



TOWN HALL MEETING

April 19, 2018

OFFICE OF THE SUPERINTENDENT/PRESIDENT



Welcome

- Why a Town Hall?
- Topics
 - Enrollment
 - FTES Trends
 - Access and Success Strategies
 - Enrollment Management Activities
 - Academic Affairs
 - Administrative Services
 - Student Services
 - Human Resources
 - Marketing & Communications
- Q & A

Why a Town Hall?

- To strengthen communications about campus developments
- To provide the opportunity to learn more about changes on campus
- To ask questions and connect with sources of information
- To have fun!

FTES Trends

Year	2014-15	2015-16	2016-17	2017-18
Earned				
Summer	1,662	1,454	613	1,722
Fall	8,780	8,619	8,581	8,524
Winter	-	-	813	1,110
Spring	8,189	7,967	7,921	7,823*
FTES from Sumer	532	1,446	-	463*
Reported FTES	19,163	19,486	17,928	19,642

**Projected data*

Access and Success Strategies

- Expand dual-enrollment pathways with in-district high schools and increase enrollment 10% in each of the next three years

Fiscal Year	2015-16	2016-17	2017-18
Sections	34	43	59
FTES	82	110	165
FTES Growth	-	34%	50%

Access and Success Strategies (continued)

- Design online offerings to increase access and options

Online Enrollment			
	2015-16	2016-17	2017-18
FTES	1,104	1,321	1,729
Growth	-	19.7%	30.9%

Access and Success Strategies (continued)

- Expand the South Bay Promise

	2014-15	2015-16	2016-17	2017-18	2018-19
CVUHSD	12	16	40	29	<i>All graduates are eligible to apply</i>
IUSD		8	21	8	
TUSD				35	
Total	12	24	61	72	500
Growth	-	100%	154%	18%	594%

Access and Success Strategies (continued)

- Implement winter intersession in January 2017

	Winter Intersession		
Term	2008	2017	2018
Sections	200	224	328
FTES	800	813	1010

Enrollment Management Activities

- Analysis of waitlisted sections with the most students
- Added in-person, weekend registration days, phone calls to students who completed core services, but hadn't enrolled and students who had enrolled in six or more units in fall, but hadn't enrolled in spring



ACADEMIC AFFAIRS



Topics

- Curriculum and Catalog
- Dual Enrollment
- Online Education
- Guided Pathways
- AB 705

Curriculum and Catalog

- Current process
- Available technology
- Next steps

Dual Enrollment

- Definitions
- AB288
- High school partners

Online Education

- OEI application
- ILP tool
- DE team

Guided Pathways

- \$2.1 million over five years
- Purpose
- Requirements
- Next steps

AB 705

- 78213. (d) (1) (A) A community college district or college shall maximize the probability that a student will enter and complete transfer-level coursework in English and mathematics within a one-year timeframe, and use, in the placement of students into English and mathematics courses in order to achieve this goal, one or more of the following measures:
 - (i) High school coursework
 - (ii) High school grades
 - (iii) High school grade point average

ADMINISTRATIVE SERVICES



Topics

- Facilities
- Bookstore
- Fiscal Services
- Information Technology Services (ITS)
- Safety

Facilities

- **Bond Projects**
 - Student Services
 - Gym
 - Pool
 - Architect selection for Art Complex and Behavioral & Social Sciences Building
 - Music Building final project proposal
 - Administration Building

Bookstore

- Selection of new food services vendor
- Online book order for faculty

Fiscal

- New budget process
- Direct deposit of paychecks
 - Casual and noncertificated employees
- Travel and conferences
 - Credit card

Information Technology Services (ITS)

- Timeclock Plus
- Simpler system

Safety

- Lighting project
- Health and safety report

STUDENT SERVICES



Topics

- Student Services Update
- South Bay Promise
- CRM Recruit
- Student Equity
- Partnering with our Communities
- ECC Connect

Student Services Update

- Gearing up for the South Bay Promise
 - Coordinating and scaling “Onboarding”
 - Support Programs & ECC Connect
- Upgrading Student Outreach & Recruitment (via CRM Recruit)
- Refocusing the Student Equity Plan
- Partnering with our Communities
- ECC Connect

South Bay Promise

- El Camino College promises students two things:
 - You can afford to go to college
 - You will graduate/transfer from El Camino College
- How will we do this?
 - Enrollment fees
 - Recruitment support
 - Onboarding support
 - Support programs (FYE, EOPS, HTP and athletics)

CRM Recruit

- The age of technology is here at El Camino College
- CRM Recruit has the following capabilities:
 - Lead input via paper, electronic, data, internet
 - Tracking of students' progress
 - Effective communications with prospective students
 - Better target organization of events with students
 - For example, STEM event

Student Equity Refocus

- What are the baseline goals of student equity and how do we show success in our programming?
- What is working and what is not?
- Where are the resources being spent and what are the outcomes?

Partnering with our Communities

- How are we partnering with our communities?
- How can we strengthen those relationships?

ECC Connect

- What is ECC Connect?
- Why should I care and why should I put effort into it?

HUMAN RESOURCES



Topics

- Service Model Change
- Updates

Service Model Change

- HR technicians



Service Model Change

- HR service partners



Updates

- **Professional Development**
 - Management Training Workshops
 - Administrative Task Force
 - Increased OTC courses
- **Staff and Student Diversity**
 - Updated EER trainings
 - EEO Sub-Committee work
 - Other online compliance courses
- **Human Resources**
 - BenefitBridge
 - Formstack
 - SilkRoad
 - Reviewsnap

MARKETING & COMMUNICATIONS



Topics

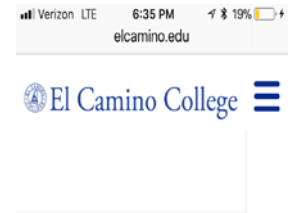
- Goals
- Analysis
- Channels
- Measurement
- Recent Successes

Goals

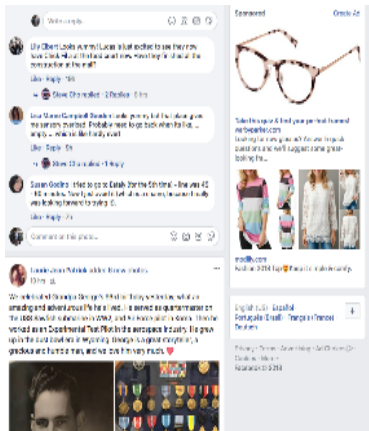
- Raise awareness for El Camino Community College District in South Bay and within the region by improving brand recognition to:
 - Increase enrollment
 - Improve high school and transfer partnerships
 - Expand industry partnerships
 - Develop collaboration between ECC and nonprofits
 - Support fundraising goals

Analysis

- Challenges and Opportunities
 - New-to-the-college marketing tools and strategies
 - Clunky website experience
 - Lack of on-campus messaging and wayfinding



tended
 opportunity
 programs & Services
 OPS)



RETARGETING

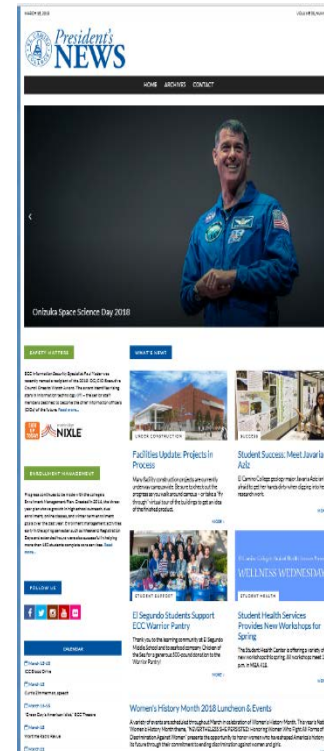


WAYFINDING/BRANDING



Channels

- Website
 - Expanded content
 - Develop library of video, blog posts
 - Address mobile responsiveness
 - Improve homepage messaging
- Advertising
 - Current – transactional messaging
 - Develop long-range, coordinated, targeted traditional and digital advertising campaign using CTAs
- Email marketing
 - Create robust e-marketing strategy
 - To tell our story and grow database with CTAs
 - Deploy email acquisition campaign to grow database



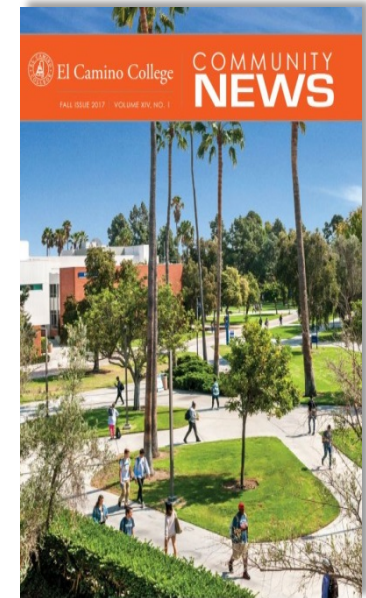
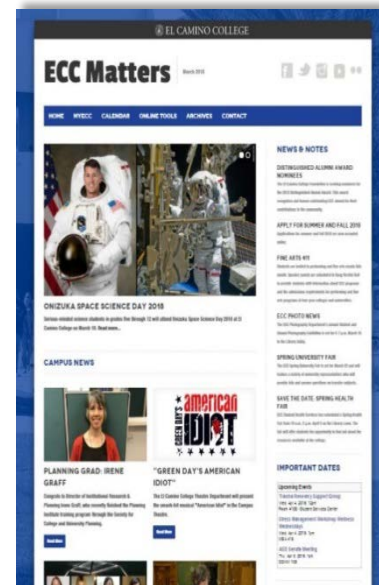
Channels (continued)

- Social Media
 - Develop multiple social media campaigns
 - Campus initiatives and community-partner support
 - Grow engagement to better connect to those in our community to share new programs
 - Calendar of strategic posts
 - Promote new features of site
 - Goals of college, programs
 - Student and faculty stories



Channels (continued)

- Media Relations
 - Tell ECC story and be the source
- Publications
 - Evaluate current print vehicles for effectiveness
 - Employ surveys, measure readership, interest in content



Measurement

- Success of strategy and tactics evaluated on
 - Meeting enrollment goals
 - Growing engagement in social, website, showing people acted
 - Media relations impressions
 - Outreach event attendance



Recent Successes

- **Twitter: Jan. – Feb. 2018**

- 2,268 total engagements (84% increase)
- 404 likes (24% increase)
- 102 retweets (15% increase)
- 696,258 reach (11% increase)
- 198,579 organic impressions (6% increase)
- Added 102 Twitter followers
- Total followers now at 8,519



El Camino College's Superintendent/President @MaloneyDena speaks before State Senator @BenAllenCA at a hearing on higher education's role in preparing engineers for the aerospace industry at @dvschools.



22 LIKES
3 RETWEETS
15.7K REACH
TOP LIKES

- **Facebook: Jan. – Feb. 2018**

- 1,367 total engagements (37% increase)
- 741,351 impressions (17% increase)
- 494,041 users reached (13% increase)

El Camino College
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A big thank you to El Segundo Middle School and seafood company Chicken of the Sea for their generous 500-lb. donation to the Warrior Pantry! The ESMS 8th graders launched a food and toiletry drive for the Warrior Pantry over the holidays, placing donation bins across El Segundo and the South Bay. For more info on the pantry, visit <http://bit.ly/2mQK1H5>.



6,876 people reached

137 REACTIONS
9 COMMENTS
6,888 REACH
4.7% ENGAGEMENT



Questions?

