



TO: DR. KEITH CURRY, PRESIDENT/CEO

FROM: ELIZABETH MARTINEZ, ENROLLMENT MANAGEMENT COMMITTEE CO-CHAIR
 JUAN TAVARES, ENROLLMENT MANAGEMENT COMMITTEE CO-CHAIR

CC: ENROLLMENT MANAGEMENT COMMITTEE

DATE: SEPTEMBER 22, 2020

SUBJECT: UPDATE: APPROVED ENROLLMENT MANAGEMENT COMMITTEE 2020-2021
 FUNDING RECOMMENDATIONS

On Wednesday, September 16, 2020, the Enrollment Management Committee (EMC) met to review, discuss and vote on the prioritization of Enrollment Management Plan funding requests. Funding requests were submitted on September 10, 2020 and accompanied Strategies/Action Items in the [Compton College 2024 Enrollment Management Plan](#). Participants in the meeting included: **Sheri Berger, Dr. Kendahl Radcliffe, Juan Tavarez, LaVetta Johnson, Elizabeth Elizondo, Elizabeth Martinez**, Dr. Nelly Alvarado, Heather Parnock, and Lauren Sosenko (names bolded are voting EMC members).

On Tuesday, September 22, 2020, Cabinet reviewed the Enrollment Management Committee 2020-2021 Funding Recommendations. As a result the following Enrollment Management Plan Strategies/Action Items were approved for funding for the 2020-2021 academic year:

Enrollment Management Committee 2020-2021 Funding Recommendations

Priority	Enrollment Management Plan Goal and Strategy	Description	Original Request	Approved Funding Amount
		2020-2021 Allocation	\$100,000.00	\$100,000.00
		Total	\$100,000.00	\$100,000.00
1.	Goal 1 Strategy 1 & 2	Increase efforts to attract students from the community and beyond through better advertisement of course offerings and programs and enhance College branding opportunities, public relations. Develop strategic marketing plan, which aligns with diversity and inclusion plans and focuses on disproportionately impacted	\$6,000	\$6,000

		<p>student groups and targets messaging around programs of study, including recently unemployed students. DI groups include American Indian, Black or African American, Pacific Islander, White, Disabled, Foster Youth, LGBT, and Veterans. Develop culture-specific information strategies, which include multilingual translations of key college information, including Oliver W. Conner Compton College Promise Program Increase the number of inquiries for each targeted audience. Amount Requested: \$6,000 for Translation Services.</p>		
2.	Goal 1 Strategy 5	<p>Improve campus signage at Compton College as identified at the Tartar Success Institution.</p>	\$15,000	\$15,000
3.	Goal 1 Strategy 1	<p>Increase efforts to attract students from the community and beyond through better advertisement of course offerings and programs and enhance College branding opportunities, public relations. Develop strategic marketing plan, which aligns with diversity and inclusion plans and focuses on disproportionately impacted student groups and targets messaging around programs of study, including recently unemployed students. DI groups include American Indian, Black or African American, Pacific Islander, White, Disabled, Foster Youth, LGBT, and Veterans. Develop culture-specific information strategies, which include multilingual translations of key college information, including Oliver</p>	\$40,000	\$30,000

		W. Conner Compton College Promise Program Increase the number of inquiries for each targeted audience. Amount Requested: \$40,000 for advertising.		
4.	Goal 1 Strategy 1	Develop and implement a plan for social media campaigns to inform and direct interested candidates to apply by targeting high traffic online social media resources (e.g. Facebook, Instagram, Twitter, LinkedIn) Increase targeted marketing efforts and improve communication with prospective students, including advertising, website features, social media, digital and print publication, email and text notifications, and direct mail. Amount Requested: \$15,000 for the creation of a social media/branding campaign.	\$15,000- \$20,000	\$15,000
5.	Goal 2 Strategy 1	Update memorandums of agreement and maintain partnerships with Compton College Promise Program partnership districts. Send Amount Requested: \$8,000 to mail Promise Post cards to CUSD, LUSD, and PUSD students twice a year. Added Additional: \$2,500 to mail out Welcome Letter on behalf of the President/CEO to all High School Seniors in local K-12 feeder Unified School District that qualify for the Promise Program	\$8,000	\$10,500
6.	Goal 3 Strategy 7	Provide professional development workshops for faculty on Common Core, basic skills and under prepared students. Amount Requested: \$10,000.	\$10,000	\$10,000

7.	Compton 2024 Human Resources Staffing Goal 1 Objective 5	Establish a partnership with the USC Race and Equity Center to develop the Compton College Faculty Preparation Academy. Through the Compton College Faculty Preparation Academy, Compton College will provide professional development opportunities to former Compton College students who are interested in teaching at a California Community College. Amount Requested: \$2,500.	\$2,500	Denied
8.	Goal 1 Strategy 2	Implement recruitment for English as a second language (ESL) students for credit and non-credit classes as called for in the Compton College 2024 comprehensive master plan. Amount Requested: \$1,500 to translate the Steps to Enrollment to Spanish.	\$1,500	\$1,500
9.	Goal 3 Strategy 8	Offer professional learning opportunities to enhance faculty abilities to teach "learners" in the high school dual enrollment setting, including effective practices for delivering college courses in a high school setting, while also becoming familiar with dual enrollment requirements and guidelines. Amount Requested: \$10,000.	\$10,000	\$5,000
10.	Goal 4 Strategy 3	Expand access to distance education courses, programs, and services through a Consortium Partnership Agreement with the California Community Colleges Chancellor's Office California Virtual College (CVC) Online Education Initiative (OEI). Fully implement faculty training and student support for distance education courses. Amount Requested:	\$20,000	\$7,000

		\$20,000 for Proctorio, Blackboard, etc.		
		Recommendations Total	\$100,000	\$100,000
		<i>Remaining Balance for 2020-2021</i>	<i>\$0</i>	<i>\$0</i>

Notes:

- In an effort to fund more projects, for item 4, a range of \$15,000-\$20,000 was requested. The committee recommended funding of \$15,000.
- For item 9, the faculty that participated in the voting process explained that the majority of the Dual Enrollment instructors are part-time and may already be knowledgeable about the Dual Enrollment Process. Therefore, the funding amount was lowered. In addition, the Committee was unsure as to whether this request was already funded by the College Futures Grant. If so, the Committee suggested that the \$5,000 recommended for this item be moved to item 9.
- For item 10, the Committee recommended using the remaining funds of \$7,000 to help fund item 10.
- Item 7 was denied funding out of Enrollment Management funds.
- Item 5 was added \$2,500 to mail out Welcome Letter on behalf of the President/CEO to all High School Seniors in local K-12 feeder Unified School District that qualify for the Promise Program.