

**Information Request from
Ad Hoc Committee on Outreach & Recruitment**

I. International Students Budget and Staffing

College	Budget for Marketing/ Advertising	Budget for Staff	Total Budget	Title of Positions	% of Time/ Staff Member
LACC	\$15,449.00	\$98,956 \$80,691 \$47,738 \$44,080	\$98,956 \$80,691 \$91,821	Department Chair Counselor- Reg. Sr. Office Asst. Secretary	Vacant 10% 70% 50%
ELAC	\$100,000 International college fairs, promotional materials/mailings, etc.	\$152,000	\$252,000	(1) Student Services Assistant (2) Sr. Office Assistant/Std. Workers	100%
LAHC	\$2000	\$112,738	\$114,738	Advisor/Counselor, Senior Office Assistant	100%
LAMC	For FY 2014 – 2015, there are no funds dedicated for International Student Marketing/Advertising	\$100,857 for Salary and Benefits	\$101,428	International Student Coordinator/Student Services Specialist	100%

College	Budget for Marketing/ Advertising	Budget for Staff	Total Budget	Title of Positions	% of Time/ Staff Member
LAPC	\$13,511	\$185,278	\$198,789	Counselor, Student Services Aide	100%
LASC		\$13,364	\$13364	Instructor Special Assignment	.15 FTE
LATTC	\$8,320	\$125,625	\$133,945	1. Faculty ISA Director 2. Faculty ISA Coordinator 3. Communications Director	.67 FTE (67%) .67 FTE (67%) .05 FTE (5%)
LAVC	\$6,000.00	\$90,910.00	\$96,910	1. Senior Office Assistant 2. Counselor	50% 50%
WLAC	\$63,410	\$168,761	\$232,171	1. Student Recruitment Coordinator 2. Student Services Assistant	90% 100%

II. Coordination of Support Services for International Students

College	Coordination of Support Services
LACC	Currently overseen by a Dean until Chair - Coordinator is hired. Services, orientations, assessment, and follow-up/campus referrals are coordinated and made by international services staff members.
ELAC	All services for the entire program from recruitment to completion are coordinated between the Dean of Academic Affairs and the Dean of Admissions with clerical assistance from the International Student Office.
LAHC	Dean of Admissions
LAMC	Coordination is done by the International Student Coordinator
LAPC	<ul style="list-style-type: none"> • Admissions and Records (International Students) supports prospective students through the application process • Office of International Student Services supports new/continuing students with matriculation process, F-1 advising, academic counseling, student engagement activities (i.e. ISS Club)
LASC	Currently, International Student Coordination is done by the ISA position and oversight by Acting Vice President of Student Services. Admissions Records helps students process applications, Counseling provides assistance with developing Educational Plans, and Business Office helps process payment. Also, Student Success Center provides tutoring and academic support services.
LATTC	<ul style="list-style-type: none"> • The Faculty ISA Director oversees the International Student Center (ISC). • The Faculty ISA Coordinator under the oversight of the Director coordinates visits from 25 international colleges • Visit to four Chinese technical colleges
WLAC	<ol style="list-style-type: none"> 1. International Student (IS) Club 2. IS Ambassadors (22 faculty, 7 staff, 2 administrators) 3. IS Stakeholders Committee 4. IS Success & Support Program 5. College support services: Admissions & Records, Email, graduation office, health center, IS medical insurance, library, Disabled Student Program & Services, Counseling, Sheriff Office, Tutoring, ASO, Assessment, Bookstore, Business Office, etc.

III. Recruitment Actions for Spring 2015

College	Current Recruitment Efforts	Additional Plans (If any)
LACC	LACC’s International Student website, advertisement with multilingual recruitment magazines and websites such as; Study in the USA, International Education Service, CGACC. Working with ELAC international student coordinator to reinstitute agency recruitment contracts. Recently revised and have begun dissemination of new international student brochure in the community and to interested students internationally. Language institute at LACC is a strong recruiting program for international students since completion of language proficiency coursework and assessments result in admission to the college without having to take the TOEFL exam.	Participate in international students’ recruitment fairs and trips, establish and maintain contacts with local and overseas recruitment agents and agencies to recruit international students. Participate in college and community/business international fairs and events. Participating in program review and have developed program student learning outcomes to be measured by a new international student satisfaction survey.
LACC	Historically, the Outreach Office has recruited from 6 local feeder high schools. With the addition of 10 CGCAs and 15 additional Student Ambassadors, and 7 adjunct counselors, the Outreach team will expand into 6 more area high schools. LACC’s Outreach team will be providing application workshops, assessment testing, orientation, and abbreviated Student Education Plans (SEP).	Outreach is collaborating with Admissions & Records to expand Assessment offerings by opening the placement lab for drop in appointments. In Spring 2015, Counseling will implement an online orientation for students. Finally, in Fall of 2015 Counseling will be hiring 2 additional full time counselors. Additionally, the Outreach staff has conducted 35 application workshops at two feeder high schools for the fall 2015 semester.

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<p>ELAC</p>	<ul style="list-style-type: none"> • Currently very active in Asia. • Opening new markets in Latin America through. • Developing strategies for Europe, African and Middle East markets. • Current recruitments are through international college fairs, international feeder high schools/language schools, domestic high school F1 students, student referrals, alumni network, foreign social media marketing, and education consultants. • Offers of individualized simultaneous conditional acceptance letter from 4-yr university partners. 	<ul style="list-style-type: none"> • Effective July 1, 2015, the ISP at ELAC will have its own full-time counselor. • The ISP is also planning to request one additional classified staff to support yield and retention efforts. We put in a tremendous recruitment effort but need strong on-ground support to yield these interested/potential students. Once students arrive on campus, they also need both academic and social supports. • We hope to expand our ability to work with international education consultants from diverse regions (the ability to contract with international consultants will dramatically increase our international student population).

III. Recruitment Actions for Spring 2015

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<p>LAHC</p>	<p>The college established an International Advisory Committee with broader campus and community representation. Recruitment is provided through a link to the college international student webpage, which was made to be more user friendly and informative for perspective students. We are on the website Studyincalifornia.com, and when funding is available we have used Study in the USA and the Japanese Phone Book. Other referrals come through current International students and from an agency in Saudi Arabia.</p> <p>For general recruitment, the college is contacting students who enrolled last semester but are not enrolled this semester (and who have not graduated). We will also maintain our outreach efforts at our feeder high schools.</p>	<p>The college plans to hire a permanent counselor with a specialization in International Students to be the Advisor and coordinate the support services for international students.</p>

III. Recruitment Actions for Spring 2015

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LAMC	<ul style="list-style-type: none"> -High School Outreach from 9-12th grade -Concurrent Enrollment for 9-12th grade -Community Outreach Recruitment -Outreach to Foster Youth and Juvenile Hall -Outreach to HS school students in STEM -Weekends at the San Fernando Swap Meet -Provide LAMC literature to various business and agencies in our local communities -Expanded hours for student registration in the Learning Resource Center 	<ul style="list-style-type: none"> -Recruitment of specialized populations: Veterans, International Students -All of what is current will be continued through the first two weeks of the spring '15 semester (until the spring Census Date). -LAMC will host four high school senior days from late February through May '15. -Assessments and Orientations will be provided at the local high schools for students attending High School Senior Day -LAMC will be open two Saturdays in May for students to Assess, do Orientation, get an abbreviated SEP done and register for classes.

III. Recruitment Actions for Spring 2015

COLLEGE	Current Recruitment Efforts	Additional Plans (If any)
LAPC	<ul style="list-style-type: none"> ○ Home web page ○ Student web page ○ on Facebook (16,441 fans) ○ Twitter (1,536 followers) ○ Electronic Street Marquee ○ Email blasts to students ○ 2 Fully-wrapped Metro buses on the streets for Pierce-Valley-Mission Colleges ○ Bull Magazine full page color Ad for "All-U" student success promoting Completion ○ Color print ads in Roundup newspaper for all issues in Nov-Dec 2014, six issues 11/5, 11/12, 11/19, 11/26, 12/3 and 12/10 	<ul style="list-style-type: none"> ○ O & R coordinates student staff training for various departments within Student Services (mandatory for all outreach representatives , and office staff) July-August ○ O&R staff answer all incoming calls through the general campus number July-June (year round) ○ O&R staff conduct individual and group tours for families, community members, and schools July-June (year round) ○ Outreach Representatives conduct admissions application workshops & individual sessions including concurrent enrollment October –June ○ Outreach representatives assist with completion of FAFSA application at service schools January –February ○ O & R hosts LAUSD High School College Counselor monthly meetings ○ O & R coordinates LAUSD High School on-site student assessments ○ Outreach representatives attend local college, career, and community fairs July-June (year round) ○ O & R coordinate Summer Bridge Student Parent Orientation Saturday prior to beginning of Summer bridge program ○ Assist students throughout the course of the Summer Bridge Program with fall enrollment, financial aid, and clearing miscellaneous holds Summer Session (June-September)

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<p>LASC</p>	<ul style="list-style-type: none"> ▪ Admissions and Records, SSSP, and Counseling will be open late during the enrollment period, including 3-4 weekends. ▪ Admissions and Records will send mass email with pertinent enrollment information and office hours to all enrolled students, including a list of open classes. ▪ Admissions and Records will email all students who enrolled in the fall semester but have not enrolled in the spring to provide information about open classes. This will be followed up with phone calls by our student workers and Welcome Center staff. ▪ Academic Affairs will contact students on the waiting list for classes and direct them to open classes. ▪ SSSP is making banners regarding the matriculation process that will be posted in front of SSB and SSEC (Denker Entrance). ▪ SSSP is offering three orientations per day and will be open from 8:00 a.m. to 7:30 p.m. on Monday-Thursday, and 4:30 on Fridays. Also, our new on-line student orientation should go live for the start of the spring semester. Moreover, we now have 30 new computers in SSSP to accommodate more students taking the assessment. We hired additional hourly counselors to assist with advisement. ▪ Two students will assist with the “welcome center”. An additional 4 CGCAs will conduct in reach activities the first week of classes and then conduct outreach to local schools and community agencies. During the first week of classes, we will set up staff in front of SSEC to 	<ul style="list-style-type: none"> ▪ International Student Coordinator will host F-1 Student Orientation on January 27, 2015 from 5:30 -7:30 p.m. in Student Services Building, Room 209 which will include refreshments and food for participants. ▪ International Student Coordinator developed a resource guide for International students with information about local housing, how to use access health services, campus resources, etc. ▪ Blackboard Connect will be used to remind students of next step in enrollment and important dates. ▪ Public Relations Officer will be reviewing options for radio announcements and advertisement in local media.

	<p>help answer questions, provide campus maps, and class schedules.</p> <ul style="list-style-type: none"> ▪ We will post additional staff in the foyer of the SSSB to process add slips, which cuts down the lines. ▪ Johnel Barron, Outreach Coordinator will conduct outreach and recruitment events at Youth All Star Football event at LASC and visit local churches to pass out spring schedule. Also, spring schedule and matriculation information will be provided to local agencies and charter schools. ▪ Open classes will be publicized on the LASC website along with pertinent enrollment information. Emphasis will be to direct students to the open class list. SSSP staffs are visiting winter classes to ensure students enroll in classes for spring and identify new students who have not completed the matriculation process. 	
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<p>LATTC</p>	<p>1. Bridges to Success Recruitment/campus</p> <ul style="list-style-type: none"> - New on-boarding orientations with all new and perspective students - Regular on-campus high school tours <p>2. On-Campus Recruitment Events</p> <ul style="list-style-type: none"> - Skills USA Regionals (So. Cal Regionals – 1500 students) - GEAR UP (Summer middle schools program for 400 LAUSD students) - LATTC Job Fair (2000 attendees) - LA Construction and Associated Careers Awareness (3,000 LAUSD students tour campus) - Karen Bass Health Fair (700 Community members) - LATTC/CRCO WorkSource Center (Community members/partners, regular on-campus presence by Bridges in WorkSource center) - LAUSD Culinary Competition <p>3. Free Media Coverage</p> <ul style="list-style-type: none"> - 42 placements do date <p>4. Partnership with CRCO/Youth Build (concurrent enrollment-</p>	<p>1. “Just One More” Strategy</p> <p>Los Angeles Trade Technical College implemented several recruitment strategies for the spring 2015 semester. Early in the registration process, continuing and new students, enrolled in fewer than 12 units were encouraged to take “Just One More”. The college-wide theme is encouraged in our Bridges to Success location which embraces a one stop area for registration and by our counselors in various departments. This strategy will continue throughout the registration period.</p> <p>2. Focus - Incumbent Worker Focus</p> <p>LATTC will launch evening/weekend/online workforce development programs that schedule all courses targeting incumbent workers for skill upgrade. The focus sectors will be Culinary/Hospitality, Transportation/Manufacturing, and Construction/Utilities.</p> <p>3. LATTC Late-Start And Saturday College</p> <p>LATTC will be launching the Bridge to College/Afternoon and Saturday Program comprised of additional sections targeting new students who will transition into full-time for Fall 2015. Work will target commitments from 11 SLATE-Z Promise Zone high schools.</p> <p>4. Connecting Onboarding To Preparation (Non-credit)</p> <p>LATTC Bridges to Success Center, the</p>

	<p>strategy)</p> <p>5. Paid Advertising</p> <ul style="list-style-type: none"> - Radio (84 commercials on HOT 92.3 Three weeks purchased. Two in August and one in December - Publications –<i>Downtown News</i> (Icons of LA, Education Edition) and <i>California Apparel News</i> <p>6. International Student Recruitment</p> <p><i>International Students are recruited using technology:</i></p> <ul style="list-style-type: none"> • The majority of our students request information from the ISC website. • Staff start the recruitment process via email • Staff email and connect with Educational Agents/ Representatives introducing them to LATTC’s International Student Program • The ISC maintains a Facebook both the Director and Coordinator are active on its use. This also helps International Students keep in touch with them once they’re on our campus. • Word of Mouth Family, friends, reputation, rankings • StudyUSA (online) • StudyCalifornia (online) • TOEFL (online) • Search engines/websites • Placement by sponsor 	<p>college’s one-stop center for the student onboarding experience, now integrates with our instructional Academic Connections for a seamless transition from orientation to assessment refreshers (non-credit courses). The college continues progress in this area via the 3SP network supports all outreach and recruitment services.</p> <p>5. Expansion of Apprenticeship in partnership with LAUSD Adult Division</p> <p>6. Radio Campaign LATTC is also developing a radio campaign to inform students of programs and essential registration information.</p> <p>7. New Outreach Materials</p> <ul style="list-style-type: none"> - New Outreach Brochure (General brochure updated into smaller more compact look and message - New Program Folder (Outreach folder with program-specific one-sheets) <p>8. Possible (Summer 2015 for Fall) Bus Wrap/Tails (MTA advertising Summer 2015). Sharing expenditure with LA City College</p> <p>9. Additional International Outreach and Recruitment</p> <p>The ISC will continue to recruit using the</p>
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		<p>methods described in the left column of this document. These methods have been developed based on the current funding level for the ISC. The ISC Staff are currently preparing resource requests to help fund enhanced recruitment efforts. If funded the ISC is planning to do the following:</p> <ol style="list-style-type: none">1. Develop marketing materials to mail to interested students and their parents2. Develop a video highlighting International Students at LATTC3. Go on recruitment tours in selected countries4. Start the planning process for the Development of a Language Academy5. Develop a 2 + 2 Transfer Program with USC and other selected universities
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<p>LAVC</p>	<p>High School The Office of Advanced College Enrollment is offering 32 courses at area high schools. The projected total enrollment for these courses is 1280 students. The majority of this enrollment occurs between January 12, 2015 and February 2, 2015. The present enrollment is 378, so our expectation is for an additional 900 enrollments.</p> <p>Classroom presentations to advertise the classes are being held on an ongoing basis. Application workshops and follow-up services are provided to ensure students are properly enrolled.</p> <p>Community 1. Transition services Outreach staff is calling all Spring 2015 applicants who have not completed enrollment. Group presentations, assessment and orientation scheduling and campus tours are being scheduled. Staff will also assist students with enrollment.</p>	<ol style="list-style-type: none"> 1. Postcard A postcard will be sent to homes in the primary service area. The messages include: <ul style="list-style-type: none"> • Step: Forward • Start the year right • Apply today • www.lavc.edu/apply • Transfer Classes Available • Counselors Ready to Help You • Financial Aid Available • Classes Start February 9 • It's not too late 2. Blackboard Connect Blackboard will be used to remind students of next steps in enrollment and important dates. It will also be used to follow-up with students to whom phone calls were placed. 3. Orange Line A permit request has been placed with the MTA to place LAVC information kiosks at the Balboa, Sepulveda, Van Nuys, LAVC and North Hollywood Stops. Each kiosk will have an LAVC tent, table cover and staff available to answer general questions about LAVC. 4. Radio Advertisements Radio advertisements with a similar message will be run on Univision Radio, KNX and other media outlets.

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WLAC	<ol style="list-style-type: none"> 1. Power 106 FM Radio – 2 weeks 2. Cable – 5 weeks 3. Postcards (delivered door-to-door) – 50,000 cards 4. MTA Bus Exterior Posters 5. Email to CBS subscribers – CBS is one of the larger radio groups in greater LA (Amp, KROQ, Wave, KNX, JackFM, KEarth). West has not used a proprietary email list in the past. Given CBS’s price and broad spectrum of demographics associated with their stations, it seemed like a good place to try out this ad type. So far, the experiment is performing well. 6. Promoted enrollment on WLAC Facebook page 7. Press release from the college ran in Culver City News & the Observer as well as the Argonaut <p>Annual budget: \$103,800 (include printing of non-advertising materials) Spring 2015: \$54,300 Supplement: \$15,700</p>	<ul style="list-style-type: none"> • We added additional week of radio • We added additional stations to our cable buy • We executed a second postcard drop • Placed welcoming adds around our web site • News piece featuring West appeared on Noticias Univision