



## **EL CAMINO COLLEGE COMPTON CENTER**

### **2006-2007 ENROLLMENT MANAGEMENT PLAN**



## EL CAMINO COLLEGE COMPTON CENTER ENROLLMENT MANAGEMENT PLAN

### **Strategic Goals 2006-2008**

1. Support and constantly improve the quality of our educational offerings.
2. Promote student-centered learning to increase student success.
3. Support innovative practices that enhance the educational experience.
4. Foster a climate that promotes integrity and accountability.
5. Support and develop effective and motivated employees.
6. Improve and enhance internal and external communication.
7. Incorporate flexibility into institutional structure and process.
8. Establish and Maintain K-12 Partnerships and Community/Faith base Partnerships

### **ACTION PLAN**

#### **Enrollment Management Task Force**

Members: Keith Curry, Kevin Goolsby, Ann Garten, Dr. August Hoffman, Dr. Art Flemming, Dr. Tom Jackson, Dr. Callahan, Mr. Saul Panski, Arnel Pascua

#### **Under the Director of the Provost the following actions will be implemented:**

**Enrollment Management Task Force**-The Compton Center will establish an Enrollment Management Task Force that will consist of students, faculty, staff, and administrators.

**Recruitment** - The Compton Center will ensure that it conducts its recruitment and outreach efforts effectively and with an efficient use of staff time and institutional resources so as to increase potential students' knowledge and motivation to attend the El Camino College Compton Educational Center. Recruitment efforts will be guided by the 2006-2007 High School Recruitment Plan developed by the Office of Relations with School and Community in conjunction with this Enrollment Management Plan.

1. The fall 2007 enrollment targets is an overall increase of 25% in the number of high school students attending the Compton Center.
2. Promotion of Winter/Spring/Summer courses in the local community (i.e. community, faith base organizations, and community events) and at local four-year colleges/universities.
3. Faculty, Staff, and Administrators, phone calling previous enrolled Compton Community College Students.
4. Coordination of Compton Center Open in the Spring
5. High School Principals/Counselors Breakfast in the Winter
6. Work with Academic Affairs and Student Services, to promote the offering of Human Development Courses at local high schools in the spring semester.
7. High School Counselors and faculty lunch meeting with Center Counselors and Faculty.
8. Oversee the development and production of Compton Center informational recruitment and outreach brochures/flyers.
9. Required Budget- \$100,000 (approved in Student Services 2006-2007 Budget)



## EL CAMINO COLLEGE COMPTON CENTER ENROLLMENT MANAGEMENT PLAN

**Marketing and Community Relations** - The Compton Center will consistently review and enhance its strategies for marketing, advertising, and community relations to reach the broadest audience of potential student learners.

1. Marketing and advertise registration periods. In addition to continuous marketing and advertising done for Fall/Winter/Spring/Summer courses: print and mail more extensive mail piece in lieu of postcards (to residents in our district) to promote course offering, highlight programs and short-term courses; advertise on radio and newspapers promoting Fall/Winter/Spring/ Summer courses; print and rental "space" for posting in various cities within the Compton Center District; advertise in local four-year colleges/universities newspapers and radio stations; Establish Message points for Community Outreach; development of Compton Center recruitment/outreach marketing brochures/flyers. Purchase promotional items as recommended for specific targets audiences and events as determined by the Enrollment Management Task Force.
2. Required Budget: \$250,000 (approved in Provost Budget for 2006-2007 academic year)

**Student Services** - The Compton Center will ensure student access and success through admissions, registration, assessment, orientation, and counseling services. These services are designed to be helpful and supportive to students.

1. Purchase Seven Kiosk on campus to support student's admissions, registration, and counseling services.
2. 60 % of students will use online or telephone registration for Fall 2007
3. Compton Center Counseling Faculty assigned to local partnership High Schools to provide assistance with admissions, registration, and orientation to prospective students.
4. Provide Assessment Testing at local high schools and community/ faith base organizations, beginning in this spring semester.
5. Student Learning Outcomes and assessments will be implemented for all Student Services Departments by the end of spring 2007.
6. Required Budget: \$60,000 to fund Kiosk; signage, supplies, student staff for events, for reminder phone calls, and phone banking programs.

**Schedule** - The Compton Center will regularly and systematically assess the educational needs of students, business and the community in order to design programs, course schedules and services responsive to student learner needs.

1. Winter/Spring and Summer/ Fall schedules will be made available online three to four weeks before registration begins with printed schedules being made available at least two weeks before the start of registration to allow continuing students sufficient time to register before completing the current semester.



## EL CAMINO COLLEGE COMPTON CENTER ENROLLMENT MANAGEMENT PLAN

2. The printed Winter/Spring and summer/ fall schedules will be available to students in several locations throughout student services.
3. A schedule of evening, weekend, and online course offering will be created and distributed throughout the Compton Center District for adults that work during the day.
4. Required Budget: Included in the District Marketing Plan Budget

**Student Success and Retention** - The Compton Center will conduct ongoing and systematic research of student success, retention, persistence, and student satisfaction particularly as these measures relate to student learning outcomes.

1. Data collection, evaluation and discussion will be performed by the El Camino Institutional Research Office, until the Compton Center establishes a fully operational Institutional Research Office.
2. ECC IR Office will train Compton Center's research assistant to help out in the performance of tasks listed in item # 1.
3. Develop calendar of events for use by outreach staff, high school counselors and faculty.
4. Required Budget: \$40,000 (purchase new computer system plus software for Compton Center research assistant and set aside funds for supplies and consumables)

**Transfer** - The Compton Center will develop an environment that promotes university relations, transfer and articulation agreements.

1. Increase of 30% the number of students participating in the Regional Transfer Collaborative at the Compton Center in the fall of 2007.
2. Work with the El Camino Transfer Center to promote El Camino guaranteed transfer programs to Compton Center students.
3. Promotion of the Regional Transfer Collaborative and Transfer Collaborative Programs at the local Partnership school.
4. Required Budget: \$6,000 for supplies, promotional items, and funding for special events.



**EL CAMINO COLLEGE COMPTON CENTER  
ENROLLMENT MANAGEMENT PLAN**

**RECRUITMENT AND RETENTION ANNUAL ACTIVITIES CALENDAR  
Fall 2006**

**NOVEMBER**

<i>Activity</i>	<i>Lead person(s)</i>	<i>Timeline</i>
Assess Fall Enrollment Management results	Compton Center Enrollment Management Task Force	2 <sup>nd</sup> week
Orientation to college and SEP workshops	Vanessa Haynes	Begins: 1 <sup>st</sup> week Ends- 2 <sup>nd</sup> week of February
Winter – Spring schedule of classes available	Ann Garten	1 <sup>st</sup> week
Begin accepting Summer/Fall applications online	Hal Bateman	1 <sup>st</sup> week
Faculty promotion of Winter/Spring in classes	Academic Deans, Academic Senate, and Division Chairs	Begin – 2 <sup>nd</sup> week
Promote Winter/Spring Courses	Counselors, Transfer Center, OSR, Financial Aid, Student Life Office, Categorically-funded Programs	1 <sup>st</sup> week
Registration appointments for continuing students mailed	Hal Bateman	2 <sup>nd</sup> week
Posters for Winter/Spring Registration posted on campus	Ann Garten/ Student Life Office	3 <sup>rd</sup> week
Phone Calls to Former Compton Community College Students	Kevin Goolsby	Begins: 3 <sup>rd</sup> week Ends- 2 <sup>nd</sup> week of February
Community Outreach	Kevin Goolsby	Begins: 3 <sup>rd</sup> week End- 2 <sup>nd</sup> week of February
High School Newsletter	Ann Garten	4 <sup>th</sup> week

**DECEMBER**

<i>Activity</i>	<i>Lead person(s)</i>	<i>Timeline</i>
Enrollment Management Meeting	Compton Center Enrollment Management Task Force	1 <sup>st</sup> week and 3 <sup>rd</sup> week
Winter media advertising at local four-year college/universities for Winter Courses	Ann Garten	1 <sup>st</sup> week
Media advertising – Winter	Ann Garten	1 <sup>st</sup> week – 4 <sup>th</sup> week
Counseling appointment reminder calls	Vanessa Haynes	2 <sup>nd</sup> week
Follow-up calls to students who applied, but did not register for Winter Session	Hal Bateman/ Kevin Goolsby	3 <sup>rd</sup> week



## EL CAMINO COLLEGE COMPTON CENTER ENROLLMENT MANAGEMENT PLAN

Automated Calls to Current students – for Spring	Arnel Pascua/Keith Curry	3 <sup>rd</sup> week
--	--------------------------	----------------------

### 2007-2008

#### JANUARY

<i>Activity</i>	<i>Lead person(s)</i>	<i>Timeline</i>
Assess Fall Enrollment Management results	Compton Center Enrollment Management Task Force	1 <sup>st</sup> week and 3 <sup>rd</sup> week
Enrollment Mail Piece to Current Students and former Compton Community College Students from 2004-2005 academic year (10,000 students)	Arnel Pascua/ Ann Garten/Reuben James	1 <sup>st</sup> week
Registration appointments continue	Hal Bateman/ Bill Mulrooney	Begin – 1 <sup>st</sup> week
Media advertising - Spring	Ann Garten	1 <sup>st</sup> week – 4 <sup>th</sup> week
Promote afternoon/evening classes at high schools for Spring Semester	Kevin Goolsby	1 <sup>st</sup> week-3 <sup>rd</sup> week of February
Last day to Add for Winter	Hal Bateman	2 <sup>nd</sup> week
Automated Call set up	Arnel Pascua/ Keith Curry	2 <sup>nd</sup> week
Automated Phone Calling	Arnel Pascua/ Keith Curry	Begin - 4 <sup>th</sup> week
Faculty promotion of Spring courses in Winter classes	Academic Deans, Academic Senate, and Division Chairs	Begin – 4 <sup>th</sup> week
Promote Spring courses	Counselors, Transfer Center, OSR, Financial Aid, Student Life Office, Categorically-funded Programs	1 <sup>st</sup> week

#### FEBRUARY

<i>Activity</i>	<i>Lead person(s)</i>	<i>Timeline</i>
Follow-up calls to students who applied, but did not register for Spring Semester	Hal Bateman/ Kevin Goolsby	1 <sup>st</sup> week
Counseling appointment reminder calls – spring	Vanessa Haynes	1 <sup>st</sup> week
Orientation to college and SEP workshops	Vanessa Haynes	Begins – 4 <sup>th</sup> week Ends – 2 <sup>nd</sup> week of August
Assess Winter enrollment management results	Compton Center Enrollment Management Task Force	4 <sup>th</sup> week
Last day to Add for Spring	Hal Bateman	4 <sup>th</sup> week



## EL CAMINO COLLEGE COMPTON CENTER ENROLLMENT MANAGEMENT PLAN

### MARCH

<i>Activity</i>	<i>Lead person(s)</i>	<i>Timeline</i>
Summer/Fall (in-person) Application acceptance	Hal Bateman	2 <sup>nd</sup> week
Campus climate survey	Irene Graff	Begin - 2 <sup>nd</sup> week
Faculty promotion of Spring 8 week courses in Spring Semester classes	Academic Deans, Academic Senate, and Division Chairs	3 <sup>rd</sup> week
Posters for Spring 8 week Registration posted on campus	Ann Garten/ Student Life Office	3 <sup>rd</sup> week
Promote Spring 8 week courses in Spring Semester	Counselors, Transfer Center, OSR, Financial Aid, Student Life Office, Categorically-funded Programs	3 <sup>rd</sup> week
Fall probation letters	Hal Bateman & Vanessa Haynes	Mid-March to Late April
Summer Schedule available (online)	Ann Garten/ Ed Nila/ Arnel Pascua	4 <sup>th</sup> week

### APRIL

<i>Activity</i>	<i>Lead person(s)</i>	<i>Timeline</i>
Fall schedule available online	Ann Garten/Ed Nila/ Arnel Pascua	1 <sup>st</sup> week
Printed Summer schedule available	Ann Garten/Ed Nila/ Arnel Pascua	1 <sup>st</sup> week
Printed Fall schedule available	Ann Garten	Mid-month
Posters for Summer Registration posted on campus	Ann Garten/ Student Life Office	4 <sup>th</sup> week
Printed Summer schedule available	Ann Garten	Mid-month
Registration appointments mailed to continuing students	Hal Bateman	4 <sup>th</sup> week
Pre-Registration groups – Summer and Fall	Vanessa Haynes	Begins – 1 <sup>st</sup> week Ends -
Enrollment Mail Piece to Current Students for Summer/ Fall Enrollment	Arnel Pascua/ Ann Garten/Reuben James	4 <sup>th</sup> week

### MAY

<i>Activity</i>	<i>Lead person(s)</i>	<i>Timeline</i>
Faculty promotion of Summer/ Fall semester in	Academic Deans, Academic Senate, and Division Chairs	1 <sup>st</sup> week



## EL CAMINO COLLEGE COMPTON CENTER ENROLLMENT MANAGEMENT PLAN

classes		
Promote Summer/ Fall courses	Counselors, Transfer Center, OSR, Financial Aid, Student Life Office, Categorically-funded Programs	1 <sup>st</sup> week
Summer media advertising at local four-year college/universities for Winter Courses	Ann Garten	1 <sup>st</sup> week
Automated Call set up	Arnel Pascua/ Keith Curry	1 <sup>st</sup> week
High School Newsletter	Ann Garten	1 <sup>st</sup> week
Follow-up calls to students who applied for Spring but did not register	Hal Bateman/ Kevin Goolsby	1 <sup>st</sup> week
Letters to students who attended in the fall but not spring.	Arnel Pascua/Keith Curry	1 <sup>st</sup> week
Promote Summer and Fall classes in high schools	Kevin Goolsby	Begin – 1 <sup>st</sup> week
Community Outreach	Kevin Goolsby	Begins: 2 <sup>nd</sup> week End- 2 <sup>nd</sup> week of August
Counseling appointment reminder calls -summer	Vanessa Haynes	3 <sup>rd</sup> week
Media advertising - Summer	Ann Garten	Mid-month
Automated Phone Calling	Arnel Pascua/ Keith Curry	Begin – 3 <sup>rd</sup> week
Registration Appointments for continuing students beings	Hal Bateman	Begins - 3 <sup>rd</sup> week
Registration appointment times mailed to new students	Hal Bateman	Begins – 3 <sup>rd</sup> week

### JUNE

<i>Activity</i>	<i>Lead person(s)</i>	<i>Timeline</i>
New student appointments – summer	Hal Bateman	Begins – 1 <sup>st</sup> week Ends – 2 <sup>nd</sup> week
Last day to Add (Summer-1)	Hal Bateman	4 <sup>th</sup> week
Assess Spring enrollment management results	Compton Center Enrollment Management Task Force	4 <sup>th</sup> week

### JULY

<i>Activity</i>	<i>Lead person(s)</i>	<i>Timeline</i>
Last day to Add (summer-2)	Hal Bateman	3 <sup>rd</sup> week
Faculty promotion of fall and Summer II courses	Academic Deans, Academic Senate, and Division Chairs	Begin – 1 <sup>st</sup> week
Letters to students who	Kevin Goolsby	1 <sup>st</sup> week





## EL CAMINO COLLEGE COMPTON CENTER ENROLLMENT MANAGEMENT PLAN

attended in the fall but not the spring or summer		
Begin accepting Winter/ Spring applications online	Hal Bateman	2 <sup>nd</sup> week
Probation letters sent out	Vanessa Haynes & Hal Bateman	2 <sup>nd</sup> week
Probation meetings with students	Vanessa Haynes	Begins – 2 <sup>nd</sup> week Ends – 2 <sup>nd</sup> week of August

### AUGUST

<i>Activity</i>	<i>Lead person(s)</i>	<i>Timeline</i>
Media advertising – Fall	Ann Garten	1 <sup>st</sup> week – 4 <sup>th</sup> week
SARS Call set up	Keith Curry	1 <sup>st</sup> week
Counseling appointment reminder calls - fall	Vanessa Haynes	1 <sup>st</sup> week
Post cards mailed – Fall	Ann Garten	2 <sup>nd</sup> week
Registration appointments mailed	Hal Bateman	2 <sup>nd</sup> week
SARS Call	Satish Warriar, Arnel Pascua	Begin 2 <sup>nd</sup> week
Follow-up calls to students who applied but did not register	Kevin Goolsby	4 <sup>th</sup> week

### SEPTEMBER

<i>Activity</i>	<i>Lead person(s)</i>	<i>Timeline</i>
Assess Summer enrollment management results	Compton Center Enrollment Management Task Force	1 <sup>st</sup> week
Promote afternoon/evening classes at high schools	Kevin Goolsby	Begin – 1 <sup>st</sup> week
High school newsletter	Ann Garten	1 <sup>st</sup> week
High school sports programs – front/back cover	Ann Garten	Begin 1 <sup>st</sup> week End Nov
Orientation and SEP workshops	Vanessa Haynes	Begins – 2 <sup>nd</sup> week Ends – 2 <sup>nd</sup> week of December
Electronic marquee announcing registration	Ann Garten	End – last day to add classes

### OCTOBER

<i>Activity</i>	<i>Lead person(s)</i>	<i>Timeline</i>
Winter/Spring appointments mailed out	Hal Bateman	1 <sup>st</sup> week
Winter – Spring schedule of classes available	Ann Garten	Mid-month
Promote mid-semester courses	Counselors, Instructors, Transfer Center, OSR, Financial Aid	3 <sup>rd</sup> week



## EL CAMINO COLLEGE COMPTON CENTER ENROLLMENT MANAGEMENT PLAN

### NOVEMBER

<i>Activity</i>	<i>Lead person(s)</i>	<i>Timeline</i>
Begin accepting Summer/Fall applications online	Hal Bateman	1 <sup>st</sup> week
Community Newsletter	Ann Garten	1 <sup>st</sup> week
Faculty promotion of winter semester in classes	Dr. Jackson, Saul Panski, and Division Chairs	Begin – 1 <sup>st</sup> week
Registration appointments for continuing students mailed	Hal Bateman	2 <sup>nd</sup> week

### DECEMBER

<i>Activity</i>	<i>Lead person(s)</i>	<i>Timeline</i>
Media advertising – Winter	Ann Garten	1 <sup>st</sup> week – 4 <sup>th</sup> week
Counseling appointment reminder calls	Vanessa Haynes	2 <sup>nd</sup> week
Follow-up calls to students who applied but did not register	Hal Bateman	3 <sup>rd</sup> week
SARS Call – Winter	Satish Warriar, Arnel Pascua	3 <sup>rd</sup> week