



# 2022-2023 Outreach and Recruitment Activities Plan

## Overview

The Outreach and Recruitment Plan focuses on the Connection and Entry phases of the Tartar Completion by Design framework. Connection centers on initial interest through submission of the admissions application, while Entry centers on enrollment through completion of “Gatekeeper” courses. The graphic below visually illustrates the Tartar completion by Design Framework.



Moreover, the Outreach and Recruitment Plan also aligns with Goal 1 of the [Compton College 2024 Enrollment Management Plan](#): develop and implement a long-range, comprehensive, and strategic plan for increasing outreach to first-time students, including traditional and non-traditional students.

## Tartar Completion by Design Correlation – Connection and Entry

Outreach and Recruitment Strategies:

- A.** Develop a structured marketing plan to inform and provide prospective dual enrollment students with dual enrollment opportunities.
- B.** Increase information about and access to the First Year Experience (FYE) program.
  - a. Structure communities around Guided Pathways
- C.** Assess and refine Guided Pathway academic program maps to provide students with a semester by-semester path from program entry to completion.
  - a. Review and revise academic program maps, which will support our recruitment strategies.

- D. Expand Welcome Center services by Guided Pathway Divisions.
  - a. Provide additional services in the new Student Services Building. Action plan to be developed.
- E. Resume Financial Aid Office services and outreach services, particularly with the partnership school districts (e.g., Financial Fit Plan).
- F. Fully implement Compton College Welcome Week activities in the fall and spring semesters.
- G. Provide on-campus childcare services to potential students during enrollment appointments.
- H. Implement CRM Recruit (college recruitment software).
- I. 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.
- J. Participate in the Los Angeles Region Blackboard Call Center Student Inquiry Project.
- K. Maintain CCCMyPath cards
- L. Call Center (include targeted demographics chart and timeline)
- M. Assess the students' basic and technological needs
  - a. *During the initial meeting with counselors, let us encourage the completion of the student resources page so we can make sure that students' basic needs and technology needs are met*
  - b. This may positively impact the campus' student readiness rate

Compton College has three Institutional-Set Goals for **Connection through Entry**:

- Successful Enrollment - CC 2024 Action Plan, Student Equity Plan, Student Centered Funding Formula, Tableau [IE Evaluation of Planning Goals November2021.pdf \(compton.edu\)](#)
- Number of Dual Enrollment Students, and
- Student Readiness Rate

Table 1 below shows Compton College's Evaluation of Institutional-Set Goals Fall 2021 and the goals associated with Connection through Entry, which aim to improve students' successful enrollment, dual enrollment, and Student Readiness Rate: Completion of Core Services which includes New Student Orientation and Educational Planning.

Table 1: Compton College Evaluation of Institutional-Set Goals -- Fall 2021								
Achievement Measure	2016-17	2017-18	2018-19	2019-20	2020-21	AVG	AVG + %	Goal
<b>*Successful Enrollment</b> (Applicant Yield Rate, student count) <i>Guided Pathway North Star, Equity</i>	34% (3,175)	34% (2,904)	32% (2,527)	43% (4,776)	...	37% (3,675)	44% (4,337)	45%
<b>Number of Dual Enrollment Students</b>	1,114	1,150	1,391	1,986	1,634	1,438	1,510	1,206
<b>Student Readiness Rate</b> (Core Service Completion)	54.7%	72.3%	67.4%	...	...	65%	68%	100%

\*Measures with an asterisk come from the Student Success Metrics [dashboard](#) provided by Cal-PASS Plus or the [CO dashboard](#)

And refer to: <https://public.tableau.com/app/profile/sean.whaley/viz/ApplicationYield2014-15to2019-20/ApplicationYield>

## Measuring Impact/Effectiveness

Data is essential to measure impact/effectiveness of the proposed outreach and recruitment activities plan. The following provides an overview of proposed assessment measures, and deliverables.

- 1) Improve the onboarding process to increase successful enrollment of a diverse student population that is reflective of the Compton Community College District community.
  - a. Increase the number of inquiries for each target audience
  - b. Increase application to registration yield
  
- 2) Meet the Connection through Entry Institutional-Set Goals:
  - a. 45% Successful Enrollment
  - b. 1,206 Dual Enrollment Students
  - c. 100% Student Readiness Rate

## Data Needs

The following resources are needed to measure the impact/effectiveness of the Outreach and Recruitment Activities.

1. Community/Environmental Survey/Scan
2. Prospective Student Database (CRM Recruit)
  - a. Inquiries via Prospective Student Forms
  - b. Event Attendance
  - c. Number of applicants not yet registered (triangulate data from CRM recruit to CCCApply)
3. Successful Enrollment
  - a. Current enrollment breakdown by student type
  - b. Enrollment targets by student type
4. Number of Dual Enrollment Students (define AB288)
  - a. Number of Dual Enrollment Students by:
    - i. High School
    - ii. Gender
    - iii. Students who may not be college bound
      1. Grade point average below 2.0
      2. Not proficient in the English Language Arts/Literacy and Mathematics
    - iv. English Language Learners
    - v. Disproportionately Impacted Student Groups
      1. American Indian
      2. Black or African American
      3. Pacific Islander
      4. White
      5. Disabled
      6. Foster Youth/Guardian Scholars
      7. LGBTQ+
5. Student Readiness Rate: Core Services completion by Guided Pathway Division, Categorical Program, and Special Programs.
  - a. Implement Core Services completion case management
  - b. Collaborate with faculty to give students extra credit points for completion of the New Student Orientation and Comprehensive Educational Plan

**Measuring Impact:** *These data are measured annually to inform practice.*

Questions	Data	Timeline	Lead
How effective are the outreach activities? Is enrollment increasing?	<p>Increase the number of inquiries for each target audience</p> <p>Meet the <u>Connection through Entry</u> Institutional-Set Goals:</p> <ul style="list-style-type: none"> <li>a. 45% Successful Enrollment</li> <li>b. 1,206 Dual Enrollment Students</li> </ul> <p>100% Student Readiness Rate</p>	Annual in October	Director, IE
Are our Outreach activities supporting equity in access to Compton College?	<p>Disaggregated Institutional Set Goals.</p> <ul style="list-style-type: none"> <li>a. 45% Successful Enrollment</li> <li>b. 1,206 Dual Enrollment Students</li> </ul> <p>100% Student Readiness Rate</p>	Annual in October	Director, IE

**Data Use for Improvement:** *These data are measured continuously and regularly by the college to inform practice.*

Questions	Data	Timeline	Lead
Which outreach activities are attracting prospective students? Why?	<p>Inquiries via Prospective Student Forms</p> <p>Event attendance by event type</p> <p>Number of applicants not yet registered (triangulate data from CRM recruit to CCCApply)</p> <p>Comparison of data across school districts, high schools, and other groups</p> <p>Tracking announcements via QR codes to determine where prospective students found out about events, information</p> <p>Surveys</p>	Ongoing with each event	VP Student Services, Director of Educational Partnerships
Is the dual enrollment offering successfully targeting all high school students?	<p>Number of Dual Enrollment Students by high School, gender, students who may not be college bound, English Language Learners, and disproportionately impacted student groups.</p>	Annual	VP Student Services, Director of Educational Partnerships

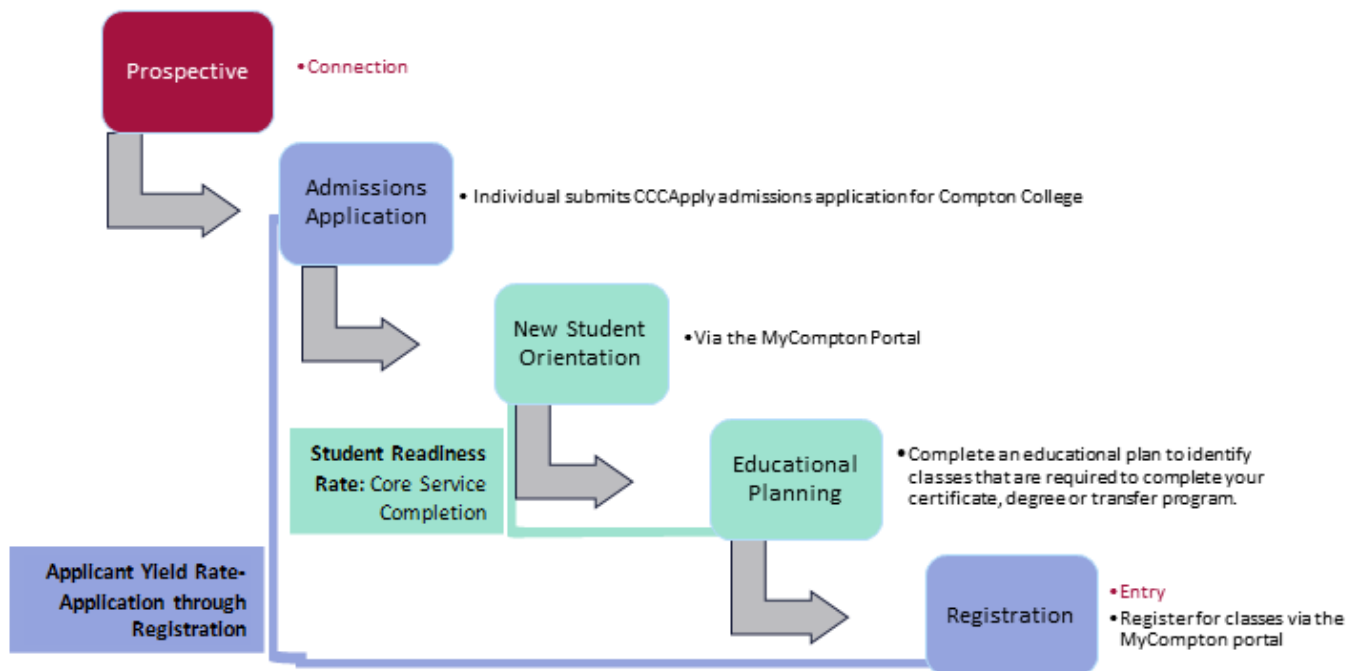
## Steps to Enrollment

Successful enrollment requires that students complete the Steps to Enrollment. The intent of the Steps to Enrollment is to ensure that students promptly define their education and career goals, complete their courses, persist to the next academic term, and achieve their educational objectives in a timely manner. Below are Compton College's Steps to Enrollment.

1. Application- submit a free CCCApply admissions application, online Financial Aid (Free Application for Federal Student Aid (FAFSA) and California Dream Act Application (CADAA)).
2. New Student Orientation- is an introduction to academic programs and support services.
3. Educational Planning- Meet with a counselor and complete an educational plan to identify classes that are required to complete a certificate, degree, or transfer program.
4. Register for classes- *Student moves to the Entry Phase of the Tartar Completion by Design Framework.*

Diagram 1 below illustrates the Steps to Enrollment in relation to the Institutional Set Goals referenced in Table 1 above for Successful Enrollment and Student Readiness Rate. The diagram shows that Outreach and Recruitment Activities should be tailored based on an understanding of the Steps to Enrollment, which begin with faculty, classified professionals, and administration engaging in positive interactions to connect with prospective students to encourage them to apply to the college, and complete the core services, and register in courses.

Diagram 1: Steps to Enrollment Relationship to Compton College's Institutional Set Goals



## Current Outreach and Recruitment Focus Areas

Enrollment Management Plan Goal #2 - Strategy #5 Increase student awareness of Compton College Promise Program benefits and ensure successful completion of the Steps to Enrollment, selection of a Guided Pathway Division, and participation in student support programs.

*Enrollment Management Plan Goal #2: Update memorandums of agreement and maintain partnerships with Compton College Promise Program partnership districts*

1. Oliver W. Conner College Promise Program Eligible Students
  - a. List existing criteria here for 2022-2023...
  - b. Class of 2019, 2020, 2021, and 2022 high school graduates
  - c. Students who applied to the Promise program but did not register
2. Dual Enrollment
  - a. Afternoon College
  - b. Early College High School
  - c. Assembly Bill (AB) 288 Agreements
3. Applied and Not Registered (2018-present)
4. Parents and Guardians
  - a. Parents of Promise-eligible students
  - b. Parents of Dual Enrollment students
5. Disproportionately Impacted Student Groups
  - a. American Indian
  - b. Black or African American
  - c. Pacific Islander
  - d. White
  - e. Disabled
  - f. Foster Youth/Guardian Scholars
  - g. LGBTQ+
  - h. Veterans - Active-duty military, military families, reserve, and guard
6. Former Students
  - a. Spring 2020 – present (pandemic stop-outs)
  - b. Non-completers
  - c. Career education students who completed 9 or fewer units
  - d. Non-completers in three focus areas, from 2019-2020 through 2021-2022 to register for summer/fall 2022 semester.
7. Adult population (25-45 years old)
8. English as a Second Language (ESL)
9. Undocumented/DACA/AB-540
10. Low-Income/Pell-eligible/College Promise Grant eligible
11. Rising Scholars (Formerly Incarcerated)
12. Adult/Re-Entry
  - a. Including National Student Clearing House (NSCH) list of in-District residents who have no college-experience
  - b. Recently Unemployed
  - c. Strong intent to continue their education (ex. Swim Digital data)
13. English as a Second Language (ESL) - non-credit
14. Reverse-Transfer Students
15. High School Counselors and Faculty
16. Community Members and Partners



## Current & Planned Connection Outreach and Recruitment Activities

The table below lists current (existing/ongoing) Outreach and Recruitment Activities around **Connection** for the 2022-2023 academic year.

<b>2022-2023 Current Outreach and Recruitment Activities</b>		
<b>Activity</b>	<b>Department Responsible</b>	<b>Lead</b>
Educational Partnerships with District	Educational Partnerships, Academic Affairs, Admissions & Records	Dir. of Educational Partnerships
Info Sessions/Presentations: <ul style="list-style-type: none"> <li>• Dual Enrollment</li> <li>• Promise</li> <li>• Steps to Enrollment</li> <li>• MyCompton Portal</li> <li>• Adult Education</li> <li>• Career Education</li> <li>• Honors Transfer Program</li> <li>• Formerly Incarcerated Students in Transition (FIST)</li> <li>• Guardian Scholars</li> <li>• Foster &amp; Kinship Care Education</li> <li>• EOPS/CARE</li> <li>• Special Resource Center</li> <li>• Athletics</li> <li>• Financial Aid</li> <li>• STEM Center</li> </ul>	Multiple Departments and Programs	As Needed
Marketing (paid and free)	Community Relations	Dir. of Community Relations
Website	Community Relations	Dir. of Community Relations
Social Media	Community Relations	Dir. of Community Relations
Prospective Student Form (General)	Educational Partnerships	Dir. of Educational Partnerships
CCCMyPath- students receive an email/text message	Counseling & Guided Pathways	Dean of Counseling
Communications (Prospective and former students, parents, and High School counselors)	Community Relations, Educational Partnerships, Tartar Success Teams, categorial programs	
Community Relations	Community Relations	Dir. of Community Relations
Community Outreach/Messaging	Community Relations	Dir. of Community Relations
Student Success Stories	Community Relations	Dir. of Community Relations

Engage high school students in on-campus activities		
Direct Mailing(s)	Community Relations	Dir. of Community Relations
Review and development of new and existing academic programs/offerings	Academic Affairs, Division Chairs	Faculty

The table below lists current (existing/ongoing) Outreach and Recruitment Activities around **Entry**.

<b>2022-2023 Current Outreach and Recruitment Activities</b>		
<b>Activity</b>	<b>Department Responsible</b>	<b>Lead</b>
Enrollment Services (virtual, onsite, off-campus)	Welcome Center, Educational Partnerships	Dean of Counseling and Guided Pathways and Director of Ed. Partnerships
Financial Aid	Financial Aid	Director of Financial Aid
Student Support – Case Management	Categorial Support Programs and Counseling and Guided Pathways	Directors as assigned
Educational Planning/Counseling	Counseling & Guided Pathways	Dean of Counseling
Promise Program	Educational Partnerships	Outreach & Promise Coordinator
Update Promise Memorandums of Understanding with Compton, Lynwood, and Paramount unified school districts	Student Services Division	VP of Student Services and President/CEO
Marketing (paid and free)	Community Relations	Dir. of Community Relations
Website Redesign <ul style="list-style-type: none"> <li>• Upfront, easy-to-access interest form (CRM Recruit)</li> <li>• New “Start Here” webpage</li> <li>• Steps to Enrollment by type of student (in progress)</li> </ul>	Community Relations and Web Taskforce	Dir. of Community Relations
CRM Early Alert	Student Success & Counseling & Guided Pathways	Dean of Student Success & Dean of Counseling
Social Media	Community Relations	Dir. of Community Relations
MyCompton (Student Portal) Activation	Orientation, help videos, visual guides	Multiple programs and departments
Communications	Community Relations, Admissions & Records, categorial support programs	Communications Matrix Workgroup



New Student Welcome Day (NSWD)	NSWD Committee	Dean of Counseling, Director of Ed. Partnerships, Director of Student Development
Tartar Success Team Activities: Core Service Case Management, collaborate with faculty to provide extra credit opportunities for students for completion	Counseling & Guided Pathways	Dean of Counseling
Call Center: Call current and prospective students regarding steps to enrollment and registration	Counseling & Guided Pathways	Dean of Counseling

The table below lists enhanced (additional/new) Outreach and Recruitment Activities around **Connection** and **Entry** and proposed enhancements to the 2022-2023 academic year.

<b>2022-2023 Enhanced Outreach and Recruitment Activities</b>			
<b>Activity</b>	<b>Department Responsible</b>	<b>Action Item</b>	<b>Timeline</b>
<b>Technology</b>			
Prospective Student Forms: Integrate forms from other areas into CRM Recruit (technology 1)	Outreach & Marketing Enrollment Management Subcommittee	Collect all interest forms and build in CRM Recruit	Reconvene the subcommittee
Implement CRM Recruit (technology 2)	CRM Recruit Workgroup	In progress	
Virtual Compton College Tour (technology 4)	Outreach & Marketing Enrollment Management Subcommittee	Research options, make a recommendation, and include budget needs	Reconvene the subcommittee; Recommendation due by June 20, 2022
Faculty Videos (technology 5)	Outreach & Recruitment Workgroup	Invite division chairs to Outreach & Recruitment meetings	
Social Media influencers (technology 6)	Community Relations Workforce Development	Discuss options, internal and external	Summer 2022
New Website (technology 3)	Community Relations	Complete the redesign of the @compton.edu website	New website to go live by August 1, 2022
<b>Events</b>			
Academic Open Houses Recruitment Events (events 1)	Tartar Success Teams	Develop schedule	
Attend high school sporting events and open houses (events 2)	Educational Partnerships	Develop schedule, and coordinate with Educational Partnerships	September 2022

Compton College Caravan to school sites (events 3)	Tartar Success Teams, multiple programs, and departments	Develop schedule, and coordinate with Educational Partnerships	
Summer Enrichment Programs for 9-12 graders (events 4)	Multiple programs, faculty, and deans	Refer to approved list; application form to be developed; waiver	Summer 2022 (five approved programs)
<b>Collaborations</b>			
Dual Enrollment Training for Compton College Faculty/Summit (collaboration 1)	Academic Affairs, Admissions & Records, Educational Partnerships	Develop virtual training & schedule	August 2022
Expand the Faculty-to-Faculty Dialogues to all partner districts (collaboration 2)	Faculty, deans/CTE	To be developed	
Counselor to Counselor Conference (collaboration 3)	Counseling & Guided Pathways	Set date, event planning	
Robo Calls (collaboration 4)	Guided Pathway Divisions		
Increase participation in outreach (info sessions, presentations, recruitment events/activities) (collaboration 4)	Educational Partnerships with multiple departments as needed, including ASG?	Invite workgroups, taskforces, clubs and other student groups to participate	
<b>Marketing</b>			
Develop Marketing Materials (marketing 1) <ul style="list-style-type: none"> <li>Make available for employee/student/community member use. Sample webpage: <a href="https://www.palomar.edu/outreach/virtualltable/">https://www.palomar.edu/outreach/virtualltable/</a></li> <li>Community Newsletter (mailed to all in-District residents)</li> <li><a href="#">Fast Facts</a></li> <li>High School Newsletter</li> <li>General Information Brochure</li> </ul>	Community Relations and Outreach	Create, publish, and distribute materials	Print-ready (or post online) by July 30, 2022
Identify Compton College's flagship programs. Change perceptions. (marketing 2)	Outreach & Marketing Enrollment Management Subcommittee	Utilize <a href="#">list of degrees</a> , <a href="#">certificates</a> , <a href="#">programs/program maps</a> , <a href="#">Guided Pathways</a> , etc.)	Reconvene the subcommittee; List due by June 20, 2022

Compton College photo opportunities (marketing 3)	Community Relations	Identify location on campus for a permanent backdrop, request budget	Location due by June 20, 2022; design, print and install backdrop (summer 2022)
Street Teams (hand out swag, put up posters) (marketing 4)	Outreach & Recruitment Workgroup	Create Compton College Club at the high schools	

(Items are prioritized in each category. Refer to numbers listed after each activity.)

## Outreach & Recruitment Strategies

The following strategies will be conducted in an intentional and coordinated manner across the campus.



## Outreach and Recruitment Activities for Specific Populations

The list below describes Outreach and Recruitment Activities around **Connection** and **Entry**.

### 1. Compton College Promise Program

- a. Outreach campaign for the class of 2022 high school graduates from Compton, Lynwood, and Paramount unified school districts.
- b. [President/CEO acceptance letter](#) in English and Spanish (in mailboxes by January 10, 2022).
- c. Class presentations in government and economics classes beginning January 2022 through March 2022.
- d. Postcards twice a year (October/November and February General Compton College, March/April EOPS/CARE sends follow-up, and June/July (on list but not registered)
- e. Increase funding for Paid social media ads compared to the year 2021-2022.
- f. Additional marketing strategies to be determined
- g. National Student Clearing House (in district high school seniors) Spring 2021 graduates not enrolled anywhere. Encourage registration for summer and fall 2022. Include in postcard. Have call center follow-up in spring.
- h. Require all seniors to apply to Compton College
- i. Pre-schedule info sessions at high school locations fall and spring semesters
- j. Open to all first-time college students w/in our District regardless of year of graduation or set a timeframe.
- k. Potential part-time pathway for Promise students.
- l. Begin targeting high school students in 9<sup>th</sup> grade (dual enrollment options and transition to Promise program) develop a pipeline specifically for in-District K-12 students.

### 2. New Students

- a. Establish partnerships with private and charter schools within our District - for 2023-2024.
- b. Build a sense of community
  - i. Marketing for Guided Pathways Divisions/majors
- c. Student Organizations (increase participation and engagement)
  - i. encourage faculty to become advisors
  - ii. Shorten the club organization form
- d. Market programs not offered by other districts
- e. Reach out to community and faith-based organizations-
- f. Partner with College Access Programs- Gear up, California Student Opportunity and Access Program (Cal-SOAP), Early Academic Outreach Program (EAOP), Upward Bound (UB), Upward Bound Math and Science (UBMS), Educational Opportunity Center (EOC)

### 3. Dual Enrollment

- a. Campaign to target parents of 9<sup>th</sup>-12<sup>th</sup> grade high school students from Compton, Lynwood, and Paramount unified school districts to promote Afternoon College.

#### 4. Reverse Transfers

- a. Marketing to target local four-year college students who want to complete college credits quickly at a lower cost at Compton College. Promote winter and summer course offerings that meet general education requirements.
- b. Print and online ads would run in University of California (UC) and California State University (CSU) newspapers promoting short-term classes. (February-April (summer classes) and October-December (winter classes)).
- c. Paid social media ads targeting four-year colleges within a 50-mile radius

#### 5. Veterans

- a. Develop and distribute marketing materials targeting military-personnel.
  - i. Collaborate with CSU Long Beach Educational Opportunity Center (EOC)
  - ii. Run ads targeting Veterans – print, online and social media.
  - iii. Community outreach to local veterans' resources and organizations.
  - iv. Update Veterans Resource Center webpage (step-by-step enrollment process including application for Veterans Educational Benefits and Veterans Affairs certification).

#### 6. Parents and Guardians

- a. Part of the districtwide mailing list
- b. Friends and family event (referral incentive)
- c. Parents and Guardians in terms of their children enrolling at Compton College AND in terms of "adult learners."

#### 7. Community-Based Organizations (CBO), faith based, parks and recreation, and other agencies. Refer to the list using this link [Compton College Community Agency List](#).

#### 8. EOPS/CARE

- a. EOPS/CARE Student Services Advisor conducts Information/recruitment sessions every Tuesday at 11:00am.
- b. EOPS/CARE Student Services Advisors and EOPS/CARE Counselors provide In-person and virtual classroom presentations to campus and community.
- c. Connect with EOPS/CARE Advisory Committee members to provide student resources conduct workshops and recruit new students.
- d. Purchased postcards to recruit EOPS/CARE students in the community.
- e. Created banners on campus to increase student and staff visibility.
- f. Continue to advertise EOPS/CARE, CalWORKs, SRC (Student Resource Center) one application on Compton College website, social media, and EOPS/CARE program website.
- g. Continue partnership with the Compton Promise and CTE/Workforce Development staff.
- h. Continue to call new and continuing students that qualify for the California Promise Grant A, B, or C with an EFC (Expected Family Contribution) of zero based on Financial Aid data retrieved from Argo's report.
- i. Continue to survey CARE (Cooperative Agencies Resources for Education) students to ensure we are providing professional development and other activities that students need as single parents.
- j. Collaborate with internal and external partners such as: CalWORKs, SRC, Department of Social Services to provide programmatic content.

- k. Continue to provide in-person counseling and staff assistance twice a week to new and continuing EOPS/CARE students in Tartar Village room 9.
- l. Created online new student orientation on Canva to increase student engagement.
- m. EOPS/CARE Counselors will continue to work directly with Educational Opportunity Program (EOP) programs at CSU to provide students' educational workshops.
- n. EOPS/CARE Coordinator and EOPS/CARE Counselors provide CARE workshops, Graduation application drop-in CARE Check-ins, and Literary Lunches.
- o. EOPS/CARE Counselors provide graduation application drop-in, Transfer Tuesday, CalWORKs, and Cal Fresh workshops for students.
- p. Use CRM Advise early alerts as a preemptive analytics tool to address EOPS/CARE student issues early and provide support.
- q. Representation at in-person events and job fairs.
- r. Representation on Tartar Success Teams and Guided Pathways meeting.
- s. Staff and faculty represented on various on and off campus committee meetings.

#### **9. Current and Former Foster Youth**

- a. Partner with foster youth liaisons in high schools to present materials to high school students while 16+
- b. Partner with group homes to present college information
- c. Partner with Department of Social Services (DPSS) provide pathways for adults
- d. Partner with Los Angeles County Office of Education Service Planning Area 6 Foster to provide pathways for students

#### **10. Basic Needs**

- a. Partner with DPSS provide pathways for adults
- b. Have flyers at the county building
- c. Work with eligibility works to provide information about Compton College pathways

#### **11. CalFresh Students**

- a. Partner with DPSS provide pathways for adults
- b. Have flyers at the county building
- c. Work with eligibility workers to provide information about Compton College pathways