



Position Request Presentation  
November 20, 2024

**Position: College Recruiter**

**Requested by Enrollment Services and Support Programs**

# Outreach Team

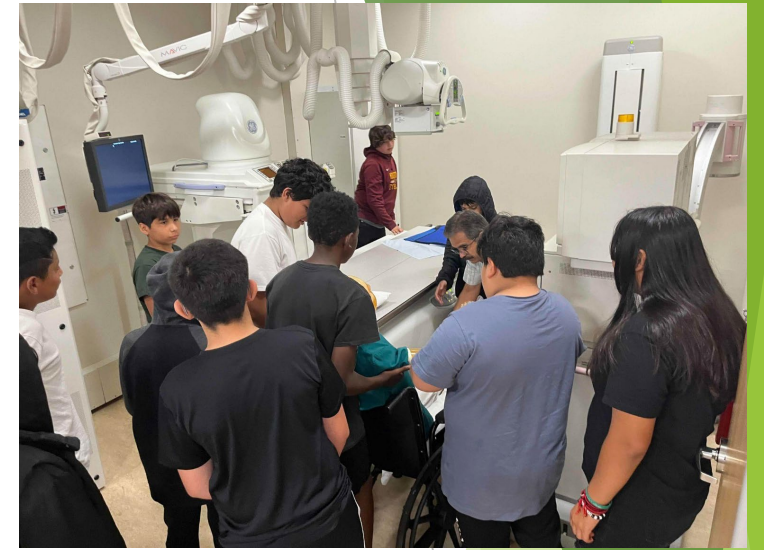


# Request

## Permanent Full-Time College Recruiter will...

- Reach new community members in N. Fair Oaks, Belle Haven, and East Palo Alto, especially BIPOC communities
- Transform where we share what Cañada has to offer by identifying and reaching new outreach audiences that help strengthen our ties to BIPOC communities
- Recruit more BIPOC students, including more students who identify as Black / African American
- Collaborate with community organizations to host summer camps, events, and other activities and programs that help triple the number of high school students on campus during the summer and on Saturdays during the academic year, particularly students who may not be college aware or on track to be college ready.

# BGCP - HS & Middle School



# EMP Meetings in the Community



# Community & Partner Listening Sessions



# From the Community



“an extension of Cañada in the community”

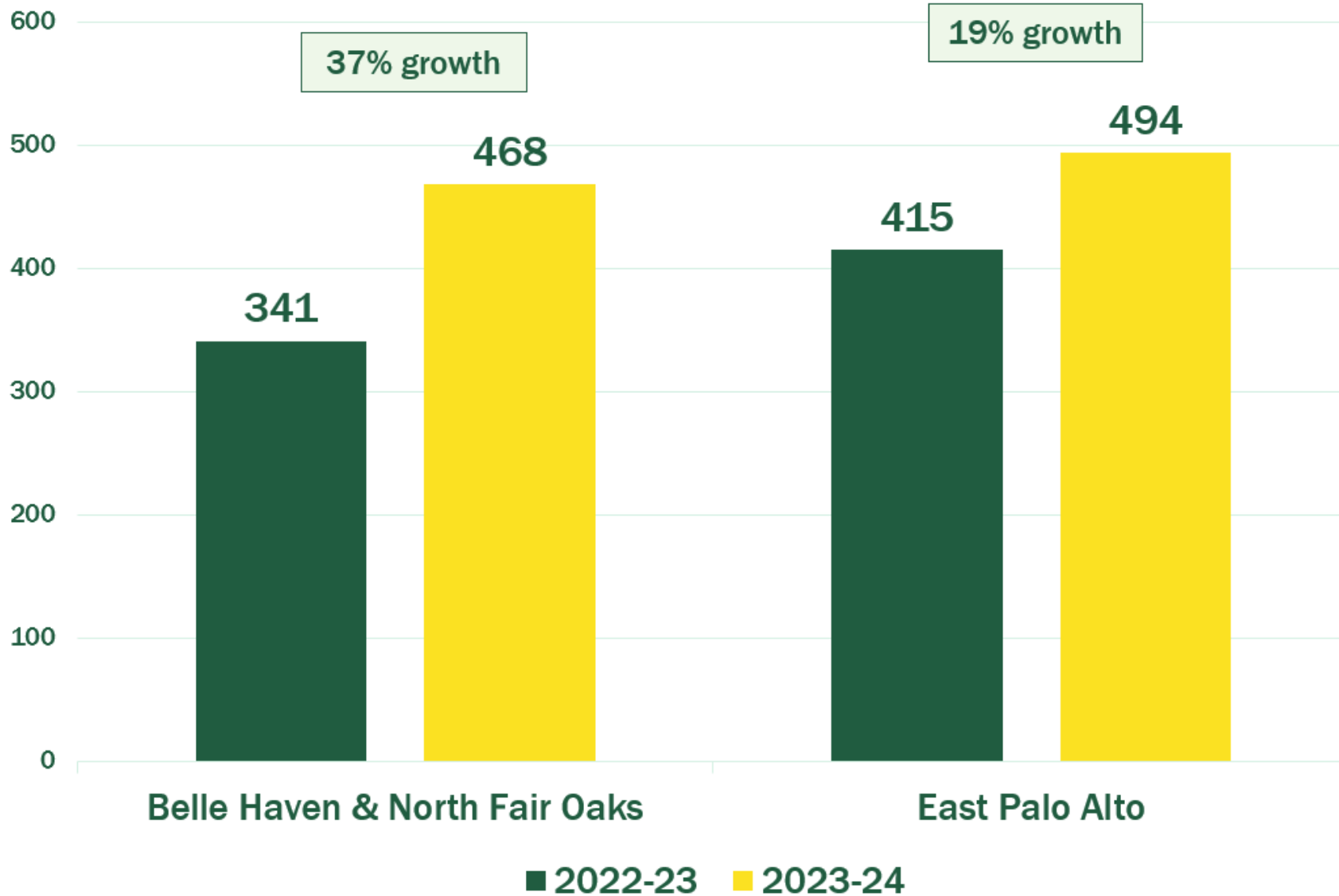
“more youth exposure to campus- camps during summer and breaks”

”Cañada should help bring profit into the community, do intentional outreach to individual members in the community”

# Expanding Our Reach

- Our first summer programming on campus: We hosted 195 BGCP high school & middle school students
- 2 listening sessions EPA and NFO!
- EMP 3.2 meetings in the community
- Spring 2025: BGCP Personal Narrative Writing (PNW) Workshops on Saturdays
- Expand community connections:
  - North Fair Oaks Library
  - Generations United (NFO)
  - East Palo Alto Library
  - YMCA – EPA
  - Ecumenical Hunger Program – EPA
  - College Track – EPA
  - Foundation for College Education
  - Belle Haven Community Center





## During the 2023-2024 Academic Year:

Growth of students attending Cañada College from communities of focus in 2023-24 exceeds overall college growth of 13%

Nearly all of these students benefited from SB 893 Free College Initiative

Cañada College

# If filled...

The College Recruiter at Cañada College will play a vital role in closing equity gaps by:

- Actively seeking out potential BIPOC students from EPA, NFO, BH.
- Offering individualized assistance with the application and registration process in EPA, NFO and BH.
- Holding regular application registration events in the community.
- Reaching out to underrepresented groups and builds relationships with community organizations to create a pipeline of students from these areas.



# BUILDING NEW GROUND

The Center for Economic Mobility

