

# Outreach Program Review

## A. Program Information

### Program Mission Statement

1. Please enter your mission statement here.

The Outreach Program's mission is to recruit prospective Foothill College students and prepare them to apply, register, connect to campus resources, and show up on day one.

To actualize this mission, Outreach will:

- Strengthen relationships with local school districts and community partners
- Advocate for historically underrepresented students to provide access and expand post-secondary education opportunities
- Foster connections with students, families, and community groups to increase awareness of and encourage participation in Foothill College programs
- Facilitate college entrance by disseminating critical information and coaching students through the application, financial aid, and registration processes
- Build confidence in students to navigate the post-secondary system by providing access to college classes, career exploration, and development of basic skills
- Connect students to detailed information about campus resources, to faculty and staff, to ensure a supportive and welcoming environment that inspires students to show up on day one.

### Program Level Service Area Outcomes

2. Please list the program-level service area outcomes.

The Outreach Program is dedicated to supporting the institution's mission of embracing inclusivity, fostering strong communities, and equipping students with critical thinking skills for social engagement and workforce success. The following service area outcomes guide our efforts:

1. Expand Access to Higher Education: Increase awareness and participation in Foothill College programs among prospective students, with a focus on historically underrepresented and underserved communities.
2. Facilitate College Readiness: Provide workshops, events, and one-on-one support to prepare students to navigate the application, financial aid, and enrollment processes successfully.
3. Strengthen Community Partnerships: Build and maintain collaborative relationships with local high schools, community organizations, and families to support seamless pathways into higher education.
4. Promote Equity and Inclusion: Deliver culturally responsive and multilingual resources to reduce barriers to access and foster an inclusive environment for students from diverse backgrounds.
5. Encourage Lifelong Learning: Inspire students to pursue academic, career, and personal development opportunities that align with their goals.

These outcomes align with Foothill College's mission, vision, and values, ensuring that the Outreach Program continues to contribute meaningfully to student success and equity.

## B. Outreach Events by Organization

This chart below shows the number of outreach events.

	2021-22	2022-23	2023-24
Schools	106	160	237
Community Org	10	8	4
Other	21	37	55

This chart below shows the number of students attending the events.

	2021-22	2022-23	2023-24
Schools	3,874	7,172	9,503
Community Org	472	1,111	1,071
Other	1,543	1,318	1,820

3. What are your program's goals in respect to strengthening relationships with local school districts and community partners?

The Outreach Program aims to build and sustain collaborative relationships with local school districts and community partners to increase access to higher education for all students. Key goals include

1. Expanding partnerships with high schools to facilitate dual enrollment opportunities, workshops, and college-readiness programs.
2. Enhancing trust and engagement with underserved communities through culturally responsive outreach events and resources.
3. Strengthening relationships with community organizations to connect students and families with support services and educational opportunities.

By fostering these partnerships, the program ensures that students, particularly from underrepresented groups, have access to pathways that support academic success and college readiness.

4. What do you observe in the data above in relation to your goals? What do you want the college to understand about the outreach events?

The data demonstrates a significant increase in outreach efforts, with events growing from 137 in 2021-22 to 296 in 2023-24, and student interactions more than doubling to 12,394 during the same period. This growth highlights the program's ability to engage more students and communities through partnerships with schools and organizations.

We want the college to understand that while these efforts reflect success, they also underscore the need for additional resources to sustain and scale this impact. The growing demand for outreach services highlights the importance of continued investment in staff, multilingual support, and technological tools to enhance engagement and ensure equitable access for all students.

5. What actions does your program plan to take in order to achieve your goals?

To strengthen relationships with school districts and community partners, the Outreach Program plans to

1. Expand outreach events, including workshops, parent meetings, and cultural awareness activities, tailored to meet the needs of diverse communities.
2. Deepen collaborations with high school districts to address specific barriers to college access for underrepresented students.
3. Enhance bilingual support to ensure effective communication with non-English-speaking families.
4. Use data-driven strategies to identify and engage underserved schools or regions.
5. Empower student ambassadors to inspire and mentor peers in their educational journey.

These actions will foster equity, increase awareness of college opportunities, and strengthen trust with local communities.

6. What does your program need to execute this action plan?

To execute this action plan, the program requires

1. Increased staffing: additional outreach specialists, particularly those with bilingual skills, to support the growing number of events and provide personalized assistance.

2. Enhanced funding: resources to cover event logistics, transportation for students, and expanded multilingual outreach efforts.
3. Technological support: tools like virtual engagement platforms, data tracking systems, and digital resources to streamline communication and expand reach.
4. Stronger community partnerships: support from the college to deepen collaborations with school districts and community organizations, ensuring more impactful outreach efforts.

These resources are essential for sustaining and scaling the program’s impact on local communities.

## C. Facilitating College Entrance

The chart below shows the number of workshops offered by Outreach.

	2021-22	2022-23	2023-24
Application Wksp	44	52	82
Financial Aid Wksp	3	9	18
Orientation Wksp	18	16	20

The chart below shows the number of participants.

	2021-22	2022-23	2023-24
Application Wksp	753	1,085	2,137
Financial Aid Wksp	83	467	637
Orientation Wksp	199	267	667

### 7. What are your program’s goals in respect to facilitating college entrance?

The outreach program aims to empower prospective Foothill College students by simplifying the application process and promoting access to higher education. We provide support and guidance to help students navigate admissions, financial aid, and course selection, ensuring a smooth transition to college.

We focus on increasing awareness of Foothill’s diverse academic programs, including dual enrollment opportunities, which allow high school students to earn college credits early. By engaging with students, families, and schools, we break down barriers and foster confidence in pursuing higher education.

Additionally, we prioritize equity by targeting underserved communities, offering workshops, campus tours, and one-on-one support to demystify college pathways. Ultimately, our goal is to inspire lifelong learning and ensure every student has the tools and support to achieve their academic and career aspirations.

### 8. What do you observe in the data above in relation to your goals? What do you want the college to understand about facilitating college entrance in your program?

The outreach program has shown significant growth in participation across application workshops, financial aid workshops, and orientation workshops over the past three academic years. For example, application workshop attendance increased from 753 in 2021-22 to 2,137 in 2023-24, reflecting a nearly threefold rise. Similar upward trends are evident for financial aid and orientation workshops.

This growth highlights the increasing demand for our services and the effectiveness of our efforts in promoting college readiness. However, it also indicates the need for additional resources to meet this growing interest.

We want the college to recognize that expanding support—such as increasing staff, enhancing technological tools, and offering more multilingual resources—can further remove barriers to entry, especially for underrepresented populations. By continuing to invest in outreach, Foothill can sustain this momentum and make college access a reality for even more students.

### 9. What actions does your program plan to take in order to achieve your goals?

The outreach program plans to take the following actions:

1. **Expand Workshop Offerings:** We aim to increase the number and frequency of application, financial aid, and orientation workshops to meet the growing demand and ensure accessibility for all students.
2. **Strengthen Community Partnerships:** Collaborating with local high schools, community organizations, and parent groups will help us reach a broader audience, especially in underserved communities.
3. **Enhance Multilingual Support:** By providing resources and workshops in multiple languages, we can better serve non-English-speaking families and create a more inclusive campus environment.
4. **Leverage Technology:** We plan to improve virtual workshop options and develop step-by-step online guides for students who cannot attend in person.
5. **Increase Staffing:** Adding a second outreach specialist will allow us to provide more personalized support and follow-up for prospective students.

These actions will help us continue to break down barriers and empower more students to pursue higher education.

#### 10. What does your program need to execute this action plan?

To execute our action plan effectively, the outreach program requires the following:

1. **Increased Staffing and Training:** Additional outreach specialists and staff training are essential to support the growing number of workshops and provide personalized assistance to students and families.
2. **Budgetary Support:** Adequate funding is needed to cover staffing, marketing materials, transportation for students, and expanded technological resources.
3. **Technological Enhancements:** Investments in virtual platforms, such as webinar tools and digital guides, will allow us to reach remote students and families more efficiently.
4. **Community Collaboration:** Stronger partnerships with local high schools and community organizations will help us connect with more students. Support from the college to establish and nurture these opportunities is critical.

By securing these resources, we can enhance our outreach efforts, making college entrance more accessible to all.

### D. Outreach to Underrepresented student groups

The data table below shows the number of outreach events held in unified school districts with CCAP agreements.

	2021-22	2022-23	2023-24
Mountain View Los Altos UHSD	19 events; 558 student interactions	18 events; 682 student interactions	42 events; 1,338 student interactions
Palo Alto USD	8 events; 187 student interactions	11 events; 342 student interactions	33 events; 944 student interactions
Fremont UHSD	9 events; 485 student interactions	19 events; 752 student interactions	18 events; 622 student interactions
Sequoia UHSD	25 events; 892 student interactions	33 events; 1,317 student interactions	47 events; 1,972 student interactions

#### 11. What are your program's goals in respect to outreach to under-represented student groups?

Outreach's primary goal is to promote equity in education by increasing college access for underrepresented student groups within our local high school districts. We aim to build awareness of higher education opportunities, such as dual enrollment, and support students in overcoming barriers to college readiness.

Through partnerships with districts like SUHSD, FUHSD, PAUSD, and MVLA, we focus on delivering tailored workshops, resources, and one-on-one guidance to address specific student needs. By expanding outreach events—such as the significant growth in SUHSD and MVLA—we aim to engage more students each year.

Ultimately, our goal is to provide underserved students with the tools, knowledge, and confidence to pursue higher education. This includes focusing on financial aid literacy, academic planning, and fostering a college-going mindset to ensure every student has an equitable opportunity to succeed.

12. What do you observe in the data above in relation to your goals? What do you want the college to understand about the program's outreach to under-represented student groups?

The data shows a remarkable increase in outreach efforts to underrepresented student groups across our four local high school districts. For example, the number of outreach events and student engagement has grown significantly in districts like MVLA (42 events and 1,338 student interactions in 2023-24) and SUHSD (47 events and 1,972 student interactions in 2023-24). Similarly, PAUSD saw a substantial rise in student participation, from 187 in 2021-22 to 944 in 2023-24, reflecting focused efforts to engage students.

These trends highlight the program's success in expanding access and building trust with these high school districts. However, they also underscore the growing demand for resources to sustain and scale this impact. We want Foothill to understand that continuing to invest in staff, technology, and partnerships is essential to maintaining equitable outreach. Enhanced support will ensure we can meet the needs of even more underrepresented students effectively.

13. What actions does your program plan to take in order to achieve your goals?

To achieve our goals of expanding outreach to underrepresented student groups, Outreach plans to take the following actions:

1. Deepen School District Partnerships: Strengthen collaborations with districts like SUHSD, FUHSD, MVLA, and PAUSD to identify and address unique barriers faced by underrepresented students.
2. Expand Outreach Events: Increase the number of events, including workshops, parent meetings, and cultural awareness activities, to further engage students and their families.
3. Enhance Bilingual Support: Provide more multilingual resources and staff at events to better serve non-English-speaking families and ensure inclusivity.
4. Leverage Data-Driven Strategies: Use student engagement metrics to identify underserved schools or regions and focus additional resources there.
5. Empower Peer Ambassadors: Recruit and train student ambassadors from our local communities to inspire and mentor their peers in pursuing college.

These actions will help foster equity, broaden access, and empower more students to pursue higher education.

14. What does your program need to execute this action plan?

To execute this action plan effectively, Outreach requires the following resources:

1. Increased Staffing: An additional outreach specialist, capable of providing bilingual student support, is essential to accommodate the rising number of events and provide personalized support to students and families.
2. Enhanced Funding: Financial resources are needed to cover event logistics, transportation for students, marketing materials, and bilingual outreach efforts.
3. Technology Upgrades: Tools like virtual engagement platforms, data tracking systems, and multilingual digital resources will streamline communication and expand our reach.
4. Stronger Community Partnerships: Support from the college to deepen collaboration efforts with school districts and community organizations will amplify our impact.

With these resources, we can sustain and scale our outreach efforts, ensuring equitable access to college opportunities for underrepresented student groups.

## E. Summary

Use this opportunity to reflect on your discussions above and include any closing thoughts.

Foothill created the Outreach program during the 2018-19 academic year. The 2019-20 academic year, which was derailed by the COVID-19 pandemic, marked the first full year of Outreach's existence. Needless to say, connecting with students during lockdown was extremely challenging. For this reason, even though Outreach was operating remotely, our first program review data set begins with the 2021-22 academic year. What Outreach has accomplished in its first 5 years of operation is remarkable.

The Outreach program has never employed more than one full-time school relations specialist. Alex Favela, the first Student Success Specialist (Schools Relations Specialist at that time, prior to the reclassification study's implementation), was hired in July of 2019, and he served in that role until November of 2019, at which time he started working as an interim dual enrollment coordinator. This shift was the result of a change at the supervisor level: Josh Pelletier, who was also hired in July of 2019 as a Program Coordinator II for dual enrollment, was promoted. Alex stepped up and eventually moved from interim to permanent in that role. In January of 2020, Adiel Velasquez was hired on an interim basis to fill Alex's vacant position. In July of 2020, Adiel began backfilling Michelle Channel as an interim dual enrollment coordinator while Michelle was on medical leave. Joselyn Perez then took over the Student Success Specialist work, and she remained in that role until May of 2021 when Adiel Velasquez was hired full-time. While Adiel has remained in this position since May of 2021, he spent most of the 2022-23 academic year working out of class in the Welcome Center and all of the 2023-24 academic year serving as President of Classified Senate with 50% release time. His Student Success Specialist work was backfilled by a variety of TEAs during that time.

Because Outreach has only ever operated with one Student Success Specialist, the dual enrollment coordinators, the supervisor, and the administrator have all contributed their time and labor to supporting outreach. Bearing these staffing limitations in mind, what Outreach has accomplished is truly impressive. On the heels of a global pandemic, we seized every possible opportunity to engage with our local schools and community organizations, both online and in-person. We participated in 137 outreach events during the 2021-22 academic year, totaling 5,889 student interactions. In 2023-24, we participated in 296 outreach events, totaling 12,394 student interactions. For context, an academic year contains about 180 work days during which student interactions are possible, and the total student population at Foothill college in 2023-24 was roughly 13,000. Over the span of three years, we more than doubled the number of events and the number of student interactions. We averaged roughly 1.6 outreach events every workday during the 2023-24 academic year. And we did all of this with one specialist and a team of dedicated coworkers.

The Outreach team work from 2020 to the present has been deliberate and patient. We have built solid relationships with dozens of high schools and middle schools, we host impactful Foothill campus visits, and we always say "Yes!" to school requests for support.

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.

The Outreach Program has demonstrated resilience and innovation despite significant staffing and resource constraints. The program's growth—doubling outreach events and student interactions—underscores its critical role in increasing access to higher education and promoting equity for underrepresented groups.

Looking ahead, Outreach is poised to build on this momentum by addressing emerging challenges and opportunities. As the demand for outreach services continues to rise, the program envisions leveraging advanced technology and data-driven strategies to enhance its impact further. This includes expanding virtual outreach platforms to engage remote and underserved communities, developing targeted programs for specific student demographics, and fostering deeper collaborations with local organizations.

By scaling its staffing and resources, the program will not only sustain its current level of excellence but also adapt to evolving needs. Continued investment from the college will be essential to ensure that Outreach remains a vital bridge to higher education, empowering every student to thrive in an increasingly complex and interconnected world.

## F. Service Area Objective Addendum

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

The Outreach Program's service area outcomes for the coming year align with its mission to increase access to higher education and promote equity. Strategic objectives include the following:

1. **Expand Access to Higher Education:** Continue increasing outreach events and student interactions, with a goal of exceeding 300 events and reaching more than 13,000 students.
2. **Strengthen Community Partnerships:** Deepen collaborations with local high school districts, community organizations, and underserved communities to enhance pathways into college.
3. **Promote Equity and Inclusion:** Develop, expand, and implement multilingual outreach strategies to engage non-English-speaking families more effectively.
4. **Facilitate College Readiness:** Increase the number of workshops, such as application and financial aid sessions, to address barriers for underrepresented students.
5. **Enhance Staffing Capacity:** Advocate for additional staffing to meet the growing demands of outreach and improve the quality of engagement with schools and families.

These objectives aim to build on the program's success, ensuring it remains a vital link between Foothill College and the diverse communities it serves.

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

The implementation plan includes the following actions:

1. **Expand Event Offerings:** Schedule additional workshops, parent meetings, and cultural events in collaboration with school districts and community partners.
2. **Enhance Multilingual Outreach:** Translate materials into key languages and provide bilingual staff or interpreters at all events to engage non-English-speaking families.
3. **Leverage Technology:** Utilize virtual engagement platforms and data systems to increase accessibility and streamline event management.
4. **Train Staff:** Conduct professional development sessions on culturally responsive outreach practices and effective engagement strategies.
5. **Advocate for Resources:** Present data on the program's growth and impact to secure additional staffing and funding to support expanded initiatives.
6. **Monitor and Assess Impact:** Use data analytics to evaluate the effectiveness of outreach efforts and refine strategies as needed.

This plan prioritizes equitable access, sustainable growth, and meaningful engagement to meet the program's ambitious objectives.

### 3. What barriers has the program faced in implementing improvements?

The Outreach Program has faced several barriers in implementing improvements:

1. **Limited Staffing:** Operating with only one full-time outreach specialist has constrained the program's capacity to meet the growing demand for events and personalized support.
2. **Resource Constraints:** Insufficient funding for outreach materials, multilingual resources, and event logistics has limited the program's ability to expand services, particularly for underserved communities.
3. **Staffing Turnover and Interim Roles:** Frequent transitions in staffing roles have created disruptions, requiring other team members to divide their time between outreach and other responsibilities.
4. **High Demand Post-Pandemic:** The increased need for outreach services following the pandemic has outpaced the program's capacity, creating challenges for sustaining growth.
5. **Technology Gaps:** Limited access to advanced data systems and virtual engagement tools has hindered the program's ability to streamline communication and effectively track outcomes.

6. (Particularly in 2021-2023) Not enough programs on campus in-person. Demand to learn more about programs outstripped the availability of faculty and staff to meet with students. This has improved, especially as the Student Services teams have been back FT since 2023/24, but we'd like to be able to connect students to more programs and faculty.

Despite these barriers, the Outreach Program has continued to grow and reach more students, demonstrating the resilience and dedication of the people operating the Outreach and Dual Enrollment programs. Addressing these challenges through increased staffing, funding, and technological support will be critical to sustaining and scaling our impact.

## G. Rubric

Click on the link below to view the Outreach Rubric.

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