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