rate of Latino/Latina students from local high schools.	March 18, 2015

Filipino/Southeast Asian Student Conference	Annual conference with emphasis on college and career opportunities, aimed at increasing the college participation rate of Filipino Southeast Asian students from local high schools.	April 23, 2015
New Student & Parent Open House 2015	Annual college wide event for new students and parents, featuring over 30 programs, campus tours, placement testing, registration, and enrollment information.	April 25, 2015

2. Describe how SSSP core services or DSPS, EOPS, CalWORKs program plans were met. Include evidence that illustrate how the core services were met.

With the implementation of the Student Success and Support Program (SSSP) mandates starting fall 2014, Office of Outreach and Relations with Schools was actively engaged in incorporating SSSP core services into its outreach activities, primarily providing pre-enrollment services (assessment, orientation, and abbreviated educational planning) at area high schools.

Offering SSSP services in high schools presented some challenges, including staffing, scheduling, technology, and other logistical issues. However, we were able to meet those challenges by working with our high school partners, and collaborating with other student services areas on campus. Staff from Assessment and Outreach worked together to offer placement-testing in 33 high schools. Counselors from Counseling Division, assisted by staff and student ambassadors from Outreach, provided orientation and educational planning services in 27 high schools. Through these collaborative efforts we were able to provide the following SSSP core services at area high schools:

- Assessment = 1218
- Orientation = 659
- Abbreviated Ed Plan = 659

In addition, we offered application workshops, assisting 249 students complete the college application.

3. Describe how Student Equity goals were met. Include evidence that illustrate how goals were met.

Student equity funds provided additional resources to support our targeted outreach activities to historically underrepresented and underserved student populations. Equity funded outreach activities include:

- African American student conference
- Latino student conference
- Filipino/SWE/PI student conference

Over 1,200 students from 43 high school participated in these conferences. Students participated in a variety of engaging workshops focused on promoting a college going culture and raising awareness about college and career options and opportunities.

4. Enrollment Management (if applicable): Analysis of course offerings and what is needed for 2015-2016 course offerings.

N/A

5. Resource requests based on previous Program Reviews and/or Annual Program Review Updates.

N/a

6. Other Relevant Information:

To address the growing needs of low-income students affected by hunger while enrolled at our college, the Office of Outreach and Relations with Schools, in partnership with West Valley Community Services, launched a food pantry program in spring of 2015.

In addition, we have partnered with the Volunteer Income Tax Assistance (VITA) program to establish a De Anza VITA site to assist our students with free tax filing. VITA offers free tax help to people who generally make \$54,000 or less, persons with disabilities and limited English speaking taxpayers who need assistance in preparing their own tax returns. IRS-certified volunteers provide free basic income tax return preparation with electronic filing to qualified individuals.

The Office of Outreach and Relations with Schools maintains a robust website with information and resources for prospective students, parents, and high school partners. For more information, please visit www.deanza.edu/outreach