

## Outreach/Preview Day

SLO: Given participation in Preview Day, 85% of participating high school students will indicate a greater likelihood of attending Cerro Coso. Results compared to last year's data are as follows:

What is your Grade level?

08-09 42% Seniors, 41% Juniors, 17% Other

09-10 64% Seniors, 32% Juniors, 4% Other

Comment: Greater percent of seniors attended in 09-10.

Were you made aware of any services or programs?

08-09 55% yes, 44% no, 1% no response

09-10 61% yes, 33% no, 6% no response

Comment: Higher percentage of students indicated more awareness of college programs.

Which part was most informative?

08-09 24% Information, 48% campus tour, 8% both, 20% no response

09-10 61% career fair, 25% campus tour, 5% both, 9% no response

Comment: The new feature of the career fair had significant effect on increased information students felt they heard about during Preview Day.

Was this event helpful?

08-09 83% yes, 12% no, 5% no response

09-10 93% yes, 1% no, 6% no response

Comment: Increase in students relating event helpful to them.

After attending this event are you more likely to attend Cerro Coso?

08-09 72% yes, 18% no, 6% maybe, 4% no response

09-10 80% yes, 13% no, 3% maybe, 4% no response

Comment: Significant increase in responses related to the event and the likelihood of students attending Cerro Coso. The response does not meet the initial goal set in the SLO but there has been significant

increase in the response rate to the degree that we continue to see a clear positive impact from the event as a recruitment and outreach activity.

In the 2010-2011 year Preview Day incorporated a career fair for the visiting High School students. This addition to Preview Day resulted in very favorable feedback from the students who identified the career fair as the most informative component of the overall activity. The career fair focused on CTE majors and provided students the opportunities to explore how educational programs relate to the world of work. The overall rating for the event was 93% positive and resulted in 80% of the attending High School students considering attending Cerro Coso College. Overall, Preview Day continues to be a positive, informative and effective recruitment event for the local area seniors.

Due to continued favorable responses of Preview Day, counseling will continue to offer the event to local area High School seniors as budget permits. This SLO is considered completed and counseling will next follow participating students in Preview Day to see what percentage of students actually enroll at Cerro Coso the following fall semester.

As a result of the successful career fair component, this part of the Preview Day activity has been expanded and extended to Cerro Coso students later in the day.