

# Outreach Services

## University Outreach Services

Student Affairs

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### The University Outreach Office

The Office of University Outreach Services (UOS) coordinates many of the university's ongoing outreach programs and recruitment.

As a regional university, Fresno State concentrates its major outreach activities in high schools and community colleges in the Central Valley, which extends from Sacramento to Bakersfield.

The primary focus of UOS is to assist students with preadmission procedures necessary to attend Fresno State and to develop and maintain a viable relationship with all segments of the community for a better understanding of the university and its services. Another important outreach service is to improve access for students from educationally and/or economically disadvantaged families.

### High School Outreach

University Outreach visits high schools during the fall semester with follow-up visits in the spring. Outreach representatives provide information on admissions, financial aid, scholarships, housing, and academic majors in small or large group settings.

### Community Colleges/ Transfer Services

Outreach staff members visit community colleges in the university's service area regularly and see most students by appointment. Students are assisted with admissions, financial aid, and advising information. Staff members also provide information on campus support programs. They visit most colleges in the Valley and Central Coast areas on a regular basis. Consult with your transfer center or counseling center. University Outreach Services also participates in the Fresno City College Transfer Center Project. The Transfer Center Project sponsors

several activities to promote and increase the number of transfer students.

### Student Ambassadors

University college ambassadors motivate high school and community college students to enroll in college preparatory courses that will lead to CSU admission. Ambassadors provide community college students with valuable information on the benefits of higher education. Ambassadors distribute materials to help students prepare for a baccalaureate degree. Two community colleges and 23 high schools are in the program.

### Early Outreach

This UOS component encourages, motivates, and exposes students to higher education as early as the seventh grade. Services provided to students include school site visits, enrichment workshops, university classroom experiences, campus tours, advising, career days, and parent orientations.

Outreach also encourages elementary age students to attain academic achievement and to begin setting higher educational goals. Outreach programs are targeted at elementary schools in the Fresno Unified, Clovis Unified, and West Fresno School districts.

### Tours

Student tour guides conduct campus tours for prospective students and their families. Group tours may also be accommodated with advance notice. Contact the office for the scheduled hours.

### School-Based Recruitment Program

Members of University Outreach serve as liaisons with the eight academic colleges/schools. Outreach members disseminate information specific to the colleges/schools, arrange departmental meetings for prospective students and their parents, and engage in specific recruitment activities.

### Orientation Programs

Orientation programs (Advising Days) are offered at California State University, Fresno to provide new students with a smooth transition to the university from high school or another college. Special parent orientation programs are also included. One-day sessions are held prior to the fall and spring semesters of each academic year. To introduce students to campus life, academic programs, and services, University Outreach Services annually sponsors Open House in the fall for prospective students and Preview Day in the spring for new students. ❖

*UOS makes information available through its many site visits, classroom presentations, college fair booths, and campus tours.*

