



**Annual Program Review Update**  
**Approved 9/2/08 Governing Council**  
**(Form Correlated with Student Services '07 PR Template)**

This Annual update is due on March 25<sup>th</sup> of each year that your three-year Program review and planning document is not due. Please email a copy of this to you Division dean, the VP of Instruction and the Academic Senate President.

1. What is the name of your Department and/or Division?

High School Relations

2. List the names of everyone who participated in developing this annual update.

Steve Morehouse, Alex Guiriba, Chris Rico

3. Based on the elements in your Annual Update Data Sheet (Provided by IRP to your dean) and goals stated in your most recent Program Review, please identify any key successes and challenges.

This past year, the Office of High School Relations has coordinated efforts with the Office of Public Information and Marketing to 1) improve the quality of its website, 2) to have an advertisement (recruitment) piece in all Summer, Fall, and Spring Schedule of classes; and, 3) coordinated two special recruitment-mailings to all currently enrolled high school students (over 1,000) promoting CSM enrollment through the College Connection Concurrent Enrollment and Priority Enrollment Programs. In addition, the Office conducted 22 application workshops, and 46 Community College presentations to over 3,000 students in bay area feeder high schools.

Much of the effort outlined above, particularly in the area of Concurrent Enrollment, can be attributed to a fairly large proportion of the Colleges total enrollment (6.2%). And with respect to incoming freshman participating in the Priority Enrollment Program, record 600 students participated, accounting for the highest total in 12 years. Going forward, we hope to increase the recruitment of Concurrent Enrollment and PEP applicants through development of a much-needed "Student Ambassador Program," and by keeping PEP students in the pool by earlier notification of their "admission status" and "steps to follow" regarding PEP."

With the absence of the Student Center to test large number of students, the challenge now will be for the Office of Counseling Services to figure out a way to matriculate these students with limited space and resources.

Since the District Office has assumed responsibility for the printing of the College Connection Concurrent Enrollment Forms and updating the College Connation Website,

another challenge before us will be to work with the District Office to ensure that concurrent enrollment information packets are printed and published in a timely manner (by late February) so as to not lose the momentum of our local outreach efforts. This activity is particularly important in light of the fact that over 50% of students hear about Concurrent Enrollment through high school staff (e.g., Counselors) and over 60% obtain their Concurrent Enrollment forms from their high school. Additionally, CSM has the challenge of not only coordinating a College Connection Information Night, but also to encourage and assist the District Office in helping them mount a advertising campaign to promote College Connection Information Nights at all three SMCCD Campuses.

4. Are you on track for meeting the goals/targets that your program identified in its most recent Program Review? If not, please explain possible reasons why. If needed, update your goal/targets based on these reason.

The office of High School Relations is on track with respect to the number of workshops being provided at bay area high schools. The number of students participating in these workshops is also consistent with prior years. We also expect a record number of PEP applicants for 2009 Fall & Summer admission. Hopefully the Office of Counseling Services can provide early notification of their “admission status” and “steps to follow” regarding PEP,” perhaps some time in March, and that a plan for matriculating these students can be implemented successfully (some time in April) with a with a minimum about of problems or delays.

Positive news of the increase number of PEP signups can be attributed to the addition of a newly appointed Outreach Coordinator. His effectiveness, including the development of a “Student Ambassador Program” has made a major impact on the success of our outreach services. In that regard, and as funds are still available, we are on target to continue to expand the number of Student Ambassadors at high school sites.

One area of concern still remaining is the production timing of the College Connection Concurrent Enrollment Packets. It is imperative, that every effort is made in the future to have this packet available at the high schools, and on the Home Pages (both District and Campus), each year by late February. I believe that key areas of the production cycle are not sufficiently informed of the importance of timely production of these packets. As a result, these packets are now expected to be out by late March. On the positive side, the District Office seems to be on track for the advertising and promotional campaign (Mid April) for the College Connection Information Nights at all three SMCCD Campuses.

5. Have you identified any new goals or projects for the program to focus on during this next year? Please explain (grants, stipends, initiatives, etc.)

The Office of Outreach Services will apply for an enrollment “fee waiver” so CSM can participate in the 2009 NACAC College Fair. Community Outreach Program will apply for a Trustees Grant for Program Improvement” to help expand its “Student Ambassador” Program.

To monitor and be sensitive to impending changes to the College Connection Concurrent Enrollment process and procedures to insure that quality of service to students is not compromised. Better articulate the importance of having the Concurrent Enrollment information and Packets produced earlier and on the website.

To coordinate and conduct two additional workshops (for students & parents) in the Spring 09 semester. One will be an evening orientation for all registered new and continuing high school students & the second will be a Concurrent Enrollment Information Night for the community who might be interested in hearing about the opportunities and benefits of enrolling in the College Connection Program at College of San Mateo.

To support and encourage the Office of Public Information and Marketing to continue production of the CSM view brochure, and to support the District Office in continued production of a SMCCD Careers booklet, and mailers promoting student enrollment (e.g., Concurrent Enrollment/incoming freshman).

To work with the Office of Counseling Services to help communicate sooner with new “PEP” applicants, and to work with the other outreach staff to ensure that PEP participants have registered in classes.

6. Are there any critical issues you expect to face in the coming year? How will you address those challenges?

As CSM’s outreach services continues to receive an increasing number of requests for services, and college resources become more limited, it will test the offices delivery system like never before. In light of these changes, the office will continue to look for ways to streamline services, limit the range and scope of handout materials, and relay on other available student services/PIO staff to help contribute to the mix in supporting of outreach activities and requests.

7. Student Learning Outcome and Assessment focus for this year:

### **For Student Services programs offering courses**

a. Academic areas: Identify at least one course SLO in on which to focus. Describe the assessment strategies you will use and your method of reflection and documentation for this cycle.

Input text here.

b. **[All] Student services areas: (See below)**

**CSM Student Services Learning Outcomes**  
**Student Services Unit: School Relations**  
**2008-2010**

**Department/Mission:** The High School Relations Program is a vital part of the College's comprehensive counseling, outreach and recruitment program designed to provide information to high school students, parents of high school students, and high school counselors,/teachers/support staff about the opportunities available at College of San Mateo.

**Target Population**

High School Students.

**Student Learning Outcomes**

- 1) HS students should be able to understand the vital that Community Colleges play in higher education.
- 2) HS students should be able to understand the opportunities and benefits of enrolling at a local community college.

**Measures**

Students will be administrated a Learning Outcome Survey, at the conclusion of the Community College workshop.

Students will be given the opportunity to comments on any additional things they learned during the workshop.

The outreach counselor will assess the SLO's at the conclusion of each workshop.

**Evaluation**

The HS outreach counselor will analyze the data.

The results will reveal the degree to which students were able to 1) understand the vital role that Community Colleges play in higher education, and 2) understand the opportunities and benefits of enrolling at a local Community College.

**Recommendation/Action**

How the workshops are conducted, including possible modification of content and delivery, will be evaluated and adjusted as needed, based on the results of the student learning outcomes.

**8. SUMMARY OF RESOURCES NEEDED TO REACH PROGRAM ACTION STEPS** (*Data resources: Educational Master Plan, GE-SLOs, SLOs; department records; Core Program and Student Success Indicators; previous Program Review and Planning reports*)

- a. In the matrices below, itemize the resources needed to reach program action steps and describe the expected outcomes for program improvement.\* Specifically, describe the potential outcomes of receiving these resources and the programmatic impact if the requested resources cannot be granted.  
 \*Note: Whenever possible, requests should stem from assessment of SLOs and the resulting program changes or plans. Ideally, SLOs are assessed, the assessments lead to planning, and the resources requested link directly to those plans.

**(Respond as applicable for Student Services programs)**

<b>Full-Time Faculty Positions Requested</b>	<b>Expected Outcomes if Granted and Expected Impact if Not Granted</b>	<b>If applicable, <u>briefly</u> indicate how the requested resources will link to achieving department action steps based on SLO assessment.</b>
Input text here.	Input text here.	Input text here.

<b>Classified Positions Requested</b>	<b>Expected Outcomes if Granted and Expected Impact if Not Granted</b>	<b>If applicable, <u>briefly</u> indicate how the requested resources will link to achieving department action steps based on SLO assessment.</b>
Input text here.	Input text here.	Input text here.

- b. For instructional resources including equipment and materials, please list the exact items you want to acquire and the total costs, including tax, shipping, and handling. Include items used for instruction (such as computers, furniture for labs and centers) and all materials designed for use by students and instructors as a learning resource (such as lab equipment, books, CDs, technology-based materials, educational software, tests, non-printed materials). Add rows to the tables as necessary. If you have questions as to the specificity required, please consult with your division dean. Please list by priority.

**(Applicable to for all Student Services programs/ Resources can be both instructional and non-instructional)**

<b>Resources Requested</b>	<b>Expected Outcomes if Granted and Expected Impact if Not Granted</b>	<b>If applicable, <u>briefly</u> indicate how the requested resources will link to achieving department action steps based on SLO assessment.</b>
<b>Item:</b> Student outreach ambassadors <b>Number:</b> 8 <b>Vendor:</b> High School Relations <b>Unit price:</b> \$3,600 <b>Total Cost:</b> \$28,800 <b>Status*:</b> Upgrade	It is our expectation that as these action steps are actualized, we can expect to see a stabilization or increase in PEP signups and Concurrent Enrollment admission. If the resources are not allocated as requested, fewer	By solidifying the funding for the expanded student ambassador program (on high school site) in combination with community college workshops at local high schools, we hope to see results, through SLO surveys, which will reveal the degree to which

	<p>students will be able to learn about the vital role that Community Colleges play in Higher Education or understand the opportunities and benefits of enrolling at a local Community College like CSM. As a consequence, it would be expected that we will experience decline in positive SLO responses, and a decrease in PEP signups and Concurrent Enrollment admission.</p>	<p>students are able to understand the vital role that Community Colleges play in Higher Education and understand the opportunities and benefits of enrolling at a local Community College like CSM.</p>
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*\* Status = New, Upgrade, Replacement, Maintenance or Repair.*

**Source documents supporting action steps and needs:** 1) *2008 CSM Educational Master Plan*. Expand outreach efforts to high school to increase awareness off post-secondary educational opportunities. Establish a Campus Ambassador Program to assist in advertising and marketing information, as well as providing seamless transition to college. 2) *2008-2013 Strategic Plan*, Goal # 2 (Enrollment Management) Suggested Action Step: Establish a Campus Ambassador Program to assist in advertising and marketing information, as well as providing seamless transition to college. 3) *2008 Survey of San Mateo County Public High Schools Juniors and Seniors*. Key findings: less than 50% of the high school students may be interested in attending community colleges.

**Steve Morehouse, Counselor, High School Relations**

**March 18, 2009**

*Primary faculty contact*

*Date*

**Alex Guiriba, Community Outreach Coordinator**

**March 18, 2009**

*Additional faculty*

*Date*

**Marsha Ramezane, Dean of Counseling/Advising/Matriculation March 18, 2009**

*Additional faculty*

*Date*