



Channel Islands

CALIFORNIA STATE UNIVERSITY

Summary for Outreach & Recruitment Activities by Area for CSU Channel Islands

Provided by Ginger Reyes, Assistant Vice President for Enrollment Management /Director of Admissions & Records

March 19, 2015

	University Outreach	Title V Project Islas	Recruitment
Contact Person	Leah Alarcon	Amanda Quintero	Ginger Reyes
Funding Source	General & ASI	Federal	General
Grades Served	K-8 th grade	K-12 th grade; community college Current CI students	9 th - 12 th grade Community college
Mission	<ul style="list-style-type: none"> • Provide awareness of all Higher Education Opportunities (UC, CSU, Private, Community College) • Encourage college degree attainment 	<ul style="list-style-type: none"> • Increase direct access to 4-year institutions for traditionally underserved populations. • Increase student success by developing a University Experience Program with integrated student support services and co-curricular elements. • Build an institutional culture of evidence and assessment and to provide professional development opportunities that support student success. 	<ul style="list-style-type: none"> • Assist CI in meeting its enrollment targets • Provide information about CSU and CSU Channel Islands to encourage students to attend CI
Can they directly recruit for CI?	Indirectly recruit for CI. Outreach representatives are from CI and are CI students. but they don't provide CI specific admission information.	No	Yes
Services Offered	<ul style="list-style-type: none"> • Pathways to College Campus Visit Program • Guided Tours for K-8th • Visits to Middle Schools 	<ul style="list-style-type: none"> • Getting Ready: To improve the university readiness of Ventura County's future university students by developing targeted outreach 	<ul style="list-style-type: none"> • Visit to service area schools and community colleges (conduct CI and CSU presentations, one on one pre-admission appointments)

	<ul style="list-style-type: none"> • COMM-Unity 101 Classroom Visit Program • Leadership Education & Awareness Program (LEAP) 	<p>programs for students in public high schools and community colleges.</p> <ul style="list-style-type: none"> • Getting Through: To increase the retention and educational attainment of CI students by developing a University Experience Program that focuses on the academic success of students in their freshman year and of students in their transfer year. 	<ul style="list-style-type: none"> • Represent CI at on-and off-campus college fairs throughout region and state • Provided campus tours to general public and families • Provided guided tours to visiting high school and community college school and organization • Organize and plan large scale recruitment events such as Discover CI • Student Ambassador Program
Websites	http://www.csuci.edu/universityoutreach/outreach-programs.htm	http://www.csuci.edu/islas/outreach/university-culture.htm http://www.universityculture.org/	http://www.csuci.edu/admissions/