



Outreach/Recruitment - Office of VP Student Services - Outreach/Recruitment

Main

Overview

Academic Year 2024 - 2025

Originator Porteur, Stacey

Division Office of VP Student Services

Department Outreach/Recruitment

Programs

Co-Contributors

Questions? Find answers in [CurricUNET User Manual](#).

Contributor

Open the Form Properties to select co-contributors and assign permissions.

Annual Update

1. Academic Year 2024 - 2025

New Goal

Hold 2 high school partnership events each year

End of Year Status Canceled

Please describe your status (No more than 200 words)

This goal has been canceled and is no longer relevant to Outreach's PIPR.

Planning

Proposed Activity to Achieve Goal N/A

Responsible Party N/A

Total Three Year Resource Allocation Request 0

Timeline to Completion Month / Year N/A

How Will You Evaluate Whether You Achieved Your Goal N/A

Additional Comments

2. Academic Year 2024 - 2025

Previous Goals Hire 2 more Full Time Outreach employees

Proposed Activity to Achieve Goal:

Secure funds for hiring 2 full-time Outreach Specialists. Review current classification to determine and adapt to be more outreach specific.

Responsible Party:

President and VP

Total Three Year Resource Allocation Request:

735000

Timeline to Completion Month / Year:

9/30/24

How Will You Evaluate Whether You Achieved Your Goal:

Verify emplyment

End of Year Goal Status In Progress

Please describe your status (No more than 200 words)

We have successfully hired 1 full-time employee to join the Outreach Department.

Did you request the same resources the previous year? If so, what was the result? Has there a been a significant change since your request?)

The same resources were requested with no change.

Planning

We plan to hire 1 more full-time employee to meet the goal.

Additional Comments3. **Academic Year 2024 - 2025**

Previous Goals Increase % of HS seniors applying to Gavilan College

Proposed Activity to Achieve Goal:

Coordinate with all area high schools to schedule presentations and workshops on their campuses.

Responsible Party:

Stacey Porteur

Total Three Year Resource Allocation Request:

30000

Timeline to Completion Month / Year:

6/30/25

How Will You Evaluate Whether You Achieved Your Goal:

Institutional research report

End of Year Goal Status In Progress

Please describe your status (No more than 200 words)

We are actively engaging with high school seniors by holding multiple workshops and presentations. These sessions are designed to provide essential information about the college application process, available programs, and financial aid opportunities. In addition, we are attending several college fairs to connect directly with students, answer their questions, and share key details about applying to Gavilan College.

Did you request the same resources the previous year? If so, what was the result? Has there a been a significant change since your request?)

The same resources were requested with no change.

Planning

Outreach will continue hosting workshops and attending college fairs throughout the year to ensure we reach as many students as possible and provide the support they need in their application journey.

Additional Comments

Resource Requests

Click Add Item to Enter a Resource Request

1. **1. Request Name (short title)** Outreach Swag, Equipment, and Supplies
2. **Request amount** 130000
3. **Type of Request** Non Personnel
4. **Alignment to Goal(s)** Increase % of HS seniors applying to Gavilan College
5. **Is this a one-time or ongoing expense.** Ongoing
6. **Category of Request (Select all that apply).**
 - Non-Instructional Equipment
 - Non-Instructional Equipment
 - Non-Instructional Supplies and Materials
 - Professional Development
 - Professional Development
 - Travel and Conference
7. **The committee will separate goals with resource requests. Requests will be categorized into two groups: those to be ranked and those not ranked. The requests not ranked include Safety, Compliance, Personnel, and Position. Which of the following best describes your requests?**
8. **Provide a complete description, justification, or rationale for the requested amount. Describe how it aligns to the selected goal(s) and your responses to the above questions. (300 words)**

This funding request of \$130,000 is to support the purchase of outreach supplies—which include branded promotional items (“swag”) used at high schools, community events, and college fairs. Funding will also be used to purchase Chromebooks, tour microphones, and sandwich boards, as well as rentals of tables that will be used for our numerous on-campus events for incoming students. Funding will also be able to support professional development opportunities. This outreach strategy directly supports the goal of increasing the number of students applying to Gavilan College in the following ways:

 - Builds awareness among prospective students who may not be familiar with Gavilan.
 - Encourages interaction at recruitment events, creating opportunities to explain the application process and benefits of attending.
 - Leaves lasting impressions.
 - Supports equity and access by reaching diverse student populations across the service area.
 - By making Gavilan College visible, relatable, and memorable through branded outreach materials, we strengthen our pipeline from interest to application.
2. **1. Request Name (short title)** Hire Program Specialist
2. **Request amount** 70000
3. **Type of Request** Personnel
4. **Alignment to Goal(s)** Hire 2 more Full Time Outreach employees

5. Is this a one-time or ongoing expense. Ongoing

6. Category of Request (Select all that apply).

- Full-Time Classified Professional

7. The committee will separate goals with resource requests. Requests will be categorized into two groups: those to be ranked and those not ranked. The requests not ranked include Safety, Compliance, Personnel, and Position. Which of the following best describes your requests?

- Personnel and Position: Requests that involve hiring, staffing, or reclassifying full-time or part-time faculty or staff. These requests are reviewed and approved through a separate process by the Faculty Staffing Committee or the Executive and Leadership Council.

8. Provide a complete description, justification, or rationale for the requested amount. Describe how it aligns to the selected goal(s) and your responses to the above questions. (300 words)

This funding request of \$70,000 is to support the salary and associated costs for hiring one more full-time outreach staff member dedicated to student recruitment and community engagement. This position will expand the college's capacity to directly interact with prospective students and their families, particularly in underserved areas within Gavilan College's service region. This request is directly aligned with the strategic goal to expand outreach staffing and improve recruitment efforts. By hiring an additional full-time outreach employee, Gavilan College will be better positioned to: Increase its presence in the community.

Build stronger pipelines from high schools to college.

Improve responsiveness and follow-through with applicants.

Ultimately, increase the number of completed applications and enrollments.

This investment in outreach personnel is essential for scalable, sustainable outreach that meets the growing needs of prospective students across the region.

Executive Summary

Please provide a brief executive summary regarding program trends and highlights that surfaced in the writing of this report. Summarize, using narrative, your program goals for this year. Your audience will be your Peer Review Team, the program review Committee, President's Cabinet, Dean's Council, ASGC, Academic Senate, Budget Committee and Board of Trustees (300 words or less).

The decision to hire an additional Outreach Specialist has significantly enhanced our ability to offer more workshops, presentations, and engagement opportunities. This strategic move has directly addressed the increasing demand for outreach services and enabled us to expand our impact in key areas. We were able to divide responsibilities across multiple schools and events, effectively increasing our capacity to reach a wider audience. The expanded outreach efforts have led to improved engagement with students, parents, and school administrators. Workshops and presentations are now better aligned with the needs of each school. Furthermore, the increased staffing has allowed for more personalized support for students navigating the college application process, dual enrollment options, and other academic pathways, directly contributing to the growth in student interest and enrollment. The attached document shows the various outreach activities. Key activities include: Tabling Representation at community events, college and career fairs, and class/program promotions, engaging with attendees to provide information about the college and its offerings. Application Workshops focused on assisting prospective students with the application process,

including dual enrollment and next step workshops for new applicants. Community College Presentations are designed to inform and recruit students, promoting the benefits of attending community college. The events vary in scale, with some attracting up to 700 participants at major community events or college fairs, and others being more intimate, such as application workshops with smaller groups. Overall, the schedule reflects an ongoing effort to maintain and increase the college's visibility, provide direct support to students, and promote academic programs and enrollment opportunities.

Attach Files

If there is any additional information regarding your program that you will like to have uploaded, please attach it here.

Attached File

[2021-2022 Outreach Activities.xlsx](#)

[2022-2023 Outreach Activities.xlsx](#)

[2023-2024 Outreach Activities.xlsx](#)

[2024-2025 Outreach Activities.xlsx](#)