



Resource Requests

CAN Student Service - Outreach

Non-Personnel Item (2024 - 2025)

Requested Year

2024 - 2025

Program Requesting Resources

Re-occurring Budget Increase for Super Registration Events

Item Requested

\$60,000 (\$20k for each event)

Item Description

Re-occurring Budget Increase for Super Registration Events (formerly covered by one-time funds)

Program Goals this Request Supports

Increase the number of high school students on campus during the summer and on Saturdays during the academic year and Expanding in EPA, BH, and NFO with an emphasis on BIPOC communities

Status

New Request - Active

Type of Resource

Non-Instructional Expenses (over \$5,000) e.g., equipment

Cost

60,000

One-Time or Recurring Cost?

Recurring Cost

Critical Question: How does this resource request support closing the equity gap?

Super registration is a powerful tool for closing the equity gap by streamlining access to services and resources for marginalized communities. By helping community members with all the matriculation steps, super registration can reduce hurdles and increase efficiency, making course registration easier for underserved populations to benefit from programs and opportunities at Cañada College. Also, Super registration, provides and ensures equitable access to our low-income and BIPOC communities, specifically in our North Fair Oaks, Belle Haven & East Palo Alto.

Critical Question: How does this resource request support Latinx and AANAPISI students?

The aforementioned communities of North Fair Oaks, Belle Haven & East Palo Alto have the highest concentration of Latinx, Asian-American, African-American & Poly-Island community members. These low-income community members often need to work and are not able to attend multiple workshops and/or meetings for the steps in our matriculation process. These 'one-stop-shop' events allow them to attend one day and complete all of their enrollment steps and with the instruction and assistance they need. These events are usually energetic and welcoming for incoming students and it makes them feel they belong and are supported by our wonderful staff.

Map Request to College Goals and Strategic Initiatives

Which of Cañada College's Goals does this resource request support?

Student Access and/or Success and/or Completion
Equity-Minded and Antiracist College Culture
Community Connections
Accessible Infrastructure and Innovation

Which of Cañada College's Strategic Initiatives does this resource request support?

Make registration easier
Connect students to the academic program(s) and classes they need
Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete

Resource Requests

Create and sustain an inclusive and/or antiracist and/or equity-minded campus culture
Better share what Cañada offers
Help meet the basic needs of Cañada students and other community members
Ensure the physical campus is accessible
Provide adequate access to technology
Manage resources effectively

Non-Personnel Item (2024 - 2025)

Non-Personnel Item (2024 - 2025)

Requested Year

2024 - 2025

Program Requesting Resources

Budget Increase for Boys & Girls Club Spring and Summer Programming

Item Requested

\$44,000 budget (for one spring and two summer programs)

Item Description

Spring & Summer Programming at Cañada College - Exposure for Low-Income/BIPOC at an earlier age

Program Goals this Request Supports

EMP Goal 3.6 to "collaborate with community organizations to host summer camps, events and other activities...particularly students who may not be college aware or on track to be college ready."

Status

New Request - Active

Type of Resource

Non-Instructional Expenses (over \$5,000) e.g., equipment

Cost

44,000

One-Time or Recurring Cost?

Recurring Cost

Critical Question: How does this resource request support closing the equity gap?

The BGCP locations that we collaborate are largely made up of students that are low-income and BIPOC. When we visited these students and asked, almost 99% of them said they had no plans to go to college. Exposure at an earlier age is critical at this age (middle school).

Critical Question: How does this resource request support Latinx and AANAPISI students?

The BGCP locations that we collaborate with in East Palo Alto, North Fair Oaks Redwood City and Belle Haven are largely made up of students that are low-income and BIPOC.

Map Request to College Goals and Strategic Initiatives

Which of Cañada College's Goals does this resource request support?

Equity-Minded and Antiracist College Culture
Community Connections

Which of Cañada College's Strategic Initiatives does this resource request support?

Strengthen K-16 pathways and transfer
Help students explore and find employment in fields of their choice
Better share what Cañada offers

Non-Personnel Item (2024 - 2025)

Requested Year

2024 - 2025

Program Requesting Resources

Increased Budget for Campus Ambassador Salaries - \$50,000.00

Item Requested

\$50,000.00

Item Description

\$50,000.00 increase in budget for Campus Ambassador Salaries

Program Goals this Request Supports

Campus Ambassadors support ALL Outreach Efforts. They increase our expansion efforts into the communities of NFO, BH & EPA. They also help us provide greater exposure to K-12 students, especially from low-income and BIPOC communities.

Status

New Request - Active

Type of Resource

Non-Instructional Expenses (over \$5,000) e.g., equipment

Cost

50,000

One-Time or Recurring Cost?

Recurring Cost

Critical Question: How does this resource request support closing the equity gap?

The Cañada College Student Ambassador Program is a dynamic initiative that empowers students to serve as campus representatives and community liaisons. Ambassadors play a crucial role in promoting the college's mission and values by providing tours, assisting with recruitment and outreach events, and offering valuable insights to prospective students. Through their involvement, ambassadors develop leadership skills, enhance their communication abilities, and gain a deeper understanding of the college's diverse academic programs and support services. By fostering a welcoming and inclusive campus environment, they contribute to the overall success of students at Cañada College and to closing the equity gap.

Critical Question: How does this resource request support Latinx and AANAPISI students?

The communities of North Fair Oaks, Belle Haven & East Palo Alto have the highest concentration of Latinx, Asian-American, African-American & Poly-Island community members. These low-income community members often need one on one assistance and/or meetings that take multiple hours in order to complete steps in our matriculation process. Our Ambassadors attend events with us such as application workshops and provide assistance with this.

Map Request to College Goals and Strategic Initiatives

Which of Cañada College's Goals does this resource request support?

Community Connections
Accessible Infrastructure and Innovation
Equity-Minded and Antiracist College Culture

Which of Cañada College's Strategic Initiatives does this resource request support?

Make registration easier
Connect students to the academic program(s) and classes they need
Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete
Create and sustain an inclusive and/or antiracist and/or equity-minded campus culture

Resource Requests

Better share what Cañada offers
Strengthen K-16 pathways and transfer
Be the best college choice for local high school students
Help students explore and find employment in fields of their choice

Non-Personnel Item (2024 - 2025)

Non-Personnel Item (2024 - 2025)

Requested Year

2024 - 2025

Program Requesting Resources

Budget for Annual High School Counselor & Community Partner Forum

Item Requested

\$7,000.00

Item Description

Consistent annual budget item for our Annual High School Counselor & Community Partner Forum

Program Goals this Request Supports

Connect with local partners to promote college services with an intention to increase enrollment.
Build stronger cross-functional collaboration with existing programs/services to support growth in persistence and completion for students.
Identify needs of the community to ensure promotion of existing services and explore the development of new services relevant to our community needs.

Status

New Request - Active

Type of Resource

Non-Instructional Expenses (over \$5,000) e.g., equipment

Cost

7,000

One-Time or Recurring Cost?

Recurring Cost

Critical Question: How does this resource request support closing the equity gap?

The Outreach Program deliberately uses an anti-racist lens when executing our outreach efforts. Our goal is to create and foster relationships with people, schools, and organizations equitably. This includes BIPOC students and low-income areas. We annually invite our community and high school partners to our campus and to share the latest data on our college and much needed information to help them prepare their/our students for college. At this "mini-conference" they get to choose from training workshops that we co-create with our campus teams about our various college programs. Every year we have new topics. Every year we ask for feedback from the community on what and where we can do better. The feedback regarding this event has consistently been that the information we share with them is invaluable in helping students with the college pathway to Cañada College.

Critical Question: How does this resource request support Latinx and AANAPISI students?

Connecting with our community partners in person and sharing valuable information about our programs makes access possible, equitable and easy to understand. We are intentional about the partners that we invite and put special emphasis on inviting our North Fair Oaks, Belle Haven & East Palo Alto communities. These communities have the highest concentrations of Latinx, African-american and AANAPISI students.

Map Request to College Goals and Strategic Initiatives

Which of Cañada College's Goals does this resource request support?

Community Connections
Accessible Infrastructure and Innovation
Student Access and/or Success and/or Completion

Resource Requests

Which of Cañada College's Strategic Initiatives does this resource request support?

Make registration easier
Connect students to the academic program(s) and classes they need
Better share what Cañada offers
Be the best college choice for local high school students
Strengthen K-16 pathways and transfer
Ensure the physical campus is accessible

Personnel - Classified Staff (2024 - 2025)

Personnel - Classified Staff (2024 - 2025)

Requested Year

2024 - 2025

Hiring Division/Department:

Enrollment Services and Support Programs

Position Title:

College Recruiter

Status

New Request – Active

Is this position permanent?

Yes

Position Type

Full-time

Program Goals this Request Supports

Expanding in East Palo Alto, Belle Haven, and North Fair Oaks, with an emphasis on Black, Indigenous, and People of Color communities

Position: General Funds.

1

Allocation: General Funds.

100

Critical Question: How does this resource request support closing the equity gap?

The college recruiter at Cañada College plays a vital role in closing equity gaps by actively seeking out potential students from underserved communities, providing personalized guidance and support, promoting a diverse and inclusive campus culture, and advocating for policies that promote equity. Through targeted outreach in East Palo Alto, Belle Haven, and North Fair Oaks, the recruiter reaches out to underrepresented groups and builds relationships with community organizations to create a pipeline of students from these areas. Additionally, the recruiter offers individualized assistance with the application and registration process, financial aid, and addressing language barriers. By highlighting Cañada College's commitment to diversity and inclusion and connecting students with student ambassadors, the recruiter contributes to creating a welcoming and supportive environment for all students. Furthermore, the recruiter advocates for policies and practices that promote equity, analyzes enrollment data to identify disparities, and informs targeted outreach and support efforts. Overall, the college recruiter's work is instrumental in closing equity gaps and ensuring that Cañada College provides equal opportunities for all students.

Critical Question: How does this resource request support Latinx and AANAPISI students?

The college recruiter at Cañada College plays a crucial role in supporting Latinx and AANAPISI (Asian American and Native American Pacific Islander) students by providing a variety of services that address their unique needs. These services include outreach and recruitment efforts, application and registration support, financial aid assistance, cultural and social support, and advocacy for addressing systemic barriers. Recruiters actively seek out Latinx and AANAPISI students in their communities and partner with local organizations to provide personalized guidance and support throughout the college application and matriculation process. Additionally, recruiters

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collaborate with the financial aid office to help students identify and apply for financial aid and scholarships, making college more affordable.

Furthermore, recruiters contribute to creating a welcoming and supportive campus environment for Latinx and AANAPISI students by organizing cultural events, social activities, and opportunities for community building. By advocating for policies that promote equity and access to higher education, and by analyzing enrollment data to identify disparities, the college recruiter can inform targeted outreach and support efforts to help Latinx and AANAPISI students overcome barriers to higher education, start their higher education journey at Cañada College and achieve their academic goals.

Justification

1. Describe the specific needs for the position requested and the duties of this position in a brief statement.

The College Recruiter position at Cañada College should be made permanent to ensure continued enrollment growth, increase student diversity, promote equity and student success, strengthen community engagement, and enhance the college's institutional reputation. By actively seeking out potential students, providing guidance and support, and fostering positive relationships with the community, the College Recruiter plays a vital role in attracting new enrollments, promoting diversity, and making higher education more accessible for our community. To address these needs, the College Recruiter will perform a variety of duties, including outreach and recruitment, admissions and registration support in East Palo Alto, North Fair Oaks and Bell Haven, event planning, and data management. By identifying and connecting with prospective students, attending college fairs, and promoting the college in the community, the Recruiter will play a crucial role in attracting new enrollments. Additionally, the Recruiter will provide guidance on the application process, academic requirements, and financial aid options, assisting students throughout the admissions process and connecting them with campus resources. By organizing campus tours, information sessions, and other events, the Recruiter will help to attract prospective students and showcase the college's offerings. Finally, the Recruiter will track student applications, maintain accurate records, and analyze enrollment data to inform future outreach and recruitment efforts.

2. Explain how this position aligns with and supports the mission and strategic goals of the college.

Cañada College's mission of providing high-quality education and training that empowers students to achieve their personal and professional goals is directly supported by hiring a college recruiter. A recruiter plays a crucial role in attracting and enrolling students from underserved populations and help them pursue their academic aspirations. By actively seeking out potential students, providing guidance on the admissions/matriculation process, and highlighting the unique opportunities and resources offered by Cañada College, the college recruiter helps to ensure that the college is reaching its target audience and meeting the needs of a diverse student body. This ultimately contributes to the college's success in achieving its mission of empowering students to reach their full potential.

3. Explain how adding this position will strengthen the department or division.

Hiring a second college recruiter will significantly enhance the outreach department and the division of enrollment services at Cañada College. By expanding the team, the college can increase its capacity for outreach activities, such as attending high school fairs, conducting campus tours, and providing personalized counseling to prospective students. Additionally, the second recruiter can focus on specific student populations in East Palo Alto, Belle Haven and North Fair Oaks, allowing for more targeted and effective outreach efforts. This will not only increase the number of qualified applicants but also improve the overall quality of the incoming student body. Furthermore, having two recruiters will provide greater flexibility and redundancy, ensuring that outreach efforts continue uninterrupted even in the face of unforeseen circumstances. Ultimately, the addition of a second college recruiter will strengthen the division of enrollment services and contribute to Cañada College's success in achieving its mission of providing high-quality education.

4. Explain how this work will be accomplished if the position is not filled.

The absence of a college recruiter can have several negative consequences:

1. Decreased Enrollment from the targeted region (EPA, NFA and BH): Without a dedicated recruiter to actively seek out and attract potential students, enrollment numbers may decline over time.
2. Loss of opportunity to enroll BIPOC Students from EPA, NFA, BH: A lack of recruitment efforts can lead to

Resource Requests

missing out on students who may not be aware of the college's programs or opportunities.

3. **Reduced Diversity:** without a recruiter, the college may not attract a diverse student body, potentially limiting the range of perspectives and experiences on campus.

4. **Missed Opportunities for Growth:** A recruiter can help identify new academic programs or initiatives that align with the college's mission and strategic goals. Without this input, the college may miss out on opportunities for growth and development.

In summary, the college recruiter plays a vital role in the success of Cañada College. The absence of a second recruiter can have significant negative consequences for enrollment, student success, and the overall reputation of the college in the community.

5. **Critical Question: How does this resource request support closing the equity gap?**

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6. **Critical Question: How does this resource request support Latinx and AANAPISI students?**

The college recruiter at Cañada College plays a crucial role in supporting Latinx and AANAPISI (Asian American and Native American Pacific Islander) students by providing a variety of services that address their unique needs. These services include outreach and recruitment efforts, application and registration support, financial aid assistance, cultural and social support, and advocacy for addressing systemic barriers. Recruiters actively seek out Latinx and AANAPISI students in their communities and partner with local organizations to provide personalized guidance and support throughout the college application and matriculation process. Additionally, recruiters collaborate with the financial aid office to help students identify and apply for financial aid and scholarships, making college more affordable.

Furthermore, recruiters contribute to creating a welcoming and supportive campus environment for Latinx and AANAPISI students by organizing cultural events, social activities, and opportunities for community building. By advocating for policies that promote equity and access to higher education, and by analyzing enrollment data to identify disparities, the college recruiter can inform targeted outreach and support efforts to help Latinx and AANAPISI students overcome barriers to higher education, start their higher education journey at Cañada College and achieve their academic goals.

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Which of Cañada College's Goals does this resource request support?

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Equity-Minded and Antiracist College Culture
Community Connections

Which of Cañada College's Strategic Initiatives does this resource request support?

Create and sustain an inclusive and/or antiracist and/or equity-minded campus culture

This position has been reviewed by the department or division and is recommended for hiring.

Dean/Director/Hiring Supervisor Name

Wissem Bennani

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Date

11/01/2024