

ACADEMIC OUTREACH

Academic Affairs and Undergraduate Studies

Self-Study

Vision

Academic Outreach is committed to increasing educational equity and access to institutions of higher education among first generation students and students of color in the state of Utah through collaborative programming which starts in the PreK-12 formative educational years and continues through adulthood.

Description: Brief Overview of Academic Outreach

The mission of Academic Outreach within Academic Affairs is to

- ...take the lead in drawing the academic community into a University- and community-wide partnership on educational pipeline initiatives focused on creating greater college awareness, college preparation, and college access for students of color and first generation students starting in the PreK-12 formative educational years and continuing through adulthood, in coordination with Academic Affairs, Student Affairs, Continuing Education, University Neighborhood Partners, Marketing and Communication, and Colleges/Departments;
- ...administer, collaborate on, and secure funding for specific programs, and develop new programs; and
- ...work closely with the Office of the Senior Vice President to strengthen the place of Academic Outreach at the level of the strategic planning process both at the University and in Colleges/Departments.

Significant Issues for Academic Outreach

Academic Outreach has identified several institution-wide strategic issues to be addressed in planning the recruitment of first generation students that will shape the process of Academic Outreach in the future. These issues are:

- First generation student and parent engagement
- Community and University partnerships
- Investment and creation
- Increasing awareness and eliminating barriers
- Self-reflection and evaluation
- Sharing our efforts with community and University
- Developing and facilitating new programming

Actions and Assessment Steps Taken in the 2007-2008 Academic Year¹

Academic Outreach took a series of actions on issues regarding first generation students, students of color, and their parents in 2007-2008. I will briefly outline actions taken.

¹ Assessment and pre-assessment steps are highlighted in yellow.

1. It was found in data from the State Report Card on Higher Education and the Utah System of Higher Education *Data Book* that Utah college students are some of the most ready in the nation but the least likely to attend college by age 19. Therefore, in the Fall of 2006, Academic Outreach, in collaboration with the Development Officer in Continuing Education, and a subcommittee, wrote a \$1 million grant through the Jack Kent Cooke Foundation to establish a College Advising Corps program at the University of Utah. The University of Utah was awarded the grant in March of 2007 along with 9 other colleges/universities across the country including the University of California at Berkeley, Brown University, and the University of Pennsylvania. Academic Outreach is the Principal Investigator on the grant and administers the grant program now known as the Utah College Advising Corps (UCAC), one of two premier programs within Academic Outreach. The UCAC program enabled the University to hire 8 College Advisors to work full-time in 8 area high schools in 2007-2008 to work on increasing college enrollment among first generation students, students of color, and other students facing substantial barriers. The University of Utah was awarded the Jack Kent Cooke Foundation Utah College Advising Corps in March of 2007.

Academic Outreach has accomplished several tasks this year in relationship to UCAC:

- Hired a Director for the Utah College Advising Corps, Ms. Aretha Minor, in collaboration with a Search Committee
- Hired 8 College Access Advisors, in collaboration with the UCAC Program Director and the Development Officer for Continuing Education, to work in 8 local target schools within 2 local school districts. High Schools include: Granite, Granger, Kearns, Taylorsville, Hunter, Cottonwood, East and West. Districts include: Salt Lake City School District and Granite School District.
- Worked with the office of the Commissioner of Higher Education to support the work of UCAC in conjunction with the Development Officer for Student Initiatives
- Worked with the UCAC Director to establish initial contacts with leadership in Salt Lake City School District and Granite School District as well as leadership in the 8 participating target high schools to begin to create sustainable relationships
- Established initial contacts with Student Affairs, Academic Affairs, and University Neighborhood Partners to begin planning for the training of 8 College Access Advisors
- Is in the process of completing all documentation for the University's Institutional Review Board in order to gather data from Salt Lake City School District and Granite School District for target high schools (see attached MPR Spreadsheet which describes the data to be gathered for the Jack Kent Cooke Foundation and Mathematic M.P.R—their data assessment group).

These are the major accomplishments of the **Utah College Advising Corps** for the 2007-2008 academic year:

Utah College Advising Corps – Ms. Aretha Minor, Program Director

Programmatic

- Recruited, hired and placed 8 college access advisors in 8 targeted high schools along the Wasatch Front in coordination with the Assistant Vice President for Academic Outreach and the Development Officer within Continuing Education.
- Coordinated and oversaw a 7-week summer training for program staff.

- Coordinated CITI training for program staff as a requirement for University of Utah's Institutional Review Board (IRB).
- Coordinated Web-Enabled Student Database (WEST) training for program staff as preparation for collecting data in schools.
- Successfully negotiated the expansion of UCAC program to Highland HS and Cyprus HS beginning 2008-2009 school year.
- Program Director, Ms. Aretha Minor was invited by the National College Advising Corps (NCAC) Office to serve on Leadership Advisory Council and Committee on Training and Curriculum.
- Worked with the Director of Youth Education in Continuing Education to establish ACT Preparation Course Scholarships.
- Hired a graduate assistant.
- Completed surveys to assess knowledge base for advising as well as the UCAC program.

Administrative

- Public Relations
Established agreement with neighboring college to develop internship opportunity for students to work on PR strategy for UCAC
- Supervision
 - ✓ Supervised 8 college access advisors and 1 graduate assistant
 - ✓ Instituted monthly team meetings
 - ✓ Instituted monthly site visits to each school
 - ✓ Instituted weekly e-reports provided by advisors
- Budgets/AmeriCorps*VISTA Cost-share
 - ✓ Manage day-to-day budgets and cost-share agreement
 - ✓ Maintain relationships with Americorps*Vista representatives
- Program membership
 - ✓ Became member of the National College Access Network (NCAN)

External and internal relationships

Established relationships with the following organizations and access programs to mutually enhance and support the activities in which the Utah College Advising Corps engages.

- Salt Lake City School District (SLCSD)
- Granite School District (GSD)
- Utah State Office of Education (USOE)
- Utah Higher Education Assistance Authority (UHEAA)
- Utah State Scholars (USS)
- Campus Compact (UCC)
- Advancement Via Individual Determination (AVID)
- Gaining Early Awareness and Readiness for Undergraduate Programs (GearUp)
- Math, Engineering and Science Achievement (MESA)
- Colleges and universities within the Utah System of Higher Education (USHE)
- University of Utah
 - Lowell Bennion Community Service Learning Center, University Neighborhood Partners, Office of Financial Aid and Scholarships, Writing Center, Continuing Education, Disability Student Services, Center for Ethnic Student Affairs, University College Advising, Counseling Center, Center for

Public Policy and Administration, Office of Student Recruitment and High School Services, Upward Bound, Office of Sponsored Projects, Office of Grants and Contracts, Human Resources

Future plans

- UCAC Program staff along with school personnel, review Year 1 activities and services to determine how to improve for Year 2
- Develop a strategic plan with clear goals, objectives and strategies
- Foster new and maintain existing relationships that bear directly on the work in which the Utah College Advising Corps is engaged

Presentations

- Indian Walk-in Center
- Calvary Baptist Church
- Academy of Mathematics, Engineering and Science (AMES)
- Black Butterflies Leadership Conference

Utah College Advising Corps - 8 College Access Advisors

UCAC advisers provided services to 1172 high school seniors and 542 high school juniors:

(Seniors/Juniors)

ACT Information - 1008/570

ACT Registration - 572/208

ACT Prep - 171/102

Admissions Exploration - 1168/256

Admissions Applications - 580/19

Scholarship Information - 1621/272

Scholarship Application - 827/41

FAFSA Information - 753/197

FAFSA Completion - 175/7

UCAC advisers conducted outreach activities to the following:

214 - Sophomores

11 - Freshman

The racial breakdown of the students UCAC advisers worked with is as follows. This information was voluntarily provided to the adviser by the way the student viewed their racial identity:

Asian - 122

African American – 152

Caucasian - 665

Latino - 609

Multiracial - 21

Other - 7

Pacific Islander - 292

Native American - 35

Of the students UCAC advisers worked with many would be first-generation college students. This information was voluntarily provided to the adviser by the student:

926 - Yes
389 - No
625 - Unknown

UCAC advisers attracted students by a variety of referral methods

Posters 81
Student Trackers 40
Friends 174
College workshops 226
Counselors 246
School administration 2
Brought themselves 26
Called down by UCAC adviser 172
Teacher 357
Unknown 360

UCAC advisers connected with both students and parents through a variety of workshops and presentations. Advisers also coordinated field trips to Utah state colleges and universities for students and their families. Advisers kept attendance rosters at various activities and the results are as follows:

College nights – 155 students and 238 parents
Essay workshops - 149 students and 23 parents
Financial Aid workshops - 233 students and 174 parents
ACT preparation classes - 99 students and 6 parents
Campus visits - 942 students and 11 parents

2. Academic Outreach collaborated with the Office of the Sr. Vice President for Academic Affairs, the Vice President for Student Affairs, the Sr. Associate Vice President for Academic Affairs, and the Associate Vice President for Academic Affairs and Undergraduate Studies to create new positions within Academic Outreach to work on educational pipeline initiatives as we work to increase access to institutions of higher education for underserved populations in the state of Utah. In this regard, Academic Outreach accomplished the following tasks this academic year:

- Hired an Academic Outreach Projects Coordinator, Mr. Richard Diaz
- Hired an Academic Outreach Projects Liaison, Ms. Deisy Ramirez
- Hired an Executive Assistant, Ms. Makiko Sato

These are the major accomplishments for **Mr. Richard Diaz** for the 2007-2008 academic year:

- Completed various financial and procurement methods training in order to manage Academic Outreach budgets.
- Completed travel principles and general University travel planning trainings.
- Completed Administrative Assistant orientation and training.
- Managed all Academic Outreach budgets in collaboration with the Financial Manager for Continuing Education.

- Established relationships with University College, the Office of Orientation, the Office of Financial Aid, and the Office of Student Recruitment and High School Services. Attended meetings in order to receive information about the transferring process for Salt Lake Community College students.
- Attended meetings to establish a connection with individuals from Continuing Education, Safe Passage meetings, and meetings to establish relationships with Salt Lake Community College colleagues and administration.
- Organized activities for 40 middle school students and established relationships with staff and faculty from Glendale Middle School.
- Assisted in drafting the Service Learning designation proposal to propose a new S-L Ethnic Studies course.
- Assisted in training three new Transfer Peer Guides with the Office of Student Recruitment and High School Services —Antonio Lopez, Chris Macias, and Pablo Martinez—so that they may begin to assist students of color at Salt Lake Community College in the transfer process to the University of Utah.
- Created a flyer to publicize the presence of the Academic Outreach Projects Liaison and the Transfer Peer Guides at Salt Lake Community College.
- Assisted in preparing and presenting a total of six presentations to 82 Elementary students at Mountain View Elementary and Riley Elementary schools.
- Took the lead in organizing Transfer Student Panels at Salt Lake Community College.
- Took the lead in organizing a Transfer Day Event which included representatives from colleges, Student Affairs, and Academic Affairs units, in order to provide resources and information to SLCC students. As a result of this effort, 30 SLCC students applied for admission to the University of Utah.
- Met one-on-one with approximately 12 high school seniors.
- Taught a workshop on how to write personal statements for scholarships for 20 high school students.
- Proofread and provided feedback on personal statements for 12 incoming students and assisted 15 students in filling out the University of Utah admissions application.
- Organized activities for 70 students and established relationships with faculty and staff from Granite Park Middle School.
- Began initial collaboration with the College of Humanities and *La Liga* soccer community.
- Have started to work on the upcoming SACNAS Conference and will take the lead on this event for the main campus.
- Have started to work on organizing a framework for working with Deans and Chairs as we begin to establish or assist with various programming including IDEA, *Visitas*, Service Learning Educational Pipeline Courses, and Faculty Service possibilities.
- Is in the process of developing surveys which will assess program impact to be used at Transfer Day events and with Pre-K-through 16 students throughout the year.

These are the major accomplishments for **Ms. Deisy Ramirez** for the 2007-2008 academic year:

- Established relationships and attended meetings with representatives from the University College Transfer Center, the Office of Student Recruitment and High School Services, the Financial Aid office, and the Office of Orientation to learn best practices with regard to the transfer process for Salt Lake Community College students.

- Assisted in writing a proposal for the National Academic Advising Association (NACADA) conference.
- Assisted in training three new Transfer Peer Guides with the Office of Student Recruitment and High School Services —Antonio Lopez, Chris Macias, and Pablo Martinez—so that they may begin to assist students of color at Salt Lake Community College in the transfer process to the University of Utah.
- Took the lead in preparing and presenting a total of six Career Day presentations to 82 Elementary students at Mountain View Elementary and Riley Elementary schools under the auspices of an IRB approved study which found that the presentations increased elementary school interest and awareness of pursuing a college career.
- Assisted in organizing a Transfer Day Event at Salt Lake Community College which included representatives from colleges, Student Affairs, and Academic Affairs units, in order to provide resources and information to SLCC students. Assisted students in filling out the University of Utah admissions applications. As a result of this effort, 30 SLCC students applied for admission to the University of Utah.
- Maintained weekly visits to SLCC where on average approximately eight students of color ask for assistance regarding the transfer process to the University of Utah. To date, the number of students of color assisted with regard to transfer have been approximately 176 students.
- Is in the process of developing a survey instrument to assess program impact to be used with SLCC students throughout the year.

These are the major accomplishments for **Ms. Maki Sato** for the 2007-2008 academic year:

- Maintained the calendar of the Assistant Vice President for Academic Outreach from September 2007 to the present and ensured the AVP was on schedule.
 - Organized all staff meetings for the Office of Academic Outreach.
 - Assisted the Projects Coordinator on campus and SLCC transfer events, taking the lead on the Transfer Day during the morning.
 - Assisted the Projects Coordinator on all Academic Outreach events and took the lead on events when needed.
 - Managed purchase orders and other financial responsibilities as needed.
 - Took minutes at meetings as appropriate.
3. It was found in review of literature and earlier focus group data from Salt Lake’s west side that students of color should be cultivated by institutions of higher education as early as elementary school. As a result, Academic Outreach provides on-going support for the UNP pilot *Adelante* Partnership. Academic Outreach continued to sponsor and maintain *Adelante* Club U Summer Camps in collaboration with Youth Education in the 2007-2008 academic year—one of two premier programs within Academic Outreach. The *Adelante* Partnership was created by faculty in the College of Education who formed a university-school-community partnership with Jackson Elementary School, to prepare students and their families for the university by integrating higher education into the school experience, while also helping to establish a college-going culture within the school. Academic Outreach also helped fund a graduate assistant to coordinate the *Adelante* Program. In the 2007-2008 Academic Year, Academic Outreach and the Development Officer in Continuing Education were able to obtain \$15,000 from the George S. and Dolores Doré Eccles Foundation (through an invited proposal), \$5,000 from the Castle Foundation, \$15,000 from the Michaels Foundation, and \$5000 from Zions Bank to fund *Adelante* Club U Summer Camps and other activities for the *Adelante* Partnership. In addition, the coordinators of *Adelante* in the

Department of Education, Culture, and Society within the College of Education have created an assessment feature for their program and provide annual reports on the project.

4. Academic Outreach administered the Osher Reentry Scholarship Program in collaboration with Continuing Education and the Women's Resource Center. The program provided 30 reentry students between the ages of 25-50 with a tuition scholarship support up to \$2000 per student renewable for up to three years. The program has been working well, with minor glitches, supporting students with an orientation, tutoring, social gatherings, and surveys on the program's effectiveness. The program has already proven extremely beneficial to students with fourteen graduates by Spring 2008. We have also found that the program was judged positively by Osher Reentry Scholarship students in surveys. In addition, and as a result of all our hard work, the program has now been endowed with \$1 Million moving into the 2008-2009 academic year.
5. Based on the ESL needs assessment in the Salt Lake valley that identified a need for advanced ESL training for graduates of local public school-based ESL programs, Academic Outreach and the English Language Institute (ELI) within Continuing Education partnered to design a program for cohorts of advanced ESL students. Academic Outreach sought and received scholarship funding from Zions Bank for students in the cohorts beginning in Spring 2005. Zions Bank has agreed to fund 2 to 3 cohorts a year through ELI. In addition, a coordinator for the program is involved in on-going tracking of the Zions-ELI *Su Banco* Scholarship cohorts through TOEFL scores for each cohort and also future placements. Academic Outreach, the English Language Institute (ELI) *Su Banco* Coordinator within Continuing Education, and Zions Bank have continued their partnership to provide advanced ESL classes to community residents. Cohorts 7, 8, and 9 graduated in the 2007-2008 academic year. The Zions ELI Scholarship Program has served 106 students since its establishment in the Spring of 2005 and has an 89% TOEFL passing rate. In addition, in Summer 2007 the *Su Banco* Coordinator interviewed nearly half of the students who had attended the program at that point and found that 33% had been promoted in their jobs or received pay raises, three are currently enrolled at the University of Utah, and one is enrolled at BYU Law School.
6. Academic Outreach, as part of its agreement with Zions Bank, also oversees Zions ESL scholarship programs at Snow College, Dixie College, and Boise State University. The *Su Banco* Coordinator in ELI and I continue to monitor Dixie College and Boise State University.
7. It was found in review of earlier focus group data from Salt Lake's west side that youth of color identified perceived reasons for not attending college including lack of exposure to a university experience and lack of viable role models. As a result, Academic Outreach provides tuition assistance to youth from Salt Lake's west side to participate in Youth Education programs. Scholarships in 2008 allowed students to attend Youth Education programs such as the Youth Academy of Excellence, Club U Day Camps, the Leadership in Training Program, the Defining Your Path Conference, and various other curricular opportunities. The data on the students who receive tuition assistance is gathered by Youth Education within Continuing Education.
8. Academic Outreach introduced an Ethnic Studies Service Learning course into the curriculum which offers undergraduate students a chance to provide mentoring/tutoring in the local public schools. In the Spring 2008 semester, 11 students are enrolled in the course consisting of 2 teaching assistants and 9 students assigned to elementary, middle, and high schools.

This is a pilot initiative which Academic Outreach will suggest to Colleges/Departments as a means of enhancing the educational pipeline for first generation students and students of color. Academic Outreach will be using surveys to assess the impact of the service learning course over time.

9. Academic Outreach has made connections with four colleges to work with their departments and faculty on educational pipeline initiatives—the College Education, the College of Humanities, the College of Law, and the College of Science. Academic Outreach made a presentation to the Council of Academic Deans in February 2008 to enhance this work, introducing five options which Colleges/Departments might consider to enhance pipeline initiatives:

- IDEA – Interdisciplinary Equity and Access Programs
- Visitas – College Visits Program
- Service Learning Teacher Preparation Courses
- Faculty Service
- Undergraduate Service Learning Courses

Academic Outreach will be working with Colleges to assess the impact of the various initiatives discussed above.

10. The review of literature on cultivating students of color as early as elementary school age, also resulted in an on-going collaboration between Academic Outreach and Health Sciences LEAP to create the Career Day Project for elementary school students on the west side of the Salt Lake valley. The project is centered on providing education and information to these young students about higher education. In the 2007-2008 academic year, Health Sciences LEAP students have provided a series of Career Day presentations to 82 students at Mountain View Elementary School and Riley Elementary School, receiving IRB approval for the first time. Current LEAP students completed pre- and post-student surveys in the Spring of 2008 and created a report that demonstrated the importance of early discussion of careers among elementary school students.

11. Academic Outreach made presentations to the National Advisory Council and the President's Club in the 2007-2008 academic year, seeking funding for Academic Outreach programs. This led to a contribution of \$1000 to Academic Outreach programs and increased interest in Academic Outreach work.

12. Academic Outreach continued to co-sponsor Safe Passage in the 2007-2008 academic year. Safe Passage initiatives include a Retention Subcommittee which has sponsored several events in the academic year as well as a soon to be announced Outreach Subcommittee which Outreach will collaborate on with the Director of Student Recruitment.

13. Academic Outreach joined a consortium of University of Utah and Salt Lake Community College leaders to work together on Diversity Outreach and Retention Initiatives. There are two Subcommittees to this consortium: an Outreach and a Retention Subcommittee. Academic Outreach brought together the Outreach Subcommittee to talk about ways to collaborate on outreach in PreK-12 schools which led to some fruitful ideas about working

with religious organizations, business organizations, afterschool programs, and potentially a sort of college expo event for all institutions to reach PreK-12 students from across the state.

14. Academic Outreach collaborated with Community Outreach for Diversity within Marketing and University Marketing and the Office for Diversity to create and launch the Diversity website and directory.
15. Academic Outreach served on the search committee for the Associate Director of High School Services and Student Recruitment in the 2007-2008 academic year which concluded in hiring Tony Gonzales in February of 2008.
16. The Assistant Vice President for Academic Outreach continues to co-chair the Transfer Student Advocacy Board each academic year.
17. The Assistant Vice President for Academic Outreach continues to Chair the Diversity Requirement Committee in collaboration with her counterpart on curriculum at SLCC.

Changes Made Based on Assessment

- ❖ Based on the ESL needs assessment in the Salt Lake valley that identified a need for advanced ESL training for graduates of local public school-based ESL programs, Academic Outreach and the English Language Institute (ELI) within Continuing Education partnered to design a program for cohorts of advanced ESL students. Academic Outreach has continued to administer the program from year to year. In addition, a coordinator for the program is involved in on-going tracking of the Zions-ELI *Su Banco* Scholarship cohorts through TOEFL scores for each cohort and also future placements.
- ❖ The results of statistical analyses of demographic trends in the state of Utah have been proactively used in development efforts to fund tuition assistance and scholarships for Youth Education and ELI, both programs within Continuing Education. The Youth Education Director provides on-going assessment in order to improve programs.
- ❖ The results of surveys for Osher Reentry Scholarship Students have been positive with regard to the program and are guiding Academic Outreach's oversight committee to refine the program for the 2008-2009 academic year.
- ❖ The coordinators of *Adelante* in the College of Education are refining their program year to year based on assessment reports. They will also publish their first academic article about the program in 2007.
- ❖ The LEAP student reports and surveys completed for the Career Day Project in the Springs of 2006, 2007, and 2008 have continued to provide guidance to new LEAP students in the 2008-2009 academic year. In addition we will be adding more students to the project through Health Sciences LEAP in the coming year.

Future Plans

- ❖ Continue to work on securing long term funding for Academic Outreach initiatives.
- ❖ Administer the work of the office of Academic Outreach, including the work of the Projects Coordinator, Projects Liaison, and Executive Assistant.
- ❖ Administer and provide support for the Utah College Advising Corps.
- ❖ Continue to provide funding and support for the *Adelante* Club U Summer Camps and a graduate assistant for the partnership

- ❖ Administer and provide support for the Osher Reentry Scholarship Program through collaboration with the Women's Resource Center, Continuing Education, Academic Affairs, and Student Affairs.
- ❖ Continue to provide funding and support for the Zions-ELI *Su Banco* Scholarship Program in conjunction with the *Su Banco* Community ESL Coordinator in ELI.
- ❖ Continue to provide tuition scholarships for youth of color and first generation youth in the Salt Lake valley to take part in Youth Education classes including Club U Summer Camps, ACT Prep Courses, Youth Academy of Excellence and other programs.
- ❖ Continue to offer educational pipeline service learning courses and encourage colleges/departments to do the same.
- ❖ Work closely with Colleges/Departments on educational pipeline initiatives.
- ❖ Continue to support and fund the Career Day Project in conjunction with LEAP as well as other recruitment models for first generation students in west side communities, in conjunction with University Neighborhood Partners' YES Committee.
- ❖ Continue to co-lead Safe Passage efforts to create sustainable relationships with PreK-12 schools as well as SLCC as well as through the efforts of the Transfer Advocacy Board.
- ❖ Broaden the scope of Safe Passage through input from first generation students and their parents on a regular basis.
- ❖ Continue to collaborate with U Community Outreach for Diversity within Marketing and Communication with regard to a media campaign, as well as the Diversity directory, website, and newsletter.
- ❖ Continue to develop professionally, attending conferences and seminars as needed.
- ❖ Continue to support miscellaneous needs including funding to support relationships with donors, equipment, etc...
- ❖ Gather measures of improvement over time with regard to increasing the number of first generation students to the U, through the Office of Institutional Analysis as well as Assessment within Undergraduate Studies.