



2017-2018  
Annual Department Review  
Student Life and Outreach

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## Outreach & Recruitment

# Section 1: Department Planning

**Outreach & Recruitment Mission Statement:** Outreach & Recruitment advances the mission of Coastline Community College by directing current and prospective students toward academic and extra-curricular opportunities that will help them achieve their goals.

**Outreach & Recruitment Vision:** Helping students find their home at Coastline.

## Internal Analysis

Outreach & Recruitment finished another busy and productive year in 2016-2017, hosting nearly 120 events on- and off-campus (see Table 1.2), initiating new projects, and continuing to develop partnerships with local high school districts. The number of students attending Coastline directly from high school is compiled in Table 1.1.

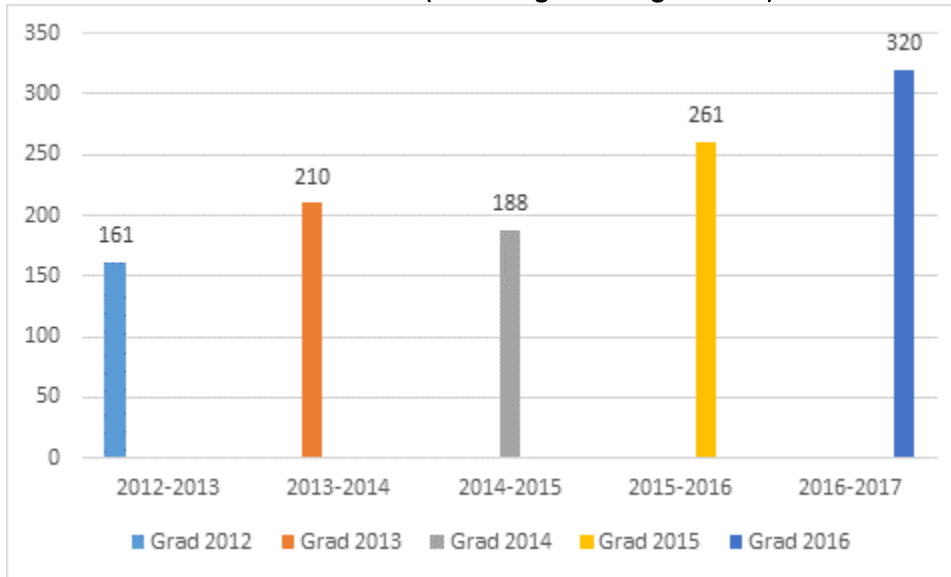
In addition to hosting and attending many events throughout the year, the department piloted the first-ever **Latino Parent Academy** using startup funding from Student Equity. This program introduced concepts about attending college, financial aid and financial literacy, and general higher education awareness for the whole family. The program concluded with a special potluck event where families came together to celebrate their experience together.

Outreach & Recruitment continues to evolve and adapt to changing needs and new program opportunities within the College. This past year, a new fact sheet was developed with Erin Johnson, Psychology faculty, to help bring awareness to that growing program. The plan is to use this **Psychology** fact sheet as a “template” to help other academic areas at Coastline increase their visibility and grow. Additionally, Outreach & Recruitment helped establish the **College Promise Program** by recruiting from the base of local high school students in the GGUSD, NMUSD, and HBUHSD districts.

The department continues to thrive in building relationships with local feeder high schools. Most notably, La Quinta High School showed tremendous interest in working with **STAR 2.0**, encouraging students to sign up for the STAR 2.0 program. This resulted in the growth of the Garden Grove STAR 2.0 population when compared to the initial STAR 2.0 Business group that came in Fall 2016.

Finally, in Summer 2017, the Outreach & Recruitment department coordinated and hosted the four-week long Coastline Ambassador/Student Services Training Program. From July to early August, the tables and charts below illustrate some of the progress that has been made as it relates to the target populations Outreach & Recruitment has been tasked with focusing on.

Chart 1.1 First-time students (recent high school graduates)



NOTE: Outreach & Recruitment completed its first full cycle as a new department for Coastline Community College in 2015-2016.

Table 1.1 Direct matriculates from local feeder high schools, by high school

HS Grad Year	2013	2014	2015	2016
Term Started at CCC	Fall and Summer			
Year	2013	2014	2015	2016
BOLSA GRANDE HIGH SCHOOL	6	4	2	8
COAST HIGH SCHOOL*		1	2	3
CORONA DEL MAR HIGH SCHOOL	3	2	1	1
COSTA MESA HIGH SCHOOL			4	4
EDISON HIGH SCHOOL	7	8	5	15
ESTANCIA HIGH SCHOOL			22	6
FOUNTAIN VALLEY HIGH SCHOOL	4	10	10	12
GARDEN GROVE HIGH SCHOOL	2	4	4	4
HARE	1			
HUNTINGTON BEACH ADULT	1	1		
HUNTINGTON BEACH HIGH SCHOOL	4	4	7	3
LA QUINTA SENIOR HIGH SCHOOL	14	7	3	26
LOS ALAMITOS HIGH SCHOOL	4		2	
LOS AMIGOS HIGH SCHOOL	1		2	11
MARINA HIGH SCHOOL	3	1	1	6
MONTE VISTA HIGH SCHOOL		1		
NEWPORT HARBOR HIGH SCHOOL	7	6	4	6

NEWPORT-MESA ADULT	1			1
OCEAN VIEW HIGH		1	1	
PACIFICA HIGH SCHOOL		4	2	2
RANCHO ALAMITOS HIGH SCHOOL	7	12	9	5
SANTIAGO HIGH SCHOOL	2	2	8	12
VALLEY VISTA HIGH SCHOOL	1	1		1
WESTMINSTER HIGH SCHOOL	4	6	3	1
<b>TOTAL</b>	<b>72</b>	<b>75</b>	<b>92</b>	<b>127</b>

**Table 1.2 Within District Access By Demographic**  
(Table & Summary from 2017-18) Student Equity Plan Report)

Table 3 *Within District Access by Demographic*

Demographic	Within District CA Population		Fall 2014	Fall 2015	Fall 2016
Gender	N	%	Proportionality Index @ 80%		
Female	379,158	50.3%	118.9%	117.8%	122.4%
Male	375,069	49.7%	80.9%	82.0%	77.4%
Ethnicity	N	%	Proportionality Index @ 80%		
African American	7,020	0.9%	124.3%	136.7%	120.6%
American Indian	2,223	0.3%	58.9%	61.7%	103.9%
Asian/Pacific Islander	180,441	23.9%	179.3%	175.2%	173.7%
Hispanic	186,509	24.7%	77.8%	87.1%	90.8%
White Non-Hispanic	358,383	47.5%	65.6%	64.4%	63.1%
Two or More Races	18,496	2.5%	147.4%	126.0%	147.1%
Other/Unknown	1,155	0.2%	1152.3%	929.5%	644.3%

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates; CCCD Data Cube

Note: There are differences in the total number of CCC enrollments for gender and ethnicity because students of unknown gender were excluded from the CCC enrollments in order to match the gender categories of the source used to collect the CA population data (2015 ACS 5-Year Estimates).

The comparison of students who attended Coastline for fall 2014, fall 2015, and fall 2016 indicates a disproportion within CCCD's White Non-Hispanic population. Additionally, the data shows that while the proportionality index for the Hispanic student population has increased since fall 2014, this population was underserved during this term. Males enrolled at Coastline in fall 2016 were underserved within the local service area, as well; however, the population showed no disproportion in the previous years. American Indians were also underserved during fall 2014 and fall 2015; however, the population sizes were small (i.e. less than 30).

**Table 1.3 List of Events and Activities**

2016-2017 Outreach & Recruitment Events			
Date	Day	Time	Event
9/17/2016	Saturday	12:00pm-6:00pm	United Friends of the Children - College Within Reach (College Fair)
9/19/2016	Monday	9:00am-12:00pm	Changing the Culture of Aging in America
9/20/2016	Tuesday	8:30am-9:30am	Lorin Griset Academy - Senior Push 2016
9/21/2016	Wednesday	11:00am-1:00pm	Seegerstrom HS - College Fair

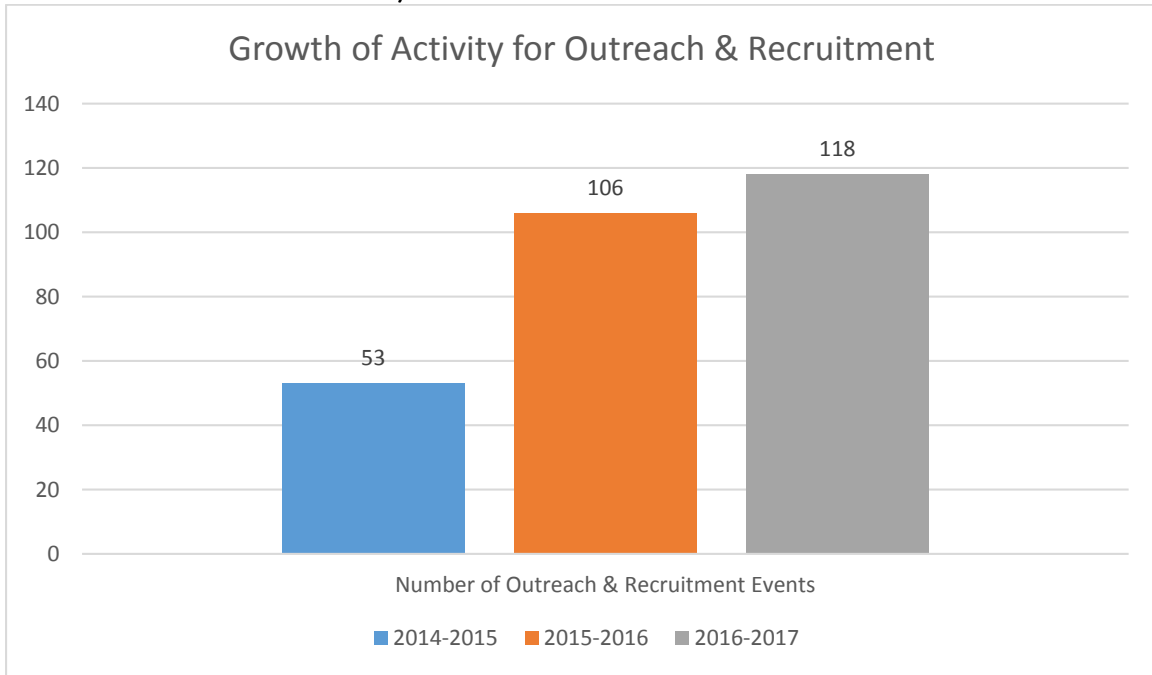
9/25/2016	Sunday	8:30am-11am	La Habra Goes to College
9/26/2016	Monday	7pm-8:30pm	Troy High School - Southern Cali College Fair
9/28/2016	Wednesday	8:00am-11:00am	Saddleback High School
10/05/2016	Wednesday	7pm-9pm	Huntington Beach District College Fair
10/05/2016	Wednesday	6:30pm-9pm	NMUSD College & Career Night
10/08/2016	Saturday	8:30am-11:30am	Segerstrom HS - Financial Aid
10/10/2016	Monday	6:30pm-8pm	GGUSD College Fair - Bolsa Grande HS
10/10/2016	Monday	11:30am-1:30pm	Segerstrom Lunch Table
10/11/2016	Tuesday	11:00am-1:00pm	Segerstrom Lunch Table
10/12/2016	Wednesday	5:30-8:30pm	Laguna Beach HS College Round Up
10/12/2016	Wednesday	11:00am-1:00pm	Segerstrom HS Lunch Table
10/13/2016	Thursday	11:00am-1:00pm	Segerstrom HS Lunch Table
10/14/2016	Friday	12:30pm-2pm	Annual SAUSD Senior Transition Resource Day
10/15/2016	Saturday	12pm-1:30pm	Boys & Girls Club Teen Summit
10/15/2016	Saturday	10am-3pm	Univision - Feria de Educacion (College Fair)
10/18/2016	Tuesday	5:30pm-8:00pm	Anaheim Union HS College & Career Night
10/18/2016	Tuesday	11:00am-1:30pm	Costa Mesa HS - Lunch Visit
10/18/2016	Tuesday	4:30pm-6pm	Futuros Brillantes Teen Mentoring Program - College Fair
10/19/2016	Wednesday	8am-12pm	Los Amigos HS - College Knowledge Day
10/19/2016	Wednesday	10am-1pm	Marina High School College/Career Fair
10/20/2016	Thursday	9:00am-10:30am	Lorin Griset Academy - FAFSA workshop
10/20/2016	Thursday	9:00am-10:30am	Richland HS - College & Career Fair
10/20/16	Thursday	5:00pm-8:00pm	SAUSD College Night
10/22/2016	Saturday	11:30am-2:00pm	Concordia's Latina Leadership Conference (Irvine)
10/25/2016	Tuesday	5:00pm-6:00pm	Lorin Griset Financial Aid Presentation for Parents
10/26/2016	Wednesday	8:30am-10:30am	Valley Vista HS - College/Career
10/27/2016	Thursday	8am-4pm	Essex Property Trust, Inc. Health Fair
10/28/2016	Friday	10:00am-11:00am	Fountain Valley HS - Presentation/College Visit
10/29/2016	Saturday	8:30am-11:30am	Segerstrom HS - College App Days
11/1/2016	Tuesday	11:00am-1:00pm	Costa Mesa HS - Lunch Visit
11/1/2016	Tuesday	3pm-7pm	Segerstrom HS - College App Days
11/2/2016	Wednesday	8:30am-11:30am	Fountain Valley HS - College Fair
11/3/2016	Thursday	6:00pm - 8pm	Orange Unified Career Night
11/3/2016	Thursday	12:00pm-12:30pm	Savanna High School - Community College Fair
11/5/2016	Saturday	10am-12pm	Coastline Garden Grove Center - AACT CBO Collaborative Workshop
11/5/2016	Saturday	9:00am-1:00pm	AACT/VROC - API LGBTQ Family Acceptance Workshop
11/7/2016	Monday	4:30pm-8:30pm	Tustin Unified College & Career Night
11/8/2016	Tuesday	3:00pm-7:00pm	Segerstrom HS College App
11/15/2016	Tuesday	11:00am-12:30pm	Costa Mesa HS - Lunch Visit
11/15/2016	Tuesday	3:00pm-7:00pm	Segerstrom HS College App
11/21/2016	Monday	7:30am-3:30pm	Costa Mesa HS - Class Visits / App Workshop

11/22/2016	Tuesday	9:00am-10:00am	Costa Mesa HS - Class visits / App Workshop
11/29/2016	Tuesday	11:00am-12:30pm	Costa Mesa HS - Lunch Visit
12/1/2016	Thursday	9:30am-3:00pm	Lorin Grisette Academy - Career Day
12/7/2016	Wednesday	11:30am-1:30pm	CMHS Green Urban Design Class - Campus Tour
12/13/2016	Tuesday	11:00am-1:30pm	Costa Mesa HS - Lunch Visit
1/12/2017	Thursday	9:30am-12:30pm	College Day at Tewinkle Middle School
1/12/2017	Thursday	6:00pm-7:00pm	Tustin High School - Community College Knowledge Night
1/19/2017	Thursday	6:30 pm-8:00pm	HBHS - Community College Parent Forum
1/23/2017	Monday	5:30 PM-8:00pm	Garden Grove Unified Career Night
1/23/2017	Monday	7pm-8pm	FVHS PTSA Meeting Presentation
1/24/2017	Tuesday	6pm-7:30pm	Community College Panel Family Night@ Savanna High School
1/25/2017	Wednesday	8:00 AM-10:00am	2017 Education Partners Breakfast
2/4/2017	Saturday	9am-12pm	OCDE Foster Youth College Fair
2/8/2017	Wednesday	10am-1pm	Brea Olinda HS - Destination: Community College
2/8/2017	Wednesday	11am - 1:00pm	Godinez HS - Lunch Presentations (2)
2/10/2017	Friday	10:30am-2:00pm *arrive by 9:30am	Early College High School Celebration Day (@ Newport Beach Center)
2/13/2017	Monday	11:00am - 12:00 pm	Costa Mesa HS - Mandatory STAR Info Session
02/14/2017	Tuesday	8:00 AM - 2:00 pm	El Modena HS - Annual Career Fair
02/15/2017	Wednesday	9:30 AM - 10:00 am	Estancia HS - Senior Class Presentation
2/15/2017	Wednesday	10:00:00am-1:00pm	Anaheim High School - ROP Career Fair
2/16/2017	Thursday	1:00pm - 2:00pm	Tustin High School ROP - Presentation
2/23/2017	Thursday	11:00 AM-2:00pm	Canyon High School's - Community College Day
2/28/2017	Tuesday	9:30am-10:00am	Estancia HS - Senior Class Presentation
03/01/2017	Wednesday	3:00pm-6:30pm	Coastline Foster Youth Preview Day - STAR Presentation & Student Panel
03/03/2017	Friday	8:00am-2:00pm	Coastline Preview Day @ NBC
03/03/2017	Friday	8:30am - 12:00pm	Samueli Academy - Ignition Conference
3/7/2017	Tuesday	12:00 pm - 1:00 pm	Los Amigos High School Lunch Tabling
3/10/2017	Friday	10:30am-1:00pm	Workforce Innovation HS - College and Career Day
3/14/2017	Tuesday	8:30am-1:30pm	Valley Vista HS- Presentation
3/16/2017	Thursday	12:00 pm- 1:00pm	Los Amigos Tabling
3/17/2017	Thursday	12:00pm - 1:00 pm	Los Amigos High School Lunch Tabling
3/18/2017	Saturday	10:00 am - 12:00pm	City of Laguna Niguel's Youth Committee - 6th Annual High School Job & College Fair
3/18/2017	Saturday	11:00 am - 1:00 pm	LGBT Center Youth Convening Resource Fair
3/20/2017	Monday	12:00pm - 1:00 pm	Los Amigos High School Lunch Tabling
3/22/2017	Wednesday	11:30am-2:30pm	Career Fair - Ambassador Tabling @ Newport Beach Center
3/23/2017	Thursday	9:30am-12:30am	Estancia HS - Community College Fair
3/24/2017	Friday	8am-9:33am	Santiago Presentation (Teacher: Mama Z)



3/27/2017	Monday	12:00pm - 1:00 pm	Los Amigos High School Lunch Tabling
3/29/2017	Wednesday	9:00 am - 2:00 pm	Latino Youth Leadership Academy (@ Garden Grove Center)
3/29/2017	Wednesday	5:00 pm- 7:30 pm	Lorin Grisest Academy - Open House
4/3/2017	Monday	12:00pm - 1:00 pm	Los Amigos High School Lunch Tabling
4/4/2017	Tuesday	9am-2pm	STAR 2.0 Preview Day @ Garden Grove
4/7/2017	Friday	8am-2:30pm	Santiago Presentation (Honrath)
4/7/2017	Friday	11:00 am- 1:00 pm	Sycamore Jr High
4/10/2017	Monday	9:00 am - 10:00 am	Campus Tour: Amanda McQuade
4/10/2017	Monday	12:00pm - 1:00 pm	Los Amigos High School Lunch Tabling
4/11/2017	Tuesday	12:30pm - 2:30pm	Wellness Center West @ Garden Grove - First Annual Education Fair
4/12/2017	Wednesday	11:00am-12:45pm	Seegerstrom High School - Lunch Table Visit
4/14/2017	Friday	11:30am-12:45pm	Lorin Grisest Academy - Lunch Table Visit
4/17/2017	Monday	12:00pm - 1:00 pm	Los Amigos High School Lunch Tabling
4/21/2017	Friday	9:00am-1:30pm	Santiago High School - Presentation
4/24/2017	Monday	12:00pm - 1:00 pm	Los Amigos High School Lunch Tabling
4/25/17	Tuesday	9:30am-10:15am	Richland HS - College & Career Fair
4/27/17	Thursday	11:30am-12:05pm	Estancia HS - Lunch Table Visit
4/28/17	Friday	8am-2pm	AAPhany Leadership Conference
5/3/17	Wednesday	11am-12:45pm	Seegerstrom High School - Lunch Table Visit
5/4/17	Thursday	11:30am-12:05pm	Estancia HS - Lunch Table Visit
5/3/17	Wednesday	5:00pm-7:00pm	HBHS Parent Meeting - Presentation: Higher Education, Coastline CC & STAR
5/5/17	Friday	11:30am-12:45pm	Lorin Grisest Academy - Lunch Table Visit
5/8/17	Monday	10am-11:30am	Campus Tour w/Special Programs Presentation
5/11/17	Thursday	11:30am-12:05pm	Estancia HS - Lunch Table Visit
5/11/17	Thursday	10:30am-12:00pm	ACCESS - Haster College/Career Day
5/17/17	Wednesday	5:00pm-7:00pm	HBHS Parent Meeting - Presentation: Financial Aid
5/18/17	Thursday	11:30am-12:05pm	Estancia HS - Lunch Table Visit
5/19/17	Friday	11:30am-12:45pm	Lorin Grisest Academy - Lunch Table Visit
5/20/17	Saturday	11am-3pm	Seegerstrom HS - College Fair Car Show
5/25/17	Thursday	11:30am-12:05pm	Estancia HS - Lunch Table Visit
5/25/17	Thursday	10:30am-12:00pm	ACCESS - North Brookhurst Site
5/31/17	Wednesday	1pm-4pm	Pacific Clinics - 4th Annual Cultural Diversity and Education Fair 2017
6/7/17	Wednesday	4:30pm-7:00pm	Western Youth Services - College Fair

Chart 1.4 Growth of Activity



## Survey data

Event Satisfaction Surveys were distributed at two of the largest on-campus Outreach & Recruitment events from 2016-17. A brief summary of the data and some written feedback is included below (Table 1.4).

**Table 1.4 Event Satisfaction**

Event Name & Date	Overall Satisfaction (Excellent, Good, Fair, Poor)
College Preview Day – March 3, 2017	N = 79; 72.1% Excellent, 27.9% Good
Latino Youth Leadership Academy – March 29, 2017	N = 93; 77.4% Excellent, 17.2% Good, 4.4% Fair

### *Select Written Responses*

#### **College Preview Day, March 3, 2017:**

“A bit more in-depth tour would have been nice.”

“Longer tour and sessions.”

“The tour was really nice and helpful.”

“Fun games.”

“Great event.”

#### **Latino Youth Leadership Academy, March 29, 2017:**

“Next year I would like to see a focus more college/universities preparing/financial aid.”

“No matter what people think of my race, I can do it. I can make a change in my community.”

“Give it my all, every moment should be cherished. I learned to be more open.”

“I liked the history they taught us on our culture and the problems we faced.”

“Latinos are very important parts to the development of an equal society. We face multiple failures [and] discrimination but we can make a change if we begin to look after everyone and become [leaders].”

## Service Area Outcome(s)

Summarize SAO findings and dialog from department meetings (SAO information and metrics to be provided by Institutional Effectiveness)

**Table 1.5 SAOs with Measures and Targets**

SAO	Measures/Targets
1. Develop partnerships with local and regional areas (high schools, high school districts, community orgs, etc.)	M: Number of partnerships and/or Memoranda of Understanding T: Increase annually
2. Continually build awareness of Coastline Community College and its programs and services.	M: Number of events and number of lead cards and/or participants contacted T: Increase annually
3. Lead efforts to increase the enrollment of students from target populations.	M: Number of students enrolling each Fall Semester (disaggregate by target population)

2016-17 Outcomes:

**SAO1:** Formal partnerships with Garden Grove Unified School District (GGUSD), Newport-Mesa Unified School District (NMUSD), and Huntington Beach Unified High School District (HBUHSD) are in progress with a memorandum of understanding being established for the College Promise Program at each District. This signals a “turn” in Coastline’s relationship with local high school districts, especially for Garden Grove where the leadership is much more selective about partnerships with local community colleges.

**SAO2:** This year, the Outreach & Recruitment department increased its activities and collected 965 lead cards. This marks a 10.2% increase in activities, showing that the department is reaching its target to expand outreach efforts and explore new arenas for the Coastline message.

**SAO3:** As the Outreach & Recruitment department completes its second full cycle, it is better poised and established to provide a leadership role for the outreach efforts of the entire College. The target populations of first-time recent high school graduates who matriculate and Latino/Hispanic students (per the Student Equity plan) have increased, as seen in Chart 1.1 and Table 1.2.

In 2017-18, the Outreach & Recruitment department will be more methodical in its approach—working closest with existing high school partners to expand opportunities for collaboration and event participation. This means strategically targeting the high schools that are closest in proximity to our learning centers first, and then high schools that have partnered with us in the recent past.

While the increase of activity has made a positive impact on students accessing Coastline immediately after high school, there is a general lack of information about the reach and impact of each event individually. In order to tackle this issue, the department is instituting new After-Event Summaries to be completed by staff and Coastline Ambassadors after the conclusion of each event. This will help track the effectiveness of Outreach activities throughout the year and allow for more strategic event planning in the next cycle.

## Progress on Initiative(s)

**Table 1.6 Progress on Forward Strategy initiatives**

Initiative(s)	Status	Progress Status Description	Outcome(s)
Increase the number of first-time Freshmen (full-time students) in the STAR 2.0 Programs at Newport Beach, Garden Grove, and Online	In-Progress	2016-17 Fall 2017 cohorts showed a slight decrease at Newport Beach Center but an increase for the Garden Grove Center from 17 to 28 students.	Since the beginning of a concentrated recruitment effort in Spring 2015, interest in the STAR 2.0 Program (student agreements collected, with signatures) has quadrupled when compared to the initial starting cohort of 2014.
Recruit students for the new College Promise Program	Completed	Recruitment concluded in August 2017 for the first cohort of College Promise students.	Initial cohort of registered College Promise students was 56 as of the start of the Fall 2016 term.
Annually increase the number of Latino/Hispanic students who apply and eventually register at Coastline. (Outreach & Recruitment is funded by Student Equity, and this population has been identified as the most disproportionately impacted population.) Target: Close access gap by 2021	Completed	The recent Student Equity Report contained data indicating there is no longer a disproportionate representation of Latino/Hispanic students attending Coastline.	View Table 1.2 and read description below for results.

## Response to Program/Department Committee Recommendation(s)

Table 1.7 *Progress on Recommendations*

Recommendation(s)	Status	Response Summary
Develop a common outreach message that is reflective of the programs at Coastline.	In Progress	As the conversation about Coastline’s identity continues at many levels of the College, this has become a main focus of Outreach and also included in the summer training for Outreach Ambassadors and Staff.  PLAN: Collaborate with the Marketing & Publications Office to re-establish the workgroup for Marketing & Outreach to define new goals and a cohesive message with multiple areas of the College.
The department needs to provide an outreach plan that integrates with the marketing plan at the college in support of the College’s Enrollment Management Plan.	In Progress	The College’s Enrollment Management Plan is in progress, as well as the marketing plan. As these plans develop, Outreach & Recruitment will be a part of the discussion and align its goals with the two plans.
Conduct assessments on outreach efforts to continually measure the effectiveness of the activities in relation to recruiting students.	Addressed	Satisfaction and after-event summaries have been collected (preliminary findings published in this report) in Spring 2017 and will continue to be collected throughout 2017-18. Additionally, all visits to high schools will be tracked for attendance and audience response via our After-event Summaries.
Define roles of student life and outreach.	Addressed	Through the annual Program Review process the roles, duties, events, and each department are described in detail.

### Department Planning and Communication Strategies

This department is unique at Coastline in that a majority of its higher profile events and activities require collaboration with other departments and divisions. In the past year alone, the Outreach & Recruitment team has collaborated with the STAR 2.0 Operations Team, Psychology Department, EOP&S, Foster Youth Support Program, Student Life, Counseling, Info Center, Financial Aid, Assessment Office, Admissions and Records, Career & Technical Education, and more.

One strategy employed by the department to engage Outreach with more of the College was to include every area (including Instructional Wing) in the Coastline Ambassador/Student Services Summer Training. This training, held from July-August, was focused on training student workers and hourly employees so they would be more familiar with the programs and services of Coastline. This also served as a good way

to cause more opportunity for dialogue between areas of student services and instruction with the Outreach & Recruitment department.

Outreach Team Meetings are held weekly to update one another on project statuses, plan for upcoming events, department planning, data tracking/SAOs, and institutional performance data. This past year, emphasis was placed on reviewing the College's Educational Master Plan document, preliminary marketing plans, Draft Enrollment Management Plan, and discussing/analyzing as a team.

## Section 2: Human Capital Planning

### Staffing

Table 2.1 Staffing Plan

Year	Administrator	Management	F/T Faculty	Adjunct	Classified	Hourly
Previous year 2016-17	None	Director, Student Life & Outreach (1) [working title]	None	None	Outreach Program Specialist (1)	Outreach Assistant (1) Coastline Ambassador (10)
Current year 2017-18	Dean, Student Services & Equity (1)	Director, Student Life & Outreach (1) [working title]	None	None	Outreach Program Specialist (1)	Outreach Assistant (1) Coastline Ambassador (6)
1 year 2018-19	Dean, Student Services & Equity (1)	Director, Student Life & Outreach (1) [working title]	None	None	Outreach Program Specialist (1)	Outreach Assistant (2) Coastline Ambassador (8)
2 years 2019-2020	Dean, Student Services & Equity (1)	Manager, Outreach & Community Partnerships (1)	None	None	Outreach Program Specialist (2)	Outreach Assistant (3) Coastline Ambassador (8)
3 years 2020-2021	Dean, Student Services & Equity (1)	Manager, Outreach & Community Partnerships (1)	None	None	Outreach Program Specialist (2)	Outreach Assistant (3) Coastline Ambassador (10)

Since 2015-2016, the Outreach & Recruitment staffing for the College has been steady. That year, the College brought a full-time Outreach Program Specialist onboard and saw an immediate impact with the amount of outreach happening for Coastline—the program doubled the amount of events in just one year.

In 2016-2017, the staffing remained where it was with the Director of Student Life & Leadership serving as the manager of record for the staff in Outreach & Recruitment—limited to one full-time, one hourly, and a group of student workers.

As the department continues to grow and provide additional services to prospective students, community partners, and local high school populations, there is interest in many circles at Coastline in providing high-quality Outreach & Recruitment for programs targeting local returning adults and online students. With this in view, it is necessary to consider expanding staffing to support new programming. A robust online recruitment office (necessary for Coastline’s culture of students) would require another Outreach Program Specialist for the daily and weekly follow up to newly interested students. This position would support new students matriculating to the College and allow for the coordination of outreach events and activities that reach that specific population.

Outreach & Recruitment supports the College’s Mission and Goals focused on access as well as community partnerships. To best facilitate growth of student enrollment and support for the Mission and Goals, Outreach & Recruitment will need to be adequately staffed.

## Professional Development

Table 2.2 *Professional Development*

Name (Title)	Professional Development	Outcome
Outreach Program Specialist	NCORE Diversity & Equity Conference	Awareness of best practices, informing launch of Latino Parent Academy (new program run by Outreach & Recruitment)

- As stated in previous Program Review documents, Coastline’s Outreach & Recruitment office needs to be more involved with professional organizations and networking opportunities to learn more about best practices in the field. WACAC (Western Association of College Admissions Counseling), NACAC (National Association of College Admissions Counselors), UPCEA (University Professional and Continuing Education Association), and the Outreach and Engagement Practitioners Network (OEPN) are all organizations that the department will establish connections and memberships in 2017-18. Each organization has opportunities for conference participation and other professional development.



## Section 3: Facilities Planning

### Facility Assessment

Currently, the Outreach & Recruitment department is located in the same space as Associated Student Government, Student Life, Career Services, and Success Center Tutors. In the recent assessment for space at College Center (anticipated remodel/rebuild of College Center), a request has been submitted for Outreach & Recruitment to have its own office space. There have been no changes to the space in 2016-2017.

In 2017-2018, it is anticipated that the new Dean of Student Services & Equity position will take the large “working office” currently occupied by the Coastline Ambassadors. There will need to be some adjustments made to the space to make it workable with desks, computers, phones, and file storage for use by the Coastline Ambassadors—an integral part of the recruitment process for many new students in key programs.

## Section 4: Technology Planning

### Technology Assessment

Currently, the department makes use of desktop computers (5), phones (6), and laptops (4) for the work needed. All equipment has been updated and recently added a direct line for Outreach at ext. 16333. The department maintains an email account at [OutreachCCC@coastline.edu](mailto:OutreachCCC@coastline.edu) for correspondence with prospective students and event RSVPs. The Coastline Ambassador Program hosts a Facebook presence with their own dedicated page as well as a blog on Word Press to highlight services at Coastline.

Going forward, the Outreach & Recruitment department is interested in exploring various products to help with generating digital leads as well as virtual tour software to showcase the campuses of Coastline online.



## Student Life & ASG

# Section 1: Department Planning

## Mission Statement

The Office of Student Life advances the mission of Coastline Community College by connecting current students with extra-curricular opportunities that will allow them to engage with each other and help their development as student leaders.

**Student Life Vision:** Making a positive impact on all students.

**ASG Vision Statement (Fall 2016 Update):** Student leaders addressing student needs.

## Internal Analysis

Student Life has continued to grow while developing new events and activities for all students at Coastline's three learning centers (Newport Beach, Le-Jao, and Garden Grove) as well as online. The 2016-2017 year was significant for Student Life because a new platform was developed and launched to increase student engagement with students at-a-distance: The Coastline Mobile App. This new app was launched in January 2017 and was met with much enthusiasm from students. By August 2017, 2,056 Coastliners downloaded the app. See Illustration 1.1 for details on usage and engagement.

While club growth was significant in the previous year, 2016-2017 saw the creation of just two new clubs: Latinas Con Nuevos Horizontes (LCNH Club) as well as the on-site Psychology Club, Psi Beta Honor Society. Some of the newer clubs from 2015-2016 like Got Science? and The Surf Club went inactive. See Table 1.8 for the breakdown of clubs for the year.

Associated Student Government (ASG) saw another year of stable growth and an actively engaged group of students. Even with a significant mid-year transition (resignation of ASG President, Vice President, and Secretary), the group quickly and seamlessly transitioned and addressed all vacant positions, held some of the most successful events in ASG's history, and far exceeded the turnout for student votes in the annual election when compared to the past two years. The ASG also worked through its Bylaws Committee to fully review and update its Bylaws.

In addition to these significant milestones, the ASG effectively lobbied the Board of Trustees as well as key Participatory Governance Committees to support a doubling of the College Service Charge from \$6 each Fall and Spring Semester to \$12 per Fall/Spring and an additional \$8 for Summer. Factoring in an anticipated decline in student enrollments, the anticipated budget for 2017-2018 is \$200,000 (adopted as such by the Board of Trustees in June 2017), marking nearly an \$80,000 increase from years prior.

Student Life also supported an assortment of new events and projects, as well as annual events like Graduation (see Table 1.9 for event information). The Student Life Office supported a \$10,000 grant from the Foundation for California Community Colleges called Civic Impact. This grant supported civic engagement activities including tabling for voter registration, a voter information event featuring candidates for office in Garden Grove, as well as a student dialogue event with a guest speaker in the spring.

## Survey Data

### *Campus Clubs and Activities*

Of 1,333 respondents, the majority (90.3%) indicated that they have **not participated** in any campus clubs or activities, while 9.7% **have participated**.

### *Satisfaction with Clubs and Activities*

Those respondents who have participated in campus clubs or activities were asked to indicate their level of satisfaction with student clubs and activities. The majority of those respondents were at least satisfied with student clubs and activities, with 59.2% indicating that they were **very satisfied** and 36.0% indicating that they were **satisfied**.

**Table 1.1**      *Satisfaction with Clubs and Activities*

Answer Options	Response Percent	Response Count
Very Satisfied	59.2%	74
Satisfied	36.0%	45
Dissatisfied	2.4%	3
Very Dissatisfied	2.4%	3

### *Qualitative Feedback*

The satisfaction with student clubs and activities is **positive**, particularly with regard to the level of organization of events. Respondents expressed appreciation for the presence of student clubs and activities at Coastline.

### *CCC Diversity & Climate*

Respondents were instructed to indicate their level of agreement with each of the statements in Table 1.2 about diversity and climate at CCC. The results show that 96.9% of respondents agree that Coastline acknowledges and supports **diversity**, 96.5% agree that they are treated with **respect** at Coastline, and 96.6% agree that they feel **comfortable** in the Coastline college environment.

**Table 1.2**      *Diversity and Climate at Coastline*

Answer Options	Agree	Disagree	Response Count
Coastline acknowledges and supports diversity.	96.9%	3.1%	1,293
I am treated with respect at Coastline.	96.5%	3.5%	1,296
I feel comfortable in the Coastline college environment.	96.6%	3.4%	1,297

### *Qualitative Feedback*

Students primarily reported that because of taking many online courses, they did not have much to say about diversity, comfort, or safety. Those that do attend at a campus report feeling comfortable and safe.

**Multiple Campus Attendance**

Less than one-fifth (17.6%) of respondents indicated that they go to **multiple campuses** in one day.

**Inter-Center Transfer**

As shown in the table below, over half of respondents are **not interested** in the various modes of inter-center transfer. The results show that 48.6% of respondents are at least somewhat interested in discounted **Uber/Lyft**, 41.3% are at least somewhat interested in a **shuttle service**, and 34.7% are at least somewhat interested in a **rideshare** program.

**Table 1.3 Inter-Center Transfer**

Answer Options	Very Interested	Somewhat Interested	Not Interested	Response Count
Discounted Uber/Lyft	29.3%	19.3%	51.4%	1,265
Shuttle service	22.4%	18.9%	58.7%	1,265
Rideshare program	17.5%	17.1%	65.3%	1,248

**Primary Mode of Transportation**

Students who indicated that they have visited the respective Coastline campus were asked to specify their primary mode of transportation to the campus. The results are shown in the table below.

**Table 1.4 Primary Mode of Transportation to Each Campus**

Primary Mode of Transportation	College Center	Garden Grove Center	Newport Beach Center	Le Jao Center
Car	91.6%	94.3%	90.1%	90.3%
Bus	4.4%	4.0%	7.0%	6.3%
Train	0.1%	0.0%	0.0%	0.0%
Other	3.9%	1.8%	2.9%	3.4%
<b>Total</b>	<b>746</b>	<b>227</b>	<b>242</b>	<b>207</b>

Overwhelmingly, students’ primary mode of transportation to each of the campuses is a **car**, with over 90.0% of respondents reporting that they primarily commute to each of the campuses via car. The majority of respondents who indicated that their primary mode of transportation was one **other** than a car, bus, or train indicated that they **walk** to campus. Additional responses included getting dropped off and riding a bicycle or motorcycle.

**Typical Commute Time**

Students who indicated that they have visited the respective Coastline campus were asked to specify their typical commute time to the campus. The results are shown in the table below. The majority of respondents’ typical commute time to each of the campuses is **30 minutes or less**.

**Table 1.5 Typical Commute Time**

Typical Commute Time	College Center	Garden Grove Center	Newport Beach Center	Le Jao Center
Less than 15 minutes	24.7%	26.2%	18.7%	27.7%
15 to 30 minutes	41.2%	38.7%	32.0%	47.6%
31 to 45 minutes	16.9%	17.3%	24.5%	10.7%
46 minutes to 1 hour	8.8%	8.9%	13.7%	5.3%
More than 1 hour	8.4%	8.9%	11.2%	8.7%
<b>Total</b>	<b>740</b>	<b>225</b>	<b>241</b>	<b>206</b>

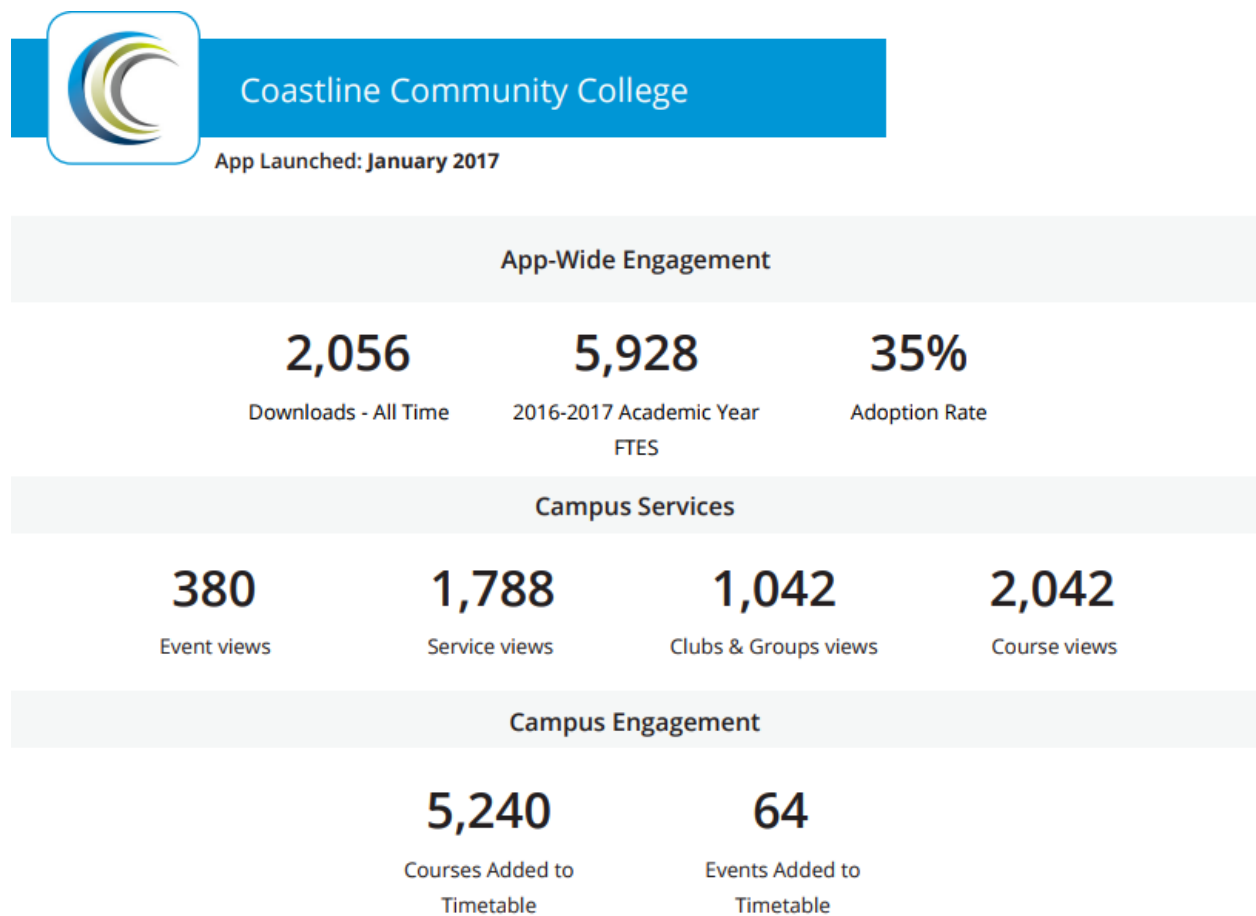
**Access to Support Services and Programs**

Students who indicated that they have visited the College Center were asked to specify the extent to which their commute hinders their ability to access student support services and programs the extent to which the hours of operation of student support services and programs at College Center meet their needs. The results are shown in the table below. Over half of respondents indicated that their commute sometimes or often hinders their ability to **access student support** services and programs. Additionally, about three-quarters of respondents indicated that the **hours of operation** of student support services and programs at College Center **meet their needs**.

**Table 1.6**      *Access to Support Services and Programs*

Answer Options	Often	Sometimes	Not at All	Response Count
My commute hinders my ability to access student support services and programs (e.g. Admissions and Records, counseling, tutoring).	19.8%	37.1%	43.1%	736
The hours of operation of student support services and programs at College Center meet my needs.	46.2%	40.9%	12.9%	729

**Illustration 1.1**      **Mobile App Post-launch Report**



**Table 1.7**      **ASG Overall Snapshot**

ASG Membership and Activities for 2013-2017		
Academic Year	Membership (avg.)	Total ASG-sponsored/hosted events
2013-2014	6-8 officers	20
2014-2015	10-11 officers	24
2015-2016	10-11 officers	31
2016-2017	10-11 officers	31

**Table 1.8 Club Development**

As a “snapshot,” here is a list of recently activated or re-activated clubs from the 2015-2016 school year with the number of active students listed for each.

2014-2015	2015-2016	2016-2017
English Club (online only)	English Club (online/on-site)*	Arabic Club*
Psychology Club (online only)	Mathematics Club	English Club (online/on-site)
Student Activities Club	Psychology Club (online/on-site)*	Got Science?
Student Veterans of America	Got Science?*	Latinas con Nuevos Horizontes*
	Student Activities Club	Mathematics Club
	Student Veterans of America	Psychology Club (on-site only)
	Surf Club*	Student Veterans of America
	Xploit Cybersecurity Club*	Xploit Cybersecurity Club*
*New Club		

**Table 1.9 List of ASG Events By Center**

Date MM/DD/YY	Event Name	Event Purpose/Description	Location
08/08/16 - 08/10/16	ASG Officer Retreat	ASG retreat where ASG member will learn about committees, bylaws, standing rules, etc. Vision and Mission statement development.	Palm Springs
08/22/16	Dolphin Day	A day for the students to come and explore the College Center. ASG hosts informational exhibit in the office to inform students of opportunities to join student government.	College Center
08/26/16	Coastline All College Mtg.	ASG to participate and provide information during the welcome. Meeting held during All College to conduct regular business.	Le-Jao Center/Rose Center
09/06/16 - 09/08/16	Club Rush	Tables set up at multiple centers to spread awareness of ASG and currently active Campus Clubs.	Le-Jao Center, Newport Beach Center, Garden Grove Center
09/08/16	Transfer Fair	To inform students about ASG Events.	Newport Beach Center
09/13/16 - 09/16/16	Constitution Day	Promote awareness about the U.S. Constitution at multiple centers. Games, information, and giveaways available.	Newport Beach Center, Garden Grove Center, Le-Jao Center, College Center

09/29/16	LULAC Voter Registration	NBC	
10/20/2016	Educated Voters Event	In partnership with LULAC and League of Women Voters. Guests invited on the ballot for November.	Garden Grove Center
10/21/16-10/23/16	CCCSAA Student Leadership Conference	7 ASG students attended conference in Los Angeles and learned about best practices for improving student government.	Los Angeles, California
10/28/2016	Halloween Movie Night	Nightmare Before Christmas	Newport Beach Center
11/4/2016	Blood Drive @ Veterans Day Event	Hoag bringing a blood donation van. Students are encouraged to donate blood and those who do will receive a giveaway.	Newport Beach Center
12/2/16 & 1/2/17	Angel Tags	ASG to set-up and take down Christmas tree in President's office then promote the opportunity	College Center, Presidents office
1/3/17 to 2/2/17	Week of Welcome	Tabling at all locations w/ ASG giveaways; Social Media, and Surveys for future events	Newport Beach Center, Garden Grove Center, Le-Jao Center
1/12/2017	Spring Retreat	One-day Retreat to review progress and plan for the remainder of the year	Newport Beach Center
1/30/17-2/2/17	Week of Welcome	Tabling at all locations w/ ASG giveaways; Social Media, and Surveys for future events	Newport Beach Center, Garden Grove, Le-Jao Center, College Center
2/7/2017	Spring Transfer Fair	10am-1pm. ASG tables an event to advertise opportunities with ASG and inform students about the benefits of joining ASG.	Newport Beach Center
2/10/2017	Movie Night: Moana	Finn Friday Movie Night at NBC	Newport Beach Center
2/14/2017	Free Donuts	ASG will to give donuts out on a first come, first serve basis. Along with free donuts, ASG provides students with information about future ASG events.	Newport Beach Center, Garden Grove Center, Le-Jao Center
2/22/2017	Brandon Leake	Black history month spoken word poet.	Newport Beach Center
3/3/2017	Blood Drive	Fountain Valley 10am-3pm. Hoag is bringing a blood donation van. Students are encouraged to donate blood, those who do receive a giveaway.	College Center
3/8/2017	Student Advocacy Day	Coastline ASG to attend with sister schools OCC & GWC. All students fly to Sacramento together and go to the Capitol and talk to legislators/staffers.	Sacramento, CA
3/13/2017	Civic Engagement Event	Odell Bizzell guest speaker, funded by Civic Engagement Grant at NBC	Newport Beach Center



4/14/2017	Bolsa Chica Wetlands	Community Project w/ OCC and GWC.	Bolsa Chica Wetlands
4/17/2017	Free Food Event	ASG to give free food at three centers, Newport Beach, Le-Jao, and Garden Grove. The main purpose of this event is to advertise for the spring dance as well as other future events.	Newport Beach Center, Garden Grove Center, Le-Jao Center
4/8-4/12	ASG Annual Election	ASG will hold an election to replace those ASG members whose terms are ending. All students are encouraged to participate in this Election.	Advertising done at all centers; College Center, Newport Beach Center, Le-Jao Center, and Garden Grove Center.
5/5-7/2017	Spring General Assembly	Ontario, California	Off-campus
5/5/2017	Spring Dance	NBC with live DJ and activities for students to connect socially	Newport Beach Center
5/17/2017	Therapy Dogs	Stress Relief for Coastline Students	Newport Beach Center
5/26/2017	Memorial Day BBQ	ASG-sponsored food and participation in ceremony	Newport Beach Center
6/9/2017 tent.	Installation Dinner	To swear in new ASG members and bid farewell to the outgoing ones.	Newport Beach Center

## Service Area Outcome(s)

The SAOs have been largely centered on ASG, which was appropriate prior to the development of the Student Life and Leadership Program. Now that the program has developed further, it includes components that support civic engagement, campus club development, scholarships, graduation, leadership program, cultural programming, and a new community service component launching in Fall of 2017.

This report adds one new SAO focused on engagement of online students.

**Table 1.10** SAOs

SAO	Measures/Targets
1. The ASG will provide campus community members with an increased amount of important social, cultural, and recreational opportunities as well as a wide range of programs and services.	M: Annual comparison of number of events and activities with previous years. T: Increase annually
2. A student involved in ASG activities, programs, workshops, and services will improve their awareness of leadership skills.	M: One-on-one sessions with Advisors and Staff to assess students' awareness of leadership concepts and skills. Assessment of knowledge gained at the end of every workshop. T: Increase in depth of responses from participating students
3. The program will support engagement of online students through targeted programming, support services, and the use of new technology.	M: Tracking of involvement data including attendance, interaction, and feedback. T: Increase annually

## Progress on Initiative(s)

**Table 1.11** *Progress on Forward Strategy initiatives*

Initiative(s)	Status	Progress Status Description	Outcome(s)
Search current facilities and/or explore options for remodeling space for ASG equipment/event storage	In Progress	The decision has been made to create another space for ASG storage in the Student Life & Outreach Office at College Center	Additional space for organizing activities, equipment, and supplies for student government

## Response to Program/Department Committee Recommendation(s)

**Table 1.12** *Progress on Recommendations*

Recommendation(s)	Status	Response Summary
Provide data on student life activities by campus location and online.	Addressed	As seen in the list of events for ASG 2016-2017, activities are organized by location. In the next program review, a more comprehensive view of activities hosted by campus clubs will be included in the report.
Define roles of student life and outreach.	In Progress	Through the annual Program Review process the roles and duties of each department are described in detail. Effectively, they are two distinct areas overseen by one manager.

## Department Planning and Communication Strategies

Student Life works in tandem with multiple departments on campus to provide opportunities for student engagement activities at all centers. One of the primary groups working with Student Life is the Intercultural Resource Center (IRC). Meetings have taken place to discuss ways in which the two areas can further collaborate.

Multiple presentations have taken place during various student populations' orientations in Summer 2017 to inform students about the opportunities for involvement.

ASG met bi-weekly throughout 2016-2017 to conduct business and also convened numerous meetings for the Finance Committee, Bylaws Committee, Public Relations Committee, Elections Committee, as well as specific Event Planning committees. In 2017-18, the ASG will be meeting weekly with Standing Committees meeting every other week. Staff meetings took place on a monthly basis throughout the year to track and prioritize projects and discuss planning and SAO outcomes.

## Section 2: Human Capital Planning

### Staffing

Table 2.1 Staffing Plan

Year	Administrator	Management	F/T Faculty	Adjunct	Classified	Hourly
Previous year 2016-17	None	Director, Student Life & Outreach (1) [Working Title]	None	None	19.5 Staff Asst. Senior – College Life (1)	ASG Clerical (1)
Current year 2017-18	Dean of Student Services & Equity (1)	Director, Student Life & Outreach (1) [Working Title]	None	None	Staff Asst. Senior – College Life (1) [Full-time 7/2017]	ASG Clerical (1)
1 year 2018-19	Dean of Student Services & Equity (1)	Manager, Student Life & Leadership (1)	None	None	Staff Asst. Senior – College Life (1) [Full-time 7/2017]	ASG Clerical (1)
2 years 2019-2020	Dean of Student Services & Equity (1)	Manager, Student Life & Leadership (1)	None	None	Staff Asst. Senior – College Life (1) [Full-time 7/2017]	ASG Clerical (1)
3 years 2020-2021	Dean of Student Services & Equity (1)	Manager, Student Life & Leadership (1)	None	None	Staff Asst. Senior – College Life (2) [Full-time 7/2017]	ASG Clerical (1)

“Coastline doesn’t have student life,” was a common saying around Coastline in the early development of Student Life & Leadership. A big reason for this perception was the fact that staffing was very limited and transitional in the early stages of ASG’s development (since about 2010). Today, the program is staffed with a dedicated manager, full-time classified, and support person in the hourly category.

As the program progresses, there is a need for a dedicated Manager whose sole focus is Student Life & Leadership. Coastline’s on-site programming will continue to be smaller than its counterparts at Golden West College and Orange Coast College, but the progress toward online and mobile engagement will create a new need—increased coordination with distance learners who want to do clubs and other student activities.

## Professional Development

Professional development in the Student Life Office is largely centered around connections with other advisors in the area as well as statewide. Since 2014, Coastline ASG has supported annual membership in CCCSAA (California Community Colleges Student Affairs Association). Students benefit by participating in the annual CCCSAA Student Leadership Conference and staff benefit by participating in the CCCSAA Professional Conference, an opportunity for advisors and managers in Student Life to come together and discuss trends and challenges in the field.

Table 2.2 *Professional Development*

Name (Title)	Professional Development	Outcome
Staff Asst. Senior – College Life	CCCSAA Professional Conference	Greater awareness of best practices; support from colleagues statewide; Advisor trainings and certifications

## Section 3: Facilities Planning

### Facility Assessment

Student Life and ASG both share the same space, with ASG having no dedicated work area for their own small meetings or office hours. As such, the need for more dedicated storage space also opens up a possibility to look at additional office space.

In anticipation of the remodel/rebuild of College Center, a formal request has been submitted for ASG to have their own dedicated office and storage space in close proximity to Student Life. This year, the focus is on providing more space for ASG to store their equipment and supplies while exploring collaborative ways to use the existing desk space for ASG work to take place.

## Section 4: Technology Planning

### Technology Assessment

Student Life and ASG currently have one (1) desktop computer being used by the full-time staff member and are frequently allowed to use the equipment dedicated to the Outreach for project-based needs. There is one phone number with a dedicated line and phone tree for ASG/ASG Advisor. Email accounts that are monitored by Student Life and ASG are [asg@coastline.edu](mailto:asg@coastline.edu) as well as individual officer email accounts and [studentlife@coastline.edu](mailto:studentlife@coastline.edu).