

Efforts to Boost Enrollment

Student Facing Communication

Spring 2022

Focused Communication/Marketing

- Continuing Students
- New Students (Incoming)
- Prospective Students

Continuing Students

Tailored Emails/Texts: December & early-January

- Students Enrolled in Fall but not in Spring
 - Counselor Calling Campaign: 1,079 students called 1/4 - 1/10
- Students who planned to Enroll in Spring (but hadn't yet)
- Students registered for Spring with 9 units or less
- Students not enrolled since Fall 2020

Focused Efforts & Department Specific Efforts

- Inactive ESL Students (Ambassador Phone Calls)
 - Early November
- AB705 (Emails & Ambassador Phone Calls)
 - Late November & December
- Department Specific:
 - Art/Humanities
 - ESL/ESLN
 - English
 - Communication and Journalism

New Students (Incoming)

On-Going

- Tailored Email/Text - Welcome & Next Steps
- Phone Calls (Ambassadors)
- Future: Personalized Postcards (Ambassadors)

Prospective Students



Holiday
PARADE

**2021 SATURDAY
DECEMBER 11** | **11:00 AM**

 CITY OF PITTSBURG
recreation
DEPARTMENT
WE BRING THE FUN!

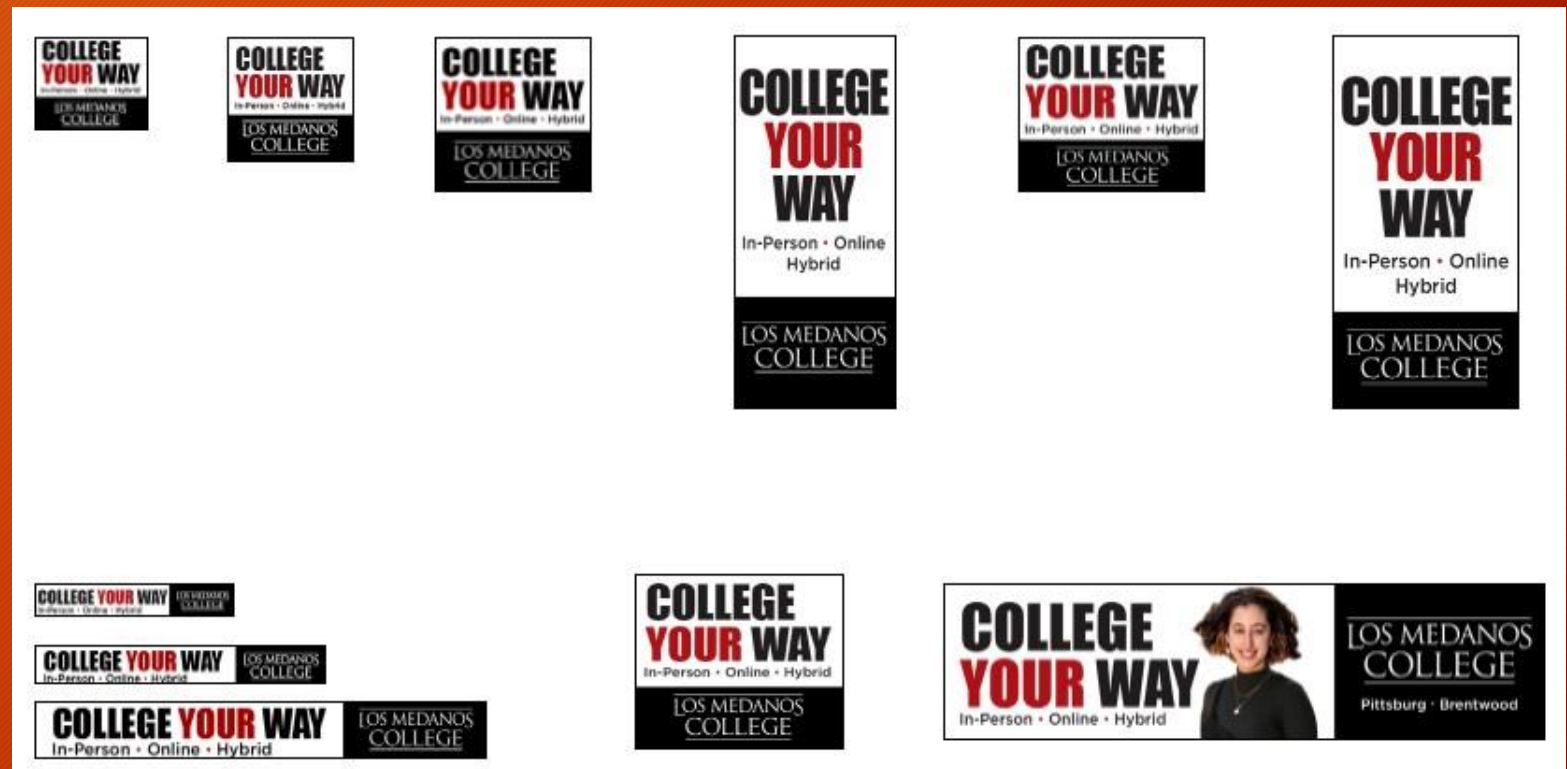
For event information, contact the
Recreation Department at 925-252-4842
WWW.PittsburgCA.Gov

Pittsburg

Prospective Students

mid-December & early-January

- Digital Ads
- Spotify Ads



Prospective Students

Early January

- Saturation Postcard
121,000 Households
 - “Do college YOUR way!”



COLLEGE YOUR WAY
IN-PERSON • ONLINE • HYBRID

LOS MEDANOS COLLEGE
Pittsburg • Brentwood
www.losmedanos.edu

ASPEN PRIZE
TOP 150
2023

Discover your future

Spring classes begin **January 24.**

Get started now at www.losmedanos.edu/registration

First Time Full Time Free Tuition
FTT provides free tuition for first-time students enrolled full time. Visit www.losmedanos.edu/FTT

Why choose LMC?

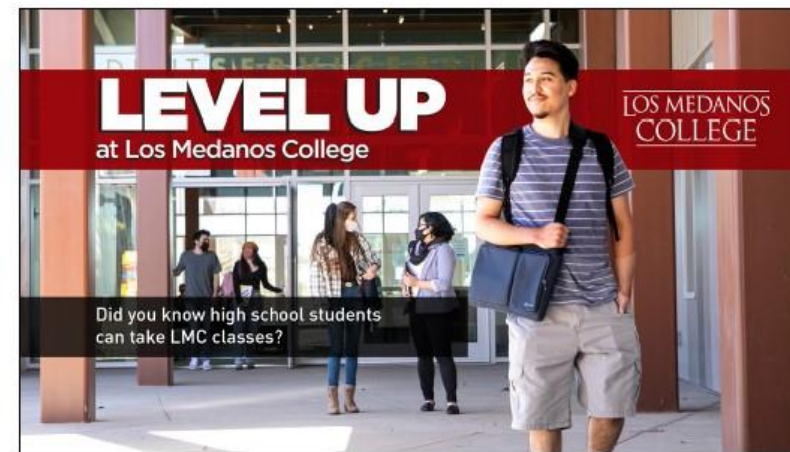
- **Over 600 classes available.** Choose classes that accommodate YOUR learning style and schedule! Visit www.losmedanos.edu/schedule
- **Let us help you pay for college!** \$12.5 million in financial aid awarded to LMC students last year.
- **No tech? No problem!** Technology resources – including mobile laptops and laptops/networks – available for students throughout campus.
- **Equity and Inclusion:** a commitment to racial, equity and social justice in a diverse and engaging learning environment.

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Prospective Students

Early January

- Concurrent Enrollment Postcard
19,000 Households (Ages 13-18)
 - “Level-up your education!”
- Email to 3,000+ HS students



**Meet high school requirements
Earn college credit
by taking an LMC class!**

Choose from in-person, online, and hybrid classes to accommodate
YOUR learning style and schedule

Current high school students pay only
\$1 per unit for their classes!
That means **most classes cost \$5**
or less (textbooks/fees not included).

For registration support contact
earlycollegecredit@losmedanos.edu
or talk to your high school counselor.



Ready to get started? Scan the QR code for next steps
www.losmedanos.edu/registration/concurrent/index.aspx

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COLLEGE

Pittsburg · Brentwood

Prospective Students

mid-December & early-January

- Digital Billboard - Highway 4



District Enrollment Recovery Campaign: Interact

Prospective Students: Interact ERC

mid-December & early-January

- Countywide Digital Campaign (College Specific)
 - Digital Ads and Facebook
 - Prospects submit RFI and then get “nurtured”



Now **BOLDER** than ever.
More paths. More possibilities.

APPLY NOW!

LOS MEDANOS COLLEGE
Now **MORE** than ever.

Contra Costa Community College District
pathways to success



LOS MEDANOS COLLEGE

MORE Power to You.

Plug in to an *unlimited* future.

Los Medanos College gives you **MORE!**

- **MORE** flexibility... Choose convenient classes, online or in-person.
- **MORE** savings... Build college credit for a fraction of the cost.
- **MORE** support... Access free student services (advising, counseling, financial aid & more)

The *right* choice for *right now*... Apply today!

CLICK NOW!

LOS MEDANOS COLLEGE
Now **MORE** than ever.

Contra Costa Community College District
pathways to success

Connect with us

f t i y

Pittsburg Campus: (916) 435-2181 | 2708 East Leland Rd., Pittsburg CA 94565
Brentwood Center: (925) 523-1625 | 1051 Pioneer Square, Brentwood, CA 94512

Stop Out Students: Interact ERC

mid-December & early-January

- Email “Nurturing” Campaign



LOS MEDANOS COLLEGE



**Step up.
Stand out.**

Now more than ever...
...it *pays* to complete college.

Los Medanos College gives you the power to do "MORE"...

- See MORE... Connect to new communities, cultures and careers.
- Do MORE... Follow your dream... and answer your higher calling.
- Inspire MORE... Set a shining example in higher education for your friends and family.
- Achieve MORE... Break down barriers to success... and build a better life.

It's time to finish what you started... Join us!

CLICK NOW!

LOS MEDANOS COLLEGE
Now MORE than ever.

Contra Costa Community College District
pursuing the future

Connect with us



Pittsburg Campus: (925) 438-2080 | 2700 Earl Leland Rd., Pittsburg, CA 94566
Brentwood Center: (925) 823-3625 | 130 Pioneer Square, Brentwood, CA 94515

Future Plans and Coordination

- Refining Communication Methods
- Tracking/Analyzing Effectiveness of Various Communications
- Comprehensive Student Facing Communication Plan
 - Supporting Guided Pathways

The “Cast”

- Arts & Humanities Pathway Team
- Counseling
- Early College Credit Team
- Marketing
- Outreach & Welcome Services

- Many Student Ambassadors!
 - Welcome Center
 - Transfer & Career Services