

EL CAMINO COLLEGE
COMPTON COMMUNITY EDUCATIONAL CENTER
2012-2013 ENROLLMENT MANAGEMENT PLAN



El Camino College Compton Center

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ENROLLMENT MANAGEMENT PLAN 2012-2013

Acknowledgements

The Enrollment Management Committee and subcommittees were instrumental in the construction of this 2012/13 Enrollment Management Plan—their work was invaluable to the enrollment management process.

Enrollment Management Committee Members

Sandra Aparicio, Susan Dever, Aurora Cortez-Perez, Karla Coti, Ann Garten, Felecia Hatten, Travis Martin, Marci Myers, Valarie O'Guynn, Barbara Perez, Essie French-Preston, Kenneth Randle, Gerald Sequeira, Ricky Shabazz, Arvid Spor, and Ruth Zambrano.

Enrollment Management Subcommittee Members

Academic Programs: Barbara Perez, Susan Dever, Wanda Morris, Rodney Murray, Chelvi Subramaniam, Eugene Benson, Michael Khalilzadeh, Cornelia Lyles, and Donald Roach.

Registration: Jennell Allen, Chester Fredd, LaVetta Johnson, Mytha Pascual, Gerald Sequeira, Ricky Shabazz, and Cheryl Threadgill.

Marketing/Outreach: Joyce Duren, Ann Garten, Aurora Cortez-Perez, Heather Parnock, Aurora Cortez-Perez, Gerald Sequeira, Ricky Shabazz, and Alicia Zambrano.

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PURPOSE

The purpose of this plan is to create a responsive, flexible, educationally sound, research based approach to enrollment management. This Enrollment Management Plan is intended to distribute college resources to fund projects that work to increase matriculation, student success and retention. This plan outlines the funding requests that were submitted to the Enrollment Management Committee for the 2012/13 academic year. The Enrollment Management Committee received several requests for funding which totaled approximately \$200,000. However, the available funding for the 2012/13 academic year is \$52,000. The Enrollment Management Plan includes both items that have costs associated with implementation as well as items that have zero costs. This plan contains items funded through the Enrollment Management Committee in addition to items that are funded via individual department budgets.

During the April/May 2012 Enrollment Management Committee (EMC) meetings, the committee invited interested parties to submit proposals for funding. The EMC is committed to ensuring student success at El Camino College Compton Center and providing funding to programs, departments, and individuals to support innovative approaches to student success. Interested departments, programs, or individuals were encouraged to submit proposals for funding that met the following requirements:

1. Proposals must incorporate items from the Student Success Taskforce Recommendations and the 2012-2013 Enrollment Management Objectives (see below).
2. Proposals must incorporate items that are outlined in Plan Builder and/or Program Review Recommendations.
3. Proposals must be linked to one or more of ECC's Strategic Initiatives (see Strategic Initiatives for 2011-2012).
4. Proposals must use data via a Student Learning Outcome (SLO) to comprehensively measure student success and the overall effectiveness of the program, service, or intervention.

The EMC began to prioritize proposals by area and moved to eliminate or fund proposals based on the information that is outlined in the 2012/13 Enrollment Management Objectives.

The end result was the creation of an Enrollment Management Plan that is intended to ensure the following:

5. The achievement of enrollment targets in order to obtain maximum resources available to the El Camino College Compton Center.

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6. Maintenance of the greatest possible student access consistent with educational quality.
7. A well-balanced and varied schedule responsive to the needs of our students and community.
8. A comprehensive educational program that is responsive to the needs of our students and community.

BASIC PRINCIPLES

The enrollment management strategies at the El Camino College Compton Center are intended to ensure that the Center is as effective as it can possibly be, within the scope of the Center's resources, in meeting the educational needs of our community and serving diverse populations of students.

The El Camino College Compton Center will pursue enrollment management strategies in close cooperation with the faculty to ensure that an appropriate balance is maintained in the curriculum between transfer, vocational, and basic skills programs.

While specific offices on campus have responsibility for administering aspects of enrollment management, in a more fundamental sense enrollment management is everyone's responsibility. Both faculty and classified staff play a critical role in ensuring student success.

This Enrollment Management Plan contains items that are funded through the Enrollment Management Committee as well as items that are funded through individual department budgets. The items that are funded through the Enrollment Management Committee are denoted in the beginning of each section in **BOLD** and are highlighted accordingly within the text (**funded through Enrollment Management**).

2012-2013 Enrollment Management Objectives

1. Increase by 5% the number of El Camino College Compton Center students who earn a degree and certificate compared to the previous academic year. (Strategic Initiative – B)
2. Increase by 10% the number of El Camino College Compton Center students that apply for a degree and certificates compared to the previous academic year. (Strategic Initiative – B)
3. Increase by 15% the number of students that transfer to four-year colleges/universities compared to the previous academic year. (Strategic Initiative – A, B, D).

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4. Increase student retention by 3% each semester/term compared to the previous academic year. (Strategic Initiative – A, B)
5. Increase by 3% the success rates of El Camino College Compton Center students each semester/term compared to the previous academic year. (Strategic Initiative – B)
6. Increase by 5% the number of continuing students who enroll at the El Camino College Compton Center in the sequential semester/term compared to the previous academic year. (Strategic Initiative – A, B)
7. Increase by 10% the number of El Camino College Compton Center continuing students that register prior to new students registration compared to the previous academic year.
8. Increase by 20% the number of El Camino College Compton Center students that apply for financial aid by the March 2nd deadline compared to the previous academic year. (Strategic Initiative – B, C, D)
9. Increase by 15% the number of students from El Camino College Compton Center feeder high schools who enroll at the El Camino College Compton Center compared to the previous academic year. (Strategic Initiative – D)

*** Please note: The 2012-2013 Compton Center Enrollment Management Objectives are linked to the El Camino College Strategic Initiatives for 2012-2014**

Marketing

1. The Center will continually review and enhance its overall marketing strategies with the goal of establishing El Camino College Compton Center as a successful transfer institution, basic skills, and vocational program resource. (Strategic Initiatives B, C, and D)

1. A. Direct Mail

Action Steps

1. A. 1. Community Newsletter –137,000 mailed to all residents of Compton CCD twice per year to increase awareness of the quality programs and services offered at ECC CEC. Also distributed to high schools, libraries, and at various community events. Lead: Ann Garten. Cost: **\$40,000** (funded through Marketing budget) for printing, postage and mailing. Timeline: Fall- October and Spring- April/May

1. A. 2. Enrollment Mail Piece/Postcard – mailed to select residents of Compton CCD twice per year (fall and spring). As we received partial funding for this direct mail piece, we are not able to continue mailing to all residents of the CCCD; we will review the zip codes within the CCCD boundaries and mail to those where a

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significant number of students have come from. Postcards promote registration dates for fall and spring, and the availability of financial aid. Will set benchmark for how many students enroll after reminder postcard is mailed. Lead: Ann Garten. Cost: **\$7,000**

1. B. Publications

Action Steps

1. B. 1. Class Schedule – Print and mail 137,000 copies each of fall and winter/spring schedules, 13,000 for summer schedules, 1,000 for Outreach Office and for selling in the Bookstore – schedules are no longer distributed for free at the ECC CEC. Lead: Ann Garten. Cost: **\$72,000** (funded through Marketing budget) for printing, postage and mailing.

1. B. 2. College Catalog – Print 3,000 copies of 2012-2013 El Camino College Catalog, with a Compton Center section with information about the center's office hours and locations. Lead: Ann Garten. Cost: **\$4,000** (funded through Marketing budget).

1. B. 3. Posters/Flyers – Place posters throughout campus promoting the second eight week courses being offered for each semester in 2012-13. Print for distribution 2 weeks prior to start of second 8 week session. Include info on posters directing students to the searchable schedule for most up-to-date class listing. Printed at Compton Center. Lead: Ann Garten.

1. B. 4. Brochures – Produce brochures for various departments and programs throughout campus, this project is on hold as the PR and Marketing budget no longer has funding, and the individual departments have no funding available. An overall recruitment brochure, paid with Outreach Dept. funds, as well as brochures for programs that receive a marketing allocation through grant funding will continue to be produced. Brochures should have 3 year shelf life. Lead: Ann Garten.

1. B. 5. Banners – Place banners around the perimeter of campus and in cities throughout the District (Compton, Paramount and Lynwood) to promote registration for fall 2010 and spring 2012. Lead: Ann Garten, Ricky Shabazz. Cost: **\$14,000** (Funded through Outreach Budget and Marketing Budgeting)

1. C. Advertising

Action Steps

1. C. 1. Newspaper Advertising Plan - Long Beach Press Telegram, Compton Bulletin, La Opinion primary target audience community leaders and possible supporters of the Center; include Spanish-language newspapers. Ads run during fall and spring registration periods. Lead: Ann Garten. Cost: Funding requested by the Public Relations and Marketing Department.

1. C. 2. Radio Advertising plan – buy radio spots on one station only to reach target market of men and women ages 18-54. Ads run during fall and spring registration

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periods. Lead: Ann Garten. Cost: **\$35,000** (funded through Marketing budget)
Funding for one radio station only is available for 2012-12 academic year.

1. C. 3. Bus Advertising Plan: signs on back of busses that run throughout the district routes, promoting fall and spring registration. Heavy ridership includes Hispanics. Bus route runs from Long Beach/LA Harbor to 10 FWY and from 110 FWY to Cerritos, so allows for promotions beyond the District boundaries, and into our competitor's areas especially Cerritos and Long Beach.
Lead: Ann Garten. Cost: **\$24,200** (funded through Marketing budget).

1. C. 4. Social Networks Advertising Plan: Paid ads on Facebook targeting 19-43 year olds, and are also those more likely to attend college. Spring semester only.
Lead Ann Garten. Cost: **\$25,000** (funded through Marketing budget).

1. C. 5. Cable TV Advertising Plan: English and Spanish. Channels purchased – BET reaches African Am 18-49; ESPN reaches men 35+; Comedy Channel reaches male and female 31-43 (listed as #1 channel watched by Gen X); MTV male and female 18-49; Fox Sports Hispanic males 18-49; Galavision (Spanish speaking) Hispanic male and female 35+. Lead: Ann Garten. Cost: **\$15,000** (funded through Marketing budget)

1. C. 6. Community Organizations - Advertise/participate in appropriate church, business, service club, swap meets, shopping centers (Plaza Mexico) and other community organization events and publications. Utilize general recruitment brochure for take away materials. Lead: Ann Garten.

1. D. PUBLICITY

Action Steps

1.D. 1. Web Site –maintain and utilize web site as marketing and awareness tool; keep web site current, accurate and focused. New mobile web site is up and running, as is a smart phone app for the ECC Compton Center. Lead: Ann Garten. Timeline: Ongoing. Cost: Funding requested by the Public Relations and Marketing Department.

1. D. 2. Online Social Networks- Maintain home pages for ECC Compton Center on Facebook, You Tube, Twitter, to promote the Center with a link to the ECC Compton Center web page. Home pages can be updated to promote specific events and activities throughout the year (e.g. registration). PR and Marketing Department is unveiling an informational campaign for fall semester to inform students and potential students about the availability of services and information via the web, MyECC, mobile apps, mobile web and all social media outlets.

1. D. 3. Newspaper

- Editorials
- Feature Articles
- News Releases – write and distribute 15-20 releases each month based on information provided by ECC Center staff

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1. D. 4. Radio/TV
 - PSA's

Student Recruitment

2. The Center will continue to conduct recruitment efforts and community outreach with a goal of strengthening relationships within the Compton Community College District as to increase awareness of our academic programs, develop partnerships, and yield more students from within and outside of our District. (Strategic Initiatives C, D, E)

Cost: \$26,000 Funded via the Outreach Budget

2. A. 1. Establish partnerships with feeder high schools that provide opportunities for prospective students to visit the El Camino College Compton Center to learn about our educational programs. Lead: Mr. Ricky Shabazz. Timeline: August, 2012 through June 2013.

2. A. 2. Schedule meetings at feeder school districts to promote the academic programs offered at the Compton Center. Lead: Ricky Shabazz. Timeline: August, 2012 through June, 2013.

2. A. 3. Hire an hourly bilingual outreach representative to conduct targeted recruit prospective students to the El Camino College Compton Center. Lead: Ricky Shabazz.

Cost: **\$20,000** (funded through Outreach budget). Timeline: September, 2012 through June 30, 2013.

2. A. 4. Continue to develop appropriate outreach materials for target audiences in Spanish. Lead: Ricky Shabazz. Cost: Funded through Outreach Department Budget. Timeline: July 1, 2012 through August, 2013.

2. A. 5. Increase student contacts from the El Camino College Compton Center partnership schools by 30% by spring 2012 when compared to fall 2010. Lead: Ricky Shabazz. Timeline: September, 2012 through June 30, 2013.

2. A. 6. Increase the number of high school students from our feeder high schools, who participate in onsite admissions by 10% for fall 2012 and by 10% for spring 2012 compared to the 2010-2012 academic year. Lead: Ricky Shabazz. Timeline: September, 2012 through June 30, 2013.

2. A. 7. Increase faculty involvement in yield programs by 20%. Lead: Ricky Shabazz, Chelvi Subramaniam. Timeline: September, 2012 through June 30, 2012.

2. B. The Director of Outreach and Relations with Schools will recruit 15-20 students to serve as Student Ambassadors during peak registration. Lead: Ricky Shabazz. Cost: **\$6,000** (funded through the Outreach budget). Timeline: August 2012

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Action Steps

2. B.1. The Student Ambassadors will provide peer networking by assisting new students with the online registration process and matriculation process.
2. B. 2. The Student Ambassadors will assist new and continuing students by providing directions to classrooms, key buildings, and staffing information booths on campus during peak registration.
2. B. 3. The Student Ambassadors will maintain connections between students and other outreach efforts during peak registration.
2. B. 4. The Student Ambassadors will staff outreach booths at locations around the Compton Center and at the feeder high schools, to help recruit prospective students during peak registration.

Registration

3. The College will ensure that its matriculation (admission, testing, orientation and counseling) services are designed to make college enrollment and registration easy, supportive and successful for students. Particular attention will be focused on the student's first contact with the college intake systems. (Strategic Initiatives B, C, E, F, and G)

Cost: \$30,000 funded through EM Budget.

3. A. The college will ensure that potential students receive accurate information enabling the students to successfully matriculate prior to the beginning of a semester or session.

Action Steps

3. A. 1. Fund one staff person to work during peak registration periods to walk lines, answer phones and assist with the registration area. Timeline: Each registration period. Lead: Gerald Sequeira. Cost: **\$10,000** (Funded through EM budget). Timeline: July 1, 2012 through June 30, 2013.
3. A. 2. Hire one bilingual part-time staff in the Assessment Center to provide additional hours of assessment testing for El Camino College Compton Center students and to communicate with bilingual students. Lead: Gerald Sequeira. Cost: **\$10,000** (Funded through EM budget). Timeline: July 1, 2012 through June 30, 2013.
3. A. 3. Train one bilingual part-time staff from A&R to work in the Assessment Center serving as a back-up and providing additional bilingual help. Lead: Gerald Sequeira. Cost: **\$10,000** (Funded through EM budget). Timeline: July 1, 2012 through June 30, 2013.

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3. B. Work with the El Camino College Enrollment Management Committee to develop and implement a plan to offer Pre-assessment workshops to prospective students prior to them taking their assessment examinations. Lead: Gerald Sequeira, Ricky Shabazz. Timeline: July 1, 2012 through June 30, 2013.

3. C. The Center will provide customer service workshops to staff and faculty prior to the beginning of fall and spring onsite registration. Lead: Gerald Sequeira, Ricky Shabazz, Donna Manno. Timeline: August, 2012 and January, 2013.

3. D. The Center will continue to look for ways to improve access and use of the college Portal.

Action Steps

3. D.1. Provide a survey to assess first term student satisfaction of the registration process and use of the online portal. No Cost. Lead: Gerald Sequeira, Irene Graff, Ann Garten, Ricky Shabazz. Timeline: October, 2012 and February, 2013.

3. E. The Center will develop strategies to increase the number of off-site students that register themselves online.

Action Steps

3. E.1. The Center will look at moving off-site classes to a 12-week schedule in the fall to allow for an additional two weeks of registering students in courses. No Cost. Lead: Ricky Shabazz, Barbara Perez. Timeline: October, 2012 to June, 2013.

3. E.2. The Center will work with offsite partners to increase the utilization of Add Codes in our offsite classes. No Cost. Lead: Gerald Sequeira, Ricky Shabazz, Barbara Perez. Timeline: October, 2012 to June, 2013.

3. F. The Center will offer additional hours of counseling during peak registration. Counselors will assist students with educational plans. Cost: **\$22,000** (Funded through counseling budget).

Action Steps

3. F.1. The Center will provide overload hours to counselors to work additional hours during peak registration. Lead: Dean of Student Services. Timeline: July, 2012 to June, 2013.

3. F.2. The Dean of Student Services will hire adjunct counselors to assist students with educational plans and advising during peak registration. Lead: Dean of Student Services. Timeline: July, 2012 to June, 2013.

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Student Retention and Student Success

**4. The El Camino College Compton Center will conduct ongoing and systematic research of student success, retention and persistence and develop intervention methods to achieve a college-wide retention rate of 75% for 2012/13.
(Strategic Initiatives A, B, C, E, and G)**

4. A. The Dean of Academic Programs will update the implement a Student Success Plan to improve student retention and persistence to enable students to succeed in vocational, degree granting, and transfer programs. Lead: Dr. Susie Dever .

Action Steps

4. A. 1. The Dean of Academic Programs will update a Student Success Plan to address the needs of students who attend the Center. Lead: Dr. Susie Dever.

4. A. 2. The Dean of Academic Programs will develop articulated basic skills class scheduling so that students can complete basic skills sequence in a time efficient manner. Lead: Dr. Susie Dever.

4.B. In an effort to bolster student retention the college will increase the number of new students who receive an educational plan by 15% in 2012/13 academic year compared to the number of new students who received educational plans in 2011/12-academic year.

Action Steps

4. B.1. The Dean of Student Services, together with Counseling Department staff, will determine deployment of counselors to high need areas. Lead: Dean of Student Services. No Cost. Timeline: Complete by 2nd week of each semester.

4. B.2. The Dean of Student Services will work with the counselors to increase the enrollment in Human Development courses for students who test into basic skills. Lead: Dean of Student Services. Timeline: August 1, 2012 through June 30, 2013.

4. B.3. Each semester emails will be sent to Compton Center students encouraging them to visit a counselor to update or complete an Educational Plan. Lead: Dean of Student Services. No Cost. Timeline: Completed by 5th week of each semester.

4. C. Work with the Assessment Center to link English Language Learners with counselors who can advise them on ESL courses and the matriculation process. Lead: Dean of Student Services. Timeline: August 26, 2012 through June 30, 2013.

4. D. Reassign a fulltime counselor to the Transfer Center to provide career and guidance counseling to the Compton Center. Lead: Dean of Student Services. Timeline-Fall 2013.

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4. E. Increase student success and retention among males on campus by offering structured and unstructured workshops, and by developing relationships among students, faculty, and staff. Brothers2Brothers intends to increase the number of males on campus who transfer and/or receive certificates by offering opportunities for job placement, mentoring, and networking with stake holders on and off campus. Additionally, we would work to design a program that develops more men on campus into leaders. We would train two student leaders to tap into male peer networks on campus. (SI-B, C, D, E, F; SSTR-1, 2, 3; EMO-1, 2, 3, 4, 5, 6)

4. E.1. Brothers2Brothers empowers males on campus with practical knowledge of how to utilize the student services and programs available at El Camino College Compton Center. Brothers2Brothers is a student organization led by a faculty advisor that seeks to inspire males on campus to succeed academically and socially. (SI-B, C, D, E, F; SSTR-1, 2, 3; EMO-1, 2, 3, 4, 5, 6)

4. E.2. Males who participate in Brothers2Brothers will improve their understanding of how to utilize the Center's student support services and academic programs. The success rate will be measured by pre/post surveys after each activity and by tracking levels of participation of males within workshops and student service programs on campus. Additionally, we will also track their grade point averages and course completion. (SI-B, C, D, E, F; SSTR-1, 2, 3; EMO-1, 2, 3, 4, 5, 6)

4. E.3. The faculty advisor will use distributive counseling to serve as a mentor for males on campus. The faculty advisor will help guide males on campus toward academic success and successfully transitioning into college. The faculty advisor will also monitor student progress and pair interest students with mentors. Professor Hiram Sims has been identified as a potential faculty advisor for Brother2Brothers. (SI-B, C, D, E, F; SSTR-1, 2, 3; EMO-1, 2, 3, 4, 5, 6). Cost: **\$6,000 (funded through Enrollment Management)**.

4. E.4. The Center would offer a Male Conference during spring 2013. The conference would work to empower males in the Compton Community College District with practical knowledge of how to utilize the services and programs available at the Compton Center. The conference seeks to inspire young men to embrace the task of pursuing a college education. Additionally, participants will have an opportunity to get hands on experience in majors and vocational careers (Music, Welding, Auto Tech, Fire Tech, etc.) that are available at the Compton Center. (SI-B, C, D, E, F; SSTR-1, 2, 3; EMO-1, 2, 3, 4, 5, 6) Cost: **\$4,000 (funded through Enrollment Management)**.

Action Steps

4. D.1. Develop El Camino College Compton Center Career and Guidance Counseling Plan for 2012 through 2014.

4. D.2. Develop and implement two campus-wide career workshops for El Camino College Compton Center students.

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4. D. 3. Serve as the counseling department liaison to the Career and Technical Education Division.

4. E. Fully Implement the Supplement Instruction Program at the El Camino College Compton Center during the 2012- 2013 academic year.

Action Steps

4. E.1. Hire Supplemental Instruction Tutors for Math 40 (3 sections), Math 73(3 sections), and Science (3 sections) in the fall 2010 and spring 2012. During the 2010-2012 academic year increase the retention and success rates of El Camino College Compton Center students who enrolled in these courses compared to the 2009-2010 academic year. Lead: Estina Pratt, Rebeca Mason. Timeline: August 1, 2012 through June 10, 2012.

4. E.2. Hire Supplemental Instruction Tutors for Math 12 (3 sections) and Math 23 (3 sections) in the fall 2010 and spring 2012. During the 2010-2012 academic year increase the retention and success rates of El Camino College Compton Center students who enrolled in these courses compared to the 2009-2010 academic year. Lead: Estina Pratt, Rebeca Mason, and Jose Villalobos. Cost: Basic Skills Funding. Timeline: August 1, 2012 through June 10, 2012.

4. E. 3. The Dean of Academic Programs will provide faculty, tutors and support service staff with orientation and training in developing directed learning activities for supplemental instruction. Lead: Dr. Susie Dever.

4. E. 4. The Dean of Academic Programs will work with the Coordinator of the LRC to ensure that all new tutors will undergo mandatory tutor training and academic screening. Lead: Dr. Susie Dever and Estina Pratt.

Action Steps

4. F.1. Encourage all students, especially those placing into one or more developmental courses (in Math, Reading or Writing) to enroll in HDEV 8. Leads: Dean of Student Services, Cornelia Lyles. No Cost. Timeline: July 1, 2012 through June 30, 2013.

4. F.2. Create sections of HDEV 5, 8, 10 as needed to enroll students who test into basic skills. Leads: Dean of Student Services, Dr. Cornelia Lyles. Timeline: July 1, 2012 through June 2013.

4. F.3. Increase by 5% the number of HDEV 5, 8 courses offered at the El Camino College Compton Center service area schools. Leads: Dean of Student Services, Dr. Cornelia Lyles. Timeline: July 1, 2012 through June 2013.

4. F.4. Increase by 10% the number of students from the student services programs (i.e. Associated Student Body, Athletics, CALWORKs, EOPS/CARE, Student

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Support Services, Special Resource Center) who enrolled in HDEV courses by spring 2012 compared to spring 2013. Leads: Dean of Student Services, Dr. Cornelia Lyles Compton Center Student Services Managers.

4. F. 5. Increase by 10% the number of college work-study students (i.e. Federal and CalWORKs work-study programs), who enrolled in HDEV 5 by spring 2012 compared to spring 2012. Leads: Dean of Student Services, Dr. Cornelia Lyles, and Compton Center Student Services Managers.

4. G. 1. Hire a bilingual assistance to specifically assist ESL students during the semester, and also during registration periods. Increase student success rates (students receiving a letter grade of "C" or better) of ESL students by 3% each semester/term compared to the previous academic year. (SI B). Cost: **\$10,000 (funded by EM)**

5. The Vice President of the Compton Center will work with the Academic Deans to extend the Compton Center academic programs offsite at feeder high schools. (Strategic Initiatives D)

5. A. The Vice President of the Compton Center will work with the Academic Deans and the Director of Outreach and Relations with School to extend our academic program into the feeder high schools and community organizations. Leads: Barbara Perez, Susan Dever, Wanda Morris, Rodney Murray, Celia Valdez, Ricky Shabazz. Timeline: April, 2012 through August, 2012 (fall); September 1, 2012 through October 15, 2013 (spring).

5. B. The Vice President of the Compton Center will work with the Academic Deans, the Office of Distance Education, Admissions and Records, and the Director of Outreach and Relations with Schools to offer two trainings (fall and spring) for offsite instructors. Leads: Barbara Perez, Susan Dever, Wanda Morris, Rodney Murray, Celia Valdez, Ricky Shabazz. Timeline: September, 2012 (fall) and February, 2013 (spring).

5. C. The Vice President of the Compton Center will work with the Academic Deans and the Office of Institutional Research to evaluate the overall success rate of students enrolling in offsite classes offered at feeder high schools. Leads: Barbara Perez, Susan Dever, Wanda Morris, Rodney Murray, and Marci Myers.

6. The Dean of Academic Programs will work with the Compton Center Special Resource Center Director and LRC Coordinator to provide faculty, tutors and support service staff with orientation and training related to services and instructional aids for disabled students and planning activities leading to the future provision of support classes for this special population. (Strategic Initiatives A, B, C, E, and F)

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6.A. The ECC Compton Center Dean of Academic Programs will work with the Director of the Special Resource Center, and LRC Coordinator, to provide faculty, tutors and support service staff training to develop directed learning activities tied to proficiency in software available through the SRC server and High Tech Center. (No cost) Leads: Susan Dever, Trish Bonacic and Estina Pratt. Timeline: September 2012 – May 2013.

6.B. The Compton Center Special Resource Center Director, and SRC counselors, will conduct advisement training to raise counselor awareness of SRC services including facilitation of SRC referrals related to educational planning, disability verification for appropriate accommodation and disability management, and reduction of course load for disabled students.

Leads: Trish Bonacic, Jennell Allen and Robert Henrichs. (No cost) Timeline: Workshops offered twice yearly.

6.C. The ECC Compton Center Dean of Academic Programs will work with the Dean of Student Services, Director of the Special Resource Center, and LRC Coordinator to research the feasibility of offering Human Development 8 and 10 sections specifically for students with disabilities and begin the approval process for educational development classes for this special population. Leads: Susan Dever, Dean of Student Services, Dr. Cornelia Lyles, Trish Bonacic and Estina Pratt. (No cost) Timeline: September 2012 – May 2013.

Action Steps

6.C. 1. – Assess the feasibility of a support class for disabled students to promote college readiness skills: ED 31abcd to increase learning performance with individual sections to support math and writing sections; and ED 32ab Psychology of Affective Learning.

6.C. 2. - Assess the feasibility of a support class for disabled students to promote college success, analytical thinking skills, and assessment of learning strengths and weaknesses: ED 33ab Specific Learning Strategies and ED 29 Individual Assessment of Learning.

6.C. 3. – Assess the feasibility of a support class for disabled students to promote language skills: ED 35ab Reading Skills for Students with Learning Differences and ED 36ab Writing Skills for Students with Learning Differences.

6.C. 4. – Assess the feasibility of a support class for disabled students for personal development and career planning: ED 21 Career Preparation and ED 22 Personal Assessment.

6.C. 5. – Assess the feasibility of a support class for disabled students for computer literacy and assistive technology: ED 40 Assisted Computer Literacy and ED 41 Assisted Computer Technology Laboratory.

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Total Enrollment Funding:

A/R **\$30,000**
B2B **\$10,000**
ESL **\$10,000**

Total Available Funding: \$50,000

Enrollment Management Plan Timeline

JULY

Activity	Lead person	Timeline	Status
Secure the following list: * New Spring/ Summer/fall students, non- continuing students * Students who were enrolled in Spring. Students who applied but did not register for summer/fall List should include phone numbers, addresses and emails addresses.	Gerald Sequeira	1 st week	
Electronic marquee to promote Summer & Fall semester courses	Dean of Student Services/ Rudy Ramos/ David Simmons	1 st week of July through 2 nd week of September	
Bus Billboards	Ann Garten	Ongoing	
Visits to Alternative High Schools	Ricky Shabazz	1 st week – 4 th week	
Contact outreach locations to secure approval for Student Outreach Teams to promote Fall semester	Ricky Shabazz	1 st week – 4 th week	
Assure that all Student Services employees are providing accurate information to potential and current students. Coordinate	Dean of Student Services	1 st week – 4 th week	

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office hours during peak registration period.			
Electronic recruitment via Facebook	Ann Garten	1 st week – 4 th week	
Preparation for Onsite Registration in the Student Lounge	Gerald Sequeira	1 st week – 4 th week	
Enrollment Management Committee Meeting	Ricky Shabazz	2 nd week	
Promote Fall courses in Summer Sessions	Student Services Departments/Programs	2 nd week – 3 rd week of August	
Hang Fall Recruitment/ New Student Welcome Day banners on campus	Ricky Shabazz	3 rd week	
Faculty promotion of Fall courses in their classes (Memo to instructors from VP Perez)	Academic Deans/Academic Senate/Division Chairs	4 th week- 3 rd week of August	
Press Release for Fall 2012 Peak Registration.	Ann Garten	4 th week	
Enrollment Management Committee Meeting	Ricky Shabazz	4 th week	
Continue Media Advertisement Fall semester	Ann Garten	Ongoing	

AUGUST

Activity	Lead person	Timeline	Status
Peak Registration Staff Training Session	Gerald Sequeira/ Chester Fredd/Ricky Shabazz	1 st week – 2 nd week	
Onsite Registration	Gerald Sequeira/ Chester Fredd/Ricky Shabazz	3 rd week – 2 nd week of September	
Community Banners	Ricky Shabazz	1 st week – 4 th week	
Increase counseling hours during Peak Registration	Dean of Student Services	1 st week – 4 th week	

ENROLLMENT MANAGEMENT PLAN 2012-2013

New Student Orientations	Dean of Student Services/ Counseling Department	1 st week – 2 nd week of September	
Continue Media advertising for Fall semester	Ann Garten	1 st week – 4 th week	
Electronic recruitment project- Send emails to prospective students via Twitter and Facebook.	Ann Garten/Ricky Shabazz	1 st week – 4 th week	
Visit Local School Districts to schedule presentations during the Districts Counselor Trainings.	Ricky Shabazz	1 st week – 4 th week	
Mail Community Newsletter to CCCD District Residents	Ann Garten	2 nd week	
Enrollment Management Committee Meeting	Ricky Shabazz	2 nd week	
New Student Welcome Day in the Compton Center Gymnasium	Ricky Shabazz/ NSWDC Committee	Wednesday, August 22, 2012 8:30a.m.-2:30 p.m.	
Student Outreach Teams at recruitment locations in and around the community	Ricky Shabazz	Begin 1 st –4 th week	

SEPTEMBER

Activity	Lead person	Timeline	Status
Meetings w/ High School Principals	Ricky Shabazz	1st week – 4 th week	
Schedule Outreach Department visits at local High Schools.	Ricky Shabazz	1st week – 4 th week	
Enrollment Management Committee Meeting	Ricky Shabazz	2 nd week	
Send emails to Compton Center	Dean of Student Services	3 rd week	

ENROLLMENT MANAGEMENT PLAN 2012-2013

students encouraging them to visit a counselor to complete or update their educational plans			
Electronic marquee to promote 8-week courses	Dean of Student Services/ Rudy Ramos/ David Simmons	2 nd week of September – 3 rd week of October	

OCTOBER

Activity	Lead person	Timeline	Status
Print posters for Fall 8-week courses	Ann Garten	1 st week	
Conduct local high school Counselor Luncheons	Ricky Shabazz	1st week-4 th week	
Promote Fall 8-week courses at local high schools	Ricky Shabazz	1 st week	
Faculty promotion of Fall 8- week courses in their classes	Academic Deans/Academic Senate/Division Chairs	1 st week – 3 rd week	
Promote Fall 8- week courses	Student Services Departments/Programs	1 st week – 3 rd week	
Print version of Winter – schedule of classes available on Compton Center campus	Ann Garten	Mid-month	
Posters for Fall 8-week course posted on Compton Center campus	Ann Garten/Dean of Student Services	2 nd week	
Winter/ Spring schedule online	Ann Garten	2 nd week	
Enrollment Management Meeting	Ricky Shabazz	2 nd week	
Participate in College Fairs and College nights	Ricky Shabazz	1st week – 4 th week	
Meetings w/ students at local Partnership High School Alternative schools	Ricky Shabazz	1st week – 4 th week	
Promote	Ricky Shabazz	1 st week – 4 th week	

ENROLLMENT MANAGEMENT PLAN 2012-2013

Winter/Spring Courses at community events			
Print version of Winter/ Spring schedule of classes available on Compton Center campus	Ann Garten	4 th week	

NOVEMBER

Activity	Lead person	Timeline	Status
Email reminders to Students to check MYECC for their registration appointment time.	Ann Garten	1 st week	
Promote Winter/Spring Courses at community events	Ricky Shabazz	1 st week – 4 th week	
High School Visits	Ricky Shabazz	1st week – 4 th week	
Posters for Winter/Spring Registration posted on campus	Ann Garten/Dean of Student Services	1 st week	
Enrollment Management Committee Meeting	Ricky Shabazz	2 nd week	
Mail Community Newsletter to CCCD District Residents	Ann Garten	2 nd week	
Faculty promotion of Winter/Spring courses in their classes	Academic Deans/Academic Senate/Division Chairs	Begin – 2 nd week	

DECEMBER

Activity	Lead person	Timeline	Status
Media advertising – Winter/ Spring	Ann Garten	1 st week – 4 th week	
Media advertising at local four-year college/universities for Winter/ Spring Courses	Ann Garten	2 nd week – 3 rd week	
Mail Winter/Spring schedules to Residents of CCCD District	Ann Garten	2 nd week	

ENROLLMENT MANAGEMENT PLAN 2012-2013

Student Outreach Team locations in CCC District	Ricky Shabazz	3 rd week	
Enrollment Management Committee Meeting	Ricky Shabazz	2 nd week	
Recruitment banners in the community and on campus	Ricky Shabazz	3 rd week	

JANUARY

Activity	Lead person	Timeline	Status
Preparation for Onsite Registration in the Student Lounge	Gerald Sequeira/ Chester Fredd/ Ricky Shabazz	1 st week – 3 rd week	
Media Advertising for Spring: (i.e. buses, newspaper ads, and radio ads)	Ann Garten	1 st week – 4 th week	
Community Billboards/Banners	Ann Garten/Ricky Shabazz	1 st week – 4 th week	
Promote afternoon/evening classes at high schools for Spring Semester	Ricky Shabazz	1 st week – 3 rd week of February	
Faculty promotion of Spring courses in their Winter classes	Academic Deans/Academic Senate/Division Chairs	1 st week – 4 th week	
Enrollment Management Committee Meeting	Ricky Shabazz	2 nd week	
Recruitment banners in cities and on campus	Ricky Shabazz	3 rd week	
Onsite Registration	Gerald Sequeira/Ricky Shabazz/ Chester Fredd	4 th week – 2 nd week of February	
Increase counseling hours during Peak Registration	Dean of Student Services	4 th week – 2 nd week of February	

FEBRUARY

Activity	Lead person	Timeline	Status
High School Visits	Ricky Shabazz	Ongoing	

ENROLLMENT MANAGEMENT PLAN 2012-2013

Enrollment Management Committee Meeting	Ricky Shabazz	2 nd week	
Cash for College Fair	Mytha Pascual/ Ricky Shabazz	4 th week	

MARCH

Activity	Lead person	Timeline	Status
Send Emails to Compton Center students encouraging them to visit a counselor to complete or update their educational plans	Dean of Student Services	1 st week	
Enrollment Management Committee Meeting	Ricky Shabazz	2 nd week	
Faculty promotion of Spring second- 8 week courses in their Spring Semester classes	Academic Deans/Academic Senate/Division Chairs	3 rd week	
Posters for Spring second- 8 week Registration posted on campus	Ann Garten/Dean of Student Services	3 rd week	
Summer Schedule available (online)	Ann Garten/Heather Parnock	4 th week	

APRIL

Activity	Lead person	Timeline	Status
Ads to promote summer courses at local colleges/universities	Ann Garten	1 st week – 4 th week	
Printed Summer schedule available	Ann Garten	Mid-month	
Fall Schedule available (online)	Ann Garten/Heather Parnock	2 nd week	
Enrollment Management Committee Meeting	Ricky Shabazz	2 nd week	
Posters for Summer/Fall Registration posted	Ann Garten/ Heather Parnock/ Dean of Student Services	4 th week	

ENROLLMENT MANAGEMENT PLAN 2012-2013

on campus			
Onsite Admissions at feeder high schools to promote Summer/Fall registration	Ricky Shabazz	4 th week – 4 th week of May	
Printed Fall schedule available	Ann Garten	4 th week	

MAY

Activity	Lead person	Timeline	Status
Ads to promote summer courses at local colleges/universities	Ann Garten	1 st week – 4 th week	
Onsite Admissions at feeder high schools to promote Summer/Fall registration	Gerald Sequeira/Ricky Shabazz/ Counseling Department	Ongoing	
Faculty promotion of Summer/ Fall semester in classes	Academic Deans/Academic Senate/Division Chairs	1 st week	
Promote Summer/ Fall courses	Student Services Departments/ Programs	1 st week	
Enrollment Management Committee Meeting	Ricky Shabazz	2 nd week	
Outreach meetings w/ Community-Based organizations	Ricky Shabazz	2 nd week – 4 th week	
Updating Electronic Marquee to promote Summer/Fall registration	Dean of Student Services/ Rudy Ramos/ David Simmons	3 rd week	
Mail Community News Letter	Ann Garten	3 rd week	
Mail Summer/ Fall schedule to residents of CCCD	Ann Garten/Heather Parnock	3 rd week	

JUNE

Activity	Lead person	Timeline	Status
Update CC website and Facebook pages to promote Fall registration	Ann Garten/Heather Parnock	3 rd week	

ENROLLMENT MANAGEMENT PLAN 2012-2013

Outreach meetings w/ Community-Based organizations	Ricky Shabazz	1 st week – 4 th week	
Enrollment Management Committee Meeting	Ricky Shabazz	2 nd week	
HS Senior's Reception	Ricky Shabazz	3 rd Week	
Review Marketing/Recruitment Brochures	Ann Garten/Ricky Shabazz	Ongoing	