

MOORPARK COLLEGE BOARD OF TRUSTEES REPORT APRIL 2025



MOORPARK COLLEGE OUTREACH OVERVIEW

Moorpark College Outreach creates access and supports student success through strategic partnerships, high-impact programming, and consistent engagement with prospective students. Outreach efforts align directly with the college’s strategic plan and the VCCCD Board of Trustees’ goals by increasing equitable access, promoting student persistence, and building strong connections between the college and the communities we serve.

OUTREACH INITIATIVE	MOORPARK STRATEGIC GOAL	VCCCD BOARD GOAL
Expand Bilingual Services	Goal 13: Community Engagement	Increase equitable access
High School Express Counseling	Goal 2: FTES Growth	Close achievement gaps
Adult School & Middle School Programming	Goal 13: Strengthen Community Ties	Workforce/economic development
Campus Events (MC Highlights, Tours)	Goal 1: Transformative Environment	Student engagement & persistence

HOW WE MEET BOARD GOALS

DIVERSITY & COMMUNITY: Events like MC Highlights, bilingual materials, and inclusive programming foster trust and access for all students

EQUITABLE ACCESS: Spanish-language outreach, translated onboarding tools, and evening workshops serve underrepresented and working families

EQUITY GAPS: Onsite Counseling and support services reduce barriers to persistence and achievement

WORKFORCE DEVELOPMENT: Collaborations with CTE, adult schools, and community agencies connect students to pathways from education to career



ENROLLMENT TRENDS

ACADEMIC YEAR	ANNUAL STUDENT HEADCOUNT
2021–2022	19,783
2023–2024	21,698 (+11.2%)

2024/25
5% FTES
INCREASE

2024–2025 is projected to continue this upward trend, with a 5% FTES increase districtwide (~1,206 FTES). Outreach directly contributes to this momentum through sustained application support, onboarding services, and special programming.

OUTREACH TEAM

The outreach team is made up of two, full-time specialists and four, part-time Student Ambassadors. These dedicated professionals and student leaders provide consistent, equity-minded support to prospective students through personalized services, bilingual assistance, and engaging presentations.



HIGH SCHOOL EXPRESS COUNSELING EVENTS

A standout collaboration with the Counseling Department, this program expanded access to Moorpark College academic advising directly at local high schools.

8 PARTICIPATING HIGH SCHOOLS (SPRING 2025)
13 events reaching 270 students
101.5% increase from 2024
100% of high school counselors rated the event as “very helpful” and want to continue it in 2026

Counselors provided on-site support to high school students by creating abbreviated education plans. This initiative aligns with the Guided Pathways framework, helping prospective students select the appropriate courses and career pathways. By offering a clear academic path, the program helps close equity gaps and reduces costs by preventing students from taking unnecessary courses. Additionally, an assigned counselor provides ongoing support to all feeder high schools on a weekly rotation throughout the year.

Oak Park High School
Royal High School
Moorpark High School
Westlake High School

Simi Valley High School
Thousand Oaks High School
Santa Susana High School
Newbury Park High School



NEW STUDENT WELCOME (FALL 2024)

This event is a Cross-campus collaboration including:

- Guided Pathways
- Counseling
- Marketing/Communications
- Faculty
- IT Services
- Athletics
- Student Services

**WELCOMED
664 STUDENTS
& 206 GUESTS
(870 TOTAL)**

**95% WOULD
RECOMMEND
THE EVENT TO
FUTURE STUDENTS**

**97%
OF ATTENDEES
SAID THE EVENT
MET EXPECTATIONS**



PRESENTATIONS & WORKSHOPS (AUG 2024 – APR 2025)

30 Information Presentations, at local high schools and adult schools, reaching over 700 students

40 Application Workshops supporting over 600 students in submitting their Moorpark College application

20 Pre-Registration "Next Step" Workshops helping over 250 students complete portal set-up, online orientation, and education plan selection

All events were offered both in-person and online, removing barriers to participation

COMMUNITY & SCHOOL OUTREACH

32 tabling events across community venues, schools, and career fairs, connecting with over 6,000 students and families

Hosted Outreach School Partners' Breakfast Fall 2024) with 50+ school counselors and staff in attendance

Collaborated with school counselors to deliver bilingual, personalized programming to meet each campus's unique needs

MC HIGHLIGHTS SATURDAY EVENTS

2 EVENTS HELD SPRING 2025

190 guests attended first two events (final event scheduled for 5/3/25)

100% of attendees reported improved understanding of what Moorpark offers

93% said the event increased their interest in attending



CAMPUS TOURS

INDIVIDUAL PROSPECTIVE STUDENT TOURS
August 2024 – April 2025

54 TOURS
115 GUESTS

94% OF ATTENDEES SAID TOUR INCREASED THEIR INTEREST IN ATTENDING MC

100% RATED THEIR TOUR GUIDE POSITIVELY

GROUP CAMPUS TOURS
September 2024 – April 2025

100% OF PARTICIPANTS AGREED THEIR GROUP HAD A BETTER UNDERSTANDING OF MC PROGRAMS

30 TOURS
902 GUESTS



ADDITIONAL TOURS
Self Guided: 13 Guests
Virtual: 88 Guests

COMMUNITY & EDUCATIONAL PARTNERS

Moorpark College Outreach continues to actively engage with local organizations to strengthen community ties and provide accessible pathways to higher education.



ENGAGEMENT HIGHLIGHTS

CAREER & EDUCATION PRESENTATIONS: *America's Job Center of Simi Valley* - Delivered a presentation on college and career pathways for local job seekers.

COMMUNITY TABLING EVENTS: *Many Mansions Spring Fair* - Engaged with families and residents through resource tabling. *VCOE Equity Conference* - Promoted educational equity through outreach to educators and leaders.

INFORMATION SHARING: *Reporting & Resource Center of Simi Valley* - Participated in the Community Connections Info Session to share college access resources.

CAMPUS EXPERIENCE FOR MIGRANT STUDENTS: *VCOE Migrant Education Program* - Hosted a comprehensive campus tour and presentations tailored for migrant students and families.



AREAS FOR GROWTH

Formalize collaboration with the Student Success Center to ensure warm handoffs for new students.

Streamline processes for coordinating CTE-based campus tours and department-specific visits.



ASPIRATIONS

Expand High School Express Counseling to serve more students and campuses.

Create a more coordinated onboarding process that supports students from inquiry to enrollment.

Increase student engagement on campus by bringing more high school and adult school students to Moorpark College throughout the year. While school site visits remain valuable, hosting students on campus fosters college familiarity, strengthens their connection to support services, and enables more comprehensive onboarding experiences.

Develop tailored adult school programming that lowers barriers to entry and increases adult learner participation.



Join us @Moorpark College for our Fall semester kickoff for MC New Students on **AUGUST 6, 2025**

WEBSITE: MoorparkCollege.edu/NSW

APRIL 2025 HAPPENINGS @MC

From ASPEN award ceremony to Strategic Planning retreat and everything in-between. Lavender Sash Celebration, Scholarship gala and employee of the year reception. Career Fair, concerts, Zoo Spring Spectacular, Multicultural Day and so much more to mark the month of April.



PROUD LAVENDER GRAD EVENT



MULTICULTURAL DAY OPENING PARADE



SPRING OPERA THEATER



SCHOLARSHIP GALA



ZOO SPRING SPECTACULAR



MC CE CAREER FAIR



EMPLOYEE OF THE YEAR FOR MC



ASPEN FINALIST EVENT LIVE STREAM



STRATEGIC PLANNING RETREAT