



Enrollment Strategies for Spring 2017

MARKETING Strategy	Responsible Party	Expected Outcomes	
<p>Interession Advertising: <u>Internal Audience</u> (existing students)</p> <ul style="list-style-type: none"> • Website & Social Media • Marquee Announcement & Flat Screen Slides • Campus Small Postcard & Flyer • Student Emails <p><u>External Audience</u> (prospective students)</p> <ul style="list-style-type: none"> • Print Ads with CSUF Titan, CSULB Daily 49ers, UCI New University, Orange Magazine 	<p>K. Irwin Marketing Task Force</p>	<p>Invested activities intended to market and promote spring intersession with the goal to increase enrollment.</p>	<p>Analytics are available and will be provided upon request.</p>
<p>Spring Term Advertising: <u>Internal Audience</u> (existing students)</p> <ul style="list-style-type: none"> • Website & Social Media • Marquee Announcement & Flat Screen Slides • Campus Small Postcard & Flyer • Student Emails <p><u>External Audience</u> (prospective students)</p> <ul style="list-style-type: none"> • Print Ads with Orange Magazine, Orange City News, Anaheim Bulletin, Orange Plaza Review, Nguoi Viet, Viet Bao, Rumores, and Excelsior • Direct Mail Postcards (promoting Spring & Summer) • Mobile Marketing through UpSnap • Digital Online Marketing through ReachLocal (SEM and Retargeting) 	<p>K. Irwin Marketing Task Force</p>	<p>Invested activities intended to market and promote spring 2017 classes with the goal to increase enrollment.</p>	<p>Analytics are available and will be provided upon request.</p>

<ul style="list-style-type: none"> • Social Media Advertising through Facebook • Online Music Banner ads focusing on Pandora 			
<p><u>Activities for General Marketing</u></p> <ul style="list-style-type: none"> • Gather faculty & staff micro-moments to be used to highlight campus stories • Take new photos of campus & micro-moments subjects • Develop short videos to be used on the website and social media • Form a Social Media Project Team to align and collaborate on social media engagement • Update SCC Outreach materials including retractable banners and printed collateral • Continue to promote the Branding Toolkit, found at www.scccollege.edu/brandingtoolkit • Develop press releases, media alerts, web features, and social media through the Communication Specialist • Add branding content to website home page, student page, and more. 	<p>K. Irwin Marketing Task Force</p>	<p>To support our continued marketing efforts these activities are planned and/or underway in Spring 2017.</p>	
<p>OUTREACH</p> <p>Strategy</p>	<p>Responsible Party</p>	<p>Expected Outcomes</p>	
<p><u>Placement Testing Sessions</u> 17 test dates currently scheduled at the following schools sites: Beckman HS, Canyon HS, Corona HS, Esperanza HS, Foothill HS, Hillview HS, El Modena HS (3 testing dates), Orange HS, Richland HS, Santiago HS-Corona, Tustin HS, Valencia HS, Villa Park HS, Yorba Linda HS. Anaheim and Katella HS are pending and when confirmed will be added to the roster.</p> <p>An additional 12 Placement Testing sessions for incoming Early Welcome students have been scheduled at Santiago Canyon College.</p>	<p>J. Coto/T. Flores Placement Testing Center</p>	<p>To provide placement tests at high school sites for students entering SCC through Early Welcome Program.</p>	

<u>New Student Orientation/Registration</u> : seven orientation sessions for Early Welcome students scheduled at SCC.	J. Coto, (Counseling) and T. Nguyen (A & R)	To provide orientation, education planning, and registration assistance to incoming high school graduates.	
<u>Weekly Visits to Local High Schools</u> : SCC Outreach Representatives at 10 local high schools for remainder of spring semester. Will add Orange Alternative Education Center (Orange, CA) in March.	F. Rivera, High School & Community Outreach	To provide consistent presence on HS campuses to answer questions, promote SCC academic programs and services, assist with college application, and encourage EW participation.	
<u>Application Workshops</u> currently six scheduled at Santiago HS-Corona, Valencia HS, Trabuco Hills HS, La Entrada HS, El Modena HS, and Yorba Linda HS.	F. Rivera, High School & Community Outreach	To assist students in applying to SCC.	
<u>Outreach Presentations</u> currently eight scheduled at the following schools: Los Alamitos HS, La Vista/La Sierra, Canyon HS, Orange HS, Beckman HS, Rosary Academy HS, Valencia HS, and Spirit Academy.	F. Rivera, High School & Community Outreach	Provide large group and/or classroom presentations to promote higher education, encourage application to college, and invite students to access Early Welcome Program.	
<u>Campus Tours to visiting schools</u> : the following are currently scheduled: Howard Elementary, Richland HS, Villa Park HS, West Cal Pacific Charter.	F. Rivera, High School & Community Outreach	Provide prospective students with exposure to campus, programs, and services offered.	
<u>College & Career Fairs</u> : eight currently scheduled at Cypress HS, Irvine HS, Northwood HS, City of Laguna Niguel, Eleanor Roosevelt HS, El Camino Real HS, Chaffey Joint Union HSD, City of Murrieta.	F. Rivera, High School & Community Outreach	To reach large numbers of high school students and parents researching colleges at Fairs.	
<u>Continuing Education Outreach Efforts</u> : Mailed 165,336 schedules to homes and businesses within SCC's service area. January 25: Participated in the Kick Off Event of the new Initiative for the Comprehensive Care of Women (VAIM) at the Mexican Consulate of Orange County. SCC was highlighted as a partner and promoted its CTE programs, GED exam preparation	J. Vargas, Continuing Education R. Touyanou, CE Outreach	Provide exposure to the community about the Continuing Education's instructional programs and student support services.	

<p>in both English and Spanish, as well as the English as a Second Language (ESL), and Citizenship exam preparation classes, and other programs.</p> <p>January 27: Outreach Staff presented at the Orange Children & Parents Together (OCPT) meeting held at West Orange Elementary School. All Continuing Education classes and programs were promoted.</p> <p>January 27, 28, & 29: Leased a booth at the Tet Festival, a 3 day event, that took place at the OC Fairgrounds in Costa Mesa. Over 10,000 individuals attended.</p>	<p>CE Outreach Department</p> <p>E. Phuong, CE HSS Coordinator & Outreach Department</p>		
INREACH Strategy	Responsible Party	Expected Outcomes	
<p><u>Targeted emails to enrolled students:</u></p> <ul style="list-style-type: none"> • Students who are waitlisted for a specific course receive a notice to other open sections or for new applicants alerting them to open class sections. • Mass emails to every SCC student to encourage them to pick up one or two additional spring courses; or to students who completed units in Fall but had not registered for spring term. First run occurred during the week of January 9th and a second on February 6th. • 44 sections of late start classes that begin after March 2nd; will continue to advertise for those sections not filled to capacity. 	<p>T. Nguyen (A&R)</p>	<p>To encourage students to consider open classes and pick up additional units.</p>	
<p><u>Welcome Table</u> During the month of January a welcome table was staffed in the A&R lobby every day (during working hours) to assist any new students who need</p>	<p>Tuyen Nguyen (A&R) and Frank Rivera (High School &</p>	<p>To ensure incoming students receive direct assistance.</p>	

assistance to either apply, register, or fill out a FAFSA.	Community Outreach)		
<u>Financial Aid Personalized Communication:</u> Financial Aid staff recommended reaching out to Pell Grant recipients, who are in good academic standing but enrolled in less than 12 units. A personalized email went out to 402 students communicating the financial benefit to increasing their unit load.	S. Rizvi, Enrollment & Support Services	To address a drop in the average unit load. As of 2/23/17 109 of these students added 428 units.	
<u>Assistance with FAFSA and BOGW applications:</u> Effective spring, students can now receive guidance with filling out the Free Application for Federal Student Aid and the Board of Governors Fee Waiver.	J. Coto, Counseling	To provide students with preparation & filing assistance to ensure they receive monies they may qualify for.	
<u>Academic Planning & Registration Workshops:</u> New Student Orientations were redesigned to include a registration component. At the end of the orientation, additional staff join the counselor and assist students with scheduling of classes. Students are also being taught how to register for their courses through WebAdvisor so once they leave the orientation, they are already enrolled.	J. Coto, Counseling	To provide a seamless transition into the college.	
SCHEDULING			
Strategy	Responsible Party	Expected Outcomes	
<u>Dual Enrollment:</u> This spring we are offering 14 sections of college credit courses at the 4 OUSD high schools. Courses include: American Sign Language (ASL110 & 111); Introduction to Interpersonal Communication (Comm100); Intro to Sociology (Soc100); History of Film (TELV104); Intro to Biotechnology & Biotech Lab (BIO190 & 190L); Educational, Personal, Cultural, and Career Exploration (Couns101); and School-Age Child Care and Recreation Activities (CDEV120B-Categorically Funded).	M. Flores, Academic Affairs	Provide courses for college credit at local high schools; potential to earn 35-40 FTES.	

<p><u>OUSD/SCC Pathway Summit</u> on 2/24/17 to coordinate and increase future course offerings at feeder high schools.</p>		<p>Develop strong and sustainable dual enrollment partnership agreements with all five OUSD high schools.</p>	
<p><u>Enrollment Strategies:</u></p> <ul style="list-style-type: none"> • Low enrolled classes converted to late start • Utilize waitlist as demand and when possible add sections • Convert classes with waitlist into large group instruction (LGI) where applicable • Move LHE allocations to Divisions based on demand • Increase part time pools to increase availability to staff classes when needed • Streamline curriculum process to develop new courses & certificates specifically in BCTE. 	<p>M. Flores & Instructional Deans, Academic Affairs</p>	<p>Develop new Certificate Programs for Fall 2018 in:</p> <ul style="list-style-type: none"> • Unmanned Aircraft Systems (UAS) Specialization • Business Information Worker • Information Communication Technology 	
<p><u>Continuing Education Enrollment Strategies:</u></p> <ul style="list-style-type: none"> • Developing Short-Term Career Technical Education (CTE) Certificate Programs to be offered in Fall 2017. The Certificate Programs include: <ul style="list-style-type: none"> • Nursing Assistant • Medical Assistant • Home Based Business <p>Developing courses to serve students with Disabilities, including:</p> <ul style="list-style-type: none"> • Beginning Computers for Adults with Disabilities • Building Critical Thinking Skills for Adults with Disabilities • Choosing the Right Employment Path for Adults with Disabilities • Communication Skills for Successful Employment for Adults with Disabilities • Safety on the Job for Adults with Disabilities • Self-Advocacy for Adults with Disabilities 	<p>CE Instructional Faculty Coordinators</p>	<ol style="list-style-type: none"> 1. Increase enrollment by attracting new students into the program 2. Serve populations in the community who are currently un-served or underserved. 3. Expected FTES for 2017-18: 40 <p>Classes to be offered in Fall 2017; expected FTES for 2017-18: 35</p>	

<ul style="list-style-type: none"> Transition to Higher Learning for Adults with Disabilities 			
<p><u>Expand & Develop Partnerships:</u> Expand partnerships with other entities to offer courses off site and/or through dual enrollment (Pacific Coast High School, Unity MCHS, Pacific Clinics)</p>	<p>M. Flores, Academic Affairs</p>	<ol style="list-style-type: none"> Increase the number of CAPP dual enrolled students at PCHS. Completion of MOU with Unity MCHS. Additional revenue stream for contract education with Pacific Clinics. Expand current Water Science program through partnership with Cal Water Service and grow program by 35% in spring 2017. 	
<p><u>Continuing Education: Expand & Develop Partnerships:</u></p> <ul style="list-style-type: none"> Renew Instructional Services Agreement (ISA) with the Integrated Resources Institute Work Closely with South Coast College to phase in additional classes into the ISA that was approved February 2017 Expand Partnership with OUSD by: Entering into an ISA that will allow SCC CE to offer a small adult high school diploma program that is currently being offered by OUSD; Expand English as a Second Language class offerings at OUSD sites; Expand High School Diploma classes for OUSD students needing to make up course work. 	<p>J. Vargas, CE</p>	<ol style="list-style-type: none"> Leveraging of Resources among agencies to better serve the community Increase of student enrollment at SCC CE Expected FTES under South Coast College ISA for 2017-18: 64 Expected FTES under OUSD ISA for 2017-18: 10 	