

## **Enrollment Strategies for Late Starting Spring 2023 and Summer/Fall Enrollment**

### **Retention Efforts**

- **Established New Partnership (MOU) with InsideTrack (GIA Connection)**
  - CHC will provide over 800 student records to stopped out students,
  - Partners will call and text students and encourage them to re-enroll at CHC for summer/ Fall.
- **Created registration reminder flagged in Starfish for 2,078 current students and emailed/called students that had not registered for Spring 2023 courses.**
  - 209 students registered after the STARFISH email and the phone call campaign.
  - 102 Virtual registration appointments were made due to phone calls.
- **Created marketing efforts to increase late starting enrollment in Spring 2023.**
  - **Phone calls and text messages were sent to current students utilizing the Student Ambassadors in Outreach**
    - 986 students were called to promote late start courses for those taking less than 6 units.
- **Enrollment Intervention For Current Students for SUMMER/Fall (Float into Fall is scheduled for May 1st - May 4th)**
  - Application Assistance Workshops will be held in Road Runner Café (during open enrollment).
  - 10am to 2pm AND 4pm to 7pm Monday through Friday..
    - The projected outcome is to increase the Outreach department's visibility to current students and increase enrollment.

### **EOPS/CARE**

- Collaborated with Institutional Research and received a list (BOG B and BOG C) of approximately 500 eligible students and connected directly by phone and email to share program applications and explain services and benefits.
- Developed a digital common application for eligible students to apply for all programs (EOPS, CARE, CalWORKs, NextUp, and Dream).
- Collaborate with Technology Services and Dean of Counseling to implement e-SARS, which will allow students to schedule their own appointments at their convenience.
- Host Summer Bridge experience, which will serve as an opportunity to recruit and encourage more Latinx and Black and African American students to enroll at Crafton Hills College.

- Build positive and ongoing relationships with community and county agencies that support parenting students and foster youth and are willing to serve on advisory committees.
- Ensure students have access to and utilize priority registration by offering in-person workshops and drop-in hours to assist students with the registration process.

### **Dual Enrollment**

- **Started new CCAP MOU for Partnership with The Grove School**
- **Started new CCAP MOU for Partnership with Sage Oak**

### **Outreach Activities**

- **Hired two SSSTs (Senior Student Services Technicians) working with CRYROP**
  - The two SSSTs have led 44 Crafton 101 presentations in ROP classes at Yucaipa High School, Redlands East Valley, Citrus Valley High, and Redlands High School.
    - The 44 classes have an average of 25 students in each for a total of 1,100 juniors and seniors hearing about Crafton Hills College.
  - SSSTs have held 12 CCCApply application workshops with the goal to get students to apply at Crafton.
  - A total of 61 one-on-one visits have been made between the two SSSTs to talk about Crafton Hills College Services and Dual Enrollment.
- **Outreach Student Ambassadors called 1092 prospective students that had applied to CHC but did not register for Fall '22 and Spring '23.**
  - 102 appointments were made and 78 students attended appointment with 59 successfully registering
- **SOAR High School Visits (application & Registration Workshops February – April).**
  - We assisted 557 students complete their CCCAPPLY application and educational plans with the expectation to increase enrollment at Crafton Hills College for the Summer/Fall 2023 semester. .
    - The Grove School – 16 attended
    - Green Valley High School – 19 students
    - Oak View High School – 17 students
    - Redlands East Valley High School – 63 students
    - Orangewood High School/eAcademy- 45 students

- Redlands High School - 71 students
  - Citrus Valley High School – 100 students
  - Yucaipa High School - 132 students
  - Beaumont High School – 76 students
  - Rise Academy - 18
- **We assisted 25 prospective students with the Spring Express Enrollment event.**
  - The students that attended received:
    - Introduction to Crafton Hills College!
    - Financial Aid Assistance
    - Placement & Orientation
    - Admissions
    - Education Planning with Counselors
    - Registration Assistance
- **Promoted Crafton Hills College with Middle School Students at YCJUSD 8th Grade Career Day on January 31st at Mesa View Middle School from 8:30 am until 12 pm (700 middle schoolers)**
  - The presentation was given to students and their parents to increase Crafton Hills College visibility and early outreach to middle school students.
- **Executed 6 group tours (4 middle schools, 1 high school and the Corps) for a total of 571 students**
  - **Orchestrated tour for Jehue Middle School for 160 middle school students**
    - Students met with athletics, toured the pool and the Public Safety & Allied Health building. We also facilitated a Crafton 101 presentation.
  - **Held Mojave River Academy (110 middle school students)**
    - Students received the Crafton 101 presentation, toured the campus and met with John Grounds from EMS.
  - **Executed Cope Middle School field Trip (119 students)**
    - Students received the Crafton 101 presentation, toured the campus and met with Cynthia Lemus in STEM to talk about opportunities in STEM.
  - **Facilitated a tour with California Conservation Corps (27 students)**
    - Students received the Crafton 101 presentation, walked through the CCCApply application process, campus tour and ambulance simulator.
  - **San Andres High School Field Trip (75 students)**
    - Students received a campus tour, tour of the Public Safety and Allied Health Building, Meet with Amanda Ward and John Grounds to talk about EMS.
  - **Beattie Middle School (80 students)**
    - Students will receive a campus tour and Crafton 101 presentation.

- **Obtained contact information from 603 prospective students via Starfish QR code to send enrollment notifications and invites to Crafton Hills College events.**
  - Information was collected from tabling opportunities, Niche reports, and future student interest forms.
  - Weekly email sent out to prospects averaging 35 individuals a week that provides information on CCCApply information, CHC Career & Academic Pathways and Students Services.
  
- **Facilitated CRYROP field trips (Child Development, AME, Health Care) in Spring 2023 semester and saw a total of 720 juniors and seniors.**
  - The outcome was to increase enrollment by promoting Crafton Hills College and CTE programs and to increase visibility.
    - Emergency Medical Services CRYROP field trip (120 students) The four schools in attendance were Yucaipa High School, Bloomington High, Colton High School and Redlands East Valley
    - Animation, Multimedia & Entertainment CRYROP field trip (120 students) The five schools in attendance were Grand Terrace, Citrus Valley, Yucaipa High, Colton and Bloomington.
    - Respiratory & Radiology CRYROP field trip (120 students) The schools in attendance were Redlands East Valley, Citrus Valley, Grand Terrace and Colton High.
    - Business & Entrepreneurship CRYROP field trip (120 students) The four schools in attendance were Yucaipa High School, Colton High School, Bloomington and Citrus Valley.
    - Child Development CRYROP field trip (120 students) The five schools in attendance were Yucaipa High, Redlands East Valley, Redlands High, Citrus Valley and Colton.
    - Computer Information Systems CRYROP field trip (120 students) The four schools in attendance were Redlands East Valley, Citrus Valley High, Colton High, Bloomington High and Grand Terrace.
  
- **Senior Day – On April 28th we are expecting 489 Seniors in attendance.**
  - Listen to a panel of Crafton Hills College alumni talk about their experiences in their first year of college!
  - Tour our beautiful and campus facilities
  - Meet our dedicated faculty and staff!
  - Win Crafton Hills College swag and other fun prizes!
  - Meet future classmates
  - Register for classes during Registration Workshops and apply during Admissions workshops.
  - Visit the CHC resource fair to learn more about Career and Academic Pathways to learn more about our various offerings.
  
- **Student Accessible Services Transition to College Night - May 4th**

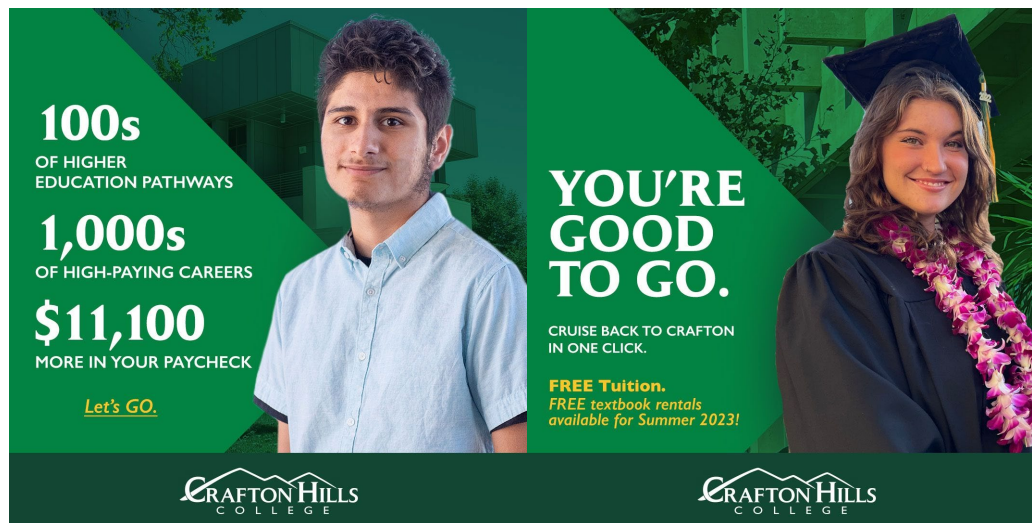
- SAS will be offering tours and Crafton 101 presentations to an anticipated 100 prospective students.
- **The Outreach staff attended over 20 college and career fairs at local events to promote Crafton across the Inland Empire.**
  - Increased Crafton Hills College community visibility.
  - Provided information about Crafton Hills College academic offerings, CTE, and Student Services.
- **Crafton Hills College expanded collegiate and industry partnerships with community partners in the Inland Empire.**
  - Assisted with the organization of Cash4College with Growing Inland Achievement at Crafton Hills College (72 people in attendance)
  - Held virtual Crafton 101 workshop for Amazon (56 team members)
  - Benefits of Community College for Subject to Dismissal Students at UC Riverside (600 students)
  - Increased presence at Redlands Adult School by assisting adult students with registration during open enrollment.
    - We saw 28 students and successfully registered 16.
- **Recruitment for Tenured Adult Education Counselor is on the way**
  - The proposed outcome is to increase Adult Education Numbers and create multiple pathways to Crafton Hills College via Dual Enrollment partnership courses and CTE pathways.

## **Marketing Efforts**

### **Summer 2023**

#### **Continuing to work with Interact on District-wide Enrollment Campaign:**

- Market Research and Strategy: survey to students and community. Ten interviews with key stakeholders.
- Developing 4 new landing pages for adult-learners, applied-not-enrolled, current, and stop-out students.
- Email campaign to stop out and current students.
- Paid advertising on YouTube (English and Spanish), Facebook, Instagram, Snapchat, Display - OTT/Geofence/Remarketing/Behavioral Targeting, PPC Search Engine Marketing, and TikTok



**Free Textbook Rentals and Tuition Campaign:** developed website, flyers, social media posts, and press release.



**We Got You Covered Campaign.** 5,911 Emails and Postcards to students with outstanding fees paid from Fall 2020 to Fall 2022.



### You've Been Accepted **Campaign to All Graduating Seniors for selected High Schools**

- Query reports were pulled and Colton Unified School District is in the system and waiting on confirmation for Redlands Unified School District and Yucaipa Calimesa Joint Unified School District.
- Siembra username and password have been created (Outreach using software to get parent/student data).
  - Developing Letters to parents and postcards to students.

### **Free Summer Equity Campaign**

Copywriting and Design of 6x11 Postcard Mailer, Mailing List and Printing of 15,650 Postcards to residents age 35-50 with combined household income of under \$75K in Calimesa, Yucaipa, Mentone, Redlands and Highland. This age-group is most likely parents of college-age children who are likely to think they can't afford college.

Developed and launched new eSchedule: <https://www.craftonhills.edu/eschedule/>

Advertising Yucaipa Music and Arts Festival.

Presenting at local service clubs - San Bernardino Rotary 5/16.

Filmed opening video for Strong Workforce Career Expo.

### **IEDRC Regional READY Campaign**

- Carvertise campaign 20 cars in Inland Empire/Desert region with READY Career Education wraps - michelle needs to finish

### **Spring 2023**

#### **Launched District-wide enrollment campaign with Interact.**

- Developed Advertising Creative for Conversion Campaign, Stop-Out Reconnect Campaign, Current Student Retention Campaign
- Email campaign to stop out, applied-not-enrolled, and current students.



- Added two new website landing pages
- Marketing went live on Feb 3 on YouTube (English and Spanish), Facebook, Instagram, Snapchat, Display - OTT/Geofence/Remarketing/Behavioral Targeting, PPC Search Engine Marketing, and TikTok

**Total campaign Metrics:**

- **March** - Total Impressions:1,638,339, Total Visits:13,790, View-Through Ad Visits: 339, Completed Video Views: 512,785
- **February** - Total Impressions:1,728,783, Total Visits: 12,399, View Through Ad Visits: 374, Completed Video Views: 494,465



Presented at Yucaipa Valley Rotary 4/4.

Advertising placed Yucaipa High School T Shirt Ad, Redlands Bicycle Classic, Yucaipa Rodeo.

**Fall 2022**

**Hired Advancement Coordinator** - Leslie Swindell - Start Date: 12/12/22

**District-wide Enrollment Marketing Campaign** with Gallegos which included paid social, billboards, streaming audio, radio ads, display, barber shop posters, and paid search to increase student recruitment. This campaign launched 8/17 and ran through 10/17.



Digital Billboard 14ft x 48ft



**Ready Career Education - Regional Marketing Campaign:** College-specific, consortium-wide conversion campaign utilizing lists I provided them weekly to send targeted messages to students' personal emails. These email addresses were also linked up to social media accounts (Facebook and Instagram) from which advertisements encouraging enrollment were delivered.

- 12 emails to applied not enrolled students (59.4% open rate - 562 click-throughs)
- 2 social media ads for Instagram and Facebook
- 8 social media posts
- 2 digital and mobile display ads for remarketing.
- 1 :30 second YouTube spots based on photography and graphics Spots were repurposed for digital and social use.

**Media Prefs Survey:** This is a nationwide survey. We participated in Fall 2022 and had 353 students respond. The highest response of the community colleges in our region. We shared the link to participate on social media and through emails to students.

Summary of Key Results:

- Advertising method that had the strongest impact on prospective students: High school (e.g., event, counselor, teacher)
- Most used and favorite social media platforms: Instagram, TikTok, and YouTube
- Time spent on social media platforms: 3-4 hours per day between 6 p.m. – midnight
- Preferences when contacting the college for information: Email, In-person, Phone call
- Most noticed on-campus communication/advertising through outdoor printed signage or indoor printed signage.
- Most liked way to receive college-related information - through College email

### **Advertising**

- Redlands High School Football Program
- 2022-2023 Edition "Discover Redlands," a guide to life in Redlands and the East Valley, with a press run of 17,000 copies. Distributed in the Community News: Friday, October 21, 2022. Distributed by the Chamber, the Visitor Center, and Redlands businesses all year.
- 2022-2023 Edition "Our Town," a guide to life in the Yucaipa Valley, with a press run of 15,000 copies. Distributed in the Yucaipa News Mirror: Friday, November 18th, 2022. Distributed by the local Chambers of Commerce will be in its relocation packets throughout the year.

### **New Social Media Campaign:**

Developing one post per week on Facebook, Instagram, Twitter, and LinkedIn to include student/alumni quotes and photos using branded graphics encouraging others to share their

story.



### **Crafton Hills College Enrollment Strategies for Fall 2022**

- Held 13 In-Person and Virtual Registration workshops over the Fall 2022 semester seeing 457 students, which helped remove registration anxiety.
  - Increase registration by 6% after the Coffee Tea & RegisSTIR event.
  - Provided a warm, welcoming space where students felt connected to Crafton Hills College staff.
  - Creating a positive experience around registration.

- Implemented and targeted in-reach activities for current students. Flagged (registration to do reminder in Starfish) 3,890 current students and emailed students that had not registered for Spring 2023 courses and reminded them to register for Spring 2023.
  - 1,101 students registered after email reminder and flagged.
  - Completion Coaches called 2,789 remaining students.
    - 798 students registered for the phone call campaign.
    - 82 Virtual registration appointments were made due to phone calls.
- Organized targeted outreach (emails, text, and phone calls) to 900 prospective students who had applied for Fall 2022 but did not register.
  - 72 prospective students RSVP'd for Express Enrollment Event, with 35% (25 students) of those attending and completing registration.
- Crafton Hills College held professional development for 12 local high school and adult school counselors from Citrus Valley High School, Beaumont High School, Oak View High School, Green Valley High School, Redlands High School, Redlands eAcademy and Redlands Independent Student Education (RISE) for our Counselor's Breakfast!
  - This event provided counselors with the opportunity to learn more about Crafton Hills College, including student support services, transfer programs, insight to Crafton Hills alumni experience, and College Corp service opportunity for full time students presented by career programs.
  - Provided High School Counselors with a holistic outlook of our academics and student support programs along with the opportunity for our Crafton Hills College Counselors to network with High School Counselors.
  - Promoted the message of Crafton Hills College affordability, availability, and opportunities to students in the region.
  - Provided High School Counselors with Crafton Corner Kits (marketing materials, promotional items that included CTE pamphlets, Crafton info sheets, Steps to Enrollment and Crafton Dual Enrollment information) for each High School to display at their site.
- **Executed 12 high school tours seeing a total of 647 students.**
  - Obtained contact information from 419 prospective students via Starfish QR code to send enrollment notifications and invites to Crafton Hills College events.
- **The Outreach staff attended over 35 college and career fairs at local events to promote Crafton across the Inland Empire.**
  - Increased Crafton Hills College community visibility.

- Provided information about Crafton Hills College academic offerings, CTE, and Student Services.
- **Facilitated 28 individual campus tours.**
  - Obtained contact information from 28 prospective students via Starfish QR code to send enrollment notifications and invites to Crafton Hills College events.
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- **Hosted 4 High Schools and 1 Medical Allied Health Career Day event that increased Crafton Hills College community visibility.**
  - Incoming students will have a better understanding about Crafton's academic and career programs, student services, on-campus resources and the steps required for enrollment.
    - Rialto Unified School District (120 students)
    - Medical Allied Health Career Day with Girl Scouts (250 students)
    - YHC Preview Day (248 students)
    - CRY Business Field Trip (135 students)
    - Oak View & Green Valley Continuation Application Workshops (65)
- **Crafton Hills College expanded industry partnerships with community partners in the Inland Empire.**
  - Presented to the Beaumont Amazon warehouse (119 team members)
  - Held application workshop with Burlington Team members (27 members)
  - Increased presence at Redlands Adult School by assisting adult students with registration during open enrollment.
  - We saw 34 students and successfully registered 19.
- **Successfully hired four Student Ambassadors reflective of the Crafton Hills College student population to meet community demand for campus tours.**
  - The projected outcome is to streamline campus tours that highlight Student Life at Crafton Hills College.
  - Provide those on tour with an in-depth look of what Crafton Hills College has to offer.
  - Executed classroom registration visits in Fall 2022 for ESL 601 and ESL 602.
  - Successfully enrolled 54 students in two courses (ESL 602 and ESL 603) for Spring 2023.
  - Implemented new Application and Registration Workshops (two weeks before semester starts)
  - New Year, New Classes event on the 1st week of classes as well Jan. 17th – 20th