Los Angeles Harbor College
Recruitment Report for July 1, 2008- June 30, 2009

This report is a compilation of the outreach and recruitment activities for Los Angeles Harbor College for the fiscal year of July 1, 2008 to June 30, 2009 coordinated by Mr. Robert Barker, Student Recruitment Coordinator. The activities outlined in this report, however, are not inclusive of all College outreach activities performed by other personnel or other categorical programs.

Introduction

The Los Angeles Harbor College (LAHC) academic year 2008-2009 reflected well-organized and intensive outreach and recruitment activities.

As a result of these efforts, the college again maintained and increased its visibility in the community, strengthened the working relationships with new educational and community resources, and maintaining contacts with feeder high schools.

Due to the budget situation here at Harbor College, Student Recruitment was asked to cut its budget as a cost saving measure. We did manage to cut 20%. Also, the District growth funds that funded personnel and activities in 2007-2008 was not renewed in the 2008-2009 fiscal year. Even so, the Outreach and Recruitment efforts were consistent, and the high schools did not really feel the impact of the current year cuts. This will probably change in the next fiscal year.

Internal Activities

Welcome Week (Fall)

Welcome week began on September 2 and ran until September 6. This semester, there were three stations operating, one on the North side of the Seahawk Quad, and a
second station at the entrance point of the General Classroom building, and the third in the Admin Quad. Stations were manned from 7:30 AM to 1:30 PM, then 4:00 PM to 7:30 PM. The Outreach staff, counseling, and the Beacon House provided the majority of the week’s coverage.

**Welcome Week (Spring)**

This year, Welcome Week consisted of three information stations manned continuously from 7:30 AM to 7:30 PM. The stations were located at the new Administration Quad area, the Seahawk Quad area, and the access area by the General Classroom building.

Free coffee was available at the Admin station, and manpower at this station as well as the GC station was mainly men from the Beacon House Association of San Pedro. Recruitment staff also manned the Admin station, the GC station, the Seahawk station, and the Welcome Center. The Welcome Center was open from 7:30 AM to 8:00 PM Monday through Thursday, till 5:00 PM on Friday, and 3:00 PM on Saturday. The week went smoothly, and the coffee was very popular during a week of very cold weather.

**Welcome Center**

The Welcome Center re-located to the new Student Services and Administration building during holiday break, and was operational the first day of winter intersession classes. The new Center has a total of four open computers for student use, and is the headquarters for Recruitment services. The location at the east end of the new Student Services and Administration building is ideal, for now students can get assistance whether they walk into the west end of the building (Information Desk) or the east end.

Mid semester is generally slow for student use, with increased activity beginning and end of each semester. Also, summer is usually busy with incoming freshmen. The numbers from the end of April to the end of the fiscal year on June 30 saw over 500 students using the center. Use of the Center included adding and dropping classes,
applying for financial aid, homework and on-line class work, advisement, general information, and appointments with Mr. Barker.

**Senior Days and Open House**

With the decrease in funds, it was decided that the College could not fund field trips for the 5 District 8 high schools this year. Narbonne and San Pedro toured, with Narbonne using Title I money, and San Pedro using transition services funds. This being said, the College hosted three Saturdays for incoming freshmen. The dates for the Senior Orientation Days were May 2 and May 30, with the Open House on Saturday, June 20th.

The Basic Skills committee funded these three days. The funding included hourly counselors, admissions staff, assessment staff, information desk, peer advisors, and lunch. The recruitment staff, financial aid staff, and EOPS were working on comp time.

Below is the report from Elizabeth Colocho:

**SENIOR ORIENTATION DAYS AND OPEN HOUSE 2009 SERVICES AND EXPENSES**

The two Senior Orientation days on Saturday, May 2 and 30 respectively, and the Open House on Saturday, June 20, 2008 were funded as follow:

**Basic Skills Grant**

These funds were used to pay for the following:

*Two A & R clerks who assisted students with the admissions application Process at each event from 9-1:00 PM*

792.00

*Six Peer Advisors who assisted students in developing their class schedules and Teaching them how to register online or by telephone*

720.00

*Three counselors who assisted students in developing their Student Education Plan (SEP)*

2,160.00
Lunch provided (Pizza and drinks)  
1,120.00

**Matriculation funds:**

A total of 249 students were tested and given the PowerPoint Slide Orientation at the Assessment Center during the three events:

May 2nd --- 66 students tested

May 30th --- 122 students tested

June 20th --- 61 students tested
Total 249

The cost for testing 249 students 973.59
The cost of orientation folders for 249 students 1,369.50

These services were provided by one Student Services Assistant, One proctor, and two student workers 1,824.00

One Counselor to assist with SEPs and coordination of the three events 946.00

**5,113.09**

**Student Educational Plans (SEPs)**

SEPs developed by counselors during the three events:

May 2nd --- 58 SEPS completed

May 30th -- 103 SEPS completed

June 20th --- 48 SEPS completed
Total 209

Students filled out an Intake card to collect cell phone numbers and e-mail addresses. The Basic Skills counselor compiled a list of these students by day and called and e-
mailed them the following week immediately after each event. These phone calls and e-mail blasts were generated to remind students to register by telephone or online.

These are 2008’s numbers:

**Senior Orientation May 17th 2008**
A total of 23 students were assessed

**Senior Orientation May 31 2008**
A total of 44 students were assessed

**Open House June 14 2008**
A total of 58 students were assessed.

According to these numbers, on May 30th alone there were more students served than in all three events in 2008. However, in 2008 we did host each feeder high school on a tour of the campus. However, we attempted to bring the assessment to the high school campuses. (Per District Strategic Goals) The results were disheartening, for the bandwidth, firewalls, and cpus at the high school campuses were not enough to support the ACT/Compass exam. For example, at San Pedro High School we loaded the program on all 40 computers in the school library. When we called the students to test, the first two students who logged on crashed the entire system. A lot of time and manpower went into preparation for the assessments at the high schools. Until their technology improves, it is not the most efficient use of staff time and limited College money.

**VIP Day**

The second annual VIP day for new students was held on August 26. The day consisted of an opening address, a series of workshops, campus tours, and lunchtime resource fair, and lunch.

Roughly 290 students attended the event, with most of the students attending the morning session. Faculty, counseling, and program participation was high. Among the most involved programs include EOPS, Financial Aid, Counseling, and Student Recruitment. The day’s events were thought to be a success.

**HIGH SCHOOL OUTREACH EFFORTS**
The fiscal year’s high school outreach and recruitment efforts follow the same basic model from year to year. In the beginning of the school year, we do internal recruitment. Then, the latter part of September, visits begin in the high schools. This stage is mostly focused on the applications from the concurrent Outreach classes. The latter part of the fall is spent on initial contacts of high school seniors. The financial aid season begins in January, and goes till March. This involves hosting workshops, classroom visits, and assisting students in filing for financial aid. The beginning of the spring semester is again focused on concurrent enrollment applications, and then the spring freshmen recruitment effort goes into full swing. Upon high school graduation in June, efforts are focused on campus, both in the Welcome Center and through special events, to assist incoming students in the matriculation process.

CAHSEE Program

It is important to note that during all the following high school visits, information and referrals were given to students who were at risk for not graduating. The main two reasons for non-graduation were either students were short unit credit, did not pass either the math and/or English portion of the California High School Exit Exam (CAHSEE) or both. This year, special education students with IEPs were not exempt from passing the CAHSEE for their high school diploma. We did individual counseling and assembly presentations to inform potential non-graduates about the Harbor College CAHSEE program. The program Director is Yvette Moss.

The ‘Big Five’ of District 8

Banning High School

Bi-weekly visits on Mondays and Thursdays began at Banning High School on September 17, and continued September 11, 15, 17, 18, 22, 24, 29; October 2, 6, 9, 13, 16, 20, 23, 27, and 30; November 3, 5, 11, 12, 17, 19, 24, 26; December 1, 3, 8, 9, 15, 17; January 12, 14, 26, 29; February 2, 18, 23; March 2, 4, 9, 11, 16, 23, 30; April 1, 15, 20, 22, 27, 29; May 4, 6, 11, 13, 18, 20, 27, 28 and June 1, 2, 3, 13.
On May 28, the culinary program received a presentation on the LAHC culinary program. Also, on May 8th, students from Banning’s special education track toured Harbor College. LAHC also participated at Banning’s career day on April 1.

**Carson High School**
Weekly visits on Tuesdays at Carson High began on September 15, per Carson High’s request, and continued on September 16, 18, 23, 24, 29; October 6, 8, 13, 15, 20, 22, 27, 29; November 3, 5, 12, 17, 19, 25, 26; December 1, 3, 8, 10, 15, 17; January 12, 14, 28; February 2, 4, 9, 11, 18, 23, 25. Also, on February 7 the DOTS resource office had Harbor College present to their clients. In addition, Mr. Barker presented to 9 senior classes in 4 days, from January 7 through January 25. Also, Mr. Barker assisted Dean Blackburn with concurrent enrollment applications on February 23, 24, 25, 26. Regular visits were held on March 2, 4, 9, 11, 16, 18, 23, 25, 30; April 1, 13, 15, 20, 22, 27, 29. May 4, 6, 11, 13, 18, 20, 27 and June 1, 3, 8, 10. Mr. Barker handles both college center visits and the Outreach classes at Carson High.

**Gardena High School**
Weekly visits to Gardena High began on Thursday, October 4, and continued on October 18 and 25. Also, representatives from Harbor College hosted a CSU application workshop here on October 30. November 5, 12, 19; December 10, 12, 17, 19; January 14, 16, 21, 23, 28, 30, February 15, 24, 25, 26, 27; March 4, 6, 10, 13, 17, 20, 24, 27, April 3, 14, 17, 21, 24, 28; May 1, 8, 13, 15, 16, and June 3, 5, 10. On June 13, a representative from the outreach staff manned an information table at the Gardena High Career Fair.

**Narbonne High School**
Weekly visits to Narbonne High began on Friday, September 19, and continued on September 26; October 1, 3, 10, 24; November 6, 7, 13, 14, 18, 21, 25; December 2, 11, 12, 18; January 13, 15, 27, 30, February 3, 17, 18, 19, 24. March 3, 5, 10, 12, 17, 19, 24, 26, April 2, 16, 21. May 5, 7, 12, 14, 19, 21, 26, 28; June 2, 5, 9, 11, 16.
On April 28, 22 students from the Narbonne High came and toured the campus. These students took the assessment exam and made counseling appointments to follow up. In addition, Ms. Torres presented financial aid/community college awareness to 23 senior classes during the month of February. She also presented a Financial Aid workshop on February 18th. On June 5th, the dropout prevention counselor asked for a presentation on post high school options for non-graduating seniors. Also, on June 16th, she presented at a workshop on ‘Why College is Important.’

**San Pedro High School**

Weekly visits to San Pedro High began on September 26, and continued on October 3, 10, 17, 24, 31; November 7, 14, 21; December 11, 12, 18, 19; January 15, 16, 22, 23, 29, 30; February 5, 6, 12, 13, 19, 20, 26, 27; March 5, 6, 12, 13, 19, 20, 26, 27; April 2, 3, 16, 23, 30; May 1, 7, 8, 14, 15, 21, 22, 28, and June 4, 5, 11, 12. During the February visits, financial aid/community college awareness presentations to senior classes were also made.

On May 5, 24 students from San Pedro High toured the campus and took the assessment evaluation. Also, on May 7th, Mr. Barker presented to graduating students in the school’s Transition Services as to the opportunities at Harbor College.
Comparative High School Visits

Banning  | Carson  | Gardena | Narbonne | San Pedro
---|---|---|---|---
50 | 65 | 55 | 50 | 80
40 | 45 | 40 | 40 | 40
30 | 35 | 30 | 30 | 30
20 | 25 | 20 | 20 | 20
10 | 15 | 10 | 10 | 10
0 | 0 | 0 | 0 | 0

STUDENT CONTACTS

- BANNING
- CARSON
- GARDENA
- NARBONNE
- SAN PEDRO

Year Range:
- 2002-2003
- 2003-2004
- 2004-2005
- 2005-2006
- 2006-2007
- 2007-2008
- 2008-2009
Recruitment Functions

(Note: Events are listed in chronological order)

Beacon House Association

On August 9, 2008, Harbor College once again participated in the annual Beacon House Block Party and Art Show.

Mr. Barker also has been conducting a Personal Development 17 section in San Pedro for the local recovery population.

Boys and Girls Club

On July 23, Mr. Barker represented Harbor College at the staff development meeting at the San Pedro Boys and Girls Club. Emphasis was on the new partnership with the Club, and additional Outreach classes to be held on site.

On Wednesday, March 25, Mr. Barker met with prospective students at the San Pedro Boys and Girls Club.

Also, on Wednesday, April 29, Mr. Barker met with students at the Wilmington Boys and Girls Club.

Juvenile Hall Event

Representatives from Harbor College participated in an education and resource fair at the downtown Juvenile Hall facility.

Harbor Interfaith Shelter

On July 14 and August 7, Mr. Barker and other outreach representatives represented Los Angeles Harbor College at the Harbor Interfaith Shelter in San Pedro. The College has enjoyed a long and fruitful relationship with this facility, and the monthly workshops continue to be an important part of the outreach efforts.
Mr. Barker presented an hour-long workshop on LAHC programs and services to clients at the Harbor Interfaith Shelter in San Pedro on Thursday, October 30 @ 6:00 PM.

On February 5, a representative from Harbor College presented information to clients at the Harbor Interfaith Shelter on programs and services, particularly EOPS and CARE. These clients are in the extended living component of the Harbor Interfaith organization.

On Thursday, May 14, Norma Torres, recruitment CGCA, presented a workshop for clients at the Harbor Interfaith Shelter in San Pedro.

**PACT Meetings**

Representatives from the College attended the weekly Parole and Corrections Transition (PACT) meetings during the months of July and August. These meetings are for newly released parolees, and are held in Inglewood and Los Angeles.

On September 23, a representative from Harbor College attended the PACT orientation at the Inglewood site.

**UCLA**

Representatives from Harbor College attended the annual UCLA college fair as part of the Community College Partnership department at UCLA. The dates were July 10, August 13, and August 15.

**District 8 College Fair**

On September 20, the Outreach staff manned an information booth at the annual District 8 College Fair at CSUDH. Mr. Barker also presented a workshop on the community college system. This fair is well attended, approximately 65 colleges and 3,000 prospective students, and interest in the College here is as high as any other event.
Redondo Union High College Fair

On Tuesday, October 7, Mr. Barker manned an information table at the Redondo Union High School College Fair. This fair is an annual event, and very well attended.

Lynwood High College Fair

On Thursday, October 9, Harbor College attended a college fair at Lynwood High.

Southeast College Conference

On Saturday, October 11, the Outreach staff went to Southeast College Conference at Bell High School in Bell. In addition to an information table, they presented at two workshops on the community college system.

Attic College Fair

On Thursday, October 16, representatives from Harbor College attended a college fair at the Attic Teen Center, which is adjacent to Torrance High School.

Locke High Green Dot Fair

On Saturday, October 18, representatives from Los Angeles Harbor College attended a college fair at Locke High in Los Angeles.

Eagle Tree Continuation School

On Thursday, October 30, Mr. Barker presented LAHC information to every class at Eagle Tree Continuation High School. On Tuesday, May 13 Mr. Barker met with
interested students at Eagle Tree Continuation School, which is affiliated with Carson High School.

**Dodson Middle School**

On November 24, Mr. Barker addressed 3 assemblies, with a total of 1200 students, at Dodson Middle School on the community college system in general, and Harbor College in particular. The presentations were well received.

**Harbor Occupational Center**

On November 15, a representative from Harbor College attended a showcase luncheon at Harbor Occupational Center.

**Mary Star High School**

On November 5, Mr. Barker met with a group of interested students and parents in an evening college awareness night at Mary Star High School in San Pedro.

**Palos Verdes Peninsula High School**

On November 20, Mr. Barker met with interested students at PVPHS.

On Saturday, January 17, a representative from Harbor College attended a college fair at PVP High School. The College is currently enjoying an excellent working relationship with PVP, and this has enables the College to expand its concurrent offerings at the high school to include both after school and evening classes.

On Tuesday, March 10, Mr. Barker met with students at Palos Verdes Peninsula High School.
On Thursday, March 19, Mr. Barker represented Harbor College at the annual PVPUSD Community College Night.

**POLA High School**

On Friday, November 14, Mr. Barker met with counselors and administrators at Port of Los Angeles High School to discuss services the outreach office could assist in, and answer questions on individual student needs.

**Wilmington Middle School**

On December 10, Wilmington Middle School hosted a college awareness day, and Harbor College was again a participant. This is an all day event, consisting of a college fair model. During the course of the day, classes come out to participate in the fair.

**Pyramid at CSULB**

On November 3, representatives from Harbor College participated in the annual LBUSD College Fair. This event is held at CSULB, and generally attracts about 10,000 students.

**Inglewood Unified School District College Fair**

On November 6, representatives from the outreach team manned an information table at the annual Inglewood Unified School District College Fair at Hollywood Park Casino.

**Cash for College**

On Thursday, December 4 and Friday, December 5, the annual Cash for College Convention was held in the Los Angeles Convention Center. The College had an information booth for all three sessions; Wednesday daytime, Wednesday evening, and
Thursday daytime. Mr. Barker presented workshops on Financial Aid, Community College Transfer Requirements and Concurrent Enrollment. Yvette Moss and her staff also assisted in manning the information booth, and Ms. Moss presented college life workshops on concurrent enrollment. Attendance was estimated at over 12,000 students, and the workshops were standing room only.

**Angels Gate Continuation High School**

On December 11, Mr. Barker presented in all classrooms at Angels Gate Continuation High School in San Pedro. Mr. Barker also met individually with interested students.

**Palos Verdes High**

On February 24, we visited students at Palos Verdes High school. There seems to be renewed interest in the 2 year option here, at least according to the school's counselors who requested the visit.

**POLA High**

On February 24, Mr. Barker met with students and counselors at the Port of Los Angeles High School.

**Black College Expo**

On January 10, representatives from Los Angeles Harbor College assisted at the LACCD information tables at the annual Black College Expo.

**Free Cash for College**

On February 7, Harbor College served as one of the eighteen host sights for the annual Spring Free Cash for College Financial Aid day. Sheila Millman and Mr. Barker teamed
up to market and coordinate the day-long event. Approximately 220 people were in attendance, and the population consisted of students and parents interested in filling out the FAFSA in English and Spanish, and undocumented AB 540 students and parents interested in exploring scholarship recourses. Mica Murillo from EOPS assisted the individuals the AB 540 population, while the entire staff from the LAHC Financial Aid department as well as the Outreach staff and members from EOP&S participated. The event was co-sponsored by Unite LA and Mayor James Hahn’s office.

This year, 9 scholarships were awarded to attendees, and the awards ranged from $1,000 to $4,000 dollars. The extra scholarship money was made available from the Bill and Malinda Gates Foundation.

**Torrance Unified School District College Fair**

This event is one of the year’s largest and traditionally one of the best attended college fairs Harbor participates in. Torrance Unified has a very strong parents association, and that is evident in the planning, attendance, and response to this yearly event.

The event this year was held at West Torrance High School on February 21. Mr. Barker attended the event.

**Major League Baseball Urban League**

On February 21, a representative from the Outreach program manned an information table at the Major League Baseball Urban League event. This event is held at the El Camino/Compton baseball field, and attracts many area athletes. Also, professional scouts and the Major League Baseball channel attend.

**Wilmington Resource Fair**
Also on February 21st was the Wilmington Resource Fair, hosted by Assemblyman Warren Furutani. This was a rather small event, but the participants were treated with a variety of community resources and information booths.

**Mary Star of the Sea High School**

On Thursday, March 12, Mr. Barker met with incoming students from Mary Star of the Sea High School.

**Harbor Occupational Center**

On Tuesday, March 25, Mr. Barker spoke to the graduating class at Harbor Occupational Center on the opportunities available at Los Angeles Harbor College.

**Santee Education Center**

On Tuesday, March 24 and Thursday, March 26, 50 students from Santee Education Center in Los Angeles toured Los Angeles Harbor College.

**Hull Middle School**

On Monday, March 30, Harbor College attended a community college awareness day at Hull Middle School in Torrance.

**Hamilton Middle School**

On Thursday, April 2, students from Hamilton Middle School toured Harbor College. This was part of a GEAR UP program in LBUSD.
Millikan High School

On April 9, Harbor College was represented at the annual community college day at Millikan High School.

Lynwood High School

On April 23, Harbor College was represented at the annual community college day at Lynwood High School.

Mary Star of the Sea High School

On Thursday, May 14, Mr. Barker met with students at Mary Star of the Sea Catholic High School.

Cabrillo High School

On Wednesday, May 21 staffed an information table at the Cabrillo High School College Fair.

Freemont High School

On May 21, a representative from the LAHC outreach program visited Freemont High for their annual Community College Fair.

San Pedro Adult School

On Wednesday, May 28, Mr. Barker presented to the graduating class at San Pedro Adult School.

POLA High School
On Monday, June 1, Mr. Barker met with graduating seniors that are transitioning to Harbor College at POLA High School in San Pedro.

**San Pedro Adult School**

On June 3, Mr. Barker spoke to the graduating class at San Pedro Adult School on the programs and opportunities available at Harbor College.

**Banning Park Community Fair**

On June 13, Harbor College manned an information table at the annual Community Fair at Banning Park.

**Parole and Corrections Team Meeting**

On June 23, a representative from Harbor College staffed an information booth at the Inglewood P.A.C.T Meeting. This is a monthly orientation for new parolees, and the Parole Department puts together a variety of community resources.

**Children Hospital College Fair**

On June 26, Children’s Hospital in Los Angeles held their first College Awareness fair. This event was intended for children who have had some major challenges in their developmental years.

**Other Outreach Activities**

**Schedule Delivery**
As usual, schedules were delivered to high schools in District 8, Torrance Unified, and Long Beach Unified School Districts. Also, some libraries were also included for schedule placement. This is done each semester.

Sincerely:

Robert B Barker

Robert ‘Robbie’ Barker  M.A. Clinical Psychology
Student Recruitment Coordinator
Los Angeles Harbor College

(Please note the attachment below, for it contains 07-08 to 08-09 budget comparisons, Student Learning Outcomes, and unit plan for the fiscal year.)

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Growth Funds</td>
<td>Los Angeles Harbor College</td>
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<td>Fund Center: H8590A</td>
<td>Student Recruitment</td>
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<tr>
<td>Fund: 10100 Basic</td>
<td>$624.48</td>
<td>$689.46 (Carry over from 2007-2008)</td>
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<td>145500-Counselor-Hrly</td>
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<td>$52,120.66 (Reduction is 10100 due to CAHSEE)</td>
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<td>213100-Off &amp; Clrk-Reg</td>
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<td>392000-Distr F/B</td>
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<td>452100 Office Supplies</td>
<td>$1,774.38</td>
<td>$0 (Supplies came from CAHSEE program)</td>
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<tr>
<td>561100 Bus Transportation</td>
<td>$1,778.25</td>
<td>$0</td>
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Note savings of $29,270.17 or 20% for 2008-2009 fiscal year.

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>Savings</th>
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<tr>
<td>562100 Contract</td>
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<td>584100 Mileage</td>
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<td>589000 Other Expense</td>
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<td>Total Fund: 10100</td>
<td>$143,199.12</td>
<td>$113,928.95</td>
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### Unit Mission:
The function and purpose of the Outreach and Recruitment department is to develop, coordinate, and implement outreach and recruitment plans designed to recruit potential students, and maintain a consistent presence at high schools and the local community.

<table>
<thead>
<tr>
<th>Student Svcs. Program</th>
<th>COLLEGE SLO</th>
<th>Student Svcs.SLO</th>
<th>ACTIVITIES/TASKS</th>
<th>SLO Measures</th>
</tr>
</thead>
</table>
| Recruitment           | All         | The mission of the Student Services is to provide a positive and respectful environment through a comprehensive student services infrastructure that fosters educational and personal achievement. | • Conduct bi-weekly visits to LAUSD District 8 high schools, including Banning, Carson, Gardena, Narbonne, and San Pedro High Schools.  
• Respond to requests for services from high schools outside District 8, most notably schools in the Palos Verdes Peninsula School District, which is part of the College’s service area. Requests for occasional services also come from schools outside the College’s primary service area, including schools in the Torrance Unified School District, the Long Beach Unified School District, and the Compton Unified School District.  
• Act as a liaison with Academic Affairs to assist with the Outreach classes offered at the local high schools by working with the high school counseling staff to recruit potential students, assist with student applications and concurrent enrollment forms, and respond to student and staff concerns. | 1. LACCD HS capture Rate  
2. % of new students from feeder schools  
3. 2007 Student Survey  
4. % of students from visits who enrolled |
| In reach              | All         | The mission of the Student Services is to provide a positive and respectful environment through a comprehensive student services infrastructure that fosters educational and personal achievement. | • Coordinate “Welcome Week” “Open House” and “VIP Day” activities to assist incoming students.  
• Continue to implement a ‘First Year Experience’ program to assist with student retention.  
• Continue to provide assessment, orientation, and tour service to incoming freshmen.  
• Continue to provide campus tours by request. | 5. GPA  
6. Retention Rate |
| Welcome Center        | II,V        | The mission of the Student Services is to provide a positive and respectful environment through a comprehensive student services infrastructure that fosters educational and personal achievement. | • Assistance in filling out all college forms.  
• Assistance in computer or phone registration  
• Financial Aid advising and filing.  
• Computers available for all student related activities | 7. Survey  
8. Anecdotal |
**Unit Mission:**
The function and purpose of the Outreach and Recruitment department is to develop, coordinate, and implement outreach and recruitment plans designed to recruit potential students, and maintain a consistent presence at high schools and the local community.

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<th>SLO Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Personalized attention for any college related issues.</td>
<td></td>
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</table>
SLO Measures:

1. High School Capture Rates—this is still in development. However, LAHC has one of the highest capture rates in the LACCD.

<table>
<thead>
<tr>
<th>Division</th>
<th>12th Grade Enrollments</th>
<th>New Students Straight from High School</th>
<th>Capture Rate, 2004/05-2006/07</th>
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<tr>
<td>City</td>
<td>10,371</td>
<td>1,543</td>
<td>14.9</td>
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<tr>
<td>East</td>
<td>25,152</td>
<td>4,681</td>
<td>18.6</td>
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<td>Harbor</td>
<td>7,748</td>
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<td>Pierce</td>
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<td>Trade-Tech</td>
<td>9,587</td>
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<td>6.5</td>
</tr>
<tr>
<td>Valley</td>
<td>15,190</td>
<td>2,835</td>
<td>18.7</td>
</tr>
<tr>
<td>West</td>
<td>13,057</td>
<td>809</td>
<td>6.2</td>
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</table>

Figures cannot be summed to a district total because of listing of some high schools as feeder schools to more than one college.
### 2. % of new students from feeder schools.

<table>
<thead>
<tr>
<th>HIGH SCHOOL ORIGIN</th>
<th>FALL 2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banning HS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carson</td>
<td>284</td>
<td>311</td>
<td>335</td>
<td>379</td>
<td>342</td>
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<tr>
<td></td>
<td>9.9%</td>
<td>10.2%</td>
<td>10.5%</td>
<td>10.5%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Gardena HS</td>
<td>151</td>
<td>130</td>
<td>136</td>
<td>159</td>
<td>195</td>
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<tr>
<td></td>
<td>5.3%</td>
<td>4.3%</td>
<td>4.2%</td>
<td>4.4%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Narbonne HS</td>
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<td>204</td>
<td>225</td>
<td>242</td>
<td>213</td>
</tr>
<tr>
<td></td>
<td>6.7%</td>
<td>6.7%</td>
<td>7.0%</td>
<td>6.7%</td>
<td>5.9%</td>
</tr>
<tr>
<td>San Pedro HS</td>
<td>229</td>
<td>237</td>
<td>292</td>
<td>309</td>
<td>266</td>
</tr>
<tr>
<td></td>
<td>8.0%</td>
<td>7.8%</td>
<td>9.1%</td>
<td>8.5%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Palos Verdes HS</td>
<td>108</td>
<td>119</td>
<td>131</td>
<td>123</td>
<td>218</td>
</tr>
<tr>
<td></td>
<td>3.8%</td>
<td>3.9%</td>
<td>4.1%</td>
<td>3.4%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Other LA HS</td>
<td>737</td>
<td>774</td>
<td>784</td>
<td>887</td>
<td>1009</td>
</tr>
<tr>
<td></td>
<td>25.6%</td>
<td>25.4%</td>
<td>24.5%</td>
<td>24.5%</td>
<td>27.8%</td>
</tr>
<tr>
<td>Other California HS</td>
<td>533</td>
<td>579</td>
<td>578</td>
<td>707</td>
<td>605</td>
</tr>
<tr>
<td></td>
<td>18.6%</td>
<td>19.0%</td>
<td>18.1%</td>
<td>19.5%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Out of State HS</td>
<td>113</td>
<td>122</td>
<td>130</td>
<td>130</td>
<td>132</td>
</tr>
<tr>
<td></td>
<td>3.9%</td>
<td>4.0%</td>
<td>4.1%</td>
<td>3.6%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Out of Country</td>
<td>163</td>
<td>173</td>
<td>199</td>
<td>215</td>
<td>220</td>
</tr>
<tr>
<td></td>
<td>5.7%</td>
<td>5.7%</td>
<td>6.2%</td>
<td>5.9%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Unknown</td>
<td>32</td>
<td>38</td>
<td>29</td>
<td>31</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>1.1%</td>
<td>1.2%</td>
<td>0.9%</td>
<td>0.9%</td>
<td>0.6%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2,862</td>
<td>3,043</td>
<td>3,201</td>
<td>3,621</td>
<td>3,631</td>
</tr>
<tr>
<td></td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
3. 2007 Student Survey

**QUESTION 1** How important were the following sources of information in your decision to enroll at this college? (Mark one response for each item)

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Very Important %</th>
<th>Very Important Cum %</th>
<th>Important %</th>
<th>Important Cum %</th>
<th>Somewhat Important %</th>
<th>Somewhat Important Cum %</th>
<th>Not Important %</th>
<th>Not Important Cum %</th>
<th>No Response %</th>
<th>No Response Cum %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1a. Published class schedule</td>
<td>50.5</td>
<td>50.5</td>
<td>29.1</td>
<td>79.6</td>
<td>8.6</td>
<td>88.3</td>
<td>8.6</td>
<td>96.9</td>
<td>3.1</td>
<td>100.0</td>
</tr>
<tr>
<td>1b. On-line class schedule</td>
<td>34.7</td>
<td>34.7</td>
<td>25.4</td>
<td>60.1</td>
<td>16.3</td>
<td>76.4</td>
<td>19.7</td>
<td>96.1</td>
<td>3.9</td>
<td>100.0</td>
</tr>
<tr>
<td>1g. Family or friends</td>
<td>31.7</td>
<td>31.7</td>
<td>27.9</td>
<td>59.6</td>
<td>16.4</td>
<td>76.0</td>
<td>20.6</td>
<td>96.5</td>
<td>3.5</td>
<td>100.0</td>
</tr>
<tr>
<td>1f. College or District website</td>
<td>35.2</td>
<td>35.2</td>
<td>25.7</td>
<td>60.8</td>
<td>14.6</td>
<td>75.5</td>
<td>19.9</td>
<td>95.3</td>
<td>4.7</td>
<td>100.0</td>
</tr>
<tr>
<td>1h. Current or former students</td>
<td>23.5</td>
<td>23.5</td>
<td>29.6</td>
<td>53.0</td>
<td>19.4</td>
<td>72.5</td>
<td>23.3</td>
<td>95.8</td>
<td>4.2</td>
<td>100.0</td>
</tr>
<tr>
<td>1d. High school advisor/counselor</td>
<td>23.2</td>
<td>23.2</td>
<td>20.2</td>
<td>43.3</td>
<td>13.6</td>
<td>57.0</td>
<td>38.6</td>
<td>95.5</td>
<td>4.5</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Workplace notice, program, or employer’s</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1j. recommendation</td>
<td>15.6</td>
<td>15.6</td>
<td>20.7</td>
<td>36.4</td>
<td>17.9</td>
<td>54.2</td>
<td>41.3</td>
<td>95.5</td>
<td>4.5</td>
<td>100.0</td>
</tr>
<tr>
<td>1i. Special events at this college</td>
<td>12.3</td>
<td>12.3</td>
<td>17.5</td>
<td>29.8</td>
<td>20.6</td>
<td>50.4</td>
<td>44.7</td>
<td>95.1</td>
<td>4.9</td>
<td>100.0</td>
</tr>
<tr>
<td>1e. College representative coming to my high school</td>
<td>16.1</td>
<td>16.1</td>
<td>18.3</td>
<td>34.4</td>
<td>13.6</td>
<td>48.0</td>
<td>46.6</td>
<td>94.7</td>
<td>5.3</td>
<td>100.0</td>
</tr>
<tr>
<td>1c. Newspaper, radio, or TV ad</td>
<td>5.5</td>
<td>5.5</td>
<td>13.9</td>
<td>19.4</td>
<td>24.5</td>
<td>43.9</td>
<td>51.9</td>
<td>95.8</td>
<td>4.2</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Athletic coach recruitment</strong></td>
<td>6.9</td>
<td>6.9</td>
<td>12.3</td>
<td>19.2</td>
<td>15.2</td>
<td>34.4</td>
<td>60.5</td>
<td>94.9</td>
<td>5.1</td>
<td>100.0</td>
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</tbody>
</table>
### 1e. College representative coming to my high school

<table>
<thead>
<tr>
<th></th>
<th>Very Important</th>
<th>Cum %</th>
<th>Important</th>
<th>Cum %</th>
<th>Somewhat Important</th>
<th>Cum %</th>
<th>Not Important</th>
<th>Cum %</th>
<th>No Response</th>
<th>Cum %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Under 20</strong></td>
<td>26.6</td>
<td>26.6</td>
<td>23.1</td>
<td>49.7</td>
<td>18.1</td>
<td>67.8</td>
<td>30.7</td>
<td>98.5</td>
<td>1.5</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>20 - 24</strong></td>
<td>14.5</td>
<td>14.5</td>
<td>19.3</td>
<td>33.8</td>
<td>16.7</td>
<td>50.5</td>
<td>47.8</td>
<td>98.3</td>
<td>1.8</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>25 - 34</strong></td>
<td>12.9</td>
<td>12.9</td>
<td>17.2</td>
<td>30.1</td>
<td>10.4</td>
<td>40.5</td>
<td>55.8</td>
<td>96.3</td>
<td>3.7</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>35 - 54</strong></td>
<td>9.0</td>
<td>9.0</td>
<td>11.2</td>
<td>20.2</td>
<td>7.5</td>
<td>27.7</td>
<td>57.5</td>
<td>85.2</td>
<td>14.9</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>55 and over</strong></td>
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<td>4.3</td>
<td>17.4</td>
<td>21.7</td>
<td>4.3</td>
<td>26.8</td>
<td>47.8</td>
<td>73.8</td>
<td>26.1</td>
<td>100.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Very Important</th>
<th>Cum %</th>
<th>Important</th>
<th>Cum %</th>
<th>Somewhat Important</th>
<th>Cum %</th>
<th>Not Important</th>
<th>Cum %</th>
<th>No Response</th>
<th>Cum %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Asian</strong></td>
<td>18.9</td>
<td>18.9</td>
<td>23.9</td>
<td>42.8</td>
<td>17.0</td>
<td>59.8</td>
<td>35.2</td>
<td>95.6</td>
<td>5.0</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td>11.2</td>
<td>11.2</td>
<td>12.2</td>
<td>23.4</td>
<td>13.3</td>
<td>36.7</td>
<td>55.1</td>
<td>91.8</td>
<td>8.2</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Hispanic</strong></td>
<td>22.0</td>
<td>22.0</td>
<td>21.7</td>
<td>43.7</td>
<td>15.7</td>
<td>59.4</td>
<td>35.7</td>
<td>95.1</td>
<td>5.0</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>5.9</td>
<td>5.9</td>
<td>9.6</td>
<td>15.5</td>
<td>9.6</td>
<td>25.1</td>
<td>71.9</td>
<td>97.0</td>
<td>3.0</td>
<td>100.0</td>
</tr>
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</table>
4. % of students from visits who enrolled

**EDUCATIONAL STATUS AND *SERVICE AREA HIGH SCHOOL ONLY**

<table>
<thead>
<tr>
<th></th>
<th>Robbie's Group</th>
<th>Other</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># Tested</td>
<td># Enrolled</td>
<td>Yield</td>
</tr>
<tr>
<td>20043</td>
<td>162</td>
<td>128</td>
<td>79.0%</td>
</tr>
<tr>
<td>20053</td>
<td>177</td>
<td>147</td>
<td>83.1%</td>
</tr>
<tr>
<td>20063</td>
<td>151</td>
<td>105</td>
<td>69.5%</td>
</tr>
<tr>
<td>20073</td>
<td>110</td>
<td>77</td>
<td>70.0%</td>
</tr>
</tbody>
</table>

*Banning, Carson, Gardena, Narbonne, and San Pedro only.