

Enrollment Development

Transition to Post-Pandemic Environment



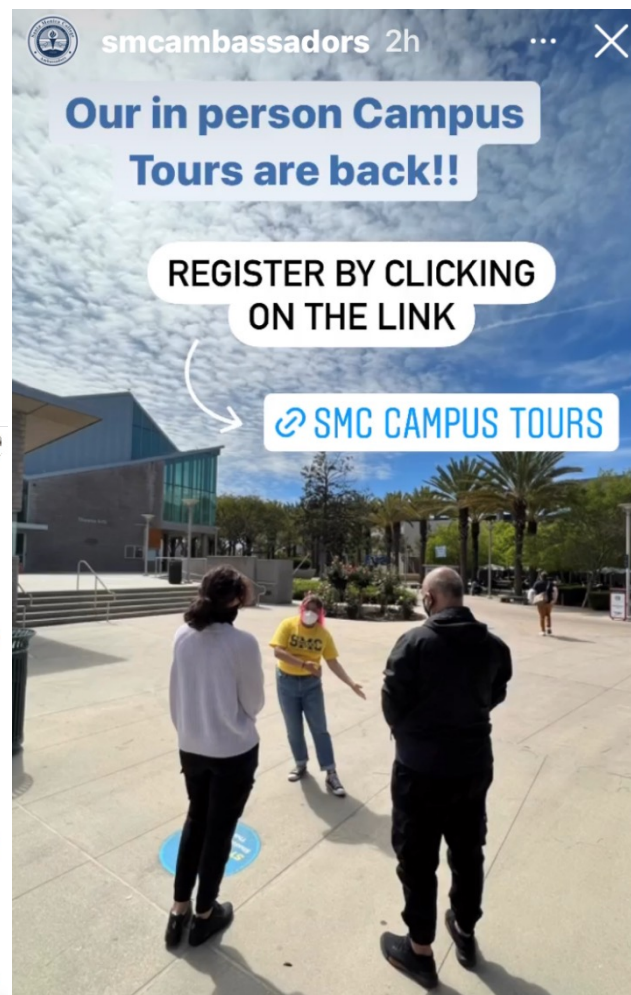
Enrollment Development Onground

- **October 2021** - Resumed On-Ground Drop-In - half days with limited footprint
- **February 2021** – Expanded in-person, drop-in hours to full day
- **February 2021** – Returned to offering In-Person presentations in High Schools
- **March 2021** – Resumed In-Person Campus Tours (both domestic & international)
- **Moving forward:**
 - Will keep expanding on campus engagement activities
 - All will maintain both virtual and in-person access to support services
- **Graduation 2022**
 - Grad Walk Celebration (formerly Diploma Drive Thru) - Saturday, June 11, 9 am -5 pm, Bundy Campus
 - Virtual Commencement Ceremony (streamed on the web with prerecorded content) – Thursday, June 16 (5 pm)
 - Grad Fair (we are exploring the possibility of having an in-person grad fair where students can pick up regalia, freebies, decorate their caps, etc. Early stages of discussion)



Engagement & Re-Engagement!

- Ambassadors (**Remote & On-site**)
- On-Site School & Fair Visits
- Multi-Channel Engagement Campaigns
- Welcome Center Café Daily Drop-in
- Campus Tours
- On Campus Events – Open House



Engagement Campaigns

Prospective Students, Applicants, Enrolled & SSO

- **Call Campaigns**
 - Request for Information (RFI) Form from SMC Website
 - CCLA-19 Leads
 - Career Education Social Media Marketing Campaign Leads
 - Applied not Enrolled
 - Promise Eligible Students
 - Student's that Stopped Out (SSO)
 - Black & Latinx HS Onboarding (7-Feeder Schools)
- **Online Chat**
 - Website Queries
 - Out-of-State Applicants
 - Workshop Attendees - Follow-up
- **Email** - Follow up emails on connected Calls, LiveChats, Café visitors, and others as needed
- **Welcome Center Cafe:** Ambassadors hosting Online Forum Monday thru Thursday 12-4pm, Friday 3-4pm
- **Text Message** – Promise Events



Outreach & Onboarding!

6,873 chats, 12,199 calls, & 40+ Workshops



Black & Latinx High School Onboarding PILOT

<i>By Originating HS</i>	#Outreach ed	#Enrolled Fall 2021	%Enrolled
All Outreach	422	298	71%
SANTA MONICA HIGH SCHOOL	103	71	69%
VENICE HIGH SCHOOL	76	54	71%
ALEXANDER HAMILTON HIGH SCHOOL	75	50	67%
CULVER CITY HIGH SCHOOL	72	52	72%
PALISADES CHARTER HIGH SCHOOL	47	36	77%
UNIVERSITY SENIOR HIGH SCHOOL	37	27	73%
SAINT MONICA CATHOLIC HS	8	7	88%
WESTCHESTER HIGH SCHOOL	4	1	25%

<i>By Race/Ethnicity</i>			
Black	75	52	69%
LatinX	347	246	71%

Recruitment

- Virtual & In Person Fairs
- HS & Community Agencies
 - Info Sessions/Application Workshops/Next Step Workshops
- In-Person Visits
 - Virginia Ave Park & UCLA HS Scholars Fair (3/25/2022)
 - Robert F Kennedy HS 3/30/2022
 - Marshall HS 4/18/2022
 - Venice Animo 4/2022
- On campus In Person Activities
 - On-Campus Tours
 - Open House May 14 (Virtual Event May 21)
- SAMO – On-site Counselor Aimee Lem
 - Call Campaign/Online Workshops/MOCAN Outreach



Financial Aid Outreach Activities

- **NASFA Peer Review**
 - **Student Survey – 8500 students**
- **Outreach Activities** (On-Campus and Off Campus Requests)
 1. Venice High School, February 24 at 3:00pm via zoom
 2. Santa Monica High School, February 24 at 6:00pm in person
- **Online Chat**
- **SMC-Go Messaging**
- **May Open House Event** – Will provide Financial Aid and Scholarship Workshops for both In-Person & Virtual Events
- **Financial Aid Workshops** – both in-person and virtual are being planned and scheduled



International Education

