

College of the Canyons Community Outreach Roadshow



Community Outreach Roadshow

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EXECUTIVE SUMMARY

Outreach is an important tool for community colleges. It serves to educate high school students about their higher education options. It builds important relationships with local businesses and it provides options to those looking to expand their skills in the workforce.

In 2007 the College of the Canyons Director of Outreach position was vacated and the decision was made not to rehire in the near future due to budget constraints. This left outreach up to individual departments or programs and created many instances where efforts were being duplicated. The lack of a coordinated outreach effort has led to missed opportunities for the college to introduce itself to prospective students.

It is the goal of this LEAP team to provide solutions that will coordinate outreach efforts, make obtaining outreach materials from the various student service departments easier and create materials that can be utilized by all departments wishing to represent the college through their outreach efforts. It is not the desire of this team to replace the Director of Outreach position with these solutions, but to bridge the gap until such time as a new director can be hired and to continue to function as support once the position has been filled.

We propose to obtain these goals through 3 main objectives:

Objective 1:

The creation of a resource center where outreach materials can be stored, maintained and utilized

Many departments and programs on campus create and produce marketing materials for their outreach efforts as well as purchase promotional items. The resource center will provide a place where these materials and promotional items can be sent for other departments and programs to use as well. For example, many staff members ask PIO for materials about the college and its programs that they can take with them to conferences or when they are attending events out in the community. PIO is able to give them general college publications but does not have access to Community Education, CWEE, RE-Entry, etc. materials that could supply valuable and more specific program information. Through the resource center, these staff members would have access to all materials and be able to pick and choose what information would be appropriate to take with them. Old promotional items that don't get used or otherwise would collect dust in storage would also find a home and possibly a use if distributed through the center.

Objective 2:

The creation of an outreach advisory council

The outreach advisory council's main functions will be to coordinate on-going outreach efforts, maintain the resource center, and update the COC general information brochure as needed. The council will be made up of individuals who utilize outreach as part of their position or department function. The council will exchange outreach ideas and share their upcoming outreach efforts/events with each other to make sure efforts are not being duplicated and opportunities are not being missed.

Objective 3:

The creation of a general college brochure that can be used by any department or program on campus

The brochure will contain basic information about the college, such as contact information, programs that are offered, extra-curricular activities including athletics, etc., in order to give prospective students a place to start but not overwhelm them. The brochure will contain a pocket on the back inside cover that can be used to customize the brochure insert to the department/program that is distributing them. Ideally we would like to use a photograph of our students on the cover and a photograph of one of the college's roads as the background to serve as a metaphor for the path/road/journey that COC has to offer to prospective students.

INTRODUCTION/PROJECT SUMMARY

Mission Statement

The College of the Canyons Community Outreach Roadshow provides resources for campus staff that participate in community outreach. The Community Outreach Resource Center, located in the Re-entry and Veteran's Services office, provides direct access to program and department outreach and promotional materials. The Community Outreach Advisory Committee works together to align outreach efforts on campus and in the community. The Community Outreach Roadshow provides the resources and collaboration to best maximize outreach efforts that teach the Santa Clarita Valley community what College of the Canyons has to offer.

The mission of this project will support the College's mission, vision, philosophy and strategic goals to:

- Assist students with diverse interests and needs meet their individual goals
- Support COC's dedication to being a leader in student support
- Maximize community and student access to programs, services and departments
- Promote a sense of community for staff that do outreach
- Provide resources to promote academic success, community partnerships, and personal excellence
- Work cooperative and strategically to coordinate and complement outreach efforts
- Create marketing materials to inform students, staff and community members about available student resources
- Improve outreach efforts in the community at large
- Support efforts that engage students in lifelong learning and academic empowerment and provide opportunities for personal growth and leadership development through student support programs

Vision Statement

The vision of the College of the Canyons Community Outreach Roadshow is to have a fully functional outreach center where all campus resources are represented. The Community Outreach Advisory Committee coordinates all community outreach efforts and creates a community of support for staff who engage in outreach. The Director of Outreach will chair the Advisory Committee and help to monitor outreach center materials.

Goals & Objectives

- Establish the Community Outreach Resource Center on campus
- Create supporting outreach materials, including flyers, brochures and an outreach DVD
- Support the Community Outreach Advisory Committee

Project Description

The first phase of College of the Canyons Community Outreach Roadshow will include the development of the Community Outreach Resource Center, the Community Outreach Advisory Committee, the development of a general information COC brochure and the enhancement of the COC programs and services counseling department informational handout. The second phase of the Community Outreach Roadshow includes the creation of a COC Outreach DVD where students from campus programs and departments will highlight their individual experiences with the services available at the college. The third phase of the Community outreach Roadshow will include the recruitment of a new Director of Outreach on campus.

Strengths

- Strong campus outreach efforts currently happening
- Staff support for continued community outreach
- Location of Community Outreach Resource Center determined (Re-entry and Veteran Office)
- Over 50 COC staff members have expressed interest in joining the Outreach Advisory Committee

SERVICES

The Community Outreach Roadshow will provide campus resources for College of the Canyons staff that are engaging in community outreach. The core values of this project include communication, connectivity, and supporting the development of COC as a leader in the Santa Clarita Valley and the community college system at large. The Community Outreach Roadshow will endeavor to be a model of outreach efforts at the community college level. Most of these opportunities will be self directed and available at no charge. The evolution of these services will evolve over three phases.

Phase I – Coordination of Outreach Efforts

Phase I concentrates on creating a Community Outreach Center and Outreach Advisory Committee on campus. A location of the Outreach Center has been established in the Re-entry and Veteran Services office on campus. The Outreach Center will be a one stop shop for all outreach staff on campus. Each department, program and student service will be able to house marketing and promotional materials in this office and all materials will be in display cases that allow for easy access. The goal of the Outreach Center is to provide staff an opportunity to access other outreach materials beyond one's program/department. For example, if the director of the TEACH program is going to Saugus High School to discuss careers in education, she may choose to stop by the Outreach Resource Center to pick up materials such as: the COC general campus brochure, the counseling department handout on campus program, services and resources, information on financial aid, and some pens from PIO to distribute to the high school students that attend her talk. The Outreach Center will allow staff to choose materials that they

feel are needed by the group they are doing outreach with, without having to contact other departments or programs on campus to request the materials. The materials will be at one's fingertips.

In addition to the Community Outreach Center on campus, the Outreach Roadshow has started to spark staff interest in an Outreach Advisory Committee. The Outreach Advisory Committee will hold its first meeting in Fall 2010 and plans to meet quarterly. The Outreach Advisory Committee will be a place where staff who engage in outreach can coordinate their efforts, introduce new programs and services available to the community, and can share new marketing and promotional materials. The Outreach Advisory Committee will be open to anyone interested. Initial campus survey results have shown that there are over 50 staff members at College of the Canyons who are interested in joining this committee.

Phase II – Development of Outreach Materials

Phase II of the Community Outreach Roadshow will include the development and enhancement of outreach materials. The Outreach Roadshow team has gained permission from the counseling department to enhance the current Programs, Resources and Support Services handout (see appendix) to include additional programs on campus, and information on individual websites and contact numbers. In addition, the Community Outreach Roadshow team has developed a general campus brochure that has campus contact information, department listings, student services, and support services listed. In this brochure there is a pocket where individual departments or programs can create a bookmark sized insert to highlight their specific outreach information. The bookmarks can be easily inserted into the brochure pocket, and multiple bookmarks can fit into the pocket. The Community Outreach Roadshow team has developed an insert that can be used by all campus programs and departments if desired. The true second phase of this project will be the COC Community Outreach Roadshow DVD. Our team envisions a DVD that would feature current students from a variety of programs and departments on campus to highlight what COC has to offer. We plan to use real students who have been leaders in the designated programs and departments to share their testimonials on camera. We plan to work with the Outreach Advisory Committee to develop the DVD during the 2010-2011 school year.

Phase III – Recruitment of Director of Outreach

A third phase of this project is planned to continue supporting the efforts of the Community Outreach Roadshow. When the budget allows, the Community Outreach Roadshow supports the recruitment of a new Director of Outreach on campus. The Director will be in charge of chairing the Outreach Advisory Committee, assisting in the development of outreach materials, developing the Outreach Center on campus (and marketing it to campus staff), and engaging in outreach efforts in the community at large.

MARKET ANALYSIS SUMMARY

The Community Outreach Roadshow will be a useful resource for many department personnel on campus, yet will not be a financial burden for campus programs and departments. Staff who utilize the Outreach Center or Outreach Advisory Committee will contribute time but not financial resources to this project. As the program starts up, departments will supply the Outreach Center with materials they already have or that can be created with minimal

financial resources. The location of the Outreach Center was determined due to available space and easy accessibility. It was also chosen to be in an already existing office on campus so not to incur additional costs. The Outreach Center will need to be occasionally restocked, but we do not foresee the need to have the area staffed.

Users will typically belong to one or more of the following main groups:

Faculty and Staff -- This represents the largest group of potential users primarily because of the outreach efforts faculty and staff engage in.

Students -- This group will also have access to the outreach materials due to the Center's location in the Re-entry and Veteran Office.

Members of the Public -- This group will not directly access the Outreach Center, but will have access to outreach materials through the efforts made by Outreach Advisory Committee members.

STRATEGY & IMPLEMENTATION

Marketing Strategy

Our marketing strategy will involve participation of the Outreach Advisory Committee. We plan to have committee members spread the word about these outreach services to their respective departments and programs.

SWOT Analysis

Strengths

- Many departments and programs already engage in outreach
- Dedicated COC employees
- Over 50 staff members expressed interest in joining the Outreach Advisory Committee
- Outreach Center location has been determined

Weaknesses

- Uncoordinated outreach efforts
- Maintenance of outreach materials
- Unavailable funding to hire a Director of Outreach

Opportunities

- Many programs and services available to students on campus
- COC supports community outreach

Threats

- Limited funding for the creation of marketing materials
- All marketing materials distributed will need to be up to date
- Some staff do not see a need for outreach when COC is at its highest enrollment

Competition

- We do not foresee competition on this project

Methods of Marketing

- Advisory Committee Members
- Campus Email

Marketing Goals

We plan to get the word out about the Community Outreach Roadshow by asking Advisory Committee members to speak about the Outreach Center and available materials at their department and staff meetings. We will also send out an email to the COC community in Fall 2010 to invite them to use the Outreach Center and to invite interested parties to the Outreach Advisory Committee quarterly meeting.

Marketing Budget

The initial marketing products have been designed by team members and, in cooperation with the Public Information Office, the production costs of the general COC brochure (and insert) and Campus Programs, Resources and Services handout will be minimal. We anticipate that the costs for the department or program inserts (into the general brochure) will be minimal as well. Individual programs will assume responsibility for updating or creating their own marketing materials that will be contributed to the Outreach Center.

Service Development

The overall development of the Community Outreach Roadshow is based on the needs of College of the Canyons. Even in tight budget times, outreach is an essential component to the success of College of the Canyons and the students we have on campus. COC is committed to being leader in the Santa Clarita Valley community and outreach is one way that we can support our community by providing the resources they need.

Who Benefits

The COC community as a whole will benefit from this project. Students will benefit because they will have a greater awareness of what is available at COC. Staff will benefit because outreach efforts will be coordinated and staff that do outreach will allocate their outreach time more efficiently.

Outreach Advisory Committee

The initial committee is formed based on those who expressing interest from our team survey. We currently have over 50 COC staff members who have expressed an interest in joining the Outreach Advisory Committee when it has its first meeting in Fall 2010.

MANAGEMENT SUMMARY

Currently the management of this project resides with our LEAP solution team. Our team is made of energetic, innovative team members with passion for the programs, departments and services that College of the Canyons has to offer. We anticipate the LEAP team will join the Outreach Advisory Committee and will fully implement Phase I and II of the project in Fall 2010. Phase III of the project will be explored as more financial resources become available to hire a new Director of Outreach on campus.

Support for this project will come from a variety of departments and programs on campus. The project is taking an inclusive approach where anyone interested in helping with or influencing campus outreach can join the Outreach Advisory Committee.

A survey (Appendix) was sent to the “COC-all” email distribution list to determine interest in the project. We received 139 responses to the five question survey, and the results indicated significant interest in outreach among those surveyed. The five questions asked are:

1. Do you believe there is a need for community outreach in your department or program?
2. Do you currently do outreach?
3. If so, what groups do you talk to?
4. Do you have any outreach materials that you distribute to the community?
5. The Outreach Advisory Committee is planning to meet quarterly; would you be interested in being part of the committee?

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are needed to see this picture.

Of those surveyed, 73% answered yes, and 27% answered no.

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are needed to see this picture.

Of those surveyed, 58% answered yes and 42% responded no.

In response to question three:

If (you do outreach) what groups do you talk to?

The responses varied. Groups mentioned in this answer included:

- High school students
- Community members (including local businesses, non-profit organizations, churches)
- Seniors
- Elementary and Junior High students
- College of the Canyons students
- City of Santa Clarita, VIA and Chamber of Commerce

Of all these groups, high school students were the largest outreach group, followed by general outreach to the Santa Clarita Valley community.

When asked about outreach materials, 42% of those surveyed said they have outreach materials that they distribute while doing outreach. This result supports the need for an all campus general brochure that can be tailored (in an cost efficient manner) for individual programs and departments.

Lastly, of those surveyed, over 50 people showed interest in joining the Outreach Advisory Committee for its quarterly meetings during the 2010-2011 school year.

Our LEAP team was concerned about sending out a COC-all survey and brainstormed ways to get quick responses. We decided to put all respondents (who were interested) into a raffle for a \$25 gift card to Buca de Bepo. We were pleasantly surprised to receive 139 completed surveys and we plan to use a gift card incentive for any additional surveys that we produce in the future.

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FINANCIAL PLAN

Unlike a typical “for-profit” venture, the COC Community Outreach Roadshow is not looking for ways to bring in profit. We have had some donations and financial support from the Re-entry and Veteran Services program for our initial start up costs. We anticipate that once the Outreach Center is up and running, costs will be kept to a minimum. We developed the COC general brochure to be created in color or (more cost efficient) black and white.

Initial Capital Outlay – Basis For Financing The Project

The costs of this program are minimal during Phase I and II. During Phase III the costs will go up significantly. Phase III will not be entered into until the College has the budgetary resources to hire a Director of Outreach.

Start-Up Funding

The Outreach Center will be housed in the Re-entry and Veterans office on campus. Our LEAP team has purchased display holders and racks to store outreach materials in the center. The anticipated impacts on district resources are difficult to quantify but are expected to include the following:

- Public Information and Graphic Design staff time to update marketing materials.
- RTVF staff time to develop and create an Outreach Roadshow DVD
- Staff time to participate in the Outreach Advisory Committee
- Facilities Department maintenance for office space
- Use of district facilities for the Outreach Advisory Committee to meet
- Use of district equipment and supplies

START-UP FUNDING COSTS

Projected Start-up Expenses

Item	Cost	
Adult Hourly Staff	\$9,500	
Adult Hourly Benefits	\$1,235	
Printing	\$500	
Desk	\$800	
Chair	\$250	
Computer	\$900	
Misc. Office and Meeting Supplies	\$500	
DVD	\$750	
	Project Budget Total	\$14,435

ON-GOING MAINTENANCE EXPENSES

The Outreach Resource Center should be staffed by an Adult Hourly for 20 hours per week (1,000 hours total per year). Additionally, there would be a need for a basic printing and office supplies budget and we anticipate that this budget will be \$1,000 annually.

RISK MANAGEMENT & REDUCTION

The most significant challenge presented by this project is:

- Lack of available funding for Phase III development of the project

Our team met in the early stages with Edel Alonso (counseling), Jasmine Foster (PIO) and Debbie Rio (Dean of Enrollment Services) to identify outreach needs at COC and in the community. When we met with these individuals, we were very clear in our intentions with this project. We want to coordinate outreach efforts that are already underway. We did not wish for this project to take the place of a Director of Outreach, but instead to assist those doing outreach with a coordinated effort until a new Director of Outreach can be hired once again. The distributed survey indicates there is support for this project from the general college staff population. Our team has shown a commitment to making campus outreach the best it can be and we are excited about the future of this LEAP project.

APPENDIX

SURVEY RESULTS

Outreach at COC

1. Do you believe there is a need for community outreach in your department or program?

Response Percent	Response Count
yes 72.7%	101
no 27.3%	38

answered question 139
skipped question 0

2. Do you currently do outreach?

Response Percent	Response Count
yes 58.3%	81
no 41.7%	58

answered question 139
skipped question 0

3. If so, what groups do you talk to?

Response Count 78
answered question 78
skipped question 61

Response Text

- 1 Assessment goes out to test HS students
- 2 Bowman HS
- 3 Everyone: HS students, community members, COC students
- 4 Local business and corporations, and special outreach to the nonprofit community
- 5 High School students
- 6 community members who attend on-campus events
- 7 MS society
- 8 Small Business organizations and community groups
- 9 Campus tours, public vendors.
- 10 College: Make It Happen, Discovering Careers, Skills for Success, First Year Experience, Career Pathways Events w/Hart District, Road Trip Nation, Junior High Summer Institute, Summer Enrichment, etc.
- 11 New students, reentry adults, high school students and parents
- 12 We typically participate in MajorQuest and College Day
- 13 Senior living homes, elementary school districts
- 14 Community ECE Programs and outreach to other school districts
- 15 Individual HS students, VIDA, Eden Ministries
- 16 high school seniors
- 17 VIA, Chamber, City of Santa Clarita, several others
- 18 Mostly High School Seniors
- 19 chambers, business networking groups, business support groups
- 20 Jasmine Foster (our community liaison) works with community groups and individuals from every area to promote the college.
- 21 City of Santa Clarita, local school administration, non-profits, print media etc. I attend community functions and serve on the board of directors of many local organizations.
- 22 High Schools
- 23 Outreach was done this year through the FYE program (part of Skills4Success) and was done at

local high schools. The faculty also meet monthly with their counterparts at local high schools and junior high schools.

- 24 I have gone to Hart High
- 25 Hart high school district schools
- 26 Junior high and high school
- 27 Youth Sports programs, local medical professionals (orthopedics, physical therapists, general health practitioners, chiropractors, etc), high schools.
- 28 High school programs; some businesses
- 29 Friendly Valley, afternoon with professors, Rancho Camulos docent
- 30 Business groups and high schools
- 31 High School students
- 32 High School Media/Music/Art departments in the Valley; CTE consort for the SCV
- 33 Unofficial COC Ambassador
- 34 Local high school special education students
- 35 Junior high school and high schools
- 36 Government, Business, Chamber, VIA
- 37 Princess Cruises, Boston Scientific
- 38 Adult Re-Entry students, Middle school and high school students at Discovery Day
- 39 Santa Clarita Food Pantry
- 40 current students, potential students, community members, faculty, staff
- 41 young families
- 42 local high school students and parents
- 43 High School students, interested college students
- 44 No groups, just people in the community who need interior design help or architectural drafting help.
- 45 Community directors through a directors committee; potential families; Week of the Young Child
- 46 High School Students and/or Parents
- 47 High schools
- 48 MSET sponsors outreach through several activities including Biotechnology (Jim Wolf), Acoustics Presentation (Antonio Nassar--physics), Star Party at CCC (Sepikas, Falconer-Astronomy), and other events and programs
- 49 Hart District, AAUW
- 50 Patients, families, schools
- 51 Local high school faculty and students
- 52 Sheriffs and the City. We would like to get our information out to the high schools
- 53 high school
- 54 I have an advisory in my department and I have spoken in local industry meetings. Recently, I haven't been doing that much. But someone in our department has been doing outreach for her program and usually includes our program.
- 55 jr. high and high school
- 56 High School seniors and parents; community organizations
- 57 We have a photographic advisory board. But not anything that reached out to high school students.
- 58 We do very little: junior high career talks. I need to do more and I have an idea I want to run past you.
- 59 High School, Hospitals, Other health care orgs.
- 60 Everyone who needs assistance in some way, while on campus
- 61 WorkSource Center clients, Goodwill clients, high schools, Single Mother's Outreach, high school ROP programs, local church job clubs, etc...
- 62 High school students and college students
- 63 We have a new welding trailer and are planning to use it for outreach to younger students.
- 64 High schools, Seniors, audience members
- 65 High schools, youth programs
- 66 Athletes, Coaches
- 67 Single Mother's Outreach and Children and Family Center, but we would like to partner with other companies in the area to receive cash donations
- 68 incoming high school graduates and 11th grade students

- 69 Career Fairs, High schools, and on site college activities
- 70 hospital nurses, our dept does high school students
- 71 High Schools and businesses
- 72 whole community, drive by flu shot
- 73 Psychology Club/Psi-Beta, Alpha Gamma Sigma, etc
- 74 public star party at CCC May 8, 2010
- 75 public star party at CCC May 8, 2010
- 76 With many of our classes being cut for this department (Distance Learning) there is not a need at this time for outreach. This may change in the future.
- 77 High school theatre
- 78 Parks and recreation, county, city, local recreation and leisure service groups, Y, boys and girls club etc.

4. Do you have any outreach materials that you distribute to the community?

Response Percent	Response Count
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yes 42.4%	59
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no 57.6%	80
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answered question 139

skipped question 0

5. The outreach advisory committee is planning to meet quarterly; would you be interested in being a part of the committee?

Response Percent	Response Count
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yes 37.4%	52
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no 62.6%	87
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answered question 139

skipped question 0