



Planning Summit

April 27, 2021

The Planning Summit was hosted by the Office of Institutional Effectiveness on April 27, 2021 and was a three-hour zoom professional development session with staff, faculty, and administrator participation.

The Planning Summit agenda focused on enrollment and how all participants play a role in supporting enrollment by encouraging new enrollment or supporting ongoing enrollment by our current students. Participants established norms (see appendix), reviewed data metrics related to enrollment (see appendix), and considered select practices related to enrollment (e.g., dual enrollment student services advisors, CRM Advise). Then, the summit participants broke out into groups and engaged in an activity to apply to Compton College and another local college to compare the process. Finally, the group spent the remaining time discussing what they found during the activity and reflections about how to “pivot” and improve in the future.

This report provides a summary of the Planning Summit event and a summary of the feedback collected from participants. Feedback was collected through notes from the session and survey responses. Thirty-four (34) respondents out of 80 total participants responded to the survey, which is a 43% response rate.

High-Level Findings

- Participants did not always connect their own role to enrollment management. Participants suggest concrete articulated ways that all staff, faculty, and administrators can specifically support enrollment management.
- Although we do not have control over much of the content and the platform of CCCApply, the participants suggested areas where we could consider strengthening our process. Questions arose about what supplemental data we are collecting and how can we use it, how and how quickly are we communicating welcoming messaging about becoming a Compton College student after the application, how students are supported through the application, and how and when students are navigated to MyPath. Exhibit 1 shows some of the feedback from the application activity.
- Participants suggested targeting outreach activities to specific groups, such as men of color. One participant reminded the group of past barber shop visits and another suggested engaging the Guided Pathway Division in outreach efforts, see Exhibit 2 below.
- One participant shared that this type of discussion about change was overwhelming considering the major milestones that the college has just met in becoming independent (e.g., launching Banner).
- The content and format was useful for participants, however, there were some suggestions for improvement (e.g., have more breaks, more time, include more concrete examples about how faculty and staff outside of student services can support enrollment management).
- Participants enjoyed the experiential activity of applying to the college and a neighboring college.

- Participants wanted more time, and some said over multiple days, with colleagues to discuss their role and impactful activities related to enrollment. Participants suggest more breaks would be appreciated.

Exhibit 1. CCCApply Activity Feedback

Begin Application **Admission!**

Use this board to jot down observations about your CCCApply Experience

Are we doing so many things that we are not doing any well

The legal question for 540 students might be scary and discourage them from continuing their app process.

The process is tedious and guidance is needed.

Our community is predominantly Latinex, maybe we need to rebrand ourselves and create specific programs to appeal to this specific population.

How many of our supp questions are for data collection and how many are used to directly engage students?

We need to consider visual marketing

Error pages and there was no way to backtrack to see what the problems were.

We need to look at ways to make the access to the application easier.

If a student does not have social capital or understanding of higher education system, the application itself might be defeating. Ultimately, students might experience "imposter syndrome."

CCC language and acronyms are alarming due to the barriers created for students.

Question that was raised examined the supplemental questions and curios to know who oversees questions. How can we make supplemental questions more robust for all populations?

The pin feature is one of our great strengths. Students pin the icons they want/need and no longer need to go scramble to get those back.

No supplemental questions on PCC's application.

lots of high school enrollment, is there other schools to target beyond closer schools?

The CCCapply creates a new account. Maybe they should allow using a google or facebook account and not require them to remember another account.

The programs and services options assumes the student knows what those items mean.

At Compton, there's no explanation of the services that we offer, so how would students know what services to select if they don't know what they are?

The application can be streamlined to be a bit shorter, and the sports for supplemental needs a lot of work.

Compton's SQs are only related to sports. Many sports are not offered and are listed as such.

Application seemed a little long, and we needed to go back to fix something. The "Apply Now" button needs to be bigger and more prominent on our homepage.

LATT navigated students to MyPath before applying

We didn't see anything about how a student might return to their application information after it has been finished.

ESL shows up later on and BS is mentioned, but non-credit isn't prominent.

Does our application process help our students understand what's next after their application has been completed?

LATT had a lot of supplemental questions and a number of questions that had already been asked on the CCCApply app.

SMC's website and app is highly visual but application wasn't exactly prominent. There was instructions and step-by-step guides. We should take more pictures of our campus.

Exhibit 2: Other comments related to enrollment

Ideas for Pathways

On-going branding campaign for the college

Challenge each Guided Pathway Division to develop a program to implement at the elementary/middle school level to develop interest in the pathways so Compton College is always present and seen in a positive light.

Ex. 1 Science might do a composting project that eventually could lead to packaging and selling compost (profits could benefit the school and the college).

Ex. 2 English could start a book writing program that eventually could lead to a partnership to have their books published.

Reinstate the FI program.

What can faculty do to understand their role/impact on enrollment/enrollment management?

Asking recent CCCD students to return as mentors to incoming Freshmen

Increase discussion on targeting men of color: student recruitment and intentional hiring. Workgroup, another planning summit?

Create a Matrix of Responsibilities for Outreach. Indicate what department is responsible for what tasks/activities as it relates to outreach

What is the scope of our outreach and recruitment of dislocated worker, career retraining, and for vocational/CTE training?

We should go to where our Black men are. Barber Shops, other places within the community.

Offer more Auto, Air Conditioning, CIS, Welding course for fall/ spring semesters. Market these in the community.

Promote our Child Development Center when speaking to parents at the Elementary School's Parent Centers. Let parents know there is help available if they themselves wish to enroll.

Offer scholarships to attract students.

Let's look at class cancellations and capstone class cancellations.

We need to consult with Tongva community members to include their voices in how we acknowledge their land.

Explore new ways to increase customer service.

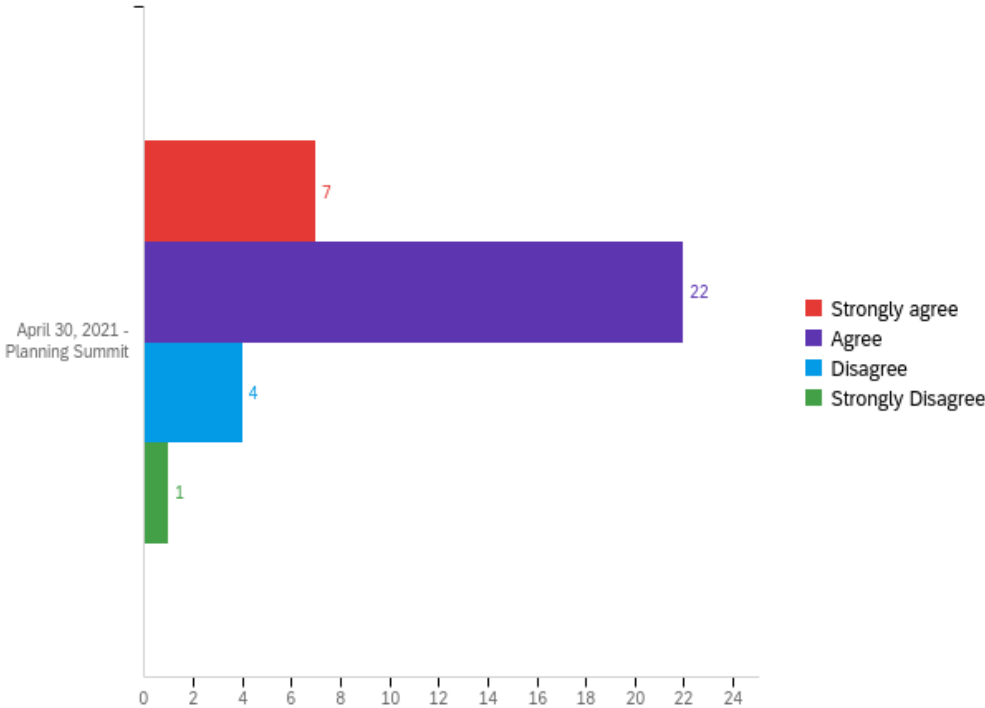
(ie Outreach Dept., Enrollment Management, etc). This will help support instructors and add accountability to boost enrollment.

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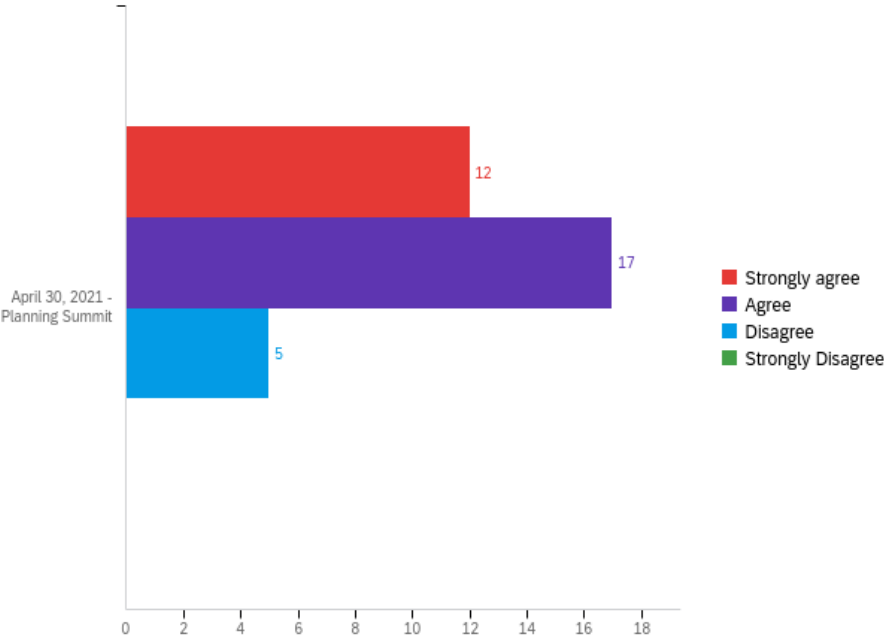
Explore ways to include marketing other pathways to Dual Enrollment families (ie CTE, ESL, VESL). Create a one-stop shop for the Dual Enrollment families we serve. We can also support the mothers, fathers and guardians of the Promise Students.

Survey Results

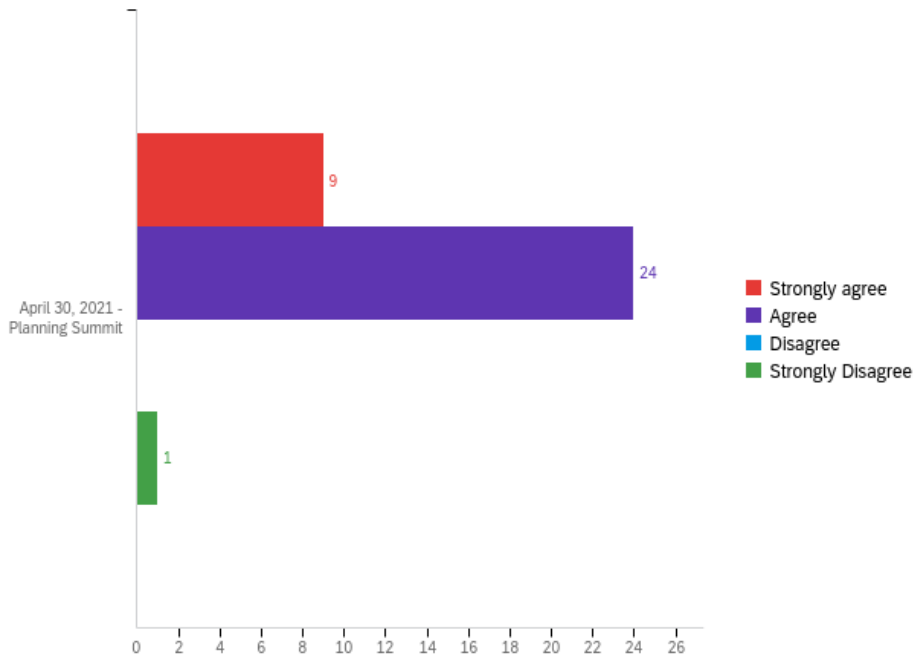
The workshop provided critical knowledge to do my job.



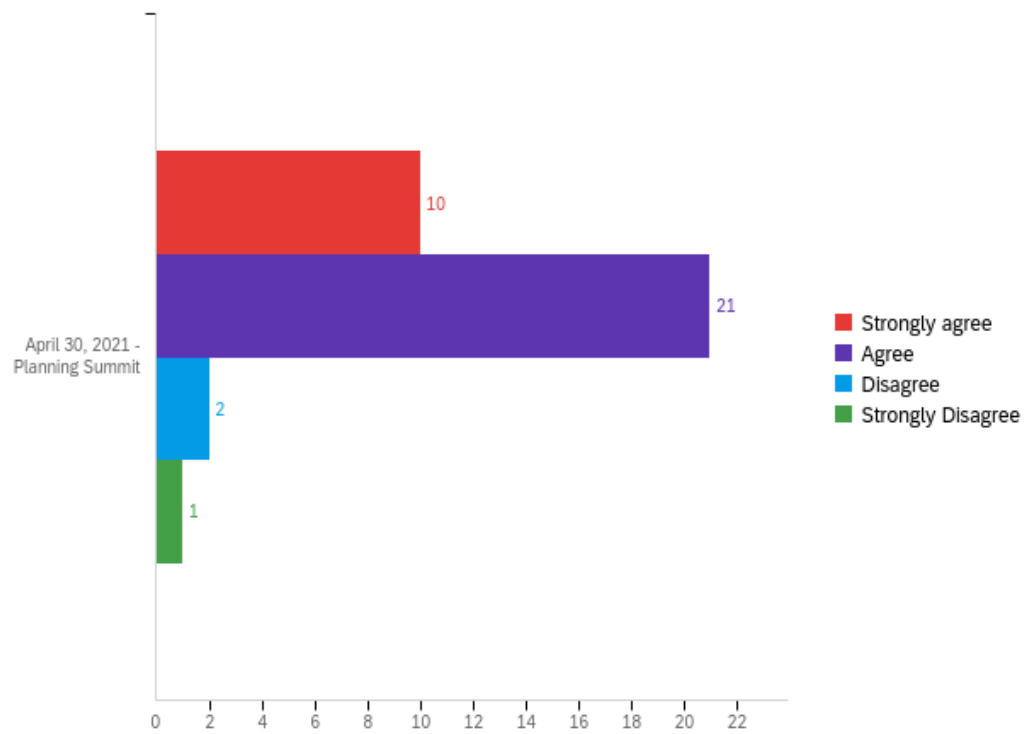
The workshop helped me connect with my Compton College colleagues.



I enjoyed the workshop.



I would recommend this workshop to my colleagues.



What was the most important thing you took away from the event?

There are many barriers beginning with the application process, from Open CCC to Compton College. Students face varying challenges.

I took away that enrollment is everyone job on campus. Being very honest, most people believe it is only the job of student services. A lot of the ideas presented today relies heavily on student services advisors who already are spread very thin. We must look into reevaluating the roles and responsibilities, adjusting salary scales for advisors, and hiring a bigger team. The advisors support steps to enrollment host workshops online and will be returning to campus, crm advise early alerts which have rocketed due to being apart of faculty contracts, co-leading tst teams, planning, and implementation of events, case management with the guided pathway, and the tst email, the newly established call center, task force, etc. Most new ideas are all geared towards advisors. The department has not been fully staffed in a long time. I would love for the work to also look and feel like enrollment is everyone job.

Actually going live in the breakout to see what it is to enroll at Compton College.

The experiential group activity

The application process and evaluation.

Facilitating new students in terms of selection/admission process is the key to enhance enrollment

It was interesting to see the quantitative data across the different community colleges.

I liked the break out activity.

It was a great space to ask tough questions and learn from our current standing.

data

That we all need to work together and be patient. Building a great college takes time, and we need to support our colleagues. Personal differences must be put aside in order to focus and to collaborate on what matters to us most: our students.

Was not able to participate in entire event.

The application process is onerous for potential students.

Learning FTES breakdown. I was unaware that the AB540 students I directly support counts directly towards FTES

Collaboration is happening at Compton College.

Learning the current and virtual enrollment trends at Compton

Collaboration is happening all over the campus.

That the process of enrollment is not a user friendly one at Compton College.

we need to improve our application process

What registration is like at other places. Compton is not far behind.

Great ideas for improving our enrollment process and the experience for students.

It is all of our responsibility to work on increasing enrollment.

There is a need for increased collaboration and an understanding of roles and responsibilities in terms of enrollment across campus

Some of the statistics presented (graphs) and a better understanding of the application process for Compton College as well as other schools.

The actual experience of going through the variety of college applications was really helpful and hearing what everyone had to say.

I learned that I am not alone in thinking that the application process can be somewhat confusing for students.

Learning more about the application process

There was no most important thing. Everything was relevant.

The application process for applying to Compton College. The parking lot was a great idea!

Talking in a positive way about Compton College and provide feedback for the college to improve.

interaction and group activity.

The opportunity to try out the enrollment process was great.

Walking through other college's applications

What could have been improved about the event?

More organized, more structure in activity. More chance for breakout to collaborate.

Emphasized that enrollment is a campus wide responsibility. However, the summit had a strong emphasis on Student Services and new students (breakout activity) further perpetuating the false narrative that enrollment is an admissions and outreach function. The summit description did not match the summit agenda. Collectively, participants will engage in an active discussion and groupwork to assess and utilize data to inform their work- this was not addressed. Land recognition was not appropriate.

Nothing (12)

I thought the dual enrollment was good start to getting our enrollment rates higher, but what are we doing to recruit within the community to actually have college students? There was not a mention of it. If the claim is that we are all responsible for it there needs to be a better plan on what each of us can contribute. I am not a student support professional and there needs to be realistic benchmarks on what we are all suppose to do. We have an entire department: Enrollment, Outreach and even counselors for them to work on recruitment in the community to increase our enrollment.

Action items should be listed

Better coordination would help

I am still not clear on what I can do as an instructor to help boost enrollment. I wish Lauren focused on this more.

More breaks (2)

More time to work together to address enrollment. (3)

people following the norms

I would like to have this over two days so that we can drill down and exhaust topics.

More information

More witty banter

Specific ways that my specific role can improve enrollment.

I understand that it's virtual, but maybe have multiple days to help facilitate more engaging conversions and connections to colleagues. Additional topics that would help Compton prioritize different strategies. Thank you!!

Maybe have individuals try the application process themselves before coming to the event.

Shorten the time (3)

action items following the event

Great job! The time was very well used! Thank you!!!

Is there anything else we should know about the event to improve for future events?

I really enjoyed that this workshop centered on ONE aspect of Compton College, applying, which led to concentration on one aspect and problems around it. Liked the focused purpose rather than analyzing ALL areas in ONE professional development.

Truly incorporate institutional set goals to address enrollment.

Nothing (18)

Have a plan on Outreach actually going out to the community to get FTES and not just high schools.

Great event (3)

3 hour PD's with no break... even a 10 min is not good. There has to be a bio break built in to ANY 3 hour meeting in person or on zoom.

We could have campus wide conversations each month to address this topic

I like the tactile meeting. It helped me stay involved and engaged.

Was not able to participate in entire event.

Forced response on text entry questions = BAD

Was there a previous agenda sent out before the meeting? other than that, I had a great time! Thanks for the work you all do!

Data regarding core courses and grades

Very informative. No improvement necessary.

Keep up the good work.

Breakout groups are great, but we need a bit more time.

Appendix

Established Norms



Link to the [Spring 2021 Planning Summit Presentation \(April 30, 2021\)](#)