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