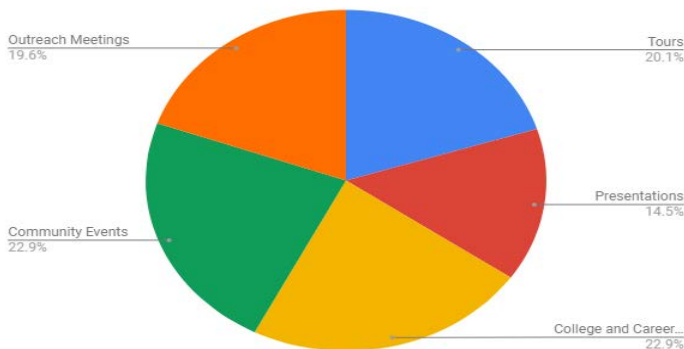
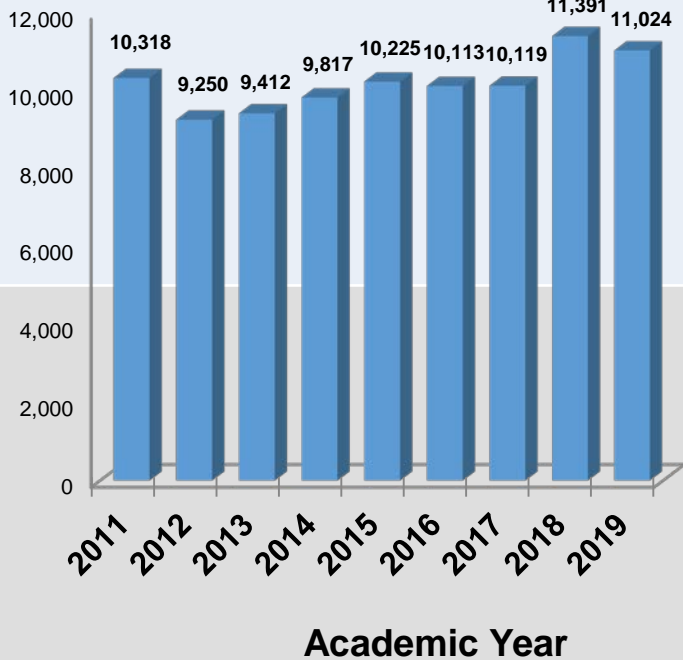


Description: (Provide an updated overview of your program/area. 225 Words Max)

The Outreach Department aims to provide a comprehensive approach to outreach and recruitment. We achieve this by strategically working with our local feeder high schools from San Bernardino City Unified School District, Colton Joint Unified School District and Rialto Unified School District. Outreach also partners with K-8 schools, community organizations, faith-based organizations, and nonprofit organizations. The Outreach Department is responsible for coordinating campus tours, presentations, college and career fairs, coordinating on campus events and participating in community events off campus. The Outreach team collaborate with the K-12 schools to create the college going culture and engaging events that will have a positive impact on the students as they move through their educational careers. The Outreach team works with the local high schools to assist incoming students with the matriculation process and to provide them with exposure to the supportive services on the campus. The Outreach team also works within the college to support other events, such as the Financial Aid Awareness Fair, the High School Counselor Conference, among others. Valley College is a staple in the community and the Outreach team is key in maintaining the strong relationships built over decades.

FTES Total



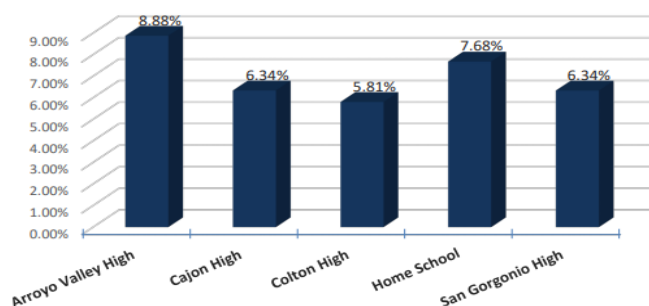
SBVC Ethnicity

Ethnicity	2014-15	2015-16	2016-17	2017-18	2018-19
African-American	13.0%	12.5%	12.3%	12.2%	11.6%
Asian	3.5%	3.6%	3.7%	3.4%	3.5%
Filipino	1.1%	1.3%	1.3%	1.2%	1.2%
Hispanic	63.8%	64.5%	65.2%	66.0%	66.9%
Multi-Ethnicity	3.6%	3.4%	3.6%	3.6%	3.6%
Native American	0.2%	0.2%	0.2%	0.2%	0.2%
Pacific Islander	0.4%	0.2%	0.2%	0.2%	0.2%
White	14.1%	13.9%	13.1%	12.8%	12.4%

Top Twelve Feeder High Schools*

	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Arroyo Valley High	11.73%	10.73%	10.68%	9.02%	6.93%
Cajon High	6.14%	9.16%	6.86%	7.52%	4.64%
Colton High	5.96%	6.15%	6.94%	5.62%	4.86%
Eisenhower High	4.51%	3.27%	3.47%	4.05%	5.19%
Grand Terrace High	2.35%	6.02%	4.51%	4.90%	4.20%
Home School	4.87%	4.06%	6.25%	8.82%	7.97%
Indian Springs High	3.97%	6.15%	3.99%	3.73%	4.86%
Pacific High	4.51%	4.19%	5.82%	3.86%	4.75%
Rialto High	7.04%	3.14%	3.21%	4.58%	7.37%
San Bernardino High	4.33%	5.10%	3.13%	4.64%	4.42%
San Gorgonio High	5.23%	5.50%	6.68%	6.93%	5.40%
Wiler Amina Carter High	2.71%	1.31%	4.43%	3.14%	5.02%

Top 5 Feeder High Schools - Average over 3 years (Fall 2017 - 2019)



Assessment: (Provide an analysis based on the data provided. As you do so, address each of the tables/charts. 225 Max)

Table 1 is campus wide data that were provided by the Institutional Research and Assessment Office, this chart reflects an almost 9% increase in FTES from the 16-17 school year to 17-18. Chart 1 was tabulated through internal

SAOs/SLOs/PLOs: (Summarize how the assessment of SAOs, PLOs and/or any SLOs that shows significant effect has influenced your goals. 200 Words Max)

Service Area Outcomes #1: Outreach and Recruitment will provide information and services to the local K-12 schools and community partners in and beyond our local service area. This will include onsite tours, application workshops and large on campus events. This will enhance the overall awareness and knowledge of prospective students regarding academic and support services available and the overall educational opportunities at San Bernardino Valley College.

Service Area Outcome #2: Annually hosting Senior Day and New Student Welcome Day on the campus, providing potential and incoming students with access to all Student Services programs, campus resources and can complete the matriculation process. These targeted activities provide all students with access to the campus as a whole and creates a sense of community from their first experience.

Service Area Outcome #3: The Outreach and Recruitment team will work closely with community partners to ensure access and exposure to the college to underserved populations.

Departmental/Program Goals: (Goals should be specific, measurable, linked to your data analysis, and reflected in the Action Plan section). Tie goals to the college.

1. The data reflects that there has been a drop in enrollment from some of our feeder schools, based on that information we will create a targeted plan with those schools to have a stronger presence in those campuses. Providing students with information on our FYE and Promise programs, in addition to having representation of our CTE programs to convey that there is a path for every student at Valley. (SBVC Goal 1: Access)
2. Increase overall FTES by 1%, by using additional staff that is committed to certain high schools to track the students from application to enrollment and assist them with applying for our Promise program. (SBVC Goal 1: Access)
3. Working in conjunction with our CTE, STEM and other special programs on campus to support their recruitment efforts. This would include Outreach staff supporting these programs both on and off campus in many different capacities. This would include activities such as application workshops, special events on campus highlighting those areas and sharing this information with high school and community partners. (Goal 3: Communication, Culture, & Climate)

Challenges & Opportunities: (Challenges and opportunities should be reflected in the Action Plan. 200 words maximum).

- Implement a Customer Relationship Management (CRM) system, that would allow us to track a student from the first time that we had contact with them all the way through to exiting Valley College.
- Work on creating strategic plans with our high school partners to increase enrollment of targeted populations.
- Improve the coordination of tours with other Student Services departments.

Action Steps	Department Goal	Necessary Resources to Complete	Target Completion Date
<p>1. Collaborating with schools early in the Fall semester that have been identified as having low enrollment, to determine the best course of action to target 9-12 graders. Create a consistent Valley presence on those high school campuses.</p> <p>2. Creating an action plan</p>	<p>1. The data reflects that there has been a drop in enrollment from some of our feeder schools, based on that information we will create a targeted plan with those schools to have a stronger presence in those campuses. Providing</p>	<p>1. Assigned Outreach Coordinator to each site. Scheduled planning time with each high school.</p> <p>2. The Outreach Coordinator to complete the action plan that will address the needs of the students from 9-12</p>	<p>1. By Fall 2021 we will have completed an entire recruitment cycle.</p> <p>2. By Fall 2021 we will have completed an entire recruitment cycle.</p> <p>3. By Fall 2021 we</p>