

Outreach NIPR

Annual Update **(2018-2019)**

LASSEN COMMUNITY COLLEGE
(Outreach, Bridget Gowin: Outreach Coordinator)

Accepted by Cabinet: (insert date)
Accepted by Consultation Council: (insert date)
Accepted by Governing Board: (insert date)

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Outreach NIPR

Annual Update

Progress Report

Review previous NIPR and/or annual updates. Describe progress made on any recommendations. Describe any changes made within the program.

1. Hire an additional Outreach Coordinator to better service our district as well as continuing to increase awareness of LCC on a State, National and International level. (\$96,487.65 (including benefits))- not completed
2. Increase supplies budget due to increased and expanding travel schedule and need for new recruitment materials for LCC. Multiple departments on campus do Outreach and a majority come and ask for these items along with table covers and displays. (+\$10,000)-not completed
3. Budget for professional development in order to travel to conferences (\$1500)- not completed
4. Relocate Outreach Department- not completed

Administrative Unit and/or Student Learning Outcomes

Note emerging needs based on assessment of AUO and/or SLO. Note any planning or budget changes based on assessment of AUO and/or SLO.

1. Increasing awareness and of Lassen College the Outreach Coordinator has advertised on Facebook, Instagram and Twitter and increase participation on local pages to increase public awareness of college events and opportunities.
2. During Fall 2018 Outreach Coordinator is attending multiple college and career fairs in Northern California and Northern Nevada. Outreach Coordinator was also able to visit local high schools along with others in Northern California which invited to.
3. Outreach Coordinator is scheduled to attend multiple College Fairs in California in the spring, hopefully reaching out to areas we have not typically serviced further increasing awareness of the LCC campus and programs offered at LCC.
4. Personal emails are sent to each potential student who expressed interest in LCC by filling out a contact card. Emails are followed up by a phone call.
5. Currently looking for a program to help maintain contact leads and create a more effective communication system.
6. Outreach Coordinator is currently updating CTE/Pathways brochures to be ready December 2018.
7. Researching ways to more effectively reach our local high school students. Currently perusing Intersect which correlates with Naviance (a program utilized by Lassen High School for wayfinding and college searching).

Program Needs Assessment

Describe new needs that have developed since the previous review. Consider new needs in staffing, equipment, training, facilities, or funding. Make sure to include data sources in the previous item that support emerging program needs.

1. Implement a contact management system (currently researching)
2. Budget for Naviance or digital advertising platforms (\$13,000)
3. Hire an additional Outreach Coordinator to better service our district as well as continuing to increase awareness of LCC on a State, National and International level. (\$96,487.65 (including benefits))
4. Increase supplies budget due to increased and expanding travel schedule and need for new recruitment materials for LCC. Multiple departments on campus do Outreach and a majority come and ask for these items along with table covers and displays. (+\$10,000) (+\$5,000 for additional Outreach Coordinator)
5. Budget for professional development in order to travel to conferences (\$1,500 current Outreach Coordinator and \$1,500 additional Outreach Coordinator)
6. Relocate Outreach Department

Progress and Reprioritization of Recommendations

Review the prioritized recommendations in the previous program review. Record outcomes of items in the planning agendas for each section. Note any changes in priority as well as any additions or deletions. Provide updated planning agenda forms for each planning committee.

Student Services Master Plan

Increase Supplies Budget (+\$15,000)- partially approved at \$5000, used to update some recruiting materials

Increase Travel Budget for Recruitment- partially approved at \$5000, used to increase recruiting events LCC attends within our district along with reaching out to students out of our district in California as well as Nevada and plans to reach out to Oregon. Will need the additional \$5,000 + \$5,000 for additional Outreach Coordinator if approved)

Human Recourse Master Plan

Hired new Outreach Coordinator Sept. 2017

Budget for Professional Development (\$1500)- not completed/ lumped in with travel budget approval

Facilities Master Plan

Relocate Outreach Department- not completed

Institutional Technology Master Plan

New Student Information page on Website- not completed

Additional Information

Describe or note additional information pertinent to the program, particularly information which supports new needs or growth or that documents program successes.

1. Creating a second Outreach Coordinator position is essential to better serve on campus needs as well as effectively increasing district, state, national and international awareness and knowledge about Lassen Community College
2. Increasing the supplies and travel budget will be important to allow for second Outreach position
3. Funding for the Student Ambassador program is needed as a starter fund for the program. Additional funding options through financial aid (2 work study positions) positions as well as through student equity and student success (2 non work study positions) are being researched.
4. Report of current high school students attending each semester so I can keep in contact with them and help retention rate.
5. List of events or locations departments would like LCC to have a presence at as to increase awareness of programs hopefully increasing enrollment.

Prioritized Recommendations for Inclusion in Institutional Effectiveness Master Plan

Outreach 2018-2019

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome

Prioritized Recommendation for Inclusion in Student Services Master Plan

Outreach 2018-2019

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome
	Increase Supplies Budget	2018-2019	(+\$10,000) (\$5,000 for	Ongoing updates of material

			additional Outreach Coordinator)	
	Increase Travel Budget	2018-2019	(+\$10,000) (\$5,000 for additional Outreach Coordinator)	Increase state, national and international awareness and enrollment
	Budget to purchase Intersect or other digital advertising platform	2018-2019	(\$13,500)	Increase presence among high school students while looking for colleges and open up additional communication avenues

Prioritized Recommendations for Inclusion in Educational Master Plan
[Outreach 2018-2019](#)

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome

Prioritized Recommendations for Inclusion in Human Recourse Master Plan
[Outreach 2018-2019](#)

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome
	Additional Outreach Coordinator	2019-2020	(\$96,500)	Increase awareness of LCC
	Professional Development Events	2018-2019	(\$3,000 (\$1,500 for current Coordinator and \$1,500 for additional Outreach Coordinator)	Outreach Coordinators who are more aware of the ever changing incoming student populations and their challenges and who are better able to assist potential students

Prioritized Recommendations for Inclusion in the Facilities Master Plan
[Outreach 2018-2019](#)

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome
	Relocate Outreach Department	2018-2019	\$0	Closer to Student Services
	Office Furniture for Additional Outreach Coordinator	2019-2020	\$500	Place for additional outreach coordinator to work

Prioritized Recommendations Inclusion in Institutional Technology Master Plan

Outreach 2018-2019

Strategic Goal	Planning Agenda Item	Implementation Time Frame	Estimated Cost (implementation & ongoing)	Expected Outcome
	Outreach Presence on Website	2018-2019	\$0	Increase appeal of our institution
	Student Inquire Page on Website	2018-2019	\$0	Allow for students to submit interest in LCC
	Purchase Contact Management Program	2018-2019		Allow for contact gathered through recruiting to be effectively managed
	Laptop, Monitor and Docking Station	2018-2019		Computer for Additional Outreach Coordinator
	Phone	2018-2019		Phone for Additional Outreach Coordinator

Attachment A

Lassen Community College Master Plan Overview

Six master plans comprise the Comprehensive Institutional Master Plan. Recommendations from program reviews will be input into the selected master plans as determined by faculty in the prioritized recommendation spreadsheets. To better understand which master plan might be most appropriate for each program recommendation, a summary/objective of each plan is included below. More information can be found in the Shared Governance and Consultation Council Handbook and the Comprehensive Institutional Master Plan.

Institutional Effectiveness Master Plan (IEMP): the IEMP addresses college needs not addressed in other plans. These needs include research, governance, outcome assessment, and administrative operations.

Educational Master Plan (EMP): The EMP addresses the instructional planning needs of the college.

Student Services Master Plan (SSMP): The SSMP highlights the services needed to maximize the student experience through a variety of key student support services.

Institutional Technology Master Plan (ITMP): The ITMP addresses the technology needs of the campus.

Facilities Master Plan (FMP): The FMP addresses the physical infrastructure, facility, and maintenance needs of the campus.

Human Resources Master Plan (HRMP): The HRMP identifies and manages the administrative functions of recruitment, selection, evaluation, and professional development needs of the College to ensure a fully-staffed and highly functioning team of employees.