



Counselor Day

MARCH 29, 2017

Counselor Day Committee | Report Overview | April 11, 2017

Counselor Day

Counselor Day was created by the Counseling Marketing Committee to meet SSSP goals. One of the objectives of SSSP is to provide follow-up services to at-risk students. Students often report that they are not aware of the comprehensive counseling services available to them at Mt. SAC. Counselor Day was an innovative in-reach event that attempted to address this problem.

Counselor Day promotes awareness, provides access, and fosters connections between current Mt. SAC students and credit/non-credit counseling faculty. All programs that were represented at this event offer counseling services. These programs included: Bridge, Aspire, Arise, ACES, Adult Basic Ed, DSP&S, EOPS/CARE, CalWORKs, International, Dream, REACH, Veterans, ESL, Teacher Preparation Institute, Honors, STEM, WIN, and General Counseling.

Counselor Day was designed to boost retention rates for students and provided an atmosphere where follow-up services were available to at-risk students.

The first Counselor Day took place on March 29th, 2017 from 11:00am to 2:30pm.

Counselor Day Committee

The Counselor Day Committee members included: Patricia Maestro, Alana Bachor, Stacie Nakamatsu, Daisy Gutierrez, Ana Silvia Turcios, Lysettee Trejo, and Allen Wang.

Marketing Efforts for Counselor Day

The Counselor Day Committee was able to develop marketing strategies to increase student engagement and participation. These strategies included:

- I. Presentations to different departments during the month of March as well as present at the ICC meeting for 60 student club representatives.**
- II. Flyers**
 - a. A graphic designer was hired to create the flyers, banners, and posters highlighting the event. Two different types of flyers were created: one that was a traditional flyer with event info on both the front and back side; and the second included an extra credit incentive on the back.
 - i. 2,000 traditional flyers were ordered and distributed to all the programs that participated in Counselor Day
 - ii. 4,000 extra credit flyers were ordered and were distributed to faculty to be passed out in their classes
 - iii. An electronic version of traditional flyer was sent to all administrators by Cathi Alvarado
- III. Social Media**

- a. Counselor Day was posted on the Mt. SAC Facebook account
- b. Information about the event was posted on the Counseling website homepage
- c. The regular flyer was posted on the Mt. SAC LinkedIn account

IV. Marquee Sign

V. Mt. SAC Radio Station

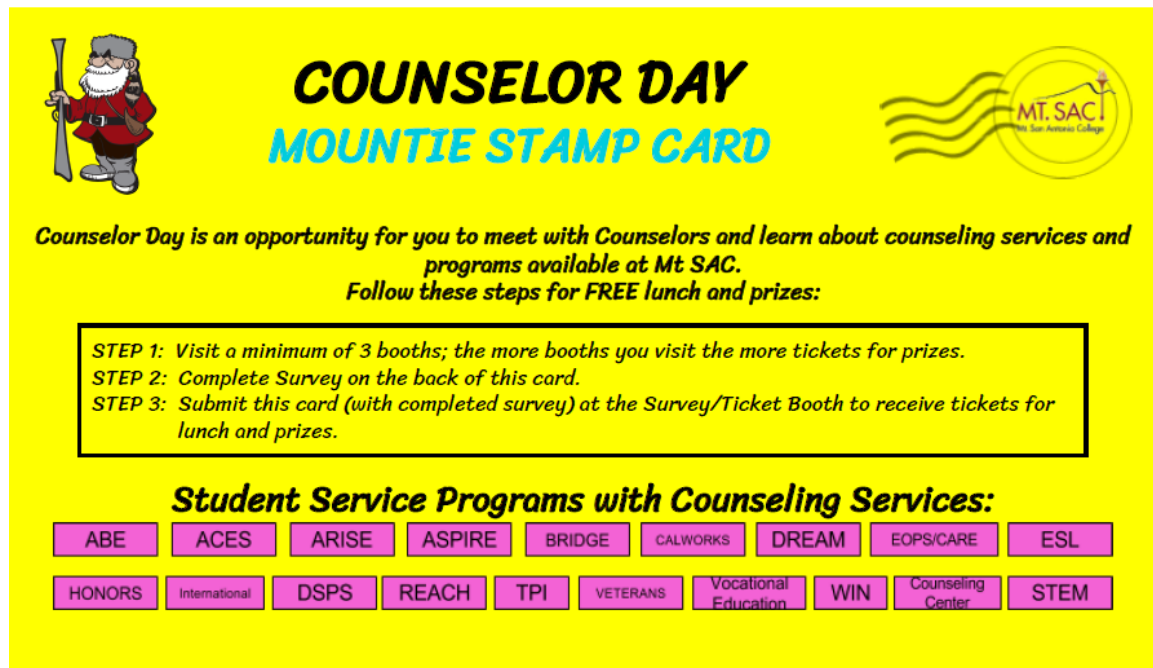
VI. Posters

VII. Email

VIII. Counselor Day Training (March 15, 2017)

Logistics of Counselor Day

Students received a stamp card, pen, and blue bag when they checked in on Counselor Day. For every booth a student visited, they would receive a stamp on their stamp card. Students had to visit a minimum of 3 booths (and obtain 3 stamps) and complete the survey on the back of the stamp card to receive free lunch and 3 prize tickets. The more booths students visited, the more prize tickets they received.



The graphic is a yellow rectangular poster for 'COUNSELOR DAY MOUNTIE STAMP CARD'. On the left is a cartoon Mountie character in a red uniform holding a staff. On the right is the Mt. SAC logo. The title 'COUNSELOR DAY' is in large black letters, and 'MOUNTIE STAMP CARD' is in blue letters below it. A paragraph of text describes the event as an opportunity to meet with counselors and learn about services, and to follow steps for free lunch and prizes. A box contains three steps: 1. Visit a minimum of 3 booths; the more booths you visit the more tickets for prizes. 2. Complete Survey on the back of this card. 3. Submit this card (with completed survey) at the Survey/Ticket Booth to receive tickets for lunch and prizes. Below this, a section titled 'Student Service Programs with Counseling Services:' lists various programs in pink boxes: ABE, ACES, ARISE, ASPIRE, BRIDGE, CALWORKS, DREAM, EOPS/CARE, ESL, HONORS, International, DSPS, REACH, TPI, VETERANS, Vocational Education, WIN, Counseling Center, and STEM.

COUNSELOR DAY
MOUNTIE STAMP CARD

Counselor Day is an opportunity for you to meet with Counselors and learn about counseling services and programs available at Mt SAC.
Follow these steps for FREE lunch and prizes:

STEP 1: Visit a minimum of 3 booths; the more booths you visit the more tickets for prizes.
STEP 2: Complete Survey on the back of this card.
STEP 3: Submit this card (with completed survey) at the Survey/Ticket Booth to receive tickets for lunch and prizes.

Student Service Programs with Counseling Services:

ABE	ACES	ARISE	ASPIRE	BRIDGE	CALWORKS	DREAM	EOPS/CARE	ESL	
HONORS	International	DSPS	REACH	TPI	VETERANS	Vocational Education	WIN	Counseling Center	STEM

- ❖ Prizes included: pens, stapler w/ refills, highlighters, phone chargers, whistle/light keychains, pencil bag, Mt. SAC notepad, and t-shirts.

Results of Counselor Day

A total of 501 surveys were returned of the 575 surveys that were passed out.

Program	# of Student Contact On Counselor Day
ABE	196
ACES	165
ARISE	136
ASPIRE	93
Bridge	187
CalWORKS	174
Counseling Center	63
DREAM	194
DSPS	132
EOPS/Care	160
ESL	217
Honors	158
International	154
REACH	109
STEM	37
TPI	98
Undecided Major	148
Veterans	191
Vocational Education	196
WIN	64
TOTAL	2,872 Contacts on Counselor Day

Survey Questions

1.) How did you find out about this event? (Students could check all that applied.)

Flyer	148
Poster	116
Banner	71
Class	248
Other	78 Included: Assess, work, walked by, friend, instructor, email, ARISE, Facebook

2.) Before this event, did you ever utilize counseling services?

Yes	372
No	127

3.) How likely are you to follow up with any of the programs you've met today? Circle one.

Likely	468
Not Likely	37

4.) This event made me more aware of services I did not know about.

Agree	489
Disagree	8

5.) Are there any services you would like to see more of? (Write in section)

ABE	7
ACES	8
Active reserve ed	1
Activities	1
Actual interaction with students	1
After Counseling Info	1
Animal Science	1
Any	1
ARISE	7
Arts	5
ASL	2
ASPIRE	10
Athletics	1
Autism	1
Bridge	18
CalWORKS	11
CARE	1
Career	3
Child Development	1
CNA	2
Continuing Edu	1
Counseling	8
DREAM	16
DSPS	18
EMT	1
Engineer	1
EOPS/CARE	33
ESL	5
Extra-Curricular	1
Film	1
Financial Aid	3
Food	2
Foster Care	1
Homeless	1
Honors	19

How to prep for life	1
Insurance	1
International	5
Job/Career path	1
JPI	1
LGBTQ	1
Majors	1
Medical field	2
Mental health	2
Music	1
Music counseling	4
Music therapist	1
Nursing program	4
Online	1
Phi Theta Kappa	1
Politics	1
Psyc Services	2
REACH	6
Scholarships	1
Sports	2
STEM	4
Study Abroad	3
Teacher Aid	1
Teacher Prep	3
TPI	1
Transfer	7
Tutoring	2
Undecided Major	11
Veterans	6
Vocational Ed	1
WIN	1

6.) Would you like to see this event happen on campus more often?

Yes	49 ¹
No	2

📌 231 students wrote down their email address to be signed up for the Counseling Listserv to receive updates on Counseling events and services

📌 98 appointments were made for either an individual counseling appointment or Undecided Major Workshop

Committee Requests for Counselor Day 2018

- ✓ At least 2, preferably 3 interns to help with preparation before, during, and wrap up of Counselor Day
 - Interns would need to be hired/approved in October 2017 and continue their help through the end of April 2018
- ✓ Counselor Day work time built into committee member schedules leading up to the event
- ✓ Funding for more food, graphic designer, and marketing materials
 - Food: Enough funding to cover food for 800-950 people
 - Materials: 4 Tablecloths, 3 Counseling Tents, 150 prize T-shirts, popcorn machine, and professional signage created
 - Continue to use graphic designer for creation of signage
- ✓ Support in making the Counselor Day training mandatory and approval of schedule change to attend training
- ✓ Approval of an adjunct to be part of the committee for follow-up services including updating Counseling listserv, reporting survey results, contacting students who attended event, etc.
- ✓ Create code in SARS to track appointments made on Counselor Day