



Council for the Advancement of Standards in
Higher Education

**Outreach - Academic
Advising Programs**

Final Report

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**CAS Program Review and Self-Assessment
Final Report**

Executive Summary of Review Process

On November 5, 2020 the Self-Assessment process developed by the Council for the Advancement of Standards in Higher Education (CAS) organization was introduced to the Student Services Planning and Budget Team (SSPBT). Subsequent to the November 5th meeting, SSPBT approved the CAS standards for use as a replacement of the previous comprehensive program review. The CAS self-assessment guides (SAG) were chosen by each team leader as the appropriate tool to assess the programs /function within each department. The SAG consists of standards and guidelines used to evaluate the strengths and deficiencies of each Program and to plan for improvement opportunities within the De Anza College Student Services Division.

The CAS Standards and Guidelines consist of twelve Parts used for the review of each program/service area:

- Part 1: Mission
- Part 2: Program and Services
- Part 3: Student Learning, Development, and Success
- Part 4: Assessment
- Part 5: Access, Equity, Diversity, and Inclusion
- Part 6: Leadership, Management, and Supervision
- Part 7: Human Resources
- Part 8: Collaboration and Communication
- Part 9: Ethics, Law and Policy
- Part 10: Financial Resources
- Part 11: Technology
- Part 12: Facilities and Infrastructure

The review team for (Department Name) consisted of (blank) members. Members were recommended by the Student Development office.

Team Member Name	Team Member Title
Nubia Sanchez	Student Success Specialist
Erika Flores	Program Coordinator
Martha Espinosa	Administrative Assistant
Grisel Vasquez	Administrative Assistant
Erick Aragon	Counselor
Anna Nguyen	Counselor
Norma Guido Flores	Counselor
Ashley Flores	Counselor
Jesus Ruelas	Counselor
Chai Saechao	Counselor
Teresa Castro	Counselor
Long Phan	Counselor

All CAS review team members were given training for the CAS review and provided with an Office365 Folder consisting of the following:

- A list of recommended documents to be gathered as evidence as a part of the self-assessment process.
- An electronic folder containing subfolders for storing evidence for each of the twelve parts.
- A copy of the Self-Assessment Guides (SAG) for the program/service area being assessed.
- A copy of the functional area guide which clearly outlines the components for each part of the standards.

During the team meetings, the CAS Committee team organized discussion around pre-identified rating discrepancies, open-ended questions as evidenced at the end of each section, and any other issues the Committee felt needed further discussion. Strengths, opportunities for growth, and action steps were also identified at each meeting for each section.

The following rating scale was used during the assessment.

CAS Raters Definitions

- DNA - Does not apply
- IE – Insufficient Evidence/Unable to rate
- 0 – Does not meet
- 1 - Partially Met
- 2 - Meets
- 3 - Exceeds

Summary of Initial Findings

Conclusions:

The Office of Outreach and Relations to Schools serves all High School students transitioning to college through our workshops at the high schools as well as through our on-campus services such as campus tours and access to Please discuss the typical students who are served in the program. In addition, we have targeted outreach efforts that are specifically designed to increase access and success for historically underrepresented student populations (African American, Latinx, Pacific Islander and Filipinx students) through annual student conferences, workshops, Men of Color Community, Cash for-College campaigns, and other on-site services to students and parents at the local high schools. The Outreach office conducts 180 recruitment events, which includes 4 high school conferences, and the De Anza College Enrollment Day (formerly Open House).

We also serve all first-year college students, targeting students not connected to any learning communities or special programs including, athletics, Umoja, MPS, DSPS, CalWorks, EOP&S, Foster Youth, Veterans, Men of Color, and Impact AAPI, but serving all students. The Men of Color Community serves all male students of color targeting students not in special programs. The De Anza College Promise program provided wrap around services and support for first year students and covered their tuition and fees for their first year. Focusing on target populations, our career counselor provides career counselor services to the general population as well. With our focus on transitioning high school students, first-year students, and men of color, we are accessible to and serve the general student population.

The Campus Food Pantry serves students facing food insecurities. In January 2023 the Food Pantry will be their own standalone department in the Basic Needs office in RSS- 125.

Meaningful limitations to completion of the program review:

Summaries

The following pages represent the Review Committee's collective responses and serve as the initial report.

Overall Section Average Scores

Section 1: Mission (2)

Section 2: Program and Services (1.75)

Section 3: Student Learning, Development, and Success (1.66)

Section 4: Assessment (1)

Section 5: Access, Equity, Diversity, and Inclusion (2)

Section 6: Leadership, Management, and Supervision (2)

Section 7: Human Resources (1.75)

Section 8: Collaboration and Communication (2)

Section 9: Ethics, Law and Policy (1.66)

Section 10: Financial Resources (2)

Section 11: Technology (2)

Section 12: Facilities and Infrastructure (2)

Section 1: Mission

CAS Section 1 Purpose Summary

The mission of the Office of Outreach and Relations with Schools is to recruit and attract students from diverse backgrounds to De Anza College, support prospective students in their transition from high school to college, and work in collaboration with college programs and services, local high schools, and communities to promote college access and success.

The mission of Outreach is to assist students as they define, plan, and achieve their educational goals. Outreach must advocate for student success and persistence. Outreach develops and defines its mission which is consistent with the mission of the department, college, division, institution, and applicable professional standards. The Outreach mission is appropriate for the institution's students, designated clients, and other constituents. Outreach advances its mission.

Section 1 Committee Summary – Average rating (2)

Outreach works with 46 High Schools: High School Orientations and Presentations, College Fairs, application workshops, open house, high school conferences, prospective students advising, all first-year student advising, and enrollment day. Outreach provides new students and reentry student orientations. The De Anza College Promise Program and Men of Color Program create access by providing counseling support, book vouchers, and by working closely with Financial Aid, Admissions & Records, and the Cashier's office. The De Anza College Promise Program provides social events, workshops relevant to student needs, kick off events, is the first point of contact for eligibility, and drop-in counseling sessions. The Men of Color Program Chronicles Workshop series takes place at high school sites, offering drop-in counseling sessions, college tour trips, and career exploration opportunity events. Outreach hires Student Ambassadors to support Outreach within the Food Pantry, Men of Color, De Anza College Promise Program with events, workshops, orientations, and college tours.

Outreach is guided by a mission statement that is related to the department's goals. Outreach could do better at aligning goals with De Anza's overall missions (e.g., Civic engagement).

Achievements

- Work with 46 High Schools: High School Orientations and Presentations, College Fairs, application workshops, open house, high school conferences, prospective students advising, all first-year student advising, enrollment day
- New student and reentry student orientations
- De Anza College Promise Program and Men of Color Program create access by providing counseling support, book vouchers, working closely with Financial Aid, Admissions & Records, Cashier's office
 - De Anza College Promise Program provides social events and workshops relevant to student needs, kick off events, first point of contact on eligibility, drop-in sessions
 - Men of Color Program Chronicles Workshop series at high school sites, offering drop-in sessions, college tour trips, career exploration opportunity events
- Hire Student Ambassadors to support Outreach within Food Pantry, Men of Color, De Anza College Promise Program with events, workshops, orientations

Opportunities for Growth

- Outreach does not regularly evaluate department goals. Outreach does present some progress for constituents; however, outreach can do better at being intentional about gathering data, communicating goals, etc.
- Outreach has expanded its services beyond working with prospective students. Outreach now includes services to current promise students, first year students, men of color, and basic needs (food, housing resources).
- Potentially changing mission statement to reflect current services and mission

Additional Areas of growth is to expand the Outreach Mission Statement to include additional services and programs that support our current students at DAC (I.e: First-Year Students, Men of Color, Promise).

Action Steps

A detailed description of objectives, key results, activities, responsible persons, and timelines are included in Appendix A: Objectives and Key Results Worksheet.

Section 2: Program and Services

CAS Section 2 Purpose Summary

Academic Advising Programs (AAP) must be guided by a set of written goals and objectives that are directly related to the stated mission. The AAP goals must be aligned with institutional priorities and expectations of the functional area.

Section 2 Committee Summary – Average rating (1.75)

Our specific model is consistent with our institution's mission, structure, and resources. Outreach provides relevant information during Outreach programming and works as a collaborative team with counselors to provide accurate information to students. Resources such as high school conferences, new student orientation, and application workshops align with the department's goals. Outreach provides students a safe and private space to access counseling (with private offices); however, protecting student privacy within our shared space (e.g. waiting area) can be improved for students checking in, in crisis, etc. Outreach clarifies institutional policies and procedures to students by sharing De Anza's policies (via website) during counseling sessions. We also provide in-services to counselor's campus-wide every year. Counselor profiles are posted online with our contact information and the programs that we belong to.

MC2 operates under more of a caseload model versus the De Anza College Promise program, which is why we rated this bullet as partially met. Although our programs (MC2, DACP) have caseloads, we also see first-year students, and continuing students, outside of our programs. For this reason, we rated this bullet point as partially met.

Achievements

Outreach staff works collaboratively amongst our team and with other resources/departments on campus to meet the needs and interests of students, promote student learning, development, and success.

- De Anza College Promise (5,000+ Students)
 - Counseling
 - Workshops (Transfer, Game Night, Meet Your Peers)
 - Promise Drop-In & Text Support
 - Book Vouchers (\$1000)
 - Financial Aid Support (Application workshops, referrals to FA Advisors)
 - Promise Kick-Off

- Canvas Page/Instagram/Communications with students
- Referrals to other support programs such as. Career Services, Psych Services, Tutoring, and Learning Communities.
- Food Pantry
 - De Anza food pantry
 - Food vouchers
 - Mobile food pantry
 - Calfresh counseling
 - Farmers market on main quad
 - Housing and basic needs resources with community partners
- Outreach Services (180 Events yearly)
 - Presentations
 - College Fairs
 - Career Fairs
 - Enrollment workshops: application, orientation, financial aid support.
 - Referrals to support programs on and off campus
 - High School Conferences (4)
 - Campus tours
- Men of Color Community (150 Students)
 - Counseling support,
 - Workshops (transfer, masculinity, getting engaged in college,
 - College Tours/Industry tours (Google, Facebook, etc)
 - Book Vouchers
 - Referrals to other programs.
 - Tutoring
 - Men of Color has graduated 150+ students
- First Year Students (3,500+ Students)
 - Counseling support via appointments and drop-ins
 - Orientation
 - Triage support by student ambassadors

Opportunities for Growth

An area of improvement could be being more intentional about monitoring our cohort programs (Promise, MC2) academic progress. We currently do not have a system, database, or enough staffing set up for monitoring academic progress. If there was a designated person/staff available for retention and tracking of our cohort programs, this could be possible and beneficial. Outreach publishes and disseminates information about resources and programs within our office.

Outreach does not currently state current, relevant, and documented goals and outcomes; policies and procedures; responsibilities and performance expectations for personnel; and organizational charts demonstrating clear channels of authority. Currently the only method of performance review for counselors is through the tenure-review process. Our office has no clear org chart demonstrating channels of authority.

The balance is not efficient for effectiveness in achieving programmatically and student learning & development outcomes. Outreach counselors wear multiple hats within our role: program management and counseling prospective students and continuing students.

Action Steps

A detailed description of objectives, key results, activities, responsible persons, and timelines are included in Appendix A: Objectives and Key Results Worksheet.

Section 3: Student Learning, Development, and Success

CAS Section 3 Purpose Summary

Academic Advising Programs (AAP) must contribute to students' formal education, which includes both curricular and co-curricular experiences. AAP must promote student learning, development, and personal growth to encourage self-sufficiency. AAP must contribute to students' progression and timely completion of educational goals. AAP must assist students in identifying the realistic timeframe to complete their educational goals and support their efforts. AAP must help students and designated clients prepare for their careers and meaningful contributions to society. AAP must provide opportunities that help inform student choices and decisions about academic work and about educational, career, and life goals. AAP must support students, on an ongoing basis, as they establish and evaluate their educational, career, and life goals.

Section 3 Committee Summary – Average rating (1.66)

The mission, goals, and objectives of the Office of Outreach and Relations with Schools is to recruit and attract students from diverse backgrounds to De Anza College, support prospective students in their transition from high school to college, and work in collaboration with college programs and services, local high schools, and communities to promote college access and success.

Outreach conducts orientations that cover important information on starting at De Anza College which includes time frame to graduate, creating an education plan, navigating their portal, finding placements, adding and dropping classes, College Promise program eligibility, financial aid, and how to connect with different programs and departments. Outreach works with approx. 8,500+ students via in-person and virtual counseling appointments and drop-in counseling. Counseling support includes career and personal counseling as well as academic advising. Counselors promote student efficacy through supporting their learning, development and personal growth by providing space for students to share their stories and develop goals that connect with their interests, values, and passions. Outreach provides referrals to relevant departments/services, programs and/or special events based on student needs. Outreach facilitates presentations at high schools and community organizations introducing prospective students to majors, degrees, transfer opportunities, and career paths. The De Anza College Promise Program and Men of Color Program create access by providing counseling support, book vouchers, working closely with Financial Aid, Admissions & Records, and the Cashier's office. The De Anza College Promise Program provides social events and workshops relevant to student needs, kick off events, first point of contact on eligibility, and drop-in sessions. The Men of Color Program offers the Men of Color Chronicles Workshop series at high school sites, offering drop-in sessions, college tour trips, and career exploration opportunity events.

Outreach student learning & development outcomes do not apply to our office since we do not have courses tied to our department and programs. However, there are aspects of Outreach that are intentionally designed to ensure student access (e.g., free tuition and book vouchers). Outreach provides appropriate procedures for distance learning needs such as zoom and phone appointments, online workshops, online video tutorials, online drop-in resources, etc. During the COVID-19 pandemic, Outreach was able to adapt to online modalities seamlessly.

Achievements

Outreach provides High school conferences. These high school conferences were evaluated for learning outcomes via surveys. MC2 learning outcomes were measured through surveys. Quarterly student evaluations are conducted for all the counselors (350 student evaluations per term). De Anza College Promise survey current students for workshop topics and interests. Team meetings are held after events to debrief and discuss things that worked as well as areas for improvement.

The Outreach structure allows effectiveness through designated counselors for each program, various modalities to connect to advising/counseling services, and currently provides both in-person and online services to students.

Key Outreach programs, services, and resources include De Anza College Promise, Food Pantry, Outreach

Services, Men of Color Community, and First Year Students. De Anza College Promise offers counseling, Workshops (Transfer, Game Night, Meet Your Peers), Promise Drop-In & Text Support, Book Vouchers (\$1000), Financial Aid Support (Application workshops, referrals to FA Advisors), Promise Kick-Off, Canvas Page/Instagram/Communications with students, and Referrals to other support programs such as. Career Services, Psych Services, Tutoring, and Learning Communities.

The Food Pantry offers a campus food pantry, food vouchers, Mobile food pantry, CalFresh application support, grocery gift cards, and housing and basic needs resources with community partners.

Outreach Services offer Presentations, college fairs, career fairs, enrollment workshops (application, orientation, financial aid support), referrals to support programs on and off campus, high school conferences (4), and campus tours.

Men of Color Community offers counseling support, workshops (transfer, masculinity, getting engaged in college, college tours/industry tours (Google, Facebook, etc), book vouchers, referrals to other programs, and tutoring.

First Year Students Services include counseling support via appointments and drop-ins, orientation, and triage support by student ambassadors.

Outreach provides wrap around services that support seamless transition from high school to college with one-stop resources such as orientation, counseling support, basic needs, new student events, book vouchers, and advising.

Opportunities for Growth

As an office we regularly evaluate usage and assess success and learning outcomes of several program components and events, but we have yet to assess success and learning outcomes of the department as a whole. This is due to the vast number of services and program components that are offered, the high number of students served, and limited staffing. With more resources and support, we would like to complete a more thorough assessment on a regular basis. One request is to ask for more staff - both students and Outreach personnel.

Action Steps

A detailed description of objectives, key results, activities, responsible persons, and timelines are included in Appendix A: Objectives and Key Results Worksheet.

Section 4: Assessment

CAS Section 4 Purpose Summary

Academic Advising Programs (AAP) must develop assessment plans and processes that document progress toward achievement of mission, goals, outcomes, and objectives. AAP must design assessment plans that incorporate an ongoing cycle of assessment activities. AAP must have fiscal, human, professional development, and technological resources to develop and implement assessment plans.

Section 4 Committee Summary – Average rating (1)

The Office of Outreach partly meets assessment plans that document progress through attempts to survey students after each high school event/conference. Individually, counselors are currently assessed through the tenure-track process by observations and student evaluations. There could be a more streamlined process to gather more in-depth information/feedback from high school partners and participants to improve services. The Office of Outreach currently does not have professional development and technological resources to develop and implement assessment plans. We currently face challenges with receiving data for student outcomes.

The Office of Outreach does identify goals and outcomes of our programs and services but can do a better job at creating objectives to guide the work we do. The Office of Outreach currently attempts to collect data from students that participate in our programs, but assessment methods need to be developed. Our office collaborates with the Office of Institutional Research, Financial Aid, and the Office of Equity to gather student data.

Outreach shares assessment results with relevant constituencies through the End of Year/Program Review Report and presentations to various programs, departments, and administration.

Tangible, measurable learning, development, success, and program outcomes are determined to ensure achievement of mission and goals through Events & Services – Measured by student feedback surveys, Numbers of students that participate – Fully booked counseling schedules, orientation workshops, program activities, Counselors on Tenure – J2 evaluations shows success of student-counselor rapport building and End of Year celebrations for Men of Color and Promise.

Achievements

Outreach attempts to gather data on student experiences/qualitative data via surveys for College Promise, Men of Color and prospective students (HS Conferences). Methods for data collection currently include feedback questions via sign in sheets, student surveys, etc. Outreach currently follows institutional policies by protecting student data and access.

One of the Outreach programs, Men of Color does targeted outreach, collecting specific data on Latinx male populations related to assessment goals. Promise does not currently analyze and interpret data corresponding to objectives. There is no current disaggregation of data.

Promise uses assessment results to inform improvement by taking into consideration what topics they want to learn about in workshops (e.g. SEP Planning, TAG, Financial Aid, Transfer 101). MC2 surveys students on what activities and services they want or need.

Outreach supports ongoing development of assessment competencies for personnel by Conferences, Professional Development/On-going trainings (In Service, A&R Trainings), and Courses.

Opportunities for Growth

Outreach assessment processes are informal and could be more streamlined. Men of Color and College Promise have set program goals and objectives (e.g., serving specific populations, helping students meet graduation goals), however we can do better with assessment processes. We currently send out student feedback surveys to get student input on our programs, but we don't currently measure retention rates for our programs. Programs currently do not interpret findings and assessment initiatives. There is no plan currently in place for data collection or use/reassessment. Outreach is always striving for improvements via consistent team meetings.

Action Steps

A detailed description of objectives, key results, activities, responsible persons, and timelines are included in Appendix A: Objectives and Key Results Worksheet.

Section 5: Access, Equity, Diversity, and Inclusion

CAS Section 5 Purpose Summary

Within the context of each institution's mission and in accordance with institutional policies and applicable codes and laws, Academic Advising Programs (AAP) must create and maintain educational and work environments for students, faculty, staff, administrators, designated clients, and other constituents that are welcoming, accessible, inclusive, equitable, and free from bias or harassment.

Section 5 Committee Summary – Average rating (2)

Outreach creates an inclusive environment for the Men of Color Program by providing a welcoming space for all students as well as welcoming College Promise students, first-year students, returning and continuing students, and community members regardless of race or economic background, gender, and identity, and allowing food pantry access to all students.

The priorities for assessment of Outreach include serving the intended populations (Latinx, Black, Filipinx, SEA, PI). These were developed by our Equity Master Plan.

Justification for rating is through orientation, workshops, enrollment day, and high school outreach. We develop workshops specifically for those who are MC2 or College Promise students. Many of our students are people of color and first-generation students. Our team in Outreach is also diverse and we aim to support all student populations through shared experiences. Counselors consistently practice flexibility when accommodating student needs.

Achievements

The Office of Outreach refers students to the appropriate resources such as Financial Aid, Admissions & Records, and other programs. Outreach provides multiple modalities for students to schedule counseling appointments via in-person, zoom or telephone. Outreach establishes relationships with high schools to provide marginalized student populations with assistance with applying for Financial Aid and College Application who may have not had access. The Food Pantry provides a physical location to access food as well as digital gift cards for students unable to visit campus.

Outreach provides services in different languages, refers students to resources on campus if they do not have the technology, and promotes social justice within our space. Outreach identifies barriers to and advocates for access, equity, diversity, and inclusion upon meeting with students, by identifying needs and referring students to appropriate campus services.

Outreach ensures cultural competence of its personnel to foster inclusion in the program through in-service training's, consultation with colleagues, and professional development opportunities.

Outreach addresses imbalances in participation among selected populations of students through targeted phone banking and identifying student populations who may benefit from services provided by our office i.e., Food Pantry, Men of Color, Returning students, etc.

Opportunities for Growth

Addressing imbalances in staffing patterns among selected populations of program personnel is an area for improvement. There are several programs running through the office with limited personnel for their population size. Additional personnel are needed to properly staff these programs.

Action Steps

A detailed description of objectives, key results, activities, responsible persons, and timelines are included in Appendix A: Objectives and Key Results Worksheet.

Section 6: Leadership, Management, and Supervision

CAS Section 6 Purpose Summary

Academic Advising Programs (AAP) leaders must model ethical behavior and demonstrate alignment with institutional mission, goals, and ethical practices. Leaders with organizational authority for AAP must provide management and supervision as well as lead strategic planning and program advancement.

Section 6 Committee Summary – Average rating (2)

Leaders (Dean & VPSS) model ethical behavior and demonstrate alignment with institutional mission, goals and ethical practices. MC2 & Promise meet bi-weekly to plan programming and events for students. Oftentimes, it's up to the Outreach team to come up with goals, needs, planning of services, and vision for our office.

Achievements

Outreach leadership has established a continuous presence in program meetings which facilitate timely feedback, follow-up, accessibility to management, and managing concerns. Leadership has provided a safe space for concerns to be addressed and an improvement in communication has taken place.

Opportunities for Growth

Long term strategic planning is difficult due to the fast-paced nature and demands of programming. A leadership led opportunity for overall evaluation, growth, and improvements is necessary.

Action Steps

A detailed description of objectives, key results, activities, responsible persons, and timelines are included in Appendix A: Objectives and Key Results Worksheet.

Section 7: Human Resources

CAS Section 7 Purpose Summary

Academic Advising Programs (AAP) must identify the level of staffing necessary to achieve its mission and goals. AAP must be staffed by individuals qualified to accomplish its mission and goals. Personnel include full-time and/or part-time faculty, staff, administrators, and paraprofessionals (e.g., student employees, interns, graduate assistants, and volunteers).

Section 7 Committee Summary – Average rating (1.75)

In the Office of Outreach, all programs are staffed by qualified individuals with appropriate levels of graduate and professional degrees in the field. The program staff reflects the lived experiences, cultures, and backgrounds of our students which help support the stated mission and goals of the department and the college. To ensure all programs cater to the needs of the students, Outreach leaders review position descriptions when hiring new personnel. As a program, Outreach also follows district procedures for recruitment, selection, and evaluation of personnel along with union policies regarding employment and assigned duties.

To ensure that the office and programs run smoothly, Outreach provides additional ways to provide best practices for staff through in-service meetings, professional development, emergency training (run-hide-defend training), and college-wide emergency protocols.

In addition to supporting Outreach staff, we hire student staff to support the office and be part of the connections we can make with students. Student staff are a representation of our office and provide a closer look at the student experience to help staff better accommodate students. Student staff are trained by office staff and have a set schedule, which is based on their availability. (If students must make changes due to school, Outreach will accommodate the student.)

Achievements

Based on the population of students that are served in the Office of Outreach, we have been successful in incorporating students, including student staff, that reflect the students we serve; thus, contributing to the success of the students in their academic life.

Opportunities for Growth

The Office of Outreach, including basic needs, is understaffed given the number of populations and the size of those populations that we are responsible for serving. More staffing is required to meet the needs, accomplish our mission, and evaluate and grow the program.

Action Steps

A detailed description of objectives, key results, activities, responsible persons, and timelines are included in Appendix A: Objectives and Key Results Worksheet.

Section 8: Collaboration and Communication

CAS Section 8 Purpose Summary

Academic Advising Programs (AAP) personnel must collaborate and consult with institutional leaders, faculty, individuals, and departments essential to the success of the program.

Section 8 Committee Summary – Average rating (2)

The Office of Outreach collaborates with departments across campus to provide services for incoming students from learning communities, the bookstore, the Cashier's Office, instruction, DSPS (Disability Support Programs & Services), EOPS, Communications, the Office of Equity, affinity groups, and more. Outreach has ongoing relationships with all departments across the campus as we work with new college students. We also support anyone who comes through our doors, whether new or continuing – we often make referrals to all departments and resources on campus. Our staff and student workers are bilingual and reflect the diverse student population and because of our population, Outreach targets and provides resources intentionally for diverse and low-income communities.

In Addition, Outreach disseminates information about programs and services in orientation and high school events to inform all students of our resources. Outreach collaborates to provide support in language access, financial resources (Promise, Men of Color), sense of belonging, and understanding of backgrounds so staff can relate to student experience and challenges.

Within our Outreach office, the Promise Program and the Men of Color Program provide information that explains the mission and goals through their Kickoff and Summer bridge sessions. Office of Outreach implements strategies for outreach and promotion in our high school orientations, empowerment conferences, HS partners events, and through our counseling services. All promotional materials are accurate and up to date.

The Office of Outreach works with the Office of Communication to promote Outreach programs and communicates and distributes information through print, broadcast, and online sources. Social media is run by individual programs in the Office of Outreach (trained by Communications to follow accommodations guidelines.)

To maintain effective relationships with these programs, Outreach communicates with program constituents by emailing program updates and/or reminders and using Canvas, Instagram, and other social media platforms to keep information and announcements up to date. To ensure the effectiveness of the relationships with individuals, campus offices, and external agencies, we continue collaborating year after year.

Achievements

The office of Outreach communicates and collaborates with many campus offices and external agencies to maintain effective relationships. They are both important relationships and mutually beneficial. Below is a list of departments and how they are helpful in our partnerships:

- Communications – Help disseminate information following campus policies
- Office of Institutional Research – Provides data for graduation rates
- SSRS (Student Success & Retention Services), Office of Equity– Referrals to programs for diverse populations
- DSPS –Referrals for students such as unit accommodations
- Counseling – Support for village groups
- Assessment – Helpful for students to get priority registration
- Financial Aid – Promise program, book vouchers
- Bookstore – Book vouchers
- EOPS – Referrals

Opportunities for Growth

The Office of Outreach can collaborate with other programs that we have not had the chance to work with in the past.

Action Steps

A detailed description of objectives, key results, activities, responsible persons, and timelines are included in Appendix A: Objectives and Key Results Worksheet.

Section 9: Ethics, Law and Policy

CAS Section 9 Purpose Summary

Academic Advising Programs (AAP) must review and adopt appropriate standards of ethical practice including those of applicable professional associations. AAP must comply with laws, regulations, policies, and procedures that relate to its respective responsibilities and that pose legal obligations, limitations, risks, and liabilities for the institution as a whole.

Section 9 Committee Summary – Average rating (2)

The office of Outreach adheres to all policies around the use of various funding sources and follows clearly defined policies for student evaluations (assessments) for the tenure track process. In addition to the following policy, Outreach adheres to FERPA. In accordance with laws, regulations, policies, and procedures, the Office of Outreach follows county guidelines for mask mandates for Covid-19. Outreach also has a protocol for those who test positive to ensure the safety of themselves and others. The Office of Outreach educates students on academic policies such as academic renewal, late drop, and pass/no pass options.

Outreach educates new personnel on relevant ethical standards, statements of ethical practice, and related institutional policies and procedures. To follow policy and ensure that students are aware of their rights, personnel provide students, designated clients, and constituents with information about student privacy rights and personnel's disclosure obligations. The office of Outreach regularly shares information regarding FERPA with students, parents, and other constituents. Outreach has opportunities to examine ethics important to counseling during in-service to gain access and knowledge to best practices on how to deliver information and what is required to be stated.

Counselors help support students in making decisions that are in the student's best interest and share their own relevant experiences to help students make their own informed decisions. Counselors refer students to specific campus services and resources when issues may be out of their scope of practice, position, training, and competence. For example, students dealing with mental health issues are referred to psychological services so they can receive the best care for their current state. (This includes any student that needs assistance; they will be referred to the appropriate resources.)

The office of Outreach personnel neither participates in nor condones any form of harassment or activity that demeans persons or creates an intimidating, hostile, or offensive environment. Outreach adheres to institutional policies and procedures regarding sexual misconduct, harassment, and workplace violence.

Achievements

The office of Outreach is successful in following guidelines and policies that protect the rights of students and follow what is ethical when counseling students. Along with the following policy, Outreach makes certain to refer students to the appropriate resources if we are unable to provide aid in a specific area.

Opportunities for Growth

Outreach can improve by creating a procedure for smaller office settings for responding to threats, emergencies, and crisis situations. There also needs to be a structure in place for informing personnel about professional liability insurance.

Action Steps

A detailed description of objectives, key results, activities, responsible persons, and timelines are included in Appendix A: Objectives and Key Results Worksheet.

Section 10: Financial Resources

CAS Section 10 Purpose Summary

Academic Advising Programs (AAP) must have the funding that is necessary to accomplish its mission and goals. AAP must determine with administrative leadership what funding is necessary.

Section 10 Committee Summary – Average rating (2)

Outreach currently has a team of 7 counselors, classified staff, and student ambassadors. We are also looking to hire another classified staff. Outreach has historically been allocated funding for outreach and retention services through SEA. Outreach submits funding requests to college leadership for costs and operations for Outreach related activities, as well as support for the Promise and Men of Color Programs.

Outreach follows institutional policies regarding the management of funds and faculty and staff have taken advantage of professional development funding to attend conferences such as NCORE and ACCA. Outreach follows procedures for supplies consistent with institutional policies and follows district policies for usability and accessibility. Ethical and environmental impact is considered when ordering products and services such as reusable bags, water bottles, etc. The funding strategy for Outreach is to have funding designated to support specific populations such as AB-19 and SEA.

Outreach ensures fiscal responsibility, responsible stewardship, and cost-effectiveness through the way purchases are routed through an approval process and summarized in a yearly program review. To increase financial resources Outreach applies for additional funding such as DASG (De Anza Student Governance), and SEA.

The structures that exist to ensure compliance and responsible stewardship, management, and use of fiscal resources are through an approval process. Purchases are routed through an approval process and summarized in a yearly program review. Some limitations include funding earmarked for specific items, which means we cannot allocate funding to other needs such as food for events.

Achievements

The De Anza College Promise Program provides counseling services, free tuition and fees for six quarters, and book vouchers for approximately 5,000 students (First and Second Year).

MC2 provides wrap arounds services for Men of Color Students at De Anza with includes Peer Mentoring and counseling services. The MC2 program also offers \$200 book vouchers each quarter.

Opportunities for Growth

Based on the number of students in the De Anza College Promise Program, it would be beneficial if more counselors were hired to fit the student to counselor ratio. Additional funding for programming such as social/community events, field trips, guest panels, graduation.

More funding for MC2 programming, staff, and events. Currently, outside of the book vouchers we do not have funding for field trips, socials, and events that would promote community and increase retention.

Action Steps

A detailed description of objectives, key results, activities, responsible persons, and timelines are included in Appendix A: Objectives and Key Results Worksheet.

Section 11: Technology

CAS Section 11 Purpose Summary

Academic Advising Programs (AAP) must have current technology to support the achievement of its mission and goals. AAP must incorporate accessibility features into technology-based programs and services. AAP must ensure that personnel and constituents have access to training and support for technology use. AAP must back up data on a cycle established in partnership with the institution's information technology department. AAP must implement a replacement plan and cycle for all technology with attention to sustainability.

Section 11 Committee Summary – Average rating (1.66)

Outreach uses technology to enhance the delivery of programs, resources, services, and overall operations. The office of Outreach ensures that relevant technology is available for all who are served by the program by providing computers and laptops for students while they are in the office receiving any kind of assistance, they also connect them with resources to be able to purchase or be gifted one.

Outreach also offers virtual appointments. The virtual help desk for students inquiring about general information about the college and process has been an effective way to serve more students and cater to their inquiring preferences. Outreach offers virtual counseling sessions and drop-in availability to make appointments more accessible. Virtual workshops have also been a great part of accessing students which require students to sign in using their information to ensure they are in fact students and to ensure zoom rooms are secured. Along with the virtual desk component, Outreach uses Canvas for the Promise and Men of Color Program to share information with students.

The Office of Outreach has also created student video tutorials on how to create student educational plans and how to register for classes to assist students that are unable to schedule an appointment so they can continue to access the help they need. The Promise Program uses social media to promote the program and the Office of Outreach has created QR codes for videos on how to help students register and transition to De Anza.

Outreach also utilizes technology to foster its learning, development, and success outcomes such as DegreeWorks to help students understand the requirements for their educational plan. While using DegreeWorks, counselors will help students understand their goals and the classes required for their certificate, degree or transfer plan. Another source of technology is Canvas, which students also use for their classes. The Promise and Men of Color Program both have created Canvas to deliver updates and make announcements of events or workshops that students can participate in to help them navigate their time at De Anza with ease.

Technology is inventoried, maintained, and updated by connecting with the IT department which comes and updates any old software or desktop/laptops when needed to make sure they are properly updated to be used by students; maintenance also falls under the responsibility we ensure to communicate with the IT department.

Achievements

The Office of Outreach uses phone, zoom, email, and texts for students who opt-in, to deliver important communication. The outreach website is consistently updated to provide accurate information about services, service hours and modalities, events, and general information. Outreach uses Canvas, Office 365, SARS, DegreeWorks, Banner, and district email to view, send, and receive sensitive information. Social media is also another important platform used as a form of communication to meet student needs.

Opportunities for Growth

Improved technology devices for staff will deliver better services based on modalities used. Due to the nature of the Outreach team working from home, in the office, and out in the community, equipment should be readily available as backup should current ones be defective.

An upgrade on a reliable Wi-Fi network would enable staff and students to access the internet.

Action Steps

A detailed description of objectives, key results, activities, responsible persons, and timelines are included in Appendix A: Objectives and Key Results Worksheet.

Section 12: Facilities and Infrastructure

CAS Section 12 Purpose Summary

Academic Advising Programs (AAP) facilities must be located in suitable spaces designed to support the functional area's mission and goals. AAP facilities must be intentionally designed to engage various constituents, promote learning, and provide accessible and safe spaces. AAP facilities must be designed to protect the security and privacy of records and ensure the confidentiality of sensitive information and conversations. AAP must incorporate universal design principles. AAP facilities must be designed and constructed to be energy-efficient and sustainable.

Section 12 Committee Summary – Average rating (2)

Outreach is in the RSS Building, near the Student Services department. All counselors have an individual counseling space that provides privacy for appointments. Outreach also acquired a computer lab this year for workshops and orientation. The outreach's space and location are intentionally designed for students to access resources. We have a waiting area that provides computers for students, and we often make a referral to our neighboring student support services such as Admissions & Records, DSPS and other departments. Outreach follows FERPA guidelines with the secured network and provides spaces that offer privacy for students. Outreach incorporates universal design principles by providing a check-in desk and waiting area.

Outreach faculty have well-equipped workspaces including desks, computers, chairs, and supplies. Although counselors have their own office spaces that are private and free from visual and auditory distractions, classified staff work in a communal space (cubicles) that do not provide privacy. With a secured network, via dual login requirement--outreach staff can safeguard the privacy of their work.

IT is responsible for maintaining our capital equipment. Outreach works with IT to incorporate sustainable practices when it comes to purchasing equipment. Additionally, Outreach works with IT/ETS/Facilities to inspect for compliance with codes, laws, and accessibility practices in the design of our office space and equipment. Outreach reports all faulty devices and equipment to facilities and ETS. We collaborate with facilities to develop sustainable practices for facilities use. All faculty and staff are equipped with appropriate equipment to be effective in their work. Everyone is equipped with the same tools.

Opportunities for Growth

The office has yet to install an automatic door for students with disabilities.

A working heating system for staff and students.

Achievements

Facilities are inventoried and maintained through collaboration with our facilities department. Outreach ensures that facilities, workspaces, and equipment are considered in decision-making by designing our space with student needs in mind like computers, chairs, and a waiting area. Outreach is intentional about space allocation and usage by having Counselors in individual office spaces due to the need for privacy. Our waiting area also offers an intentional space where students can study or hang out with their peers.

Action Steps

A detailed description of objectives, key results, activities, responsible persons, and timelines are included in Appendix A: Objectives and Key Results Worksheet.