Strategic Priority #4. To expand the College’s outreach, recruitment, marketing, and promotional activities related to the College’s Programs, 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.

4.1 Expand the number of people served by the College within the City and County.

- Campus Ambassador Program created and 16,391 new prospective students were reached. New campus tours programs created, 5,226 prospective students reached (and the number is expected to increase over time).

- Advertisements strategically placed on targeted commuter conveyances.

- “Yahoo Jobs” advertisement posted in 2006, targeting the unemployed.

- High School Report containing student data and analysis of trends available to SFUSD administrators and high schools.

- Meaningful partnerships formed, e.g., Glide Memorial Church, Tenderloin Community Center, California Pacific Medical Center, Hamilton Family Center, Western Addition Job Collaborative, San Francisco Juvenile Hall, and the Vietnamese Youth Development Center.

- CCSF curriculum modified to accommodate diverse student needs through a formalized Departmental Curriculum review process and the multicultural and Asian Infusion projects.

- The number of weekend and short term courses was increased, as were Distance Learning and Hybrid Sections.

- Foster Youth increased 200 students

- Outreach program/plan was initiated in summer for Southeast for fall classes. In fall semester of 2009, The Outreach Program created a Facebook page on which there are currently 3,500 fans.

- Schedule of Classes augmented with On-Line accessibility

- Financial Aid mailed 300,000 post cards to City residents
Strategic Priority #4. To expand the College’s outreach, recruitment, marketing, and promotional activities related to the College’s Programs, 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.

4.2 Recruit and support non-credit students seeking to transition to credit programs

- Campus counselors make recruitment presentations to intermediate/advanced noncredit ESL students, encouraging them to take the ESL credit placement test. New Students Counselors offer Steps to Credit workshops. An “FAQ about Credit ESL” was developed to inform noncredit students and teachers about the credit program and how to access this resource.

- A relatively sophisticated strategy has been implemented deploying Transitional Studies 3503 (Focus on the Future) resource to address and ameliorate the sense of isolation which students experience in transitioning from the supported TRST environment to the more challenging and potentially more isolating credit courses.

- DSPS partners with the JVS project in support of students in the Transitional Studies high school diploma program. In addition, JVS assists graduating students complete application forms for required placement tests necessary for college admission and financial aid in order to qualify as credit students.
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4.3 Develop outreach to people who commute into San Francisco.

- Advertisements strategically placed on targeted commuter conveyances have been deployed.
- BART fares provided to Foster Youth to increase access
- The HARTS Guardian Scholars program provides BART fare voucher for students who cannot afford this transportation expense.
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4.4 Share student data with other postsecondary institutions and high schools to expand the College’s understanding of student needs.

- CCSF makes the High School Report (this document contains student data and analysis of trends) available to SFUSD administrators and high schools.

- Math, English, and ESL Professional Learning Councils, facilitated by Cal-Pass and including instructors from SFUSD, CCSF and SFSU, have materially advanced this mandate.

- The Office of Research & Planning specifically focused on SMCCD for a pilot data sharing alliance. While no formal, public reports were generated, what was learned through the pilots could be leveraged into a more sophisticated data sharing partnership in the future. Strong evidence now supports the assumption that CCSF is generating valuable useful data relative to this endeavor.

- Through the CLIP Gates foundation grant sharing data with SFUSD & CCSF, and this information is being analyzed by Stanford University

- An additional Outreach program is the Career Awareness initiative at Middle Schools

- Outreach is being conducted to other organizations in the Bay Area relative to the ESL Curriculum, this initiative includes referring MUNI students to ESL classes at the college.

- Via the EOPS created “Transfer Articulation Bridge” a five year concurrent enrollment option between CCSF and CSUSF has been made available
Strategic Priority #4. To expand the College’s outreach, recruitment, marketing, and promotional activities related to the College’s Programs, 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.

4.5 Extend outreach activities beyond San Francisco, targeting the Bay Area, the state, and other countries.

- As a complement to its conventional advertising program, CCSF focuses “special enrollment groups.” These groups include prospective students who are fit the following categories:
  - Out-of-state
  - International
  - Concurrent high school
  - Contract education

- A Summer Youth Academy for Foster Youth is now in its fourth year of operation.

- Initiated Summer Academy for Foster Youth- 4th year of operation
4.6 Expand efforts to reach current middle and high school students, high school dropouts, and high school graduates in collaboration with SFUSD and other Bay Area school districts.

- CCSF hosted Annual Spring Forum for over 100 high school counselors from SFUSD from 2003-2005. Ongoing and “in process” formal initiatives to augment this effort include: a) the creation of K-12 Reference Guide describing over 35 outreach programs; b) concurrent enrollment application workshops at local high schools; c) distribution of over 1,000 concurrent enrollment packets annually.

- In 2008, the K-12 “Partnership Subcommittee” was revitalized and redefined to incorporate a strong focus on concurrent enrollment college-wide.

- In 2003, 2004, and 2005, formal collaborations with SFSU focused on a Guaranteed Transfer Admission Program whereby 2,000 students were to be admitted annually.

- A “Campus Ambassadors” mandate launched regular presentations at schools and provided for tabling services during lunch hours and after school, reaching over 4,600 prospective students per year. A well-coordinated collaboration with UC Berkeley’s Early Academic Program to enhance students to transfer opportunities presently exists.

- An important partnership was formed with the “SFUSD GEAR UP” program, which will serve over 1,500 middle school students annually over the next six years. Pursuant to this key mandate, over 2,100 middle school students have attended school assemblies and campus tours in the year 2007-2008.

- **Student clubs are involved in outreach to H.S.’s (i.e., Polynesian Club, Puente Club)**

- The DSPS “Adopt-a-School” program, working with Special Ed. Teachers has targeted four SFSUD special education programs; as part this initiative, DSPS counselors visit and provide placement testing, campus tours, and structured follow up which includes appointments.

- **CCSF does community outreach through 22 community organizations in a coalition.**

- Southeast Campus had implemented a total of 16 credit classes (nine credit classes were offered in fall 2009, and 7 were offered in the spring of 2009).

- **A booklet has been prepared for SFSUD (“How to Apply to CCSF”). G&C Outreach for Career Awareness work on retention is ongoing.**
Strategic Priority #4. To expand the College’s outreach, recruitment, marketing, and promotional activities related to the College’s Programs, 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.

4.6 Expand efforts to reach current middle and high school students, high school dropouts, and high school graduates in collaboration with SFSUD and other Bay Area school districts.

- The Queer Resource Center (“QRC”) participates in an annual conference of middle-school Gay Straight Alliances (“GSA”) to promote CCSF. CCSF also facilitates a GSA at Ida B. Wells High School. QRC students are also doing outreach at Daly City Parks & Recreation events for LGBT youth.
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4.7 Expand alternative scheduling and flexible delivery of courses.

- A strong emphasis has been directed toward expansion of alternative scheduling and a more flexible approach to delivery of courses. This initiative has included the following positive changes to former practices: a) significant increases in evening classes offered in credit and weekend classes in both credit and noncredit courses; b) Chinatown/North Beach and Mission Campuses now offer classes on Sunday, these locations are now operational continuously (excepting holidays); c) summer offerings were increased from 2003 to 2008 (continuation of this new feature will be subject to access to funding from the state); d) short term and modular course offerings were increased particularly with respect to units of credit; d) The African American Scholars Program was enhanced with a second section of IDST 50 (College Success) and an additional course, ENGL 90, (four levels below English 1A) to the Summer Bridge courses for recent high school graduates; in furtherance of exploring alternative approaches to academic calendars, a new calendar was created and tested in noncredit at Mission Campus in 2006-2007, and, with some changes, in 2007-2008. Although two surveys were conducted relative to this initiative, polling student and teacher satisfaction, further significant advances in this area (such as reductions in noncredit faculty workload) will depend on the availability of state funding, which, is uncertain at this time.

- College for Teens enrollment is 2000 students
4.8 Expand activities of the Office of Outreach and Recruitment.

- CCSF’s San Francisco Center for Applied Competitive Technology (“CACT”) contracted with California EDD to provide contextualized ESL and training to several hundred dislocated garment workers who are being trained in custodial, culinary, and construction skills and trades, through the Federal Trade Adjustment Act.

- Distance Education courses were publicized via libraries, secondary schools, and community organizations and local businesses through print, television and internet media. This action in combination with the fact that CCSF funded more courses, for development (which were all publicized resulted in an increase in enrollment (especially for telecourses) of approximately 342% from Spring 2003 to Fall 2008.

- CCSF implemented special outreach partnerships focused on ethnically diverse and immigrant groups, the unemployed and individuals needing retraining.

- An interactive recruitment CD was created and distributed to 21,340 students nationwide. Another similar CD targeted international students. An email and text messaging system was established encouraging prospective new students to apply; approximately 600 potential new students per year have been reached via this program. Via the “E-Ambassador” initiative, students respond to general admissions inquiries via a new “Ask Me” email service.

- Campus Tour orientations have been upgraded to include a Power Point presentation.

- CCSF’s website has been enhanced to be a more effective worldwide marketing tool.

- The student Ambassador program was activated whereby CCSF students are trained regarding recruiting new prospective students.

- As noted above in 4.6, Outreach and Recruitment assists DSPS via the “Adopt-a-School” program to reach out to SFUSD special education classes.
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4.9 Explore intercampus transportation shuttle bus system.

**NOTE:** Initial exploration of this concept indicates that it is not generally feasible due to economic resource limitations (however, DSPS based on the readily apparent need in this regard, does operate a shuttle).