MISSION
To promote and support a student center, student focused learning community at Honolulu Community College.

PROGRAM GOALS
Outreach and Orientation Office:
- Promotes Honolulu Community College’s academic programs through outreach and community services.
- Provides activities to support students’ successful transition to college.

LEARNING OUTCOMES
As a result of completing the orientation process, students will be able to:
- Locate, identify, and demonstrate a basic understanding of college and academic policies and procedures.
- Identify campus resources and utilize those that are appropriate to their needs.
- Identify and navigate technological and on-line resources to support their educational goal.
- Identify ways to access and engage in the campus community, opportunities, and activities.
- Identify and select appropriate funding options to meet their educational goals based on their financial need.

SERVICE OUTCOMES
- Develop and promote recruitment activities to increase student enrollment.
- Maintain effective and consistent communication with high school administrators and counselors.
- Implement a consistent message and branding while promoting and marketing Honolulu Community College’s academic programs.

POINTS OF PRIDE
- Conducted 28 high and middle school campus tours, hosting 728 students.
- Hosted Counselors on Campus
- Partnered with Gear Up Hawai`i Senior Transition Day and College Access and Exploration Season (CAES) on high school campus.
- Hosted <3 CTE event at Hon CC campus.
ASSESSMENT ACTIVITIES AY 2013-14

Learning / Service Outcome 1

- Develop and promote recruitment activities to increase student enrollment.

Does your outcome link to one of the college’s Institutional Learning Outcomes?  _X_ Yes  ___ No
If Yes, which one (check all that apply):

___ Critical Thinking
___ Information Literacy
_ X_ Career Preparation
_ X_ Effective Communication
_ X_ Community Awareness and Social Responsibility

Methods and Measures

With the change in personnel, implementation of a coherent plan of action was not possible. However, a College Recruitment Plan was completed in this academic year. The plan identifies clear and measurable outcomes with implementation strategies.

Findings

The College Recruitment Plan will use the 2013 data points for its baseline measure. The following measures will be used as our assessment.

- Increase the total number of students to 530 in the Fall of 2014.
- Increase the total number of students to 550 in the Fall of 2015.
- Increase the overall going rate to 3% by 2015.
- Increase number of applications by 30 percent
- Increase the Yield Rate by 4 percent

Decisions / Recommendations

Now that the plan has been established, implementation of the plan has begun. Data points will be collected at the end of the Fall 2014 and Spring 2015 regarding these goals. This data will help the Outreach team to determine its effectiveness of the implemented strategies.

Learning / Service Outcome 2

- Maintain effective and consistent communication with high school administrators and counselors.

Methods and Measures

Efforts to reestablish strong relationships with our feeder high schools started with our Counselors on Campus Day. This activity was well received by our participants and lead to other activities which included but are not limited too, request for workshops on high school campus, student field trips to Honolulu Community College, and a better informed high school counseling staff regarding Honolulu Community College’s academic programs. These activities were followed up with visits to high schools to meet with principals to build a more positive relationship. Using Survey Monkey, a survey was sent out to all high school counselors in spring 2014.
Findings

A total of 45 counselors responded. Of the respondents, 36.4% (16) were College and Career Counselors. All other respondents were grade level counselors. Overall counselor’s rated our college services and processes “good” with an average rating of 3.2 on a 4 point scale. However, what is really telling are the comments. While we have made some progress, several comments lead me to believe we have more work to do. For example:

Communication:
- “Very impressed with Orientation”
- “Times the phone rings with no answer”
- “Unsure as to if there is one dedicated person of contact from HCC”

Outreach:
- “Worked with Leon Florendo last year in scheduling a campu tour and fund Leon to be extremely helpful and accommodating”
- “We’ve been told because we are on the Leeward district that HCC will not send their staff out to do fairs or on-site visits.”
- “Most colleges contact me to set up a presentation at our school. Would be good to have a regular contact to initiate.”

College Services and Process
- “Communication has improved over the past two years.”
- “Since the loss of Grace Funai. There has been a void in your office that has not been replaced.”

Other comments
- “The HCC Counselors Day is always a great way to get caught up on all the programs and requirements offered at HCC. The fair that HCC used to put on where many of the programs came out onto the mall with hands on demonstrations for students is greatly missed!”
- “I push students who are unsure of college or who do not meet the admission criteria for a 4 year college to attend a community college. Once at HCC/KCC (unless they know they want to enter a trade school/program) I tell them to take a general ed classes, get a good GPA, and talk to a counselor about transferring college ASAP to a 4 year college. I warn them of the pitfalls of attending a community college such as students there most likely do not take education seriously since they didn’t have the GPA to get into the college of their choice.”
- “Since there is another community college in our community, most would attend there for liberal arts, and attend HCC for CTE majors.”

Decisions / Recommendations

While the comments and ratings confirm that there has been improvement in communication with the high school campuses its clear that more need to be done. The following recommendations are made.
- Implement College Recruitment Plan with the following goals:
  - To increase the number of students enrolling at Honolulu. Specifically to meet system targets and/or to increase enrollment of the following populations:
    - Students coming from high schools
    - Native Hawaiian students (straight from high school and non-traditional)
  - To re-establish and improve our relationships with high school administrators and counselors.
To implement consistent messaging and branding while promoting and marketing the college’s academic programs.

- Promote liberal arts programs focusing on feeders high schools in close geographic proximity to Honolulu Community College, such as Farrington, Roosevelt, Moanalua, and McKinley high schools.

**PLANS FOR THE COMING YEAR 2014-15**

- Chancellor’s Principals Breakfast meeting, Community of Heros
- Counselors on Campus
- I <3 CTE Day
- Participate in Gear Up Hawai‘i Senior Transition Day and College Access and Exploration Season (CAES) on high school campus.

**SUPPORTING DOCUMENTS & OTHER DATA**

- College Recruitment Plan Power Point
- Honolulu Community College: High School Counselor Survey