

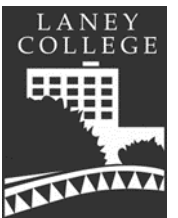


PERALTA COMMUNITY COLLEGE DISTRICT BOARD WORKSHOP PRESENTATION

Tammeil Y. Gilkerson
Laney College
August 2018

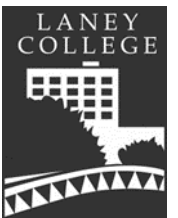
ENROLLMENT MANAGEMENT EFFORTS

- Training and professional development
- Balancing budget allocation & schedule development
- Assessing institutional priorities
- Seeking external support for serving disproportionately impacted communities
- Marketing & social media
- Focused inquiry on students & their success



ENHANCING TRAINING & PROFESSIONAL DEVELOPMENT

- **May 2017:** College-wide retreat on Fundamentals of Enrollment Management
- **August 2018:** Planning support for district-wide enrollment management retreat for department chairs
- **Spring 2018:** Applied for, and selected to participate in, the statewide Institutional Effectiveness Partnership Initiative (IEPI) Strategic Enrollment Management Academy. Opportunity for selected colleges to receive training (three (3) institutes) and coaching support on adopted enrollment management project.



STRATEGIC ENROLLMENT MANAGEMENT ACADEMY & COLLEGE GOVERNANCE

The College completed a strategic enrollment management assessment prior to participating and sent a team of nine (9) individuals to the first institute.

Faculty

Fred Bourgoïn, Math, Faculty Senate-President
Eleni Gastis, English, Faculty Senate-Vice President
Suzan Tiemroth-Zavala, ESOL, Faculty Senate-Senator
Blake Johnson, History, Faculty Senate-Senator
Janelle Tillotson, Counselor

Classified

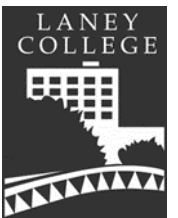
Max Bernal, PIO Officer
Derek Lee, Scheduling Specialist

Administrators

Rudy Besikof, VP-Instruction
Vicki Ferguson, VP-Student Services

The following goals were adopted and are in alignment with goals adopted by the College Council in the spring 2018 semester:

- Evaluate and reconstitute the College's Enrollment Management Committee
- Develop and adopt strategic enrollment management goals

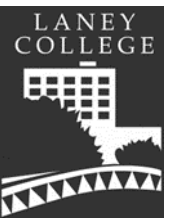


2018-2020 STRATEGIC PLAN



Laney College
2018-2023 Strategic Plan

- Planning process started in fall 2017
- Student, Employee and Community input through focus groups and working retreats
- Adopted in spring 2018 to articulate an updated vision, mission and values and five (5) overarching goals and associated objectives
- The entire Plan has a direct impact on strengthening both the institutional culture and outcomes for students.



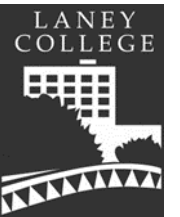
CORE BELIEFS

❖ **Mission**

Laney College educates, supports, and inspires students to excel in an inclusive and diverse learning environment rooted in social justice.

❖ **Vision**

Dream. Flourish. Succeed.



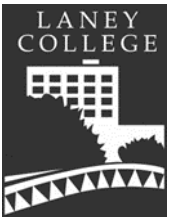
VALUES

- ❖ Respect
- ❖ Diversity
- ❖ Appreciation
- ❖ Competence
- ❖ Integrity
- ❖ Accountability
- ❖ Innovation
- ❖ Collaboration

EXTERNAL FUNDRAISING EFFORTS

Laney College has been fortunate to have ongoing partnerships and support for key initiatives through external grant funding. Some recent grants related to outreaching to disproportionately impacted communities includes:

- **Innovation Grant** to support outreach and services to formerly incarcerated and systems-impacted students (\$1.1 million)
- **CA Catalyst Grant** to support developing services for undocumented and mixed-status students and their families (\$125,000 per year, over three years)





DIRECT MARKETING

During the semester students receive one or two emails a week with information on upcoming events, scholarships, and more. Email blasts are also sent periodically to promote enrollment and registration, open/available classes, and remind them of important dates.



SOCIAL MEDIA OUTREACH

Laney College uses Facebook and Instagram to promote enrollment and registration. The cost is set at \$30 a day for "Boosting" key posts. There are also more strategic campaigns that run over a set period of time that are more targeted and cost \$500 - \$800 per semester. We are currently exploring using Snapchat and Spotify.



MARKETING MATERIALS

There are several marketing items that have been printed to help with outreach and promote enrollment. In June 2018, we produced a full color, tri-fold brochure with information about the college, programs, steps for enrollment, and more. The brochure is available in English, Spanish, Chinese, and Vietnamese. Inserts to promote our athletic programs will be printed and disseminated along with the brochures at the end of July 2018.

In the fall 2017, full color postcards were created and mailed to prospect students across Oakland to promote enrollment for spring.

LANEY COLLEGE PUBLIC INFORMATION OFFICE



Marketing Efforts to Promote Enrollment



WEBSITE IMPROVEMENTS

New pages have been created on the Laney website to attract prospect students and also facilitate enrollment and registration. These pages allow them to request information about the college and its programs, book campus tours, and learn why Laney is an affordable option. There is also a "one-stop" page where students can view class schedules, program offerings, apply for admission and financial aid, and more.

Laney also uses pop-up ads that promote enrollment and registration when visitors land on key pages.



AD DESIGN

Laney uses different ad designs to attract prospect students. Ads are used on the website, emails, social media, and more. Using catchy graphic design and images, these ads prompt prospect students to take action (register or enroll). Other ads use comics and humor to their grab attention. And, some ads use traditional designs with short messages that compel students to learn why a college education is important for having a better quality of life or job security.

There are also plans to create 20-30 second video ads to promote on the different platforms.



INFOGRAPHICS

Infographics have been created for each program offered at Laney. These infographics contain information on career options, potential salaries, and growth rates for a particular field. There is also information on how many units are required for completion. The infographics are not text-heavy so that they're easy to digest. These infographics have been posted on the website, campus TV monitors, and social media.

MARKETING & REBRANDING EFFORTS



Career | Medical Equipment Repairer

Median pay
*\$48,070 per year
*\$23.11 per hour

Number of jobs
47,100

Growth rate
5%

What We Offer at Laney College



Biomedical Engineering Technology
Certificate of Achievement
22 Units

Learn more at laney.edu/engineering/
Wages in California may be significantly higher than the national average.
Laney College does not discriminate on the basis of age, race, color, sex, gender, sexual orientation, national origin, or disability.



Careers

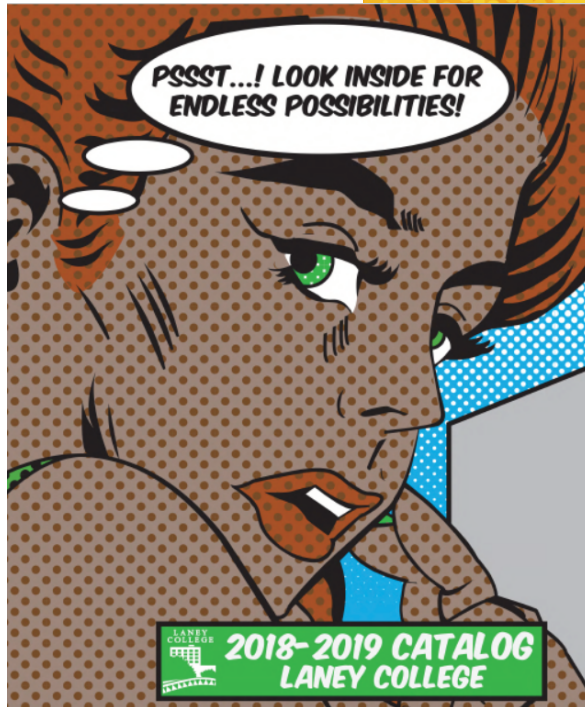
Electrical and Electronics Engineering Technicians Median pay *\$62,190 per year *\$29.90 per hour Number of jobs 137,000 Growth rate 2%	Solar Photovoltaic Installers Median pay *\$39,240 per year *\$18.87 per hour Number of jobs 11,300 Growth rate 105%
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What We Offer at Laney College

Electrical Technology Certificate of Achievement 30 Units	Electrical Technology Associate in Science 30 Units
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Learn more at laney.edu/electricity_electronics/

*Salary and other statistical information is based on the national average. Wages in California may be significantly higher than the national average.
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Design: Virtual Reality

Thurs - Mac Lab F-170D
Thurs - Mac Lab F-170D

Enroll Today <https://pa.peralta.edu>
Laney College Media Department

<http://laney.edu/media/virtual-reality>

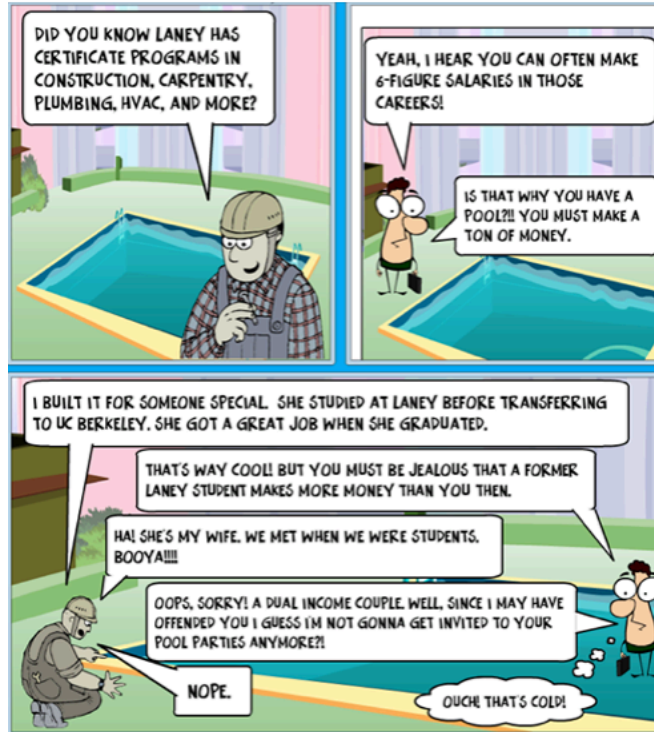
age, color, sex, sexual orientation, marital or veteran status, national origin or disability.



Laney College

Published by Max Bern At Laney [?] · July 23 at 5:04 PM ·

Want to own a pool one day? A college education may help you obtain a well-paying job with the possibility of making a salary that can make your dreams come true! Dream big at Laney! Register at [#oakland #money](http://laney.edu/classes)



1,912 people reached

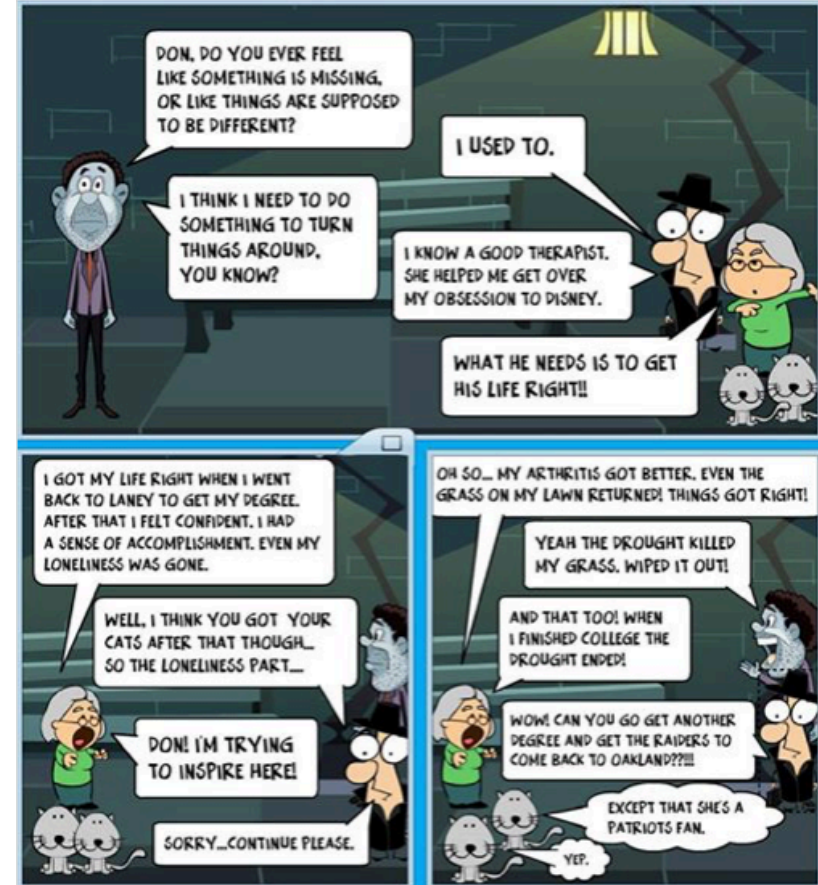
Boost Again



Laney College

Published by Max Bern At Laney [?] · July 24 at 3:14 PM ·

Are you interested in getting a life improvement? A college degree can make a huge positive difference in your life. Apply to go to Laney now and see all the good things that will follow! [#oakland #college](http://laney.edu/classes)

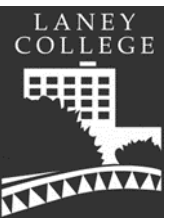


1,646 people reached

Boost Again

CREATING A MORE INCLUSIVE COMMUNITY

- Updated printed and online material, including interest intake cards to be more inclusive of gender identities and languages spoken (Chinese, Vietnamese, Spanish, English)
- Created additional “All Gender” restrooms and location map
- Constituted The Lavender Project group of classified, faculty students & administrators interested in creating more inclusive community for our queer communities
- Launching work to support undocumented and mixed-status students and families
- Reinvigorated APASS learning community and continue to support Restoring Our Communities, Umoja-UBAKA & Asi Se Puede/Latinx Center



Laney College



All are WELCOME HERE

Todos son bienvenidos

tất cả đều được chào đón

모두 환영합니다.

欢迎所有人

الكل مرحب به

RESPECT

At Laney College we demonstrate a commitment to the value of each individual through trust, cooperation, and teamwork. We recognize the work of every individual and their ideas and treat each other and those we serve fairly, with compassion and with esteem.

DIVERSITY

Laney College is a multicultural and diverse organization. This is a place for all people, an environment devoted to fostering and embracing the diversity of everyone on our campus.

HATE HAS NO PLACE HERE



Laney College does not discriminate on the basis of age, race, color, gender identity, sexual orientation, national origin, or disability.



PUTTING OUR VISION INTO ACTION

Creating conditions for success of
our students and our colleagues

SHARED VISION SHARED RESPONSIBILITY

❖ How do we, at the individual & department/program level, contribute to creating the conditions for a “favorable environment” where students can flourish?

KEEPING OUR FOCUS ON STUDENTS

- Hearing Student Voices: Guided Pathways Inquiry Groups
- Scheduling for Students: Strategic Enrollment Management Goal & Strategy Development
- Implementing New Strategic Initiatives
- Continuing to Prioritize Facilities Concerns & Improvements
- Implementing New Program Review Process
- Implementing New Resource Allocation Process

