Outreach Committee Minutes

September 10, 2020 3:00 – 4:00 via Zoom

Attendees:

Erin Wingfield, Monica Daniels, Analicia Juaregui, Antonio Salazar, John Ortega, Roger Perez, Ashley Land, BillyJean Cabunoc, Jonathan Hernandez, Reagen Dozier, Katherine Figueroa

Events:

Virtual College Night update – Direct messaging with perspective students

 Main chat area uses for general questions

 Great looking booth, good “traffic”

College and Financial Aid Night – Upcoming – October 8th 5:30 – 7:00 pm (virtual)

 Need to promote with High Schools ASAP, flyers & postcards

 No pre-registration, just show up and “browse booths”

 Need a room for Divisions / Degree / Programs

 Erin to share flyer with Tiffany and John

Counselor and Principal Retreat – Upcoming – November 5th (virtual)

 Set up specific zooms for each speaker

 Approximately 50 people

 Erin to send out email to High Schools to calendar

FirstGen – Upcoming – November 9th

 Erin sent information to Roger

 Ana and Monica to look at ordering stuff

 Possible Drive-thru event

Transfer Fair – October 1st 1:00 – 4:00

Outreach Calendar:

 Already sent out to everyone today

 Ashley and DRC are doing workshops

 PC Salutes Our Vets Event

 Week before the 11th (Thursday before)

 Look at Outreach Calendar to see who else to reach out to for possible events (Monica)

 Katherine reached out to High Schools for onboarding – orientations, CCCApply,

ed plans, career & exploration presentations

 Pirate in a week – Adult School

 Monday / Tuesday November 16 / 17th (during open registration)

 RegFest

 Pirate in a Day – possibly in January (week of the 4th or 11th)

Marketing – Roger

 Carvertise – 7/8 cars on the road till February

 Within next 2 weeks photoshoot with the whole team

 Lots of CTE marketing coming out

 Spotify – geo fencing

 Local TV – news coverage / target like geo fencing (Oct – Dec)

 Discord

 Using for the Transfer Fair

 Chat, video, screen sharing, graphics, video chat up to 50 people

 We can see who is there, students are able to see all schools there

 Schools can decorate their “booths”

 Can use Discord from your cell phone

 Roger to create “channel” for each club

 Could use to promote FirstGen

 Roger to send out link

 Telehealth

 Launch September 24th

 Part of student health fee

 Free for students, 24/7 access, referrals to Drs, mental health professionals, confidential, only for enrolled students

 Some nursing students to start ambassador program

 Flyer in progress

 Radio Ads

 104.9 / 106.7 – update late start classes / Pirate in a Week

 La Campesina still has general ad – Antonio to work on

Late Start Classes

 Push late start classes

 Can we link late start classes to our homepage?

 On time putting it up there, Judy will have list of all classes, market on Social Media

General

 Students on Banner 9 by priority registration (goal)

Meeting ended 4:00 pm