

Comprehensive Program Review Report



Program Review - Welcome Center

Program Summary

2022-2023

Prepared by: Juan Vazquez

What are the strengths of your area?: OUTREACH:

- Diverse staff: Six full-time Student Support Services Specialists (4-S) that serve district-wide. Four are located in the Welcome Center on the Visalia Campus, serving Visalia and surrounding areas: Lindsay, Farmersville, Corcoran, Dinuba, Orosi, Woodlake, and Exeter. One is located on the Hanford Educational Center, and one is located on the Tulare College Center, each serving their respective communities.
- Campus tours are facilitated by outreach specialists and student ambassadors.
- Director, Welcome Center and Early College Partnerships, oversees every step of the dual and concurrent enrollment process for 23 high schools from Tulare and King's County.
- Student Support Services Specialist with an emphasis in financial aid. This 4-S serves our financial aid outreach needs district-wide and provides training to the rest of the 4-S team as needed.
- Student Ambassador Program: Student Ambassadors are students of very high caliber that are chosen to work with the 4-S positions district-wide and attend outreach efforts.
- Innovative technology systems in place streamline our efforts: Online outreach request form; Online campus tour request form; Online registration RSVP systems; enhanced matriculation tracking for incoming students
- Strong relationships with community partners: Our Student Support Services Specialists (4-S) have weekly communication with high school contacts, and plan district wide outreach events with feeder high schools. These events include: COS information sessions, application workshops, tabling events, college and career fairs, Annual HS Partners meeting, and follow up.
- Strategic training and professional development of staff in targeted areas: NODA (National Orientation Director's Association) national and regional conference attendance that focus on orientation, transition, and retention efforts; Student Ambassador Training; Financial Aid Training, NASPA, team meetings, etc.
- Outreach efforts lead up to STEPS Priority Registration, offered annually in April, where our feeder high school students register for Summer and/or Fall classes.
- Weekly meetings with the Welcome Center are used to provide professional development and allow for troubleshooting problems.

ORIENTATION

-New Online Orientation program has been a positive addition for students in our district. Between 1900-2100 students complete the online orientation each year.

What improvements are needed?: 1. Increase Outreach opportunities - The district has seen steady growth and then was hit with a major challenge in 2020 with the pandemic. We have increased the amount of schools and increased the amount of contacts with each high school which have contributed to the steady enrollment growth. The Financial Aid outreach efforts have reached its capacity of serving 44 schools with one specialist. The Financial Aid outreach often needs to decline requests by high schools for services.

Describe any external opportunities or challenges.: Storage space continues to be a limitation. Promotional items for outreach and marketing equipment is needed for district wide events. However, the amount of storage limits the quantity and quality for this.

Overall SAO Achievement: The Welcome Center has accomplished it's SAO from previous years. There is increased student space and the Welcome Center can accommodate more students at a time.

Changes Based on SAO Achievement: We will be using our check-in system to track data on student traffic to see if the numbers increase with increased student space.

Outcome cycle evaluation: We will monitor the data, evaluate, and make changes on an annual basis.

2022-2023

Prepared by: Juan Vazquez

What are the strengths of your area?:

What improvements are needed?:

Describe any external opportunities or challenges.:

Overall SAO Achievement:

Changes Based on SAO Achievement:

Outcome cycle evaluation:

Action: Outreach Specialist - Financial Aid

Increase the amount of opportunities for High Schools to receive a FAFSA/Dream Act application workshop.

Leave Blank:

Implementation Timeline: 2021 - 2022

Leave Blank:

Leave Blank:

Identify related course/program outcomes:

Person(s) Responsible (Name and Position): Juan Vazquez

Rationale (With supporting data): One of the strengths of our District is the presence and contacts we have with our feeder high schools. We have strengthened relationships with our high school partners to increase the schools we serve from 29 high schools to 48 high schools in Tulare and Kings counties. There are four outreach specialists that serve the 48 high schools with the matriculation process (application, counseling appointment, priority registration, orientation), however, there is only one outreach specialist to serve 44 high schools with FAFSA/Dream Act applications. We have increased the amount of workshops provided but have also declined many requests due to there only being one financial aid outreach specialist. The services of our financial aid outreach could and should be more comprehensive with follow up but currently does not due to there only being one specialist. To increase the amount of opportunities for high schools to receive a FAFSA/Dream Act application will require the district to add one more outreach specialist.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Resources Description

Personnel - Classified/Confidential - Hire an Outreach Specialist (Active)

Why is this resource required for this action?: One of the strengths of our District is the presence and contacts we have with our feeder high schools. We have strengthened relationships with our high school partners to increase the schools we serve from 29 high schools to 48 high schools in Tulare and Kings counties. There are four outreach specialists that serve the 48 high schools with the matriculation process (application, counseling appointment, priority registration, orientation), however, there is only one outreach specialist to serve 44 high schools with FAFSA/Dream Act applications. We have increased the amount of workshops provided but have also declined many requests due to there only being one financial aid outreach specialist. The services of our financial aid outreach could and should be more comprehensive with follow up but currently does not due to there only being one specialist. To increase the amount of opportunities for high schools to receive a FAFSA/Dream Act application will require the district to add one more outreach specialist.

Notes (optional):

Cost of Request (Nothing will be funded over the amount listed.): 79652

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 1.1 - The District will increase FTES by 1.75% over the three years

District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5

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percentage points over three years

District Objective 2.2 - Increase the number of students who transfer to a four-year institution by 10 percent over three years

District Objective 2.3 - By 2021, increase the percentage of students who complete transfer-level English by 15 percentage points and transfer-level math by 10 percentage point with their first year.

District Objective 2.4 - By 2021, Increase the percentage of CTE students who achieve their employment objectives by 5 percentage points

District Objective 3.2 - By 2021, increase the percentage of students in targeted groups who complete transfer-level English (by 10 percentage points) and transfer-level math (by 5 percentage points) within their first year

Action: Increased Storage

Have increased storage to allow for more and enhanced promotional and marketing items.

Leave Blank:

Implementation Timeline: 2022 - 2023

Leave Blank:

Leave Blank:

Identify related course/program outcomes: Assist in steady enrollment growth.

Person(s) Responsible (Name and Position): Juan Vazquez, Chris Spomer, Curtis Allen

Rationale (With supporting data): Outreach events are a critical piece in our goal of steady enrollment growth. Having ample supplies, giveaways, and marketing equipment assists in recruiting prospective students.

Priority: Medium

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 1.1 - The District will increase FTES by 1.75% over the three years