



Enrollment and Outreach Strategies Handbook

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Arts/Humanities and Music Departments

7.30.2021

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Introduction

The LMC Office of Instruction (OoI) has previously established the enrollment process and calendar.

During each semester, Ool generates the *Course Enrollment Report* daily when registration opens. The Office of Planning and Institutional Effectives (PIE) then analyzes the enrollment report and disseminates the *Enrollment Analysis Report* weekly to the Deans to share with department chairs.

Some Department Chairs not only analyze the enrollment data, but also contact students utilizing the Student Education Plan reports to encourage them to enroll in courses. There are various ways used to contact students: (a) departmental targeted/personalized approach and (b) departmental global approach. Based on the Pathway's learning, some items have been outlined for your consideration.

Step-by-step outlines are listed below:

- (a) <u>Timeline</u>
- (b) Enrollment Analysis Report
- (c) <u>Student Education Plan Report</u>
- (d) Student Education Plan Contact Information Report
- (e) <u>Communication with students—targeted/personalized approach</u>
- (f) <u>Communication with students—global approach</u>
- (g) Enrollment Comparison—monitoring progress

Timeline

A process was established for departments to follow in terms of course enrollment adding, cancellation, and combining. Based on this process, the enrollment conversations begin as early as six-to-eight weeks before school starts.

2021

Su	Mo	TU	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUL

Fall 2021 Enrollment Strategies and Action by Date

12. Six weeks before class start: All sections with < 5 students OR courses with all sections full or near full of a particular modality (online vs. face to face). Consider change in modality or additional course in high demand modality with increased outreach efforts.

26. Four Weeks before class start: All sections with < 50% enrollment OR < 10 students OR courses with all sections full or near full of a particular modality (online vs. face to face). Cancelation OR change in modality or additional course in high demand modality with increased outreach efforts.

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29	30	31				

AUG

9: Two Weeks before class start: All sections with < 20 enrolled OR courses with all sections full or near full of a particular modality (online vs. face to face).

Cancelation OR change in modality or additional course (perhaps late start) in high demand modality with increased outreach efforts

16: One Week before class start: All sections with < 20 enrolled OR courses with all sections full or near full of a particular modality (online vs. face to face). Cancelation OR change in modality or additional course (late start) in high demand modality with increased outreach efforts

23: August 24: fall class start

Enrollment Analysis Report

The *Enrollment Analysis Report* is disseminated when registration starts in every semester. The report can be generated as early as four (4) months before the semester begins. This report assists the departments in monitoring each of their courses/sections. At approximately four-to-six weeks before the semester starts, the department can identify courses with low enrollment and then take actions to increase enrollment.

FTES	FTEF	FTES/	Max	Max	Rill Rate	Current	Total	Total									
		FTEF	FTES	FTES/		Empty	Sections	Current									
				FTEF		Seats		Enrolled									0
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Select Subj	ect to v	view Su	bject's da	ata in or	ange box												10-19
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Student Education Plan Report

Based on the Enrollment Analysis Report,

- 1. The Department identified the course(s)/section(s) with low enrollment 10 weeks before the fall semester begins.
- The P&IE Office produces the Student Education Plan Report for the department to gauge the number (#) of students that have planned to take these low enrollment courses. (See the screen shot below under "Student Ed Plan" column.) In this example, the department has identified 14 low enrollment courses/sections at 10 weeks before the fall semester starts.

Fa	ll 20	21											
		ART/H	IUMAN			hour	max		'15/2021 10 wks before	6/:	17/2021	Ed Plan (6.15.2021)	6/17/2021 discussed communicatio n (<10)
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ART	005	4629		L.	Snow	54	42		42	☆	42		
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Try it:

Home > Student Planning > Planned	Courses Co	unts by Locatio	on
Location Los Medanos College 🗸	Term	2021FA	~

http://reports.4cd.edu:82/Reports/Pages/Report.aspx?ItemPath=%2fStudent+Planning%2fPl anned+Courses+Counts+by+Location

Student Education Plan Contact Information Report

The P&IE Office generates the *Student Education Plan Contact Information Report* and provides it to the Deans so their departments can contact students who have planned to take these low enrollment courses and encourage them to register. In this case, there are about 69 students who have planned to take any one of the 14 low enrollment courses/sections.

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PLANNED		PLANNED COURSE		TERM	STUDENT ID	STUDENT NAME	PERSONAL	EMAIL ADDRESS	PERSONAL EMAIL ADDRESS	REGISTRATION
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ART-011		Three-Dimensional Design Concepts	LMC	2021FA						N
ART-011		Three-Dimensional Design Concepts	LMC	2021FA						N
ART-011		Three-Dimensional Design Concepts	LMC	2021FA						Y
ART-011		Three-Dimensional Design Concepts	LMC	2021FA						N
ART-011	F	Three-Dimensional Design Concepts	LMC	2021FA						N
ART-011		Three-Dimensional Design Concepts	LMC	2021FA					1 e	N
ART-035		Themes in Mesoamerican Culture throughCeramics	LMC	2021FA						N
ART-035		Themes in Mesoamerican Culture throughCeramics	LMC	2021FA						N
ART-035	1	Themes in Mesoamerican Culture throughCeramics	LMC	2021FA					1 v	N
ART-035	1	Themes in Mesoamerican Culture throughCeramics	LMC	2021FA						N
ART-035		Themes in Mesoamerican Culture throughCeramics	LMC	2021FA						N
ART-040		Introduction to Painting	LMC	2021FA						N
ART-040	A F	Introduction to Painting	LMC	2021FA						N

Try it:

Home > Student Planning > Planned Co	ourses With Student I	information		
COLLEGE Los Medanos College 🗸	PLANNED TERM	2021FA	~	

http://reports.4cd.edu:82/Reports/Pages/Report.aspx?ItemPath=%2fStudent+Planning%2fPlann ed+Courses+With+Student+Information

Communication with students targeted/personalized approach

The week of June 28 (8 weeks before fall starts): Personalized/Targeted email to students. Example below.

Try it:



Dear Natalie,

We are reaching out to you today as fellow creatives. Many of our courses have filled up as of May, but there are still some courses that have open seats. We noticed that you listed the following class in your education plan and wanted to let you know that there is still room for you.

Some of the courses we are offering this semester may not be offered in over a year, so we urge you take what you can as it comes up in the current schedule.

For more information about the resources that are available to support you this term, check out <u>https://www.losmedanos.edu/onlineresources/students.aspx</u>

We encourage you to log in to InSite today at <u>https://m.4cd.edu</u> by clicking on the button below, "Search for Classes" and find the open section of the course you would like to sign up for. We can't wait to help you this Summer 2021 semester!



If you have any questions or need any assistance, don't hesitate to call us at (925) 473-7434 or access our Live Chat feature on our website https://www.losmedanos.edu/index.aspx

We can't wait to help you this Summer 2021 semester!

Unearth your Creative Mind in Clay

ART 066-1001 / Art 067-1002 Hand Built Ceramics

In this class you will:

- Experiment in alchemy by turning mud into stone
- Make functional and decorative art through ceramics
- Develop an idea to something you can hold in your hands



Cesar Reyes Art and Humanities Success Coach <u>creyes@losmedanos.edu</u>

Eric Sanchez Art Faculty esanchez@losmedanos.edu

Communication with students—global approach

The week of July 5 (7 weeks before fall starts): Global email sent to students majoring in Art/Humanities using the District Communication Platform.

Try it:

The content is below:

Audience: Active Major (LMC): Humanities (AA)

Delivery Mode: SMS/Text, InSite Notification, Email

Subject: LMC Art and Humanities - Open Courses for Summer 2021

Text Message:

Art/Humanities: Summer semester is approaching, we have courses with open seats. More information <u>https://mailchi.mp/1551f4e6b604/lmc-art-gallery-4977737?e=0e9b</u>

InSite Notification and/or Email Message:

Dear Art and Humanities student,

We hope you had a restful break and want you to know we are here to support your educational goals. While many of our classes are on waitlists, there are some art and humanities classes available to you.

We encourage you to log in to InSite today at <u>https://m.4cd.edu</u>, click "Search for Classes" and find the open section of the course you would like to sign up for.

For more information about the resources available to support your distance learning this term, visit: <u>https://www.losmedanos.edu/onlineresources/students.aspx</u>.

If you have any questions or need any assistance, don't hesitate to call us at (925) 473-7434 or access our Live Chat feature on our website (<u>https://www.losmedanos.edu/index.aspx</u>).

Open Courses:

To check out some visuals on the open courses visit: <u>https://mailchi.mp/1551f4e6b604/lmc-art-gallery-4977737?e=0e9bf750ae</u>

Humanities? It's about US.

HUMAN 020-1100 Medieval and Renaissance Humanities (350 to 1550)

In this class you will:

- Transport to a time of castles, cathedrals, palaces, popes, kings, nobles, knights, peasants and serfs, but also war, plague and persecutions

- Unearth the darker side of human nature focusing on war, conquest and politics in England and France

Materialize your Imagination

ART 011-1007 Three-Dimensional Design Concepts - Hybrid In this class you will:

- Obtain hands-on experience with art materials and design thinking
- Model, carve and cast using clay, plaster and found materials
- Learn to be a sculptor; don't think flat, think in three dimensions

Unearth your Creative Mind in Clay

ART 066-1001 / Art 067-1002 Hand Built Ceramics In this class you will:

- Experiment in alchemy by turning mud into stone
- Make functional and decorative art through ceramics
- Develop an idea to something you can hold in your hands

Making Videos Come Alive

ART 084-1008 Motion Graphics and Video Editing

In this class you will:

- Mix video, graphics and sound to create logos and special effects
- Create worlds using green screen
- Widen your skills in video and effects using professional software

We can't wait to help you this Summer 2021 semester!

Sincerely, César A. Reyes Sr. Lab Coordinator – Art/Drama/Journalism Los Medanos College 2700 E. Leland Road Pittsburg, CA 94565 (925) 473-7822

Delivery Timing: Immediately

Enrollment Comparison—monitoring progress

The Department continues monitoring course enrollments to determine the effectiveness of

these outreach efforts.

Dept Targeted Inreach Email out on 5/14/2021 (4 Dept Global Inreach Email out on 6/2/2021 (2 wk Summer 2021 wk before summer before summer 6/14/2021 First Day of School 6/2/2021 6/3/2021 6/7/2021 Sparklines Hours Max 5/25/2021 6/8/2021 6/9/2021 6/15/2021 6/17/2021 6/22/2021 Ed Plan 5/6/2021 5/11/2021 5/17/2021 5/18/2021 5/19/2021 6/16/2021 6/23/2021 ART 005 0017 53.8 ★42 ☆ 42 ☆ 42 \$ 42 42 ☆ 42 ***** 42 ☆ 39 36 35 33 Nogarr 42 🖈 41 ☆ 42 A1 🗙 41 📩 39 HIIIII. 159 ART 005 9504 Cameror 54.6 42 ☆42 ☆ 42 \$\$ 42 \$ 42 \$ 42 ☆ 41 \$ 42 ☆ 42 \$\$ 42 \$ 42 \$ 42 1 41 236 236 36 📩 35 35 ART 011 1007 now 108 22 8 8 9 9 9 14 14 14 13 9 10 ART 018 22 26 27 27 30 15 1009 Vabas 54.4 42 19 🗙 42 🗙 42 ☆ 42 ☆ 42 ☆ 41 ☆ 40 ☆41 **☆** 40 📩 39 **41** 39 ART 020 30 30 30 24 003 anchez 108 30 30 30 30 30 30 30 30 30 28 27 27 24 24 27 ART 066 29 29 27 1001 Bassett 108 30 13 14 19 29 29 28 28 27 27 27 27 11 Rassett ART 067 1002 108 30 1 1 1 2 2 1 1 1 1 1 2 2 2 ART 084 1008 35 13 15 Carriere 90.8 16 16) 16 16 16 15 14)12 9 allilli 21 10 HUMAN 020 20 23 23 23 100 54.4 13 22 20 19 Alexande 42 14 16 18 17illihin

Reference

1. <u>https://email4cd.sharepoint.com/:f:/s/LMC/Imcres/Eh1y1SyxD9VDp1WWtYtjGJ8BhjIgodT</u> <u>ZFNVRNCdVEeoqSw?e=UepMEE</u>