

**From: Chief Student Services Officers
<CSSO-ALL@LISTSERV.CCCCO.EDU> On
Behalf Of Browne, Gina**

Sent: Monday, October 4, 2021 12:39 PM

To: CSSO-ALL@LISTSERV.CCCCO.EDU

**Subject: 2021-22 Student Retention and
Enrollment Outreach Allocations**

**EXTERNAL SENDER- Exercise caution with
requests, links, and attachments.**

Dear Colleagues –

**The 2021-22 budget included an additional
\$90 million to support districts with their
student retention and enrollment outreach
efforts. These funds are a continuation of
the \$18 million that was allocated in
March 2021. For clarification, the amount**

received in March 2021 should be recorded as 2020-21 funding and this second round as 2021-22 funding.

Below is an excerpt from the March 2021 memo, updated to reflect the second round of funding, that provides guidance on how to use both sets of funds. If you have any questions, please feel free to contact me directly.

Gina

Student Retention and Enrollment Outreach

Included in the Immediate Action Budget Package is \$90 million to support efforts to

increase student retention rates and enrollment. Each district allocation is a proportional distribution based on reported 2019-20 FTES (75%) and the decline in 2020-21 P2 FTES (25%). Districts should use these funds primarily to engage former community college students that may have withdrawn from college due to the impacts of COVID-19, as well as with current community college students that may be hesitant to remain in college and prospective students that may be hesitant to enroll in a community college due to COVID-19. District-level allocations are attached.

Since the beginning of the pandemic, enrollment statewide has declined significantly, especially among Native

American/Alaskan Native, Black/African American and Latinx students. Male students are disproportionately impacted, as are first-time and returning students and older students. Efforts to re-engage former students and retain current students should focus on the populations with the steepest declines and be paired with student supports that look to address their specific challenges.

High touch, personalized contacts with target populations through the use of phone banks, student ambassador programs and other strategies should be at the center of outreach efforts. Colleges should consider the expansion of support services such as tribal liaison activities and other programs directed at the target

populations to complement outreach and which leverage federal HEERF resources.

All college outreach and marketing activities should be coordinated and aligned with statewide enrollment campaign efforts led by the Chancellor's Office and connected to the Immediate Action Budget Package. The Chancellor's Office will develop marketing assets that can be customized by colleges, conduct research on messaging that will be shared with colleges and will keep colleges informed on the scope of statewide advertising and outreach activities, including media buying plans.

Outreach and Marketing Resources

Colleges are strongly encouraged to consider these and other Chancellor's Office resources in developing outreach:

- Report and Recommendations for Improving Black and African American Student Outcomes.**
- Chancellor's Office Communications and Marketing Division research and focus group results* with students, prospective students and influencers.**
- Chancellor's Office Communications and Marketing Division marketing assets and statewide media buying plans.***

***Must log into the Vision Resource Center to view.**

**If you have questions regarding this memo,
please contact Gina Browne at
gbrowne@cccco.edu.**