

SAN DIEGO CITY COLLEGE

2019-2022 Enrollment Management Plan

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SAN DIEGO CITY COLLEGE

2019-2022 Enrollment Management Plan

As part of its strategic plan, San Diego City College's goal is to develop and implement a comprehensive enrollment management plan. The purpose of this plan is to create a responsive, flexible, educationally sound and research-informed approach to enrollment management. This enrollment management plan is part of an overall set of college-wide enrollment management strategies that are intended to provide an overview of college resources and projects that work to increase enrollment, college access and equity, matriculation, student success and retention on campus. This plan is necessary to aid the college in addressing both increasing and decreasing enrollment, as California's economic climate continually fluctuates.

This plan has been developed with input from all constituents. In 2017, the college formed an Enrollment Management Committee (EMC) with workgroups for marketing and outreach, enrollment, and retention. Committee members include key stakeholders from across campus. The EMC is committed to ensuring student success, college access and the integration of resource access to programs, departments, and individuals to support innovative approaches to enrollment management. City College will continue to maintain its strong general education, transfer, and career education programs.

The Enrollment Management Plan is intended to ensure the following:

1. The achievement of enrollment targets in order to obtain maximum resources available to City College.
2. Maintain student access and pathways consistent with educational quality.
3. Offer a well-balanced and varied schedule responsive to the needs of our students and community.
4. Maintain a comprehensive educational program that is responsive to the needs of our students and community.

San Diego City College Enrollment Management Plan

Effective enrollment strategies encompass many facets. The three focus areas are:

1. Innovative and Flexible Scheduling Practices
2. Collaboration with the Community through Marketing and Outreach
3. Models of Practice for Retention

Focus Area #1: Innovative and Flexible Scheduling Practices

To meet the needs of all students, an intentional focus is to reflect on current scheduling practices and refine when necessary using various modalities. Some of these innovations include: increased online course offerings, targeted annual scheduling, weekend and evening (City@Night) courses, late-start courses, and varied options for the length of time a class runs. Appendix A provides the draft of the project timeline which identifies the plan to develop complete online, weekend and evening programs for City College students.

Strategy A: Increased Online Course Offerings

Data from Fall 2018 indicates that over 44% of City College students attending during the day are employed and attend college part time (2,547 of 5,793 students). Additionally in Fall 2018, 99% of those who attend in the evening are part time (1,131 of 1,139 students) and 88% of them are employed (996 of 1,131 students).

In order to capture working students who may not be able to attend face-to-face courses, a number of our certificates and degrees are being converted to be offered online in their entirety.

The programs listed in Appendix A below are proposed certificates that can be offered completely online. In order to offer Associate degrees entirely online, City College is looking at avenues by which we can begin offering labs and exercise science online. Additionally, the college is making concerted efforts to offer student services required for enrollment and graduation online such that a student does not need to come on campus.

City College will continue to review data from intersession classes of the previous year in order to offer a series of courses that meet the needs of those students. Current data indicates that online courses are favored by students during these short intersession offerings. The college will plan to offer approximately 70%-75% of its intersession offerings online for as long as data supports this strategy. The campaign to attract students should be geared towards students who are home from a four-year institution as well as our own traditional students that may want to take a general education course. With a broad

campaign which includes, but is not limited to, taking out advertising space in the publications of local four-year institutions as well as an in-reach to current students, we should be successful in increasing enrollment.

Programs, Certificates and degrees that can be obtained entirely online are listed in Appendix B. Working with our articulation officer, we will work to ensure that all online degrees and certificates articulate with our career pathways and/or transferring institutions.

We are increasing the number of online courses. These need to be intentional and demonstrate to students the options available to complete classes, programs and eventually degrees online.

Strategy B: Targeted Annual Scheduling and Weekend and Evening (Night@City) Courses

City College always responds when called to action. Courses are available as weekend and evenings offerings, now these need to be intentional to align with certificates of completion and degrees. The timeline in Appendix A indicates the work that is in progress to achieve this goal for Academic year 2020-2021.

The following should be considered in building and scheduling the weekend and evening offerings:

1. Consider scheduling for specific clusters or cohorts.
 - City@Night - Identify buildings to offer classes. This is an intentional strategy to place students in two to four buildings to build an increased sense of community. Parking will be considered when scheduling classes.
 - Police satellite in cafeteria - All programming needs to consider that safety is considered.
 - Music - City's own KSDS Jazz radio piped to the external buildings and add small twinkling lights. This atmosphere will help create a sense of community on campus.
 - Strong WiFi in the building is a requirement.
 - Provide various weekend and evening options.
2. Guarantee a one-year schedule - Once the programs to be offered are identified an annual schedule will be created.
3. Evaluate class schedule offerings - Survey students every three years to verify if our offerings are relevant.

4. Future considerations

- As Guided Pathways evolves, build specific pathways for these alternative offerings. Be intentional with the offerings, and the schedule.
- Assembly Bill 705 implications - It is essential to consider the sequence for Math and English offerings. Students should be able to continue with their course sequence through online, weekend or evening options in a seamless manner.

Strategy C: Scheduling for Working Adults During Weekends and Evenings

When possible, courses will be offered in an easily understood pattern that facilitates both program completion and the needs of working adults with time-compressed schedules. Additionally, in order to meet the diversity of needs, more instruction will be scheduled throughout the afternoon, evening, and weekend hours as well as prime times, both day and evening. The majority of these courses, through data-informed decision making, will meet IGETC requirements and be degree applicable courses without prerequisites to ensure an easier transition for returning students.

The majority of City College students are part time students, and a large majority are also working students. In order to facilitate a college education or retraining for working adults all career education programs at City College will be asked to construct a two-year schedule that can be promoted to prospective students. These pathways will then be scheduled in a manner that facilitates completion for working adults who come to school during evenings and weekends. Many career education programs such as Cosmetology, Manufacturing, Machine Technology, etc., already offer most, if not all, of their classes in the evening and offer stackable certificates that leads to AS degrees. Marketing strategies will emphasize packaging and promoting those programs which have been losing enrollment.

Strategy D: Late Start Courses and Varied Options for the Length of Time a Class Runs

Students enroll in late start classes for a variety of factors, including challenges with the enrollment process. In response to this, the college has increased its promotion of last start classes weeks prior to their start date to encourage enrollment. The Dean and Department Chairs have developed the ability to re-design late start courses in order to fill them to capacity. The strategy is used to schedule in areas of the college where traditional 16-week classes are not even considered. An example of this is our Business Programs. The late start classes are offered in varied length of times (16 week, 14, week, 12 week, etc.) which allows students the opportunity to complete their program in various options and be successful. Currently we are exploring a 7- week, weekend cohort model to complete 60 credits in 18 months. This weekend cohort will require an extremely active high touch wrap around student services component.

Focus Area #2: Collaboration with the Community through Marketing and Outreach

San Diego City College is extremely collaborative with San Diego Unified School District (SDUSD) and other feeder high schools in our region. There has been continued growth in programs such as College and Career Access Pathway (CCAP) as well as our offsite course offerings while still meeting the needs of our on-site students. Efforts in this area include increased participation in dual/concurrent enrollment/AB288 and Continuing Education, and other off-site location partnership expansion. Also necessary with this approach is the continued collaboration among colleagues college-wide.

Strategy A: Increased Participation in Dual/Concurrent Enrollment/AB288

City College has adopted a multi-pronged approach to increasing enrollment using dual/concurrent enrollment.

1. The college has developed written processes and procedures for improving the implementation of AB288/CCAP with our partner high schools. This includes being the lead for the SDCCD in the development of a handbook for high school counselors, promotion material, and “how to’s” for parents and students.
2. In fall 2019, CCAP orientation workshops were well attended by CCAP faculty and Department Chairs. This purpose was to demystify the CCAP programs.
3. In the 2017-2018 academic year, City College offered 24 sections of CCAP in various high schools. In 2019-2020, City College is projected to offer 84 sections. City College will continue to expand these intentional educational opportunities south of interstate 8.
4. In addition, City College continues to evaluate and revise internal processes and procedures that would allow us to offer concurrent enrollment courses to charter high schools outside of the CCAP agreement. In summer 2019, City College hosted a Charter High School Principals’ Breakfast, a “meet and greet” session that allowed college and charter high school leadership the opportunity to dialog on opportunities for dual enrollment for their students. The event included a tour of the college’s facilities, programs and services. It was important for the charter school leadership to experience the “sense of belonging” that occurs at City College.
5. With the change in the legislation allowing charter schools to participate in CCAP partnerships, City College has partnered with King-Chavez Community High School, IDEATE High Academy, and e3 Civic High to offer CCAP courses to their students in 2019-2020. The CCAP courses being offered include Introduction to Chicano Studies (CHIC 110A), College Success and Lifelong Learning (PERG 120), and Black Music (BLAS 120).

6. Additionally, City College has enhanced its partnership with East Village Middle College High School (EVMCHS) in order to expand middle college offerings and services. In fall 2019, EVMCHS enrolled 125 students with a capacity of 161 students. The EVMCHS staff work closely with City College personnel to insure students are supported while being exposed to the college culture. EVMCHS also participates in the CCAP program and students are able to take Life Skills and Personal Adjustment (PERG 140) and College Success and Lifelong Learning (PERG 120) courses. In addition to offering a myriad of dual-enrollment college courses, EVMCHS students can take classes to support their skill development in English and math, such as Basic English Review (ENGL 12A), prior to them enrolling in higher level courses.

Strategy B: Continuing Education and Other Off-Site Location Partnership Expansion

City College is working with Continuing Education (CE) to help support CE students who are transitioning to the college by applying multiple measures assessment in the same manner that is done for our Promise students and students coming from our regular feeder high schools. In addition, Math, English and other career education faculty will be invited to explore curriculum alignment and easy transition for CE students to both the academic and career education programs at City College. City College has also begun to have regular meetings, to develop a smooth transition from CE to City. This includes increased college presence in their centers, and enhanced partnerships to prepare CE students for City College. The following timeline has been established for the 2019-2020 academic year:

October 2019: CE and City Instructional deans will meet to develop the pathway plans (planning session)

- Identify the needs to support City at ECC
- Identify what part of the process needs to be streamlined
- Identify via Institutional Effectiveness data of completers from CE to City
- Identify existing articulation agreements and credit by exams
- Share calendar events for CE and City College

November 2019: Next steps of planning/streamline: outreach, counselors, Admissions & Records, Financial Aid and CalWorks

- Identify the Ed Plan development for City
- Provide ECC with a calendar of the Program Specific Orientations (invite faculty to present)
- Determine best offering times for programs at ECC
- Offer Math Jams at ECC (2 per year)
- Identify CE to credit strategies, what exists and what needs to be created

January 2020: Provide a “Mixer” at Caesar Chavez with CE and City faculty and staff

March 2020: Evaluate accomplishments and set the timeline for 2020-2021 academic year.

Example of anticipated programs/pathways:

- HVAC - Currently a pathway exists that can be repackaged
- CNA program -Currently, students completing the CNA program at CE receive additional points toward the RN application to City College. How can this been enhanced? LPN track?
- Child Development
- Mental Health
- Promise Program
- Determine gateway courses
- Business soft skills classes are needed at CE

Continued dialogue with the CE team to develop guided pathways for students to transfer from non-credit to credit is an ongoing discussion.

City College continues to build partnerships with community organizations to offer courses for their students and staff. Courses for staff professional development and educational advancement have been coordinated for Neighborhood House Association and the Chicano Federation of San Diego. These courses have included Child Development courses such as Children with Special Needs (CHIL 165), Curriculum for Diverse Learners (CHIL 166), and Introduction to Business Communication (BUSE 92). Additionally, City College is actively pursuing potential partnerships to offer courses to meet the

needs of the community at off-site locations such as New Creation Church. These partnerships take time to develop. It is crucial to offer the appropriate courses that meet the community needs.

City College has been intentional in its outreach efforts to connect and increase engagement and enrollment with targeted populations such as Somali and Eastern African, Latinx and the Asian Pacific Islander communities. Outreach has created City InfoKnights that are tailored to the needs of each identified community/population to bring campus academic programs and support services to the community. The intention is to demonstrate to each community that college is an option for their community members. Along with highlighting City College programs, students, faculty, and staff that mirror the makeup of the community share their stories and testimonials about City College. These sessions have been held at various locations in the community such as local libraries, community centers, and high school cluster meetings. The City College Executive Team attends as many of these events as possible, and these events have helped City College continue to embrace and build relationships with our local community. Plans for mobile wifi hotspots and laptops at these events will allow us to offer onsite registration while conversing with the community.

Enhancing our military partnerships is essential to City College. In summer 2019, City College hosted a Military ESO “meet and greet” session. This group will be the foundation for the future City College Military Advisory committee, which will convene in spring 2020. Outcomes of this gathering were the enhanced understanding of the military educational functions, and needs were identified while creating new relationships. Additionally, we have been revitalizing the course offerings at the military bases to include stackable achievements with Certificates of Performance as students move towards earning their Associate Degree and/or transfer. We began offering the courses for the Certificate of Performance in Starting and Managing a Small Business (BUSE 155, BUSE 157, MARK 100) in summer 2019, and we began offering the courses for the Certificate of Performance for Cybersecurity Specialist (INWT 140, INWT 170, INWT 205) in Fall 2019. We plan to begin offering the Certificate of Performance in Lean Six Sigma (MFET 210, MFET 230, MFET 240) in Spring 2020.

Strategy C. Continued Collaboration Among Colleagues within our School:

In the past two years, deans and department chairs have been systematically looking at how courses are scheduled. As a result, the college is implementing the use of several different types of tools and training in order to increase the efficiency of and help us facilitate scheduling. All instructional deans have been given the task of developing a two-year schedule for all their degrees and certificates. Additionally, the college has launched Tableau as a dashboard that is updated on a daily basis. This tool helps us understand enrollment patterns and plan accordingly.

City College has recently opened new buildings and is offering more classroom space. Room utilization is reviewed every semester to assure that scheduling is occurring with large classes in larger rooms, etc. Ad Adstra is a new district-wide calendaring/reservation tool anticipated to be very useful with regard to room utilization. Currently, Ad Astra is in the initial phases of implementation.

We look forward to the day when we are able to integrate student education plans and predictions, enabling us to schedule classes more efficiently. A large team from City College attended the guided pathways training offered by the IEPI group in order to begin implementing best practices that ensure students' educational needs are met. In the meantime, and whenever possible, high-demand classes with waitlists are repurposed or added to replace cancelled low-enrollment courses.

In summer 2019, intentional outreach was made to reach students who have applied to City College in prior months but have not registered for classes. City College Communications worked with District Student Services to compile a list of students that fit this criteria. Communications and Outreach collaborated on messaging that was sent via email blast to this particular group using Constant Contact.

The City College cafeteria--a major campus hub for student socializing and studying--re-opened in August 2019 after a long renovation closure. Faculty and staff are excited to provide additional information booths specifically for academic programs and student services in the cafeteria. The target date to begin the information booths is Mid-October, 2019. All coordination for this service will occur in the office of the Vice President of Instruction.

The opportunity to work with large area employers to build partnerships and employment opportunities for City College students is extremely critical. This year, City College hired a Job Development Coordinator who will work closely with Strong Workforce and the CTE programs to increase and better align employment opportunities.

Strategy D: City College Marketing Plan

The role of the Communications Office is to develop and create City College marketing and promotional materials for the college. The office plays a critical role in the marketing of materials for the purpose of increasing enrollment and engagement for the college.

The Communications Office builds excitement around the college's educational programs so that prospective students and district residents are aware of the programs and the classes and services available on campus. The Communications Office plans to increase advertising of the college programs with promotional items and informational materials, using innovative practices to promote City College within the community.

Marketing research and strategies are integral tools used for student recruitment and retention. The Communications Office will partner with the campus-based researchers and other research resources to determine how best to promote the college for increased enrollment for current and prospective students. Marketing strategies need to be sensitive to our demographics, lifestyles, financial resources, student behavior, etc. Therefore, in accordance with a new Enrollment Management Plan, the Research Office will provide data to identify the types of students currently attending SDCC and the types of students to target to attract to our college.

Marketing Objectives

1. Drive enrollment growth, for both current and prospective students, and create a favorable environment for City College to meet their enrollment targets.
2. Rebrand City College as the first choice for students who intend to transfer to a four-year college or university, obtain an associate degree, or receive career educational training.
3. Provide visibility of City College's brand through the promotion of its programs, activities, and successes in the community it serves.

Marketing Strategies

The marketing plan is designed to reach residents of all ages in the community SDCC serves. Working with the newly established Enrollment Management Committee and the campus Research Office, target markets will be identified based on current demographic data. Using the defined target markets, strategic marketing, and communication strategies, the Communications Office will develop promotional and informational materials using social media, emails, publications, and other modalities.

Our most important SDCC audiences are the college's currently enrolled students, students from our feeder high schools, and Continuing Education students. It is crucial that the college communicates effectively with these groups to support retention and increase course registration and referrals to our academic programs.

Strategy D.1: In-Reach/Internal

The following are examples of tools being utilized to effectively communicate registration and enrollment with the campus community:

- Email blast to students who have applied but have not registered for classes.
- Key messaging on all digital platforms promoting enrollment and registration, which include the college website, social media platforms, videos, digital radio, computer and television displays.
- Tri-fold brochures with information about the programs and services available.
- Promotion of crash/hot list, late-start, online, evening, and weekend classes on the college website, emails, and social media.
- Signage displayed around campus, which include large banners, a-frames, lawn signs, posters, retractables, and table tents.
- Launch targeted print and digital campaigns after the start of each semester, e.g. add one more class, late-start classes, crash/hot list, evening, and online classes.
- Announcements by faculty to students in their classrooms.
- Class schedules and college catalog available in print and online.
- Promotion and sharing information by other departments through respective social media accounts.
- President's monthly newsletter.

Projected Budget: \$35,000

Measuring success:

- Increase followers and engagement by current students, faculty, and classified. professionals by 5% across all social media platforms annually.
- Increase class registration of current students by 5% annually.

Strategy D.2: External/Prospective Student

Another key audience is the prospective student. Prospective students may or may not be familiar with SDCC or its programs. Examples of marketing strategies directed at the prospective student include:

- Environmental scan of businesses within the SD City College feeder area to target professionals and lower level employees who can benefit from classes/certificates at City.
- Print and digital media buys, which include ads in community and college newspapers, search and remarketing ads targeting zip codes in our service area, posters and billboards, traditional and digital radio ads, transit shelter and bench ads, lamppost banners in service area, gmail eblast to specific demographics, and social media ads.
- Collaboration with Outreach on the distribution of promotional materials at information sessions, community events, pop-up locations.
- Consistent marketing to feeder high schools and charter schools, which include large printed ads posted in high traffic areas, distribution of promotional materials and class schedules to counselors and other high school staff.
- Increase advertising, promotion, and engagement to Continuing Education students.
- Promotion of crash/hot list, late-start, online, evening, and weekend classes on the college website, emails, and social media.
- Signage displayed around the perimeter of campus, which include large banners, a-frames, lawn signs, and posters.
- Videos that promote stories of student success, programs, and services.

Projected Budget: \$100,000

Measuring success:

- Increase enrollment at City College for prospective students by 5%.

Strategy D.3: Brand Visibility

To increase SDCC visibility within the community, especially within our service area, we plan to employ various marketing strategies to enhance brand recognition. Examples of those strategies include:

- Consistent City College presence in the community through information sessions, pop-up information booths, participating in community events, and regular visits to our feeder high schools and charter schools and CE.
- Participation at cluster meetings with feeder high schools and K-12.
- Promoting and sharing information on events, programs, and student success stories with local media.
- Advertising on buses and trolleys, and public transportation shelters and benches.
- Sponsorship of key community programs and events.
- Consistent presence and engagement with social media platforms.

Projected Budget: \$25,000

Measuring success:

- Increase engagement on social media platforms.
- Increase participation with community programs and events.
- Track impressions and engagement for advertising materials.

Strategy E: City College Outreach Plan

The role of the San Diego City College Outreach is to inform, support and guide perspective students, families, agencies and the community through interest, exploration and enrollment to the institution. The Outreach Office will aim to empower students by providing the most up-to-date information, program contacts, and clear pathway to successfully matriculate through the enrollment process. We are intentional in our efforts to connect with our community, both on and off campus, and providing them with timely and relevant information to support their success. We continue to collaborate with community organizations to build meaningful connections with the communities we serve.

Outreach Objectives

1. Strengthen partnerships, visibility, and collaboration with:
 - a. Feeder high schools
 - b. K-8 feeder schools
 - c. Community service organizations
 - d. Continuing education institutions
 - e. Businesses
 - f. State agencies
 - g. San Diego City College
2. Expand communication, awareness, and collaboration with on campus services, and academic programs.
3. Deliver enrollment date/task focused marketing and informational materials to prospective students, feeder high schools, community service organizations, Continuing Education institutions, businesses, and state agencies.
4. Enhance social media presence, visibility, interaction, and delivery.

Outreach Strategies

The outreach plan is designed to engage current and prospective students while being intentional about meeting our community where they are with the information and support that they need. The outreach strategies outlined below reflect the conscious efforts to provide relevant and timely information as it relates to pre-enrollment steps, student services support, and degrees and certificate programs to the groups we serve to meet the outreach objectives laid out above.

Strategy E.1: Launch Pre-enrollment Support Services

- City InfoKNIGHTS sessions are held in various community locations, such as community centers and libraries, to present City Insight Session content while bringing campus academic programs and support services. This allows prospective students and families the opportunity to get connected and gain support through the enrollment process.

- City Experience are on-campus tours and mobile information sessions that provides insight and connection to campus services and programs. Two types of tours are available based on audience:
 - Executive Experience tour is tailored to administration guests, new management, faculty, and classified professionals. This will focus on signature programs and services and highlight key areas and insights that guests would find beneficial.
 - Student Experience tour is tailored to any prospective student, family member, educational institution, or community program/service. These sessions emphasize the enrollment process and highlight the student support services that can provide assistance during each step of the enrollment process.
- City Connect sessions are mobile sessions where Outreach ambassadors will be stationed in the community and high traffic areas throughout the city to provide individuals an opportunity to connect with our classified professionals for insight, support, and assistance with the enrollment process.
- City Insight sessions were developed to provide the most up-to-date information about on-campus academic/support programs and services. The goal is to empower students on the enrollment process and provide support with navigating the different degree and certificate options. Session will target:
 - High school senior
 - Prospective student
 - Community service organizations
 - Concurrent enrollment
 - K-10
- City College Open House Day
- HUBU High School Conference
- Charter High School Principal Breakfast
- San Diego Unified High School Principal Breakfast
- Counselor Insight Day

Strategy E.2: Launch Enrollment Support Services

- City ConNEXT sessions were developed to support prospective students and families in the completion of the steps to enrollment.
 - Application for admission
 - Application for Promise
 - Financial Aid
 - FAFSA
 - DREAM Act
 - mySDCCD Portal set-up
- City Registration Days provide students with scheduled, dedicated support services required to complete the enrollment process.
- City Experience is an on-campus tour and mobile information session that provides insight and connection to on-campus services and programs. Outreach ambassadors guide students through the campus while providing insight on how to complete the enrollment process. Each session will provide students with the opportunity to complete all or portions of the enrollment process.
- City Days hosted at various locations throughout the community (feeder high schools, community centers, local libraries, etc.)

Strategy E.3: In-reach Activities

- City Registration Days provide students with scheduled, dedicated support services to complete the process of enrolling in courses.
- Know your date, why wait? Campaign will inform students about the importance of priority registration including enrollment support services.

Projected Outcomes 2019-2020:

- Outreach contacts: 10,000 contacts
- City InfoKnights 2019-2020: 6
- City Connect Sessions (community): 200 sessions
- City Insight Sessions (community): 35 sessions
- City Insight Sessions (high school): 65 sessions
- City ConNEXT Sessions (high school): 90 sessions
- City Experience: 84 tours

Focus Area #3: Models of Practice for Retention

Efforts are underway for the college to continue to improve its retention efforts, particularly among student groups and educational programs with low retention rates. San Diego City College will also continue to increase efforts to have students persist from term to term while offering a baseline of classes during the general 18-week session time frame, but increasing more on-demand course offerings to ensure general sessions run with maximum efficiency. Lastly, SDCC needs to continue research with regards to its students, including but not limited to accurate FTES projections and student-scheduling preferences. Retention efforts have become more imbedded with the Outreach and Marketing plans. These areas include:

- Increased faculty engagement in special programs and activities (eg., Welcome Week and Student Success days)
- Student perception — Survey students while they are in line for financial aid; complete a mystery shopper survey
- Review efforts being made with AB 705 — Are students placed in the correct class? How are we monitoring student progress? Are we communicating with the entire college the purpose and success rates of students completing the new courses developed for AB 705?

A focal concern of the Enrollment Management Committee, as well as most other constituents on campus, is the use of best practices for student retention. Each member of our campus community should have a clear understanding of the college's goals and its culture (identity)--characteristics that nurture a sense of belonging.

The Student Services division regularly reviews its support services processes to ensure that students have the tools they need, inside and outside of the classroom, to be successful in their studies.

The college has engaged in significant student support reform to encourage students to enroll, persist, and be successful. The college has increased its peer mentors, student technicians, and counseling support staff through intentional professional development aimed at promoting student enrollment, retention and completion. The college has expanded its completion projects, targeting disproportionately impacted students, to encourage full-time enrollment, transfer, and career education completion. In addition, the college continues to support student success efforts through informal and formal learning communities such as Scholar/Athletes, EOPS, Foster Youth, DSPP, Formerly Incarcerated, UMOJA, Puente, MESA program.

Leveraging the more than 100 student peer mentors, tutors, and advocates on campus, the college is integrating efforts to promote collaboration, professional cultural competency and soft skills development, as well as shared event coordination as part of its efforts to maximize its message to encourage increased enrollment for current and prospective students.

The college's Title V grant enhances course completion and retention through instructional reforms in targeted courses — math, English, ELAC--as well as six targeted transfer level courses. By promoting acceleration, the college is minimizing the opportunities for students to stop out, a tool critical to increased retention. In addition, the development of cultural hubs promotes increased retention and engagement in partnership with Student Affairs, Mental Health, and other key services to encourage faculty participation.

Many services and resources are offered online to support the online learner including online orientations, access to important information via the campus website on financial aid, student life, transfer advising resources, and admissions. The college has identified targeted processes that are only available in person, and will be working toward broadening its online services (e.g., to include online petition forms/processes and education plans), once Campus Solutions is launched.

City College will continue to provide online counseling for students, which enables students to communicate with trained counselors remotely. Working through ERP, there have been preliminary discussions at the district level to align efforts internally while exploring other online approaches statewide.

To ensure evening students have access to key support services, Admissions, Counseling, Financial Aid and DSPP have extended service hours until 7pm Monday through Thursday. Other student support services are open until 6pm. The college is also offering and expanding evening student support activities, including an evening resource fair and student life programs. Partnering with Equity, the college is offering evening programming for targeted populations who otherwise may have limited access to resources including evening Transfer Application Jams, UMOJA Math Jams, and other academically related events. In addition, the college has

developed targeted weekend hours to provide financial aid, counseling and admission services during peak registration periods and is exploring weekend dates to provide additional student support programs and activities.

Both Student Services and Instruction divisions recognize that student recruitment and retention require quality customer service and a commitment to students. To grow an environment wherein students feel supported and respected, and choose to stay at City College to complete their degrees and certificates, both divisions will engage in increased training in cultural competency and customer relations. In support of this effort, the Student Services division will launch the Ultimate Student Experience program (USE). The goal of this program is to ensure that the needs of both students and support staff are reviewed continually from a Student Services lens. USE will critically focus on the institutional barriers that limit student access to resources, while developing processes and conditions that better support employees in meeting student needs and institutional expectations.

Appendix A — Weekend, Evening, and Online Program Timeline

PROJECT TIMELINE

Weekend, Evening and Online Program Timeline

2019-
2020



- Currently all evening classes for Spring & Intercession are being scheduled in either T & S bldg. or MS bldg.
- Enlisted Guided Pathways assistance in creating the online, weekend and evening pathways
 - Sept. 5th – Provided Deans with a list of online, & evening degrees & certificate. 2 Schools responded with which programs are or can be available.
 - Sept. 16th – Instructional Cabinet will discuss weekend, evening and online programs.
 - Sept 20th – Receive complete weekend, evening & online list from Deans.
 - Oct. 1st – Get feedback from Instructional Cabinet which programs can be completed from each School.
 - Oct. 30th – Identify programs that students can complete entirely in the evening.
 - Nov. 30th – Deans to identify at least one degree program that can be completed fully online. Or provided a plan of what is missing that needs to be created for that degree.
 - Nov. 30th – Identifiable weekend programs.
- Spring 2020 – Programs beginning in Summer will need to be placed in schedule building.
- Spring 2020 – Support Faculty with Curriculum modifications required for any of these programs.
- November- January – Work with Cesar to create Marketing Campaign
- December- January – Building Schedule that will begin in Summer or Fall for online, weekend, and evening.
- Fall 2020 – Evaluate Programming improvements using Lessons Learned and make changes as needed.

Appendix B — Marketing and Outreach Plan Timeline

SAN DIEGO CITY COLLEGE

2019/20 MARKETING AND OUTREACH PLAN TIMELINE

JUNE 2019

TARGET AUDIENCE	OBJECTIVE	SEMESTER	LEAD	ACTIVITY	TIMELINE	BUDGET	METRICS
Current students	Encourage students to register for classes	Late-start Summer	Communications	Replace Summer material with late-start materials (30 posters and 200 flyers to be distributed across campus, banners, Visix and computer screens)	First week of June	\$120	
Prospective and current students	Promote enrollment of Summer semester	Late-start Summer	Communications	Post digital flyer of "Register for late-start classes" on social media	First week of June	No cost	Facebook reach: 300; Twitter impressions: 200; LinkedIn impressions: 500
Students who applied but never registered	Encourage registration	Late-start Summer	Communications	"Register Now for Late-start Classes" e-blast (Constant Contact)	First week of June	Prepaid annual subscription	16% open rate; 13% click through rate
Prospective high school students and counselors	Promote concurrent enrollment	Summer, Fall	Communications	Connect with Outreach to collect email addresses of high school students and their counselors at Outreach events for June	emails to be collected all throughout June	No cost	Collect 100 email addresses from high school students and counselors
Prospective high school students	Promote enrollment of Summer semester	Summer, Fall	Communications	Provide support to Outreach Office by designing and producing flyers and other materials for their Outreach events in June	First week of June	\$240	
Prospective and current students	Encourage students to apply to San Diego City College	Summer, Fall	Outreach, FYS	Tabling at CEC Graduation Ceremony	May	No cost	
Prospective and current students	Promote enrollment of Fall	Fall	Outreach, FYS, Communications	Constant Contact e-blast to encourage students to attend Student Success Day (Constant Contact)	June-Aug	No cost	16% open rate; 13% click through rate

JULY 2019

TARGET AUDIENCE	OBJECTIVE	SEMESTER	LEAD	ACTIVITY	TIMELINE	BUDGET	METRICS
Prospective students	Completion of enrollment process for Fall courses including concurrent enrollment	Summer	Outreach	Summer School outreach	Biweekly at each site (Crawford, Lincoln, Morse, San Diego, Garfield)	Student Ambassador Staffing costs	
New and returning students	Completion of enrollment process for Summer late-start and Fall courses	Summer, Fall	Outreach	Kick Start Sessions	Held twice, weekly (am & pm session)	Printing of paper marketing	
Prospective and current students	Summer enrollment promotion	Late Summer	Outreach	City conNext Sessions at local establishments	Weekly	Printing of paper marketing	
High school students	Summer and Fall enrollment (regular and concurrent)	Late Summer, Fall	Outreach	City Insights Sessions at high schools		Printing of paper marketing	
Prospective and current students; community members	Fall enrollment	Fall	Outreach	City Info Knights		Printing of paper marketing	
Prospective and current students	Encourage students to register for classes	Fall	Communications	Post digital flyer "Register for Fall Classes now" on social media	On July 18 until registration deadline (August 31). Frequency: Every three days	No cost	Facebook reach: 300; Twitter impressions: 200; LinkedIn impressions: 500
Current students	Encourage students to register for classes	Fall	Communications	"Register for Fall Classes Now" Posters (30) and flyers (200) to be distributed across campus	On July 18th until registration deadline (August 31).	\$120	
Students who applied but never registered	Encourage registration	Fall	Communications	"Register Now for Fall Classes" e-blast via Constant Contact	July 18-August 31; once a week	Prepaid annual subscription	16% open rate; 13% click through rate
Current students		Fall	Outreach, Counseling	Fall HUBU Conference planning	Oct 2018		
New students	Provide new student with opportunity to become familiar with the campus and support services available	Fall	Outreach, Student Affairs	Welcome Week planning	July-Aug		
Prospective and current students	Plan and execute consultant agreements, advertising buys for 2020	Spring	Communications, Outreach	Review marketing budget; execute media buys for Spring, Summer, Fall 2020	July	TBD	

AUGUST 2019

TARGET AUDIENCE	OBJECTIVE	SEMESTER	LEAD	ACTIVITY	TIMELINE	BUDGET	METRICS
Prospective high school students	Promote enrollment of Summer semester	Fall	Communications	Provide support to Outreach by designing and producing flyers and other materials for their Outreach events in March	First week of August	\$240	
Prospective and current students	Encourage students to register for classes	Fall	Outreach	Passport to Life	TBD		800 Prospective students
New students	Week of Welcome	Fall	Outreach, Student Affairs	Welcome Week- Activities, and Information hubs	08/27-08/30	\$500	
Prospective high school students	Promote concurrent enrollment	Fall	Outreach, Admissions	Assist with the Processing & Enrolling of concurrent Enrollment students	08/27-08/30	No cost	Increase concurrent enrollment by 50 more students over Fall 2017
CE students	Fall enrollment	Fall	Outreach	City conNEXT	Week 1: Tabling/promotion Week 2: City Insights Week 3: Tabling/promotion Week 4: City's Next		
Senior classroom/college support courses	Promote City Insight Sessions for HS graduates	Fall	Outreach	City Insight Sessions	First week of HS faculty returning	Printing of paper marketing	
Senior classroom/college support courses	City Insight Sessions for HS graduates	Fall	Outreach	City Insight Sessions	Weekly	Printing of paper marketing	
HS concurrent enrollment, graduating seniors	Promote "City's Next" support Sessions	Fall	Outreach	Promote "City's Next" Sessions	Weekly	Poster marketing	
Prospective and current students	Fall enrollment promotion	Fall, Late Fall	Outreach	City Connect Sessions at local establishments	Weekly	Printing of paper marketing	
Prospective and current students	Fall enrollment (regular and concurrent)	Fall, Late Fall	Outreach	City Info Knights	Monthly	Printing of paper marketing	
New and returning students	Completion of enrollment process Fall courses	Fall, Late Fall	Outreach	Kick Start Sessions	Held twice, weekly (AM/PM session)	Printing of paper marketing	
HS Concurrent Enrollment/CCAP	Promote City Insight Sessions on concurrent enrollment	Fall, Late Fall	Outreach	City Insight Sessions promotion via email and print	First week of HS faculty returning	Printing of paper marketing	
HS concurrent enrollment	Inform students about concurrent enrollment possibilities	Fall, Late Fall	Outreach	City Insight Sessions	As requested	Printing of paper marketing	

SEPTEMBER 2019

TARGET AUDIENCE	OBJECTIVE	SEMESTER	LEAD	ACTIVITY	TIMELINE	BUDGET	METRICS
Prospective high school students	Promote enrollment of Summer semester	Fall	Communications	Provide support to Outreach by designing and producing flyers and other materials for their Outreach events in September	First week of September	\$240	
Prospective students	Promote College Going Culture	Fall	Outreach	Adopt a Middle School Project	Sept 1-Oct 1	\$1,500	60 middle school campus tour
Prospective high school students	Promote City College	Fall	Outreach	Feeder High School Open House events	Sept-Oct		Collect 100 email addresses from high school students and counselors
Prospective and current students	Fall late-start enrollment promotion	Fall	Outreach	City Connect Sessions at local establishments	Weekly	Printing of paper marketing	
Prospective and current students	Fall late-start enrollment (regular and concurrent)	Fall	Outreach	City Info Knights		Printing of paper marketing	
CE students	Fall late-start enrollment	Fall	Outreach	City conNEXT	Week 1: Tabling/promotion Week 2: City Insights Week 3: Tabling/promotion Week 4: City's Next		
New and returning students	Completion of enrollment process for Fall late-start courses	Fall	Outreach	Kick Start Sessions	Held twice, weekly (AM/PM session)	Printing of paper marketing	
Senior classroom/college support courses	City Insight Sessions for HS graduates	Fall	Outreach	City Insight Sessions	Weekly	Printing of paper marketing	
HS concurrent enrollment, graduating seniors	Complete 6 steps of enrollment	Fall	Outreach	City's Next Sessions	Weekly	Tracking documents/promotional items, acceptance letters	
Current students	Encourage students to register for classes	Fall late-start	Communications	Replace "Register for Fall Classes Now" materials with "Late-start Classes" Posters (30) and flyers (200) to be distributed across campus	On Sept 1-Sept 30th	\$120	
Prospective and current students	Promote registration for Fall late-start classes	Fall late-start	Communications	Post digital flyer of "Register for late-start classes" on social media (Facebook, Twitter, LinkedIn, etc)	Sept 2nd through sept 9th in every other day increments	No cost	Facebook reach: 300; Twitter impressions: 200; LinkedIn impressions: 500
Students who applied but never registered	Encourage registration	Fall late-start	Communications	"Register Now for Late-start Classes" e-blast (Constant Contact)	Sept 2nd and Sept 5th	Prepaid Annual Subscription	16% open rate; 13% click through rate
HS concurrent enrollment	Inform students about concurrent enrollment possibilities	Fall late-start	Outreach	Concurrent enrollment City Insight Sessions	As requested	Printing of paper marketing	
Prospective and current students	Host high school cluster meeting and campus tour for all high schools	Fall, Spring	Outreach	Host High School PTA/Cluster campus tour for all feeders high school	Fall & Oct	\$10,500	Number of parents & student participate on campus tour
Prospective students, ages 18-34	Encourage prospectives to apply for Summer semester	Intercession and Spring 2019	Communications	Facebook Ads for prospective and current students to apply for Summer semester	Set clicks per day at 50 from September 15 to November 1st	\$1,000	1,500 click rate
Prospective students	Promote enrollment for Spring 2019 semester	Intercession and Spring 2019	Communications	Post digital flyer of "Apply now to get priority registration" on social media (Facebook, Twitter, LinkedIn, etc) and campus monitors	Second week of September until deadline November 2018	No cost	Facebook reach: 300; Twitter impressions: 200; LinkedIn impressions: 500
Prospective high school students and counselors	Promote concurrent enrollment	Spring	Communications	Connect with Outreach to collect email addresses of high school students and their counselors at Outreach events for September	emails to be collected all throughout September	No cost	Collect 100 email addresses from high school students and counselors

OCTOBER 2019

TARGET AUDIENCE	OBJECTIVE	SEMESTER	LEAD	ACTIVITY	TIMELINE	BUDGET	METRICS
Current students	Promote student success and retention for Black and Latinx male students	Fall	Outreach, Counseling	HUBU Conference	TBD	\$13,000	200 students
High school seniors	Promote enrollment Fall semester	Fall	Outreach	Financial Aid Workshops at all Feeder High School	Oct 1-March 2 2019		Collect 100 email addresses from high school students and counselors
Prospective and current students	Fall late-start enrollment promotion	Fall	Outreach	City Connect Sessions at local establishments	Weekly	Printing of paper marketing	
Prospective and current students	Fall late-start enrollment (regular and concurrent)	Fall	Outreach	City Insights Sessions		Printing of paper marketing	
CE students	Fall late-start enrollment	Fall	Outreach	City conNEXT	Week 1: Tabling/promotion Week 2: City Insights Week 3: Tabling/promotion Week 4: City's Next		
Lincoln Cluster	College updates, information, tour	Fall	Outreach, Communications	City Experience	Monday, October 14, 2019 (tentative)	Charter buses \$\$	20 people
New and returning students	Completion of enrollment process for Fall late-start courses	Fall	Outreach	Kick Start Sessions	Held twice, weekly (AM/PM session)	Printing of paper marketing	
Senior classroom/college support courses	City Insight Sessions for HS graduates	Fall	Outreach	City Insights Sessions	Weekly	Printing of paper marketing	
HS concurrent enrollment, graduating seniors	Complete 6 steps of enrollment	Fall	Outreach	City's Next Sessions	Weekly	Tracking documents/promotional items, acceptance letters	
HS graduating seniors	Campus preview, application completion (Admissions and Promise Program)	Fall	Outreach	SDUSD Day	October 16, 2019	Bussing, Lunch, informational material, and directional marketing.	
HS Juniors and Seniors	Campus connection	Fall	Outreach	HUBU HS Conference	October 30, 2019	\$10,000	200 HS students
High School Principal Breakfast	College updates, strengthening partnerships and collaboration	Fall, Spring	Outreach, Communications	City Experience	Friday, October 11, 2019		Connect with 7 feeder HS Principals
Prospective high school students and counselors	Promote concurrent enrollment	Spring	Communications	Connect with Outreach to collect email addresses of high school students and their counselors at Outreach events for October	emails to be collected all throughout October	No cost	Collect 100 email addresses from high school students and counselors
Prospective students-CCAP/Concurrent	Promote concurrent enrollment	Spring	Outreach	Conduct Concurrent Enrollment Orientation at all Feeder school	OCT-DEC 2018	\$200 Flyers	Collect 100 email addresses from high school students and counselors

NOVEMBER 2019

TARGET AUDIENCE	OBJECTIVE	SEMESTER	LEAD	ACTIVITY	TIMELINE	BUDGET	METRICS
Prospective students	Encourage a college going Culture	Fall	Outreach	9th Grade Campus Tour Feeder High School & Lunch	November- Dec	\$3,000	300 students
Prospective and current students	Encourage students to register for classes	Interession and Spring 2019	Communications	Post digital flyer * Register for (Interession or Spring) Classes now" on social media	On November 15 until registration deadline (February 8?). Frequency: Every three days	No cost	Facebook reach: 300; Twitter impressions: 200; LinkedIn impressions: 500
Current students	Encourage students to register for classes	Interession and Spring 2019	Communications	*Register for (Interession or Spring) Classes Now" Posters (30) and flyers (200) to be distributed across campus	On November 15 until registration deadline (February 8)	\$120	
Students who applied but never registered	Encourage registration	Interession and Spring 2019	Communications	*Register Now for (Interession or Spring) Classes" e-blast (Constant Contact)	November 15 through February 8 once a week	Prepaid Annual Subscription	16% open rate; 13% click through rate
Prospective and current students	Spring/Interession enrollment promotion	Spring	Outreach	City Connect Sessions at local establishments	Weekly	Printing of paper marketing	
Prospective and current students	Spring/Interession enrollment (regular and concurrent)	Spring	Outreach	City Info Knights		Printing of paper marketing	
CE students	Spring enrollment	Spring	Outreach	City conNEXT	Week 1: Tabling/promotion Week 2: City Insights Week 3: Tabling/promotion Week 4: City's Next		
SD Unified Counselors	Strengthening partnership, College updates	Spring	Outreach/ Communications	High School Counselor Conference	Second Week in November	\$1,500	
New and returning students	Completion of enrollment process for Interession and Spring courses	Spring	Outreach	Kick Start Sessions	Held twice, weekly (AM/PM session)	Printing of paper marketing	
Senior classroom/college support courses	City Insight Sessions for HS graduates	Spring	Outreach	City Insight Sessions	Weekly	Printing of paper marketing	
HS concurrent enrollment, graduating seniors	Complete 6 steps of enrollment	Spring	Outreach	City's Next Sessions	Weekly	Tracking documents/ promotional items, acceptance letters	

DECEMBER 2019

TARGET AUDIENCE	OBJECTIVE	SEMESTER	LEAD	ACTIVITY	TIMELINE	BUDGET	METRICS
Prospective and current students	Encourage students to register for classes	Interession and Spring 2019	Communications	Post digital flyer * Register for (Interession or Spring) Classes now" on social media	On November 15 until registration deadline (February 8?). Frequency: Every three days	No cost	Facebook reach: 300; Twitter impressions: 200; LinkedIn impressions: 500
Students who applied but never registered	Encourage registration	Interession and Spring 2019	Communications	*Register Now for (Interession or Spring) Classes" e-blast (Constant Contact)	November 15 through February 8 once a week	Prepaid Annual Subscription	16% open rate; 13% click through rate
Prospective and current students	Spring/Interession enrollment promotion	Spring	Outreach	City Connect Sessions at local establishments	Weekly	Printing of paper marketing	
Prospective and current students	Spring/ Interession enrollment (regular and concurrent)	Spring	Outreach	City Info Knights		Printing of paper marketing	
CE students	Spring enrollment	Spring	Outreach	City conNEXT	Week 1: Tabling/promotion Week 2: City Insights Week 3: Tabling/promotion Week 4: City's Next		
New and returning students	Completion of enrollment process for Interession and Spring courses	Spring	Outreach	Kick Start Sessions	Held twice, weekly (AM/PM session)	Printing of paper marketing	
Senior classroom/college support courses	City Insight Sessions for HS graduates	Spring	Outreach	City Insight Sessions	Weekly	Printing of paper marketing	
HS concurrent enrollment, graduating seniors	Complete 6 steps of enrollment	Spring	Outreach	City's Next Sessions	Weekly	Tracking documents/ promotional items, acceptance letters	
New and returning students	Support students in the registration of courses	Spring	Outreach	City Registration Days	Held twice, weekly (AM/PM session)	Printing of paper marketing/ enrollment support documents	

JANUARY 2020

TARGET AUDIENCE	OBJECTIVE	SEMESTER	LEAD	ACTIVITY	TIMELINE	BUDGET	METRICS
VP of Instruction and Deans	Obtain courses that still need to be filled	Spring	Communications	Reach out to VP of Instruction and Deans for "hot list"	3rd Week of January	No cost	
Prospective and Current students	Encourage students to register for classes that still need to be filled	Spring	Communications	Post digital flyer * Classes still available, register now" on social media	Last week of January until registration deadline February 8th?	No cost	Facebook reach: 300; Twitter impressions: 200; LinkedIn impressions: 500
Prospective high school students	Promote Concurrent enrollment	Spring	Outreach, Admissions	Assist with the Processing & Enrolling of concurrent Enrollment students	Jan 1- Feb1	No cost	Increase concurrent enrollment by 50 or more students over Spring 2019
New students/Current students	Week Of Welcome	Spring	Outreach, Student Affairs	Welcome Week- Activities, and Information hubs	Jan 28-31	\$500	
Prospective and current students	Spring enrollment promotion	Spring	Outreach	City Connect Sessions at local establishments	Weekly	Printing of paper marketing	
Prospective and current students	Spring enrollment (regular and concurrent)	Spring	Outreach	City Info Knights		Printing of paper marketing	
CE students	Spring enrollment	Spring	Outreach	City conNEXT	Week 1: Tabling/promotion Week 2: City Insights Week 3: Tabling/promotion Week 4: City's Next		
New and returning students	Completion of enrollment process for Spring courses	Spring	Outreach	Kick Start Sessions	Held twice, weekly (AM/PM session)	Printing of paper marketing	
New and returning students	Support students in the registration of courses	Spring	Outreach	City Registration Days	Held twice, weekly (AM/PM session)	Printing of paper marketing, enrollment support documents	
HS concurrent enrollment	Promote City Insight Sessions on concurrent enrollment	Spring	Outreach	Concurrent enrollment City Insight Sessions promotion via email and print	First week of HS faculty returning	Printing of paper marketing	
HS concurrent enrollment	Inform students about concurrent enrollment possibilities	Spring	Outreach	Concurrent enrollment City Insight Sessions	As requested	Printing of paper marketing	
HS concurrent enrollment, graduating seniors	Promote City's Next Sessions	Spring, Summer, Fall	Outreach	Promote City's Next Sessions	Weekly	Poster marketing	
Senior classroom/college support courses	Promote City Insight Sessions for HS graduates	Summer, Fall	Outreach	City Insight Sessions	First week of HS faculty returning	Printing of paper marketing	
Senior classroom/college support courses	City Insight Sessions for HS graduates	Summer, Fall	Outreach	City Insight Sessions	Weekly	Printing of paper marketing	

FEBRUARY 2020

TARGET AUDIENCE	OBJECTIVE	SEMESTER	LEAD	ACTIVITY	TIMELINE	BUDGET	METRICS
New and returning students	Support students in the registration of Spring late-start courses	Spring	Outreach	City Registration Days	Held twice, weekly (AM/PM session)	Printing of paper marketing/ enrollment support documents	
High school seniors	Promote enrollment	Spring	Outreach	Financial Aid Workshops at all Feeder High School	Feb-March 2 2019		Collect 100 email addresses from high school students and counselors
Current and Prospective students	Promote enrollment in late-start classes	Spring late-start	Communications	Post digital flyer " Register for Late-Start Classes now" on social media	First Week of February	No cost	Facebook reach: 300; Twitter impressions: 200; LinkedIn impressions: 500
Prospective and current students	late-start Spring and Summer enrollment promotion	Spring, Summer	Outreach	City Connect Sessions at local establishments		Printing of paper marketing	
Prospective and current students	late-start Spring and Summer enrollment (regular and concurrent)	Spring, Summer	Outreach	City Info Knights		Printing of paper marketing	
CE students	late-start Spring and Summer enrollment	Spring, Summer	Outreach	City conNEXT	Week 1: Tabling/promotion Week 2: City Insights Week 3: Tabling/promotion Week 4: City's Next		
New and returning students	Completion of enrollment process for Spring late-start and Summer courses	Spring, Summer	Outreach	Kick Start Sessions	Held twice, weekly (AM/PM session)	Printing of paper marketing	
HS concurrent enrollment, graduating seniors	Complete 6 steps of enrollment	Spring, Summer, Fall	Outreach	City's Next Sessions	Weekly	Tracking documents/ promotional items, acceptance letters	
Senior classroom/college support courses	City Insight Sessions for HS graduates	Summer, Fall	Outreach	City Insight Sessions	Weekly	Printing of paper marketing	
High school seniors	Promote enrollment Fall	Fall	Outreach	City College Admissions Application Workshop Feeder H.S.	Feb-April 2019	No cost	300 Completed applications
HS concurrent enrollment	Inform students about concurrent enrollment possibilities	Fall	Outreach	Concurrent enrollment City Insight Sessions	As requested	Printing of paper marketing	

MARCH 2020

TARGET AUDIENCE	OBJECTIVE	SEMESTER	LEAD	ACTIVITY	TIMELINE	BUDGET	METRICS
High school seniors	Promote student success and retention for Black and Latinx male students	Spring	Outreach, Counseling	HUBU High School Conference	TBD	\$13,000	200 students
High school counselors	Promote Counselor Conference	Spring	Outreach	promotion & Planning Counselor Conference	March- April		
Prospective and current students	Spring late-start and Summer enrollment promotion	Spring, Summer	Outreach	City Connect Sessions at local establishments	Weekly	Printing of paper marketing	
Prospective and current students	Spring late-start, Summer, and Fall enrollment (regular and concurrent)	Spring, Summer, Fall	Outreach	City Info Knights		Printing of paper marketing	
CE students	Spring late-start, Summer, and Fall enrollment	Spring, Summer, Fall	Outreach	City conNEXT	Week 1: Tabling/promotion Week 2: City Insights Week 3: Tabling/promotion Week 4: City's Next		
Community members, prospective and current students	Community outreach and awareness, campus safety	Spring, Summer, Fall	Outreach	City Fest	Friday, March 20, 2020		
Current City College students - First Year	Increase enrollment to City College	Spring, Fall	First Year Services	E-bulletin to all FYS to increase course enrollments	March- August 2019	No cost	Increase enrollments of FYS students by 3%
Continuing Education	Increase CE enrollment	Spring, Fall	VPSS and VPI	Host regular collaboration meetings to increase course offerings for CE students, from an Outreach, admissions, instruction collaboration approach	March 1st- Through April 20th	No cost	Increase CE enrollments by 3% annually
Prospective and current students	Promote enrollment of Summer semester	Summer	Communications	Post digital flyer of "Apply now to get priority registration" on social media (Facebook, Twitter, LinkedIn, etc) and campus monitors	March through April in 3 day increments	No cost	Facebook reach: 300; Twitter impressions: 200; LinkedIn impressions: 500
Prospective and current students	Visibility and promotion of semester	Summer	Communications	"Apply now for Summer Semester" Large banner - B Street bridge, Medium banner - MS building C & 16th, Small banners - AHJBT Quad and Athletics/Fitness Center fence	First week of March; Leave up until registration begins	\$120	
Prospective students, ages 18-34	Encourage prospectives to apply for Summer semester	Summer	Communications	Social Media Ads for prospective and current students to apply for Summer semester	Digital Marketing firm to start March 1st to April 26	\$5,000	Facebook CTR: 1,500; Snapchat CTR: 25%
4-year college students and prospective students	Encourage 4-year college students to apply	Summer	Communications	Digital or print ads in 4-year college newspapers "Apply now for Summer" and community newspapers	Submit ad for 1st week of March (ad will be monthly)	Digital: \$2,000 Print: \$1,865	Targeted reach; SDSU: 30,000, CSU San Marcos: 17,000, UCSD: 40,000, USD: 8,700
Prospective high school students and counselors	Promote concurrent enrollment	Summer	Communications	Connect with Outreach to collect email addresses of high school students and their counselors at Outreach events for April	emails to be collected all throughout April	No cost	Collect 100 email addresses from high school students and counselors
Prospective high school students	Promote enrollment of Summer semester	Summer, Fall	Communications	Provide support to Outreach Office by designing and producing flyers and other materials for their Outreach events in March	First week of March	\$240	
Prospective and current students	Promote enrollment Fall / Summer	Summer, Fall	Outreach	Open House promotion Begins	March 1st- Through April 20th		Number of Fall application
Promise students	Fall-August 2019	Summer, Fall	Outreach and FYS	Encouraging full time enrollment though FYS support team of technicians calling and activities planned and built into agreement	Spring to August 2019		65% full time enrollment of participants by program completion
New and returning students	Completion of enrollment process for Summer and Fall courses	Summer, Fall	Outreach	Kick Start Sessions	Held twice, weekly (AM/PM session)	Printing of paper marketing	
HS concurrent enrollment	Inform students about concurrent enrollment possibilities	Summer, Fall	Outreach	Concurrent enrollment City Insight Sessions	As requested	Printing of paper marketing	
Senior classroom/college support courses	City Insight Sessions for HS graduates	Summer, Fall	Outreach	City Insight Sessions	Weekly	Printing of paper marketing	
HS concurrent enrollment, graduating seniors	Complete 6 steps of enrollment	Summer, Fall	Outreach	City's Next Sessions	Weekly	Tracking documents/ promotional items, acceptance letters	
High school seniors	Promote enrollment of Fall semester	Fall	Outreach	Weekly Visits at all Feeder High Schools- Contact all graduating Seniors 4 hour per school	March 1-June 1	No cost	Number of Fall application
High school seniors	Promote enrollment of Fall semester	Fall	Outreach	Application Workshops at All Feeder High School 2hours presentation (7) Feeder Schools	February 1-March 2	No cost	Number of Fall application
High school seniors	Promote enrollment Fall semester	Fall	Outreach	Financial Aid Workshops 2hours presentation (7) Feeder Schools	January-March 2	No cost	Number of Fall application
High school seniors	Promote enrollment Fall semester	Fall	Outreach	Online Orientation Workshops	January-April	No cost	Number of Fall application
High school seniors	Promote enrollment Fall semester	Fall	Outreach	Presentations at HS College Knightss		No cost	Number of Fall application
Prospective and current students	Promote enrollment	Fall	Outreach	San Diego City College Presentation at Urban League	April- May	No cost	Enroll 25 students in course at Urban League
High school counselors	Promote City College Programs and Student services available	Fall	Outreach	promotion & Planning Counselor Conference	March- April		

APRIL 2020

TARGET AUDIENCE	OBJECTIVE	SEMESTER	LEAD	ACTIVITY	TIMELINE	BUDGET	METRICS
Formerly incarcerated students	Increase enrollment	Spring, Fall	Outreach and Student Development	Hosting targeted meetings on campus	Spring semester	\$3,000	Host two meetings a year
Prospective students	Increase Latino enrollment	Spring, Fall	Outreach and Title V	Hosting special events for students and families	ongoing	\$1,500	Increase Latino Enrollment
Prospective and current students	Increase enrollment	Summer	Communications	Tease Summer class schedule	Frist week of April		
Prospective and current students	Encourage students to register for classes	Summer	Communications	Post digital flyer * Register for Summer Classes now" on social media	On April 10th until registration deadline (June 1). Frequency: Every three days	No cost	
Current students	Encourage students to register for classes	Summer	Communications	"Register for Summer Classes Now" Posters (30) and flyers (200) to be distributed across campus	On April 10th until registration deadline (June 1).	\$120	
Students who applied but never registered	Encourage registration	Summer	Communications	"Register Now for Summer Classes" e-blast (Constant Contact)	April 10th until registration deadline (June 1); frequency: once every week	Prepaid annual subscription	
Prospective high school students and counselors	Promote concurrent enrollment	Summer	Communications	Connect with Outreach to collect email addresses of high school students and their counselors at Outreach events for April	emails to be collected all throughout April	No cost	Collect 100 email addresses from high school students and counselors
Students who applied but never registered	Encourage registration	Summer	Outreach	"Register Now for Summer Classes" easy text	April 10th until registration deadline (June 1); frequency: once every week	Annual subscription	50 New students
Prospective and current students	Encourage students to register for classes	Summer	Outreach	"Register Now for Summer Classes" included in Open House Material	April 19th	\$200	
Prospective high school students	Promote enrollment of Summer semester	Summer, Fall	Communications	Provide support to Outreach Office by designing and producing flyers and other materials for their Outreach events in April	First week of April	\$240	
Prospective and current students	Increase Community & Continuing Education Awareness	Summer, Fall	Outreach	The Annual Open House Event	April 19th	\$6,500	The number of attendees at the open house event
Prospective and current students	Increase Community & Continuing Education Awareness	Summer, Fall	Outreach	The Annual Open House Event	April 19th	\$3,000	The number of attendees at the open house event
Prospective and current students	Summer and Fall enrollment promotion	Summer, Fall	Outreach	City Connect Sessions at local establishments	Weekly	Printing of paper marketing	
Prospective and current students	Summer and Fall enrollment (regular and concurrent)	Summer, Fall	Outreach	City Info Knights		Printing of paper marketing	
CE students	Summer and Fall enrollment	Summer, Fall	Outreach	City conNEXT	Week 1: Tabling/promotion Week 2: City Insights Week 3: Tabling/promotion Week 4: City's Next		
New and returning students	Completion of enrollment process for Summer and Fall courses	Summer, Fall	Outreach	Kick Start Sessions	Held twice, weekly (AM/PM session)	Printing of paper marketing	
HS concurrent enrollment	Inform students about concurrent enrollment possibilities	Summer, Fall	Outreach	Concurrent enrollment City Insight Sessions	As requested	Printing of paper marketing	
Senior classroom/college support courses	City Insight Sessions for HS graduates	Summer, Fall	Outreach	City Insight Sessions	Weekly	Printing of paper marketing	
HS concurrent enrollment, graduating seniors	Complete 6 steps of enrollment	Summer, Fall	Outreach	City's Next Sessions	Weekly	Tracking documents/promotional items, acceptance letters	
Prospective and continuing students; CE students; Community members	College information, tours	Summer, Fall	Outreach, Communications	City Open House Day	April 16, 2019	\$5,000	
Prospective students	Increase Foster Youth numbers	Fall	EOPS and Outreach	Host counselors and students	Spring and ongoing	\$1,500	
High school counselors	Increase Concurrent enrollment & Increase enrollment from High School	Fall	Outreach	High School Counselor Conference	April- TBD	\$1,500	
General prospective High School students	Increase Concurrent enrollment & Increase enrollment from High School	Fall	Outreach	City College presentations, applications, & regular and conference event Tabling activities	ongoing	\$80,000 ambassador pay (SSSP Budget)	
Prospective students	African American Student population	Fall	Outreach	Super Sunday Event- Provide information Application workshops at Local Churches monthly visit annually	April-May	No cost	Gain 50 African students from Super Sunday program annually
Prospective students	Increase Foster Youth numbers	Fall	EOPS and Outreach	Host counselors and students	Spring and ongoing	\$1,500	
Prospective students	Encourage students to Register for classes	Fall	Outreach, Assessment	Assessments Proctored at Local HS for Concurrent enrollment	Fall & Spring		Increase number students that complete Assessment
Prospective students	Increase SSSP Assessment	Fall	Outreach, Assessment	Assessments Proctored at Local HS for Concurrent enrollment	April 1-June 5		200 students completing Assessment
Prospective students: High School student	Increase CCAP & Concurrent enrollment	Fall	Outreach	Conduct Concurrent Enrollment Orientation at all Feeder school	April- May	\$300 Printing material	Increase in student enrollment in Concurrent enrollment by 50 more students above last Fall

MAY 2020

TARGET AUDIENCE	OBJECTIVE	SEMESTER	LEAD	ACTIVITY	TIMELINE	BUDGET	METRICS
Prospective and current students	Encourage students to register for classes	Summer	Communications	Post digital flyer "Register for Summer Classes now" on social media	On May 1st until registration deadline (June 1). Frequency: Every three days	No cost	Facebook reach: 300; Twitter impressions: 200; LinkedIn impressions: 500
Students who applied but never registered	Encourage registration	Summer	Communications	"Register Now for Summer Classes" e-blast (Constant Contact)	May until registration deadline (June 1); frequency: once every week	Annual prepaid subscription	16% open rate; 13% click through rate
VP of Instruction and Deans	Obtain courses that still need to be filled	Summer	Communications	Reach out to VP of Instruction and Deans for "hot list"	3rd week of May	No cost	
New and returning students	Support students in the registration of courses	Summer	Outreach	City Registration Days	Held twice, weekly (AM/PM session)	Printing of paper marketing/ enrollment support documents	
Prospective high school students and counselors	Promote concurrent enrollment	Summer	Communications	Connect with Outreach to collect email addresses of high school students and their counselors at Outreach events for May	emails to be collected all throughout April	No cost	Collect 100 email addresses from high school students and counselors
Prospective high school students	Promote enrollment of Summer semester	Summer, Fall	Communications	Provide support to Outreach Office by designing and producing flyers and other materials for their Outreach events in May	First week of May	\$240	
High school seniors	Encourage students to register for classes	Summer, Fall	Outreach	Lincoln High School Info Knights	May	No cost	
Prospective and current students	Encourage students to register for classes	Summer, Fall	Outreach	Tabling at Graduation Ceremony	May	No cost	
Prospective and current students	Summer and Fall enrollment promotion	Summer, Fall	Outreach	City Connect Sessions at local establishments	Weekly	Printing of paper marketing	
Prospective and current students	Summer and Fall enrollment (regular and concurrent)	Summer, Fall	Outreach	City Info Knights		Printing of paper marketing	
CE students	Summer and Fall enrollment	Summer, Fall	Outreach	City conNEXT	Week 1: Tabling/promotion Week 2: City Insights Week 3: Tabling/promotion Week 4: City's Next		
New and returning students	Completion of enrollment process for Summer and Fall courses	Summer, Fall	Outreach	Kick Start Sessions	Held twice, weekly (AM/PM session)	Printing of paper marketing	
HS concurrent enrollment	Inform students about concurrent enrollment possibilities	Summer, Fall	Outreach	Concurrent enrollment City Insight Sessions	As requested	Printing of paper marketing	
Senior classroom/college support courses	City Insight Sessions for HS graduates	Summer, Fall	Outreach	City Insight Sessions	Weekly	Printing of paper marketing	
HS concurrent enrollment, graduating seniors	Complete 6 steps of enrollment	Summer, Fall	Outreach	City's Next Sessions	Weekly	Tracking documents/ promotional items, acceptance letters	
Graduating high school seniors, CE populations	Provide informational material about City and support	Summer, Fall	Outreach	City Connect (tabling): Congrats Graduate	Attend all local HS and CE graduation ceremonies	Printing of paper marketing	
Prospective students, ages 18-34	Encourage prospectives to apply for Summer semester	Fall	Communications	Social media Ads for prospective students to apply for Fall semester	Set clicks per day at 50 from May 1st to June 30	\$7,000	1,500 Click rate, snap chat click through rate 25%
Prospective and current students	Promote enrollment of Fall semester	Fall	Communications	Post digital flyer of "Apply now to get priority registration" on social media (Facebook, Twitter, LinkedIn, etc)	May 1st through June 30 in 3 day increments	No cost	Facebook reach: 300; Twitter impressions: 200; LinkedIn impressions: 500
Prospective AA students	Promote enrollment for Fall semester	Fall	Outreach, Communications	AA Achievement Summit	May	\$3,000	
Prospective and current students	Visibility and promotion of semester	Fall	Communications	"Apply now for Fall Semester" Large banner - B Street bridge, Medium banner - MS building C and 16th, Small banners - AH/BT Quad and Athletics/Fitness Center fence	1st week of May; Leave up until registration begins	\$120	
Prospective students, ages 18-34	Encourage prospectives to apply for Summer semester	Fall	Communications	Facebook Ads for prospective students to apply for Fall semester	Set clicks per day at 50 from May 1st to June 30	\$1,250	1,500 click through rate
High school seniors	Encourage students to Apply for classes	Fall	Outreach	Assessment Make-up at City College bus students City College	May-June 1	\$2,000	100-150 students
Prospective students and returning students	Encourage students to register for classes	Fall	Outreach, FYS	Encourage students to RSVP for Student success Day	May-June 1		
Prospective students and returning students	Encourage students to register for classes	Fall	Outreach	Send information to Student Service departments regarding the Student Success resource fair.	May 1st	No cost	800 students

JUNE 2020

TARGET AUDIENCE	OBJECTIVE	SEMESTER	LEAD	ACTIVITY	TIMELINE	BUDGET	METRICS
Current students	Encourage students to register for classes	Summer late-start	Communications	Replace "Register for Summer Classes Now" materials with "Late-start Classes" Posters (30) and flyers (200) to be distributed across campus	First week of June	\$120	
Prospective and current students	Promote enrollment of Summer semester	Summer late-start	Communications	Post digital flyer of "Register for late-start classes" on social media (Facebook, Twitter, LinkedIn, etc)	First week of June	No cost	Facebook reach: 300; Twitter impressions: 200; LinkedIn impressions: 500
Students who applied but never registered	Encourage registration	Summer late-start	Communications	"Register Now for Late-start Classes" e-blast (Constant Contact)	June 2nd and June 5th	Prepaid Annual Subscription	16% open rate; 13% click through rate
Prospective high school students and counselors	Promote concurrent enrollment	Summer, Fall	Communications	Connect with Outreach to collect email addresses of high school students and their counselors at Outreach events for June	Emails to be collected all throughout June	No cost	Collect 100 email addresses from high school students and counselors
Prospective high school students	Promote enrollment of Summer semester	Summer, Fall	Communications	Provide support to Outreach Office by designing and producing flyers and other materials for their Outreach events in June	First week of June	\$240	
Prospective and current students	Encourage students to Apply to San Diego City College	Summer, Fall	Outreach, FYS	Tabling at CEC Graduation Ceremony	May	No cost	
Prospective and current students	Summer and Fall enrollment promotion	Summer, Fall	Outreach	City Connect sessions at local establishments	Weekly	Printing of paper marketing	
Prospective and current students	Summer and Fall enrollment (regular and concurrent)	Summer, Fall	Outreach	City Info Knights		Printing of paper marketing	
CE students	Summer and Fall enrollment	Summer, Fall	Outreach	City conNEXT	Week 1: Tabling/promotion Week 2: City Insights Week 3: Tabling/promotion Week 4: City's Next		
New and returning students	Completion of enrollment process for Summer and Fall courses	Summer, Fall	Outreach	Kick Start Sessions	Held twice, weekly (AM/PM session)	Printing of paper marketing	
New and returning students	Support students in the registration of courses	Summer, Fall	Outreach	City Registration Day	Held twice, weekly (AM/PM session)	Printing of paper marketing/ enrollment support documents	
Prospective and current students	Promote enrollment of Fall	Fall	Outreach, FYS, Communications	E-blast to encourage students to attend Student Success Day (Constant Contact)	June- Aug	No cost	16% open rate; 13% click through rate

Appendix C — Outreach Services Order Form

City InfoKNIGHTS

City InfoKNIGHTS sessions are held in various community locations such as community centers and libraries to present City Insight Session content while bringing campus academic programs and support services to allow prospective students and families the opportunity to get connected and gain support through the enrollment process.

The City Experience

City Experience are on-campus tours and mobile information sessions that provides insight and connection to campus services and programs. Two types of tours are available based on audience:

- *Executive Experience tour is tailored to administration guests, new management, faculty, and classified professionals. This will focus on signature programs and services and highlight key areas and insights that guests would find beneficial.*
- *Student Experience tour is tailored to any prospective student, family member, educational institution, or community program/service. These sessions emphasize the enrollment process and highlight the student support services that can provide assistance during each step of the enrollment process.*

City Connect Sessions

City Connect sessions are mobile sessions where Outreach ambassadors will be stationed in the community and high traffic areas throughout the city to provide individuals an opportunity to connect with our classified professionals and deliver insight, provide support, and assist with the enrollment process.

City Insight Sessions

City Insight sessions were developed to provide the most up-to-date information about on-campus academic/support programs and services. The goal is to empower students on the enrollment process and provide support with navigating the different degree and certificate options. Session will target:

- *High school senior*
- *Prospective student*
- *Community service organizations*
- *Concurrent enrollment*
- *K-10*

City ConNEXT Sessions

City ConNext sessions were developed to support prospective students and families in the completion of the steps to enrollment.

- *Application for admission*
- *Application for Promise*
- *Financial Aid*
- *mySDCCD Portal set-up*

For questions or information about San Diego City College Outreach Services, please call, (619) 388-3496 or email amenchaca@sdccd.edu

Appendix D — Outreach Menu/Booklet

SAN DIEGO CITY COLLEGE

Outreach



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San Diego City College Outreach

Hours of Operation |

Monday: 8:00am-4:30pm

Tuesday: 8:00am-4:30pm

Wednesday: 8:00am-4:30pm

Thursday: 8:00am-4:30pm

Friday: 8:00am-3:00pm

Campus Location |

A-Building 250 (Second Floor)

Outreach Staff |

Genevieve C. Esguerra, M.S.

Associate Dean - Outreach & Community Relations

Office: 619.388-3924

Email: gesguerr@sdccd.edu

Luke Menchaca, M.S.

Outreach Coordinator

Office: 619.388.3979

Email: amenchaca@sdccd.edu

Ismael Carrillo

Outreach Ambassador (Lead)

Office: 619.388.3304

Email: icarrillo@sdccd.edu

Ellyzah Lemus

Outreach Ambassador

Email: elemus@sdccd.edu

Maria Castro

Outreach Ambassador

Email: mcastro@sdccd.edu

Omar Ramirez

Outreach Ambassador

Email: oramirez002@sdccd.edu

Oscar Rendon

Outreach Ambassador

Email: orendon@sdccd.edu



Outreach Media/ Social Media Campaigns

Social Media Outlets |

 **Instagram:** @SDCityOutreach

 **Twitter:** @SDCityOutreach

 **Facebook:** @SDCityOutreach

Social Media Profile Photo |



Social Media Branding |



Social Media Hashtags |

#CityWorks

#CityLife

#CityFamily

#CityBound

#CityOutreach

#CityReach

#ReachCity

#CityConnect

#CityConnected

#CityInsight

#CityInfoKnights

#CityExperience

#BeCity

#CityCommunity

Meet City Mondays |

Why City Wednesdays |

City InfoKNIGHTS

Description |

City InfoKNIGHTS are sessions that are held in various community locations such as community centers and libraries to present City Insight Session content while bringing campus academic programs and support services to allow perspective students and families the opportunity to get connected and gain support through the enrollment process.

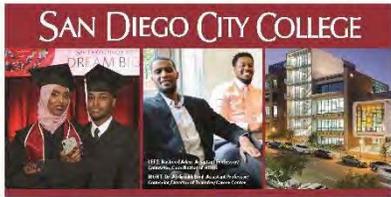
Schedule Option #1: With Resource Fair |

START TIME	END TIME	LENGTH	ACTIVITY	PRESENTER
5:30pm	6:00pm	30 Minutes	Check In & Resource Fair	N/A
6:00pm	6:02pm	2 Minutes	Welcome	City Outreach Coordinator
6:02pm	6:06pm	4 Minutes	Greeting	City Administrator
6:06pm	6:21pm	15 Minutes	Who is City? (City overview)	City Outreach Coordinator
6:21pm	6:36pm	15 Minutes	My Journey. (Student/ Staff / Faculty Panel)	My Journey Panel
6:36pm	6:51pm	15 Minutes	Paying for City (Financial Aid)	Financial Aid Representative
6:51pm	7:06pm	15 Minutes	Question & Answer Forum	All staff, faculty and students
7:06pm	7:30pm	24 Minutes	Resource Fair/ Application Workshop	Support/ Academic Programs

Schedule Option #2: With Support/ Academic Program Features |

START TIME	END TIME	LENGTH	ACTIVITY	PRESENTER
5:30pm	6:00pm	30 Minutes	Check In & Resource Fair	N/A
6:00pm	6:02pm	2 Minutes	Welcome	City Outreach Coordinator
6:02pm	6:06pm	4 Minutes	Greeting	City Administrator
6:06pm	6:21pm	15 Minutes	Who is City? (City overview)	City Outreach Coordinator
6:21pm	6:36pm	15 Minutes	My City Journey. (Student Panel)	City Ambassadors
6:36pm	6:51pm	15 Minutes	Paying for City (Financial Aid)	Financial Aid Representative
6:51pm	6:56pm	5 Minutes	Question & Answer Forum	All staff, faculty and students
6:56pm	7:03pm	7 Minutes	Support/ Academic Program Feature	Support/ Academic Representative
7:03pm	7:10pm	7 Minutes	Support/ Academic Program Feature	Support/ Academic Representative
7:10pm	7:17pm	7 Minutes	Support/ Academic Program Feature	Support/ Academic Representative
7:17pm	7:32pm	15 Minutes	Question & Answer Forum	All staff, faculty and students
7:32pm	-		Application Workshop/ Resource Connect	

InfoKNIGHT Sample Marketing |



INFORMATION NIGHT AT EAST AFRICAN COMMUNITY AND CULTURAL CENTER

LEARN ABOUT CITY COLLEGE
July 30 | 6:00 - 7:30pm

4061 Fairmount Ave, San Diego, 92105
Light refreshments will be served.

Educate and uplift our community. Come meet San Diego City College faculty and staff from your community! Learn about City College programs and opportunities.

To Register: bit.ly/sdcityinfonightjuly
For further information contact Outreach: (619) 388-3496.

200+ DEGREES & PROGRAMS | **Financial Aid Available** | **ONLINE, EVENING & WEEKEND CLASSES**



INFORMATION NIGHT AT THE JACOBS CENTER FOR NEIGHBORHOOD INNOVATION

LEARN ABOUT CITY COLLEGE
June 18 | 6:00 - 7:30pm

JOE & VI JACOBS CENTER COMMUNITY ROOM
404 Euclid Ave., San Diego, 92114

City College invites prospective students and their families to our upcoming City College Information Night. Learn about: Financial Aid, EOPS, Transfer, First Year Services, and The Promise program!

To Register: bit.ly/sdcityinfonightjune
For further information contact Outreach: (619) 388-3496.

200+ DEGREES & PROGRAMS | **Financial Aid Available** | **ONLINE, EVENING & WEEKEND CLASSES**

InfoKNIGHT RSVP |

eventbrite
Search for events
Browse Events
Create Event

INFORMATION NIGHT AT THE JACOBS CENTER FOR NEIGHBORHOOD INNOVATION

LEARN ABOUT CITY COLLEGE

June 18 | 6:00 - 7:30pm

JOE & VI JACOBS CENTER COMMUNITY ROOM
404 Euclid Ave., San Diego, 92114

City College invites prospective students and their families to our upcoming City College Information Night.

SEP 14

Copy of City College Information Night

by San Diego City College...

[Following](#)

Free

On Sale Aug 24 at 12:00 AM

[Remind Me](#)

[Details](#)

About this Event

City College invites prospective students and their families to join us at our upcoming City College Information Nights. We want to meet you and provide you with information that includes:

* Presentation will include the following information: Financial Aid, EOPS, Transfer, and First Year Services

Learn about the Promise program!

Join us to learn about the options available to new students in their road to success!

For further information contact Outreach: (619) 388-3496

Date And Time

Sat, September 14, 2019
6:00 PM - 7:30 PM PDT
[Add to Calendar](#)

Location

Jacobs Center For Neighborhood Innovation
404 Euclid Avenue
San Diego, CA 92114
[View Map](#)

InfoKNIGHT Packet |

- Fall/Spring @ City Fliers
- Endless Possibilities
- City College One Sheet/ Steps to Enrollment/ Degree and Certificates
- Campus Map/ Campus Referral
- Outreach Services ¼ sheet
- Success @ City beings With you (Support Programs)
- Transfer information (HBCU/University Transfer)

InfoKNIGHT: Who is City?

Understanding the San Diego Community College District.

- City is one of 4 campuses under the San Diego Community College District.

Know City

- Our campus is very diverse, and given that we're located in Downtown San Diego, City is easily accessible by public transportation.

What City Has to Offer

- Understanding the different between Associate degrees, and certificates

Degree Pathways

What is Transferring?

Transfer Pathways

Get Supported at City: Support programs and Services

Your College Schedule:

- Breakdown of how students build a semester schedule considering days of the week and time.

San Diego City College Cost

San Diego Promise

Steps to Enroll.

InfoKNIGHT My City Journey? |

My City Journey is a student panel comprised of City College Student Outreach Ambassadors.

Question #1: Introduce yourself

- What's your plans after city?
- Career goals?

Question #2: What program/ services at City did you find most beneficial for you, and how did it help you stay on track for achieving your goals?

Question #3: Through your journey here at City, what has been a challenge or obstacle you've faced and how did you overcome it?

Question #4: Looking back at your time you've spent at City, what would you have done differently?

Question #5: How did City help you find your major or career path?

Question #6: What City event have you attended that you would recommended to a new student and why?

Question #7: What advice would you give to future students who plan to attend City College?

InfoKNIGHT Evaluation |

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONG DISAGREE
<i>After the City InfoKNIGHT Session, I feel better informed about the programs and supports services available to me.</i>	<input type="radio"/>				
<i>After the City InfoKNIGHT Session, I feel more confident in pursuing an education at San Diego City College.</i>	<input type="radio"/>				
<i>After the City InfoKNIGHT Session, I am aware about the different financial aid programs that help me pay for college.</i>	<input type="radio"/>				
<i>I would recommend others to attend a City InfoKNIGHT Session.</i>	<input type="radio"/>				
What could have we done to improve this event? _____ _____					
Is there anything else you would like us to know? _____ _____					

InfoKNIGHT Guide |

CITY INFO KNIGHT GUIDE

WHAT ACADEMIC & DEGREE/ CERTIFICATES AM I INTERESTED IN?

WHAT WOULD I LIKE MORE INFORMATION ON?

WHAT QUESTIONS DO I NEED ANSWERED?

WHAT ARE MY NEXT STEPS TO GETTING STARTED AT CITY?

City Information Request |

CITY INFO REQUEST

FIRST NAME _____

LAST NAME _____

EMAIL: _____

PHONE NUMBER: _____

INFORMATION REQUEST

STAFF NAME: _____ COMPLETED DATE: _____

Outreach Sign In Sheet |

DATE: _____

OUTREACH STAFF: _____

TIME: _____ SAN DIEGO CITY COLLEGE

Outreach

SERVICE(S): _____

LOCATION: _____

NUMBER OF STUDENTS: _____

	LAST NAME	FIRST NAME	CSID	BIRTHDAY	EMAIL / PHONE NUMBER	TRACKING (initial only)
1.						<input type="checkbox"/>
2.						<input type="checkbox"/>
3.						<input type="checkbox"/>
4.						<input type="checkbox"/>
5.						<input type="checkbox"/>
6.						<input type="checkbox"/>
7.						<input type="checkbox"/>
8.						<input type="checkbox"/>
9.						<input type="checkbox"/>
10.						<input type="checkbox"/>
11.						<input type="checkbox"/>
12.						<input type="checkbox"/>
13.						<input type="checkbox"/>
14.						<input type="checkbox"/>
15.						<input type="checkbox"/>

City Experience

Description |

The City Experience is an on campus tour and mobile information session that provides insight and connection to on campus services and programs. Our Outreach ambassadors guide students through campus while providing insight in how to complete the enrollment process.

Executive Experience |

The Executive City Experience is an on campus tour and mobile information session that provides insight and connection to on campus services and programs to administration guests, new management, faculty and staff. This session will focus on signature programs and services and bring to light key areas and insights that these guest would benefit from learning and understanding.

Executive Experience Material |

- Insulated Bag
- Endless Possibilities
- City College One Sheet/ Steps to Enrollment/ Degree and Certificates
- Campus Map/ Campus Referral
- Outreach Services ¼ sheet
- Success @ City beings With you (Support Programs)
- City College Mug or Water Bottle
- City Pen and Highlighter
- City College Pennate

Executive Experience Schedule |

DURATION	CONTENT	PRESENTER	LOCATION
5 minutes	Student Services & Support Programs	Outreach Ambassador	A Building: Quad
10 minutes	HVAC/AIRE	Justin Bond	T-209
10 minutes	Machine Technology	Joshua Perry	T-393
15 minutes	Planetarium	Dr. Wills	S-300
10 minutes	Radio, TV & Film (RTVF)	Chris Acedo	C-107

Student Experience |

The Student City Experience is an on campus tour and mobile information session that provides insight and connection to on campus services and programs to any prospective student, family member, educational institution, or community program and or service. These session showcase the various students support program, academic program, as well as highlight facilities, services and insights a student should know before enrolling at the college. Further, and emphasis is placed on the enrollment process to campus, as each ambassador will highlight which office and services could support students in the completion of each step to the enrollment process.

Executive Experience Material |

- Tote Bag
- Endless Possibilities
- City College One Sheet/ Steps to Enrollment/ Degree and Certificates
- Campus Map/ Campus Referral
- Outreach Services ¼ sheet
- Success @ City beings With you (Support Programs)

Student Experience Schedule |

DURATION	CONTENT	LOCATION
5 Minutes	Introduction	A-250: Outreach Office
5 Minutes	Overview of A building <i>Steps to enrollment</i> <i>Financial aid</i> <i>Student services & Support programs</i>	A Building: Quad
	<i>Machine Technology</i> <i>Manufacturing Engineering Technology (MFET)</i> <i>Air Conditioning, Refrigeration, and Environmental Control Technology (AIRE)</i> <i>Electricity</i> <i>MESA Program</i>	T-Building
5 Minutes	<i>Cafeteria</i> <i>Campus bookstore</i>	D-building
5 Minutes		Harry West Gym/ P-Building
5 Minutes	<i>ASG</i> <i>Students Clubs</i> <i>Student affairs</i>	M-building
5 Minutes	<i>English Center</i> <i>Math Center</i> <i>Tutorial/ Learning Center</i> <i>San Diego Jazz 88.3 KSDS FM</i> <i>Student Delivered Sound (SDS)</i>	L-Building
5 Minutes	<i>Planetarium</i> <i>Physical Science</i> <i>Life sciences</i> <i>Sustainable Agricultural Garden</i>	S-Building
5 Minutes	<i>Dance</i> <i>Drama & Theatre</i> <i>Music</i> <i>Radio, TV & Film (RTVF)</i>	C-building/LRC-Building
	<i>Library</i> <i>Independent Learning Center</i> <i>Learning Resource Center</i> <i>Computer Labs</i> <i>Copiers and Printers</i> <i>Seeds @ City</i>	R/ LRC-Building
5 Minutes	<i>Art Gallery</i> <i>Black Box Theatre</i> <i>Center for Literary Arts</i> <i>City Works</i> <i>Communications</i> <i>English</i> <i>English Language Acquisition (ELAC)</i> <i>Humanities</i> <i>Fine Art</i> <i>Graphic Design</i> <i>Honors Program</i> <i>Labor Studies</i> <i>Languages</i> <i>World Cultures</i> <i>Theatre</i>	AH-Building
5 Minutes	<i>Business Resource Center</i> <i>Business Studies</i> <i>City Times</i> <i>Computer Business Technology</i>	BT-Building

	<i>Career Technical Experience (CTEA)</i> <i>Cyber Security</i> <i>Digital Journalism</i> <i>BT-211A: Emergency Food Pantry</i> <i>Fantastique</i> <i>Philosophy</i> <i>Small Business Entrepreneurship Program</i> <i>Work Experience</i>	
5 Minutes	<i>Child Development</i> <i>Child daycare</i>	F- Building
5 Minutes	<i>Behavioral Science</i> <i>Mathematics</i> <i>Social Sciences</i> <i>Psychology</i> <i>Anthropology</i> <i>Political Science</i> <i>Satellite Bookstore</i> <i>C-Store (Starbucks)</i>	MS Building
5 Minutes	<i>Campus Police</i> <i>Nursing</i> <i>Cosmetology</i> <i>Photography</i>	V- Building
5 - 30 Minutes		Conclusion/ Optional Services

City Experience Request Form |

SAN DIEGO CITY COLLEGE Outreach

Thank you for your interest in the services of Outreach at San Diego City College. Our mission is to educate current and potential students and community members about their college options, inform them of academic/career-technical programs and support services, and empower them to pursue higher education while fostering an exciting and rewarding transition to college.

Our City Experience session is a 45-60 minute walking tour led by an Outreach Student Ambassador.

All City Experience sessions and Outreach materials must be requested at least three weeks in advance (four weeks for groups of 60 or more) and are scheduled on a first-come, first served basis. City Experience sessions are available every Monday-Thursday between 9:00am-3:30pm and Fridays between 9:00am-2:00pm.

Tour Blackout Dates for the 2019-2020 School Year:

- September 2, 2019 – Labor Day
- November 11, 2019 – Veterans Day
- November 28- 29, 2019 – Thanksgiving
- December 23, 2019 – Admissions Day
- December 24-25, 2019 – Christmas Holiday
- December 31, 2019 – January 1, 2019 - New Year Holiday
- January 20, 2020 – Martin Luther King Day
- February 14, 2020 – Lincoln Day
- February 17, 2020 – Washington Day
- April 3, 2020 – Cesar Chavez Day
- May 25, 2020 – Memorial Day
- July 3, 2020 – Independence Day

Location

San Diego City College is located at 1313 Park Blvd, San Diego, CA 92101

Please fill out the form below completely and email to Luke Menchaca – Outreach Coordinator at amenchaca@sdccd.edu. Once your request is approved, we will email you details concerning your visit (parking information, meeting location, and a campus map). Once you receive the approval email, we ask that you confirm your acceptance by emailing Ismael Carrillo at icarrillo@sdccd.edu

San Diego City College is located at 1313 Park Blvd, San Diego, CA 92101
619.388.3496 (office) <https://sdccity.edu/future-students/outreach>

SAN DIEGO CITY COLLEGE OUTREACH CITY EXPERIENCE REQUEST FORM

If you would like to visit our campus and take a campus tour, please fill out the form below.

Name: _____
 School/Organization: _____
 Phone Number: _____
 Email: _____

Please indicate three tour dates/times so that we may better accommodate your request.
 During the school year tours are available Monday-Thursday from 9:00am-3:30pm and Friday from 9:00am-2:00pm.

1st Choice	_____	1	: 0	0	PM
	Date			Time	
2nd Choice	_____	1	: 0	0	PM
	Date			Time	
3rd Choice	_____	1	: 0	0	PM
	Date			Time	

Transportation Type: _____
 Indicate how many parking permits your group needs, if any: _____
 Number of people attending the tour (including chaperones): _____
 Grade Level: _____

Departments / Academic Program(s) of interest (please check all that apply):

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Accounting Office | <input type="checkbox"/> Admissions & Records | <input type="checkbox"/> Assessment & Testing | <input type="checkbox"/> CalWorks / BELIEVE Program |
| <input type="checkbox"/> Cooperative Agencies Resources for Education (CARE) | <input type="checkbox"/> Counseling | <input type="checkbox"/> disAbility Support Programs and Services (DSPS) | <input type="checkbox"/> Extended Opportunity Programs & Services (EOPS) |
| <input type="checkbox"/> Financial Aid | <input type="checkbox"/> International Student Program | <input type="checkbox"/> Mental health Counseling Center | <input type="checkbox"/> Next Up |
| <input type="checkbox"/> Peer Advocate Lab | <input type="checkbox"/> Promise Program | <input type="checkbox"/> Student Health Clinic | <input type="checkbox"/> Transfer / Career Center |
| <input type="checkbox"/> Veterans Affairs | <input type="checkbox"/> Other: _____ | | |

Academic Program (S) (please specify): _____

Any Special Needs for your group (bilingual, disability, etc.)? Please Explain. _____

Thank you for your interest in our college. Someone from our Outreach Department will contact you to confirm your tour.

City Experience Evaluation |

CITY EXPERIENCE EVALUATION					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The outreach ambassador was knowledgeable about the campus, programs and services	<input type="radio"/>				
After the City experience program, I am more aware of on-campus programs and services	<input type="radio"/>				
After the City experience program, I am more aware of locations on campus	<input type="radio"/>				
I would recommend others to attend a City Experience session	<input type="radio"/>				

Please list the steps to enrollment:

1. _____ 4. _____

2. _____ 5. _____

3. _____

Is there anything else you would like us to know? _____

City Information Request |

CITY INFO REQUEST

FIRST NAME _____

LAST NAME _____

EMAIL: _____

PHONE NUMBER: _____

INFOMATION REQUEST

STAFF NAME: _____ **COMPLETED DATE:** _____

City Experience Sign In |

City Outreach Office Support Log In

QUESTIONS RESPONSES 22

San Diego City College Outreach Support

Form description

Image title



Last Name *
Short answer text

Middle Initial
Short answer text

First Name *
Short answer text

Date of Birth *
Month/Day/Year

Phone number
Short answer text

Email *
Short answer text

Student ID #
Long answer text

Current Student *

Yes

No

Outreach Service *

- Application For Admission
- Campus Experience (Tour)
- Directions
- FAFSA or Dream Act Application/ Support
- General Questions
- mySOLCCD portal Set up/ Support
- Other:

City Connect Session

Description |

City Connect sessions are mobile sessions where Outreach ambassadors will be stationed in the community, and high traffic areas throughout the city to provide individuals an opportunity to connect with our staff while delivering insights, providing support and a next step to enrolling at San Diego City College.

City Connect Marketing |



Informational Materials |

- Fall/Spring @ City Fliers
- Endless Possibilities
- City College One Sheet/ Steps to Enrollment/ Degree and Certificates
- Campus Map/ Campus Referral
- Outreach Services ¼ sheet
- Success @ City beings With you (Support Programs)
- Transfer information (HBCU/University Transfer)
- Course Catalog with Tabs

Sign In Sheet |

DATE: _____ OUTREACH STAFF: _____

TIME: _____ **SAN DIEGO CITY COLLEGE** _____

SERVICE(S): _____ Outreach _____

LOCATION: _____ _____

NUMBER OF STUDENTS: _____

	LAST NAME	FIRST NAME	CSID	BIRTHDAY	EMAIL / PHONE NUMBER	TRACKING CHECKBOX
1.						<input type="checkbox"/>
2.						<input type="checkbox"/>
3.						<input type="checkbox"/>
4.						<input type="checkbox"/>
5.						<input type="checkbox"/>
6.						<input type="checkbox"/>
7.						<input type="checkbox"/>
8.						<input type="checkbox"/>
9.						<input type="checkbox"/>
10.						<input type="checkbox"/>
11.						<input type="checkbox"/>
12.						<input type="checkbox"/>
13.						<input type="checkbox"/>
14.						<input type="checkbox"/>
15.						<input type="checkbox"/>

City Connect Breakdown |

CITYCONNECTBREAKDOWN

PLEASE NOTE: THIS FORM IS ONLY TO BE COMPLETED AT THE INITIAL CONNECT SESSION

Connect Date: _____

Connect Start Time: _____

Connect End Time: _____

Business/ Mall Name: _____

Address: _____

Connect Location: _____

Number Served: _____

Special Rules/ Regulations: _____

Contact Name: _____

Contact Phone/ Email: _____

May We Return? : _____

Visit Frequency? : _____

Notes _____

Ambassador Names: _____

City Information Request |

CITY INFO REQUEST

FIRST NAME _____

LAST NAME _____

EMAIL: _____

PHONE NUMBER: _____

INFOMATION REQUEST

STAFF NAME: _____ **COMPLETED DATE:** _____

City Insight Sessions

Description |

City Insight Sessions were developed to provide the most up to date information about on campus academic/ support programs and services, while developing insight with the goal of empowering students on the enrollment process, and support with navigating the different degree and certificate options.

Insight Session Presentation Summary

Understanding the San Diego Community College District.

→ *City is one of 4 campuses under the San Diego Community College District.*

Know City

→ *Our campus is very diverse, and given that we're located in Downtown San Diego, City is easily accessible by public transportation.*

Understanding Units

What City Has to Offer

→ *Understanding the different between Associate degrees, and certificates*

General Education

Understanding General Education

What is your Major?

High School Timeline

→ *Shows typically the type of courses taken in High School, and compares them to college general Ed.*

Degree Pathways

What is Transferring?

Transfer Pathways

Get Supported at City: Support programs and Services

Your College Schedule:

→ *Breakdown of how students build a semester schedule considering days of the week and time.*

Athletics

San Diego City College Cost

Understand Your Aid

→ *Breakdown the differences of Grants, Scholarships, Work-study, and Loans.*

Calculating your Aid

San Diego Promise

Dreamers & City

→ Support Services for Dreams and Undocumented students.

Steps to Enroll.

Evaluation |

CITYINSIGHT EVALUATION					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The outreach ambassador was knowledgeable about the campus, programs and services	<input type="radio"/>				
After going through a City Insight session, I am more aware of on-campus programs and services	<input type="radio"/>				
I would recommend others to attend a City Insight session	<input type="radio"/>				

Please list the steps to enrollment:

1. _____ 4. _____

2. _____ 5. _____

3. _____

Is there anything else you would like us to know? _____

Info Insight Guide |

CITYINSIGHT GUIDE	
WHAT ACADEMIC & DEGREE/ CERTIFICATES AM I INTERESTED IN?	
<input type="radio"/>	_____
WHAT WOULD I LIKE MORE INFORMATION ON?	
<input type="radio"/>	_____
WHAT QUESTIONS DO I NEED ANSWERED?	
<input type="radio"/>	_____
WHAT ARE MY NEXT STEPS TO GETTING STARTED AT CITY?	
<input type="radio"/>	_____

Welcome Packet |

- *Endless Possibilities*
- *City College One Sheet/ Steps to Enrollment/ Degree and Certificates*
- *Campus Map/ Campus Referral*
- *Outreach Services 1/4 sheet*
- *Success @ City beings With you (Support Programs)*
- *Information Request Card*

City Information Request |

CITY INFO REQUEST	
FIRST NAME	_____
LAST NAME	_____
EMAIL:	_____
PHONE NUMBER:	_____
INFOMATION REQUEST	

STAFF NAME:	COMPLETED DATE:
_____	_____

Sign In Sheet |

DATE: _____

OUTREACH STAFF: _____

TIME: _____ **SAN DIEGO CITY COLLEGE** _____

SERVICE(S): _____ Outreach _____

LOCATION: _____ _____

NUMBER OF STUDENTS: _____

	LAST NAME	FIRST NAME	CSID	BIRTHDAY	EMAIL / PHONE NUMBER	TRACKING checkbox
1.						<input type="checkbox"/>
2.						<input type="checkbox"/>
3.						<input type="checkbox"/>
4.						<input type="checkbox"/>
5.						<input type="checkbox"/>
6.						<input type="checkbox"/>
7.						<input type="checkbox"/>
8.						<input type="checkbox"/>
9.						<input type="checkbox"/>
10.						<input type="checkbox"/>
11.						<input type="checkbox"/>
12.						<input type="checkbox"/>
13.						<input type="checkbox"/>
14.						<input type="checkbox"/>
15.						<input type="checkbox"/>

City's Next Sessions

Description |

The City ConNEXT session was developed to support perspective students and families in the completion of the steps to enrollment.

- Application for Admission
- Application for Promise
- Financial Aid:
 - FAFSA
 - DREAM Act
- mySDCCD Portal Set up

Please note: These sessions may be delivered at any location with access to Internet as the Outreach team may provide laptops for the event.

Sample Marketing |

**CITY'S
NEXT!**

- APPLICATION FOR ADMISSION
- FAFSA OR DREAM ACT SUPPORT
- SAN DIEGO PROMISE
- PORTAL SET UP

TUESDAY - JUNE.25.2019

WEDNESDAY - JUNE.26.2019

THURSDAY - JUNE.27.2019

DURING LUNCH 11:30AM -12:00PM

📍 LINCOLN HIGH SCHOOL - 500 QUAD

SAN DIEGO CITY COLLEGE

📷 @SDCITYOUTREACH ✉ CITYOUTREACH@SDCCD.EDU

Welcome Packet |

- Fall/Spring @ City Fliers
- Endless Possibilities
- City College One Sheet/ Steps to Enrollment/ Degree and Certificates
- Campus Map/ Campus Referral
- Outreach Services ¼ sheet

Evaluation |

CITYSNEXTEVALUATION					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The outreach ambassador supported me through the steps to enrollment	<input type="radio"/>				
After going through a City's Next session, I am aware of my next steps to complete the enrollment process at City.	<input type="radio"/>				
I would recommend others to attend a City Insight session	<input type="radio"/>				

Please list the steps to enrollment:

1. _____ 4. _____

2. _____ 5. _____

3. _____

Is there anything else you would like us to know? _____

Appendix E — Sample High School Outreach Engagement Timeline

City College Engagement Timeline: Lincoln High School

SAN DIEGO
CITY COLLEGE

