De Anza College
Program Review – Annual Update Form [Outreach]

1. Briefly describe how your area has used the feedback from the Comprehensive Program Review provided by RAPP members (if unsure, request the feedback form from your dean/manager).

Our Outreach Office has reviewed the feedback from the Comprehensive Program Review and is aligning our strategies to address the recommendations provided.

- **Mission Alignment:**
  After reviewing the feedback, we'll work to update the mission to include our service areas although the mission continues to meet the needs and interests of our area. However, we are taking proactive steps to ensure that our objectives and strategies remain aligned with institutional priorities.
- **Metrics and Accountability:**
  We are working to clearly define how program goals and outcomes will be measured. This includes identifying specific metrics such as the number of applications submitted, event attendance (including conference registration numbers), and other quantifiable data points. Additionally, we will clarify which staff members are responsible for tracking and reporting these metrics to ensure accountability.
- **Adjusting Program Goals and Objectives:**
  Based on the recommendations, we are revising our program goals and objectives to ensure they are achievable, measurable, and directly support our outreach efforts. These adjustments aim to strengthen our focus on increasing student recruitment and deepening relationships with high schools and community partners.
- **Leveraging Institutional Research and Planning:**
  We recognize the importance of utilizing the Institutional Research and Planning division to support our work. By partnering with this division, we can better analyze data, measure program effectiveness, and make data-informed decisions to improve our outreach initiatives.
- **Enhancing Recruitment Tracking:**
  To increase student recruitment and strengthen relationships with high schools, our office will implement improved systems for tracking outcomes. This includes monitoring the number of applications submitted during outreach events, recording attendance at campus tours and high school conferences, and analyzing registration trends to identify areas for growth.

By addressing the recommendations and refining our processes, we are committed to improving our outreach efforts, increasing student recruitment, and building sustainable relationships with our high school and community partners.

2. Describe any changes or updates that have occurred since you last submitted program review (comprehensive program review submissions)

Since the last program review, our Outreach Office has implemented several significant changes and updates to better serve our students and community:

- **Basic Needs Program and Food Pantry Transition:**
  As of January 2023, the Food Pantry has transitioned into its own standalone department under the Basic Needs Program. This change allows for more focused support and resources to address students' basic needs.
- **Consistent Hiring of Student Ambassadors:**
  We have established a consistent process for hiring student ambassadors for the academic year. This ensures ongoing support for outreach activities, such as campus tours, conference, and high school tabling event, while providing valuable student perspectives and peer-to-peer engagement.
- **Targeted Outreach to Our Service Population:**
  We have refined our outreach approach to prioritize students within our designated service area. For students returning from outside our service area, we now focus on educating them about alternative resources to support their needs.
- **Updates to Book Voucher Program:**
  Changes have been made to the book voucher program. Funding restraints have limited the voucher program.
- **Enrollment Workshop Registration:**
  To better organize and manage enrollment workshops, we now require students to sign up in advance. This change allows us to ensure proper staffing, track participation, and provide a more structured experience for attendees.
- **Adjustments to High School Conference (2024-2025):**
  Due to budget constraints, there will be changes to the structure and delivery of the High School Empowerment Conference in the 2024-2025 academic year. We are currently planning to offer one conference this year that will target graduating seniors to maintain the impact of this event within our budget limitations.
- **Increased Social Media Presence:**
  To enhance outreach and engagement, we have increased our social media presence by launching an Instagram account. This platform allows us to connect with students more effectively, promote events, and share important information.
- **Staffing Growth:**
  Our team has grown with the addition of two new staff positions (student success specialist & program coordinator), which strengthens our capacity to serve students and expand outreach initiatives.

These changes reflect our commitment to continuous improvement, addressing student needs, and adapting to operational challenges while maintaining high-quality outreach services.

3. Provide a summary of the progress you have made on the goals identified in your last program review (as included in the comprehensive program review).

Staffing and Resource Development:

- New hires have been made, including a dedicated in-reach student success specialist focused on campus tours, orientation sessions, priority registration, and student support.
- Our outreach student success specialist continues to foster relationships with external partners by conducting application workshops and recruiting events.

Tracking and Metrics:

- Progress has been made in tracking metrics related to conferences, application statuses, and high school events. Developing a process to track students from the application stage through enrollment, ensuring a seamless transition to De Anza College.
- Campus Tours: Implementing systems to monitor attendance, participant feedback, and the impact of tours on prospective student engagement.
- Our Program Coordinator is actively learning about the metrics and data essential to evaluating the office's performance and refining departmental goals.

Support for Prospective Students:

- We remain committed to supporting prospective students in their matriculation process by building effective strategies for their first-year experience.
- Efforts from our student success specialist are providing personalized attention to each student, which continues to ensure students successful transition to De Anza College.

Community Engagement and High School Partnerships:

- We have sustained a strong presence in local high schools and underserved communities, showcasing the programs and opportunities available at De Anza College.

Cohort Program Support:

- Continued efforts are being made to monitor cohort programs, including Men of Color, with a focus on retention and tracking academic progress.

Collaboration and Campus Partnerships:

- We are increasing collaboration with campus programs we had not previously partnered with, aiming to enhance joint recruitment efforts and meet diverse program needs.

4. If your goals are changing, use this space to provide rationale, or background information, for any new goals and resource requests that you'll be submitting that were not included in your last program review.

5. Describe the impact to date of previously requested resources (personnel and instructional equipment) including both requests that were approved and were not approved. What impact have these resources had on your program/department/office and measures of student success or client satisfaction?

   What have you been able to and unable to accomplish due to resource requests that were approved or not approved?

The addition of a dedicated **in-reach student success specialist** has significantly enhanced our office's ability to support prospective students. This position has:

- Increased our capacity to conduct campus tours, providing prospective students and their families with a comprehensive introduction to De Anza College.
- Offered a dedicated specialist managing inquiries and streamline the process for accommodating each tour request, ensuring a consistent and high-quality experience for all participants.
- Focused on matriculation efforts during priority registration week, and attentive to the ongoing orientation changes and offerings for first time students.

The **outreach student success specialist** has continued to strengthen relationships with local high schools by:

- Leading application workshops and orientation sessions on-site, which have greatly improved the student onboarding experience.

Together, both Student Success Specialists have contributed to:

- Tracking prospective students through the entire matriculation process—from application to enrollment—allowing our office to identify and address barriers students face during this critical transition.

The addition of the **Program Coordinator II** has brought a focused approach to improving office operations. This position has:

- Taken the lead in hiring and onboarding student employees, ensuring our team is equipped to support outreach and in-reach efforts effectively.
- Initiated efforts to track event data systematically, helping the office measure the impact of events.
- Dedicated time to understanding office processes and procedures, ensuring seamless operations and enhancing efficiency.

- Played a critical role in managing staff roles and responsibilities, fostering a more organized and collaborative work environment.

This collaboration has directly impacted our ability to support students effectively and improve their overall experience, contributing to higher satisfaction rates and smoother enrollment process. With the continued presence of dedicated positions in the office, we have been able to maintain a focused and committed team to accomplish our goals and prioritize student outcomes. These roles have allowed us to improve our capacity for targeted support and operational efficiency.

However, we recognize the need to deepen our understanding of available metrics and their applications. Moving forward, we will collaborate as a team to explore and implement strategies for leveraging data more effectively to inform our efforts and enhance our impact on student success.

6. How have these resources (or lack of resources) specifically affected disproportionately impacted students/clients?

The additional resources have allowed us to explore areas within our office where we can continue to grow and better support our students. One significant development has been the rollout of student surveys, which have become a critical tool for understanding and improving the services we provide.

With the support of additional staff and input from students, we have successfully developed and distributed these surveys, gaining valuable insights into the challenges and barriers faced by our student population. This feedback enables us to tailor our programs and services to better address their needs.

The increased capacity within our office has also allowed us to focus on identifying and removing barriers in the matriculation process, particularly for students from underserved communities. This includes streamlining key processes such as applications, campus tours, and orientations to promote equitable access and improve the overall student experience.

7. Refer back to your Comprehensive Program Review under the section titled Assessment Cycle as well as the SLO website (https://www.deanza.edu/slo/) for instructional programs. In the table below provide a brief summary of one learning outcome, the method of assessment used to assess the outcome, a summary of the assessment results, a reflection on the assessment results, and strategies your area has or plans to implement to improve student success and equity. If your area has not undergone an assessment cycle, please do so before completing the table below.

Table 1. Reflection on Learning Outcomes (SLO, AUO, SSLO)

Learning Outcome (SLO, AUO, SSLO)	We have adopted a more strategic approach and dedicated effort to surveying students at every opportunity, whether at conferences or during counseling visits. The introduction of surveys has been instrumental in gauging whether students feel they are meeting key learning outcomes, particularly in areas such as understanding the matriculation process, accessing campus resources, and setting academic goals. However, we continue to face challenges in obtaining consistent feedback from high school counselors, as our electronic surveys often yield limited responses. While the feedback we have gathered so far has been valuable, we recognize the need to establish more targeted learning outcomes that are closely aligned with the specific objectives of each program or activity. Moving forward, we aim to leverage student feedback more effectively to address identified gaps, particularly those affecting disproportionately impacted populations. This will help us ensure equitable support, improve access to resources, and refine our programs to better meet the diverse needs of our students.

Method of Assessment of Learning Outcome (please elaborate)	The method of assessment for our learning outcomes includes a combination of qualitative and quantitative approaches to evaluate the effectiveness of our programs and identify areas for improvement. Our office will continue to collaborate with the Office of Institutional Research, Financial Aid, and the Office of Equity to gather and analyze student data. **Student Feedback Surveys:** Distributed during conferences, campus events, and counseling visits to gather feedback on whether students feel they are achieving the intended learning outcomes. Surveys focus on specific areas such as understanding the matriculation process, knowledge of campus resources, and progress toward academic or personal goals. **Participation Metrics:** • Tracking the number of students engaged in our programs, such as fully booked counseling schedules, attendance at orientation workshops, and involvement in program activities. **Feedback from High School Partners:** • Surveys and direct communication with high school counselors to gather insights on the perceived impact of our outreach programs. • Focus on the effectiveness of application workshops, presentations, and the support provided to their students. **Collaboration with Student Ambassadors:** • Engaging ambassadors to provide peer-level feedback on outreach activities and share insights on the student perspective, particularly for disproportionately impacted populations. **Counselor Evaluations (J2):** • Tenure evaluations for counselors provide insight into the success of student-counselor rapport building and overall service effectiveness. **End-of-Year Celebrations:** • Events such as the Men of Color and Promise Program celebrations serve as benchmarks for recognizing student achievements and fostering community engagement.

Summary of Assessment Results	**High School Partner Conference Survey Summary**
	Attendance and Survey Participation:
	• A total of 27 high school counselors signed in as attendees.
	• Despite the attendance, only 5 counselors completed the feedback survey.
	Survey Results Overview:
	1. Overall Experience:
	   o The program received an average rating of 4.2 out of 5 for overall experience.
	2. Suggestions for Improvement:
	   o Schedule a student panel earlier in the program to engage participants at the start.
	   o Include small breakout discussion sessions to allow for deeper engagement and networking.
	   o Offer an optional campus tour as part of the conference agenda.

	3. Conference Timing:
	- All respondents indicated that the conference time was appropriate, with no issues raised regarding the time frame. 4. Additional Comments and Suggestions: - Positive feedback included praise for the presentations: *"Great job presenting and great presenters."* - Suggestions for future conferences included: - Adding representation from the Athletics Department. - Dedicating more time to transfer options discussions. - Expanding content related to CTE programs. **Student Survey Feedback Summary** Survey Launch Date: November 12, 2024 Responses Received: 13 completed surveys as of Dec. 22, 2024 1. Satisfaction with Check-In Process: - Average rating: 4.31 (on a scale of 1 to 5, where 5 = Very Satisfied). 2. Type of Visit: - All respondents indicated they attended scheduled appointments instead of drop-in option. 3. Satisfaction with Counselors: - Average rating: 4.2 (on a scale of 1 to 5). - On average, students reported this was their first visit with counselor. 4. Were Student Questions Answered? 10 students indicated their questions were fully answered. 3 students indicated their questions were not answered. For these cases: - Follow-up was conducted for students who provided contact information. 5. Additional Feedback on Counseling Experience: - Positive responses included: *"My appointment was on time, and the counselor was very kind and patient with me!"* - Most responses to the question, "Is there anything else you need assistance with?" were: *"None at this time"* or *"I'm good."* 6. Suggestions for Improvement: - A student shared a suggestion inspired by their experience at Wilcox High School: *"Their counseling system had a form where you type in your questions/concerns prior to the meeting. So counselors know what to expect. I don't know if the DA tech website people can do that or not, but it'll be cool."*

Reflection on Results	Based on the feedback from the high school conference we will consider: • Adjust the agenda to incorporate an earlier student panel and optional campus tour. • Include breakout sessions to foster collaboration and discussion. • Broaden topics to cover athletics, transfer pathways, and CTE programs to address counselor interests. Next Steps and Considerations for student surveys: • Explore the feasibility of implementing a pre-meeting question/concern form to streamline counseling sessions and allow counselors to prepare in advance. • Continue monitoring survey responses and follow up with students who indicate unresolved concerns. • Maintain the current check-in process and counseling services while looking for opportunities to further improve satisfaction.
Strategies Implemented or Plan to be Implemented (aka: enhancements)	**Reviewing Survey Feedback with Counselors:** • Regularly discuss student survey feedback during counseling meetings to identify areas of improvement and recognize strengths in service delivery. **Direct Follow-Up by Counselors:** • Suggest that specific counselors reach out directly to students who indicate unresolved concerns or provide actionable feedback. This ensures a personalized approach and helps address individual needs promptly. **Implementing Pre-Meeting Forms:** • Explore the potential for introducing a pre-meeting question/concern form to streamline counseling sessions and enhance preparation. **Ongoing Monitoring and Adjustments:** • Continue collecting and analyzing student feedback to adapt strategies and maintain a student-centered approach to service improvement.

Done? Please email this form to your dean/manager.

8. Dean Manager Comments:

Outreach and Basic Needs Center are doing above and beyond to sevre our student.