Highline College Institutional Effectiveness Department Report

2020-2021

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| **Department information**  |
| Department name | Outreach Services Department |
| Date this report was completed | July 27, 2020 |
| Staff who contributed to this report | Rashad Norris & Fawzi Belal |
| Department Mission statement (if applicable) (Division Mission included) | Institutional Advancement furthers an awareness of and appreciation for Highline College by communicating with diverse constituencies, building and strengthening relationships and encouraging participation in and support of college programs and initiatives. |

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| **Taking stock of 2019-2020**  |
| **Describe 2-5 major accomplishments for 2019-2020. For each accomplishment, identify the related objective or indicator from the Mission Fulfillment Report (MFR), and describe the evidence you used assess this accomplishment** |
| **Build valuable relationships and establish a meaningful presence within Highline College’s communities. (Core Theme 3, objective 1)**Engage with community members, youth, k-12, and community organizations by creating culturally relevant programming that promotes education. The 10th Anniversary Black and Brown Male Summit and Summit Fundraiser were held in November and launched the B&B/YELL Scholarship. 450+ youth participated in the summit, more than 120 attendees at Fundraiser, and more than $20,000 raised and matched by the Foundation.**Build valuable relationships and establish a meaningful presence within Highline College’s communities. (Core Theme 3,** **Objective 2)** In February, Highline College hosted on campus a community cross-sector symposium which featured conversation with Dr. Shawn Ginwright. In the spring 2019, YDEKC’s first Whole Child, Whole Day had their biggest SEL Symposium to date, with close to 350 participants, 23 workshop sessions, and an addition of drop-in options that introduced nature play, a mindfulness corner, and a story booth on HC campus. This event brought members from the education community and surrounding communities that we serve in our districts to discuss relevant engagement strategies to our surrounding communities.**Build valuable relationships and establish a meaningful presence within Highline College’s communities. (Core Theme 3,** **Objective 3)** Outreach services has created a partnership with Port of Seattle Workforce Development, Office of Equity, Diversity & Inclusion. Outreach will begin holding college readiness sessions with current employees looking to return to or start college to build up skills that will assist them in their current positions. Sessions were due to start in December 2019. **Connected Directly with High School Seniors in our Service Area**(Core Theme 2, Objective 2)**Evidence: Outreach and Marketing Team** worked together to directly reach the graduating class of 2020 in our service area. A series of videos featuring Dr. Mosby congratulating graduating high school seniors and encouraged them to explore Highline College was shared with the Federal Way and Highline Schools who then shared the videos with all graduating seniors. 1000 Highline welcome info was included in grad bags for FWSD seniors through a promotion with Starbucks, and work with Highline Public Schools resulted in obtaining a listing 1800 seniors. We then worked with Marketing to create a package of promotional materials to send out to these seniors at their home address. |
| **Department strengths** |
| Outreach team is ethnically diverse and is multilingual.Outreach team is connected to multiple community organizations and represents HC on campus and off campus committees.Team Morale is high. Team values:* Trustworthy
* Collectivism
* Open Communication
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| **Department challenges**  |
| Data Collective system (To show effects of outreach & how many students are attending HC from outreach efforts)Lack of space on campus to host large groups of community/students on a consistent basis. While there are a few facilities that can accommodate larger groups, these are in constant demand and not available as often as we would like to bring groups on to campus. COVID-19 was a major disruption to Spring Outreach Events: YELL, College and Career Signing Day and La Conferencia had to be cancelled denying the opportunity for several hundred individuals and families to come to campus, engage in community learning and explore Highline College.  |
| **Areas you would like to improve** |
| Collaborate more with student services team to create a stronger path from pre-enrollment through registration and persistence for studentsBecome knowledgeable and active in the enrollment data conversation and processes in retaining studentsOn boarding process for new hiresStrategic Plan for Outreach Services |

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| **2020 - 2021 work plan development**  |
| **Goals:** Identify 3-6 goals for your department for 2020-2021. Each goal should be associated with the core theme objective or indicator that best relates to the desired outcome of your work. In parentheses after each of your goals, describe the evidence you plan to use to assess the achievement of that goal.Not every objective or indicator will have an associated goal from your department, and you are welcome to delete the Core Themes/Objectives/Indicators that are NOT directly related to your goals for 2020-2021.  |
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| 1. Continue to develop and refine a strategic plan for Outreach Services that includes sections on how to onboard future new team members, mobilize other staff on campus and community volunteers to be strong advocates and voices for Highline College, as well as algins the Outreach team’s work to coordinate more closely with other areas of campus that connect and interact with segments of the community. (Core Theme 3 Objective 3 Ind 3.1)
	1. Evidence to include a documented plan, report on # of campus community and volunteers who are involved, and resulting actions
2. To make Outreach a foundational part of the new college wide enrollment management plan and collaborate with student services team to create a stronger path from pre-enrollment through registration and persistence for students. (Core Theme 1, Obj 1- \*\* see notes on Core Ind Challenges)
	1. evidence to include documented plan and examples of execution of plan
3. Due to COVID 19 and Remote / Virtual Environment for Fall Quarter, produce a Black and Brown Male Summit in an online/virtual manner to continue to empower and motivate our Black and Brown young men to excel in academics and to accept nothing less than excellence from self. Depending on the situation entering winter/spring, look to produce the annual YELL summit for young women in a similar format. (Core theme 3 Obj 1)
	1. evidence to include # of participants in events; examples of how content moved online and survey feedback
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| **Suggestions to improve this report or process** |
| While having the Core Themes on this template is good, having them in the goals planning session for FY20-21 made it seem like that part was already completed. Maybe a link to the core themes and in the spaces themselves have a prompt or something that requires text to be entered.  |