

Outreach Rubric 2024

A. Program Information

Narrative Criteria

The Program Mission Statement

- clearly states the purpose of the program
- indicates the primary function
- indicates the activities of the program
- describes the programs' aspirational goals for the future and what the program hopes to achieve
- reflects the program's priorities and values
- indicates who the students and/or stakeholders are
- is aligned to the college mission statement
- is clear and concise

- Meets Expectations
 Needs Improvement

Feedback

The mission statement and plans for actualization are clear and aligned in purpose.

B. Outreach Events by Organization

Data Criteria

- The data shows that the program is making progress towards accomplishing their goals (The data is in alignment with the program's goals).

Narrative Criteria

The narrative response...

- aligns with data
- is informed by data
- is within the control of the program
- has measurable outcomes

Data

- Meets Expectations
 Needs Improvement

Narrative

- Meets Expectations
 Needs Improvement

Feedback

The program is commended for its efforts in collecting data on events and student contacts, which serve as strong indicators of progress toward its goals. Over the past three years, the program has experienced significant growth, with the number of events more than doubling and student contacts nearly tripling. However, the review committee is concerned that this level of growth is not sustainable given the program's current staffing and funding limitations. While the number of events and student engagements has expanded, resources have not kept pace. This is particularly concerning for outreach efforts targeting different segments of the community. With a staff of only 1-2 people, effectively managing such diverse outreach is not feasible.

C. Facilitating College Entrance

Data Criteria

- The data shows that the program is making progress towards accomplishing their goals (The data is in alignment with the program's goals).

Narrative Criteria

The narrative response...

- aligns with data
- is informed by data
- is within the control of the program
- has measurable outcomes

Data

- Meets Expectations
- Needs Improvement

Narrative

- Meets Expectations
- Needs Improvement

Feedback

The program's workload has increased considerably over the past three years, and it is to be commended for its remarkable expansion of application, financial aid, and orientation workshops. However, the committee is concerned about the sustainability of this growth given the program's limited staff and budget. The program has clearly identified the resources needed to execute its action plan, demonstrating an awareness of the significant pressures it faces. The committee strongly agrees that strategic support and additional funding from the college are essential for the program to continue its important work.

D. Outreach to Under-represented student groups

Data Criteria

- The data shows that the program is making progress towards accomplishing their goals (The data is in alignment with the program's goals).

Narrative Criteria

The narrative response...

- aligns with data
- is informed by data
- is within the control of the program
- has measurable outcomes

Data

- Meets Expectations
- Needs Improvement

Narrative

- Meets Expectations
- Needs Improvement

Feedback

As in other areas, the program has demonstrated exceptional growth in its events and student interactions within districts with CCAP agreements. The committee commends this expansion while also continuing to express strong concern about the sustainability of such growth given the program's static staffing and funding.

If feasible, the committee recommends disaggregating data to better track engagement with underrepresented groups, recognizing that this may not always be possible, particularly for outreach events. Additionally, identifying the types of events and the organizations the program collaborates with could help highlight its targeted efforts in this area. The committee acknowledges that achieving this goal may require additional staffing and funding beyond the program's current resources.

E. Service Area Objective Addendum

1. What are the service area outcomes & strategic objectives for the coming year?

Narrative Criteria

- Outcomes/objectives are informed by data
- Outcomes/objectives are within department control
- Outcomes/objectives are demonstrable/actionable
- Outcomes/objectives are measurable
- Possible to accomplish including short term, as well as long term (e.g., aspirational and practical)

- Meets Expectations
 Needs Improvement

2. What is your implementation plan for the above-mentioned objectives?

Narrative Criteria

- Actions are informed by data
- Actions are within department control
- Actions are demonstrable
- Outcomes are measurable
- Possible to accomplish including short term, as well as long term (e.g., aspirational and practical)

- Meets Expectations
 Needs Improvement

Feedback

The program has well-defined objectives that align with its goals and a clear understanding of what is needed to achieve them. The information presented is consistent with the broader program review. The committee agrees that increasing staffing is essential for maintaining the program's high level of effectiveness and encourages continued efforts to expand culturally responsive outreach practices.

F. Summative Evaluation

Overall, the Comprehensive Program Review

- Meets Expectations
 Needs Improvement

Feedback

Overall the Outreach program has demonstrated truly remarkable growth over the past three years. Its commitment to expanding services and increasing access is commendable, as is its clear alignment of objectives with program goals. However, the committee is deeply concerned about the sustainability of this growth given the program's limited staffing and funding. The program has identified critical needs and developed a thoughtful action plan, but without additional institutional support, maintaining its current level of effectiveness will be challenging.

To ensure continued success, the committee strongly recommends the college consider increased staffing and funding, as well as efforts to refine data collection practices, particularly in disaggregating outreach impact on underrepresented groups. Despite resource limitations, the program's dedication to serving

students and expanding culturally responsive outreach is evident and should be supported. Strategic investment from the college will be essential in allowing the program to sustain and build upon its important work.

In closing committee wishes to echo this paragraph from the summary statement:

Imagine what we could do with two specialists. Imagine what the dual enrollment coordinators could accomplish with more time for their own efforts. Imagine what the supervisor and manager could accomplish with more bandwidth in their workdays. Ideally, Outreach should be staffed by three specialists: three outreach specialists and three dual enrollment coordinators. With this staffing model, the quantity and, more importantly, the quality of our outreach efforts would improve considerably.

This form is completed and ready for acceptance.