

2013 Portland Community College District-Wide Fall Term Open House

Outreach & Orientation Coordinators

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Event Objectives

- Address **PCC's institutional goals of access and student success.**
- **Welcome new students and help them build community.**
- Assist **new students** to be prepared for their first day of class.
- Provide opportunities to **learn about campus resources, student leadership, financial literacy, and college success strategies.**
- Have students print class schedules, look for class locations, set-up payment plans, get student ID, and learn how to buy books and parking permits.

Overview

- A pilot event summer of 2012 at the Rock Creek Campus was successful, with 175 plus participants.
- Outreach and Orientation Coordinators (OOCs) coordinated three district wide planning meetings throughout the summer, the first held on July 19, 2013.
- OOCs coordinated student registration, marketing and promotion of the Open House.
- Outreach efforts included 4044 postcards mailed to new students, 5000 invitation emails, 1319 follow up phone calls, and meetings with multiple departments and programs.
- Students who received notification of the program were registered for at least one credit.
- Of the students that participated, they listed 96 educational programs and high schools which they attended.
- The Open House program was intentionally scheduled prior to the fall 2013 payment deadline.

Campus	Date	# registered Student/Guest	# attended Student/Guest
Rock Creek	Thursday, August 29, 2013	184/92	169/81
Sylvania	Wednesday, September 04, 2013	174/57	166/34
Southeast	Friday, September 06, 2013	95/43	65/16
Cascade	Saturday, September 07, 2013	126/66	62/17
Total		579/258	462/148
Grand Total		837	610

Learning Outcomes

1. Participants will learn about their financial responsibilities as PCC students and about the importance of paying for classes in a timely manner.

2. Participants will learn about the importance of getting involved in student leadership, activities, events, and clubs.
3. Participants will learn about the various resources available at PCC and how they can help them be more successful students.
4. Participants will learn various tools available through MyPCC and the importance of accessing their account regularly.

Assessment Summary

At the end of each event, students were asked to complete a brief assessment focused on the established learning outcomes:

- 94% of participants agreed or somewhat agreed that they learned about the various tools available in MyPCC and the importance of using them regularly.
- 98% of participants agreed or somewhat agreed that they learned about the various campus resources critical for their success at PCC.
- 95% of participants agreed or somewhat agreed that they learned about student involvement and leadership opportunities.
- 95% of participants agreed or somewhat agreed that they learned about their financial responsibilities as PCC students and the importance of paying on-time.

Recommendations

- **Hold all open house events during the week instead of the weekend.** Services such as ID cards were not available in the weekend, and it had an impact on participation.
- **Hold the Open Houses a week later.** Most students in attendance already had payment arrangements in place. By holding them a week later, students may use financial aid award to purchase books.
- **Create a targeted and deliberate communications/marketing plan for the Open House.** Coordinate with marketing, the web team, Enrollment Services, and other stakeholders to develop and implement early promotion of the Open House programs.
- **Continue successful partnerships with PCC Auxiliary Services and other Campus Services,** specifically Parking, Bookstore, Business Office, Financial Aid, Advising and Admissions & Registration.
- **Develop a district-wide budget for the Open House programs to ensure a consistent student experience and maximum participation.** Specific expenses associated with the Open House include printing, mailing, packet materials, refreshments, and dedicated staff time.

Conclusion

The Outreach and Orientation Coordinators **agreed that the PCC Fall Term Open House events were successful and made a positive impact on attendees.** New PCC students completed vital tasks to be prepared for the start of the term and received valuable resource information. Guests benefited from learning about the support and opportunities available to students. **The Open House programs were successful due to the involvement and participation of numerous campus and district wide offices. Everyone was committed and invested in the outcome of this effort, specifically the outreach to the local high schools was evident in the success of the program.**

The following are the **high schools and education partners** students who attended the Open House program listed on their registration cards:

Aloha High School
Arts and Communication Magnet Academy
Ashland High School
Astoria High School
Baker High School
Banks high school
Beaverton High School Beaverton, OR
Benicia High School
Benson High School
Binus International School Serpong
Caldwell High School
Canby High School
Century High School
China Chang Feng First High School
CHUKYO HIGH SCHOOL in Japan
Clackamas High School
Clackamas Middle College
Cleveland High School
College Mariste Champville
Cor Deo Academy
Crook County High School
David Douglas High School
Earl Wooster High School, Reno NV
East High School
Estacada High School
Forest Grove High School
Franklin High School
Glacier High School
Glencoe High School
Grant High School Portland Oregon
Gresham-Barlow Web Academy
Health and Science High School
Heritage High School
Hillsboro High School
Homeschooled
Hudson Bay High School
Huntington Beach High School
Jefferson High School
Jesuit High School

John F. Kennedy High School
Kealakehe High School
Lake Oswego High School
Lakeridge High School
Le Hong Phong
LEP Public Charter High School
Liberty High School
Lincoln High School
Madison High School
Marianas High School
Merlo Station High School
Miller Education Center Alternative High School
Milwaukie high school
Mitchell School
Molalla High school
Mount Horeb High School
Mt.Scott Learning Center
Native American Early College Academy
New Covenant Christian Academy
OMAR BIN ABDULAZIZ IND. SEC. SCHOOL FOR BOYS
Orca
Oregon Connections Academy
Pacific Academy
Pacific Crest Community School
parkrose high school
Prairie High School
Rex Putnam High School
Reynolds High School
Rio Americano High School
Roosevelt High School
Roseburg High School
Sam Barlow HS
Sandy High School
Scappoose High School
Seaside High School
Sehome High School
Sherwood High School
Silver Stage
Southridge High School
SST
St. Anselms
St.Marys Academy
Sunset High School
Taft High School
Thompson Valley High School

Tigard Senior High School
Timberline High School
Tinian High School
Trillium Charter School
Tualatin High School
Vancouver School of Arts and Academics
Vernonia High School
Westview High School
Wilson HS
Wilsonville High School
Windsor High School
Woodrow Wilson High School