**APR Goal and Outcome—2017-2018**

For descriptions and examples of all APR Goal and Outcome items, please refer to the APR How To Guide—2017-2018

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| **Section I: APR Goal Overview** |

**IA1. Program (Select your program from the drop down list)**

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| Student Services - Outreach |

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| **IA2. Other Program (If not on above list)**

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 | **IB. Program Lead (Your first and last name)**

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| **IC. APR Goal Short Title:**

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| --- |
| Outreach Specialist |

 | **ID. APR Goal Status:**❑ Continuing from Last Year✓ New This Year❑ Fast Track |

**IE. Institutional Plan(s) Addressed**

Which Institutional Plan(s) does your goal address? Check all that apply.

|  |  |
| --- | --- |
| ❑ Educational Master Plan✓ Strategic Action Plan❑ Facilities Master Plan✓ Basic Skills Action Plan✓ Student Equity Plan | ❑ Student Success Plan❑ Human Resources Plan❑ Equal Employment Opportunity Plan❑ Other |

If “Other” Please indicate which plan(s).

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**IF. Institutional Plan Goal(s) Addressed**

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| 2.1 Develop an enrollment management plan which meets FTES targets with efficient use of resources while providing equitable access to students. |

**IG. Measureable Objectives(s)**

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| 2.1.5 Develop an outreach and marketing plan which supports the enrollment management plan. |
| **Section II: APR Goal Measures, Anticipated Outcomes, and Activities** |

**IIA. APR Goal Measure**

Indicate the type of outcome measure you will use to measure this 2017-2018 annual program review goal:

❑ Course Student Learning Outcome (SLO) ❑ Student Achievement Outcome (SAO)

❑ Program Student Learning Outcome (PSLO) ✓ Program Effectiveness Measures (PEM)

❑ Institutional Student Learning Outcome (ISLO) ❑ Other outcome measure type (Describe in IVE Comments)

**IIB. APR Goal Anticipated Outcome** (Rubric Criteria 1, 2, 4, 5)

Please briefly describe what outcome you expect to achieve with this particular goal in terms of its impact on student learning, student success, student achievement or the “Goal Measure” you indicated in IIA. Be sure to include a discussion of the evidence used to support your assertion, and the “benchmark” value of the goal outcome.

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| A plan will be established to meet FTES targets with efficient use of resources while providing equitable access to students. |

**IIC. APR Goal Activities** (Rubric Criterion 5)

Please briefly describe the activities you intend to implement to achieve this particular goal. Include a timeline of the activities and assessment/evaluation of outcomes.

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| Coordinate and/or deliver presentations, workshops and orientations to college cohorts and classes, local high schools, and various community agencies and organizations to inform students and parents of various matriculation requirements and deadlines; provide outreach efforts on campus for Athletics and Special Programs (including but not limited to EOPS, DSPS) to increase the number of students applying for admission. Once this position is created and hired, this activity would begin immediately and be constant from term to term. To assess the success of this activity, we would collect data on those who participated in the activity. |

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| **Section III: APR Goal and Resource Request** |

**IIIA. Required Resources Category:**

Please indicate the types of resources required to implement the activities for this APR goal.

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| --- | --- |
| ❑ Personnel: Faculty✓ Personnel: Classified❑ Personnel: Other❑ Technology | ❑ Professional Development❑ Facilities❑ Equipment or Supplies❑ Other (Describe in IVE Comments) |

**IIIB. Required Resources Description**

Please describe any resources you will need to implement the activities associated with this goal. Requested resources should follow from the narrative in IIC above.

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| The creation and hiring of an Outreach Specialist. |

**IIIC. One Time Start Up Costs:**

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| $300 |

**IIID. Annual Costs:**

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| --- |
| $19,374.30 to $24,725.18 |

**IIIE. Total 5 Year Costs:**

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| --- |
| $96,871.50 to $123.629.90 |

**IIIF. Proposed Funding Source(s):**

|  |
| --- |
| Student Equity and Achievement Program |
| **Section IV: APR Goal Additional Information** |

**IVA. Desired Start Date:**

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| --- |
| ASAP |

**IVB. Expected Completion Date:**

|  |
| --- |
| On-going |

**IVC. Is Project Ongoing with No Expected Completion Date?**

❑ Yes

❑ No

**IVD1. Will Other Divisions or College Areas be Impacted?**

✓ Yes

❑ No

**IVD2. If Yes, then Describe how Other Divisions or College Areas Would be Impacted:**

|  |
| --- |
| The creation and hiring of this position would positively impact the Admission and Counseling area by increasing FTES. |

**IVE. Comments:**

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**IVF. Prioritization by Program Lead:**

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