Student Retention and Enrollment Outreach Taskforce

Taskforce Chair: Sylvia Ruano

Members: Tannia Robles, Pedro Suarez, Denise Bailey, Tami Pearson, Uyen "Yen" Mai, Laura Sherwood

- Reconnect and Reengage Initiative was created and then combined with Student Retention Taskforce
- Cross-collaboration including Instruction, Student Services, School of Continuing Education, Fiscal Services, IT, and Marketing
- 1st allocation $2.3 Million; 2nd allocation $3.4M
- Funded projects focused on high-touch interventions
- Focus on re-engaging and connecting with community college students who withdrew due to COVID-19, prospective students hesitant to enroll, disproportionately impacted students (Black/African American, Latinx, males, re-entry students).

Updates & Funded Projects

Reconciling Currently Allocated Funds

Targeted Outreach Events (Spring 2023 Events)

- Latinx Cultural Night-planning groups established for Spring date, African American Cultural Night-planning groups established for Spring date, and API Cultural Night on May 13, 2023
    - Collaboration between areas within Student Services, Instruction-Ethnic Studies Faculty, SCE, Cultural Centers

Marketing and Outreach

- Guided Online Tours/360 Tours software (Project begins Spring 2023)
- Motimatic Social Media
- Ocelot Chatbot-AI Communication platform provides advanced virtual chat with prospective and current students
- Marketing through Entravision, a Latinx focused L.A. Based Company

Updates & Funded Projects

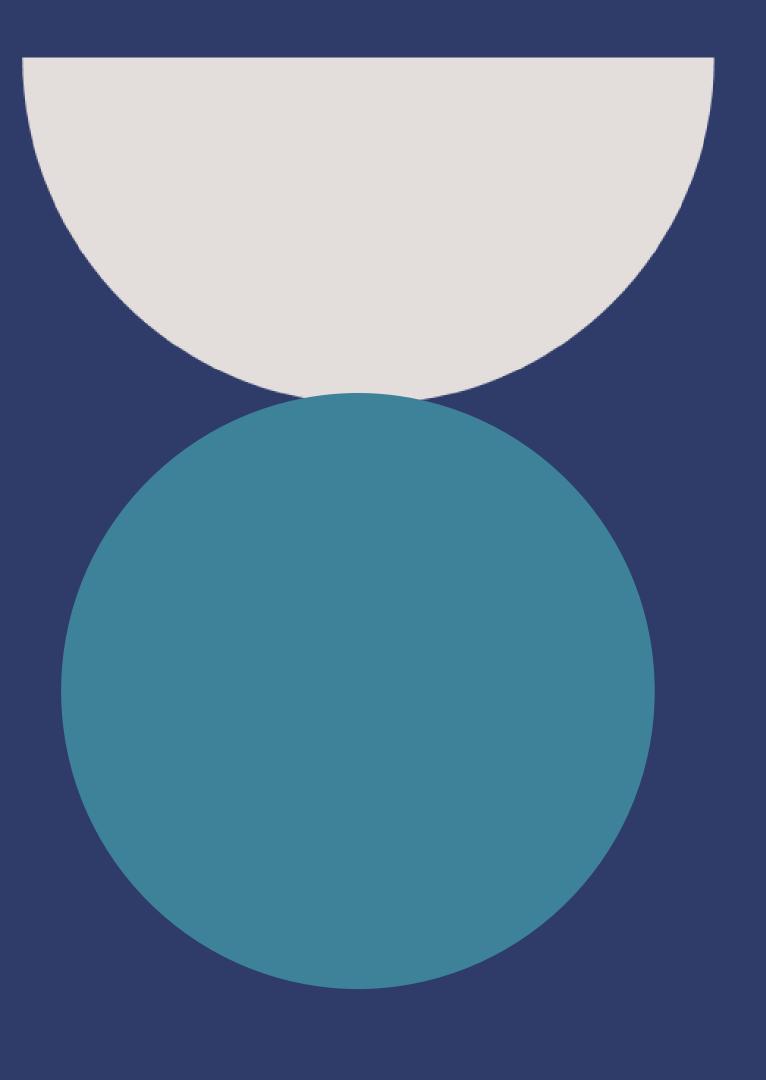**Expanded Embedded Tutoring and Partnerships Across Campus**
- Tutors in the classroom for AMLA and English in the classrooms
- Writing tutors targeted for students in ACCESS, Bridge, Dual Enrollment, International Students, Rising Scholars, Veterans Center, and Equity Center students

Dual Enrollment
- Textbooks, calculators
- Mt. SAC Campus Tours for 120 Ganesha students.

School of Continuing Education
- Signal Vine – two-way texting to increase outreach/enrollment and retention
- Staffing and online support for students who need one-on-one technical assistance
- Emergency student grants
- ESL instructional support

Looking Forward

- Taskforce will continue to work collaboratively to make recommendations for funding that supports student enrollment and retention

- Recommended funding and projects will focus on high touch, impactful efforts to reengage and retain former and potential students

- Funded projects will prioritize supporting disproportionally impacted and underrepresented students and recruiting potential new students

How do we sustain support for student needs campus wide?

- **Continue to explore new projects:**
  - Example: Tech Hub- Bridging the gap of technology support by delivering a centralized location where students can go on campus to access personalized IT support.

- **Ongoing cross-campus collaboration:**
  - The existing group has increased knowledge of needs and projects in other departments

- **Ongoing Funding:**
  - Centralized**?**

Mountie Tech Hub

A centralized location on campus (SSC) convenient for any Credit or Noncredit prospective, new, current or returning student.

•Provide troubleshooting assistance (hardware issues, navigating software, password resets to Mt. SAC Portal, Canvas and Wi-Fi support)

•Provide awareness of technology resources available to students (SLLP)

•Demo/ training videos of emerging technology or updates

•Equitable, inclusive and accessible technology support