Prepared by: Catherine McGuire, Interim Coordinator

What are the strengths of your area?: Our outreach efforts helped the college meet its mid-sized institution goal for the 2013-2014 school year, with over 1500 students attending the STEPS registration event in the Spring 2014. Additionally, student who complete the online orientation show immense growth via a knowledge gap assessment.

What improvements are needed?: The Welcome Center needs to better utilize current resources to increase services provided at our outlying centers. Specifically:
1. Coordinate better with Hanford and Tulare center staff
2. Utilize laptops, other technology to be more mobilized
3. Invest in services that can be delivered electronically at all sites

Additionally, a technology error caused data loss for May-June which has been corrected for future cycles.

Describe any external opportunities or challenges: We have an external opportunity to increase career and support service delivery through partnerships with local community organizations, including Tulare Youth Council, United Way, Proteus, CSET, and more. By doing outreach to targeted populations, we can reach students who may not be connected in any other way, giving them access to counseling and other important services earlier in their registration process.

Overall Outcome Achievement: This year has set a baseline for benchmarks we hope to hit in future program review cycles.

Changes based on outcome achievement: 1. The Welcome Center plans to incorporate more online options for services to expand service provision, such as an online Spanish orientation, better advertising of online career testing and exploration, and advertising of online UC application workshops.
2. The Welcome Center will improve the check-in system to better track student usage in the Center.
3. The Welcome Center will host additional success and career workshops to give students more options for services.

Outcome cycle evaluation: Yearly

Action: Expand Online Orientation

Expand Online Orientation to include Spanish-dubbed version in order to offer the orientation equitably, regardless of delivery modality.

Start Date: 09/01/2014
Completion Date: 06/30/2015
Status: New Action

Identify related course/program outcomes: SAO: Orientation will be accessible equitably within the district, regardless of delivery modality.

Person(s) Responsible (Name and Position): Catherine McGuire, Interim Coordinator

Rationale (With supporting data): During the 2013-14 school year, 394 students cited an interest in ESL services on their COS application. Additionally, we currently offer in-person ESL Orientations in both Spanish and English, but there is no online option for students who wish to complete the orientation in Spanish. In order to offer the online orientation equitably across platforms, we must offer an online Spanish orientation.

Priority: High
Safety Issue: No
External Mandate: Yes
Mandate Explanation: The Student Success Act of 2012 mandates orientation for all non-exempt students.

Add Resource Request for Action

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<tr>
<th>Resource Description</th>
<th>Why is this resource required for this action?</th>
<th>Notes (optional)</th>
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<tbody>
<tr>
<td>The Online Orientation Spanish-language expansion</td>
<td>The online orientation is currently offered in English and in an accessible format online. In-person, we also offer a Spanish orientation to incoming ESL students and other students who choose to attend. If we are to provide services equitably across platforms, the online orientation needs to include a Spanish version. Cynosure, the company who created the online orientation, has a Spanish-dubbed addition to the orientation, for a fee. If we plan to offer the online orientation equitably, we must purchase this additional component of the orientation.</td>
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**Resource Type:** Technology

**Action:** Expand Outreach Services to the Community

Increase visits to feeder high schools, community organizations, and presence at community events in order to increase successful completion of the matriculation process and STEPS registration.

- **Implementation Timeline:** 2014 - 2015
  - **Start Date:** 07/01/2015
  - **Status:** New Action

  **Identify related course/program outcomes:** As a result of the outreach activities, students will know the steps to success; from application to assessment, to counseling, and to registration as demonstrated by progress through Matriculation steps and participation in STEPS registration.

  **Person(s) Responsible (Name and Position):** Catherine McGuire, Interim Coordinator

  **Rationale (With supporting data):** STEPS continues to be a crucial point in the registration process for incoming students. Students who attend STEPS registration leave the event with a class schedule for the upcoming semester. Last year, directly as a result of our outreach efforts, over 1500 students attended this event.

  In order to continue to increase the number of incoming students who complete STEPS registration, we will increase our outreach efforts to local high schools, community programs, and other events in order to ensure applicants are completing the necessary steps to attend STEPS registration.

  **Priority:** High
  **Safety Issue:** No
  **External Mandate:** No

**Action:** Technology

Expand technology resources within the Welcome Center to meet the increasing demand for services.

- **Implementation Timeline:** 2013 - 2014
  - **Start Date:** 09/01/2013
  - **Status:** Continued Action

  **Identify related course/program outcomes:** The Career Center, as part of the Welcome Center, will provide a level of service at all District sites and through both in-person and online modalities.

  **Person(s) Responsible (Name and Position):** Catherine McGuire Counseling Technician

  **Rationale (With supporting data):** The Welcome Center is a high demand area for support with registration, applications, career, transfer, and other services and functioning technology is essential to service delivery. During the 13-14 school year, we were able to purchase laptops to increase the number of computers available but more are needed to replace the virtual machines housed within the Welcome Center.
Additionally, laptops are able to travel between district sites and out to our feeder schools to increase available technology across the District. This mobility is important in our effort to expand our service delivery options.

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<td>We would like to replace the current virtual machines with laptops to increase functionality and replace outdated equipment.</td>
<td>10 new laptops to replace the virtual machines in the Welcome Center would allow us to expand service provision to include completion of the online orientation and other actions that cannot currently be performed on the virtual machines. Additionally, laptops could be used throughout the District easily, expanding service provision to Hanford and Tulare.</td>
<td></td>
<td>Yes</td>
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**Priority:** High  
**Safety Issue:** No  
**External Mandate:** No