

Comprehensive Program Review Report

Program: Information and Welcome Center (Outreach)

Academic Year Reviewed: 2008-2011

Due October 31, 2011

Area 1 Mission

1.1 State the mission of the program.

The Information/Welcome Center (Outreach) exists to provide accurate information and appropriate referral services about college programs and procedures to students, faculty, staff and the community in a manner that is pleasant and inviting and to effectively reach out to both traditional and non-traditional students for the purpose of recruitment, matriculation and retention at Antelope Valley College.

1.2 Comment on the areas of the mission, vision, and Institutional Learning Outcomes (ILOs) of the college that are most closely related to the mission of the program.

The college mission and the program mission meet at a crossroads when it comes to serving the community with innovative programs and services in a professional, team-driven environment, reaching a diverse community of learners and being committed to student success.

Through our services we promote college programs and services that attend to skills required for employment, basic skills, transfer education, and personal development. We assist prospective students, current students, alum, the campus community and the community at-large to maneuver the community college system through information literacy and a variety of technologies-web access, interactive games, lectures, etc.

IWC (Outreach) collaborates with a variety of members of the campus community and the community at-large. These members partner with us on planning committees that serve current and future students. As representatives of the college we attend and are members of a variety of community committees and consortiums; providing perspective, information and partnership as appropriate.

Area 2 History

2.1 Identify major changes and/or developments, including change or growth in other programs, which significantly impacted the program in the last four years.

- In 2008, the program specialist –outreach position was filled completing the make up of the team. This was funded through the Title V grant awarded to AVC in 2007. The grant funding ended September 30, 2011 and the program specialist was laid-off.
- In 2009, College: Making it Happen (CMIH) developed and implemented to bring 7th & 8th graders onto campus for a half day conference on academic success, college readiness and career exploration.

Year	Attendance
2009	97
2010*	--
2011	200

*In 2010, we partnered with the Job Placement Center for the “College2Careers” event. Event data is shown separately.

- AVC SB70 Career Technical Education Collaborative grant with Victor Valley Community College, Antelope Valley Unified High School District, University of California, Los Angeles allowed I/WC (Outreach) to produce CMIH, High School Senior Orientation (HSO) and “I’m Going to College” (IGTC) through the funding it provided.
- Assessment went “live” off-site at the high schools increasing access for seniors:

- | | | |
|-----------------------|----------------------|----------------------|
| 1) Antelope Valley HS | 7) Littlerock HS | 12) R. Rex Parris HS |
| 2) Desert Winds HS | 8) Mojave HS | 13) Rosamond HS |
| 3) Eastside HS | 9) Opportunities for | 14) Tehachapi HS |
| 4) Highland HS | Learning | 15) Vasquez HS |
| 5) Knight HS | 10) Palmdale HS | |
| 6) Lancaster HS | 11) Quartz Hill HS | |

- Between 2008 and 2011, attendance at the HSO has increased:

Year	Attendance	Increase
2008	508	-
2009	775	53%
2010	908	17%
2011	1021	12%

In 2010, the HSO format change from each school having a designated day to attend orientation, to a two-day schedule where multiple schools were integrated to attend on the same day. Schools were selected to attend the designed day dependent upon their history of attendance and space available for attendance on a given day. Other adjustments made to the format of the HSO’s include:

- Removal of talks with the deans due to difficulty with scheduling
- Removal of the guest lecturer due to difficulty with scheduling
- Redesigned the campus tour via the incorporation of breakout sessions across the campus to simulate a class schedule

- Encouraged school spirit through a large group welcome in the stadium with cheerleaders, ASO president, t-shirts, promo items, etc.
- Incorporated a resource fair including college services and four-year transfer options
- Changed lunch to be imbedded in the schedule, providing a separate line with a limited menu to create a more streamlined process
- Received funding from SB70 for HSO which allowed for an increased number of student workers for the event, workshop materials, t-shirts and bus transportation provided by AVC.
- 2010, College2Careers joint production with JPC, funded by SB70
 - 270 middle school students attended
 - 23 parents of the 110 who reserved a seat attended the event
 - Participating Schools Included:
 - Armargosa Creek Middle School
 - Cole Middle School
 - Mesa Intermediate School
 - Juniper Middle School
 - Almondale Middle School
 - Hillview Middle School
 - Los Amigos School
 - Endeavor Middle School
 - Palmdale Learning Plaza
 - New Vista Middle School
 - Shadow Hills
- High School Counselor Workshop
 - Changed the time of the year from intersession to fall semester to be conducive with the counselor's schedule and the information they are receiving from the four year systems
 - The format was more student-driven with presentations from student athletes, student club members and presentations from class projects
 - In 2010, we opted to produce the event in the odd numbered years in agreement with the AV Union High School District Student Services Department. This decision was made due to budget cuts and less turnover in the high school counseling positions
- From 2007-2010 IGTC was funded by various community agencies. In 2011, the SB70 grant funded the event.
- In 2009, we increased support to computer labs due to increased online functionality of registration services, e.g. add authorization codes and waitlist

2.2 Briefly describe the program's activities and services in the past four years.

- IWC(Outreach) provides two main services:
 - Welcome Center Front Counter fields phone calls, emails and in-person inquiries from the community, prospective and current students, faculty, staff and administrators.

- Outreach activities include college and career fairs, workshops and presentations, tours and mini-conferences. We average 75 events a year providing information about AVC college programs and services, general college readiness material, subject specific tours, early outreach and career exploration workshops.

Year	No. of Events	Potential Contacts	Bi-Lingual Contacts	In-Reach Contacts
2007-2008	88	242,260	8,960	30,760
2008-2009	87	240,060	18,124	26,700
2009-2010	65	215,535	15,188	26,010
2010-2011	60	172,647	15,560	26,160

- As the campus clearinghouse for college program brochures, we house, inventory, and distribute materials across campus and the community at-large. This includes more than 50 college brochures.

2.3 Did the program receive outside funding (e.g. Perkins IV and/or grants) during the last four years? If yes, briefly identify the years funded and how those funds were used to improve the program and student learning.

- SB70 Career Technical Education Grant fully funded
 - College Making It Happen (2009); (2011)
 - I'm Going To College (2011)
 - High School Orientation (2010-2011)
 - College 2 Careers (2010)
 - Student Ambassadors
- Community Agencies and Businesses Contributions
 - I'm Going To College (2008-2011)

Community Agency	Funded Item/Year
Lockheed Martin	Purchased participant t-shirts 2011, snacks 2010 & 2009
Boeing	T-Shirts, back packs & school supplies 2009 & 2010
Wal*Mart	Parent Bags & Supplies 2010
AV Federal Credit Union	Piggy Banks to encourage participant savings; reams of paper for school contest 2008, school supplies 2010
Lancaster West Rotary	Back Packs 2008, school supplies 2009-2010
AeroTech News	15,000 Flyers, 2009-2011
Smark Apparel	\$100-\$150 Scholarship 2008-2011
Target	Gift card towards school supplies for participants, 2009 & 2010
Marroquin Family (McDonalds)	In-Kind food donation for participants 2010

United Way (Kiwanis Clubs of AV)	Food 2009 or 2010
University of Phoenix	Binders 2008
First City Credit Union	Pens 2008
President's Fund	School Supplies 2008
CSUB	Lanyards 2008
Steve & Licia Paskay	Barnes & Noble Gift Certificate 2008
One Source	Water 2008
High Desert Plan Room	Drafting supplies 2008
Ontario Airport	Gift Basket 2008
America's Funniest Home Videos	T-shirt, show script, autograph picture, tickets to show taping, videos 2008
Vin Di Bona Productions	Food 2008
Sam's Club	Gift Certificate 2008
Desert Aire Golf	2 x Golf Certificates 2008
AVC Foundation	School Supplies 2008
Grace Resources	Tower of Games 2010
Mayflower Gardens	Gift Certificate 2010
Dewy Pest Control	Gift Certificate 2010
StayBridge Suites	Complementary Stay 2010
Steer N' Stein	Gift Certificate 2010
Care 1 st Health Plan	Gift Certificate 2010
Granite Construction	Company Jacket 2010
AV Florist	Gift Certificate 2010
AV Family YMCA	Snack Bag with Certificate 2010
Waste Management	6mos Free residential trash Service 2010
Total Deliverance Church	Gift Certificate 2010
High Desert Animal Care Hospital	2 x Gift Certificate 2010
AVC Marauder Book Store	Gift Basket 2010
AVC Foundation	Continental Breakfast 2010
Title V	Posters & Flyers 2008, Posters 2009-2011
Pepsi	Water 2009-2011
SB70	Supplies, student workers, posters, flyers, snacks, food, presentations supplies, t-shirts, continental breakfast, lanyards and planners 2011
AV Federal Credit Union	Piggy banks
High Desert Medical Group	Supplies 2009

- AVC Foundation
 - IGTC
- President's Unrestricted Funds
 - IGTC (2009) funding of participant school supplies
- Title V Cooperative Grant

- Program Specialist-Outreach (2008-2011)
- IGTC (2007-2011)
- CMIH
- HSO
- Math Odyssey
- Mathematica
- STEMposium
- Student Ambassadors (2)

Area 3 Curriculum (3.5 and 3.6 updated annually)

NOT APPLICABLE TO THE INFORMATION/WELCOME CENTER (OUTREACH)

- 3.1 Identify degrees and certificates currently offered in the program.
- 3.2 Discuss the adequacy of course offerings relative to appropriate aspects of the college mission and ILOs. Summarize recent additions, deletions, or revisions of courses.
- 3.3 Reflect on the relevant trends in curriculum with regard to knowledge requirements and instructional methods.
- 3.4 Recommend ways to improve completion of certificate, major and transfer requirements. Are all courses offered on a regular rotational basis so that students can complete their programs within a reasonable time frame?
- 3.5 Are all Course Outlines of Record (CORs) current?
- 3.6 How does the program ensure that all faculty utilize CORs when designing course syllabi?

Area 4 Student Support and Development

- 4.1 Discuss the adequacy of program services, practices, and technology to address diverse student needs and support student achievement.

Services:

- IWC/Outreach provides a variety of services to the campus and community:
- We offer two walk up windows for in-person inquiries and assistance.
- We field phone calls providing assistance to inquiries made
- There are four lobby computers to increase access for students to complete the AVC application or the FAFSA, to enroll in classes, to complete the online orientation, to access their myAVC account, email, online courses, student ID look up function, registration dates/priority appointments, etc. Our staff assists students with these tasks
- Since August 2009, we have fielded more than 649 email inquiries
- We respond to mail correspondences from all over the nation requesting program information and promotional items. Furthermore, we conduct mailing to our event participants to keep them connected to what is happening at AVC
- Welcome Tables serve to assist students the first week of classes to follow the add/drop procedures and the find their way around campus. There are three locations served-SC2, Library Plaza and LS1. Student workers and staff are available from 7:30am until 7:00pm on Monday and Tuesday and on Friday from

7:30am-noon. As appropriate, beverages are served hot chocolate, coffee and water. The Associated Student Government has often times included hygiene items and other giveaways.

- Outreach Tables
- High School Orientations
- Campus Tours-both general campus tours and specialized subject specific tours are hosted by the I/WC(Outreach). General tours are walking tours of the campus. Specialized tours are walking tours with stops in subject areas where administrators or instructors provide a brief presentation and demonstration based on the preferences of the hosted group.
 - Cole Middle School
 - Desert Willow Intermediate (180)
 - Rosamond Elementary (30)
 - Delta Academy Tour (12)
 - Phoenix HS (40)
 - SOAR HS Summer Bridge (120)
- Open Registration Services: monitor lines in lobby, assist on computers in lobby and in computer labs with registration, welcome table for general questions and information, screen students for their needs and most immediate access to services, lead team of SSV departments to ensure that all services are up and ready for open registration
- High School Counselor Workshop is an opportunity for us to showcase college programs, services and initiatives. It is also designed to provide a collective of high school counselors with information on policies and procedures for student wishing to attend AVC and to connect them with key staff to assist them throughout the year.

Year	Attendance
2008 Spring	69
2009 Spring	52
2009 Fall	48
2010 Fall	No Event held
2011 Fall	67

Practices:

- Our students and staff have received training in college program information, customer service and cart operations. We strive to ensure that we are up to date on what is new on campus as well as the latest service methods and deliveries.
- The workshops and presentations developed in our office seek to be interactive utilizing game formats, call-response and visual aids. Each program is followed up with an event and participant evaluation. These evaluations are collected and entered into survey monkey for the office of institutional research to analyze.
- In 2011, online event registration was implemented for the “I’m Going to College”. This allowed us to track the trends of our outreach for this event, to increase access to registration for the event as well as have cleaner data for follow

up activities. As a result we had 389 registrants via the online registration format. 240 registrants participated, 149 no showed and 30 registered at the event. As a follow up activity, we have emailed regrets for those who did not matriculate through the event. We have also emailed those who did participate and invited them to various events across the campus.

- IWC/Outreach could not impact the community as well as we do without the collaboration with multiple entities; All Valley Federal Credit Union, California State University-Bakersfield, Wal*Mart, The Marroquin Family-McDonalds, Lockheed Martin, Boeing, Lancaster West Rotary, AeroTech News, SMARK Apparel, High Desert Medical Group, Palmdale School District, Lancaster School District, Eastside School District, Westside School District, Southern Kern School District, Antelope Valley Unified High School District, Keppel School District, Acton-Aqua Dulce School District, City of Palmdale, City of Lancaster, Career Prep Council, Antelope Valley Higher Education Consortium, California Highway Patrol, Los Angeles County Sheriffs, Los Angeles Fire Department, Edwards Air Force Base, Fresno State, Target, Niles Nilo, SOAR, AVC Divisions/Departments- Student Development, Job Placement Center, Financial Aid, Math Science & Engineering, Technical Education, Health Sciences, Foundation, etc.
- Several grants have also contributed in partnership with IWC/Outreach projects including SB70 for event programming and early outreach; Title V for staffing and event support; and VTEA for college brochures and displays.

Technology:

- Utilization of web services:
 - Microsoft Contribute is used for webpage updates in collaboration with the webmaster. We have been able to use banners on the AVC front page, promote and provide additional information on upcoming events as well as pertinent information to students via Twitter and Facebook.
 - In 2011, we began tracking and analyzing web visits on the Information and Welcome Center link:
<http://www.avc.edu/studentservices/infowelcome/> using Google Analytics (See table below)
 - In the table below you will see the percentage of change from one month to another in the parentheses. In the month of July, we advertised and promoted online registration for the “I’m Going to College” event. This accounts for the increase of activity in August.
 - “Pageviews” account for the all visits to the webpage while “Unique Pageviews” account for individual visits to the page.

2011	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
September	351 (-62.58%)	265 (-63.65%)	00:01:04 (-3.82%)	36.00% (20.47%)	19.37% (-4.36%)
August	938 (43.21%)	729 (38.86%)	00:01:06 (28.08%)	45.26% (62.95%)	20.26% (45.80%)
July	655 (-1.50%)	525 (2.74%)	00:00:52 (-5.85%)	27.78% (-51.39%)	20.26% (46.65%)
June	665	511	00:00:55	57.14%	9.47%

- **myAVC** is utilized to send targeted messages to High School Senior Orientation participants regarding evaluations and upcoming events and activities as well as important dates.
- **Ad Astra** is newly implemented providing logistical assistance in event planning such as tours and early outreach,
- **Survey Monkey** has been utilized via the Office of Institutional Research for the purpose of collecting and analyzing event evaluations and registering students for “I’m Going to College”
- **Shortel phone system** has limited reporting functions however we were able to gain some data from the system manager for Jan-Oct 31, 2011.

User Activity Summary Report		
Overall QTY (x6331)	Overall Duration of Calls (In/Out)	AVG Duration
16,272	85:14:22	0:00:18

4.2 Summarize how recent additions, deletions, or revisions of services, practices, and technology support aspects of the college mission and ILOs.

IWC (Outreach) provides a team-driven environment to produce innovative programs and services to a diverse community of learners. We are committed to student success from as early as first grade through to post-secondary education.

We collaborate with 20 or more campus and community departments, agencies and businesses across antelope valley to provide participants of our programming with a holistic educational experience. Through our events we have highlighted college and high school cheer teams, Hawaiian and Indian dance troops, child violinist, Zumba aerobics, girls scouts and boy scouts of America and after school youth programs such as Golden Steps. We have partnered with seventeen departments across campus that provide career and academic workshops for youth and adults, such as physics, biology, theater, nursing, athletics, respiratory therapy, radiologic technology, automotive, photography, digital media, associated student government, inter-club council, transfer center, job placement center, financial aid, veterans, counseling, etc. Many of our presentations include interactive activities such as jeopardy, wheel of fortune, crossword puzzles and Hollywood squares. Participants go online for myAVC trainings, the FAFSA and online career exploration assessments.

Added since 2007

- **“College: Making It Happen”** targets middle school students in grades seven (85.2% in 2011) and eight (13.3% in 2011) for the purpose of college readiness, academic survival skills and career exploration. (2009, 2011)
- **“College2Career”** in conjunction with the Job Placement Center (JPC) was a combination of “College Making it Happen” and JPC’s Career day. This was a pilot collaboration. (2010)
- **“I’m Going to College”** has been made possible through the contributions of local businesses and community organizations. In 2011, we were able to secure funding through the SB70 grant. This funding was available as a one time source. (2008-2011)
- **Monroe High School & Cal City High School** invited AVC to attend its “College and Career Fair” for the first time. Cal City is a new High School with its first class of seniors. (2011)
- The Title V grant produced the **“STEMposium”** in 2011. This brought together industry leaders to discuss what talent and resources they have available to offer school districts across the valley for the purpose of home growing future engineers.
- In 2008, AVC purchased a **Ford Expedition** for the purpose of outreach events. The SUV was wrapped with graphics to also serve as a marketing piece as we travel throughout the valley.
- Title V produced **“Math Odyssey”** for the middle school population and outreach was instrumental to the logistical management of this event in 2011.
- At the **SOAR HS-“Summer Bridge”** 2010 and 2011 outreach provided interactive workshops on time management and college study skills for the incoming class.
- Event Radios aiding in the ability to communicate effectively throughout campus during event productions were purchased using SB70 funding in 2011.
- **“Bridging the Achievement Gap”**-AVC Outreach provides an information table at this event to encourage awareness of the college and promote a college-going culture.
- **“AV Ford Appreciation Day”** (2011) -AVC Outreach provides an information table at this event to encourage awareness of the college and promote a college-going culture.
- Antelope Valley Higher Education Consortium **“Plan Your Future”** student symposium (2010-2011)-AVC Outreach provides an information table at this event to encourage awareness of the college and promote a college-going culture. We also provided a workshop of career exploration for middle school students using www.whatdowant2B.com as an interactive assessment tool.
- National Association Black School Educators symposium (2009-2011)-AVC Outreach provides an information table at this event to encourage awareness of the college and promote a college-going culture.
- SB70 Strengthening the Collaborative Retreat in Malibu, CA was a three day meeting of the entire collaborative to showcase projects in progress that were supported by the SB70 Career & Technical Education Grant and to brainstorm

- future projects and connect with partners. The director and program specialist attended this retreat. (2009)
- California Community College Student Financial Aid Association conference and Financial Aid Training @ Pierce Community College for the purpose of up-to-date news and information on the FAFSA and guidelines surrounding financial aid both program specialist and the director attended.
 - Kaiser Hippocrates Circle Program (FA) (2010-2011)-Financial Aid overview presentation is made to middle school students and parents for the purpose of planning and preparing for future college endeavors which include the pursuit of medical school.

Revisions

- In 2008, we gained the employment of a Program Specialist-Outreach based on Title V funding. An excellent addition to the team the Program Specialist-Outreach was instrumental in the logistical and programmatic advances made in outreach. Program Specialist-Outreach was terminated as of September 30, 2011 as the Title V Grant funding ended.
- “High School Senior Orientations” historically followed a format where by each high school came to AVC on a designated day to receive orientation materials and were delivered lectures by a host of campus experts on matters pertinent to their college success. This process took four weeks to complete. Since 2009, we have reformatted the implementation to include only two days of campus visits. Schools are scheduled in clusters. This promotes a simulation of what college will be like. They are grouped across school sites and participate in break out sessions where experts across campus provide interactive workshops on matters pertinent to their college success.
- SSV 174 was successfully remodeled and has reopened to provide outreach with storage space for materials for events and campus brochures.
- “I’m Going to College” was reformatted to include an additional career exploration workshop allowing fourth and fifth graders three rather than two opportunities to experience career pathways
- “High School Counselor Workshop” has historically been held every academic year to showcase AVC’s programs and services to the High School District’s counselors and administrators. In 2010, with budget cuts and no new personnel on the counseling staff the HS District asked that the Workshop be held in alternative years. AVC agreed. The Workshop will now be held in odd years only until the agreement between AVC and AVUHSD is mutually adjusted.

Deletions

- **Program Specialist-Outreach** Title V Grant funding ended
- **iCAN (College Access Network)**-Title V Grant funding ended
- **Hard copies of College Catalogs, Schedules and Student Handbooks**-These publications were discontinued due to budget cuts. Now available only online.
- **Probation Orientation**-low yield event
- **Thunder on the Lot**-low yield event
- **AV Word @ AV mall**-low yield event
- **Palmdale Fall Festival**-City of Palmdale cancelled

- **Downtown Lancaster-** City of Lancaster no longer accepts non-profit vendors
- **Ushindi-**This program was discontinued due to low student participation.

Area 5 Data Analysis and Environmental Scan (Updated annually)

5.1 The program was provided with a substantial amount of data from the Office of Institutional Research and Planning. The self-study team should review and have a dialogue on the data and then identify major changes or enrollment trends expected to be of particular relevance to the program in the next four years. Consider WSCH/FTES, success, retention and persistence as applicable, and the number of degrees and certificates, if applicable. Consider data on gender, age, ethnicity, night vs. day, etc.

- Write about enrollment trends that the self-study team believes are important to the program's planning and resource needs. Why might these trends be occurring?

Success	2008	2009	2010
High School Orientation	77.6%	75.7%	77.8%
Online Orientation	67.4%	70.8%	72.7%
HD	64.9%	65.4%	64.9%

In reference to the statistical report, based on First-Time Students, statistics shows that in the years 2008-2010, the percentage of student Success is significant when comparing High School Orientations (HSO), Online Orientations and Human Development (HD) courses. When measuring Success Rates in 2008, HSO's had a rate of 77.6%; Online Orientations had a rate of 67.4% and HD courses had a rate of 64.9%. HSO's had a 10.2%-12.7% higher rate than the other means of orientations.

In comparison to 2008, 2009 Success Rates are 75.7% for HSO's, 70.8% for Online Orientations and 65.4% for HD courses. Yet again, HSO's had a 4.9%-10.3% higher rate than the other means of orientation.

In 2010 the Success Rates are as follows: HSO's, 77.8%, Online Orientations, 72.7% and HD courses, 64.9%. HSO's success rates are 5.1%-12.9% higher than other orientations available. HSO's are valuable to First-Time Students as numbers continue to increase.

Retention	2008	2009	2010
High School Orientation	93.2%	93.9%	94.0%
Online Orientation	88.1%	91.8%	90.6%
HD	86.4%	87.4%	89.2%

In addition to Success Rates, the Statistical Report also analyzed Retention Rates for First-Time Students between the years of 2008-2010 again comparing High School Orientations (HSO), Online Orientation and Human Development (HD) courses. In 2008, HSO's had a rate of 93.2%, Online Orientation, 88.1% and HD courses, 86.4%. HSO's was higher by 5.1%-6.8% over Online Orientations and HD courses.

In relationship to 2008, 2009 rates for HSO were 93.9%, Online Orientation was 91.8% and finally HD courses have a rate of 87.4%. The difference is again that HSO's was 2.1%-6.5% higher than other alternatives.

In 2010 the Retention Rates were as follows, HSO 94.0%, Online Orientation, 90.6% and HD courses had 89.2%. The results again are 3.4%-4.8% for HSO's, demonstrating the effectiveness of HSO's throughout the years.

- Considering these trends, how well is the program doing in meeting the needs of the various learner populations attending the college?

Considering these trends, I/WC(Outreach) is meeting the needs of the incoming students from the high school population of learners with the High School Senior Orientation Program. It is the success of this program that is the impetus to growing the program to other populations of learners within the incoming community of students. However, according to the Office of Institutional Research the all cuts budget is having a detrimental impact on the number of students being able to access courses at the college:

“Thousands of students who want to attend AVC are now unable to find classes, and a significant portion of those who can not get in to the college come from the high school graduates pool. Because of the budget-imposed reductions in the number of classes, most classes are full before the priority registration period is over. High school graduates who do not attend orientation register very late in the process at community colleges and will face particular difficulty in finding classes when it is their turn to enroll. These trends resulted in an estimated 340 and 620 June graduate high school students who wanted to attend in 2009 and 2010 not making it in to AVC”. –Notes from the Researchers, Volume 3, First Quarter 2011

- 5.2 Report on the progress of recommendations and accomplishment of goals identified in the program's last program review. Reflect on the strengths, weaknesses, and improvements of the program. Clearly state the performance/quality indicators used by the program.

2005-2008 Program Review Response to recommendations includes:

Outreach has worked closely with the Office of Institutional Research to track the success and retention of students directly recruitment by our team. The cornerstone recruitment event is the High School Senior Orientations which has proven to have the highest impact on student success and retention in comparison to other methods of orientations provided. (See Area 5.1)

The “I’m Going to College” event remains focus for early outreach as it targets our youngest population to date. It has been decided that this is an event to create a college-going culture event partnering with other institutions of higher education in the production of provided workshops and resource fairs. While we are on AVC’s campus and the logistical planning is maintained by AVC staff it is the focus of the committee to get students excited about college no matter their choice of attendance.

Due to budget constraints the hiring of recommended staff; clerical III, funding for the training of student ambassadors, new software, reconstruction of the SSV lobby for the purpose of “first point of contact”, funding to replace the program specialist position previous provided by Title V, district funding for I’m Going to College, College: Making it Happen, Outreach & Recruitment events and activities and fees, Welcome Center Promotion Package and copier have not been able to be allocated.

Area 6 Student and Program Learning Outcomes Assessment (Updated annually)

6.1 Briefly review program outcomes assessment activities over the past four years and assess in some detail the effectiveness of those methods in documenting and improving student learning.

ILO: Value and apply lifelong learning skills required for employment, basic skills, transfer education and personal development.

PLO: High School Students, prospective college students, will have knowledge of the and effectively navigate through the admission process

SLO: Prospective high school students will know and complete the four steps of Matriculation

Activities:

- Workshops to senior classes to showcase AVC and its programs
- Require application and assessment to attend special on-campus orientation in February and March
- Require meeting with AVC counselor at HS site for initial education plan

High School Site Visits				
Counseling-Initial Education Plans	2008	2009	2010	2011
ANTELOPE VALLEY	58	67	72	72
ANTELOPE VALLEY YOUTH BUILD	--	--	--	5
BETHEL CHRISTIAN	--	--	3	--
BORON	10	--	15	15
DESERT	9	8	8	16
DESERT CHRISTIAN	58	50	44	45
DESERT SANDS	--	--	--	4

DESERT WINDS	--	--	--	--
EASTSIDE	--	78	102	138
HIGHLAND	27	55	82	94
LANCASTER	58	74	116	77
LITTLE ROCK	21	42	76	59
MOJAVE	9	12	--	14
PALMDALE	34	66	126	56
PARACLETE	41	38	54	55
QUARTZ HILL	64	51	94	99
R REX PARRIS	--	--	--	8
ROSAMOND	49	39	25	47
TEHACHAPI	1	1	--	1
VASQUEZ	0	6	5	4
OTHER:	--	--	--	--
MONROE	--	--	--	--
SERRANO	--	--	--	--
BURMINGHAM	--	--	--	--
CALVERY CHAPEL CHRISTIAN	--	--	--	--
CHARTER ACADEMY	--	--	--	--
GORMAN LEARNING CENTER	--	--	--	1
HOME SCHOOL	--	--	--	--
OPPORTUNITIES FOR LEARNING	14	--	13	--
JOSHUA CHRISTIAN	--	--	--	--
PHOENIX	--	--	--	--
PETE KNIGHT	53	90	137	88
LANCASTER BAPTIST	--	--	--	2
SOAR HIGH	--	--	28	--
UNKNOWN	2	--	1	--
	508	677	1001	903

- Evaluation/Assessment
- Students will receive priority registration

Assessment:

- Increase the participation in High School Senior Orientations by 5%-Exceeded

Year	Attendance	Increase
2008	508	-
2009	775	53%
2010	908	17%
2011	1021	12%

- Increase overall high school yields by 5%-Not Met (See Area 5)

High School Yield	2008	2009	2010
Antelope Valley Adult	1.2%	2.2%	4.7%
Antelope Valley Christian HS		4.3%	0.0%
Antelope Valley HS	41.5%	29.5%	29.2%
Bethel Christian HS	27.3%	36.8%	29.4%
Boron HS	43.9%	13.9%	21.1%
Desert Christian HS	69.7%	49.5%	41.6%
Desert HS (Edwards)	45.2%	33.0%	27.5%
Desert Sands Charter School	2.7%	5.7%	4.4%
Desert Winds HS	44.4%	20.8%	20.0%
Eastside HS	0.0%	5.2%	3.6%
Highland HS	46.1%	31.0%	29.1%
Knight HS	3.0%	4.4%	3.3%
Lancaster HS	47.2%	37.5%	33.3%
Littlerock HS	38.9%	33.5%	25.1%
Mojave HS	29.0%	25.2%	14.8%
Palmdale HS	42.2%	32.8%	28.0%
Paraclete HS	50.9%	36.0%	29.8%
Quartz Hill HS	48.1%	37.1%	35.0%
R. Rex Parris HS	16.1%	4.9%	2.2%
Rosamond HS	39.5%	31.3%	25.1%
SOAR HS			22.6%
Tehachapi HS	8.4%	6.2%	4.8%
Vasquez HS	6.9%	5.3%	4.0%
Average Local Yield	35.2%	24.0%	20.7%

6.2 How have adjunct faculty and/or part time staff in your program been made aware of the need to assess Student Learning Outcomes (SLOs) and Program Learning Outcomes (PLOs) and been included in assessment activities?

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6.3 What specific plans have been made for assessing student learning over the next four years? Programs should provide a timeline for defining and assessing all SLOs and PLOs.

6.4 If the program SLO and PLO assessment results make it clear that particular professional development resources or student services are needed to more effectively serve students, describe the need. List items in order (rank) of importance.

NOT APPLICABLE TO THE INFORMATION/WELCOME CENTER (OUTREACH)

Area 7 Collaboration with Other Programs

Discuss collaborative efforts undertaken with other Instructional, Student Services or Administrative programs. Offer an assessment of success and challenges and note potential changes in collaborative efforts.

IWC/Outreach could not impact the community as well as we do without the collaboration with multiple community agencies and businesses:

All Valley Federal Credit Union,
University of Phoenix
California State University-Bakersfield
Wal*Mart
The Marroquin Family-McDonalds
Lockheed Martin
Boeing
Lancaster West Rotary
AeroTech News
SMARK Apparel
High Desert Medical Group
Palmdale School District
Lancaster School District
Eastside School District
Westside School District

Southern Kern School District
Antelope Valley Unified High School District
Keppel School District
Acton-Aqua Dulce School District
City of Palmdale
City of Lancaster
Career Prep Council
Antelope Valley Higher Education Consortium
California Highway Patrol
Los Angeles County Sheriffs
Los Angeles Fire Department
Edwards Air Force Base
Fresno State
Target
Niles Nilo

AVC Divisions/Departments- Student Development, Job Placement Center, Financial Aid, Math Science & Engineering, Technical Education, Health Sciences, AVC Foundation, SOAR HS, physics, biology, theater, nursing, athletics, respiratory therapy, radiologic technology, automotive, photography, digital media, associated student government, inter-club council, transfer center, veterans, counseling, etc.

Area 8 Outreach Activities

Discuss any activities or projects undertaken with other educational institutions, the community, or business/industry. Describe any plans to begin new outreach activities.

- Expand follow up activities “High School Senior Orientation” population to include promotion of academic workshops and tutoring at the Learning Center, special invitations to campus events and mid-semester check-ins.
- “Smart Start Saturday” is a spin off of the “High School Senior Orientations” that would be available to all incoming first year students as a way to acclimate them to the college; its programs and services.
- Expand follow up activities to “I’m Going to College” and “College: Making it Happen” participants through special invitations to campus events such as athletic events.
- Work with Public Relations to develop a virtual/interactive tour for our web page
- I/WC(Outreach) team shirts/jackets to present a uniformed presence at college and career fairs, festivals, presentations, campus visits, tours and other outreach activities.

Area 9 Goals and Objectives (Updated annually)

List the goals and objectives the program has for the next four years.

Goal 1: Continue to serve as the community liaison for the college at public events and on community committees to increase awareness of programs and services.

Objectives: Attend College and career fairs, community festivals, school district events, the AV Higher Education Consortium, Career Prep Council and other appropriate events and meetings throughout the Antelope Valley.

Time Frame: Year round

Justification: President's Goal IV. Enhance and expand relationships and collaborative partnerships with the external community.

- A. Create partnerships with school districts, universities, community organizations and business.
- B. Raise awareness of college programs and services.

Goal 2: Continue to produce early outreach opportunities to the K-12 community of students in encourage and increase the college-going culture in the Antelope Valley.

Objectives: Partner with the AVC Foundation, AVC faculty/staff and local businesses for sufficient funding of and presenters for events such as "College: Making it Happen" for 7 & 8 graders, "I'm Going to College" for 4 & 5 graders, "High School Senior Orientations" and the like.

Time Frame: Year Round

Justification: President's Goal IV. Enhance and expand relationships and collaborative partnerships with the external community.

- A. Create partnerships with school districts, universities, community organizations and business.
- B. Raise awareness of college programs and services.

President's Goal V. With consideration for existing college agreements and Education Code compliance, charge the Matriculation Committee with collecting, assessing, and analyzing data regarding student persistence rates, retention rates, and success rates to determine if there is a need to reform the priority registration system and, if necessary, recommend changes. Students who participate in the "High School Senior Orientation" program which requires the completion of the matriculation steps have higher retention and success rates. (See Area 5)

Goal 3: Provide accurate information and appropriate referral services about college programs, services, policies and procedures to prospective and continuing students

Objectives: Train student ambassador corps on college programs, services, policies and procedures to prospective and continuing students. Field calls and in-person inquiries at the Welcome Center. Assist students during the registration cycles to navigate matriculation steps and myAVC and in-between offices at peak times in the registration cycle.

Time Frame: 8 weeks prior the start of each session

Justification: President's Goal I. Continue to place students first in the development of programs, courses, and technical services that meet the changing needs of business, industry, and the community and adhere to minimum conditions of the California Community Colleges Chancellor's Office.

Area 10 Long Term Resource Planning (Updated annually)

If applicable, describe significant long-term resource needs that should be addressed in the next four years. The Educational Master Plan, student learning outcomes assessment reports, and data analysis may provide reference information to support your response. Use lists and tables to clarify program requests and make them easy for the Strategic Planning and Budget Council to review quickly. If there may be negative consequences for enrollment, safety or other important concerns if the funding is not provided please make this known in context.

- 10.1 List faculty and staff requirements to meet program needs in the next four years. Be specific and brief when offering a reason for the position (e.g. replacement, increased demand for subject, growth in student population). Mark the position as new or replacement. Place titles on list in order (rank) of importance.
1. Restore program specialist-outreach lost due to the end of funding via the Title V grant. The AVCCD encompasses 2,000 square miles of district territory. The position recruits students from the designated target markets identified in the Marketing Plan through the Enrollment Management Committee, so that we meet our allowable growth targets. With the end of the Title V grant, the district needs to incur the cost of the second Program Specialist to ensure that the advancements in Outreach continue.

Program Specialist Flex Time Accrued	2008	2009	2010	2011 (A/O 10/28/11)
District Funded Position	121.5	154.25	116.25	63.25
Title V Funded Position	48	137.25	102	64.25*
Total	169.5	291.5	218.25	127.5

*A/O 9/15/11

2. The Welcome Center was initially comprised of two clerical assistants. One retired and the other stayed with Admissions and Records in the reorganization of 2003. Now the office has the original Outreach support staff member, who is the Clerical III, and who has assumed additional responsibilities. This person is responsible to support the Director as well as manage day-to-day activities and operations of the office including preparation assistance for Outreach events and activities, Program Specialist support and four Student Ambassador tasks and assignments. Student Ambassadors assist in the office handling incoming calls, mailings, totes building, registration activities and myAVC help, Welcome Tables and overall guiding students in the matriculation steps. Because of the flexibility of the Student Ambassadors, we are in need of additional help in this area to support the full time staff members in the office.

Additionally, we are open until 7 pm two nights a week and there is no full time staff to assist the Student Ambassadors in serving our evening students. Most often the Director and Program Specialist are holding events in the evenings at off campus locations. There is a need to have one more additional clerical staff member to supervise the evening Student Ambassadors.

3. Due to budget cuts, the office has been limited to four student ambassadors when historically we staffed up to 16. Student ambassadors are an essential part of the outreach team providing current experiences at AVC, a peer-to-peer perspective on maneuvering through the educational system and receiving valuable work experience at a cost effective method to the district. Student ambassadors assist at events across the valley and are an excellent resource to prospective students of all demographics.
 4. With increases in events and activities expected for the anticipated expansion of the Palmdale Center the Outreach office plans to work with the Director of Palmdale incumbent to collaborate efforts and resources for the region.
- 10.2 List facilities (remodels, renovations or new), equipment and technology needed to provide a safe and appropriate environment for student learning in next four years. Place items on list in order (rank) of importance.
1. Program Specialist-Outreach
 2. Outreach & Recruitment Events and Activities (fees and promotions)
 3. "I'm Going to College" event
 4. "College: Making it Happen" event
 5. Renovation of the SSV lobby to place the Welcome Center as the first point of contact and cubicle space for clerical III
 6. Copier for in-house production of promotional materials
 7. Welcome Center Promotional Package
 8. AVC Apparel –polo, jacket(s)

10.3 Identify funding needed to support student learning.

Program Specialist–Outreach (Salary + Benefits)	\$60,288.23
Outreach & Recruitment Events/Activities	\$10,000.00
“I’m Going to College”	\$15,000.00
“College: Making it Happen”	\$15,000.00
Renovation of SSV lobby	TBD
Copier	\$15,000
Welcome Center Promotion	\$2,000.00
AVC Apparel – polo, jacket(s)	\$500.00
Total	\$117,788.23

Area 11 Recommendations and Comments

11.1 List recommended changes to the Educational Master Plan to:

- Meet student needs.
- Respond to PLOs and SLOs.
- Reflect changes in the disciplines, educational methodology, and technology.
- Address external mandates such as state requirements, industry and professional standards, etc.

No Changes Needed

11.2 What changes in the program review process would improve institutional effectiveness or make the results more helpful the program?

No Changes Needed

Area 12 Report to the Board of Trustees

There is a significant amount of demand for college knowledge from all areas of our community. In the IWC (Outreach) we strive to address these demands and market the institution in the best and most comprehensive ways possible. While attending to the needs for those ready to enter college we are also attending to the spirit of higher education by attending to those who will reach us in the next 9-12 years; creating a college-going culture. Our subsequent goal is to make AVC the college of first choice and to make higher education an absolute choice. This is the value and overall purpose of the Information/Welcome Center (Outreach).

Through the execution of our mission, the IWC (Outreach) meets the standards set forth by the institution in the form of its vision, mission and institutional learning outcomes (ILO's). The services provided reach a broad spectrum of the greater Antelope Valley community. Services are provided and promoted through a variety of partnerships, community committees, consortiums and relationships with community organizations at-large. Within our institution, we have collaborated with Title V initiatives, SB70 initiatives, AVC Foundation, Health Sciences, Technical Education, Math, Science and Engineering and other divisions/departments across the campus.

Our outreach efforts are comprised of elementary students, middle/intermediate students, high school students, adult learners; including veterans, parolees and returning students. We have a niche in catering to the college-going culture within the community by way of specialized campus tours, information sessions, workshops, presentations, hand-on trainings and half-day conferences. These events and activities provide the community with increased awareness of the college's existence, programs and services. There has been significant success in the "I'm Going to College" for fourth and fifth graders (240 participants), "College: Making it Happen" for seventh and eighth graders (200 participants) as well as the "High School Senior Orientation" (HSO) program (1021 participants). We are seeing an increase in participation of up to 53% in the number of seniors attend the high school senior orientation program. The data from institutional research supports the success and retention rates of students who attend the orientation program. In 2010, 77.8% of the HSO participants achieved success in their courses and 94% of them were retained. These students complete the matriculation steps to receive priority registration and to be best prepared for their first term of attendance. The orientation program provides students with tools for success via workshops on financial aid, college and career planning, myAVC and campus life. We continue to work towards our PLO to increase the overall high school yields by 5%.

From 2008-2011 IWC (Outreach) participated in an average of 75 events throughout a calendar year. With budget constraints and limited staffing, we managed and attended events which yielded us a potential number of contacts equaling 172,647 to 242,260; bilingual potential contacts equaled 8,960-18,124; and in-reach equaled 26,010 to 30,760 (duplicated head count). While IWC (Outreach) participated in many events and activities to raise awareness of the institution; we also served our students and the campus community by providing information and direction via phone and window inquiries,

welcome tables at the start of each semester and participating as members of college committees.

Events produced; managed or attended by IWC (Outreach) would not be possible without the collaborative efforts of the campus community and community partnerships. There are more than forty community organizations, businesses and agencies that come together to support outreach events annually. AVC faculty, staff and students participate in more than half of the annual outreach events and activities.

MH/MC/LE A/O 03.21.12