

Comprehensive Program Review Report



Program Review - Welcome Center

Program Summary

2023-2024

Prepared by: Chris Spomer

What are the strengths of your area?: Diverse staff: Seven full-time Student Support Services Specialists (4-S) that serve district-wide. Five 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 Welcome Center and Outreach operations, and every step of the dual and concurrent enrollment process for 25 high schools from Tulare and King's County.
- Two Student Support Services Specialist with an emphasis in financial aid. These 4-S serves our financial aid outreach needs district-wide, within the Welcome Center, 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 support outreach efforts.
- 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 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, Giant Days in-person orientation, Preview Nights, Annual HS Partners meeting, and follow up activities.
- 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.
- Monthly meetings with the Welcome Center and Outreach team are used to provide professional development and allow for troubleshooting problems.

What improvements are needed?: -Increase Outreach opportunities - The district has seen steady growth. 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.

-Additional coordination supported needed for Welcome Center and Outreach programs.

Describe any external opportunities or challenges.: • Increase in students needing support with dual/concurrent enrollment processes.

- More faculty and staff support when coordinating large events such as Giant Days Orientation.
- Having an established enclosed/confidential workspace to conduct virtual outreach meetings/presentations.
- 4-S are no longer allowed to supervise Student Ambassadors.
- Increased need for outreach event coordination; supervision of student ambassadors.

Overall SAO Achievement: The Welcome Center has accomplished it's SAO from previous year. Additional storage space has been acquired for outreach materials.

Changes Based on SAO Achievement: Outreach has purchased additional materials (e.g. canopies, pop-ups, back drops, promo items, etc.) needed to improve marketing of COS at events.

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

Action: Increased Storage

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

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Implementation Timeline: 2022 - 2023

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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:

Update on Action

Updates

Update Year: 2023 - 2024

10/14/2023

Status: Action Completed

Welcome Center has gained additional storage for outreach materials.

Impact on District Objectives/Unit Outcomes (Not Required):

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

Action: Welcome Center & Outreach Coordinator

Turn a current 4-5 position into a Coordinator position.

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Implementation Timeline: 2023 - 2024

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Identify related course/program outcomes: -District Goal #2. College of the Sequoias will improve the rate at which its students complete degrees,

certificates, and transfer objectives

-District Objective 2.1: Increase the number of students who earn an associate degree or certificate

(CTE and non-CTE) by 5% from 2021-2025.

Person(s) Responsible (Name and Position): Chris Spomer

Rationale (With supporting data): -Increased need for event coordination: Giant Days in-person orientation, Preview Nights, Annual HS Partners meeting, Dual Enrollment Partners meeting, STEPS, Tulare/Kings/Fresno county College Night.

-Supervision and coordination of Student Ambassador work schedule.

-High turnover of 4-5 positions due to promotion to other COS Coordinator positions outside of Welcome Center & Outreach.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

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Link Actions to District Objectives

District Objectives: 2018-2021
District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 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 4.2 - Improve organizational effectiveness by strengthening operations of and communication between District departments, divisions, and constituents