

## **OUTREACH SERVICES SLO**

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### **Introduction:**

All students new to Los Medanos College are strongly encouraged to attend a New Student Workshop orientation session. The workshop is part of LMC's enrollment sequence of: Application, assessment, orientation, registration. All new students are advised to participate in this sequence to be best prepared to register for their first semester classes. Students who attend a workshop are instructed in the basics of degree and certificate program requirements, academic policies, student support services, and how to create a first semester Educational Plan. Students who attend a New Student Workshop receive an earlier registration date to increase the opportunity to register for desired classes.

**Student Services Theme:** Los Medanos College students will be able to identify and set goals to guide their education and career plans.

**Outreach Services Program SLO:** Students who access the Information/Welcome Centers for enrollment questions will acquire knowledge about the matriculation process: application, assessment, enrollment workshop, and course registration.

**What We Did:** In spring 2013 the Info/Welcome staff administered surveys to 8 of the 12 New Student Workshops and collected 86 completed surveys as a sample set for evaluation. On this survey, workshop attendees were asked the following:

#### **Demographic Information:**

Student name (optional)  
Gender  
Race/ethnicity

#### **Questions:**

1. How did you find out about the New Student Workshop/Orientation?
2. Did you take an assessment before the Workshop?
3. Are you planning to enroll at Los Medanos College?

The survey was distributed and collected in person by Information/Welcome Center personnel within the first 5 to 10 minutes of each session. The four workshops that were not surveyed took place at the Brentwood campus and/or in the evening when Info/Welcome center staff was not available to administer the survey. Therefore, the findings may not adequately represent these groups: Brentwood, evening, and late or drop-in students.

### **What We Learned:**

Of the 85 surveys collected:

Question 1: How did you find out about the New Student Workshop/Orientation?

68% learned of the workshop from the Los Medanos College Website.

13% found out about it directly from a visit to the Info/Welcome Centers

14% chose other \*

4% called the college

(\*Three students who chose "other" learned of the workshop from their high school. Three students found out from other student services offices. Two students found out through campus correspondence.)

Question2: Did you take as assessment before the Workshop?

62% had assessed before the workshop

14% didn't know they had to

2% couldn't schedule one

7% said they didn't need one

8% chose other\*

6% gave no response

(\*Four students who chose "other" explained that they had one scheduled after the workshop date. One student suggested assessments be scheduled so that they precede workshops.)

Question 3: Do you plan to enroll at Los Medanos College?

92% plan to attend LMC

6% chose other\*

2% gave no response

(\* Three students who chose "other" explained that they had already enrolled. Two were undecided.)

The majority of workshop attendees learned of it through the Los Medanos College Website. This indicates that the outreach pages on the college website are directing more than 2/3 (68%) of those surveyed through our enrollment steps. Another 17% learned of the steps by coming to the Info/Welcome centers in person, or by phone. Of those who chose "other" many found out about the workshop through other campus resources.

The majority (62%) of attendees had already assessed prior to the workshop and through the "explain briefly" comments, four students stated that they had an assessment scheduled after the workshop. The fact that 14% didn't know they had to attend a workshop indicates work must be done to increase awareness of the workshops and their importance in the matriculation sequence.

An overwhelming majority of attendees stated that they plan to attend LMC. However, since they were in an LMC enrollment workshop this number isn't surprising.

## **What Are We Planning to Do to Improve Service?**

### Enhance Outreach web pages for enrollment steps, New Student Workshops, and assessment:

The Outreach staff plans to continually update and enhance the outreach services webpages, specifically the "Steps for New Students" link. This link will be reviewed for clarity and to (attempt to) ensure intuitive ease of use so that students have access to the most current and user-friendly information. Clarified information regarding who does and does not need to assess and what other assessment tools can be used for placement will be more prominently placed on the Assessment web link. Ideas for a "Welcome to Los Medanos College" link on LMC's website have been discussed as a logical *virtual* starting point for potential students. This link will be under the purview of the Outreach department which oversees the Information/Welcome Centers which are the logical *physical* starting points for potential students.

### Clarify points of assessment for the web and handouts, and review scheduling

The outreach staff will work to clarify information for incoming students regarding who needs to assess and what other assessment tools can be used for placement. This enhanced information will be available on the website and in physical form through assessment handouts generated and provided by the Info/Welcome Centers. Outreach will also review assessment enrollments to determine if scheduling might be altered to accommodate students at other times than currently provided and if scheduling assessments directly before or after New Student Workshops is feasible.

### Updated surveys for New Student Workshops and assessment sessions:

A survey will be created for distribution to students who attend assessment sessions for the spring 2014 semester. This survey will include similar questions as the workshop survey.

The current New Student Workshop survey will be modified to incorporate more demographic data, such as age and college status. In response to what were revealed to be omissions in the first survey, more choices will be added to questions 2 and 3. For question 2, a choice of "have one scheduled" will be included and for question 3, the survey will ask students to indicate where they plan to take classes: Pittsburg, Brentwood, or online. The revised survey will be distributed to students who attend New Student Workshops for spring 2014.