	ACADEMIC YR: 2015-2016	DIVISION/AREA: Outreach and Recruitment	DIVISION CHAIR/DIRECTOR: Corey Rodgers
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**UNIT PLAN “PART A”
Program/Pathway Update**


Program/Pathway: Outreach and Recruitment

Our Mission: Los Angeles Harbor College fosters learning through comprehensive programs that meet the educational needs of the community as measured by student success, personal and institutional accountability, and integrity.

Assessment of Program Review:

The office of Outreach and Recruitment handles outreach activities, including high school visits, tours, college and career fairs, workshops, and other activities by request. The program has struggled with having ample staffing to meet all the demands of the community and various secondary institutions.


In the past, the Outreach and Recruitment office was the nucleus for the college welcome center. However, due to reallocation of office space the welcome center was closed. Since the closing of the center, the need to have a center has become more apparent.

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Activities to address program needs:

In order to meet the challenges responsibilities of recruitment, the Outreach and Recruitment office staff implemented the following activities:

- Conduct weekly visits to LAUSD District 8 high schools, including Banning, Carson, Gardena, Narbonne, and San Pedro High Schools.
- Act as a liaison with Academic Affairs to assist with the Outreach classes offered at the local high schools by working with the high school counseling staff to recruit potential students, assist with student applications and concurrent enrollment forms, and respond to student and staff concerns.
- Liaison with the Admissions office in assisting students with applications, K-12 concurrent enrollment forms, AB 540 waivers, assessment scheduling, and other admissions related forms.
- When requested to speak, school assemblies, classroom visits, college days, career days, graduation ceremonies, or other activities.
- Organize and facilitate campus tours.
- Arrange to bus students in to provide services, including assessment evaluations, orientations, and campus tours.

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How are your program improvements associated with your SLOs:

Individuals in the college service area will attend a college, preferably Harbor College.

ISLO #5 Students will demonstrate an understanding of college processes used to resolve an issue

College Strategies/Goals : 2.1, 2.2, 2.3, 2.4

Staffing requirements:

- One full time Student Recruitment Coordinator
- One Student Services Assistant to assist in high school visits and college fairs
- One Admission and Records Assistant to process outreach class requests.

Technological requirements:


- Laptops and projectors for off campus presentations
- Two computers with the standard software for on campus activities

Facilities requirements:

- One office for the Recruitment Coordinator
- 4-5 computers to re-open the Welcome Center

Implementation plan:

- Work with the local high schools for scheduling
- Look for a way to implement a temporary Welcome Center

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UNIT PLAN “PART B”
Core Personnel/List of Permanent Staff


Unit: Outreach & Recruitment

Example

Assigned Time	Responsibility	Estimated Cost	Funding Source
<i>1.0</i>	<i>Recruitment Coord.</i>	<i>65,000</i>	<i>10100</i>

1. **Total FTEP: N/A**
2. **Total Hours taught: N/A**
3. **Total Hours of release time: N/A**
4. **Total Cost for Instructors: N/A**
5. **Total Cost for Administrators: N/A**
6. **Total Cost of Classified Staff: 65,000**
7. **Total cost FTEP = Full Time Equivalent Personnel: 1.0**

Please attach copy of your current Op Plan.

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UNIT PLAN “PART C”
Core Expenses


Unit: Outreach & Recruitment

1. All legally required responsibilities: *Required for health and Safety*
2. *Required by board / State/ Federal/ Accreditation standards(list the minimum requirements here)*
3. *Required by licensing agreement*

Description of activity	Estimated Cost	Justification	Code
College fairs	\$1,000	Student outreach	HCAA 2.1-2.4
Giveaways	\$500.00	Outreach	HCAA 2.1-2.4
Bus tours	\$3,000	Matriculation	HCAA 2.1-2.4
Events	\$3,000	Recruitment	HCAA 2.1-2.4
Student Workers	\$30,000	Outreach	HCAA 2.1-2.4

Narrative justification: List statutes which require this expenditure.

Total cost: \$37,500

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UNIT PLAN “PART D”
Essential Activities

Unit: Outreach & Recruitment


Prioritized list of unit needs required for program continuance or improvement

Only place expendable request in this field.

Division Prioritization	Description of activity	Estimated Cost	Proposed Funding Source	Justification	Code
1	A &R Asst.	45,000	10100- Equity, Grants	Assist in process Apps, review outreach docs	HCAA 2.1-2.4
4	College fairs	\$1,000	Grants, Foundation	Student outreach	HCAA 2.1-2.4
5	Giveaways	\$500.00	Grant	Outreach	HCAA 2.1-2.4
6	Bus tours	\$3,000	Varied	Matriculation	HCAA 2.1-2.4
3	Events	\$1,000	Varied	Recruitment	HCAA 2.1-2.4
2	Student Service Asst.	\$35,000	Varied, Grant	Outreach	HCAA 2.1-2.4
7	Mileage	1,000	10100- Equity	Outreach	HCAA 2.1-2.4

Justification Narrative: How does your activity support the college Educational Master Plan?

Due to the fact that our enrollment is projected to decline below our enrollment targets in the near future, it is important to support our long standing outreach and recruitment model. This will assist in spreading the opportunity of access to disenfranchised students

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UNIT PLAN “PART E”
 Non-cost Essential Activities

Unit: Outreach & Recruitment

List Non-cost activities here

Priority	Description of activity	Justification	Code
	Student advisement	Admissions/Retention	HCAA 2.1-2.4
	FAFSA assistance	Admission/Retention	“
	Application assistance	Admission/Retention	“
	Workshops	Admission/Retention	“

Justification: How does your activity support the college Educational Master Plan?

Due to the fact that our enrollment is projected to decline below our enrollment targets in the near future, it is important to support our long standing outreach and recruitment model. This will assist in disenfranchised students and parents for future students.