Outreach Overview:

Outreach Specialist: Dejon Weldon
Outreach Coordinator/CTE Transitions Project Coordinator: Leslie De Rose
Mission:

Cabrillo College is a dynamic, diverse and responsive educational community dedicated to helping all students achieve their academic, career, and personal development goals.

- Started Fall 2014
- Overview of Outreach
- Getting to Know Cabrillo
- Outreach to Date
- Outreach Planned
- Collaborative Efforts
Vision:
As an integral part of Santa Cruz County, Cabrillo College is an accessible gateway to prosperity that provides education for all, supporting the local economy and improving economic vitality. We serve students who have goals of transfer, career preparation, basic skills, personal fulfillment and retraining through an inclusive and effective learning environment. Students will leave with greater knowledge and a richer expectation of themselves.

Overview of Outreach
To Promote Cabrillo College as a Whole

- Transfer Pathways
- Career Technical Education
- Basic Skills
- Personal Fulfillment
- Retraining
- Student Support Services

Speaking with prospective students to determine their individual needs. Serving on the front line by directing students to various support programs, learning communities, campus resources and opportunities for student engagement.
In addition to general Cabrillo Outreach, Leslie and Dejon have specific areas of emphasis:

Leslie - Career Technical Education (CTE)
Dejon - Transfer and EOPS

We recognize there will be times when these areas overlap, so for the first semester we focused on cross training and continue to work collaboratively.

Have started building relationships with the following on campus:
- Program Chairs
- Student Support Programs
- International Outreach
- Marketing

The outreach team will continue to engage with the campus community.
OUTREACH TO DATE:

- Tours (23)
- College Fairs (5)
- Community Events (4)
- High School Visits (18)
- Academy for College Excellence - ACE recruiting events (4)
- Promoted College Awareness Week
- College and Career Night
- Concurrent Enrollment
- CHEGG/Zinch

To date, we have served approximately 8,250+ prospective students!
Upcoming Outreach:

- Tours (6 scheduled so far)
- Community Presentations
  - Veteran’s Service Center
  - Adult Education Programs
  - Conservation Corp
  - Juvenile Hall
  - Grind Out Hunger
- High School Visits
  - Monterey Coast prep
  - Harbor
  - San Lorenzo Valley
  - Scott’s Valley
  - Delta
  - Watsonville – Highlight to the Future
- Samper 4th Grade Experience
- Running Start
- Migrant Summer Program
- CTE Articulation Pathways

As part of the ACE CFSCC grant we have scheduled 28 on campus events over the next two years, to highlight the ACE learning community.
Expanded Collaborative Efforts

- College and Career Night – Chair
- 4th Grade Experience – Co Chair
- Summer Migrant Education Committee
- Veteran’s AB13 Committee
- Transfer Advisory Committee
- High School Articulation Council
- Foster Youth Regional Symposium Planning Committee
- Student Equity and Success Committee
- EOPS/CARE Advisory Committee
- Student Services Council
- AB86 Work Group (Adult Education Transitioning Grant)
- SB1070 Regional Work Group (CTE Collaborative)
- Community Foundation Santa Cruz County: ACE Grant

Leslie and Dejon serve on various committees, workgroups and councils to ensure the various needs of our current and prospective student populations are met.
Hired two Student Ambassadors:

*Funded by the ACE / Community Foundation grant*

And More……..

- **Completed:**
  - Outreach calendar to track events
  - Branded give away items
  - Designed custom postcard for Outreach events
  - Updated Outreach website - Soon to include online tour requests.

- **In Development:**
  - Information brochure on CTE programs
  - Comprehensive Cabrillo College brochure
  - Plans to update Running Start and Veteran’s websites.
  - Pole Banners for Soquel Dr. Light poles.

- Created an internal reporting system for Outreach activities
- Created survey process to gauge outcomes.
Thank you!

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