

| Recommendation  | Expense Category  | Rationale & Expected Outcome  | Anticipated Cost |
|---|-------------------|---|------------------|
| Community Relations 1: Develop a clear brand identity and strategy, to promote and improve the reputation of Compton College. (\$10,000)                                    | Other             | A branding strategy means re-examining what our institution stands for, and making sure our central message is clear—to our current students, prospective students, faculty, donors, and alumni. It           | 10000            |
| Community Relations 3: Increase awareness and effectiveness of Compton College website, MyCompton portal, and mobile app. Use website as a major marketing tool. (\$50,000) | Other             | Comprehensive redesign of the college website to meet the needs of current and potential students, employees, and the community.  | 50000            |
| Community Relations 4: Expand awareness and recognition of the college, its programs, offerings, and events in an effort to promote student access and success. (\$250,000) | Other             | Community and media relations increases the number of positive stories in the District, showcases student achievement, and helps the college communicate with target audiences.                               | 250000           |
| Community Relations 5: Raise awareness about the Foundation for the Compton Community College District; improve alumni relations, engagement and fundraising. (\$450,000)   | Other             | <ul style="list-style-type: none"> <li>Produce marketing materials and purchase paid advertising targeted specifically toward prospective donors showcasing student success.</li> </ul>                       | 450000           |
| IE 4: Purchase CCSSE survey to capture the data about the student experience (\$8,850)  | Other             | CCSSE provides information on student engagement, a key indicator of learning and, therefore, of the quality of community colleges. The survey, administered to community college                             | 8850             |
| IE 1: Invest in a data warehouse solution to support data access across the campus (\$150,000)  | Software/Hardware | Institutional Effectiveness is working to build access to data across our campus. The Compton College 2024 plan demands more data, useful, and timely   | 150,000          |
| IE 3: Purchase Google Earth Services to get latitude/longitude for mapping (\$1,500)  | Software/Hardware | Institutional Effectiveness produces the Legislative Report Cards that include maps of student enrollment. We need new software to access the latitude and longitude of student addresses for the             | 1500             |
| IE 5: Renew Nuventive Contract for support of planning and SLO data   | Software/Hardware | Nuventive platform captures our SLO and annual planning information. We also have an accreditation site to collect evidence for our reports to ACCJC. (Nuventive PD \$9,500/year; Nuventive Improve \$ ;      | 70000            |
| Community Relations 2: Create staffing plan for Office of Community Relations, including Copy Center and Mailroom (\$70,000)  | Staffing          | replace services covered by Learning College staff (graphic design, web development, social media and digital communications creation/coordination) that are no longer available. Services are currently      | 70000            |
| IE 2: Hire a Research/Planning Technician (\$87,000)  | Staffing          | Institutional Effectiveness is working to build a more robust planning process with voting integrated into each tier of the planning roll-up proces. This has created a large management need, in addition to | 87000            |

| Primary SI Supporting Recommendation         | Funding Type                         | Qualtrics Ranking | Funding Status | Priority in Area Plan |
|--|--------------------------------------|-------------------|----------------|-----------------------|
| A - Enrollment/Retention/Completion          | One-Time Funds Needed (Augmentation) | 1                 | Forwarded      | 10                    |
| C - Student Success & Support - Technology   | One-Time Funds Needed (Augmentation) | 2                 | Forwarded      | 4                     |
| A - Enrollment/Retention/Completion          | Permanent Funds Needed (Enhancement) | 3                 | Forwarded      | 5                     |
| E-Partnerships with Community & K-12 Schools | Permanent Funds Needed (Enhancement) | 4                 | Forwarded      | 6                     |
| A - Enrollment/Retention/Completion          | One-Time Funds Needed (Augmentation) | 5                 | Forwarded      | 9                     |
| A - Enrollment/Retention/Completion          | One-Time Funds Needed (Augmentation) | 1                 | Forwarded      | 3                     |
| A - Enrollment/Retention/Completion          | Permanent Funds Needed (Enhancement) | 3                 | Forwarded      | 8                     |
| A - Enrollment/Retention/Completion          | Permanent Funds Needed (Enhancement) | 2                 | Forwarded      | 7                     |
| C - Student Success & Support - Technology   | Permanent Funds Needed (Enhancement) | 2                 | Forwarded      | 2                     |
| A - Enrollment/Retention/Completion          | Ongoing or Permanent Funds Needed    | 1                 | Forwarded      | 1                     |

| Justification/ Notes   |
|--|
| This recommendation is included in the Enrollment Management Plan. |
| Website needs help to redesign the site.                           |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |





