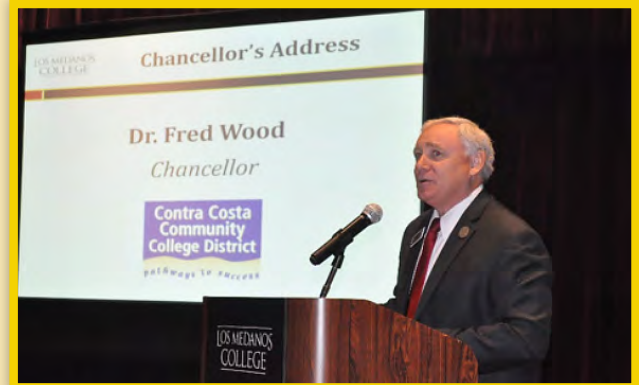


All College Day 2017

All College Day is traditionally a day to welcome and inspire faculty and staff. This year's event, held August 10, 2017, transformed inspiration into motivation as the colleges' shared their themes for the upcoming year, all of which are a response to the tumultuous political climate and an opportunity to reaffirm support to students.

Chancellor Fred Wood also shared his vision for the District's 2017-2018 academic year while speaking to audiences at each college and the District Office.



Chancellor **Fred Wood** addresses the crowd of faculty and staff at Los Medanos College, one of his three stops on All College Day.

Highlights:

- All College Day 2017
- College Enrollment Efforts
- Diablo Valley College Professor Is Teacher of the Year
- August 2017 Cabinet Highlights

College Enrollment Efforts

California community college enrollment is an ongoing topic of discussion as many institutions across the state are facing flat or declining enrollment. Internal factors such as staggering persistence rates continue to present obstacles while external factors like the tumultuous political climate also play a part in hindering enrollment growth. Despite these challenges, Contra Costa College (CCC), Diablo Valley College (DVC) and Los Medanos College (LMC) are optimistic and have developed numerous strategies and activities to increase their student population.

CCC:

Contra Costa College's enrollment strategy relies on the philosophy that student interactions should be transformative versus transactional. **Dennis Franco**, CCC's Dean of Enrollment Services explains how student interactions should go beyond the traditional customer service approach. "It means taking the extra time and care to help people see what they're not aware of already," he said. "The things that we're employing are meant to really speak to that philosophy."

CCC's enrollment activities, which traditionally begin in the spring, are designed to produce meaningful interactions with potential students at events like Super Saturday and in the personalized outreach and marketing efforts.

Super Saturday was recalibrated to target high school students earlier in the spring and included live demonstrations of career educational programs in order to "show" rather than "tell" students about CCC's academics. For those unable to attend the day-long event, CCC's outreach team trekked to local high schools and held after-hour enrollment sessions to ensure all potential students were able to complete the registration process.

During the summer, CCC's enrollment and outreach teams joined forces to reach out to over 800 students who had initiated but not completed the enrollment process. Marketing targeted local moviegoers and transit riders with ads in the community, while the Admissions & Records staff created solutions to better prepare for the rush of students at the beginning of the semester. One solution was the A & R Kiosk, operated by program assistants equipped with laptops to problem-solve student registration and ease the long lines often found in the student services department.

(continued on page 2)



4CD Fan Page
Become a Fan
Now!

Contra Costa Community College District

500 Court Street
Martinez, CA 94553

The News
CCCCD Employee
newsletter

District publications
are posted online at
[http://www.4cd.edu/
crpa/the_news/](http://www.4cd.edu/crpa/the_news/)

Your comments
and suggestions are
welcome. E-mail the
Communications and
Community Relations
Office at info@4cd.edu.



LMC counselors (right to left) **Elizabeth Costanza** and **Rudolf Rose** assist EOPS students *Ana Rodriguez* and *Heavenly Prater*.

In order to continue the momentum, CCC is currently organizing events for specialized student group populations such as veterans and adult learners to be held into the fall.

DVC:

Diablo Valley College's enrollment strategy relies heavily on partnerships with on-campus programs/departments and external groups such as local area high schools. At DVC, there is an "intentional focus on providing an inclusive and welcoming environment," shared **Beth Hauscarriague**, Dean of Counseling and Enrollment Services. DVC's enrollment services team supports several programs aimed at increasing student retention and attracting potential students. One program, titled *Take One On Us* does just that. Newly graduated high school seniors starting DVC in the fall and continuing students enrolled in less than 12 units are invited

to enroll in an English or math class, upon which the DVC Foundation picks up the tab. The Foundation pays for the additional 3 to 5 units and offers a \$150 book voucher. To date, 255 students have enrolled in the program.

High school students continue to be an area of focus for DVC's enrollment team as programs such as *College Now* and *College Connect* provide dual enrollment opportunities for Mt. Diablo Unified School District and San Ramon Unified School District students. *Viking SEA Day* also provides additional assistance to graduating high school seniors by streamlining the registration process and connecting students with college resources prior to stepping on campus.

LMC:

Los Medanos College's enrollment efforts have largely been funneled through Student Services and are focused on improving access and a smoother transition for students entering the college. "We have been taking extra steps to expose incoming students to college resources and support services that will better prepare them for their college experience," said **Gail Newman**, LMC's Senior Dean of Student Services.

The Student Services team focuses on financial aid, outreach, dual enrollment and Extended Opportunity Program and Services (EOPS). To increase students' financial aid opportunities including the Pell Grant, Student Services staff worked diligently over the summer to process 2017-18 FAFSA applications, which resulted in 1064 students receiving a total disbursement of \$1,165,864. The success of their efforts allowed students to plan and register earlier for their fall semester.

EOPS staff also worked hard over the summer managing a phone campaign aimed at contacting EOPS students enrolled in less than 12 units. In addition, a kick-off event was held for foster youth, current and potential EOPS students who were provided on-the-spot student services such as Counseling, Financial Aid, Transfer and Career Services and Student Life. The Outreach team has also ramped up efforts to host a bevy of events targeting increases in enrollment. Leading up to the fall semester, Outreach partnered with CTE faculty to host six "Career Focus Fridays" where 800 high school students had an opportunity to visit the campus and learn more about CTE programs, providing an early exposure to campus life. At the beginning of the semester, the Outreach team held a special student athlete orientation where 165 student athletes participated in workshops related to educational planning, financial aid and transfer and career preparation.

"We love our LMC students!" said Newman. "The important thing is that we continue to listen to our students and learn how we can keep doing better with the services we provide."

Moving forward, LMC's ongoing enrollment efforts include increasing the college's visibility in high schools, improving communication campaigns, increasing marketing and growing partnerships with local high school administrators. Through these efforts, LMC's enrollment team expects continued growth in dual enrollment (which currently boasts 11 sections of courses at local schools) and the International Students Program, which has seen enrollment double from last year.

Diablo Valley College Professor Is Teacher of the Year

Contra Costa County Office of Education (CCCOE) recognized Diablo Valley College's (DVC) John Freytag, Ph.D. as one of the county's twenty-two Teachers of the Year. With over 20 years of teaching oceanography and marine biology courses under his belt, Dr. Freytag has been an instructor at Diablo Valley College for the past 12 years.

Dr. Freytag, along with the rest of the class of 2017-18, will be honored at the annual Teacher of the Year (TOY) Dinner Celebration, held at the Concord Hilton on September 28, 2017. The celebratory event attracts a crowd of close to 500, which include honorees' family, friends, coworkers and supporters of the program.

Since 1972, Contra Costa County has participated in the TOY program, which is directed by the CCCOE. For more information on the TOY program, please visit <http://www.cde.ca.gov/ta/sr/ct/>.



CCCOE Karen Sakata (left) visited the District's Teacher of the Year honoree **John Freytag** at his DVC classroom. Photo courtesy of the patch.com

Board Report

No Governing Board Meeting in August.

Cabinet Highlights

To review highlights of the Cabinet meeting held on August 22, 2017, click on the link below:

http://www.4cd.edu/crpa/chancellors_cabinet/August%202017.pdf

The Contra Costa Community College District, founded in 1948 and governed by a publicly elected five-member board, is one of the largest multi-college community college districts in California. The mission of the District is to attract and transform students and communities by providing accessible, innovative and outstanding higher education learning opportunities and support services.

Contra Costa Community College District is committed to equal opportunity in educational programs, employment, and campus life. The District does not discriminate on the basis of age, ancestry, color, disability, gender, marital status, national origin, parental status, race, religion, sexual orientation, or veteran status in any access to and treatment in College programs, activities, and application for employment.

