

Description of the Street Team

The Compton College Street Team is a grassroots endeavor to promote and build awareness of Compton College as a fully accredited institution and to promote all of the college programs and services to the Compton College District service area residents. Launched in July 2022, the Compton College Street Team became an exciting opportunity for faculty, staff, and classified professionals. The Street Team was created to increase community presence at local community fairs, farmer's markets, and civic events within the greater service area of Compton Community College District. The function of the street team is to provide outreach and recruitment by tabling at community events, distributing college swag/giveaways, dropping off informational flyers at local community centers, businesses, and other high-traffic areas. The street team has participated in many large-scale events like the two-day veteran standdown, backpack giveaways hosted by county and city government, as well as local college fairs. The support for the street team has been overwhelming. By August 2022, over 20 classified professionals and five administrators signed up to conduct outreach and recruitment activities. Maintenance and Facilities workers make up the largest demographic of classified professionals on the street team. Although only classified professionals are paid overtime for their participation, all employees of Compton College are welcome to volunteer. Ongoing training on outreach and recruitment strategies is provided to all members of the street team. The training focuses on how to engage members of the public, be approachable and provide helpful information.