



Outreach and Recruitment Strategies for 2021-2022

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STRATEGIC INITIATIVE 1: IMPROVE ENROLLMENT, RETENTION, AND COMPLETION RATES FOR OUR STUDENTS

Objective: Strategically recruit diverse candidates through the deployment of digital technologies, social media, and direct personal contacts with candidates

Key Action	Funding	Status
<p>1. Strategic recruitment with an outside firm to <u>College Promise</u> eligible students (<u>17-18 years old</u>).</p>	<p>Funding Source: Compton College Recovery Fund</p>	<p>Lead: <i>Director Educational Partnerships and Director of Community Relations</i></p> <p>Status: <i>in progress</i></p> <p>Timeline: first messages to be sent July 6, 2021, and every Tuesday and Thursday thereafter through July 27, 2021</p> <p>Goal: increase three-year average of 65 students by 5% = 70 students enrolled for 2021-2022 [2018-2019 (64 students) 2019-2020 (104) and 2020-2021 (26)]</p> <p>Vendor: Blackboard</p> <p>Deliverables: automated campaign for up to 4,200 students; up to five text messages or auto voice messages per student</p> <p>Cost: \$10,500</p>
<p>2. Strategic recruitment with an outside firm to <u>underemployed or unemployed</u> between the ages of <u>25-45 years old</u> who are <u>from our community</u> and are <u>not attending Compton College</u>.</p>	<p>Funding Source: Compton College Recovery Fund</p>	<p>Lead: <i>Director of Community Relations</i></p> <p>Status: contract approved 6/15/2021</p> <p>Goal: increase enrollment for fall 2021, College Promise applications, and ESL enrollment</p> <p>Timeline: July 6 – November 19, 2021</p> <p>Vendor: Swim Digital (and Blackboard for text messages)</p> <p>Deliverables: comprehensive lead generation and marketing strategy to supplement current recruitment and enrollment efforts for fall 2021</p> <p>Cost: NTE \$53,000</p>



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<p>3. Continue implementing the Career Education marketing campaign with Graduate Communications that was discussed in the President/CEO Message – April 26, 2021.</p>	<p>Funding Source: Strong Workforce</p>	<p>Lead: <i>Director of Adult Education and Workforce Development with Director of Community Relations</i></p> <p>Status: <i>in progress</i></p> <p>Goal: increase enrollment in 16 career education programs for fall 2021, winter 2022, and spring 2022, including Vocational ESL classes</p> <p>Timeline: July 1 – November 19, 2021</p> <p>Deliverables: long-term marketing, messaging, and media buying plan that begins with marketing for fall enrollment including webpages, videos, digital ads, and marketing materials</p> <p>Cost: NTE \$150,000</p>
<p>Objective: Employ numerous recruitment strategies in multiple sites and communication platforms that serve diverse populations</p>		
<p>1. Compton College Call Center that was discussed in the President/CEO Message – March 1, 2021, focuses on re-engaging former Compton College students who were enrolled in spring 2020 and not enrolled in spring 2021 and encouraging them to enroll for summer and fall 2021.</p>	<p>Funding Source: HEERF II</p>	<p>Lead: <i>Dean of Counseling & Guided Pathways</i></p> <p>Status: <i>in progress</i></p> <p>Goal: reengage former Compton College students to enroll in the spring 2021 second 8-week session, summer 2021, and fall 2021</p> <p>Timeline: April 1 – December 31, 2021</p> <p>Deliverables: increase in former students enrolling in classes.</p> <p>Cost: \$130,343</p>
<p>2. Blackboard to provide outreach assistance to students enrolled at Compton College prior to spring 2020 and not enrolled in spring 2021.</p>	<p>Funding Source: Enrollment Management/ Restricted Funds</p>	<p>Lead: <i>Director of Community Relations</i></p> <p>Status: <i>in progress</i></p> <p>Goal: encourage current Compton College students to enroll in the spring 2021 second 8-week session, and summer 2021 term</p> <p>Timeline: contract ends June 30, 2021</p> <p>Deliverables: Text Only Campaign: Automated text messages and voice messages sent to 5,500 students letting them know "It's not too late!" to register for late-start (second eight-week) Spring 2021 classes. Recipients were directed to the Compton College Welcome Center for more information. Three attempts were made for each valid phone number beginning April 12, 2021.</p>



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		Live-Agent Campaign: Focuses on spring 2021 students who have not registered for summer 2021 classes. Up to 1,000 students will receive a phone call with information about summer registration.
3. Recruit K-12 students from in-District high schools and provide registration assistance for <u>dual enrollment/Afternoon College</u> for summer and fall 2021.	Funding Source: Unrestricted Funds	Lead: <i>Director of Educational Partnerships</i> Status: <i>in progress</i> Timeline: ongoing Goal: increase the number of dual enrollment/Afternoon College students (by X%) - TBD