Los Angeles Harbor College
Recruitment Report for July 1, 2009 - June 30, 2010

This report is a compilation of the outreach and recruitment activities for Los Angeles Harbor College for the fiscal year of July 1, 2009 to June 30, 2010 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 2009-2010 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 our budget by 17%. Also, due to the reduction in staff by 50%, high school visits were cut by 50% as well as college fairs and events. The only activities we covered in the 2009-2010 year were local Tier 1 events. In addition, even with the staffing cuts, the Welcome Center was open from 8-4 Monday through Thursday. So, the outreach staff has more to do with fewer personnel and resources to accomplish our designated duties and responsibilities.

Internal Activities

Welcome Center
The Welcome Center enjoyed its first entire fiscal year in the new facilities, and is a very busy Center. 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.

During the 2009-2010 fiscal year, we served 3,394 students. Roughly 60% came in for computer use, including adding and dropping classes, applying, financial aid filing, homework, and getting off site transcripts. We do not allow internet surfing or personal computer use. Frankly, I am surprised by the numbers. The issue for the Welcome Center/Outreach staff is that the Center now has to be open regular hours, plus take care of outreach services and concurrent enrollment. This year my staff was cut 50%.

**Welcome Week (Fall)**

Welcome week began on August 31 and ran until September 5. 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 two information stations manned continuously from 7:30 AM to 7:30 PM. The stations were located at the area between the new SSA and NEA buildings and the Seahawk Quad.

Free coffee was available at the SSA 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 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.

VIP Day

The third annual VIP day for new students was held on August 25. 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.
The ‘Big Five’ of District 8

Banning High School
Weekly visits on Mondays began at Banning High School on September 14, and continued September 21, 23, 29; October 8, 12, 15, 19, 26; November 2, 9, 16, 23; January 11, 25, 29; February 1, 9, 15, 22; March 1, 8, 15, 22, 29; April 12, 19, 26; May 43, 10, 17, 24 and June 7, 14. On January 11, the College presented in the auditorium a workshop on financial aid filing. Also, Banning held a Career Fair on March 23.

On May 19, students were bused in from Banning High and took the assessment and toured the campus.

Carson High School
Weekly visits on Tuesdays at Carson High began on September 9, per Carson High’s request, and continued on September 16, 30; October 6, 13, 14, 22; November 4, 10, 17, 24; December 1, ; January 12, February 2, 9, 16, 23; March 2, 9, 16, 23; April 6, 13, 20, 27; May 4, 11, 18, 25; June 1, 8, 15. Also, Mr. Barker attended the Carson High Community College day on April 23. Mr. Barker handles both college center visits and the Outreach classes at Carson High.

Gardena High School
Weekly visits to Gardena High began on Friday, September 11 and continued on September 18, 25, October 2, 9, 16, 23; November 6, 18, 25; January 13, 27; February 27; March 3, 10, 19, 26; April 7, 9, 21, 28; May 3, 12, 19, 26 and June 2, 16. On December 3, 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 September 10, and continued on September 17, 24; October 1, 8, 14, 22; November 3, 5, 12, 19; December 2, 11, 12, 18; January 14, 28, February 4, 11, 18, 25. March 4, 10, 11, 18, 26, April 8, 22, 29; May 6, 13, 22; June 4. On October 14th, Outreach staff manned an assembly to students who were at
risk for non-graduation. On February 17, a financial aid workshop was given in the school auditorium, and a parent informational session was held in the evening on May 22. Students who did not graduate were given another presentation on June 8th on opportunities beyond high school, including community colleges.

On Friday, April 30, students were bused in for the assessment and campus tour.

San Pedro High School
Weekly visits to San Pedro High began on September 18, 25, and continued on October 2, 9, 16, 23, 30; November 6, 13, 20, 27; December 4, 11; January 29; February 5, 12, 19, 26; March 5, 12, 19, 26; April 4, 19, 23, 30; May 7, 14, 21, 28, and June 4, 18. During the February visits, financial aid/community college awareness presentations to senior classes were also made. Students also toured the campus on April 22nd.

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. Graduating seniors were also bussed in on May 27th for the assessment evaluation, campus tour, and lunch.
District 8 High School Visits

![Graph showing high school visits from 2001-2002 to 2009-2010.](graph.png)
Comparative High School Visits

Banning | Carson | Gardena | Narbonne | San Pedro

Total of 96 students from the four high schools were assessed in ENL and MATH in 2010.

<table>
<thead>
<tr>
<th>Total</th>
<th>ENL</th>
<th>MATH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>101</td>
<td>28</td>
</tr>
<tr>
<td>5/30/10 NARBONNE</td>
<td>29</td>
<td>3</td>
</tr>
<tr>
<td>5/04/10 GARDENA</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>5/17/10 SAN PEDRO</td>
<td>29</td>
<td>4</td>
</tr>
<tr>
<td>5/19/10 BANNING</td>
<td>25</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>96</td>
<td></td>
</tr>
</tbody>
</table>

Total of 37 students from the two high schools were assessed in ENL and MATH in 2009.

<table>
<thead>
<tr>
<th>Total</th>
<th>ENL</th>
<th>MATH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>101</td>
<td>28</td>
</tr>
<tr>
<td>5/28/09 NARBONNE</td>
<td>18</td>
<td>2</td>
</tr>
<tr>
<td>5/05/09 SAN PEDRO</td>
<td>19</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>37</td>
<td></td>
</tr>
</tbody>
</table>

Total of 110 students from the five high schools were assessed in ENL and MATH in 2007.

<table>
<thead>
<tr>
<th>Total</th>
<th>ENL</th>
<th>MATH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>101</td>
<td>28</td>
</tr>
<tr>
<td>5/21/07 CARSON</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>5/22/07 SAN PEDRO</td>
<td>30</td>
<td>5</td>
</tr>
<tr>
<td>5/23/07 NARBONNE</td>
<td>22</td>
<td>3</td>
</tr>
<tr>
<td>5/30/07 BANNING</td>
<td>28</td>
<td>2</td>
</tr>
<tr>
<td>5/31/07 GARDENA</td>
<td>15</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>110</td>
<td></td>
</tr>
</tbody>
</table>
Recruitment Functions

(Note: Events are listed in chronological order)

Beacon House Association

On August 8, 2009, 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.

Univision 34 Event CSUDH

On August 22, 2009, representatives for the Harbor College outreach team manned an information booth at the Univision 34 resource/health/education fair at CSUDH. The team reported approximately 20,000 participants, and the organizers were not prepared for the numbers. Busloads of people from all over the State of California came to the event, and when it shut down at 6:00 PM, there were literally thousands that had not been served. For this year, I put out an LAHC ALL request for volunteers, and am happy to say that I have a great response from faculty and some of the campus clubs. Very few community colleges were present at the event, and most or our District were not present.

Harbor Interfaith Shelter

On September 15, January 14, and April 29, 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.
District 8 College Fair

On September 19, 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.

Southeast College Conference

On September 26, the Outreach staff manned an information booth at the annual Southeast College Conference at Bell High School. This is a large annual event, and very well attended. In addition to the college fair portion of the event, the Outreach staff normally does community college/financial aid workshops.

Rancho Del Mar

Rancho Del Mar Continuation High from the Palos Verdes Peninsula Unified School District toured the campus twice this year. The first tour was on October 13, with a spring tour on May 5th. Although the tours are small, the College captures a good number of Rancho graduates. The Dean of Students is an LAHC alumni, and really promotes the school.

CSULB College Fair

On Wednesday, October 21, representatives from Los Angeles Harbor College, including Connie Juno from the Counseling Department, attended the annual college fair at the Pyramid at Cal State Long Beach. This is a long standing event that attracts between 3,000 to 4,000 students from the Long Beach Unified School District, and the College has participated in this event for a number of years.
Eagle Tree Continuation School

On Thursday, October 22, Mr. Barker presented LAHC information to every class at Eagle Tree Continuation High School.

Cash for College

On Wednesday, October 28 and Thursday, October 29, 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. 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.

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.

Inglewood Unified School District College Fair

On November 5, the Outreach staff manned the annual Inglewood Unified School District College Fair held at Hollywood Park Casino in Inglewood. This is also a large annual event, and the College participated every year.

Palos Verdes Peninsula High School

On November 20, Mr. Barker met with interested students at PVPHS.
On Saturday, January 16, 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 Friday, May 7, 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 16, 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.

**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 Peninsula High**

On Saturday, January 16, Peninsula High hosted a college awareness day for foster and at risk youth from south central Los Angeles. Harbor College participated by manning an information booth.
POLA High

On January 27, Mr. Barker met with students and counselors at the Port of Los Angeles High School.

Free Cash for College

On February 30, 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 310 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 recourse. 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, there were 5 scholarship recipients. The awards ranged from a single $1,000 non-renewable scholarship to a four year renewable $1,000 award. The award money comes from the Bill and Melinda Gates Performance Outcomes grant money. This is a longitudinal survey to measure the affects of extra money on Pell eligible students.

Black College Expo

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

Mary Star of the Sea High School

On Tuesday, February 2, Mr. Barker met with incoming students from Mary Star of the Sea High School.
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 27. Mr. Barker attended the event.

**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.

**Palos Verdes High**

On May 14 and June 1, Mr. Barker 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 visits.

**Lynwood High School College Fair**

On March 18, the Outreach staff manned an information booth at the Lynwood High School College Fair.

**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 Wednesday, May 25 and Thursday, May 26, 50 students from Santee Education Center in Los Angeles toured Los Angeles Harbor College.

Banning Career Fair

On March 23, Harbor College, with both Outreach staff and faculty, attended a Career Fair at Banning High School.

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.

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.

San Pedro Adult School

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

On Wednesday, May 5, Mr. Barker met with graduating seniors that are transitioning to Harbor College at POLA High School in San Pedro.

Angels Gate Tour

On May 25, students from Angels Gate independent learning centers were given a campus tour. These students are part of LAUSD, but in a nontraditional setting, similar to a home school environment. The College gets many concurrent and freshmen students from The Angels Gate program.

Banning Park Community Fair

On June 12, Harbor College manned an information table at the annual Community Fair at Banning Park.

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 10-11 budget comparisons, Student Learning Outcomes, and unit plan for the fiscal year.)

<table>
<thead>
<tr>
<th>Fund Center: H8590A</th>
<th>Actual Annual Expenses (From SAP)</th>
<th>Student Recruitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund: 10100 Basic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>145500-Counselor-Hrly</td>
<td>$624.48</td>
<td>$689.46</td>
</tr>
<tr>
<td>213100-Off &amp; Clerk-Reg</td>
<td>$64,480.69</td>
<td>$52,120.66</td>
</tr>
<tr>
<td>392000-Distr F/B</td>
<td>$26,196.44</td>
<td>$20,836.70</td>
</tr>
<tr>
<td>239200 Unclassified</td>
<td>$40,354.00</td>
<td>$37,504.96</td>
</tr>
<tr>
<td>452100 Office Supplies</td>
<td>$1,774.38</td>
<td>$0</td>
</tr>
<tr>
<td>561100 Bus Transportation</td>
<td>$1,778.25</td>
<td>$0</td>
</tr>
<tr>
<td>562100 Contract</td>
<td>$1,856</td>
<td>$200</td>
</tr>
<tr>
<td>584100 Mileage</td>
<td>$1,345</td>
<td>$1,160.18</td>
</tr>
<tr>
<td>589000 Other Expense</td>
<td>$2,448.45</td>
<td>$1,416.99</td>
</tr>
<tr>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total Fund: 10100</td>
<td>$143,199.12</td>
<td>$113,928.95</td>
</tr>
</tbody>
</table>

Note savings of $29,270.17 or 20% for 2008-2009 fiscal year, with an additional $19,433.33 or 17% savings from 2008-2009. This is a reduction in cost of
37% from the growth year of 2007-2008.