

DASG Budget Request 2023-2024

For All Programs Excluding Athletics

Budget Request due to the Office of College Life by 4:00 pm Monday, November 7, 2022
Applications and attachments must be typed and submitted via email to Dennis Shannakian at
ShannakianDennis@fhda.edu.

Please also copy the Administrator on the email.

Applications must be submitted as Word documents or searchable text PDFs (not scans; signatures are not required)

The Subject must be in the following format:

“DASG Budget Request - DASG Account/Program Name - DASG Account Number”

For Example: “DASG Budget Request - DASG Budget Committee - 41-51140”

Everything submitted will be publicly available online.

Delete the Object Codes and lines within Object Codes you do not need.

1. Program (Account) Name: Outreach and Relations with Schools
2. Is this a new DASG account? Yes No DASG Account Number: 41-56650
3. Amount requested for 2022-2023 \$ **32,155.20**
4. Total amount allocated for 2022-2023 \$ none
5. How long has this program existed? 36 years
6. Number of students directly served in this program: 7,000+ on campus, 30,000+ off campus
Please ACCURATELY and THOROUGHLY complete numbers 7 – 10 and use additional sheets if necessary.
7. How have you been meeting or how do you plan to meet the budget stipulation of requiring that all students benefiting from DASG funds allocated to you have paid the \$10 DA Student Body Fee and are DASG Members (DASG Budget Stipulation # 1)?

The Outreach Department is a strong advocate for DASB membership and encourages students to join student government, clubs, and be involved in college life. We do our best to ensure that Outreach Student Ambassadors who are paid with DASB funds, are also members of the DASB and have the DASB Card to ensure that they have paid the membership fee. Student Ambassadors use their DASB badge during both on-campus and off-campus outreach activities and serve as ambassadors for DASB as well.

8. What would be the impact if DASG did not completely fund this request?

The impact of not receiving funding for the current academic year (20-22) has already reduced the services to support our current De Anza students and has created limitations in our recruitment efforts for recruiting prospective students to De Anza College virtually but more specifically in-person. The student ambassadors are the front-line workers helping students when they visit the Outreach office. With the help of the ambassadors, we were able to extend our food pantry hours into the evening to assist evening students. At the beginning of the shelter-in-place (March 2020) when we had DASG funding, our student ambassadors shifted to online peer support via zoom drop-in, email support, and online support via google text. Student ambassadors were able to continue supporting students with information and resources that help them succeed during such a challenging time. With the assistance of the ambassadors, we were able to help all students quickly and efficiently transition from in-person to on-line instruction.

In the Fall of 2020, we suspended our peer drop-in support and online support via google text due to lack of funding and personnel. Student support is vital to our virtual services and in-person services. With DASG funding we can expand capacity to helping students. For our outreach recruitment, De Anza works with 40-50 local high schools and community agencies. The ambassadors (5) along with our outreach specialist (1) are the colleges representatives in recruiting students by attending college & career fairs at our local high schools, as well as presenting at college workshops on De Anza college majors, programs, and services, which are currently happening virtually. With the ambassador operating independently De Anza college can cover multiple events daily and sometimes a dozen events a week throughout the Santa Clara County. Without student staff our ability to attend recruitment events is significantly affected. In addition, our student ambassadors offer significant support to our current

students with peer support in navigating the college and resources.

9. Total amount being requested for 2023-2024 (from page 3) \$

Delete the Object Codes and lines within Object Codes you do not need.

Student Payroll (2310)

MUST ALSO COMPLETE THE HOURLY BENEFITS (3200) SECTION

Must adhere to FHDA Student Pay Levels as stated at

<https://www.deanza.edu/financialaid/types/studentjobs.html>

Job Title	# of emp. x \$ Per hr x # hrs/wk x # of wks	Cost
Outreach Student Ambassador (5)	5 x \$17.50 x 12hrs/wk x 30wks = \$31,680.00	
TOTAL:	\$31,680	

TOTAL: \$31,680.00 _____

Hourly Benefits (3200)

MUST ALSO BE COMPLETED WHEN REQUESTING PAYROLL

Benefits rates can change each year. Please check rates before requesting the same amount as last year.

(1.52 % for Student Employees, 10.4 % for Casual Employees)

Job Title	Total \$ x Percentage	Cost
Outreach Student Ambassador (5)	\$31,680.00 x 1.52% = \$475.20	

TOTAL: \$475.20 _____

Total amount being requested for 2023-2024 (also complete line 9 at bottom of first page)

\$ 32,155.20

Delete the Object Codes and lines within Object Codes you do not need.

Request For Information (RFI)

	Question / Inquiry	Program Response
1.	<p>Please provide a thorough description of your program. Please describe the new services or features of your program that were implemented after you last submitted a DASG RFI. Explain how your program is unique. Are there any programs on campus that are similar or is there any duplication of services?</p>	<p>The DASB allocation to the Outreach office primarily funds our Student Ambassador Program. Programs that are housed in outreach are support for 1st year students (freshman), Outreach (working with prospective students), Promise students, and Food Pantry. The student ambassador program is a leadership opportunity for students who are dedicated to serving and representing De Anza College. The student ambassadors work with prospective students and their families. The ambassadors provide campus tours, serve as De Anza College student representatives and perform duties at various De Anza campus, community and outreach events. The student ambassadors assist with recruitment efforts, high school site visits, campus tours, enrollment workshops and supporting De Anza College special events and student conferences.</p> <p>The student Ambassadors play a vital role assisting 1st year, as well as continuing students. The ambassadors work the outreach front desk and assist students with navigating their portals (which includes how to look up classes, adding/dropping classes, finding their class schedules, etc..), finding campus services and resources (i.e., tutoring services, A&R, financial aid, library, college life, etc..), as well as operating our De Anza College food pantry. The ambassadors are the primary distributors of the basic need's resources, such as food, toiletries, feminine hygiene products, and baby supplies.</p>

	Question / Inquiry	Program Response
2.	How will your program expand students' perspectives and positively impact their lives and the community? (250 words max)	<p>The year prior to the pandemic and SIP, the outreach office and the student ambassadors facilitated 287 outreach events that reached over 40,000 students and families. The student ambassadors co-hosted/presented during college nights, college and career fairs, application & FAFSA workshops, and De Anza orientation. In addition, the ambassadors help with major outreach events, such as African American, Latinx, AAPI high school conferences, and the De Anza College Open House. These major events brought over 3,000 high school students to the De Anza campus to discuss the importance of coming to college.</p> <p>In addition, the outreach office and the student ambassadors support first year students with peer support and continuous follow-up. There are over 7,000 current students that are served in outreach through our peer support, counseling support, and our food pantry.</p> <p>The student ambassador program is an essential piece to De Anza colleges' recruitment and enrollment. The student ambassadors play a vital role in working with prospective students and talking to them about their experiences at De Anza. This includes helping them with the enrollment process (application, orientation, meeting with a counselor for their Ed Plan). The Ambassadors also assist students in the outreach office. Their role in the outreach office is working with current students with peer support in navigating the college, as well as operating the De Anza college food pantry.</p> <p>The student ambassador program expands student perspectives by creating a system of access and support for all students. With their primary role as college advocates, they work to increase the success of prospective students and current students. They serve as campus guides to all the academic resources and services on campus. The student ambassadors are developing their leadership and networking skills by supporting other students on campus.</p>

	Question / Inquiry	Program Response
3.	Go through the most recent DASG Budget Guiding Principles and explain how your program fits each of them or as many as possible. Please do not merely copy and paste the DASG Guiding Principles. The DASG Budget Guiding Principles are available at www.deanza.edu/dasg/budget	<p>The Outreach office and the student ambassador program supports incoming and continuing students. The ambassadors, in partnership with the Outreach staff/counselors, help students with enrolling in classes, finding different resources on campus, and support students through the food pantry.</p> <p>The Outreach office and the ambassador program covers several of these areas; (leadership, diversity, equity, civic engagement, campus development). The primary being student leadership and advocating for students and providing them with resources to support their academic success.</p> <p>The Outreach office and student ambassadors' primary role is recruitment of all prospective students to campus. This in-turn assists with DASB with generating revenue.</p>
4.	Explain how your program advertises and promotes itself to all students. Has your program made extra effort to market and reach underserved students? If so, describe how. If not, describe what challenges your program faces in trying to do so. Provide a clear plan for the current academic year as well as any marketing material you will or have used.	<p>The Outreach office promotes our services year-round through all our outreach initiatives listed above. Furthermore, there is mass marketing done by the communications department. All prospective students and new students are directed to the Outreach office for support.</p>
5.	Explain how your program promotes equity within the program and on campus. For example: equity training for all staff and student leaders, hiring from underrepresented communities, etc.	<p>Equity is a pillar of the outreach office. Many of our resources and targeted services focuses on meeting the needs of low-income, first-generation students, and students of color. This is also demonstrated in the profile of the student ambassadors. All the student Ambassadors reflect the student populations that we are trying to serve. In addition, many of the student ambassadors are bi-lingual which helps students and communities with accessing our resources on campus.</p>

	Question / Inquiry	Program Response
6.	How has your program adapted to providing its services online? Alternatively, please provide a clear plan for how your program would provide online services if needed in the future.	<p>The primary role of the student ambassadors is providing direct support to students. Whether it be working with our prospective students at their high schools or providing support to continuing students as they learn how to navigate on-campus resources. When the shelter-in-place happened, we were forced to transition all our services and resources to a virtual platform. Outreach staff, with the support of student ambassadors, began conducting zoom workshops for prospective student to help them learn about De Anza college, zoom De Anza application workshops, and zoom De Anza orientations. Our ambassadors play a vital role in helping organize these workshops as well as co-presenting and assisting students with one-on-one questions if they are having trouble.</p> <p>To continue support to continuing students, our ambassadors began drop-in zoom sessions, as well as assisting with responding to emails from students that needed help. This significantly helped by offering more virtual support to students during the campus closure. The additional virtual peer support had helped students with getting immediate support for any questions. This also helped with students getting support due the limited access to college staff across the campus. Please note that many of these virtual services that were lead and/or supported by student Ambassadors were suspended or reduced at the beginning of the academic year due to the budget cut.</p> <p>For our future planning, we are continuing with our virtual workshops (DA application, DA orientations, DAC workshops), high school virtual conferences, virtual drop-in support and front desk/email support/online advisor.</p>
7.	Please indicate which object codes are critical for DASG to fund this year. Please do NOT list down all of the object codes.	Supporting students through Student Payroll (2310) and benefits (3200) are our priorities.

Data Sheets/Attachments

Please attach supporting documents of the following questions and list the document names accordingly. Covering all the bullet points will be beneficial for our review process. IF attachment is not required or missing, please give your thorough answers below.

	Question / Inquiry	Document Name / Additional Response
1.	<p>ENROLMENT</p> <ul style="list-style-type: none"> <input type="checkbox"/> Number of total AND new active students over the past 3 years <input type="checkbox"/> Number of enrollments retained (stayed for more than a quarter) <input type="checkbox"/> Number of students enrolled in online services <input type="checkbox"/> Does your program serve a certain demographic or the whole De Anza population? <input type="checkbox"/> Racial demographics (if possible) 	<p><input type="checkbox"/> The outreach office supports all first-year students. In the past 3 years we have supported roughly 10,000 students. In addition, we also serve continuing students through our services. In the past 3 years we have served approx 30,000 De Anza students and reached out to 50,000 + prospective students and families.</p> <p>Service demographic per year</p> <ul style="list-style-type: none"> - First Year Students (3,500 students) - All Promise Program (5,000+ Students) - Men of Color (250 students) - Prospective students and families (30,000+) <p>The Outreach strategy is to recruit and retain populations in the De Anza College Equity Plan (Latinx, Black, AAPI, LGBTQ+, first generation, low-income).</p>
2.	<p>STUDENT FEEDBACK</p> <ul style="list-style-type: none"> • Attach student feedback forms, surveys, etc. • How has your program responded to suggestions made by students in the previous year? 	<p>In our transition back to campus we have received feedback from students primarily through email, in-person feedback at our outreach front desk, and in our counseling sessions. We take pride in trying to adjust our policies and practices to better serve our student needs. One major feedback that we received is to offer more in-person counseling services. We have multiple staff and counselors serving students in-person everyday. In addition, we have increased bilingual staff in the office to create access to students that speak other languages.</p>
3.	<p>FUNDING</p> <ul style="list-style-type: none"> • List any funding from the college, sources of income, any grants, and any other source (include ALL Account Numbers, Account Names, Account Balances, and Account Purposes/Restrictions) • Attach account reports of all sources of funding 	<p>B Budget Accounts: <u>114000-224001-671000</u> : <u>10,000</u></p> <p>Trust Accounts: <u>N/A</u></p> <p>Fund 15 Accounts: <u>N/A</u></p> <p>FHDA Foundation Accounts: <u>N/A</u></p> <p>Grant Funded Accounts: <u>N/A</u></p> <p>Other District Accounts: <u>N/A</u></p> <p>Off-Campus/Off-District Accounts: <u>N/A</u></p> <p>On-Campus Co-Sponsorships: <u>N/A</u></p>

Signatures are not Required for this Application

Signatures are not required for this application; however, the Administrator should still review and approve the application and should be copied on the email submitting the application. **The Budgeter and Administrator cannot be the same person.** Applications must be typed and submitted via email along with any attachments; applications must be submitted as Word documents or searchable text PDFs (not scans).

Signatures that are Required for Utilizing Funds

All future financial documents, forms, requests, requisitions require the signature of the budgeter(s) and the administrator responsible for the program of the account. The budgeter and administrator responsible for the program of the account shall sign designating this is an appropriate expenditure of DASG funds and in the best interest of the student body. Administrators are responsible for any expenditures exceeding budget allocations. **The Budgeter and Administrator cannot be the same person.**

Budgeter and Administrator Information

Budgeter's Name: Erick Aragon

Phone Number: 949-228-6281

Email: aragonerick@fhda.edu

Relationship to Project: Coordinator

Position on Campus: Counselor

Administrator's Name: Nazy Galoyan

Phone Number: (408) 864-8292

Email: galoyannazy@fhda.edu

Relationship to Project: Supervisor to Outreach

Position on Campus: Dean of Enrollment Services