

# DASB Budget Request 2020-2021

## For All Programs Excluding Athletics

Budget Request due to the Office of College Life by 4:00 pm Tuesday, November 12, 2019

Applications and attachments must be submitted via email to Dennis Shannakian at [ShannakianDennis@fhda.edu](mailto:ShannakianDennis@fhda.edu).

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 2019-2020 \$24,530.00
4. Total amount allocated for 2019-2020 \$16,330.00
5. How long has this program existed? 35 years
6. Number of students directly served in this program: 3,000+

**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, and Account Balances) 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. Give a brief description of the program/services to be provided. How will these funds benefit present and future students? The Office of Outreach & Relations with Schools actively works to recruit and attract diverse students from all backgrounds to De Anza College. The program also benefits current students by helping create a more diverse campus environment and providing opportunity for DASB members to engage with local schools and communities as De Anza student ambassadors through a variety of outreach activities throughout the year. The program benefits the college by promoting college access and opportunities. We offer a wide range of outreach services to prospective students and parents both at high schools and on the De Anza campus; including college fairs, presentations, info tables, application workshops, placement testing, campus tours, student conferences, and the annual New Student & Parent Open House. In addition to providing information about De Anza programs and services, including information about DASB, clubs, and student government, Outreach works with divisions, departments, and programs on campus to coordinate college outreach efforts, meet institutional enrollment goals, and connect students to support programs on campus. Outreach also serves as liaison to communities where our students come from, representing De Anza in local and regional initiatives, and participating in events that help promote De Anza College.
9. What would be the consequences if DASB didn't fund or completely fund this request? Lack of DASB funding will limit opportunities for De Anza students to serve as student ambassadors as well as impact our ability to reach out to prospective students in area high schools and communities to attract diverse students to De Anza College. This could also impact our enrollment. The need for DASB funding is critical to help us continue serving prospective students that need our support for college access and opportunity.
10. 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)? Outreach 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 paid with DASB funds are 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 outreach activities and serve as ambassadors for DASB as well.

**11. Total amount being requested for 2019-2020 (from page 4)**

**\$ 24,528**

**PLEASE SAVE PAPER: Use the Word version of this form and 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\$12x12hrs/wkx30wks	\$21,600
		TOTAL:	<u>\$21,600</u>

## 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)	\$21,600x1.52%	\$328
		TOTAL:	<u>\$328</u>

## Supplies (4010)

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

	Item	Intended Use	
Cost			
1.	General office supplies	Outreach	\$1500
		TOTAL:	<u>\$1500</u>

## 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:	<u>\$1100</u>

**Total amount requested (also complete line 11 at bottom of first page)      \$ 24,528**

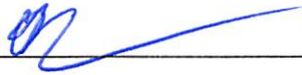
## Request For Information (RFI)

	Question / Inquiry	Program Response
1.	Please provide a <b>thorough</b> description of your program (250 words max)	To complement the description above, the DASB allocation to the Outreach office primarily funds our Student Ambassador Program. The student ambassador program is a leadership opportunity for students who are dedicated to serving and representing De Anza College. Student Ambassadors provide campus tours, serve as a De Anza College student representative and perform duties at various De Anza campus, community and outreach events. The student ambassadors assist with recruitment, high school visits, campus tours, food pantry, and special events and conferences.
2.	Please provide how many students are <b>actively engaged</b> in the program. Backing it up with data will help.	Last year the outreach office and the student ambassadors did 287 outreach events that reached over 40,000 students and families. These events include 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.
3.	Why is your program <b>important</b> and what is the <b>rationale</b> behind having this program on campus? (250 words max)	The student ambassador program is an important 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 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 advocates for college, they work to increase the success of prospective students and current students. They serve as campus resources to all the academic resources and services on campus. The student ambassadors are developing their leadership 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.	<p>What are all of your sources of funding? Please include funding from the college, any sources of income, any grants, and any other source. If there are no other sources, has your program taken the initiative to search for other sources? (list ALL Account Numbers, Account Names, Account Balances, and Account Purposes/Restrictions)</p>	<p>The only funding for our student ambassadors is coming from DASB. This partnership with the professional staff and the student ambassadors program was established over 10 years ago.</p>
7.	<p>Go through the DASB budget goals for the current academic year and explain how your program fits each of them or as many as possible. (250 words max) The DASB budget goals are available at <a href="http://www.deanza.edu/dasb/budget">www.deanza.edu/dasb/budget</a></p>	<p>The Outreach office and the student ambassador program supports incoming and current 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 a number of all of these areas (leadership, diversity, civic engagement campus development). The primary being student leadership and advocating for students and providing them with resources to be successful.</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>
	<p>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)</p>	<p>Outreach and the Student Ambassador program is a one of a kind program on campus.</p>
8.	<p>Explain how your program advertises and promotes itself to the general student population. Provide a clear plan for the current academic year as well as any marketing material you will or have used. (250 words max)</p>	<p>The Outreach office promotes our services year round through all over our outreach initiatives listed above. Also, there is mass marketing done by the communications department. All prospective students are directed to the Outreach office for support.</p>
9.	<p>Explain how your program promotes equity on campus. (250 words max)</p>	<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>

**Signatures that are required for utilizing funds**

All 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'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: Rob Mieso 

Phone Extension: x8330

E-mail: miesorob@fhda.edu

Relationship to Project: Administrator

Position on Campus: Vice President of Student Services

Approved by DASB Chair of Finance

(Produced by the Office of College Life - 8/1/2019)



Office of Outreach & Relations | 21250 Stevens Creek Blvd, Cupertino, CA 95014 | (408) 864-8327

### Outreach Events 2018-19

	Off - Campus	On Campus	Total Events
Summer 2018	8	0	8
Fall 2018	31	2	33
Winter 2019	77	4	81
Spring 2019	59	1	60
<b>Total</b>	<b>175</b>	<b>7</b>	<b>181</b>

### Schools

	# of Schools
High Schools	44
Middle Schools	1
Non-Traditional Schools	8
Community Agencies	10
<b>Total</b>	<b>63</b>

### Student Contact

	# of Attendees
Summer 2018	6,780
Fall 2018	10,275
Winter 2019	7,039
Spring 2019	3,598
<b>Total</b>	<b>27,692</b>

## Outreach Events & Activities

	# of Events	# of Attendees
Campus Tours	40	483
Cash for College/ FAFSA Workshop	5	340
College/Career Fair/Tabling	49	20,225
College Night	18	12,980
Community Events	24	2,880
Collaborative Meetings	8	N/A
Classroom Presentations	32	2,508
Application Workshops	47	1,076
Orientation Workshops	36	711
Material Mail-out	28	N/A
<b>Total</b>	<b>287</b>	<b>41,203</b>

## Student Conferences & Major Events

	# of Attendees
African American Student Conference	353
Latino Student Conference (First)	250
Latino Student Conference (Second)	300
AAPI Student Conference	220
Men of Color Hip Hop Educational Summit	400
High School Partners Conference	110
De Anza Open House	1,500
<b>Total</b>	<b>3,133</b>



# Food Pantry 2018-19

# Visits	# of Students
2,254	450