

SAN DIEGO  
MESA COLLEGE



# Program Review

**Summary and Reflections with Unit Goals, Action Plans, and Updates**

Student Services - Outreach

### Executive Summary

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**Describe the successes and challenges your unit has faced since the last comprehensive review.**

#### OUTREACH & COMMUNITY RELATIONS

##### Successes:

As we ease into a post-COVID world, Outreach has supported students' return to campus, taking advantage of multiple modalities to reach and serve them.

Outreach Ambassadors provide general information, more tailored information, and humanized care to students virtually via Ivy Chat, at our in-person counter, and through tours and events held on-campus and off-site.

Outreach Ambassadors are embedded in high schools, forming personal relationships with counselors and students, representing Mesa and supporting students in their matriculation journey.

Outreach offers pre-enrollment workshops and registration events for our feeder high school students in ways that work for those students, at Mesa or at their schools.

Outreach helps to facilitate students' enrollment in hybrid pre-registration workshops which support students' educational planning.

#### PROMISE DATA

##### Successes:

In Spring 2023, Mesa College received 300 Promise applications and secured 95 signed Promise contracts as of 2/1/23, which was before the signed contract deadline of 2/6/23.

In Fall 2022, between 8/4/22 and 9/9/23, we received 500 submissions for the Fall 2022 Promise Emergency Grant and were able to distribute around 154 awards of \$250. In that same timeframe, we received 198 applications for the Fall 2023 Promise laptops and awarded 50 laptops to Promise students.

In Spring 2023, between 4/11/23 and 4/22/23, our office received 391 applications for the Spring 2023 Emergency Grant for Promise students. Currently, the office is reviewing applications for eligibility to distribute 168 awards of \$250 each for a total of \$42,000.

#### OUTREACH & PROMISE

##### Challenges:

2022-2023 was a transitional year for Outreach. Not only did it mark a period in which the team was helping to construct and respond to new normals for students, it was a time of promotional opportunity during which all contract staff turned over in the department.

New personnel, ideas, and voices presented opportunities and fresh perspectives for Outreach, but this occurred in an especially challenging year. In Spring 2023, our registration deadline for Fall (which governs our timeline for high school student matriculation) was moved forward six weeks. The team, which was fully supported by Student Services leaders, nonetheless lacked institutional memory which made navigating the terrain challenging.

As a team, we were working to understand the concept of a plane while building and flying one. We learned a lot. The experience has excited us to goal-set and to put new programming and structures in place to provide groundwork for a changing, growing, and adaptive Outreach program.

**If applicable, describe any major curricular or service changes your unit has engaged in and the impact of those changes since the last comprehensive review.**

Outreach Partnerships

#### CCE

As a part of its Mesa Pathways work, Outreach has collaborated with the College of Continuing Education to provide guidance and encouragement for students choosing to transition to for-credit college. This is a large population of students who can benefit from the economic opportunities resulting from higher ed certificates and

## Summary and Reflection

degrees.

In Spring 2023, Outreach led the first CCE Mesa Day for students at our on-campus, non-credit college. Whole CCE classes attended to learn about our services, instructional programs, and special programs, like Promise. The CCE Workgroup will continue to meet in 23-24 joined by additional CCE faculty and with plans to expand our partnership and outreach.

### Grant Programs

We partner with emerging grant programs, like that which serves APY students, and our Kapwa, Umoja, and Puente learning communities to help programs reach students before they arrive at Mesa.

In 2023, we requested and received a contact list for feeder high school students that was disaggregated by race/ethnicity to support this effort.

### Guided Pathways, Strong Workforce, Enrollment Management

Outreach plays a key role in Mesa's Pathways efforts through its CCE workgroup; through Strong Workforce by informing students of the college's CTE programs; and through Enrollment Management by facilitating students' movement through the matriculation process. We're a part of the conversations that will influence Mesa's work and outcomes through 2030.

### **If applicable, describe the impact of any new resources (human, fiscal, etc) on the unit and/or action plan implementation.**

The department's personnel turnover came at a critical and transitional time for student enrollment and retention. Enrollment and retention numbers will be influenced by students' post-pandemic needs and by the innovations, systems, structures, and people we put in place to connect with our future students. Understanding this, the team is thinking ahead to 23-24.

2023-2024 will be a year for envisioning and thinking big, mission- and goal-setting, professional learning, and making what we learn practical and actionable.

Our Outreach SST has a strong relationship with our feeder high school lead counselors. In 23-24, we will further develop these relationships so that, together, Mesa and the high schools can collaboratively build a programmatic arc from career planning to registration over the course of an academic year, tailored to each high school.

Mesa has asked that SDUSD and SDCCD outreach planning happen before the next academic year, rather than "on the fly" during the academic year, so we can develop new programming that is well conceived, organized, and funded. SDUSD and SDCCD have agreed to this, and we will meet on June 6th to outline the calendar for 2023-2024.

**If you assess OUTCOMES, please confirm that the outcomes have been reviewed for accuracy. If you do not assess Outcomes, skip this question.**

### **Related Documents for Charts and Graphs**

### **Executive Summary Complete**

Yes

## Data Reflection

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### **Trends observed in program/service area's data.**

Outreach

This year's adjustment to an earlier registration date was difficult for our department, high school students, and

## Summary and Reflection

their counselors.

We find that the HS students we serve tend to be immersed in their senior year experiences and not on the abstract concept of college and registration so early in the year. This is despite the information we provide on the importance of early registration and the support we give them to register. The new timeline, therefore, has the potential to disadvantage incoming high school students, and it's important that we anticipate this trend and respond to it.

The past registration timeline allowed students to finish their senior years and breathe; attend Reg Fest over the summer, receive guidance, and enroll as soon as their registration date opened. This year, we're reaching out in different forms - through counselors, through group activities, and individually - but it's been challenging to interest seniors in early- and mid-spring. As a result, most of our feeder students will unprecedentedly register with or after the general population. This may be an early indicator of decreased success which, as a College, we will then have to work to remedy after the fact.

Spring 2023 has been a time of doing what we can, learning, and reflecting. Next, we will work with our HS partners to reconceive our onboarding arc. Because further down the road we know that students often have difficulty choosing a major - the basis for their ed plans - we want to add a career planning component and begin the year with this.

We'll have to work to better prepare students starting long before the Spring semester given our new normal. As the department has in the past, we want to reinvigorate our connection with parents. We will explore different modalities and formats and continue to innovate.

The greatest asset is our team which is committed and open to experimenting. In Spring 2023, we held our first Reg Fest sessions off-site at two high schools. The first didn't work very well. The second was hugely successful. Going forward, we want to lean into our abilities to adjust and adapt, finding the secret sauce for each of our high schools and populations.

### PROMISE

Starting 2023, Promise eligibility has expanded and has created new entry points for special populations: returning SDCCD students, SDCCE students, and students who are undocumented, US veterans, formerly incarcerated, or former/current foster youth. Due to these new entry points, the district has seen a nearly 200% increase in Spring applications. This has resulted in increased full-time enrollment at Mesa. In Spring 2022, we saw 587 full-time Promise Year 1 students. In Spring 2023, this increased to 845, a 44% increase.

Fall 2023 enrollment is projected to increase significantly. At the time of the report (4/12/23), the district saw 1,347 Fall 2023 Promise applications, a nearly 80% increase from the year prior - 750 applications for Fall 2022 (the final application count for Fall 2022 was 4,487, nearly six times the initial 750 count).

### **Describe any equity gaps in the data. Are there differences and/or patterns observed by demographics (e.g. race/ethnicity, gender, age, etc.)**

Now that we've begun receiving HS data disaggregated by race/ethnicity, we will make this a component of our pathway analysis, as we follow the progression of all Mesa-bound students through the matriculation steps.

### **Describe the discussion(s) that took place about the unit's learning outcomes assessment data.**

We have not yet had these discussions as a new team. We will begin them in summer 2023.

### **Related Documents for Charts and Graphs**

### **Data Reflection Complete**

Yes

## Summary and Reflection

### Practice Reflection

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**Describe current practices your program/service area has engaged in that you believe impact the above data trends and equity gaps.**

OUTREACH

Please see the response embedded in the “Trends” question.

PROMISE

The Promise program is structured to increase likelihood of success, from the campus engagement and academic self-reporting requirements to requiring that students meet with counselors at least once every semester. To ensure Promise students understand their responsibilities and to encourage contact with student services and academic services (through self-reported academic progress), we require students to submit mid-term progress reports which require students to identify strategies they can take to strengthen their academics. We also require students to attend at least one campus activity and visit a counselor every semester. We check that these requirements have been met and when they have not been submitted or completed, we regularly email and call students with missing requirements. When the District removed students from the Promise program for falling under the 12-unit minimum enrollment requirement, our office emailed information about how to appeal and with information on additional services. Thanks to the Outreach Ambassadors, we were also able to call over 200 removed students to follow up to ensure they knew about the appeal option and the process. We also offered two drop-in sessions for removed Promise students to ask questions and troubleshoot their appeal process. Students also visit, call, and email the office regularly for additional support.

**What other factors (internal or external) might also impact the above data trends and equity gaps?**

PROMISE

While we advertise Promise requirements to include meeting with a counselor every semester, submitting a progress report (with strategies for academic recovery, if needed), and campus engagement attendance, there are no penalties for not completing these. I have heard there were gift cards or other materials to incentivize participation but I understand there is no funding for Promise for such enterprises. Promise also puts on remote and in-person Promise events to encourage fellowship and engagement, but lack of funding has limited events to no- or low-cost events such as Zoom sessions and study-sessions at the Avanza center. With the projected influx of Promise students and the increased diversity of the incoming Promise cohorts, planning engaging and fun projects will continue to be a challenge without the resources and tools.

### Related Documents for Charts and Graphs

### Practice Reflection Complete

Yes

## Mid-Cycle Updates

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**Are there any edits or updates to the Executive Summary above?**

Since the above was written, Outreach & Community Relations has gone through additional staffing transitions. The Acting Outreach Coordinator role is now filled by the former Promise SST and the Assessment SST is now also Acting Promise SST, which means that the team is now one full-time Classified staff member short from what it was in Spring. Additionally, we are operating with 9 Student Success Specialists (SSS) and 3 Project Assistants in Outreach – this is down from Spring 2023, when we had 10 SSS and 4 Project Assistants. Despite these challenges, Outreach continues to provide all of the services and supports stated above. Having gone through the changed registration timeline from Spring 2023, in communicating with our High Schools and other partners, we are preparing for another condensed outreach and matriculation season. Though we are finding challenges fitting the matriculation events and support within a shorter time period, we are collaborating with our partnered schools to strategize.

## Summary and Reflection

The Promise team continues to support our current and applying Promise students. At the time of writing these midyear updates, Mesa is managing and supporting 1093 Year 1 Promise students and 642 Year 2 Promise students (2023-2024 academic year). To support the Year 2 Promise students, the team emailed and called 118 out of the 642 Year 2 students who were missing a financial aid application to remain eligible for Promise support. In their tracking and follow-up efforts, the Promise team has also reached out to 132 Promise students without abbreviated and comprehensive education plans. The Promise team has also managed the Fall 2023 Promise laptop student-aid opportunity, reviewing 209 applications for eligibility and selecting 33 students who receive laptops.

### **Are there any edits or updates to the Data Reflection above?**

With another upcoming condensed matriculation cycle, Outreach, in collaboration with its feeder high schools and partners, continues to struggle to plan the spring matriculation support schedule. However, we are better prepared than we were last cycle.

### **Are there any edits or updates to the Practice Reflection above?**

The Promise program continues to track Promise students' counselor visits, progress reports, and other requirements such as abbreviated education plans, comprehensive education plans, milestones, campus engagement, and financial aid application (for Year 1 Promise students transitioning to Year 2). With the help of the Student Success Specialists and Project Assistants, we continuously call Promise students who are missing requirements, who are at risk of falling under the 12-unit requirement, and who have emergency aid awarded.

## Summary and Reflection

### OUTREACH Goal 1: Strengthen and enhance partnerships with feeder high schools.

**Unit Goal:** OUTREACH Goal 1: Strengthen and enhance partnerships with feeder high schools to promote effective information dissemination as it relates to our programs, services, and matriculation processes.

**Goal Status:** Active

**Beginning Year:** 2022 - 2023

**Projected Completion Year:** 2025 - 2026

#### Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

- Pathways and Partnerships - Objective 2: X
- Pathways and Partnerships - Objective 3: X
- Pathways and Partnerships - Objective 4: X

Action Plans	Action Plan Update
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b> OUTREACH</p> <p>Goal 1: Strengthen and enhance partnerships with feeder high schools to promote effective information dissemination as it relates to our programs, services, and matriculation processes.</p> <p>SO: Pathways and Partnerships: In an effort to improve post-pandemic success, the Outreach office will work with feeder high schools to better tailor its offerings to better meet needs of matriculating students' and improve equitable outcomes.</p> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	

### OUTREACH Goal 2: Promote and cultivate an environment of development

**Unit Goal:** OUTREACH Goal 2: Promote and cultivate an environment dedicated to the personal, professional, and academic development of students and staff.

**Goal Status:** Active

**Beginning Year:** 2022 - 2023

**Projected Completion Year:** 2025 - 2026

#### Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

## Summary and Reflection

- Community - Objective 4: X
- Scholarship - Objective 1: X

Action Plans	Action Plan Update
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b> OUTREACH</p> <p>Goal 2: Promote and cultivate an environment dedicated to the personal, professional, and academic development of students and staff.</p> <p>SO: Community and Scholarship: Outreach will provide ongoing opportunities for the professional learning of classified professionals within an intentional and collaboratively developed framework.</p> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	

### OUTREACH Goal 3: Social media

**Unit Goal:** OUTREACH Goal 3: Create social media outlets to promote Outreach, Mesa College, and its programs and resources.

**Goal Status:** Active

**Beginning Year:** 2022 - 2023

**Projected Completion Year:** 2025 - 2026

#### Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

- Completion - Objective 1: X

Action Plans	Action Plan Update
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b> OUTREACH</p> <p>Goal 3: Create social media outlets to promote Outreach, Mesa College, and its programs and resources.</p> <p>SO: Completion: Outreach will connect with students through social media to improve their sense of belonging; promote programs and services; and support students' access to resources.</p> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	



## Summary and Reflection

### PROMISE Goal 1: Marketing and Communication

**Unit Goal:** PROMISE Goal 1: Mesa Promise staff will consolidate information on Promise eligibility, application process, and Promise timeline. Information will be complete and concise, the language will align with District Promise information, and will be uniform across Mesa Promise webpage, Promise Canvas shell, and presentation and promotional materials.

**Goal Status:** Active

**Beginning Year:** 2022 - 2023

**Projected Completion Year:** 2025 - 2026

#### Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

- Community - Objective 1: X
- Pathways and Partnerships - Objective 4: X
- Pathways and Partnerships - Objective 5: X

Action Plans	Action Plan Update
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b> PROMISE</p> <p>Goal 1: Mesa Promise staff will consolidate information on Promise eligibility, application process, and Promise timeline. Information will be complete and concise, the language will align with District Promise information, and will be uniform across Mesa Promise webpage, Promise Canvas shell, and presentation and promotional materials. Focusing on the Mesa Promise webpages, and keeping the website redesign in mind, craft concise and complete Promise information. Redesign the Promise Canvas shell based on the webpages, keeping language uniform. Base all future presentations and promotional items off of the Mesa Promise webpages.</p> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	

### PROMISE Goal 2: Community and Collaboration

**Unit Goal:** PROMISE Goal 2: Mesa Promise will collaborate with other offices and departments to create social events to foster community amongst students, faculty and Classified professionals.

## Summary and Reflection

**Goal Status:** Active

**Beginning Year:** 2022 - 2023

**Projected Completion Year:** 2025 - 2026

### Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

- Community - Objective 2: X

Action Plans	Action Plan Update
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b> PROMISE</p> <p>Goal 2 :Mesa Promise will collaborate with other offices and departments to create social events to foster community amongst students, faculty and Classified professionals.</p> <p>In light of new eligibility entry points for the Promise program, initiate discussions with offices which outreach to those communities (VRC/Veterans and Records, Rising Scholars, Borderless Scholars, and NextUp and Fast Scholars) on how Promise opportunities can be promoted to these special populations.</p> <p>Discuss opportunities for collaborative social events to support special population Promise students.</p> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	

## PROMISE Goal 3: Community Outreach

**Unit Goal:** PROMISE Goal 3: Mesa Promise will collaborate with other offices and external community organizations to bridge students to the local community through learning opportunities.

**Goal Status:** Active

**Beginning Year:** 2022 - 2023

**Projected Completion Year:** 2025 - 2026

### Mapping

Mesa College Strategic Plan: Roadmap to Mesa2030: (X - Highlight the X to Align)

- Community - Objective 5: X
- Pathways and Partnerships - Objective 3: X

## Summary and Reflection

Action Plans	Action Plan Update
<p><b>Action Plan Status:</b> Active</p> <p><b>Action Plan:</b> PROMISE Goal 3: Mesa Promise will collaborate with other offices and external community organizations to bridge students to the local community through learning opportunities. Identify on campus, local and community organizations (especially those which serve historically minoritized groups) with opportunities for Promise volunteer or engagement. Connect Promise students to other volunteer and engagement opportunities through Handshake platform.</p> <p><b>Action Plan Cycle:</b> 2022 - 2023, 2023 - 2024, 2024 - 2025, 2025 - 2026</p>	