



Building a More *Welcoming* Welcome Letter

El Camino College IMPACT Fall 2022
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15,718

Fall 2022 Applications Submitted

15,718

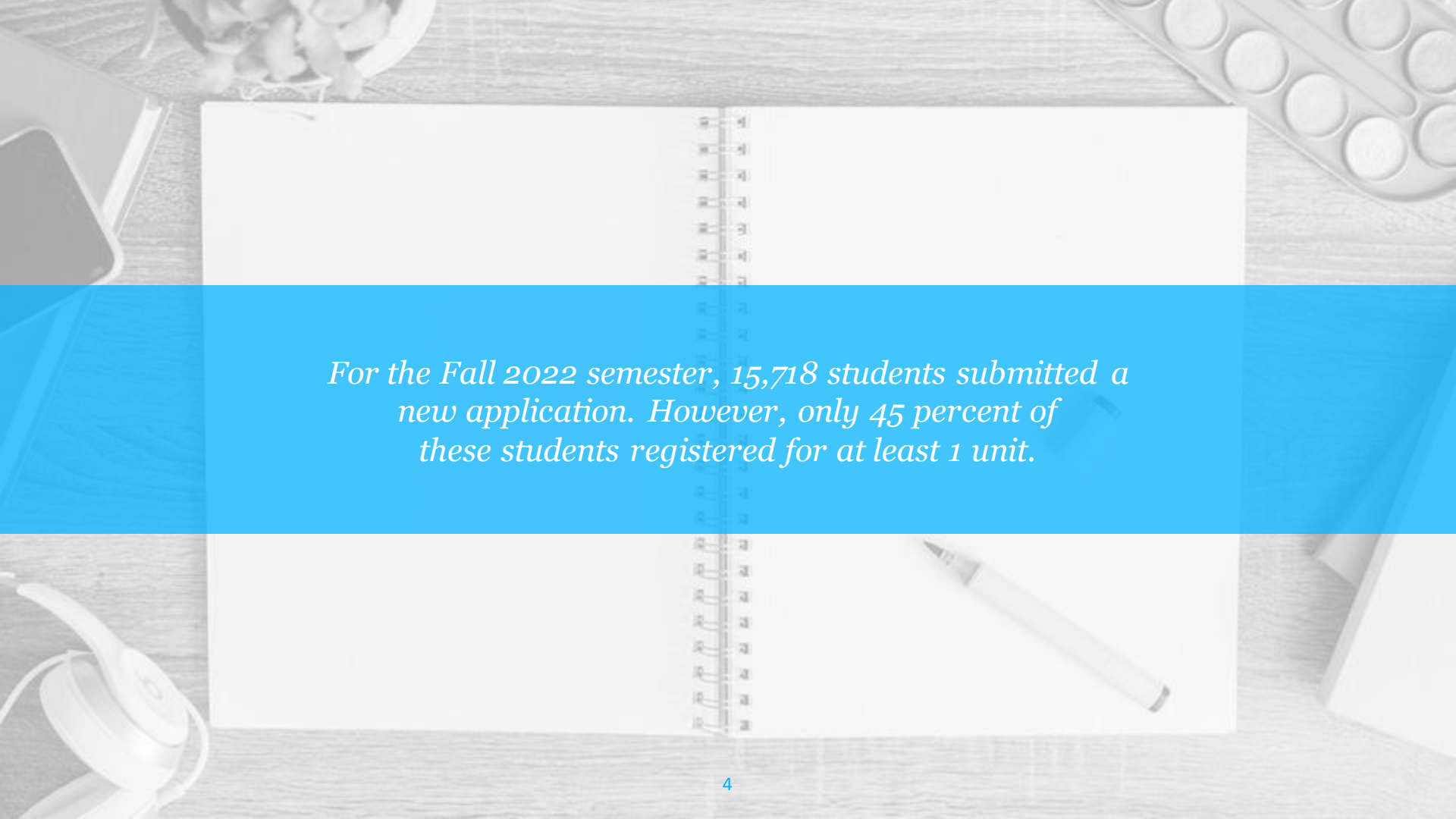
Fall 2022 Applications Submitted

8,543


Did not register for any units

54.35%


Did not register for any units

A top-down view of a desk with a spiral notebook, a pen, a water bottle, and a paint palette. The notebook is open and has a blue horizontal band across the middle. The text is centered on this band.

For the Fall 2022 semester, 15,718 students submitted a new application. However, only 45 percent of these students registered for at least 1 unit.

A person wearing a light-colored, ribbed sweater is shown in profile, looking down. The background is a blurred indoor setting, possibly a classroom or office. A large, bright blue diamond shape is overlaid on the image, containing white text.

**Why are more than
half of our new
students not signing
up for classes?**



"I'm so overwhelmed. I haven't been in school in years and everything is so different now...it's all online and I'm so confused by all the links."

"I got my Welcome Letter but I don't know what to do next..."

"I thought all I had to do was fill out the application and then I could sign up for my classes..."

"If I had known it was going to take this long, I would have started (the application/registration process) sooner..."

"I was so excited to go to school, but now I'm just upset. I've been trying to sign up for my classes for over a month ...every time I think I've done all the steps, I find out that there's one more thing to do. I'm honestly ready to give up."

"It's been frustrating trying to get help. Whenever I talk to someone, I find out that there's something else I need to do. Can I just get like a simple checklist?"


"It gets confusing because I don't even know where to click (on the website) or who to talk to (for help)."



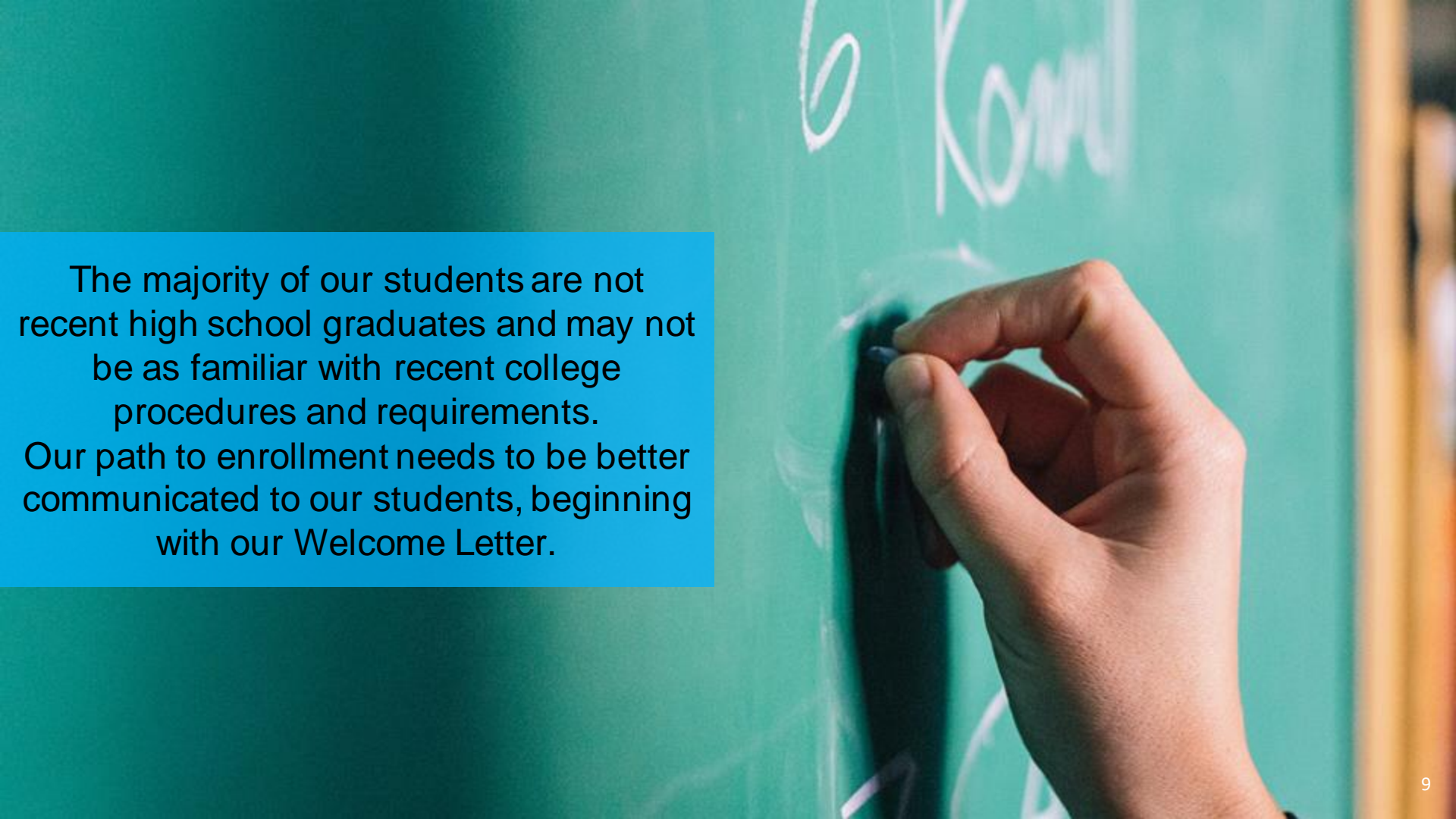
What do all these quotes have in common?

- Miscommunication
- Confusion
- Frustration

Feedback from those who do not fit the traditional image of a recent high school graduate.

A person wearing a light-colored, ribbed sweater is shown from the chest up, looking down at a smartphone held in their hands. The background is a blurred indoor setting, possibly a cafe or office. A large, semi-transparent blue diamond shape is overlaid on the center of the image, containing white text.

**Why is this
problematic?**

A close-up photograph of a hand holding a black marker, writing on a green chalkboard. The hand is positioned on the right side of the frame, with the index and middle fingers gripping the marker. The chalkboard is filled with faint, white chalk markings, including the number '6' and the word 'Komi'. The lighting is bright, highlighting the texture of the hand and the surface of the chalkboard.

The majority of our students are not recent high school graduates and may not be as familiar with recent college procedures and requirements. Our path to enrollment needs to be better communicated to our students, beginning with our Welcome Letter.

A person's hands are shown holding a pair of glasses. The background is a solid blue color. The text is overlaid on the right side of the image.

Who are our incoming students?

- Ages 14 – 80 years
- Not all are aiming to transfer
- Not all have graduated from high school
- Part-Time/Full-Time
- ESL/International
- First-Gen
- Undocumented
- Parents/Guardians/Caretakers
- Have at least one job
- On-Campus/Online
- May require learning accommodations
- Various digital literacy levels

	Total	0 units
Students < 21 years	6101	2495
Students > 21 years	9617	6048
Total	15718	8543

	Total	0 units
Students < 21 years	38.82%	29.21%
Students > 21 years	61.18%	70.79%
Total	100%	100%

Fall 2022 Applications

"Diversity – We embrace our similarities and differences to promote an inclusive campus community with equitable outcomes for all."



THERE IS A MISMATCH...

- Between our mission statement and our enrollment numbers.
- Between the information our students are seeking and the ways in which we are delivering that information.

Previous Welcome Letter

Implies that all students have a SSN when this is not the case...

Dear: [REDACTED] Student ID Number: [REDACTED]

Welcome to El Camino College!

El Camino College is here for you! Need help preparing for a smooth transition to in-person, on-campus instruction? The [COVID-19 Vaccine Requirement webpage](#) includes detailed instructions about the mandate going into effect **January 3, 2022** to guide you through the process.

The student portal to El Camino College is MyECC. You may access MyECC within 24 hours to check college email, view registration information, pay fees, purchase a parking permit, review financial aid information and other services. Log in to MyECC at www.elcamino.edu/myecc/.

Your MyECC username is your ECC Email account chnguyen@elcamino.edu and your default password is the last 4 digits of your Social Security Number. You need to change your password the first time you log on to MyECC. If you have already successfully logged in, disregard the above password.

For help if you encounter errors logging into MyECC:

- Call 310-660-6571
- Click "Chat with us Live" on the MyECC student-login page
- Or, connect to our Virtual Information Desk at MyECC

[Click here](#) to explore many programs El Camino College has to offer! This Program Pathways Mapper is a guide to reaching your goals.

For more information on your next steps, or if you have further questions, visit our [Warrior Welcome Center by clicking here](#).

Again, welcome to El Camino College – Go Warriors!

Admissions & Records
El Camino College



El Camino College

Dear [REDACTED]

Congratulations and welcome to El Camino College!

Please see the important information listed below that will assist you with registration and accessing other ECC resources.

START TERM:	2023/SU
Student ID:	[REDACTED]
MyECC Username/Email:	[REDACTED]
Initial Password:	Last 4 digits of your SSN/TIN. nbsp;nbsp; If you applied without an SSN/TIN, please click here .
Residency:	California - CA If blank, please click here for residency information.

To access MyECC, your student portal to registration and resources, [click here](#).

For more information on your next steps, or if you have further questions, visit our Warrior Welcome Center by [clicking here](#).

ECC has a Covid-19 vaccination requirement for taking in-person classes. Click here to review [COVID-19 Vaccine Requirement webpage](#).

Check your email and MyECC portal regularly for important information.

Your residency is determined by answers you supplied on your application. Your application residency is currently California - CA or may be blank which indicates that you will be charged non-California resident tuition. If you feel this is in error, please [click here](#) for residency information.

Again, welcome to El Camino College - Go Warriors!

Current Welcome Letter

- Language regarding SSN has been updated to provide an option for students without one.
- Added instructions for students in need of residency assistance
- "Click here" links are not ADA compliant.



Recommendations



Student Recommendations – Welcome Letter

- Bypass the SSN default all together by using an embedded link in the Welcoming Letter prompting students to create their own passwords.
- Provide different language versions of our Welcome Letter to accommodate ESL students (something like we do on our website via Google Translate).
- Ensure links and language are ADA compliant.



Student Recommendations – Welcome Letter

- Attach the path to enrollment card to the email. Attach the campus map and contact info for our divisions to the email.
- Include estimated timeframes so students with work or family responsibilities and limited hours can plan accordingly.



Student Recommendations – Beyond the Welcome Letter

- Have different application for credit and non-credit courses.
- The credit courses application works as any other application (CCC+ECC), but the non-credit is an one-page application asking basic personal info. This application is processed by A&R and the student receives a SID right away. They return to the ESL office to complete their ESL placement test and to register for classes; ALL in one visit.
- If students have taken or plan on taking, credit courses in the future, then, they would complete the longer application.



Student Recommendations – Beyond the Welcome Letter

- Citizenship/Military question, students are given a drop list to choose from (US Citizen, permanent resident, refugee, etc.). If none of this applies to them, they need to select "other."
- After that, they need to select if there is any type of visa that applies to them. If any of those visas apply to them, they need to click on "other" again, and then select a box listed as "No Documents."
- Why not include this last option (No Documents) in the drop list with not further questions asked?



Potential Barriers to Implementation

- Need more time to gather student and staff input.
- May be limited by software used.
- Not enough staff to assist with rolling out the changes quickly.
- Budget



Next Steps

- Continue to collect additional feedback from students and staff, especially those who identify as (or work with) students who are "non-traditional"
- Create a focus group of students/staff for feedback on proposed changes to the Welcome Letter.
- Compare data trends from additional semesters and ensure focus groups are representative of our student population.

A hand is shown writing on a chalkboard. The text 'Thank you!' is overlaid in large, bold, blue letters. The background is a grayscale image of a chalkboard with some faint writing.

Thank you!

Questions?