

DASB Budget Request 2021-2022

For All Programs Excluding Athletics

Budget Request due to the Office of College Life by 4:00 pm Monday, November 9, 2020

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: "DASB Budget Request - DASB Account/Program Name - DASB Account Number"

For Example: "DASB Budget Request - DASB 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 DASB account? Yes No DASB Account Number: 41-56650
3. Amount requested for 2021-2022 **\$\$30,010.40**
4. Total amount allocated for 2020-2021 **\$) not funded**
5. How long has this program existed? 36 years
6. Number of students directly served in this program: 5,500+ on campus, 30,000+off campus

Please ACCURATELY and THOROUGHLY complete numbers 7 – 10 and use additional sheets if necessary.

7. List ALL other accounts and/or sources of income (list ALL Account Numbers, Account Names, Account Balances, and Account Purposes/Restrictions) also list ALL Co-Sponsorships for the Program; include anticipated future sources and co-sponsorships. Accounts and amounts will be verified.

Failure to disclose ANY and ALL non-DASB Funding Sources will result in the immediate disqualification of your request and/or the freezing of your DASB Account if already approved.

B Budget Accounts: 114000-224001-671000 = \$2,788

Trust Accounts: N/A

Fund 15 Accounts: N/A

FHDA Foundation Accounts: N/A

Grant Funded Accounts: N/A

Other District Accounts: N/A

Off-Campus/Off-District Accounts: N/A

On-Campus Co-Sponsorships: N/A

Off-Campus Co-Sponsorships: N/A

8. How have you been meeting or how do you plan to meet the budget stipulation of requiring that all students benefiting from DASB funds allocated to you have paid the \$10 DA Student Body Fee and are DASB Members (DASB 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.

9. What would be the impact if DASB did not completely fund this request? The impact of not receiving funding for the current academic year (20-21) 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. 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), 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. At the beginning of the year, we had suspended our peer drop-in support and online support via google text due to lack of personnel. Student support is vital to our virtual services and expands 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.

10. Total amount being requested for 2021-2022 (from page 3)

\$ 24,528

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

Student Payroll (2310)

MUST ALSO COMPLETE THE BENEFITS (3200) SECTION

1.Outreach Student Ambassador (5)5x\$15x12hrs/wkx30wks\$27,000

TOTAL:**\$21,600**

Benefits (3200)

MUST 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

1.Outreach Student Ambassador (5)\$27,00x1.52%\$410.40

TOTAL:**\$328**

Supplies (4010)

(Non-capital, general office supplies or as specified)

Item Intended Use Cost

1.General office suppliesOutreach\$1500

TOTAL:**\$1500**

Printing (4060)

(Flyers, posters, programs, forms, etc.)

Item Intended Use Cost

1.Enrollment Steps Flyer (4-sided, 5000)General outreach\$750

2.Open House Flyer (5000)Annual Open House\$350

TOTAL:**\$1100**

Total amount requested (also complete line 11 at bottom of first page)\$30,010.40

Total amount requested (also complete line 10 at bottom of first page)

\$30,010.40

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

Request For Information (RFI)

	Question / Inquiry	Program Response
1.	Please provide a thorough description of your program (250 words max)	<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), 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 a 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>
2.	Please provide how many students are actively engaged in your program. Backing it up with data will help.	<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 5,500 current students that are served in outreach through our peer support, counseling support, and our food pantry.</p>

	Question / Inquiry	Program Response
3.	Why is your program important and what is the rationale behind having this program on campus? (250 words max)	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.
4.	How will your program expand students' perspectives and positively impact their lives and the community? (250 words max)	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.
5.	How is your program working to improve itself every year? Do you receive student feedback? Implementing a student survey and sharing the results with DASB will be beneficial for our review process.	We are always improving by doing staff trainings, professional development, student evaluations after student conferences, and high school partners' evaluations.
6.	What are all your sources of funding? Please include funding from the college, any sources of income, any grants, and any other source. Has your program taken the initiative to search for other sources? (list ALL Account Numbers, Account Names, Account Balances, and Account Purposes/Restrictions)	The only funding for our student ambassadors is coming from DASB. This partnership with the professional staff and the student ambassadors' program was established with DASB over 10 years ago. Outreach has explored other funding sources such as Student Equity funding but new funding requests are not available. Outreach B Budget Accounts: <u>114000-224001-671000 = \$2,788</u>

	Question / Inquiry	Program Response
7.	Go through the most recent DASB Budget Goals/DASB Budget Guiding Principles and explain how your program fits each of them or as many as possible. (250 words max) The DASB Budget Goals/DASB Budget Guiding Principles are available at www.deanza.edu/dasb/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>
8.	Explain how your program is unique. Are there any programs on campus that are similar or is there any duplication of services? (250 words max)	Outreach and the Student Ambassador program is a one-of-a-kind program on campus. The Outreach office offers wrap-around-services that will help students from the time they are interested in De Anza through graduation from De Anza. Some of the services that are available: connecting students to college resources, peer support, counseling/transfer support, food pantry, & study space. In addition, Outreach is a safe space for students to seek help regardless of any challenges they may be facing. Outreach prides itself in being an inclusive, multicultural, and multilingual space with both professional and student staff.
9.	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. (250 words max)	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.
10.	Explain how your program promotes equity on campus. (250 words max)	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.
11.	Please indicate which object codes are critical for DASB to fund this year.	Supporting students through Student Payroll (2310) and benefits (3200) are our priorities.

	Question / Inquiry	Program Response
12.	<p>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>	<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>

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 DASB 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 Extension: x8685
E-mail: aragonerick@fhda.edu
Relationship to Project: Department Supervisor
Position on Campus: Faculty Director

Administrator’s Name: Nazy Galoyan _____

Phone Number: x8292 _____

Email: galoyannazy@fhda.edu _____

Relationship to Project: Division Dean _____

Position on Campus: Dean of Enrollment Service Division _____

Approved by DASB Chair of Finance

(Produced by the Office of College Life - 10/27/2020)