

Compton College “Tartar Talks”

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April 19, 2022





2022-2023 OUTREACH & RECRUITMENT PLAN



Tartar Talks – April 19, 2022

Outreach & Recruitment Plan

- Continue to implement the recommendations in the Compton College 2024 Enrollment Management Plan.
- Develop the 2022-2023 Outreach and Recruitment Activities and Calendar (Connection and Entry). Target audiences include:
 - Oliver W. Conner College Promise Program
 - Former Students
 - Dual Enrollment
 - New Students
 - Reverse Transfer Students
 - Veterans
 - Foster Youth
 - Formerly Incarcerated
 - Parents/Guardians
 - High School Counselors

Framework

The Outreach and Recruitment Plan focuses on
Connection through Entry

Tartar Completion by Design



Institutional Set Goals

For Connection and Entry

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

Existing Connection Activities

2022-2023 Current Outreach and Recruitment Activities		
Activity	Department Responsible	Lead
Educational Partnerships with District	Educational Partnerships, Academic Affairs, Admissions & Records	Dir. of Educational Partnerships
Info Sessions/Presentations: <ul style="list-style-type: none"> • Dual Enrollment • Promise • Steps to Enrollment • <u>MyCompton</u> Portal • Adult Education • Career Education • Honors Transfer Program • Formerly Incarcerated Students in Transition (FIST) • Guardian Scholars • Foster & Kinship Care Education • EOPS/CARE • Special Resource Center • Athletics • Financial Aid • STEM Center 	Multiple Departments and Programs	As Needed
Marketing (paid and free)	Community Relations	Dir. of Community Relations
Website	Community Relations	Dir. of Community Relations
Social Media	Community Relations	Dir. of Community Relations

Existing Entry Activities

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

New Outreach & Recruitment Strategies

GENERAL COLLEGE PROMOTION

College Marketing
Word of Mouth
Passive Programming

WELCOME CENTER

Centralized point of contact for providing outreach info and services
Information Desk
Application/My Compton assistance
Campus Tours

ONLINE INTEREST FORM

Prospective students
High school and community members requesting information and outreach services

PRESENTATIONS

Compton College Promise
Financial Aid
College Application
GPD/Program Specific
Other

WORKSHOPS

Virtual and In-Person
Compton College Promise
GPD/Program Specific
Other

SPECIAL EVENTS

New Student Welcome Day
Senior Day
High School Principals Breakfast
GPD Open Houses
Other

STEPS TO ENROLLMENT COMMUNICATION

Automatic messages
Core Service Completion Case Management

Extra credit opportunities provided by faculty for completion
Personal/human connection (Call Center, TST, other)

MARKETING MATERIALS

Digital and print



Enrollment Management Strategies



What do we need to consider regarding our Outreach and Recruitment strategies?



What can we do to increase student enrollment and persistence?



What are your out-of-the-box ideas for student recruitment and retention?



COMPTON COLLEGE GOALS



Tartar Talks – April 19, 2022

2022-2023 Goals

1. Implement Tartar Completion by Design to ensure all students complete more quickly with fewer units, transfer, or are employed in their field of study.

a. Partner with Achieving the Dream, Inc. to support improved teaching and learning through professional development and improved data use, including disaggregated data used to inform equity-minded practices campuswide.

b. Increase capacity and skill level among all faculty for online/remote instruction; strengthen and evaluate the Distance Education program at Compton College.

c. Enhance online student support services for Compton College students.

d. Monitor 504/508 concerns and implement Universal Design across all institutional services campuswide.

e. Support the AB-705 Seymour-Campbell Student Success Act of 2012: matriculation: assessment at Compton College. Continue innovation in supporting student success in English and math while evaluating and refining current programs.

f. Implement and evaluate Directed and Focused Pathways to Completion (Guided Pathways).

g. Coordinate and evaluate student success activities as they relate to the Student-Centered Funding Formula.

h. Sustain basic needs resources (e.g., housing, food, mental health, technology, and transportation) for Compton College students through the Tartar Support Network.

i. Implement a Cooperative Work Experience Plan for Compton College.

j. Support eLumen as the learning outcome and planning repository for the college. Disaggregate learning outcomes.



2022-2023 Goals

2. Grow enrollment to 3,750 Full-Time Equivalent Students (FTES) for the 2022-2023 year.

- a. Grow enrollment through the implementation of the Compton College 2024 Enrollment Management Plan.
- b. Implement the Outreach and Recruitment Plan
- c. Offer 1,431 course sections during the 2022-2023 year, with 65% fill rate of all sections offered

3. Complete all Compton College Accreditation efforts.

- a. Implement the ISER timeline-and-complete the ISER draft for vetting by all constituent bodies to ensure on-time August 1, 2023
- b. Create an intentional link between institutional standing committees and the accreditation standards.

2022-2023 Goals

4. Continue to improve facilities to support student learning and success.

a. Prioritize scheduled maintenance/site improvements for Compton College to ensure health and safety of students and employees.

b. Complete capital outlay construction projects: Instructional Building 2 and the Student Services Building.

c. Monitor the planning for the Vocational Technology Building Renovation, the Math/Science Building Renovation, the new Physical Education Complex, and the new Performing Arts Complex.

d. Continue to explore potential student residential housing options on the Compton College campus.

e. Establish a published daily cleaning schedule.

2022-2023 Goals

5. Continue to develop and enhance partnerships with schools, colleges, universities, businesses, and community-based organizations to respond to the educational, workforce training, and economic development need.

a. Establish partnerships with businesses and community partners to support Compton College program development in high-demand areas.

b. Continue to implement the College Futures Foundation funding that supports guided pathways, dual enrollment, opt-out scheduling, block scheduling, and aligned associate degree for transfer pathways at Compton College.

c. Have a fully operational Foundation for the Compton Community College District that meets the needs of Compton College and Compton College students.

d. Increase participation among the College Promise programs with Lynwood, Paramount, and Compton unified school districts.

e. Increase faculty voice in communication with dual enrollment partners, including faculty-to-faculty dialogues.

f. Implement the California Volunteer Grant with the Californians for All College Corps Program

g. Establish and/or enhance partnerships with four-year colleges/universities, including University of California, California State Universities, historically black colleges and universities (HBCUs), Hispanic-serving institutions (HSIs), and private colleges/universities.

h. Establish the Community College Center for Educational Justice and Transformation.

2022-2023 Goals

6. Create a stronger sense of connection among employees, students, college, and the community.

a. Enhance stakeholder engagement in decision-making; further refine how to operationalize collaborative governance at Compton College.

b. Implement and evaluate Diversity, Equity, and Inclusion (DEI) activities, including the Compton College Response to the Chancellor's Call to Action.

c. Support and champion equity-minded practices designed to engage traditionally marginalized groups, including but not limited to, men of color, LGBTQ+, persons with disabilities, and foster youth.

d. Increase student engagement in campus events and programs among all students.

e. Continue to enhance communication with students, employees, and the community in alignment with the Achieving the Dream, Inc. partnership.

f. Focus Professional Development Days on activities designed to increase community engagement and camaraderie, inclusive of staff, faculty, and administration.

g. Conduct annual needs assessment about faculty and staff professional development, including technology needs.

h. Continue to develop and be responsive to the Compton College employees' professional development needs in alignment with the Achieving the Dream, Inc. partnership.

2022-2023 Goals

7. No audit findings

- a. Create and implement an action plan to improve fiscal business processes that reduce audit findings.
- b. Complete the annual audit in a timely manner.

8. Implement recommendations from the Fiscal Crisis and Management Assistance Team (FCMAT) [2022 Report](#).

- a. Monitor and implement the Compton College action plan as recommended by the FCMAT 2022 report.

QUESTIONS?

