



2018-19

Non-Instructional
Department Review
Outreach and Recruitment

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1. SUPPORT OF THE COLLEGE MISSION

1A. SUMMARIZE DEPARTMENT IN TERMS OF KEY FUNCTIONS AND RESPONSIBILITIES.

The department, as part of the Communication Team and the Enrollment and External Programs Division, strategically plans outreach efforts to increase enrollment through all of the college's streams including credit enrollment, K-CET, Workforce and Community Education, individual departments and programs, and any other college objectives that need to be communicated to the public. These efforts include:

- Radio Advertising: The Outreach and Recruitment department appears on KLAD and Big 98.5 FM weekly as well as Sunny 107 every other week to discuss enrollment deadlines, new programs, special events, and other various topics that are relevant at any given time. The Outreach and Recruitment department also develops radio commercials for the institution. Strategic Initiatives: **Access, Excellence.**
- Campus Tours: The Outreach and Recruitment department holds tours for high school groups, community organizations such as BestCare Treatment Services and Youth Rising, non-traditional students, presidential tours for potential KCC Foundation donors, and any group or individual that wants to tour the campus. Strategic Initiatives: **Access, Excellence.**
- School Presentations: The Outreach and Recruitment department visits schools, primarily high schools but also middle schools and elementary schools, to give presentations that inform students about KCC, the school's programs, the Oregon Promise, financial aid, and other various methods to find the funding for a college education. Strategic Initiatives: **Access.**
- Events: The Outreach and Recruitment department also runs tables, helps organize, and manages various community and campus events. Community events the Outreach and Recruitment department attends include the Klamath County and Tulelake-Butte Valley fairs, Third Thursdays, Graduation Motivation, Graduation Sensation, the Klamath Basin Potato Festival, Cinco de Mayo, and many others. Campus events the department plans and executes include Business Skills Academy, Bilingual Tours, K-CET Oregon Promise presentations, career fairs, the annual High School Counselor Luncheon, and many other events. Strategic Initiatives: **Access, Excellence, Community.**

See Appendices A - E for examples.

1B. DESCRIBE HOW THE DEPARTMENT SUPPORTS THE OVERALL MISSION OF THE COLLEGE AS ADOPTED BY THE BOARD OF EDUCATION.

The department supports the college mission through regular collaboration with program, department, and service leads. The department supports the mission in several key areas:

- The Outreach and Recruitment department works diligently to **provide accessible education and services** to all potential KCC students no matter the program or stream the student may

enroll in. Tours are customized for each particular client or group that wants to see the college campus. Radio spots and commercials are designed to attract enrollment to certain programs or to inform the community about a wide range of topics including college incentives such as 15 to Finish, closures for holidays, enrollment deadlines, and any other pertinent information for public consumption. School presentations are crafted with the particular audience in mind. For example, in high schools the Oregon Promise and KCC programs are highlighted, college-going culture and the KCC brand are promoted in middle schools, and fun activities are held for elementary school students. Events are also tailored large and small to provide access to students.

- The Outreach and Recruitment department demonstrates **excellence** of the college by serving as spokespersons for the college in public committees, and at events such as presidential tours, Graduation Sensation, and representing KCC with the Klamath Promise and Answer People organizations. The Outreach and Recruitment department also attends many community events, and is often the first contact for students off of campus.
- The Outreach and Recruitment department increases **community** partnerships by working with organizations that influence the community and potential students such as Youth Rising, Bestcare Treatment Services, Klamath Promise, Answer People, Lutheran Community Services, and other organizations that hold community events.
- The Outreach and Recruitment department utilizes **planning** in event coverage by analyzing what events fit our target demographics, which ones result in the most student contacts, and the cost of events to determine the institution's best return on investment. Thoughtful planning is also used when developing radio advertising by carefully selecting demographics and commercial content. The Outreach and Recruitment department also assists campus development by participating on several campus committees including the Art on Campus committee and the Student Affairs and Enrollment Management committee.

1C. DESCRIBE THE POPULATION SERVED BY THE DEPARTMENT

The Outreach and Recruitment department serves potential students from all of KCC's enrollment streams. Whether students are looking to enroll in a degree program, pursuing transfer options or completing a GED, the Outreach and Recruitment department is there to guide students on the enrollment process, and what departments they may need to contact in order to acquire further information.

The Outreach and Recruitment department utilizes thoughtful planning to determine how to best reach potential students, what sort of messaging these students would receive, and how to incentivize them to take the next step to becoming a student. The Outreach and Recruitment department finds events that can generate a high amount of contacts and events that have our target demographics in attendance such as a high school event for our traditional student stream.

The Outreach and Recruitment department has not only been targeting potential students through strategic events, but the department has steadily added more events attended each year. The number of events attended in the 2014-2015 academic year was 146. This increased to 166 events in the 2015-

2016 academic year. The current record is 172 events in the 2016-2017 academic year. The event total dropped slightly in the 2017-2018 academic year with 170 events attended.

The Outreach and Recruitment department uses strategic planning when considering the following methods for contacting students: events (these can target traditional students, non-traditional, GED, ESL, etc.), program information sessions (campus events where a program or service is discussed), live radio spots, radio commercials (radio stations for commercials and content are selected by chosen demographic), community events, campus tours, and high school and community presentations.

Audiences served include:

- Traditional students – events, program information sessions, live radio spots, radio commercials, community events, campus tours, and high school presentations.
- Non-traditional students – events, program information sessions, live radio spots, radio commercials, community events, campus tours, and community presentations.
- Lake County – high school presentations.
- Workforce training – events, program information sessions, live radio spots, radio commercials, community events, campus tours, and community presentations.
- Distance education – live radio spots, and high school presentations.
- Community education – events, live radio spots, community events, and campus tours.
- K-CET – events, program information sessions, live radio spots, radio commercials, community events, and campus tours.
- Community and Foundation donors – events, live radio spots, community events, and campus tours.
- Parents – events, program information sessions, live radio spots, radio commercials, community events, campus tours, and community presentations.
- K12/Dual credit – events, program information sessions, live radio spots, community events, campus tours, and high school presentations.

1D. DESCRIBE DEPARTMENT RESOURCES INCLUDING USAGE METRICS.

The Outreach and Recruitment department oversees a materials and services budget of \$21,755 in fiscal year 2018-19. Note that the allocation of funds is driven by departmental goals, the annual strategic enrollment management plan, and the communication team. See Appendix F for 2018-2019 budget. Resources are divided into the following major categories:

Supplies: \$1,800

This budget line is mostly used to purchase supplies that are used at the various events the Outreach and Recruitment department attends. These supplies include candy, raffle tickets, KCC bookstore gift certificates, finger foods, and any other assorted items that may make sense for a particular event. This budget line is also used to purchase supplies such as luggage for transporting promotional materials, portable tables, and other supplies that make lead generation easier on the office.

Printing: \$250

The printing budget is used to print marketing flyers that are then dispersed via promotional “swag bags” to potential students at high school presentations or campus tours.

Marketing: \$5,770

The majority of the Outreach and Recruitment department’s marketing budget is used to reserve spaces at college recruitment fairs, and other community events. Examples of college recruitment fairs include the National Association of College Admissions Counselors (NACAC), and the Pacific Northwest Association of College Admissions Counselors (PNACAC) recruitment fairs. Examples of community events where an exhibition fee is charged include the Tulelake-Butte Valley Fair, Klamath County Fair, Cinco de Mayo, and Klamath Basin Potato Festival. This budget line is also used to pay for event prizes like Dutch Brothers gift cards that were given away at the 2018, May 7th Registration Event. Promotional material purchases are also made with this budget line which includes items like sunglasses, portable USBs, and ear buds. Tablecloths, banners, and other large promotional items come from this budget as well.

Travel: \$12,500

The Outreach and Recruitment department travel budget is used to contact students one-on-one throughout the Klamath Basin, regionally, and when recruiting across the State of Oregon for the Oregon Promise State Grant as well as the Badger to Owl Connection. College fairs attended include the NACAC and PNACAC college fairs as well as others put on by school districts across the state. High school visits for presentations also utilize this budget line. The travel budget is also used to attend regional events such as fairs, festivals, and other venues that strategically make sense for the Outreach and Recruitment department to appear at. The Outreach and Recruitment coordinator also uses the travel budget to attend one conference annually for professional development. This conference is typically a NACAC conference.

Dues: \$435

The Outreach and Recruitment department utilizes the annual dues budget line to pay for membership to the National Association of College Admissions Counselors (NACAC) and the Pacific Northwest Association of College Admissions Counselors (PNACAC). These organizations send out monthly newsletters with information regarding the latest practices in college admissions which helps improve the function of the KCC Outreach and Recruitment department. Being a member of these organizations is also a requirement in order to exhibit at the statewide college fairs.

Contracted Services: \$1,000

The bulk of the Outreach and Recruitment department’s contracted services budget goes toward two catered events a year. The larger of these two events is the annual high school counselor luncheon which brings high school counselors from Klamath, Lake, Siskiyou, and Modoc counties to the KCC campus to learn about future endeavors of the college such as new construction or programs. The other event is the annual Answer People luncheon. The Answer People is an organization of outreach professionals from throughout the Klamath Basin who represent government agencies and non-profits.

Each organization tries to host the group once annually and KCC typically hosts in July. The last two things the department uses this budget line for is shipping charges when mailing pennants and other information to high schools and for tablecloth dry cleaning from XL Cleaners.

2. DEPARTMENT MISSION/GOALS AND LINK TO STRATEGIC PLAN

2A. DESCRIBE PROGRESS TOWARD GOALS SET IN PREVIOUS REVIEW, ANNUAL BUDGET PRESENTATIONS, AND/OR STRATEGIC BUDGET PLANNING.

- The Outreach and Recruitment department measures much of its annual success on how many events the department was able to hold or participate in each fiscal year. The current record for number of events held or attended by the department was 172 with the department currently totaling roughly in the high 160's to low 170's annually.
- Raising enrollment numbers through all of the college's enrollment streams is a constant goal of the Outreach and Recruitment department. Enrollment across the board does give some insight into the performance of the department although many other factors affect enrollment as well.
- During the 2018-19 budget process, the Outreach and Recruitment department asked for additional funding to create and air a K-CET commercial that focused on GED and ESL services as well as extra travel funds to visit Dual Credit high schools KCC serves but in the past had not sent recruitment staff to. The commercial was recorded and is playing on the radio. The travel money is currently being used to visit these additional schools.
- The Outreach and Recruitment department wanted to increase middle school outreach efforts. The goal was to visit 80% of the middle schools in Klamath Falls in the 2018-19 fiscal year. This goal has been met.
- Starting a student ambassador program was set as a goal for 2018-19. The hiring process is currently underway and a student ambassador program will be implemented spring 2019.
- The Outreach and Recruitment department created a goal to develop a radio series where representatives of businesses that hire KCC students are interviewed about why they chose to hire KCC students. There has been no progress towards this goal.
- A final goal on the department's strategic plan is to run a social media contest in conjunction with Student Life where students upload video of themselves talking about why they love Klamath Community College. These videos will be used as recruitment tools. There has been no progress made towards this goal.

2B. HAVE YOU MET YOUR PREVIOUSLY SET GOALS? IF NOT, HOW DO YOU PLAN TO MEET THEM?

☒ Yes

☐ No

The Outreach and Recruitment department has met or is in the process of accomplishing most of the previously set goals. The remaining goals could be accomplished with additional bandwidth, and potentially some additional funding.

3. PERSONNEL SUMMARY

3A. PROVIDE AN ORGANIZATIONAL CHART OF THE DEPARTMENT.

The Outreach and Recruitment department is led by the outreach and recruitment coordinator. There is one additional employee in the department, the outreach assistant, who is a 0.5 FTE employee.

3B. ARE CURRENT MANAGEMENT AND STAFF ADEQUATE TO PERFORM FUNCTIONS AND RESPONSIBILITIES SATISFACTORILY TO ACHIEVE DEPARTMENT GOALS? EXPLAIN THE JOB FUNCTIONS OF EACH POSITION.

☐ Yes

☐ No

☒ Somewhat

The staffing in the Outreach and Recruitment department is mostly adequate to meet department goals. However, as the college seeks the designation of being a Hispanic-serving institution additional Hispanic/Latino support in the Outreach and Recruitment department would be beneficial to meet this goal.

The Outreach and Recruitment coordinator is in charge of strategic planning, budgeting, event planning, tours, training, and controls all aspects of the department. The Outreach and Recruitment coordinator is also the main face of KCC and speaks publicly at many events from high school visits to large community events. This position also helps plan marketing efforts, frequently writes marketing copy for print materials, and develops radio commercials. This position serves on the Strategic Affairs and Enrollment Management Committee, Art on Campus Committee, Answer People, Klamath Promise, Hispanic Serving Institution Committee and serves as the chair of the HSI Marketing Subcommittee. The coordinator also appears on the radio weekly to discuss the latest endeavors of Klamath Community College.

The Outreach Assistant packs promotional “swag” for events, recruits at events, holds campus tours, calls prospective students, mails information to prospective students, visits elementary and middle schools, and performs other office duties.

3C. DESCRIBE ORGANIZATIONAL CHANGES THAT WILL IMPROVE DEPARTMENT PERFORMANCE, PROVIDE TIMELINESS FOR THE ACHIEVEMENT OF SUCH CHANGES, AND DESCRIBE MEASURES THAT WILL ASSESS THE EFFECTIVENESS OF SUCH CHANGES.

The Outreach and Recruitment department wants to add an Outreach Latino Support position which would be used to contact prospective Hispanic and Latino students face-to-face and would also recruit individuals from this population at cultural events.

The Outreach Latino Support position would also absorb the other duties of the Outreach Assistant so the department did not lose the capacity to complete the tasks currently on the annual calendar.

4. STAFF DEVELOPMENT

4A. DESCRIBE SPECIFIC PROFESSIONAL DEVELOPMENT ACTIVITIES IN WHICH DEPARTMENT MEMBERS PARTICIPATE, AND EXPLAIN HOW SUCH ACTIVITIES BENEFIT OR ENHANCE THE DEPARTMENT.

The Outreach and Recruitment department holds mock tours, cold calls, and table presentations to see if the Outreach Assistant is able to answer questions about the college and its programs to improve tour and sales call experiences. These activities will eventually incorporate any student ambassadors hired by the department.

In addition to these internal activities, the Outreach and Recruitment department as a whole participates in External Programs and Enrollment Management and college-wide professional development activities while still maintaining the required workload of the department.

The Outreach and Recruitment coordinator attends an annual conference focused on improving outreach efforts, campus tours, marketing, enrollment, and admissions processes. This conference can vary year to year.

4B. DESCRIBE AREAS OF UNMET PROFESSIONAL DEVELOPMENT NEEDS AMONG PERSONNEL IN THIS DEPARTMENT AND OUTLINE PLANS TO ADDRESS THOSE NEEDS.

Due to the Outreach and Recruitment coordinator's bandwidth, not as many trainings can occur as the department needs. Time is managed fairly efficiently in the department so some other activities would need to be potentially cut in order to increase training hours.

5. FACILITIES AND EQUIPMENT

5A. ARE CURRENT FACILITIES, SUCH AS CLASSROOMS, OFFICES AND EQUIPMENT, ADEQUATE TO SUPPORT THE DEPARTMENT? EXPLAIN.

☐ Yes

☐ No

☒ Somewhat

The outreach coordinator shares an office with the outreach assistant, the marketing manager and the webmaster. Sometimes it can be difficult to hold calling campaigns or one-on-one meetings in an office with four people.

5B. IS AVAILABLE EQUIPMENT ADEQUATE TO SUPPORT THE DEPARTMENT? EXPLAIN.

☒ Yes

☐ No

☐ Somewhat

The department has all of the equipment it needs to perform all current tasks including a tent, tables, luggage, and promotional materials which are frequently resupplied.

5C. DESCRIBE PLANS FOR FUTURE CHANGES IN SUPPORT FACILITIES OR EQUIPMENT.

None are currently anticipated.

6. BUDGET

6A. PROVIDE A FINANCIAL REPORT. EXPLAIN DEVIATIONS FROM BUDGET EXCEEDING 10% OF ANY LINE ITEM.

See Appendix F for 2018-2019 budget. The Outreach and Recruitment department uses its budget to recruit students at a variety of events including high schools, through campus tours, college fairs, community events, and whatever avenue is deemed strategically logical to increase enrollment. These efforts are directed towards all enrollment streams that flow into the college.

Most of the department's budget is planned well in advance of the expenditures. Most of the events and college fairs the department attends are also planned before the beginning of a new fiscal year. The Outreach and Recruitment department does have some leeway in the budget each year however to experiment with a few new college fairs and events to see if these may offer more return on investment than previous events.

There have been no budget line items on the Outreach and Recruitment department's budget over the last few fiscal years that have deviated more than 10% in either direction.

6B. DESCRIBE BUDGETARY CHALLENGES.

The department may need additional travel funding if an Outreach Latino Support position is created since this person would need to travel to engage in face-to-face contact.

7. CONCLUSION

7A. DESCRIBE DEPARTMENT STRENGTHS.

The Outreach and Recruitment department, despite being 1.5 FTE in size, is able to reach a vast and diverse number of audiences both within a roughly a 150-square-mile regional perimeter, and across the State of Oregon at targeted recruitment events.

7B. DESCRIBE DEPARTMENT WEAKNESSES.

The strength of the department being able to reach so many individuals with few employees also gives way to a weakness. The department serves so many different enrollment streams and populations making it difficult to spend too much time and energy on any particular group.

7C. DESCRIBE SUPPORT NEEDED.

The addition of an Outreach Latino Support position would allow the Outreach and Recruitment department to focus more intently on serving local Hispanics and Latinos which make up a fairly large segment of the population for southern Oregon and Northern California.

7D. OUTLINE NEW GOALS INCLUDING TIMELINESS FOR COMPLETION, MEASURES FOR EVALUATING ACHIEVEMENT OF SUCH GOALS, AND A PROCESS FOR IMPLEMENTING IMPROVEMENTS.

The Outreach and Recruitment department has been assigned several tasks which are not listed on the department's strategic plan such as the development of a Program Fair, Signing Day, Latino Cultural Fair, college branding review and potential creation of a new brand for the college, development of a new K-CET commercial in Spanish, and the creation of a Hispanic Serving Institution marketing plan. This is in addition to job duties on the department's current annual calendar. All of these tasks have a deadline somewhere between the spring and early summer and must be completed before the department can take on any additional tasks. The success of these additional goals will be measured by completion and eventual growth in enrollment.

The department must also finish the development of a student ambassador program and visitations to the Dual Credit high schools. Both goals will be evaluated on whether or not they were completed. Selection of a student ambassador, training, and creating a tour schedule needs to be completed in order to finish the student ambassador goal.

The two remaining goals on the department's current strategic plan, to create a radio series highlighting KCC's business partners and a social media video contest, need to be put on hold indefinitely until the department can complete added tasks and develop a timeline for other goals.

8. APPENDICES

Appendix A. Links to event videos

Graduation Motivation 2017: https://www.heraldandnews.com/videos/graduation-motivation-kcc-jared-dill/youtube_4fb8e76d-88bf-5449-8de2-e4442f766090.html



Jared Dill of Klamath Community College led a presentation during the annual Graduation Motivation event at Ross Ragland Theater in Klamath Falls on Thursday, Sept. 28, 2017. The complete presentation is shown here.

For more read the Friday, Sept. 29, 2017 Herald & News.

Graduation Motivation 2018: https://www.heraldandnews.com/videos/graduation-motivation---jared-dill-of-kcc/youtube_7d2ffd17-da27-5466-b943-88992d0e578c.html



Among the presenters at the 2018 Graduation Motivation event was Jared Dill of KCC: see his full speech to high school seniors at the Ross Ragland Theater in Klamath Falls, OR on Thursday, Sept. 27, 2018.

For more read the Friday, Sept. 28, 2018 Herald & News.

Appendix B: K-CET Commercial

K-CET Radio Commercial

THE KLAMATH CENTER FOR EDUCATION AND TRAINING, OPERATED BY KLAMATH COMMUNITY COLLEGE, OFFERS COURSES IN GED, ENGLISH AS A SECOND LANGUAGE, AND ADULT BASIC EDUCATION. THESE EDUCATIONAL COURSES WILL GIVE YOU THE SKILLS YOU NEED TO GET BACK INTO THE WORKFORCE, LAND A HIGHER PAYING JOB OR TRANSITION INTO COLLEGE.

GED GRADUATES ARE MORE LIKELY THAN THOSE WITHOUT A HIGH SCHOOL DIPLOMA TO BE EMPLOYED FULL-TIME AND ON AVERAGE THEY EARN \$2,040 MORE ANNUALLY.

OUR ESL COURSES WILL ALSO GIVE YOU AN EDGE WHEN LOOKING FOR A JOB OR PROMOTION.

(SPOKEN IN SPANISH) "THE OPPORTUNITIES FOR BILINGUAL JOB SEEKERS CONTINUES TO GROW LOCALLY AND THROUGHOUT THE COUNTRY."

CALL 541-880-2367 TODAY TO REGISTER FOR K-CET OR VISIT US ON THE KCC CAMPUS, BUILDING 8, ROOM 860, FROM 8 TO 5 MONDAY THROUGH FRIDAY.

KCC, EDUCATION AT THE SPEED OF LIFE.

Appendix C:

Ponderosa Gear-Up Day: https://www.heraldandnews.com/news/local_news/students-gear-up-for-college/article_d7607a84-ade1-5590-9b91-dae56aaa1b.html

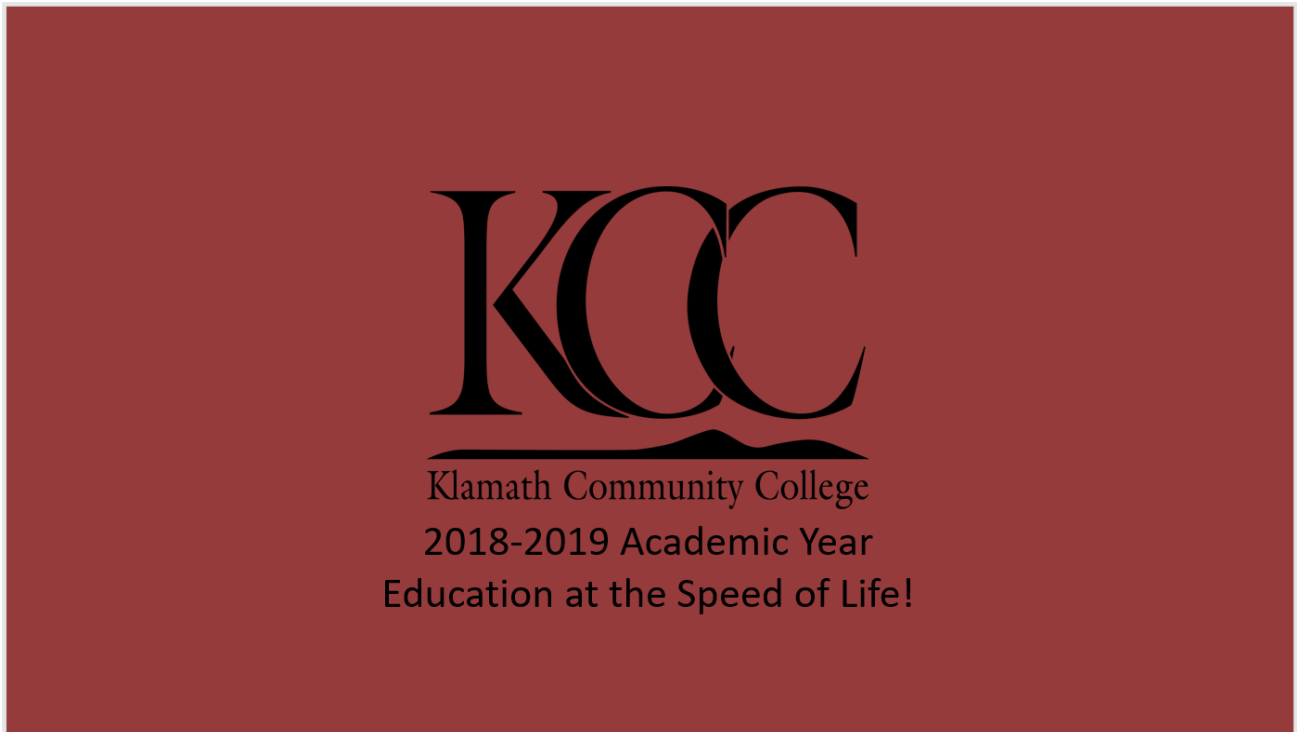


Ponderosa Middle School eighth graders smile as they touch a string powered by motors a physics during a standing wave demonstration at a Gear-Up Day event at Klamath Community College on Friday.

H&N photo by Kevin N. Hume

Buy Now

Appendix D: KCC/Oregon Promise PowerPoint



Tuition Rates

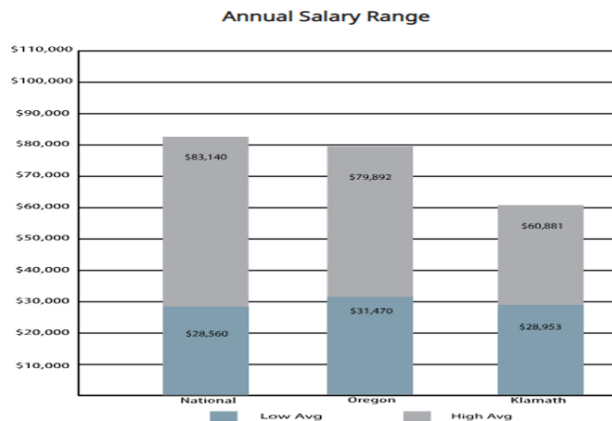
Klamath Community College has one of the lowest tuition rates in the state. Lecture courses cost \$103 per credit hour.

We also offer in-state tuition rates to students from California, Washington, Idaho and Nevada!



Digital Media and Design

Regional Employment Forecast



2014-2024 Employment Projection

Klamath Region ↓ 3.6%

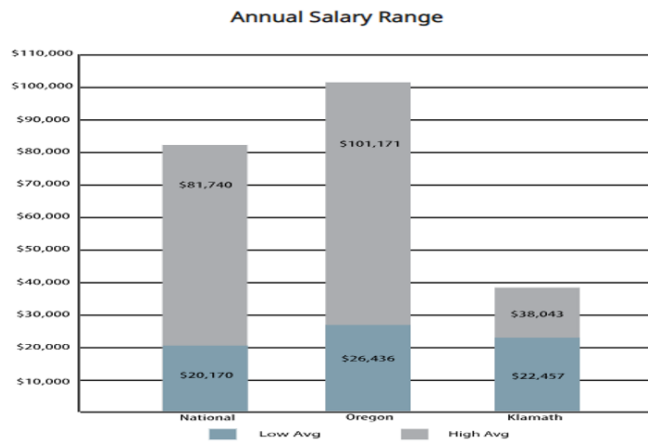
Oregon ↑ 13.2%

Entry Level Educational Requirements:

Associate's Degree

Accounting

Regional Employment Forecast



2014-2024 Employment Projection

Oregon 16.7%

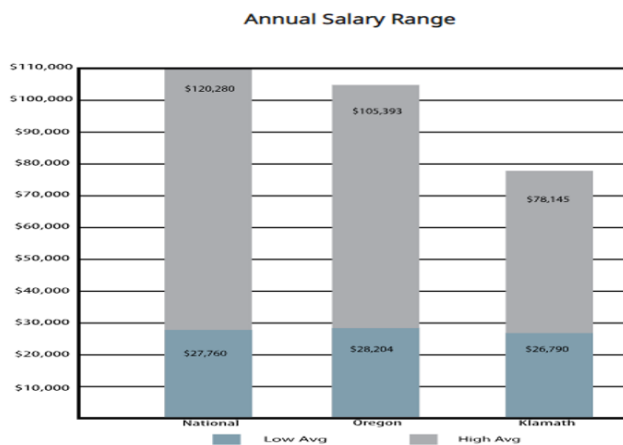
Klamath Region 30.3%

Entry Level Educational Requirements:

Certificate

Business Administration

Regional Employment Forecast



2014-2024 Employment Projection

Klamath Region 2.1%

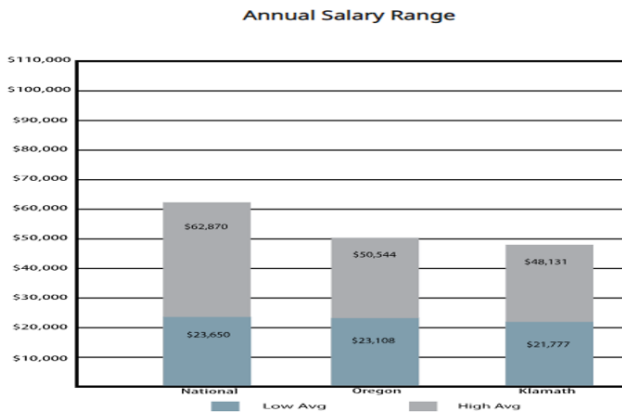
Oregon 11.6%

Entry Level Educational Requirements:

Certificate

Business Technology

Regional Employment Forecast



2014-2024 Employment Projection

Klamath Region **↑5.6%**

Oregon **↑7.4%**

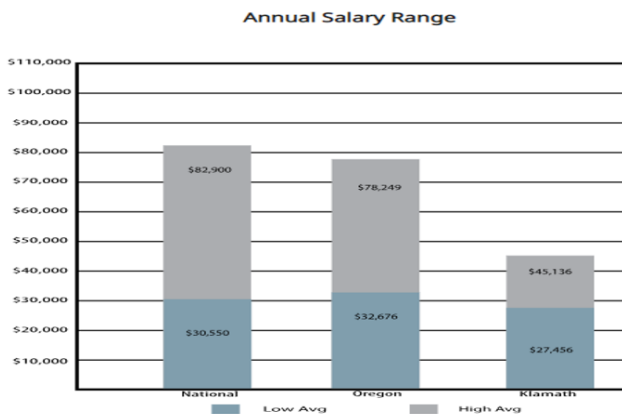
Entry Level Educational Requirements:

Certificate

Associate's Degree

Computer Engineering

Regional Employment Forecast



2014-2024 Employment Projection

Klamath Region **↑5.1%**

Oregon **↑17.2%**

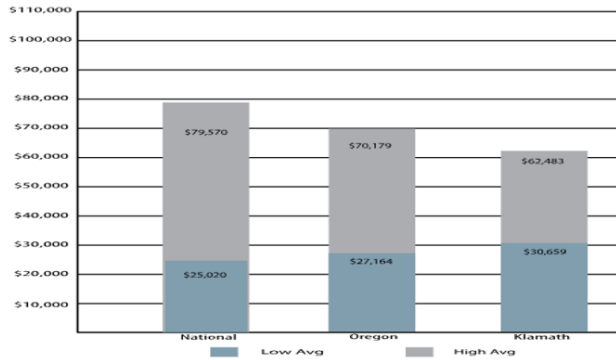
Entry Level Educational Requirements:

Certificate

Culinary Arts

Regional Employment Forecast

Annual Salary Range



2014-2024 Employment Projection

Klamath Region ↑ **17.2%**

Oregon ↑ **19.3%**

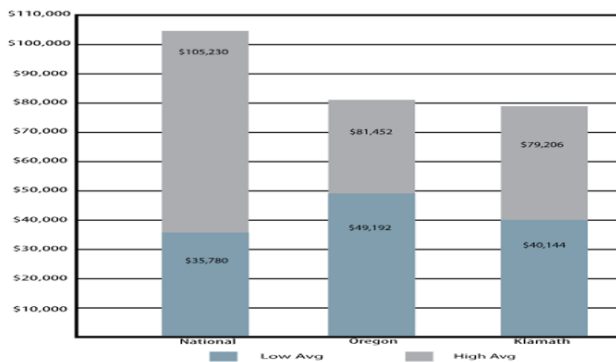
Entry Level Educational Requirements:

Certificate

Criminal Justice

Regional Employment Forecast

Annual Salary Range



2014-2024 Employment Projection

Klamath Region ↑ **4.3%**

Oregon ↑ **4%**

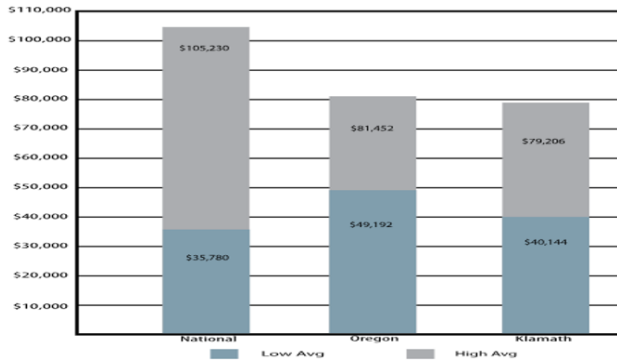
Entry Level Educational Requirements:

Certificate

Education

Regional Employment Forecast

Annual Salary Range



2014-2024 Employment Projection

Klamath Region ↑ **4.3%**

Oregon ↑ **4%**

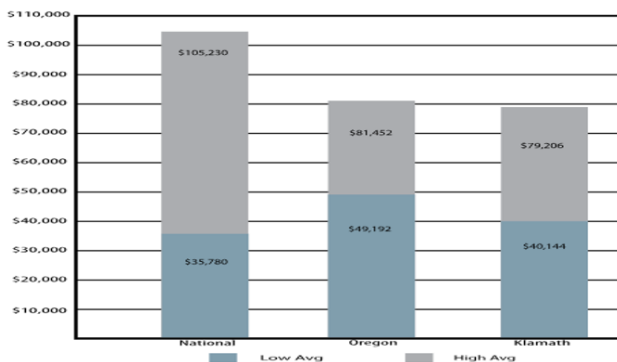
Entry Level Educational Requirements:

Certificate

Emergency Response Operations

Regional Employment Forecast

Annual Salary Range



2014-2024 Employment Projection

Klamath Region ↑ **4.3%**

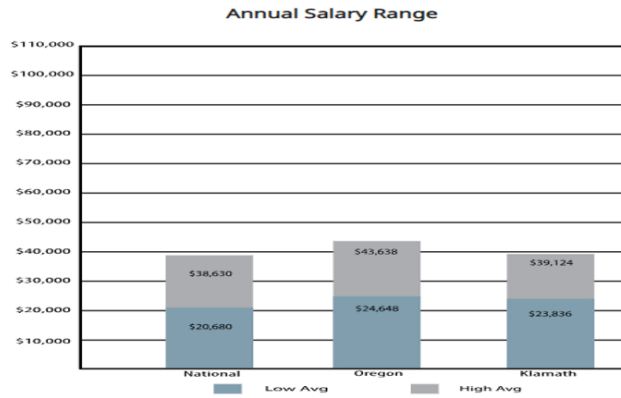
Oregon ↑ **4%**

Entry Level Educational Requirements:

Certificate

Certified Nursing Assistant

Regional Employment Forecast



2014-2024 Employment Projection

Klamath Region ↑ 16%

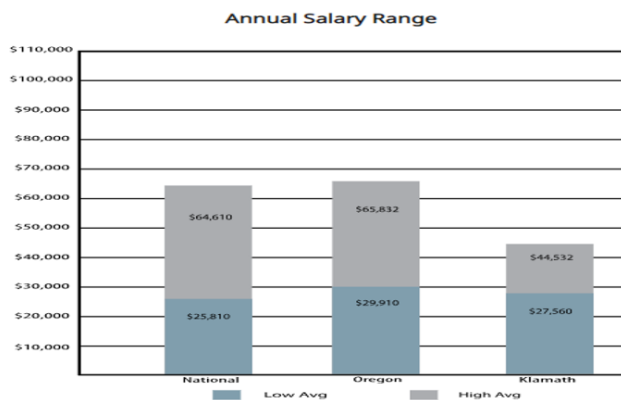
Oregon ↑ 16.5%

Entry Level Educational Requirements:

Certificate

Health Services

Regional Employment Forecast



2014-2024 Employment Projection

Klamath Region ↑ 13.2%

Oregon ↑ 17.9%

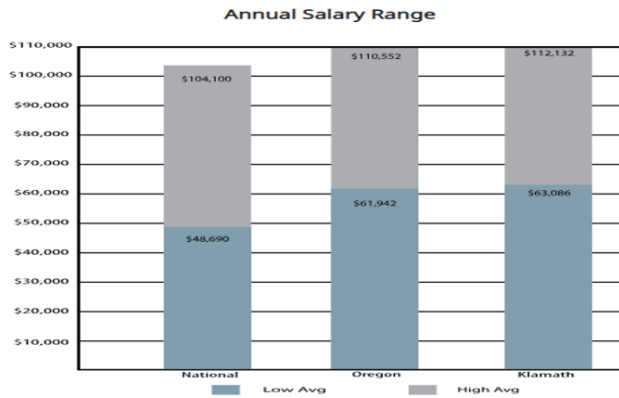
Entry Level Educational Requirements:

Certificate

Associate's Degree

Registered Nursing

Regional Employment Forecast



2014-2024 Employment Projection

Klamath Region ↑ **22.9%**

Oregon ↑ **14.8%**

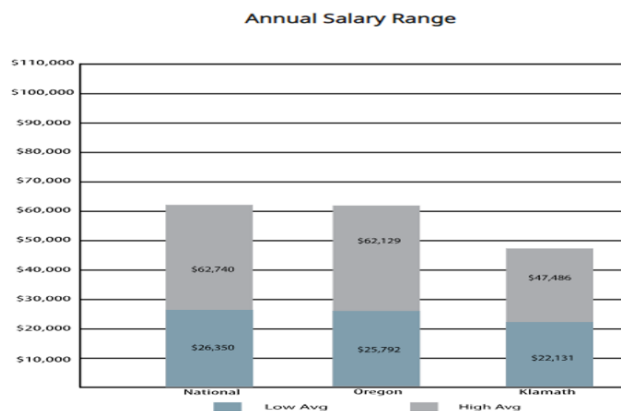
Entry Level Educational Requirements:

Associate's Degree

Bachelors

Agriculture Science

Regional Employment Forecast



2014-2024 Employment Projection

Klamath Region ↑ **23.5%**

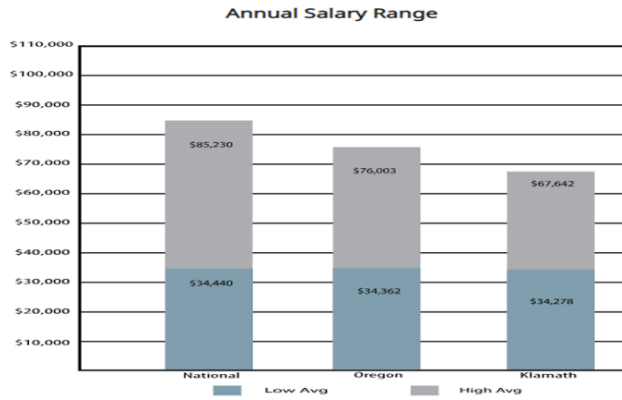
Oregon ↑ **13.8%**

Entry Level Educational Requirements:

Associate's Degree

Advanced Manufacturing

Regional Employment Forecast



2014-2024 Employment Projection

Klamath Region 2.1%

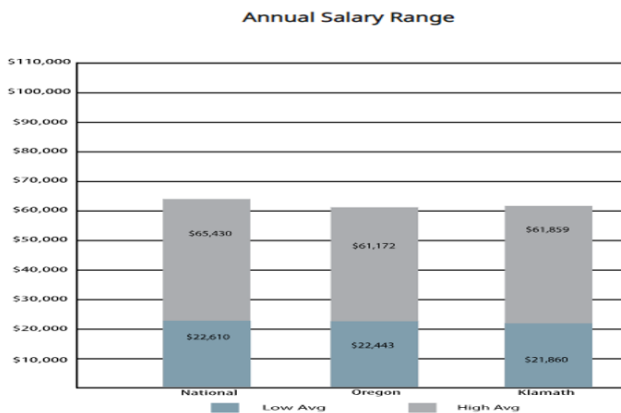
Oregon 6.1%

Entry Level Educational Requirements:

Associate's Degree

Automotive

Regional Employment Forecast



2014-2024 Employment Projection

Klamath Region 11.5%

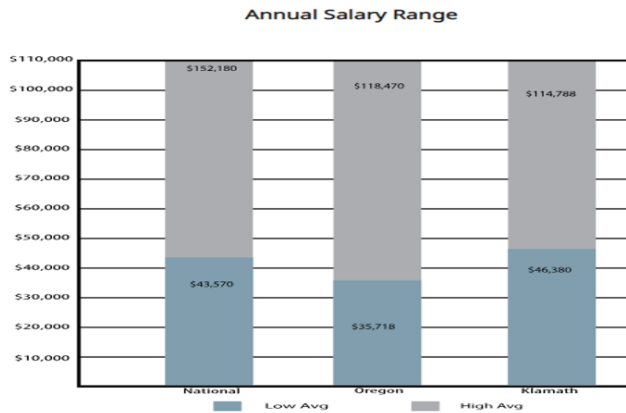
Oregon 11%

Entry Level Educational Requirements:

Certificate

Aviation

Regional Employment Forecast



2014-2024 Employment Projection

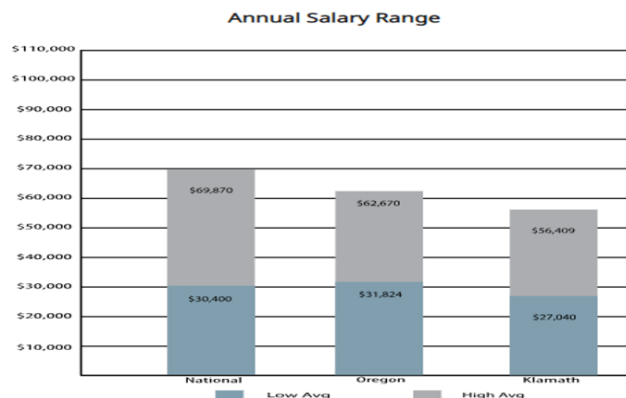
Oregon 19.6%

Entry Level Educational Requirements:

Certificate

Diesel

Regional Employment Forecast



2014-2024 Employment Projection

Klamath Region 18.5%

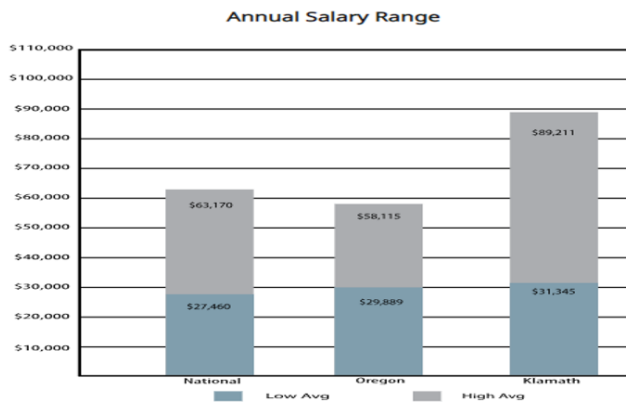
Oregon 19.6%

Entry Level Educational Requirements:

Certificate

Welding

Regional Employment Forecast



2014-2024 Employment Projection

Klamath Region 11.4%

Oregon 13.9%

Entry Level Educational Requirements:

Certificate

Articulation Agreements

- Klamath Community College has articulation agreements with almost every major school on the west coast.
- Oregon Tech, University of Oregon, Oregon State University, Southern Oregon University and Eastern Oregon University are just a few of the schools that have agreements with KCC.

KCC Credits can be earned in High School!

- Dual Credit- Dual Credit allows students to earn college credit while in high school absolutely free! Courses taken, such as WRI 121, can apply towards a student's high school curriculum satisfying their graduation requirements while earning college credit. Ask your counselor if your school is eligible.
- Tuition Discount for High School Students- Current high school students can take online and on-campus courses at KCC for only \$25 per credit hour. For more information visit our website, klamathcc.edu.

Paying for School

- There are many scholarships available to help students pay for school such as the Ford Family Foundation Scholarship. Visit our Financial Aid page and our Foundation page on our website for a list of current scholarships.
- Financial aid grants and loans are available for students to pay for school. More information can be found at fafsa.ed.gov.

The logo for the Klamath Industrial Certificate Scholarship. It features a stylized 'k' in a teal circle, an 'i' in an orange triangle, and a 'c' in a blue square, all overlapping. To the right of these icons, the word 'klamath' is in teal, 'industrial' is in orange, and 'certificate' is in blue. Below this, the word 'Scholarship' is in white.

Klamath Industrial Certificate Scholarship

KIC offers five \$2,000 scholarships!

*Auto and Diesel

*Business

*Culinary

*Emergency Response Operations

*Welding

Klamathcc.edu



Two Free Terms at OIT for KCC Graduates!



**How can the
Oregon Promise
state grant help
me?**

The Oregon Promise will offer up to two years of full-time community college tuition or up to 90 college credits, whichever comes first.

This allows students to earn a one year certificate, enable them to begin or complete an Associate's Degree or give them two year's worth of curriculum to use towards transferring to a four year institution.



What are the Oregon Promise Requirements?

- ❖ Oregon resident for 12 months prior to enrolling in community college.
- ❖ Receive a high school diploma or GED.
- ❖ A cumulative high school GPA of 2.5+.
- ❖ Enroll at a community college within 6 months of high school completion.
- ❖ **Must** complete a FAFSA annually in order to apply for and maintain the grant.

How do I maintain eligibility?

- ❖ Make satisfactory academic progress.
- ❖ Enroll at least half time for each term for fall, winter and spring terms each academic year.
- ❖ Complete the FAFSA annually.



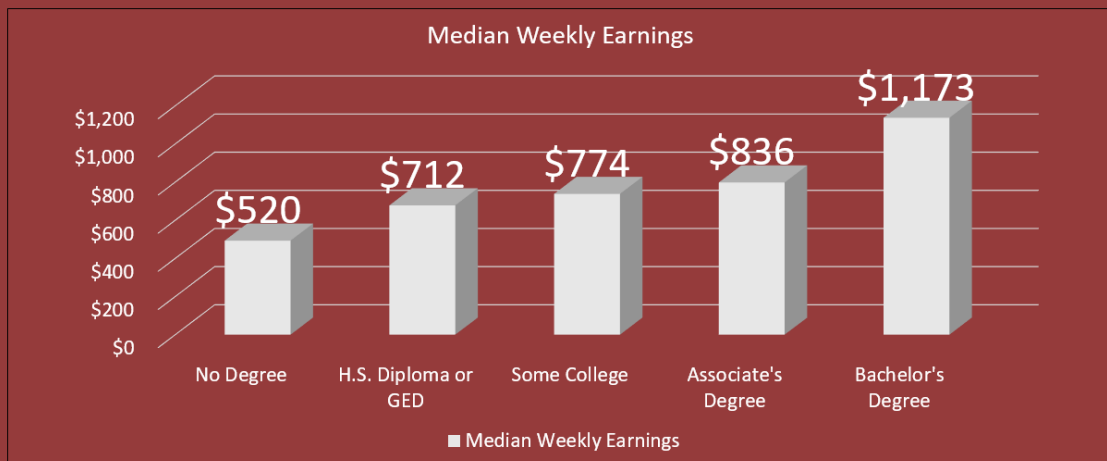
Now I understand how the Oregon Promise can send me to college.

But why would I want to go to college?





**Plus going to college can help you
earn a living wage!**





How do I register for Oregon Promise?

- **Complete** the FAFSA as early as possible! The FAFSA opens this year on Oct. 1st.
- Accept all state and federal grants offered by Financial Aid.
- Apply for the Oregon Promise between early October and June 1st by submitting an Oregon Promise application.
- Enroll in an Oregon community college within six months of graduating high school or completing a GED.
- Register for the Oregon Promise at oregonpromise.org

Appendix E: Bilingual advertisement

**¡Tour bilingüe!
Bilingual Tour!**



KCC quiere ser todo incluido para los miembros de nuestra comunidad y para facilitar esta meta; Estamos organizando nuestro tour bilingüe en el campus!

KCC wants to be all-inclusive to our community members and to facilitate this goal; we are hosting our bilingual tour on campus!

KCC es una manera asequible para obtener la educación que necesita para una carrera exitosa.

KCC is an affordable way to obtain the education you need for a successful career.

Cuando: Miércoles, 28 de Febrero de 6-7:30pm
Dónde: Klamath Community College,
Edificio 4 comunes

When: Wednesday, February 28 from 6-7:30pm
Where: Klamath Community College,
Building 4 Commons

**Two \$500
scholarships will
be raffled off to
event attendees!**

RSVP:

En Español contacto Oscar Herrera at 541-880-2371

Appendix F: 2018-2019 budget

KLAMATH COMMUNITY COLLEGE DISTRICT
Fiscal Year 2018-2019
 3004 - Outreach

Actual 2015-16	Actual 2016-17	Budget 2017-18	Acct#	Account Description	Proposed Amount	Approved Amount	Adopted Amount
38,722	36,950	37,671	6600	Administrative Salaries	41,466	41,466	41,466
0	1,204	0	6700	Full Time Support Staff	0	0	0
4,593	8,731	7,500	6800	Part Time Support Staff	11,467	11,467	11,467
7,716	3,936	7,000	6900	Student Wages	10,969	10,969	10,969
3,832	3,855	3,992	1	FICA	4,889	4,889	4,889
25	36	70	2	Worker's Compensation	70	70	70
282	351	513	3	Unemployment	630	630	630
3,726	9,948	8,597	4	PERS	9,463	9,463	9,463
99	108	108	5	Life Insurance	108	108	108
176	183	54	6	Accident/Disability Insurance	54	54	54
10,082	14,587	15,600	7	Health Insurance	16,200	16,200	16,200
69,251	79,887	81,105		Total Personnel Services	95,315	95,315	95,315
1,936	875	1,800	7050	Supplies	1,800	1,800	1,800
552	0	250	7100	Printing	250	250	250
8,438	6,415	6,770	7150	Marketing	5,770	5,770	5,770
5,632	9,609	7,500	7240	Travel	12,500	12,500	12,500
535	163	435	7350	Dues / Memberships	435	435	435
1,590	1,246	1,000	7400	Contracted Services	1,000	1,000	1,000
18,683	18,307	17,755		Total Materials & Services	21,755	21,755	21,755
87,935	98,194	98,860		Total Expenditures	117,070	117,070	117,070

8. NON-INSTRUCTIONAL DEPARTMENT REVIEW RUBRIC

	Highly Developed	Developed	Emerging	Initial
1—Support of the College Mission	Exhibits ongoing and systematic evidence of mission achievement.	Exhibits evidence that planning guides program and services selection that supports the College's mission.	Evidence that planning intermittently informs some selection of services to support the College's mission.	Minimal evidence that plans inform selection the of services to support the College's mission.
2—Accomplishments in Achieving Goals	Exhibits ongoing and systematic evidence of goal achievement.	Exhibits evidence that planning guides services selection that supports goal achievement.	Evidence that planning intermittently informs some selection of services to support the goal achievement.	Minimal evidence that plans inform selection of services to support goal achievement.
3—Personnel Summary	Employs a sufficient number of qualified personnel to maintain its support and operations functions, and job duties accurately reflect duties, responsibilities and authority of the position.	Employs an adequate number of qualified personnel to maintain its support and operations functions, and job duties accurately reflect the majority of job duties, responsibilities and authority of the position.	Has a plan to employ an adequate number of qualified personnel to maintain its support and operations functions, and job duties accurately reflect the majority of job duties, responsibilities and authority of the position.	Staffing is insufficient to meet needs.
4—Staff Development	Exhibits ongoing and systematic support of professional development opportunities.	Exhibits support of regular professional development opportunities.	Evidence of intermittent professional development opportunities.	Minimal evidence of professional development opportunities.
5—Facilities and Equipment	Facilities and resources meet current and future needs of the College.	Facilities and resources meet current needs of the College	Evidence of a plan to have facilities and resources meet current and	Minimal evidence that facilities and resources meet current and

			future needs of the College.	future needs of the College.
6—Budget	Financial resources meet current needs and are projected to meet future needs.	Financial resources meet current needs.	Evidence of a plan to acquire financial resources to meet current needs.	Minimal evidence that financial resources meet current needs.
7—Strengths and Weaknesses	Strengths and weaknesses are described accurately and thoroughly.	Most strengths and weaknesses are described accurately and thoroughly.	Some strengths and weaknesses are described accurately and thoroughly.	Minimal evidence that strengths and weaknesses are described accurately and thoroughly.
8—New Goals and Plan	Multiyear planning process with evidence of use of assessment data in planning.	Multiyear planning process with some assessment data.	Short-term planning process recently implemented.	Minimal evidence of planning process.
9—Overall Evaluation	Evidence of ongoing systematic use of planning in selection of programs and services.	Exhibits evidence that planning guides program and services selection that supports the College.	There is evidence that planning intermittently informs some selection of services to support the College.	Minimal evidence that plans inform selection the of services to support the College.
	Highly Developed	Developed	Emerging	Initial