



**LASSEN COMMUNITY COLLEGE**

**Department:** Student Equity, Engagement, and Outreach      **(Review Date: May 2022)**

Indicate, by number, the Strategic Goal(s) each Administrative Unit Outcome will support. Specifically describe the assessment method(s) used to measure each outcome and the achievement target that will determine successful completion of the outcome.

<b>Strategic Goal</b>	<b>AUO</b>	<b>ASSESSMENT MEASURE /TARGET</b>
1, 2, 3, 4	Equity and Engagement: Increase participation of the Cougar Headquarters both virtually and on campus.	<b>Measure:</b> Attendance tracking system will be implemented to assess participation <b>Target:</b> From baseline, increase participation 5% annually <b>Baseline:</b> Academic Year 2022-2023 <b>AUO Data Source:</b> Accudemia or similar system
2, 3, 4	Equity and Engagement: Increase attendance at Bootcamp whether offered face-to-face or virtually.	<b>Measure:</b> Student attendance <b>Target:</b> From baseline, increase attendance by 5% annually <b>Baseline:</b> Academic Year 2021-2022 <b>AUO Data Source:</b> Sign-in sheets, Zoom attendance logs, or Accudemia report
1, 2, 3, 4	Outreach: Build and grow a contact management system to better recruit and retain potential students.	<b>Measure:</b> Secure a software system that records and measures student statistics <b>Target:</b> From baseline, increase enrollment of students managed in the software system by 5% annually. <b>Baseline:</b> Academic Year 2022-2023 <b>AUO Data Source:</b> Accudemia or similar system

