

2020 Annual Program Review

Program Name: Outreach and Recruitment

Program Review Author: Delores Raveling

I. PROGRAM DESCRIPTION: In one or two paragraphs, provide a description of the primary goals of your program or service area. Attach an appendix to describe your program or service area in more detail, if needed.

Note: If no changes have occurred, feel free to copy and paste from your last review. If it exists, feel free to copy the brief description of your program from the college catalog: <http://www.smc.edu/CollegeCatalog/Pages/default.aspx>

The Office Outreach and Recruitment focuses on recruitment and counseling as well as introducing SMC programs, services and resources to prospective students. While the Outreach and Recruitment strategy is trifold to local high schools, community and out-of-state, a hub spoke approach is used to interface with these entities. We serve as a bridge between SMC and local high schools, middle schools, community agencies, and out-of-state students to ensure a smooth transition process to Santa Monica College. The office plays a significant role in contributing to the strategic enrollment management plan in conjunction with other campus constituents, such as Admissions, Assessment, and Financial Aid.

II. PROGRESS SINCE LAST REVIEW (LAST YEAR'S OBJECTIVES)

Identify the original objectives from your last review, as well as any objectives that emerged during the year (if applicable). For each objective, determine status and explanation for status.

Objective	Status (Check one)	Status Explanation
Increase participation of SMC Connect webinars by expanding the series to include a parent and a high school counselor webinar.	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input checked="" type="checkbox"/> Completed/ongoing	The overarching goal of the SMC Connect Webinar series is to encourage both out-of-state and in-state students to commit to enrolling at SMC for the Fall semester. SMC Connect offers information about pre-enrollment steps, participating prospective students will be better informed and prepared to meet priority enrollment deadlines. The webinar also seeks to connect prospective population with on-campus resources, programs and financial aid information.
Continue to design and execute outreach plan that develops the relationships with local communities for future recruitment.	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input checked="" type="checkbox"/> Completed /ongoing	The agreed upon partnership was for a pilot which consisted of SMC offering a class at the Boys and Girls Club in Santa Monica. The pilot class chosen for this program as a start was Counseling 16: Job Success Skills, 1 unit beginning February 19th (8-week course). This class served as a pilot to kick start the partnership with the Boys and Girls Club in Santa Monica and assess the structure necessary to execute an enrollment and recruitment strategy that is successful for both organizations. The hope of this program is that in the future {once the students at the Boys and Girls Club become familiar with SMC as an avenue to higher education courses} more departments can offer classes at this site (i.e. Business, Computer Science, Health, etc.)
Click or tap here to enter text.	<input type="checkbox"/> Not Completed	Click or tap here to enter text.

	<input type="checkbox"/> In Progress <input type="checkbox"/> Completed	
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Click or tap here to enter text.	<input type="checkbox"/> Not Completed <input type="checkbox"/> In Progress <input type="checkbox"/> Completed	Click or tap here to enter text.

III. ACHIEVEMENTS

(Optional) List any notable achievements your program accomplished in the last year.

1. ***PeopleGrove platform*** - *The Future Alumni Network provides a community online that engages prospective and incoming students so they can virtually access resources and staff support to complete their applications, onboard, and; connect with future alumni; foster a peer-to-peer culture of support; nurture sense of belonging, and engage past students to share their experience with Prospects, incoming New students and Future alums.*

This PeopleGrove platform provides an online community for SMC’s Prospective and New students, current and Future Alumni. The platform was set up to build community online as a resource to support students successful education journeys through to completion and transfer while fostering their engagement to stay connected and continue to support the future alums that will come behind them. Creating a cycle that holistically supports the mission of SMC to “provide[s] a safe, inclusive, and dynamic learning environment that encourages personal and intellectual exploration – one that challenges and supports students in achieving their educational goals.” and engages all user types in the manifestation of the Colleges mission which “recognizes that each individual makes a critical contribution to the achievement of this mission.”

- The platform was set up from the start with five user types that include:
 - Current Students (Future Alumni)
 - Prospective Students
 - Past Students (alumni)
 - Faculty/Staff
 - Non-Alumni Mentors

2. **Future Alumni Initiative**: A student engagement strategy that encompasses the Ambassador Program and Future Alumni Network to successfully outreach, recruit and onboard students, foster sense of belonging, develop student leadership through authentic engagement that demonstrates the praxis of mattering and builds a substantive network that promotes a culture of peer-to-peer support in service of the ongoing success of the College mission. The Future Alumni Initiative aims to: Foster student’s identity from the moment of outreach as being committed to complete their educational goals at SMC by visioning their completion at the start of their education journey, and; Foster a mindset for faculty and staff to reinforce that identity by demonstrating their expectation and belief in students’ ability to succeed by recognizing them as Future Alumni;
 - **Ambassador Program** provides student engagement in the area of outreach, Recruitment and onboarding. Recently re-imagined as the Student Ambassadors Recruitment Corp to assist prospective and new students to successfully onboard and get connected at SMC, engaging future alumni in building an authentic peer-to-peer culture of support that embeds a sense of pride in their accomplishments, strengthens their feeling of belonging, and demonstrates that they matter.
 - **Future Alumni Network** utilizes the PeopleGrove platform to engage and cultivate the future alumni community online providing ways for our prospective and current students to connect with each other, access online activities and involvement opportunities, and much needed resources (i.e. Ask an Ambassador, video/voice/text chats to meet with Staff prior to completing applications, access information, webinars, student affinity groups, career networking).
 - **Technology Platforms (currently being utilized):**
 - PeopleGrove (Future ALumni Network)
 - HubSpot (LiveChat)
 - Zoom Webinars & Meetings

3. Welcome Center’s Student Ambassador Program is designed to engage students in conscious leadership within the essential area of the College’s outreach, recruitment and successful onboarding of new students. Ambassadors play an important role in student success and equity through authentic, proactive and responsive engagement with prospective and incoming students. They represent a diversity of student perspectives empowering them to help prospects, applicants and first-time students learn how to successfully launch their pursuit of higher education at Santa Monica College. The Ambassador Program is grounded in the philosophy underpinning Conscious Leadership, and engages current and future alumni of Santa Monica College in the praxis of Mattering and College success. Student Ambassadors work from the beginning of the outreach and recruitment process through enrollment and arrival on campus, whether virtually or on ground. They will connect with prospective and first-time students to prepare them to successfully onboard, outreach to prospects (i.e., high school students and out-of-state students) via remote LiveChat, Phone/Video Meetings on the Future Alumni Network, Onsite and virtual events, fairs, and high-school visits; Act as a resource of information and referrals for prospective and new students to help them transition to SMC and enhance their college experience; Develop and assist with programs on campus within target communities, middle schools and high schools to present diverse student perspectives, workshops, and information regarding the application process, college life, how to enroll, College success tips (College Hacks), financial aid, academic requirements, and College resources.

IV. CURRENT PLANNING AND RESOURCE NEEDS

Part 1: Narrative

Broadly discuss issues or needs impacting program effectiveness for which institutional support or resources will be needed for the next academic/fiscal year.

Welcome Center and Outreach counselors merged with General Counseling & Transfer Services effective April 20, 2020 as part of the Student Services Redesign. Going forward, all new and prospective students will be referred to General Counseling for their education planning and academic counseling needs. Prior to this redesign effort, SMC counselors

Part 2: List of Resources Needed

Itemize the specific resources you will need to improve the effectiveness of your program, including resources and support you will need to accomplish your objectives for next year.

While this information will be reviewed and considered in institutional planning, the information does not supplant the need to request support or resources through established channels and processes.

Resource Category	Resource Description/Item	Rationale for Resource Need (Including Link to Objective)
Human Resources	Click or tap here to enter text.	Click or tap here to enter text.
Facilities (info inputted here will be given to DPAC Facilitates Comm.)	N/A	N/A
Equipment, Technology, Supplies (tech inputted here will be given to Technology Planning Committee)	N/A	N/A
Professional Development	On-going training is needed for classified staff as their role has changed to include outreach, recruitment and onboarding functions that were previously carried out by counselors.	Student Services redesign relocated counselors from the Welcome Center and Outreach and Recruitment areas to General Counseling. Therefore, the new outreach, recruitment, and onboarding staffs will consist entirely of classified and student personnel—most them new to the Welcome

		Center with no prior knowledge/experience in their new roles.
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V. CHALLENGES RELATED TO SPRING 2020 COVID-19 CRISIS AND RESPONSE:

List significant challenges your program faced in Spring 2020 due to COVID-19. Please also Include your responses and solutions to this crisis.

The major challenges faced in the area were that all services provided prior to COVID-19 were all in person, since having to shut the center down, services had to move online in order to fulfill our mission. As a result the following was created to support onboarding new students:

- *Slack – an online chat platform utilized by classified staff and students to connect and respond to inquiries. Services were then moved to Hubspot as this services offered a direct link on our webpage as a more robust webservice.*
- *HubSpot – online chat platform provided the ability to interface directly on the home page to address immediate concerns, student workers were trained to support college inquiries and if needed, inquires would be handed off to classified staff for support.*
- *Microsoft Teams – moved all of our paper resources to an online teams folder where all staff can access materials used for new students. This was also a platform that was used for staff to communicate via a chat feature to connect with other staff members*
- *Email Services – since we were not able to answer telephone calls, all inquiries were directed to email services where staff are continuously checking and responding email inquiries.*
- *Jabber – a computer program that allows an individual’s phone extension to be placed on their laptop and or cell phone to be able to take phone calls from their extension off campus.*
- *Video Counseling Sessions – ALL counselors were trained and enabled to offer telephone or video counseling sessions to new and continuing students.*
- *Short “How to Videos” – were created to help support students on how to navigate the student portal, Corsair Connect, logging in, enrolling in classes, accessing financial awards, etc.*
- *People Grove – online platform used by Future Alumni Network that allowed the Welcome Center to expand online services over spring break for perspective students. Every Spring Break, the Welcome Center and Outreach services remain open to provide-assistance, to students and families outside of the area (usually out of state) that are visiting SMC during their spring break.*

VI. THE NEXT SECTION IS FOR CTE PROGRAMS ONLY

PARTNERSHIPS:

Part 1: Industry advisory meeting dates and attendance for 2019-2020.

Date of Meeting	# of SMC Attendees	# of Non-SMC Attendees
Click or tap to enter a date.	Click or tap here to enter text.	Click or tap here to enter text.
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Part 2: Employer partnerships/collaborations for 2019-2020. Identify the most salient partnerships or collaborations.

Employer Name	Type of partnership or Collaboration	Optional: Additional information about partnership or collaboration
	<ul style="list-style-type: none"> • Advisory attendance 	

	<ul style="list-style-type: none"> • Internship site • Donations • Job placement • Other 	
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CONGRATULATIONS – that’s it! Please save your document with your program’s name and forward it to your area Vice President for review. Please CC or send a copy to Stephanie Amerian and Erica LeBlanc.

The following section will be completed by your program’s area VP

Vice Presidents:

First, please let us know who you are by checking your name:

- Christopher Bonvenuto, Vice President, Business and Administration
- Don Girard, Senior Director, Government Relations & Institutional Communications
- Sherri Lee-Lewis, Vice President, Human Resources
- Jennifer Merlic, Vice President, Academic Affairs
- Teresita Rodriguez, Vice President, Enrollment Development
- Michael Tuitasi, Vice President, Student Affairs

Next, please check this box to indicate that you have reviewed the program’s annual report Provide any feedback and comments for the program here:

Click or tap here to enter text; the box will expand when you enter text.

Finally, please **save the document** and email it to both Stephanie Amerian (amerian_stephanie@smc.edu) and Erica LeBlanc (leblanc_erica@smc.edu). If you have any questions, please contact us!

Thank you for your input!