



Outreach and Recruitment

Student Services

Vision/Narrative

The Outreach Office is committed to educating the community and potential students about the variety of instructional programs available at Gavilan College, including vocational, transfer-oriented, developmental, non-credit and community education options. The Outreach Office has developed networks in and around the Gavilan service area with local high schools, social service agencies and community organizations.

Areas of responsibility include:

1. Development of robust recruitment calendar to meet enrollment goals.
2. Individual and group campus tours
3. Speeches and presentations at local high schools, college and career fairs, community events and representation on key committees within the Gilroy Unified School District.
4. Collaboration with categorical programs (CalWorks, DRC, EOPS, MESA, Puente, TRIO as well as the Student Welcome Center) to increase community awareness and recruit new students.
5. Maintain marketing materials and promotional items for offices throughout campus for special events and activities.
6. Collaboration with the Welcome Center and offsite campuses in support of peer to peer outreach efforts.
7. Participation in various campus committees in furtherance of Outreach and Recruitment goals.

Feedback from Supervisor / Dean

The Outreach committee, as a cross-functional entity, continues to focus on integrating services and information to better serve new students. Such new activities, such as Super Saturday, are being implemented to optimize new student opportunities to complete enrollment steps and become familiar with the campus and services.



Program Objective 1: To support enrollment goals based on fiscal, student and other needs, develop and implement a comprehensive recruitment plan, including a marketing plan, robust array of presentations and services, etc.

Strategy and Goal(s):

Not Applicable: RESUBMITTED: Copied from Academic Year 2016-17

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

No- None -

Activity 1: Develop a data system to track prospective students to determine effectiveness of outreach events.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 2: Collaborate with other service areas to coordinate outreach services and participate in events.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 3: Assess enrollment yield per high school, recruitment fairs and other events. Determine if enrollment targets are being met.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 4: In conjunction with the PIO and Cabinet, create unified branding and marketing, coordinating with other programs such as CTE, Categorical programs, etc.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 5: Activity 7: With Gavilan College expansion to five instructional sites, the Outreach and Recruitment office will need additional personnel and additional funding for outreach materials in order to meet enrollment goals.

Personnel Request

**Outreach and Recruitment**

Academic Year 2017-18

Job Classification	Quantity	FTE	Amount (\$)	Fund Source / Type
Classified	1	40%	\$ 30000.00	Equity / On-Going

Non-Personnel Request

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Outreach Materials for all events Gavilan participates in	\$ 5000.00	SSSP / One-Time
<i>Total Requested</i>	<i>\$ 5000.00</i>	

Rankings:

Ranker	Comments	Rank
Dean		
Vice-President		10
Budget Committee		
President's Council		



Program Objective 2: To assist in meeting enrollment goals and new student onboarding needs, continue the integrated Outreach committee, focused on streamlined, well informed services across functional areas.

Strategy and Goal(s):

Strategy #1: Optimize enrollment, course offerings, and services to reflect community needs and growth.

Goal #1: Create an institutional approach to offer and integrate student outreach activities, recruitment, assessment, orientation, counseling, retention and follow-up efforts, with particular attention to educationally under-represented student populations.

IEC Program Review:

Yes, this Objective is based from the last IEC Program Review.

Progress:

Yes: This is year two of the outreach committee with this focus.

Activity 1: Activity 1: Peer Mentors will be full trained to assist potential students with Steps for Success steps, CCC Apply application process and filing for Financial Aid.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 2: Activity 2: Compare 17-18 new student totals and identify target number for 18-19 in accordance with enrollment targets.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 3: Identify areas for training across departments, gaps in information available to the public (web updates, Social Media, etc), and coordinated recruitment activities across functional areas and other groups, such as Cal-Soap.

Personnel Request - *none*

Non-Personnel Request - *none*

Activity 4: Create High School concurrent enrollment web link and brochures specific to completing college work while still in high school.

Personnel Request - *none*



Non-Personnel Request

Specific Item(s) Needed	Amount Requested (\$)	Fund Source / Type
Publication costs for new brochure	\$ 500.00	SSSP / On-Going
<i>Total Requested</i>	<i>\$ 500.00</i>	

Rankings:

Ranker	Comments	Rank
Dean		
Vice-President		8
Budget Committee		
President's Council		