

Status: **Reviewed**

Entry #: 5

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2020-2021 ANNUAL REVIEW

OVERVIEW OF PROGRAM REVIEW AND PLANNING FOR NON- INSTRUCTIONAL PROGRAMS

Program Review is a self-study of your unit. For non-instructional program review, the definition of what is a unit varies based upon your division. A unit may be a department (e.g., Information Services, Institutional Research and Planning, Financial Aid), a program (e.g., EOPS, TRIO), or a division (Human Resource Services). The Vice Presidents for each division have identified/defined the units that will complete the review cycle.

Regardless of whether your unit is a program, department, or division, program review is about documenting the plans you have for improving Institutional Effectiveness in your area and sharing that information with the college community. Through the review of and reflection on key elements, program review and planning identifies program strengths as well as strategies necessary to improve the operation of your area. With that in mind, please answer the following questions.

The Annual Update is designed to help you track progress on your three-year plan. It allows for updates to your plan based on:

- 1) Updates to Service Area Outcomes assessment cycle or unit data;
- 2) new events, legislation, or processes that affect your unit's ability to meet your mission; and
- 3) a review of progress on your three-year plan's goals.

BASIC UNIT INFORMATION

Program/Unit Name

Outreach Services

Department Name

Enrollment Services

Division Name

Student Services

Name of Person responsible for the Program/Unit

Deanna Shoop

Website address(es) for your program(s)/unit(s)**Webpage URL 1****Unit webpage**

www.palomar.edu/outreach

Webpage URL 2**Unit webpage**

www.palomar.edu/tours

Webpage URL 3**Unit webpage**

www.palomar.edu/connect

Please list all participants and their respective titles in this Program Review

| Participant | Title |
|-----------------|--|
| Deanna Shoop | Manager, Outreach Services |
| Jamie Moss | Manager, Admissions, Records and Enrollment Services |
| Kendyl Magnuson | Senior Director, Enrollment Services |

STAFFING AND SERVICE UPDATES

Staffing

Use the link provided to help answer the staffing questions below.

Link: [Permanent Employees Staff Count](#)

This form requires a login and password to access. Please use your Palomar email and password to log in.

Full-Time Staff**Total Number of Full-time Staff**

2.00

Part-Time Staff**Total Number of Permanent Part-time Staff**

0.00

Number of Classified Staff

1.00

FTE of Part-time Staff (2x19 hr/wk=.95)

0.00

Number of CAST Staff

0.00

FTEF of Part-time Faculty

0.00

Number of Administrators

1.00

Number of Full-time Faculty

0.00

Describe additional temporary hourly or contract staff who support this unit and/or department. (Include FWS/District Student Worker/Veteran Student Worker)

One of the reasons the manager was hired in 2016, was to launch a Palomar Ambassador Program of 10+ students. Our competitors in San Diego County have 15 - 30 Ambassadors. While the department waits for funding to launch this program, when we can find work study students of the caliber to present and represent the district independently off campus, we hire and train them. This generally results in 1-2 students at a time.

Have you experienced any changes in staff this past year? If so, please describe how the changes have impacted your operations.

Due to COVID-19, the removal of our two work study students for March and April took away any extra help that we [two full-time employees] had.

Additionally, we had found and hired two additional work study students in February. All paperwork was completed by both students within HR, and abruptly on March 20 we received an email stating "The following awards have been cancelled due to funding. Funds have been allocated for 2019-2020." Therefore, both students were offered a job, which was then rescinded. Both were willing to work though the summer. Therefore, we lost 5 months of two additional student employees.

This all resulted in our department having no student help from mid-May through to the first day of classes for Fall (the brunt of the time that we needed to turn our department into a fully functioning virtual service.)

Program/Unit Description

Have the services your unit performs change in any way over the past year?

In general, no. Due to COVID-19, the functions of Outreach Services were fully transformed into virtual services and resources (presentations, tours, campus-wide handouts, connecting departments to the community, 1-on-1 Zoom chats, Zoom office hours, tools in Spanish, virtual self-serve tools, virtual toolbox, Academic Showcase, self-serve video and tour pages, facts and figures slide show, mobile app for visitors, virtual college fair table, etc.)

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PROGRAM/UNIT ASSESSMENT

SERVICE AREA OUTCOMES UPDATE

GOT SERVICE AREA OUTCOMES?

Outcomes are statements written in support of student learning to show direct support (instruction) or indirect support (services) provided on campus. Assessment is the way we measure how well we are achieving our outcomes.

For non-instructional areas, outcomes are called Service Area Outcomes (SAO).

So, what is an SAO?

A Service Area Outcome (SAO) is a statement about what a client will experience, receive, or know as a result of a given service. Clients can be students, faculty, staff, or community members.

As part of our three-year planning and review cycles, all non-instructional units are asked to:

- identify at least two SAOs,
- develop a plan and assess their SAOs,
- reflect on the results,
- and take action, as necessary.

Palomar has adopted Nuventive Improve (previously named TracDat) as our official repository for SLO and SAO Assessment information.

Review and/or define your SAOs and assessment plans and ensure they are entered in Nuventive Improve by:

1) Login to Nuventive Improve (previously TracDat) <https://www2.palomar.edu/pages/sloresources/2015/08/10/tracdat/>. Your Palomar username and password is your login.

2) Check your SAOs for **currency** and **sunset** any SAOs if you no longer plan to assess them.

3) Revise or edit your current SAOs by revising their wording and/or updating the assessment and assessment results.

NEED HELP?

Nuventive Improve:

1) If you need help with anything Nuventive Improve related such as login, unit identification, entering SAO info, contact Marti Snyder at msnyder2@palomar.edu.

2) Check out this video on how to enter SAOs in Nuventive Improve: <https://youtu.be/b1sRa68wm4c>

Defining and Assessing SAOs:

Not sure if your SAOs make the grade? Need some help writing an SAO? Not sure about how to assess your SAOs?

1) [Hartnell's SAO Guide](#) is a nice resource! Thank you Hartnell!

2) Contact Michelle Barton at mbarton@palomar.edu. We have a resource support team to help.

A template for entering SAOs can be found on the [IR&Ps Non-instructional Program Review and Planning website](#)

| SERVICE AREA OUTCOMES TEMPLATE | | | | | |
|----------------------------------|--|--|---|--------------------|-------------------------|
| Date Identified or Last Reviewed | Description of SAO (What is your SAO?) | Assessment Method (How will/ do you measure or assess it?) | Criterion (How will/ do you know if you met the outcome?) | Date of Assessment | Date of Next Assessment |
| 1) | | | | | |
| 2) | | | | | |
| 3) | | | | | |
| 4) | | | | | |

Are all of your unit's SAOs and assessment plans **UPDATED** and **ENTERED** in Nuventive Improve?
Yes

SAOs Summaries / Reflection

If you have completed any SAO assessments over the past year, summarize what you learned from the assessment and what improvements you have implemented or plan to implement as a result of your SAO assessments. If you have not completed SAO assessments, document why (e.g., SAO was assessed last year).

SAOs

SAO 1

SAO Title

Satisfaction - Prospective students and military/veterans prospective students will be served with quality, informative campus tours to provide them with knowledge regarding academic programs, services, and steps to enroll procedures.

Assessment Status

Assessed

SAO Summary and Reflection

Despite only being in the initial or planning stages of the long term plans of an outreach department, welcome center and ambassador program, we strive to build a foundation based on quality and customer service. This is very true in assessing satisfaction within the prospective student tour program.

A customer evaluation system was designed and launched this year for all of our programs. The results speak to the efforts consistently made by this small, but mighty team.

"OVERALL, I was satisfied with the Campus Tour" - Average rating: 10 out of 10

"I was satisfied with the QUALITY OF INFORMATION provided in the Campus Tour" - Average rating: 10 out of 10

"AFTER the tour my level of interest in attending Palomar College: [Or "My students'/child's level of interest..."]" - - Average rating: 10 out of 10

Quality is the compass for Outreach Services. Despite not yet having funding to staff tour guides, we still take providing quality tours for the public seriously. This is shown in the comments received about our tours.

A few comments:

- The tour was excellently informative and encouraging. The tour mentor did a great job allowing mentee space to explain information to us. The tour mentee and Amy Leilani Anderson connected throughout the tour because of the mentee's experience. Because she is a working student and very familiar with the processes, she was able to make that connection with Amy and made it more encouraging. Thank you!
- Our tour guide [Outreach Specialist] whom we had for a second year in a row was extremely knowledgeable about the campus current population, events, resources and the history as well. The first year we had him it was pouring rain and he kept his attitude very positive and made sure the students stayed focus. The second year he remembered our group and was so thrilled to have us back. He was very sweet and interested in the students questions which made the students comfortable.
- Fantastic guide. He took us everywhere the students were interested in and even ran back to the learning center to retrieve a student's backpack.

SAO 2

SAO Title

Process - Prospective students in the top 25 feeder high schools will receive at least two visits to guarantee that the high schools which send us the highest volume of students are supported, and the students are provided with knowledge regarding academic programs, services, and steps to enroll procedures.

Assessment Status

Assessed

SAO Summary and Reflection

Despite COVID-19 making a drastic change to the ability to continue in-person events, the department made some concrete headway toward this SAO. On average, our top 25 feeder high schools received 2.75 touch points, ranging from 0 to 8 touch points. Only two schools did not receive any touch points, which were schools located in Murrieta, outside of our district boundaries, where we are cautious to only go to if invited. However, contact may have been with these students at the large fairs we attended in their surrounding communities, such as the Temecula City Fair, which is the largest annual event that we attend.

Outreach Services continues to serve 60+ schools annually. With two staff members, while we wait for funding to build a substantial department, ambassador program and welcome center, to make a feasible goal, we ensure that the top 25 feeder schools have a relationship with us and an appropriate level of contact throughout the year. This goal was maintained this year with relationships and information, and specifically maintained with visits for 23 of the 25 schools. In addition, 38 additional schools were served, across 22 districts, along with 15 community organizations.

An additional Outreach Specialist and the Ambassador Program (tour guides and reps out in the community) has yet to be funded. Our competitors have 3 - 6 staff and 15 to 30 Ambassadors, with 1/3 to 1/15 the number of high schools and organizations to serve in comparison to the Palomar College District. We need to continue to have global conversations on priority and strategy, and seek appropriate funding.

The potential for this department is vast.

OTHER ASSESSMENT DATA

Review the Quantitative and Qualitative Data from your comprehensive review. If there are updates please describe them below.

While the numbers were somewhat skewed this year due to COVID-19, after this year we expect to see the demand and numbers for outreach and tours to continue to grow. [Last year providing 277 tours, 156 outreach activities, and 29 campus support events.

ACHIEVEMENTS AND OTHER RELEVANT INFORMATION

Describe your program's achievements this past year. Where possible, describe how these achievements are related to our students and their success!

- Design and launch of evaluation system for all services within the department, to assess the satisfaction and success of our services to students
- Extreme time and efforts made to launch a completely virtual world of live, group and self-serve resources for prospective students; Close to an instant pivot to offering presentations online as of the onset of COVID-19
- Designing live, guided virtual ways to "see" and "feel" the campus, despite the in-person tour program being suspended
- Creating new ways to connect with students based on their time and needs (1-on-1 Zoom chats, Zoom office hours, tools in Spanish, self-serve tools, etc.)
- Designing departments first self-serve virtual resources, which can be used for years - "Virtual toolbox for Prospective Students", Academic Showcase, self-serve video and tour pages, facts and figures slide show, mobile app for visitors, virtual college fair table
- Continuing our campus-wide collaborations, collecting electronic handouts to provide online, which would normally be distributed at college info tables
- Coordinated successful second year of "Annual Updates"... now virtual... for all individuals in outreach-related positions to learn of the latest updates from the departments that prospective students ask the most about

Provide an update on recent changes in legislation, policies, procedures, processes, and/or technology (software and hardware) that have impacted or will impact your program/unit? What effect will these changes have on your program/unit?

The new district-wide fiscal crisis is definitely concern for a department like this, which is still seeking funding for the welcome center, outreach department and ambassador program - which we are charged to design and launch. We need to continue to have discussions of current and future expectations. Many initiatives related to outreach [in general] are included in the District Strategic Plan, the Strategic Enrollment Management Plan and the Guided Pathways Plan. However, this department is also often pulled from its own duties to extensively support other programs with limited resources, when we really cannot afford to lessen the small amount of time and human resources that our public and surrounding local community members need from this institution by way of outreach, tours and admissions information.

It still affects the productivity of this department that 18 months ago the FRP process to secure a CRM (Customer Relation Management) System failed at the tail end of the process due to lack of funding upon reviewing the final proposals received by Purchasing and Business Services. Without a CRM we are unable to move forward on previously established goals and objectives:

Track a student from prospect to graduation

Track the effectiveness of outreach events

Build automated, individualized email campaigns to prospective students

The purchase of CRM software is included in the SEM Strategic Plan.

In addition to (or in response to) the changes listed above, what board policies, procedures, and processes need to be updated, created, or deleted?

SSPC voted in November 2018 to remove the "Recruitment and Retention Committee." This item still needs to be removed from varied documents throughout campus websites.

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PROGRESS ON GOALS

Review the goals listed on your comprehensive review and summarize progress you have made on the strategies for implementation. If your unit has experienced challenges implementing the goals, describe those challenges.

Click on "+Add Goal" below for each additional goal.

Goals

Goal 1

Goal

Secure a department budget to fund operations, supplies, staffing - Outreach Services department, Welcome Center, Palomar Ambassador Program.

Choice

Not Started

Describe Progress

Numerous proposals have been developed and submitted for approval in the past 5 years with most proposals going unanswered and the remaining proposals being denied. No new updates on funding as of manager's last inquiry

Describe Challenges

No new updates on funding as of manager's last inquiry

Our competitors have 3 - 6 staff and 15 to 30 Ambassadors, with 1/3 to 1/10 the number of high schools and organizations to serve in comparison to the Palomar College District.

Describe Outcomes (if any)

Goal 2

Goal

Purchase a CRM (Customer Relations Management) System, per the SEM (Strategic Enrollment Management) Plan.

Choice

Not Started

Team was formed in 2018/19 term which went through full RFP process. Funding was not available for any of the final five vendors reviewed and ranked in the RFP process.

The purchase of CRM software is included in the SEM Strategic Plan.

Describe Progress

No new updates on funding as of manager's last inquiry

Describe Challenges

No new updates on funding as of manager's last inquiry

Describe Outcomes (if any)

Goal 3

Goal

Fund and hire ten+ Ambassadors to fulfill the initial plan, upon manager's hire, of developing a Palomar Ambassador Program to serve the institution.

Choice

Not Started

Describe Progress

No new updates on funding as of manager's last inquiry

Describe Challenges

No new updates on funding as of manager's last inquiry

Our competitors have 3 - 6 staff and 15 to 30 Ambassadors, with 1/3 to 1/10 the number of high schools and organizations to serve in comparison to the Palomar College District.

Describe Outcomes (if any)**Goal 4****Goal**

Support the increase of enrollment, by providing prospective students and groups with hospitality and information on Palomar's academic programs, services and opportunities through a quality Campus Tour Program.

Choice

In progress

Describe Progress

Outreach Services continues to pride itself in making quality it's compass. We continue to advertise, coordinate and execute opportunities to visit campus (varied centers/locations), connecting the public to the personality, support services and academic programs of the College, providing the following:

Campus Tours – Individuals and families with prospective students

Group Tours – Prospective students from varied organizations, community groups, youth organizations, schools of any age (HS/MS/ES)

Veteran and Military Tours

Information Sessions (San Marcos, Escondido, Fallbrook or Rancho Bernardo)

Presentations, campus tours, department open houses, specialized tours

Support for large or VIP tours at centers

Describe Challenges

Our challenges continue to be based around having a high volume of need for the services and purpose of our department, while not having the staffing or funding for the district's plan to launch the department, the ambassador program, the CRM system and the welcome center, which are to be run by this unit/function [and are needed by our local community.] Our competitors have 3 - 6 staff and 15 to 30 Ambassadors, with 1/3 to 1/10 the number of high schools and organizations to serve in comparison to the Palomar College District.

Describe Outcomes (if any)**Goal 5****Goal**

Support the increase of enrollment, by connecting to 4000+ contacts in quality, off-campus programs, annually

Choice

In progress

Describe Progress

Outreach Services continues to take great pride in the relationships and reputation that we continue to develop off campus, since our launch in January 2017. Cultivating and fostering relationships with 60+ schools and 15 - 20 organizations, we continue to promote and providing the following throughout the region:

General Presentations

Information Tables

College Fairs/College Nights/Parent Nights – Tables, panels, presentations

Career/CTE/Industry Fairs and Events

Representation of the California Community College – Presentations or panels

Host Palomar Information Nights at off-campus locations

Describe Challenges

Our challenges continue to be based around having a high volume of need for the services and purpose of our department, while not having the staffing or funding for the district's plan to launch the department, the ambassador program, the CRM system and the welcome center, which are to be run by this unit/function [and are needed by our local community.] Our competitors have 3 - 6 staff and 15 to 30 Ambassadors, with 1/3 to 1/10 the number of high schools and organizations to serve in comparison to the Palomar College District.

Describe Outcomes (if any)**Goal 6****Goal**

Design zero-budget ways to bring guests to campus to tour location and receive presentations to learn more about Palomar College

Choice

In progress

Describe Progress

Outreach Services has moved leaps and bounds in this areas this past year due to the natural needs for multiple live, group and self-serve virtual tools (virtual presentations, guided on-line tours, campus-wide handouts, 1-on-1 Zoom chats, Zoom office hours, tools in Spanish, virtual self-serve tools, virtual toolbox, Academic Showcase, self-serve video and tour pages, facts and figures slide show, mobile app for visitors, virtual college fair table, etc.)

Describe Challenges

Our challenges continue to be based around having a high volume of need for the services and purpose of our department, while not having the staffing or funding for the district's plan to launch the department, the ambassador program, the CRM system and the welcome center, which are to be run by this unit/function [and are needed by our local community.] Our competitors have 3 - 6 staff and 15 to 30 Ambassadors, with 1/3 to 1/10 the number of high schools and organizations to serve in comparison to the Palomar College District.

Describe Outcomes (if any)

The Strategic Plan 2022 includes the College's Vision for Success (VfS) outcomes. Review the VfS goals and reflect on how your unit supports these outcomes. Identify one strategy your unit will implement to help the college meet these outcomes.

Outreach Services will support the Vision for Success by ensuring that during the "Exploring Stage" [prospective student stage] students will be informed and motivated regarding completion, graduation, persistence or transfer and the benefits of finding success in these areas. These will all be discussed in all of our services (tours and off campus activities.)

Outreach Services will also continue to support events and activities supporting designated student groups showing disproportionate impact on access to education.

Describe any changes to your goals or three-year plan as a result of this annual update.

Understanding the districts current fiscal situation, Outreach Services will continue to advocate for the extensive long term benefits of securing funding for a welcome center, outreach department and Palomar Ambassador Program.

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RESOURCES

Congratulations! You are nearing completion. In this section, you will consider the resources you need to implement your three-year program review plan and/or address any findings from your assessment of your discipline.

The section is organized into the following four parts:

PART 1: Staffing Needs (Faculty and Additional Staff)

PART 2: Budget Review

PART 3: Technology and Facilities Needs

PART 4: One Time Request for Other Needs (NonTechnology Equipment, Supplies, Operating Expenses, Travel)

Reflect upon the three year plan you created above, your current operations, and any upcoming factors (retirements, changes in legislation, and changes in policies or procedures) that will impact your unit. How will you allocate resources to implement your plan? Describe additional resources needed to improve the effectiveness of your unit/program. All resource requests must be aligned with the College's Strategic Plan 2022.

Summarize any reallocation/re-organization of resources you are making based upon your three-year plan, your current operations, and any other factors (e.g., legislation). Describe the impact of the reallocation of resources to your unit.

PART 1: STAFFING NEEDS

Are you requesting new Classified, CAST, or AA positions?

Yes

If you are requesting STAFF, please fully complete this section. If not, you can skip to the next resource section. Click "+Add Staff, CAST, AA request" below for each additional request.

When considering the funds required for a position, consult the HR website for position salary schedule and the [Benefits Worksheet](#) for additional costs related to benefits for the position.

REQUEST FOR ADDITIONAL CLASSIFIED, CAST, AA

Staff, CAST, AA request 1

Title of position

Outreach Specialist

Is this request for a full-time or part-time position?

Full Time

How does the position fill a critical need for current, future, or critical operations? e.g. accreditation, health and safety, regulatory, legal mandates, institutional priorities, program trend analyses of growth/stability.

Outreach Services opened its doors in January 2017 after a manager was hired to launch a formal outreach department, Ambassador Program, and Welcome Center. As we come to the completion of year four, funding has yet to be secured for any of these functions or staffing to support them. The manager and current Outreach Specialist are paid by removing the manager of Evaluations and Records and an Admissions Specialist from Enrollment Services, respectively.

Our competitors have 3 - 6 staff members and 15 to 30 student Ambassadors, with 1/3 to 1/10 the number of high schools and organizations to serve, in comparison to the vast size of the Palomar College District boundaries.

Without establish funding for outreach specialists and the Ambassador Program, the manager is carrying out an extensive amount of roles (from management, to specialist, to student recruiter), which is not feasible or sustainable to provide an appropriate quality outreach function.

Does the position assist in establishing more efficient District Operations through either of the following: reorganization/restructuring OR use of technology?

This position supports the District's decision to launch an outreach function, Welcome Center and Ambassador Program to support the prospective student population, to properly inform this audience and to support a healthy enrollment.

Is there funding that can help support the position outside of general funds?

No

Describe how this position helps implement or support your three-year PRP plan.

In reality, the overall goal is to fulfill the District's need to establish the outreach department, welcome center, prospective student communications and ambassador program. These functions are crucial to support long term enrollment and college image, and the local community is begging for it, but it cannot be done without funding, staffing and resources.

The number of activities requested by this small unit of two people reaches over 400 each year. The local and campus community have a growing need for the services provided by a welcome center and department such as this, as seen by the growing numbers over the four years since we have opened our doors. Many of our goals are functioning at extremely limited levels due to our resource restraints, coupled with the extensive amount of varied roles needed from an outreach function. The potential for the volume of prospective student support that could be provided by truly building a welcome center and outreach department is extreme, and this district has an individual in place with experience, skills and drive to lead that effort and make it happen, but she cannot do it alone.

Strategic Plan 2022 Objective

1:1

If the position is not approved, what is your plan?

The manager will continue to prioritize and work strategically on what is feasible with one manager and one classified employee.

We will continue to have diplomatic conversations about creating appropriate expectations when the District was not able to secure funding to fulfill its expectations to launch a full outreach department, launch a Welcome Center and launch an Ambassador team. We need to have global conversations on priority and strategy, and continue to inform the campus of the resource we are working with.

Without establish funding for outreach specialists and the Ambassador Program, the manager is carrying out an extensive amount of roles (from management, to specialist, to communications coordinator, to scheduling clerk, to student Ambassador), which is not feasible or sustainable to provide an appropriate, quality outreach function.

Staff, CAST, AA request 2

Title of position

Palomar Ambassador Program

Is this request for a full-time or part-time position?

STH Employees

How does the position fill a critical need for current, future, or critical operations? e.g. accreditation, health and safety, regulatory, legal mandates, institutional priorities, program trend analyses of growth/stability.

The manager was hired to launch a formal outreach department, Ambassador Program, and Welcome Center. As we come up to the completion of year four, this area has yet to be funded any budget. The manager is paid by removing the manager of Evaluations and Records. The current Outreach Specialist is paid by removing an Admissions Specialist.

With the number of activities requested by this small unit of two people reaching over 400 each year, without an Ambassador program, we are taxing two employees to an extreme. Handling this volume of work is not feasible or sustainable.

Our competitors have 3 - 6 staff members and 15 to 30 student Ambassadors, with 1/3 to 1/10 the number of high schools and organizations to serve, in comparison to the vast size of the Palomar College District boundaries.

Does the position assist in establishing more efficient District Operations through either of the following: reorganization/restructuring OR use of technology?

This position establishes more efficient department operations and District operations, supporting the District's decision to launch an outreach function, Welcome Center and Ambassador Program to support the prospective student population, to properly inform this audience and to support a healthy enrollment.

Our competitors have 3 - 6 staff and 15 to 30 Ambassadors, with 1/3 to 1/10 the number of high schools and organizations to serve in comparison to the vast size of the Palomar College District boundaries.

Previously students from varied departments across campus carried out various roles associated with outreach and tour functions, and yet after a department was formed no student employee funds were secured, yet the community and the District still expect those functions to be executed [as they should.] This taxes both the two employees of the department, as well as the reputation and image of Palomar College.

Without establish funding for outreach specialists and the Ambassador Program, the manager is carrying out an extensive amount of roles (from management, to specialist, to communications coordinator, to scheduling clerk, to student Ambassador), which is not feasible or sustainable to provide an appropriate quality outreach function.

Is there funding that can help support the position outside of general funds?

No

Describe how this position helps implement or support your three-year PRP plan.

In reality, the overall goal is to fulfill the District's need to establish the outreach department, welcome center, prospective student communications and ambassador program. These functions are crucial to support long term enrollment and college image, and the local community is begging for it, but it cannot be done without funding, staffing and resources.

The number of activities requested by this small unit of two people reaches over 400 each year. The local and campus community have a growing need for the services provided by a welcome center and department such as this, as seen by the growing numbers over the four years since we have opened our doors. Many of our goals are functioning at extremely limited levels due to our resource restraints, coupled with the extensive amount of varied roles needed from an outreach function. The potential for the volume of prospective student support that could be provided by truly building a welcome center and outreach department is extreme, and this district has an individual in place with experience, skills and drive to lead that effort and make it happen, but she cannot do it alone.

Strategic Plan 2022 Objective

1:1

If the position is not approved, what is your plan?

The manager will continue to prioritize and work strategically on what is feasible with one manager and one CCE employee.

If our competitors have 3 - 6 staff members and 15 to 30 student ambassadors, with 1/3 to 1/10 the number of the high schools and organizations to serve, imagine the limitations created, the quality sacrificed and the morale affected, by adding the work of those missing ambassadors to one manager and one classified staff member.

We will continue to have diplomatic conversations about creating appropriate expectations when the District was not able to secure funding to fulfill its expectations to launch a full outreach department, launch a Welcome Center and launch an Ambassador team.

Staff, CAST, AA request 3**Title of position**

Outreach Specialist - For Communications

Is this request for a full-time or part-time position?

Full Time

How does the position fill a critical need for current, future, or critical operations? e.g. accreditation, health and safety, regulatory, legal mandates, institutional priorities, program trend analyses of growth/stability.

A crucial part of working with the prospective student audience, and the charge of Outreach Services, is planning and designing a variety of marketing and publicity materials, including, but not limited to, college outreach brochures and flyers, social media campaigns, information booths, display tables, and ensuring that materials are consistent with other District publications.

This position would coordinate the CRM, prospective student communications, social media and the department's three websites, be part of the general outreach/tour/presentation functions, and could support Admissions in its communications to students.

At this time the manager covers all of these roles. Without establish funding for outreach specialists and the Ambassador Program, the manager is carrying out an extensive amount of roles (from management, to specialist, to communications coordinator, to scheduling clerk, to student Ambassador), which is not feasible or sustainable to provide an appropriate, QUALITY outreach function.

Does the position assist in establishing more efficient District Operations through either of the following: reorganization/restructuring OR use of technology?

This position supports the District's decision to launch an outreach function, Welcome Center and Ambassador Program to support the prospective student population, to properly inform this audience and to support a healthy enrollment.

This position will coordinate the CRM (Customer Relationship Management) system, per the SEM (Strategic Enrollment Management) plan.

Is there funding that can help support the position outside of general funds?

No

Describe how this position helps implement or support your three-year PRP plan.

In reality, the overall goal is to fulfill the District's need to establish the outreach department, welcome center, prospective student communications and ambassador program. These functions are crucial to support long term enrollment and college image, and the local community is begging for it, but it cannot be done without funding, staffing and resources.

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Strategic Plan 2022 Objective

1:1

If the position is not approved, what is your plan?

At this time the manager covers all of this role. Without establish funding for outreach specialists and the Ambassador Program, the manager is carrying out an extensive amount of roles (from management, to specialist, to communications coordinator, to scheduling clerk, to student Ambassador), which is not feasible or sustainable to provide an appropriate, quality outreach function.

PART 2: BUDGET REVIEW

Review your Budget/Expenditure reports for 2018, 2019, 2020. Consider your three-year PRP plan.

Click on the link below to access directions to the *Available Budget Report* to complete this section.

[How to Request the Available Budget Report](#)

Reflecting on your three-year PRP plan, are there any budget considerations you would like your dean/supervisor to be aware of for the upcoming year?

Yes

What budget considerations would you like your dean/supervisor to be aware of or to consider? Please be as specific as possible. For example, if you need an increase in the 40000 account and a decrease in the 23000 account, describe what increase your department needs, how much, and a description of why the department needs the adjustment.

No existing budget.

If the district wants to have a legitimate outreach department, welcome center, prospective student communication program and Palomar Ambassador Program, we need to invest in securing a budget for Outreach Services. The manager was hired to launch these programs four years ago.

Reminder: Data does not autosave. Save this content before moving to the next section or closing form.

NOTE: PARTS 3 and 4 – TECHNOLOGY, FACILITIES AND OTHER NEEDS

This year the College is implementing two new processes related to resource needs coming from the PRP process.

1. One-Time Fund Requests. The college is implementing a process for prioritizing and allocating funds for one-time needs/requests tied to Program Review and Planning. Prioritization will take place through participatory governance in planning councils and the Budget Committee. Then, a recommendation will be made to Exec for funding of request utilizing various funding sources.

For more information about funding sources available, see [IELM BLOCK GRANT, LOTTERY, PERKINS AND STRONG WORKFORCE GUIDELINES](#) (on the left menu of the web page).

Consider submitting one-time requests only if you have verified that you cannot fund the request using your general discretionary funds or other funds.

2. Technology and Facilities Review. From now on, ALL requests for technology will go through an institutional process. If you request technology here, you will see a description of the process below.

PART 3: TECHNOLOGY

Will you be requesting any technology (hardware/software) this upcoming year?

Yes

Technology Request

Technology Request 1

What are you requesting?

CRM - Customer Relations Management System
(Per the Strategic Enrollment Management Plan)

Provide a detailed description of the technology item requested. What is it, and why do you need it? Please be as descriptive as possible. Include in your description how the requested item aligns with your discipline's PRP goals, analysis of PRP data, SLO/SAOs.

The RFP process to secure a CRM (Customer Relation Management) System failed at the tail end of the process due to lack of funding upon reviewing the final proposals received by Purchasing and Business Services.

Without a CRM we are unable to move forward on previously established goals and objectives:

Track a student from prospect to graduation

Track the effectiveness of outreach events

Build automated, individualized email campaigns to prospective students

The purchase of CRM software is included in the SEM Strategic Plan.

Estimated Amount of Request.

\$200,000.00

Will you fund the request through your budget or other sources?

No existing budget

What PRP plan goal/objective does this request align with?

Goal 2.) Purchase a CRM (Customer Relations Management) System, per the SEM (Strategic Enrollment Management) Plan.

What Strategic Plan 2022 Goal/Objective does this request align with?

1:1

If you have multiple requests for technology and had to prioritize, what number would give this? (1 = Highest)

1

Do you think that your request for technology will require changes to a facility?

No

Note about technology requests:

All technology requests will now go through a review process before prioritization.

- *Your director will send you a Technology Request Checklist (aka Technology Proposal Analysis Checklist).*
 - *You must complete this checklist and return it to your director no later than 10/30/2020.*
 - *Once the director approves the form and the request, the director will send the document to the Technology Review Committee to determine IS resources needed, any integration issues, and/or potential overlap with existing technology.*
 - *The results of the review will be sent to the director with feedback.*
 - *The director will determine whether or not the request moves forward for prioritization and/or implementation.*
 - *Requests for one-time funding will move forward for prioritization.*
 - *Requests that use funding from your department budget may move forward for purchase.*

PART 3: FACILITIES NEEDS

Do you have resource needs that require physical space or modification to physical space?

Yes

Facilities Requests**Facility Request 1**

What are you requesting?

Welcome Center/Department Location/Office Space

What discipline PRP plan goal/objective does this request align with?

Support the increase of enrollment (multiple goals)

What Strategic Plan 2022 Goal/Objective does this request align with?

1:1

Provide a detailed description of the facilities item or space requested. What is it, and why do you need it? Please be as descriptive as possible. Include in your description how the requested item aligns with your discipline's PRP goals, analysis of PRP data, SLO/SAOs.

In late 2016, the manager was hired to launch a formal outreach department, Ambassador Program, and Welcome Center. Funding needs to be secured for this department, and a location for the office, staff, storage/brochures, and Welcome Center.

Is there an associated cost with this request?

Yes

Will you fund the request through your budget or other sources?

No existing budget

What impacts will this request have on the facilities/institution (e.g., water/electrical/ADA compliance)?

PART 4: ONE TIME NEEDS

For more information about funding sources available, see [IELM BLOCK GRANT, LOTTERY, PERKINS AND STRONG WORKFORCE GUIDELINES](#) (on the left menu of the web page under "Instructional Funding Sources").

Do you have one-time requests for other items (e.g., Non-Technology Equipment, Supplies, Operating Expenses, Travel) that your budget or other funding sources will NOT cover?

Yes

Requests

Request 1

What are you requesting?

[After COVID/remote work] Ability for manager to attend professional development conferences to provide more opportunities for learning where other colleges are finding success, especially with limited resources.

Estimated Amount of Request.

\$5,000.00

Will you accept partial funding?

Yes

Budget Category

Operating Expenses

What PRP plan goal/objective does this request align with?

Support the increase of enrollment (multiple goals)

What Strategic Plan 2022 Goal/Objective does this request align with?

1:1

Provide a detailed description of the item requested. What is it, and why do you need it? Please be as descriptive as possible. Include in your description how the requested item aligns with your discipline's PRP goals, analysis of PRP data, SLO/SAOs.

We hired a manager four years ago, to launch a welcome center, department and student team. She brought an extensive amount of experience and skills in this area. Then we expected her to launch these services without a budget or team. Perhaps we could support her with some opportunities for external ideas, growth, networking, morale, and professional development to continue to learn what other institutions are finding successful.

Please upload a copy of the quote, if available.

Reminder: Data does not autosave. Save this content before moving to the next section or closing form.

FEEDBACK AND FOLLOW-UP

Once your Program/Unit PRP is completed, your division or planning council should review and discuss based on your Vice President's planning process. This area is intended for summary feedback and recommendations from the divisional review.

Confirmation of Review by Division / Planning Council

Person/Group/Council who reviewed PRP:

Kendyl Magnuson

Date Reviewed

12/4/2020

FEEDBACK

Strengths and successes of the program/unit as evidenced by the data, analysis, and assessments:

Areas of Concern, if any:

A lack of any funding is problematic. Some level of investment is needed as there are basic expenses such as travel and publications that has no steady funding.

Recommendations for improvement:

Next year's PRP will need to address a year one of the new combined office structure.

Enter your email address to receive a copy of the PRP to keep for your records.

kmagnuson@palomar.edu

I confirm that the Program Review is complete and ready to be submitted.

Yes

Vice President Review

Strengths and successes of of the discipline as evidenced by the data and analysis:

There are some good ideas that need to be implemented to focus the work of Outreach

Areas of concern, if any:

Need to develop a budget for the area

Recommendations for improvement:

With the pending restructure within SS, Outreach will be strengthened over the coming year. Some of the staffing challenges will be addressed through the restructure.

VP Name:

Vikash Lakhani

Signature Date:

12/15/2020