Outreach Committee Meeting Minutes

July 30, 2020 via Zoom

3:00 – 4:00 pm

* Students are getting confused by time conflicts (since everything is online) and “flexible” classes
  + Online Flexible v Online Scheduled – numbers need to go up
  + New sections opening up – looking for additional faculty to teach
    - Since online – larger hiring pool to choose from
* Pirate in a day July 28 – 78 students helped
  + Next Pirate in a Day is August 11th – flyer forwarded to team
  + Around 1800 postcards sent out to recent HS graduates
  + Tiffany to have virtual drop in (maybe 2 different times)
    - Financial Aid working on cleaning up backlog of waiver and FAFSA applications
  + Not too late to apply for Financial Aid or any programs
* Drops for non-payment 1-2 weeks out
* ESL Express Enrollment
  + First event 10-11 students served
  + July 23 – 10 students served
  + August 6th is the last one – 5-7pm – (1 faculty to help out)
  + Flyers sent out to community, radio station ads updated, and put on social media
* Covid19 health and temp forms required of anyone coming on campus
  + Updated to read visitors and staff
  + Students participating in drive-thru events do not need one as long as they stay in their cars
* Welcome back orientations and backpack drive-thrus
  + All welcome back orientations being done virtual
  + NextUp / Foster Youth backpack drive-thru August 18th
  + Veteran students backpack drive-thru August 19th
  + AI/AN students backpack drive-thru August 20th
* EOPS/CalWorks/DRC/CARE – hosting equipment events (both issuing and returning of equipment)
* PC Promise Days August 10-13
  + Virtual
  + Guest Speaker: Oya Thomas August 12th
  + Est. 200 students to attend
* Lending library book check outs by apt only (Reagen)
  + ESL Technology event (use of facilities going out) August 20/21st
    - Big tech event 9-12
* New lending library process for Veteran students
* First 2 weeks of Fall
  + Admissions and Records, Financial Aid, Student Services (counselors and advisors), Access Groups to table outside in front of the Academic Center building
  + Social distancing / split schedules / masks and gloves
    - August 24th / 31st – 9-11 and 4-6
    - August 25th / September 1st – 3-5
    - August 26th / September 2nd – 9-11 and 4-6
    - August 27th / September 3rd – 3-5
* Fall Campus Events
  + College and Financial Aid Night – Oct? Virtual no date yet
  + High School Counselor / Principal Retreat (may combine with dual) – Virtual no date yet
  + PC Salutes Our Vets – Keynote Presentation w/ KJUG – Virtual no date yet
  + RegFest – Virtual
  + FirstGen Celebration – Virtual
  + Tulare County College Night – Virtual, September 8th – ad already sent in
* New Branding
  + Switching over email signatures
  + Updated
  + Re-doing signage on campus
  + New ads featuring actual PC students
* Mobile Conquesting
  + Doing well – 3pt campaign
  + Can target specific areas / behaviors
  + Already have an above average click rate
  + BARK campaign retargets based on different perimeters
* Carvertise
  + September launch – hopefully more drivers will be driving by then
  + Around 8 cars - $150 per month / 4 months to start
  + Have to stay within our boundaries – can travel
  + Fleet – open to staff or students
  + 1st school in the area to do this
* Billboards / Radio Stations
  + Bigger on freeways
  + Radio station ads updated
  + Roger to start boosting ads on social media
  + 6 buses with our ads on them
* Virtual Tours
  + Roger can use GoogleEarth to do quick virtual tours of campus
  + Shows both inside and outside campus