

Outreach Committee Project Proposal

Applicant	Seneca Jensen
Applicant ID	APP-000566
Company Name	Idaho Association of Collegiate Registrars and Admissions Officers (IACRAO)
Recipient Address	Idaho Association of Collegiate Registrars and Admissions Officers (IACRAO) 322 E. Front Street, Suite 190 Boise, Idaho 83702
Email	senecaj@uidaho.edu
Funding Requested	\$0.00
Status	Submitted
Funded	<input type="checkbox"/>

Contact

Question: Entity name

Idaho Association of Collegiate Registrars and Admissions Officers (IACRAO)

Question: "Doing business as" (If applicable)

Idaho Association of Collegiate Registrars and Admissions Officers (IACRAO)

Question: Federal Tax ID Number

251927224

Question: Street address

322 E. Front Street, Suite 190

Question: PO Box (If applicable)

322 E. Front Street,

Question: City

Boise

Question: State

Id

Question: Zip Code

83702

Question: Entity website

<https://iacrao.weebly.com/>

Question: Last name

Jensen

Question: First name

Seneca

Question: Email address

senecaj@uidaho.edu

Question: Contact phone

208-364-4008

Qualifying Questions

Question: Does this project ask for the WDTF to cover training costs? If yes, your project is not a match for Outreach funding. Please contact WDC staff to see if another WDTF grant would be appropriate.

Yes

No

Question: Please describe how this project will increase career awareness for Idahoans AND/OR increase the awareness of the Workforce Development Training Fund?

IACRAO distributes higher education booklets to approximately 23,000 high school juniors and their parents in Idaho to create an all encompassing resource that places twelve higher education institutions in the state of Idaho, private and public universities and community colleges, on an equal tier of priority and eligibility. These booklets feature not only degree options, but also highlight career training and occupational certifications and licenses offered extensively at the community college level that are often overlooked while navigating institution

websites or college presentations that try to capture a wider scope of information with their audience. The 2016 "Idaho Public Postsecondary Graduate Retention Analysis," a study from the Idaho Department of Labor used data from eight public colleges from 2010 through 2014. This study found that in-state student graduates were twice as likely to work in Idaho with an astounding 77% of postsecondary graduates finding a job in Idaho one year removed from school and 67% still being employed in Idaho four years after graduation. By creating a level platform for students to explore their postsecondary opportunities within Idaho, we are bringing a wider swathe of career awareness to the forefront of students attention and postsecondary planning, ultimately helping to sustain Idaho's career retention.

Question: Describe the target audience(s) of this proposal.

The target audience of this proposal is high school juniors and their parents; however this resource is commonly asked for by career and college counselors looking to aid curious high school juniors and seniors.

Project Information

Question: Project title

IACRAO Higher Education Booklet

Question: Project manager first name

Seneca

Question: Project manager last name

Jensen

Question: Please provide a list of partners (specific to this project)

Next Steps Idaho- Idaho State Board of Education as well as members of our volunteer based board: Jason Meldrum (President), Jessica Eby (Past-President), Brenda Summers (Secretary-Treasurer), Savannah Allmett (Communication/Technology Chair)

Project Description

Question: Project description

The higher education booklet is a project set forth by IACRAO- Idaho Association of Collegiate Registrars and Admissions Officers. This project aims to create a resource for high school students, sent to approximately 23,000 students- primarily juniors and seniors, as well as career

and college counselors within high schools which outlines updated admissions requirements for the upcoming academic year as well as certificate/license opportunities and degree options from 12 public and private institutions in Idaho: Boise Bible College, Boise State University, Brigham Young University-Idaho, College of Eastern Idaho, College of Southern Idaho, College of Western Idaho, Idaho State University, Lewis-Clark State College, North Idaho College, Northwest Nazarene University, The College of Idaho, and University of Idaho. This project also works to highlight Next Steps Idaho as another resource for students, parents, counselors and admissions professionals. This year we are making a greater effort to present all of these universities at an equal level, removing supplementary advertisements from colleges which normally help to cover production and disbursement costs. These booklets will be sent to public and private high schools across Idaho, also available via request dependent on remaining available copies post-disbursement. For the 2021-2022 higher education booklet, we are looking to integrate feedback on a statewide level by issuing a survey to career and college counselors using a 5-point Likert scale as well as written feedback on the contents, contextual use, and availability of the booklet so we are better able to accommodate the needs and content to best serve our intended audience. The higher education booklet also outlines statewide academic planning events such as Counselor Days- several in-person events spanning Idaho (adapted to online when necessary following CDC guidelines in reference to COVID-19) specific to counselors which presents the aforementioned colleges and universities admission requirements, new curriculum or certificate/licensure options, and any points of interest such as scholarships that specifically aid career and college counselors in their work with high school students during the Fall semester as well as the Higher Education Tour- several in-person events spanning Idaho (adapted to online when necessary following CDC guidelines in reference to COVID-19) focusing on students and parents where colleges/universities are given a platform to communicate with students at all levels regarding admissions requirements, curriculum or certificate/licensure options, scholarships and answer any questions students or parents may have. These events are created to help accommodate parents and students who may not be able to visit campuses, furthering accessibility to career/college preparedness and awareness to students of all socioeconomic backgrounds. The purpose in the higher education booklet is to distribute an all encompassing resource that places the included twelve higher education institutions in the state of Idaho, private and public universities as well as community colleges, on an equal tier of priority and eligibility so students are able to view nearly all postsecondary opportunities in Idaho in one document.

Question: Campaign Timeline: Please include -start date and end date -dates for submitting quarterly and final reports -dates for expected invoicing -dates for completion of objectives -dates for project milestones (these can all be best estimate of dates)

The higher education booklet is disbursed in the Fall semester, typically around the September or October in preparation for Counselor Days and College Application Month. The production and disbursement invoicing runs on a flexible timeline, but preferred to have all invoicing reconciled by December. Major completion objectives fall into the summer months before production including booklet design and markup. A general timeline for project milestones would be disbursement by Nov. 1, 2021, invoicing by Jan. 31, 2022, feedback campaign Feb. 2022 with the campaign closing March 2022.

Question: Please provide two lists, one with committed partners and one with potential partners. Include brief details about how each partner will contribute to your project.

Committed partners: As a professional education association, IACRAO works hard with our campus partners to further our mission to provide communication of information and interchange of ideas on problems of common interest; to

foster a friendly spirit of unity and cooperation among its institutions and members; to promote the spirit of professional pride in the respective officers; to encourage individual and institutional growth in and through the profession; and to advance the status of the profession and organization. Our campus partners are Boise Bible College, Boise State University, Brigham Young University-Idaho, College of Eastern Idaho, College of Southern Idaho, College of Western Idaho, Idaho State University, Lewis-Clark State College, North Idaho College, Northwest Nazarene University, The College of Idaho, and University of Idaho. These partners will help with production, hosting events and disbursing the higher education booklet regionally.

IACRAO has also been working closely with Next Steps Idaho through the Idaho State Board of Education as another resource oriented for students, parents and education professionals. Next Steps Idaho and IACRAO work symbiotically to further awareness of each other and their career and college resources.

Potential partners: One option in trying to remove supplementary advertisements from colleges and universities who have the financial means to provide them, IACRAO has discussed outsourcing advertisements to affiliated or highly involved businesses, corporations and organizations, such as Idaho Central Credit Union, NICHE, Idaho STEM, Idaho Career and Technical Education, and IDEAL College Savings.

Question: Please describe any resources you will provide to assist other organizations in replicating this project.

The higher education booklet is free to students and parents, counselors and institutions. It is also available online through Next Steps Idaho. In making this project fully accessible, we help to provide an outline for any organization looking to replicate it as well as source information through our board members for any organization looking to integrate a similar project.

Project Reach

Question: One of the metrics WDC requires for reporting is individuals reached. Please define the outcomes you will use to report your reach number(See HELP TEXT for example). It is fine to have multiple outcomes that lead to a reach.

Our defined outcomes are broken down by specified regions in Idaho, where our partner colleges and universities help to distribute and retain extra copies if schools would like more. The regions we typically use are North Idaho North, North Idaho South, Treasure Valley, Magic Valley, East Idaho South, and East Idaho North.

An additional outcome we aim to accomplish is receiving at least 30 surveys back from high school counselors during the feedback campaign.

Question: What is the total estimated reach number for the project?

23000.00

Question: What are the estimated reach numbers broken out by each outcome listed above?

These numbers are based off of high school counselor outreach and the estimated junior class in Idaho for 2021-2022. The approximate estimate for the 2021-2022 booklet is as follows

(reference number of booklets to zip code):

-2,800 to 83714 - Coeur d'Alene \$1666.50

-1,500 to 83501 - Lewiston \$1107.50

-6,700 to 83697 - Nampa \$3193.50

-2,500 to 83301 - Twin Falls \$1487.50

-5,000 to 83404 - Idaho Falls \$2562.50

-4,500 to 83702 - Boise \$2247.50

Question: Based on your budget and the above estimated reach what is the estimated price per reach for each listed outcome? (see HELP TEXT for example)

0.53

Question: Are there other relevant outcomes beyond the outcomes associated with the reach numbers for this project?

Our main outcomes are listed in the prior question; however, our biggest outcome and goal is to increase career and college awareness and preparedness for high school students.

Organizational Capacity Resume

Question: Please attach an organizational resume that demonstrates your organization's capacity to complete this project.

[IACRAO Organization Capacity Resume.docx](#) (8/25/2021 4:55 PM)

Question: Please attach a resume or bio for the named project person.

[Seneca Jensen Resume.pdf](#) (8/25/2021 5:33 PM)

Question: Please describe how your organization will support the workload of this project. Include staffing, hours, and other considerations.

While this organization is staffed on a volunteer basis, we are passionate about the success of career and college education in Idaho. We elect members knowing they are understanding of the additional work with the shared end goal of our events being successful. Each position will have different amounts work that they complete, but as a general rule of thumb we are working with and for IACRAO for approximately 20 hours per member every month for planning.

Budget

The Outreach Committee encourages applicants to look towards long-term funding outside of the outreach project funds. However, multi-year projects will be considered, and renewal of projects will be accepted depending on how they fit into the Outreach Committee's goals and objectives. A project budget will need to be uploaded as part of the application process. Please click on the link to the Outreach Committee Project Proposal Budget. There will be an option to download the budget template. Please complete the template and upload to the appropriate question in this section.

Budget Sheet

Question: Budget

[Production Budget.docx](#) (8/25/2021 6:09 PM)

Question: Budget notes

The official budget is still in processing, the attached budget is based of of the booklet (a.k.a. magazine) production costs. The budget will be updated ASAP upon it's availability.

Question: How else have you sought to fund this program?

In the past we have sought out advertisements from institutions to help cost. In an effort to create the higher ed booklet as a focused and accessible resource with our college and university affiliates, we are moving away from additional inserted advertisements from our affiliated schools. We also seek out organizations, businesses and corporations for advertisements who are involved in the higher education industry in Idaho, whether it be through additional scholarships or resources they have made available.

Question: Why do you think WDTF is a good source of funding for your project?

WDTF is an excellent source of funding because not only would it allow our project to grow into the best equitable source of information for our students, but our work falls directly in line with the WDTF outreach funding opportunities of providing public information and outreach on career education and workforce training opportunities, including existing education and training programs and services not funded by the training fund.

Question: Was this project previously funded through another source? If yes, please provide a description of the source and when funding began and ended.

Other than potential advertisement opportunities that help to cover costs, this project is funded through the IACRAO budget and affiliated colleges and universities.

Question: Is this a one-time project? Or, tell the committee about how you plan to fund the project in the future?

This is a continuous project that relies on the generosity of given funds from advertisements as well as contributions made by higher education institutions.

SENECA JENSEN

(208) 596 - 2007 • senecajensen@outlook.com • senecaj@uidaho.edu

WORK HISTORY

2020-Present • University of Idaho

Assistant Director of Admissions

2015-2018/2019-2020 • One World Cafe

Barista, Graphic/Content Creator

2018-2019 • Milestone Decisions, Inc.

Executive Assistant

2013-2014 • Milestone Decisions, Inc.

Direct Care Aide & Office Manager

EDUCATION

University of Idaho • 2012- 2017

B.A. Professional/Technical Writing

B.A Spanish

University of Idaho • 2019-2020

B.S. Secondary Education

Idaho Certification in English

EXPERIENCE

Assistant Director of Admissions

- Direct contact for prospective and admitted students through the application and registration of approximately 30 high schools, preparatory schools, academies, charter schools and virtual schools
- Maintain critical relationships with high school professional staff and counselors
- Work and help in tandem with regional events, university specific events, and high school events such as FAFSA nights and college preparation fairs
- Maintain a timeline for individual students, approximating to 1,000 students per semester as a primary point of contact
- Upkeep financial records for travel and expenses related to admission visits and events

Student Teaching Internship

- Assisted and led daily teaching activities for 122 students
- Planned and accommodated daily lessons and whole units for developing, proficient and excelling students, as well as students with IEP's and 504 plans
- Maintained classroom management through planning, prompting and one-on-one check-ins
- Initiated communication with parents/guardians regarding student behavior and progress
- Collaborated with whole staff, department, and mentor teacher for planning and guidance

Barista & Graphic/Content Creator

- Fast work in a multi-tasked and consumer oriented environment
- Ability to adapt in an evolving work space
- Consistent and open communication with the owners/managers
- Close attention to detail
- Ability to write for multiple audiences
- Graphic developer for in-house roast labels and special projects
- Responsible for media presence on social platforms including Facebook and Instagram

Executive Assistant & Office Manager

- Executed interviews and organize the training of new employees
- Train new members through the administrative portion of the on-boarding process
- Maintain client and company accounts including documentation and reconciliation
- Accounts payable and receivable including account coding
- Proactive organization and extra assistance without request
- Problem-solved on behalf of Business Manager and Executive Director

Grant Writer - Rendezvous in Moscow, Inc.

- Grant writing for a local non-profit organization that supplies a child arts festival and concert series for the region surrounding Moscow, Idaho
- Employed aspects of creative writing, technical writing, and graphic design
- Successfully received \$2,500.00 in aid from local grants

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EXPERIENCE CONTINUED

Direct Care Aide

- 24/7 direct care for clients with developmental disabilities in an ICF or ResHab environment
- Paired with one or two clients per shift with an emphasis on running programs within client's routine
- Heavily regulated by state and federal sanctions requiring daily program and well-being documentation
- Emphasis on building rapport with clients to optimize client well-being and learning tractability

Board Member & Event Chair - Student Alumni Relations Board

- University of Idaho's largest, student led organization tasked with university event planning and implementation of major campus events and alumni soirees
- Vice President 2016: Organization recruitment and retention and new member education
- Professional Development Chair 2015: Planned and administered an intensive day of professional training and organization conferences
- Dad's Weekend Chair 2013/2014: Planned major events for hundreds of participants during Dad's Weekend



January 21, 1968 –

IACRAO adopted its constitution and became an official non-profit educational organization, outlining its official mission and purpose:

The purpose of this association shall be to provide, through conference and other appropriate media, for the communication of information and interchange of ideas on problems of common interest; to foster a friendly spirit of unity and cooperation among its institutions and members; to promote the spirit of professional pride in the respective officers; to encourage individual and institutional growth in and through the profession; and to advance the status of the profession and organization.

Organizational Affiliates –

IACRAO is affiliated with twelve Idaho colleges and universities: Boise Bible College, Boise State University, Brigham Young University-Idaho, College of Eastern Idaho, College of Southern Idaho, College of Western Idaho, Idaho State University, Lewis-Clark State College, North Idaho College, Northwest Nazarene University, The College of Idaho, and University of Idaho.

Within these organizations, we fill a volunteer board through vote at the end of our annual conference. The positions on the IACRAO board consist of Past-President, President, President-Elect, Secretary/Treasurer, Registrar Chair, Registrar Co-Chair, High School Relations/Admissions Chair, Diversity Chair, State Board of Education Advisory Chair, Technology/Communication Chair as well as coordinators for Counselor Days, Higher Ed Days, and College Application Week. Regardless of the individuals who fill these positions and the institutions they work for; our affiliated universities supply a strong network of resources and assistance which greatly aids in the success of our organization. Being based through admissions and registrar professionals, IACRAO has implemented several events and media resources that have become a detrimental support for Idaho's students and high school counselors. Supplying avenues for our affiliated colleges and universities to further their communication accessibility, we have also procured an excellent rapport which has built a flexible relationship where universities will step in and help where they are able, if the need arises. Education is a beacon to which we are all passionate in our ability to serve our students and professional staff. We have helped to create a network across the state of Idaho over the span of 5 decades where success is a shared experience and our affiliated colleges and universities help to further this success as we continue to strive for progress and growth with our projects and coordinated events.