To expand the College’s outreach, recruitment, marketing, and promotional activities related to the College’s Program, services and resources in order to support the enrollment and community development objectives of the College and the needs of our current and prospective constituencies.

GAPS IDENTIFIED AT 4/16 RETREAT – STRATEGIC PRIORITY 4

I. TECHNOLOGY
   A. Use of technology requires further refinement
   B. Face book is a necessary addition to outreach capabilities
   C. Twitter will augment and leverage Facebook
   D. Video resources are rudimentary
   E. Web presence that is multi-language (animatrix slides) is much need to address challenges to address non native speakers

II. INFORMATION AND COMMUNICATIONS
   A. Implementation of College wide community tabling effort
   B. Outreach calendar to be utilized by entire college community (to avoid duplication of services)
   C. Scheduling of quarterly outreach meeting to discuss unique needs for each campus
   D. Needs coordination between outreach and marketing (meetings)
   E. Improved communication to faculty and staff on all outreach efforts via City Currents, Facebook and e-mail
   F. Implement weekend outreach for non English mono lingual (using the Campus ambassadors)
   G. Improve access to report which integrates all CCSF marketing data

III. RESOURCES AND STAFFING
   A. Outreach Program needs more staffing
   B. Use the Foreign Language Department to coordinate translation services
   C. Identify translator unit for ongoing needs
   D. More Faculty require for the Step to Credit program

IV. EXCELLENCE IN TEACHING AND LEARNING, AND PROFESSIONAL DEVELOPMENT
   A. Implement Train the Trainer program for Non-credit to Credit Program and implement at each campus.

V. ACCESS, INCLUSIVENESS, AND "DIVERSITY"
   A. None native Speaker students deserve more services, support and outreach
   B. AB540 students deserve more services, support and outreach
   C. International students deserve more services, support and outreach
   D. 55 Plus students deserve more services, support and outreach
   E. Veterans students deserve more services, support and outreach
   F. Runaways students deserve more services, support and outreach
   G. LBGT students deserve more services, support and outreach
   H. Emancipated students deserve more services, support and outreach
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GAPS IDENTIFIED AT 4/16 RETREAT – STRATEGIC PRIORITY 4

I. Foster Youth students deserve more services, support and outreach
J. High school graduates students more services, support and outreach
K. Formerly incarcerated students more services, support and outreach

VI. CAMPUSES AND COMMUNITIES
A. Review uneven distribution of resources among campuses.
B. Consider how students get to campuses to take classes.
C. Offer campus-to-campus transportation or campus-to-transfer point transportation.
D. Provide Community resources on campus