

LOS MEDANOS  
COLLEGE



# Enrollment and Outreach Strategies Handbook

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# Introduction

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The LMC Office of Instruction (Ool) 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) [Timeline](#)
- (b) [Enrollment Analysis Report](#)
- (c) [Student Education Plan Report](#)
- (d) [Student Education Plan Contact Information Report](#)
- (e) [Communication with students—targeted/personalized approach](#)
- (f) [Communication with students—global approach](#)
- (g) [Enrollment Comparison—monitoring progress](#)

# Timeline

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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

## Fall 2021 Enrollment Strategies and Action by Date

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### JUL

**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). Cancellation OR change in modality or additional course in high demand modality with increased outreach efforts.

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
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). Cancellation 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). Cancellation OR change in modality or additional course (late start) in high demand modality with increased outreach efforts

**23: August 24: fall class start**



# 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.
2. 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.

Fall 2021										hour	max	6/15/2021 10 wks before	6/17/2021	Ed Plan (6.15.2021)	6/17/2021 discussed communication (<10)
ART/HUMAN						hour	max	6/15/2021 10 wks before	6/17/2021	Ed Plan (6.15.2021)	6/17/2021 discussed communication (<10)				
ART	005	0163		S. Lee	54	42	★	42	★						
ART	005	0169		L. Staff	54.2	42	★	40	★						
ART	005	4625		I. Bassett	54	42	★	41	★	262					
ART	005	4629		L. Snow	54	42	★	42	★						
ART	006	0160		N. Nabas	54.2	43	★	37	★	55					
ART	008	0162		K. Alexander	54.2	42	●	14	●	35					
ART	010	0170		E. Sanchez	108	35	★	35	★	61					
ART	011	0174		L. Snow	109.6	30	●	7	●	13	y				
ART	012	0199		K. Alexander	108.4	35	●	11	●	18					
ART	017	0165		N. Nabas	54.2	42	●	16	●	23					
ART	020	0172		E. Sanchez	108	35	★	35	★	54					
ART	035	0191	MULT	L. Snow	81	20	●	4	●	10	y				
HUMAN	035	0193	Seconda	L. Snow	81	15	●	2	●		y				
ART	040	0178	MULT	D. Fensterma	108	15	●	8	●	18	y				
ART	041	0176	Seconda	D. Fensterma	104	15	●	2	●		y				
ART	047	0204		E. Sanchez	128	35	●	23	●	34	y				
ART	050	0755		J. Schall	90	30	●	14	●	19					
ART	054	0072		J. Tamrakar	90	35	●	24	●	35					
ART	062	4630	MULT	L. Snow	108	15	●	8	●	13	y				
ART	063	4631	Seconda	L. Snow	102	15	○	0	○		y				

## Try it:

Home > Student Planning > Planned Courses Counts by Location

Location  Term

<http://reports.4cd.edu:82/Reports/Pages/Report.aspx?ItemPath=%2fStudent+Planning%2fPlanned+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.

PLANNED COURSE NAME	PLANNED COURSE TITLE	LOCATION	TERM	STUDENT ID	STUDENT NAME	PERSONAL PHONE	EMAIL ADDRESS	PERSONAL EMAIL ADDRESS	REGISTRATION ACTIVITY (pay attention on I)
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	Three-Dimensional Design Concepts	LMC	2021FA						N
ART-011	Three-Dimensional Design Concepts	LMC	2021FA						N
ART-035	Themes in Mesoamerican Culture throughCeramics	LMC	2021FA						N
ART-035	Themes in Mesoamerican Culture throughCeramics	LMC	2021FA						N
ART-035	Themes in Mesoamerican Culture throughCeramics	LMC	2021FA						N
ART-035	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	Introduction to Painting	LMC	2021FA						N

## Try it:

Home > Student Planning > Planned Courses With Student Information

COLLEGE  PLANNED TERM

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

# Communication with students— targeted/personalized approach

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

## Try it:

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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 <https://www.losmedanos.edu/onlineresources/students.aspx>

We encourage you to log in to InSite today at <https://m.4cd.edu> 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  
[creyes@losmedanos.edu](mailto:creyes@losmedanos.edu)

**Eric Sanchez**  
Art Faculty  
[esanchez@losmedanos.edu](mailto:esanchez@losmedanos.edu)


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# Communication with students—global approach

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



Administrator Menu

## Communication Platform

**Target Audience:**

**Active Major**  
Students with an active Major.

## Try it:

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The content is below:

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**Audience:** Active Major (LMC): Humanities (AA)  
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**Delivery Mode:** SMS/Text, InSite Notification, Email  
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**Subject:** LMC Art and Humanities - Open Courses for Summer 2021  
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### Text Message:

Art/Humanities: Summer semester is approaching, we have courses with open seats. More information <https://mailchi.mp/1551f4e6b604/lmc-art-gallery-4977737?e=0e9b>  
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### 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 <https://m.4cd.edu>, 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: <https://www.losmedanos.edu/onlineresources/students.aspx>.

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>).

### **Open Courses:**

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

### **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

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**Delivery Timing:** Immediately  
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# Reference

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1. <https://email4cd.sharepoint.com/:f/s/LMC/lmcrs/Eh1y1SyxD9VDp1WWtYtjGJ8BhjlgodTZFNVRNCdVEeoqSw?e=UepMEE>