

WEST LOS ANGELES COLLEGE
Office of School Relations and Outreach

Outreach Plan
2007-2011

Goals & Objectives

The Office of School Relations and Outreach serves as the “front door” to West Los Angeles College. Specifically, this office promotes the college, recruits students, and develops relationships with campus and external constituents. Our overarching goal is to make West Los Angeles College a first-choice campus by expediting the transition process for new students.

The Office of School Relations and Outreach is responsible for:

- Outreach to the feeder high schools and the community
- Recruitment of new students
- Facilitating and supporting the con-current enrollment/jump start program
- Establishing relationships/partnerships with high school counselors, other college campuses, and community organizations.

The Office of School Relations and Outreach plays a significant role in contributing to the strategic enrollment management plan in conjunction with other campus constituents, such as Admissions & Records, Financial Aid, Assessment, Counseling, and the Extension Program.

This plan will explain recruitment goals and objectives, specify staff responsibilities, and provide explicit timelines to meet the goal of increasing headcount for Fall 2008 by 4%.

Recruitment Activities and Strategies

There is a strong need for intensive, strategic efforts designed to make West Los Angeles College a “first-choice” campus among students from targeted feeder high schools and the community.

Development and continued implementation of activities are designed to improve application and yield rate of high school students from designated feeder high schools.

The Outreach program focuses on establishing the largest pool of prospective applicants and moving those applicants through the various stages of the recruitment and enrollment process. The pool development begins with application workshops.

Prospect Development

1. Establish an Outreach Office that will double as a “Welcome Center” for prospective students. Students can get personalized attention from outreach staff as

- well as gain admission, financial aid and important college information in a one-stop area.
2. Provide Campus Tours by current students/ambassadors so that prospective students will be able to connect to West Los Angeles College immediately. Current students will not just be able to show the prospective student around the college, but will also provide them with personal stories, experiences and perspectives.
 3. Coordinate “Day at West” program two times a year. Local feeder schools will be transported to West, enabling prospective students to see for themselves what West Los Angeles College has to offer, and to take advantage of early enrollment days.
 4. Coordinate Open House for prospective students and their families on weekends, twice a year. Parents have a great influence on student’s college decision making process and this Open House will highlight academic programs, student services as well as outcomes (transfer and career placement options.)
 5. Establish specific days and times that Outreach Representatives will be at feeder schools to talk with prospective students. They will maintain a daily log and database to track all contacts and provide appropriate follow up that will eventually lead to applicants.

Strategic Activities for Enrollment

1. Weekly Visits to Feeder High Schools by Outreach Representatives
2. Application Workshops (electronic & paper)
3. Financial Aid Workshops for parents & students
4. Classroom presentations regarding “Choices in Higher Education”
5. Target students who will benefit from Con-current enrollment/Jump Start program
6. High School Counselor Reception
7. Early Enrollment Guarantee
8. Communication Plan Implementation
9. Presidential Visit Program in which the President of West Los Angeles College visits designated feeder schools for dialog with principal and counselors
10. Track all students through their yield process

Additional Strategies

1. Promotion of “One Stop” Admission’s days specifically for high school seniors that will include early admission, assessment, counseling and financial aid.
2. Promotion of BOG fee waivers & EOPS among eligible students
3. Assisting students in the completion of financial aid forms and scholarship searches
4. Offer Assessment exams for English & Math at feeder high schools.
5. Provide information and assistance in Spanish
6. Actively recruit students with a 2.0 gpa or higher and those denied from four-year colleges and universities
7. Provide academic support for students who have not passed the CAHSEE exam
8. Website Development so that students have “one stop shop” for all West LA questions and needs.
9. Coordinate E-recruitment email campaign that will give students updates and reminders
10. Develop attractive set of publications that will assist students in understanding campus culture, academic programs, student services and outcomes.

High School Recruitment

Outreach representatives will be trained to be knowledgeable regarding all systems of higher education so they can be seen as a valued resource to students and counselors. They will make weekly visits to the schools, meet with students and track individual progress, conduct application workshops, organize visits to campus, make presentations, conduct financial aid workshops and facilitate the assessment and counseling of students needing educational plans. Tracking and extensive follow up with each student to ensure student enrollment is also needed.

Student Services Assistant will process all West LA applications and paperwork, manage welcome area, respond to all inquiries and telephone calls, and coordinate the communication plan mailings.

In addition, website development, email sequence, publications, communication plan, evaluation and monitoring will be conducted on a consistent basis.

Table 1: Feeder School Assignments

High Schools	Representative Assigned
Venice	CGCA
Los Angeles Center for Enriched Studies	Angel Viramontes
Hamilton	CGCA
Culver	Angel Viramontes
Dorsey	CGCA
Westchester	Angel Viramontes
Los Angeles	CGCA
University	Angel Viramontes
Crenshaw	CGCA
Star Prep	Angel Viramontes

Table 2: Con-Current Enrollment/Jump Start Assignments

High Schools	Representative Assigned
Culver City	CGCA & Angel Viramontes
Verbum Dei	Angel Viramontes
Hamilton	CGCA
Palisades	Angel Viramontes
Hawthorne Academy	CGCA

Communication Plan and Schedule

Once the student has inquired about the school, visited the campus, and turned in an application, the Office of School Relations and Outreach will maintain contact with the students until the time of Fall enrollment. The Communication Plan components are designed to inform the student of important deadlines and to maintain regular, strategic contact with the college. The strategy is to maintain a balance between high quality mass-communication and high-quality personal communication. *(* for specific dates, please see coordinating master calendar)*

April – Four-year college admission style acceptance letter with financial aid brochure. Letter will contain student’s id number and personalized email address

May – BOG mailed to students, with a timeline of coming events and deadlines.

June – Postcard to remind students to send official high school transcripts, plus enrollment information. In addition, outreach representatives personally phone all students who have assessed.

July – Reminder postcard to students to enroll in classes and information regarding welcome week.

August – Reminder postcard to parents with reminders about payment and upcoming welcome week events.

Outreach Schedule

Table 3: Outreach Timeline
(for specific dates, please see coordinating master calendar)*

<p>Fall (Late August – November)</p>	<ul style="list-style-type: none"> • Identify top feeder schools • Analyze enrollment data from previous years • Set enrollment goals for coming year • Evaluate all activities and strategies • Begin school visits and college fairs • Meet with all District 3 officials and counselors • Provide feedback to schools regarding student achievement • Set calendar of events (visits and college fairs) • Make presentations to senior classrooms • Con-Current enrollment support • Representative training
<p>Winter</p>	<ul style="list-style-type: none"> • Conduct application workshops

(December – February)	<ul style="list-style-type: none"> • Work with 2.0 and higher • Begin financial aid workshops • Conduct 1 campus visit program – Day at West • Recruit for EOPS • Conduct 1 Open House • Welcome Area support • Con-Current Enrollment support
Spring (March – May)	<ul style="list-style-type: none"> • Monitor applications • Assessment and counseling activities begin • Conduct 1 campus visit program – Day at West • Conduct 1 Open House • Community Outreach events • Application and financial aid workshops • Presentation to senior classrooms • Representative training • Academic major recruitment with faculty • Advise students on first semester selection • New student enrollment
Summer (June – August)	<ul style="list-style-type: none"> • Advisement follow up with recruited students • Phone calls to assessed students • Compile application and testing data • Senior follow up • Welcome area support • Review/plan for next year

Office of School Relations and Outreach Staff and Responsibilities

Table 4: Staff and Responsibilities

Michael Goltermann & Angel Viramontes	<ul style="list-style-type: none"> • Primary contact for all high schools and community organizations • Coordinates and manages all recruitment and outreach efforts • Serves as resources to all high schools and community organizations for presentations and
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	<p>other support services</p> <ul style="list-style-type: none"> • Provides data and tracking information to college community • Outreach representative supervision and training • Represents WLAC to NACAC, WACAC, and the College Board
Angel Viramontes	<ul style="list-style-type: none"> • Website development • Assist in developing e-recruitment process • Coordinate college fairs • Manage database and tracking system • Manage ambassadors/interns • Outreach and follow up with feeder schools and con-current enrollment schools/Jump Start program • Attend College Fairs • Coordinate on campus programs
CGCA	<ul style="list-style-type: none"> • Outreach and follow up with feeder schools and con-current enrollment schools/Jump Start program • Attend College fairs • Assist with on campus programs • Responsible for responding to all inquiries/questions • Responsible for recruitment and follow up of all CAHSEE students
Darrell Roberson	<ul style="list-style-type: none"> • Manage Welcome area • Manage volunteer tour program • Serve as primary on campus contact • Attend College Fairs • Manages all Mailings

The office of School Relations and Outreach will work to consistently refine admissions and recruitment strategies to attract a diverse, transferable pool to West Los Angeles College. In addition, we will begin to increase visibility and strengthen internal and external partnership.