

ANNUAL UPDATE QUESTIONS

I - MAIN

Overview

Academic Year: **2025-2026**

Originator : Stacey Porteur

Division: Office of VP Student Services

Department: Outreach

II - CO-CONTRIBUTORS

- 1) Lelannie Mann
- 2) Rene Craig Marius
- 3) Nancy Barrera
- 4) Click or tap here to enter text.
- 5) Click or tap here to enter text.

III - ANNUAL UPDATE

On the [PIPR website](#), locate and review your previous program plan and subsequent annual updates. After reviewing, enter your previous goals below and provide and update.

Previous Goals: Hire 2 more full-time Outreach employees

End of Year Goal Status: In-Progress

Please describe your status One full-time employee was hired in the Outreach department. Lack of funding resources has contributed to the second position being put on hold.

Did you request the same resources the previous year? If so, what was the result? Has there been a significant change since your request? Yes, Significant increases in the number of dual enrollment students needing to be onboarded by the Outreach department and requests for representation at events, presentations, and workshops only increases the need for the additional personnel.

Previous Goals: Increase % of HS seniors applying to Gavilan College

End of Year Goal Status: In-Progress

Please describe your status: There was an increase in local high school seniors applying to Gavilan College. The applicant rate has risen from **28.7%** in 2023-2024 to **31.1%** in 2024-2025.

Did you request the same resources the previous year? If so, what was the result? Has there been a significant change since your request? Click or tap here to enter text.

New Goal (Optional)

N/A

Additional Comments:

N/A

IV - RESOURCE REQUESTS

Copy and paste to add more than 1 requests

1. Request Name (short title): Full time Outreach Specialist
2. Request amount: \$75,000
3. Type of Request: Personnel
4. Alignment to Goal(s) in section XIII: This request aligns with institutional goals focused on increasing student access, enrollment, and community engagement. A full-time Outreach Specialist will expand the college's capacity to serve high schools, continuation schools, and community partners through consistent presentations, application workshops, and follow-up support for prospective students.
5. Is this a one-time or ongoing expense? Ongoing
6. Category of Request: Full Time Classified

If Personnel is Selected in question 3, select from the following all that applies

- Full-Time Faculty
- Part-Time Faculty ☐
- Faculty Special Assignment or Reassigned Time ☐
- Full-Time Classified Professional x
- Part-Time Classified Professional or Student Worker
- Full-Time Manager, Supervisor, Confidential ☐
- Part-Time Manager, Supervisor, Confidential ☐
- Professional Experts ☐

If Non-Personnel is Selected in question 3 select from the following all that applies;

- Instructional Equipment ☐
- Instructional Software ☐
- Instructional Supplies, Materials and Textbooks ☐
- Non-Instructional Equipment ☐
- Non-Instructional Software ☐
- Non-Instructional Supplies and Materials ☐
- Professional Development ☐
- Travel and Conference ☐

- Professional or Contracted Services ☐
- Repairs and Maintenance ☐
- Other ☐

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

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 request supports the addition of a full-time classified Outreach Specialist to meet the growing demand for outreach services across high schools, continuation schools, and community-based events. Outreach plays a critical role in increasing student access, enrollment, and awareness of Gavilan College programs, yet current staffing levels limit the department's ability to respond to the volume of requests and provide consistent follow-up to prospective students.

A full-time Outreach Specialist would expand the college's capacity to deliver presentations, application workshops, and onboarding support, particularly for historically underserved populations and alternative education settings. This position would also allow for simultaneous coverage of internal events—such as Ram-O-Rama, orientations, and onboarding workshops—while maintaining a consistent presence at external community events. Without additional staffing, outreach efforts must be limited or prioritized in ways that reduce overall impact.

This request aligns with institutional goals related to enrollment growth, student access, equity, and community engagement by ensuring prospective students receive timely, accurate information and hands-on support throughout the application and enrollment process. The position would also support improved coordination, tracking, and follow-up with students, which are essential components of effective outreach and recruitment.

The expense is ongoing, as outreach demand is continuous and tied to annual recruitment cycles, community partnerships, and enrollment timelines. Investing in a full-time Outreach Specialist ensures the college can sustain and strengthen its outreach efforts while maintaining quality, consistency, and responsiveness across service areas.

Copy and paste to add more than 1 requests

8. Request Name (short title): Outreach Marketing & Engagement Materials
9. Request amount: \$175,000
10. Type of Request: Operating Expenses
11. Alignment to Goal(s) in section XIII: This request supports college goals related to recruitment, enrollment growth, and equitable access to information. Outreach marketing materials, including brochures, booklets, printed resources, and promotional items. They are essential tools for engaging students and families at high schools, continuation schools, and community events, and for ensuring consistent, accessible messaging about Gavilan College programs and services.
12. Is this a one-time or ongoing expense? Ongoing
13. Category of Request: Supplies / Marketing / Printing

If Personnel is Selected in question 3, select from the following all that applies

- Full-Time Faculty
- Part-Time Faculty ☐
- Faculty Special Assignment or Reassigned Time ☐
- Full-Time Classified Professional x
- Part-Time Classified Professional or Student Worker
- Full-Time Manager, Supervisor, Confidential ☐
- Part-Time Manager, Supervisor, Confidential ☐
- Professional Experts ☐

If Non-Personnel is Selected in question 3 select from the following all that applies;

- Instructional Equipment ☐
- Instructional Software ☐
- Instructional Supplies, Materials and Textbooks ☐
- Non-Instructional Equipment ☐
- Non-Instructional Software ☐
- Non-Instructional Supplies and Materials ☐
- Professional Development ☐
- Travel and Conference ☐
- Professional or Contracted Services ☐
- Repairs and Maintenance ☐
- Other ☐

14. *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

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 request funds the development, printing, and replenishment of outreach marketing and engagement materials, including brochures, booklets, printed resources, and strategic promotional items used during outreach activities. These materials are essential tools for communicating program offerings, application steps, and student support services to prospective students and families in both school and community settings.

Outreach efforts rely heavily on physical materials, particularly when working with high school students, continuation school populations, and community members who may have limited access to digital resources. Printed materials serve as take-home references that reinforce presentations and support informed decision-making. Promotional items are used strategically to encourage engagement, increase booth traffic, and create positive connections between students and the college.

This request aligns with institutional goals related to recruitment, enrollment growth, and equitable access to information. Consistent, high-quality materials ensure messaging is accurate, inclusive, and aligned with the college's branding and mission. Funding also allows Outreach to respond to increased event participation without experiencing shortages that limit engagement or outreach effectiveness.

The expense is ongoing, as materials require regular updates, replenishment, and reprinting due to changing programs, enrollment timelines, and high distribution volume. Outreach materials are consumed continuously throughout the year at events, presentations, and workshops. Sustained funding ensures Outreach can maintain visibility, consistency, and professionalism while effectively supporting prospective students and families.

Copy and paste to add more than 1 requests

15. Request Name (short title): Outreach Event Participation & Preparation (internal and external)
16. Request amount: \$100,000
17. Type of Request: Operating Expense
18. Alignment to Goal(s) in section XIII: This request aligns with institutional goals focused on student onboarding, community partnerships, and enrollment support. Funding will support both internal outreach events, such as on-campus onboarding

and orientation activities, and external community events where the college engages prospective students and families. These events play a critical role in increasing awareness of Gavilan College and connecting students to application and enrollment resources.

19. Is this a one-time or ongoing expense? Ongoing

20. Category of Request: Events / Outreach Operations

If Personnel is Selected in question 3, select from the following all that applies

- Full-Time Faculty
- Part-Time Faculty ☐
- Faculty Special Assignment or Reassigned Time ☐
- Full-Time Classified Professional x
- Part-Time Classified Professional or Student Worker
- Full-Time Manager, Supervisor, Confidential ☐
- Part-Time Manager, Supervisor, Confidential ☐
- Professional Experts ☐

If Non-Personnel is Selected in question 3 select from the following all that applies;

- Instructional Equipment ☐
- Instructional Software ☐
- Instructional Supplies, Materials and Textbooks ☐
- Non-Instructional Equipment ☐
- Non-Instructional Software ☐
- Non-Instructional Supplies and Materials ☐
- Professional Development ☐
- Travel and Conference ☐
- Professional or Contracted Services ☐
- Repairs and Maintenance ☐
- Other ☐

21. *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

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 request supports costs associated with Outreach participation in both internal and external events that are critical to student recruitment and onboarding. Internal events include on-campus orientations, Ram-O-Rama, and onboarding workshops, while external events include community festivals, school-hosted events, and regional outreach opportunities.

Event participation requires funding for vendor and booth fees, equipment, signage, printed materials, supplies, and logistical preparation. These events serve as high-impact touchpoints where prospective students and families engage directly with college representatives, receive application assistance, and learn about programs and services. Without adequate funding, Outreach participation must be limited, reducing the college's visibility and connection to the communities it serves.

This request aligns with institutional goals related to student access, enrollment support, and community engagement. Events allow Outreach to meet students where they are, particularly those who may not otherwise seek out college information. On-campus events support successful transitions from application to enrollment, while external events expand awareness and build trust within the community.

The expense is ongoing, as outreach events occur year-round and are tied to enrollment cycles and community calendars. Continued funding ensures Outreach can maintain a consistent presence, adequately prepare for events, and deliver high-quality experiences that reflect Gavilan College's commitment to student success and community partnership.

22. Request Name (short title): Outreach Staff Branding & Professional Apparel

23. Request amount: \$50,000

24. Type of Request: Operating Expense

25. Alignment to Goal(s) in section XIII: This request aligns with institutional goals related to community engagement, recruitment, and institutional visibility. Outreach staff serve as representatives of Gavilan College in schools and community spaces, and consistent, professional branding helps build trust, recognition, and credibility with students, families, and partners. Branded apparel ensures staff are easily identifiable and present a unified, professional image of the college.

26. Is this a one-time or ongoing expense? Ongoing

27. Category of Request: Branding / Professional Apparel / Outreach Supplies

If Personnel is Selected in question 3, select from the following all that applies

- Full-Time Faculty
- Part-Time Faculty ☐
- Faculty Special Assignment or Reassigned Time ☐
- Full-Time Classified Professional x
- Part-Time Classified Professional or Student Worker
- Full-Time Manager, Supervisor, Confidential ☐
- Part-Time Manager, Supervisor, Confidential ☐
- Professional Experts ☐

If Non-Personnel is Selected in question 3 select from the following all that applies;

- Instructional Equipment ☐
- Instructional Software ☐
- Instructional Supplies, Materials and Textbooks ☐
- Non-Instructional Equipment ☐
- Non-Instructional Software ☐
- Non-Instructional Supplies and Materials ☐
- Professional Development ☐
- Travel and Conference ☐
- Professional or Contracted Services ☐
- Repairs and Maintenance ☐
- Other ☐

28. *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

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 request provides funding for professional, branded apparel for Outreach staff who represent Gavilan College in schools and community spaces. Outreach staff are often the first point of contact prospective students and families have with the college, making professional appearance and clear identification essential to building trust and credibility.

Branded apparel allows Outreach staff to be easily identifiable at large events, ensures consistent representation of the college, and reinforces institutional visibility. Wearing Gavilan College—

branded clothing communicates professionalism, unity, and pride, while also supporting safety and clarity during high-traffic events. This request goes beyond promotional items and focuses on staff presentation as institutional representatives.

This request aligns with institutional goals related to recruitment, community engagement, and institutional visibility. Consistent branding strengthens the college's public image and ensures Outreach efforts reflect the professionalism and quality of the institution. Apparel also supports staff confidence and cohesion during outreach activities.

The expense is ongoing, as apparel wears out, staff roles change, and new employees are onboarded. Outreach activities frequently involve outdoor events and extended wear, which increases the need for replacement over time. Sustained funding ensures Outreach staff can continue to represent Gavilan College in a professional, consistent, and visible manner.

29. Request Name (short title): Outreach Transportation & Logistics Support

30. Request amount: \$40,000

31. Type of Request: Operating Expense

32. Alignment to Goal(s) in section XIII: This request aligns with institutional goals related to student access, community engagement, and outreach effectiveness. Outreach activities require consistent travel to high schools, continuation schools, and community events throughout the region. Dedicated funding for transportation and logistics ensures staff can reliably represent Gavilan College in the field, transport outreach materials and equipment, and maintain the tools necessary to support effective, mobile outreach efforts.

33. Is this a one-time or ongoing expense? Ongoing

34. Category of Request : Transportation / Logistics / Outreach Operations

If Personnel is Selected in question 3, select from the following all that applies

- Full-Time Faculty
- Part-Time Faculty ☐
- Faculty Special Assignment or Reassigned Time ☐
- Full-Time Classified Professional x
- Part-Time Classified Professional or Student Worker
- Full-Time Manager, Supervisor, Confidential ☐
- Part-Time Manager, Supervisor, Confidential ☐
- Professional Experts ☐

If Non-Personnel is Selected in question 3 select from the following all that applies;

- Instructional Equipment ☐
- Instructional Software ☐
- Instructional Supplies, Materials and Textbooks ☐
- Non-Instructional Equipment ☐
- Non-Instructional Software ☐
- Non-Instructional Supplies and Materials ☐
- Professional Development ☐
- Travel and Conference ☐
- Professional or Contracted Services ☐
- Repairs and Maintenance ☐
- Other ☐

35. *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

This request supports transportation and logistical needs essential to Outreach operations. Outreach staff regularly travel to high schools, continuation schools, and community events across the region, requiring mileage reimbursement, vehicle access, fuel, and logistical support for transporting materials and equipment.

Outreach is inherently mobile, and without dedicated funding for transportation and logistics, the department's ability to serve schools and communities is limited. This request also includes support for off-campus storage of outreach materials, loading and unloading equipment, and replacement of worn or damaged items used during frequent travel and event participation.

This request aligns with institutional goals related to student access, community engagement, and outreach effectiveness. Transportation funding ensures Outreach can reach diverse communities consistently and equitably, rather than limiting services based on distance or cost. Reliable logistics support also improves efficiency and reduces staff burden.

The expense is ongoing, as travel and material transport occur throughout the year and are tied directly to outreach activities. Sustained funding ensures Outreach can operate effectively,

safely, and responsibly while maintaining a consistent presence in the communities Gavilan College serves.

V - EXECUTIVE SUMMARY

The addition of a new Outreach Specialist has significantly bolstered our capacity to meet the rising demand for services across our three-district community. This strategic staffing increase has enabled us to expand our impact by facilitating more workshops, presentations, and engagement opportunities.

The expanded team allowed for a more efficient division of responsibilities across various schools and events, effectively widening our audience reach and improving engagement with students, parents, and school administrators. As a result, workshops and presentations are now better tailored to the specific needs of each institution. Crucially, the increased staffing has provided more personalized support for students navigating the college application process, exploring dual enrollment options, and understanding other academic pathways. These enhanced efforts have directly contributed to an increase in both student interest and enrollment.

However, given the continued growth in service requests and the expansive needs of our three-district community, it is recommended that we add another person to the team to sustain and build upon these positive outcomes.

VI - ATTACH FILES (optional)

[2025-2026 Outreach Activities.5.6.25.xlsx](#)