



## **Enrollment Strategies Spring 2016**

COA has put into place several strategies to mitigate the enrollment loss for Spring and to proactively plan to build enrollment. We are in the final phase of cancelling low enrolled sections. We are re-allocating sections to late start, primarily DE. Furthermore, we are planning a spring intersession (early summer) to fully utilize canceled sections from early Spring. As of February 18, 2016 Spring enrollment is up 2.24%.

### **Academic Programing**

In consultation with the Division Deans and Departments several academic pivots were implemented for Spring 2016, including:

- Analysis of waitlisted courses to inform scheduling
- Examined low enrolled courses from previous spring sessions to inform scheduling decisions
- Facilities: reviewed available rooms
- Reviewed Summer 2016 schedule to add high demand courses
- Increased courses offered at OUSD and AUSD
- Increased offerings at Lionel Wilson Prep (LWP)
- Non-resident enrollment continues to grow
- Offering concurrent enrollment opportunity for high-school students participating in the inaugural debate/forensics program
- Add +/- 15 sections for spring intersession in mid-March
- Increased positive attendance FTES generation through supervised tutoring

## **Outreach/Innreach/Marketing**

The Student Services team is implementing several strategies to connect with students about the opportunity to enroll in courses at COA, including:

### **High School Concurrent Enrollment: Fall and Spring Campaigns (Nov 2015 and March 2016)**

COA workshops and presentations were geared toward making sure that counselors and advisors at our partner sites understand the new PCCD special enrollment guidelines, and have our support in assisting their students to enroll for Spring 2016.

COA presented on Concurrent Enrollment at 7 high schools: Encinal High School, Alameda High School, Oakland International High School, Oakland Technical High School, McClymond's High School, Oakland High School, and Castlemont High School.

### **Cash for College (Jan-Feb 2016)**

COA student workers and staff volunteers at 11 partner high school's Cash 4 College Nights. Seven COA student ambassadors attended Cash for College trainings with Caitlin Fischer and the East Bay Consortium. The students gained practice and developed expertise in assisting students with the trickiest questions on the FAFSA and the Dream Application (for students who qualify for AB540 status). CoA student ambassadors and FA student workers , accompanied by Outreach and Financial Aid Staff.

### **Spring 2016: Mobile CoA and Recruitment High Season**

*Mobile CoA "Full-Service" Sites/Partners* (4 high schools) participate in the full suite of Mobile CoA services – Application, Orientation, Assessment, and Counseling – as agreed upon by site staff/admin, and coordinated with OUSD partnership leads.

- Alameda High School
- Encinal High School
- Oakland High School
- Oakland Technical High School

*Mobile CoA “Customized” Sites/Partners* (6 high schools) are sites where we collaborate with OUSD, other Peraltas, and site staff/admin to contribute to access, offering a customized combination of **one or more** Mobile CoA service (of those listed above) as requested by site.

- Castlemont High School
- Fremont High School
- Lionel Wilson Preparatory Academy
- McClymond’s High School
- Skyline High School
- Oakland International High School

*Mobile CoA “Growth” Sites/Partners* are sites with growing collaborative potential. Outreach & Retention staff has worked with site contacts to begin assessment of applicability of Mobile CoA services.

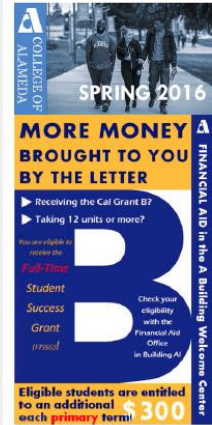
- Island High School
- Ruidsdale High School
- Alameda Adult School
- Piedmont Adult School

## **Email Campaigns**

COA sent emails via GovDelivery with targeted messages to students:

- Enroll Full-Time (Cal Grant B) encouraged part-time Cal Grant B students to enroll full time to receive the Full-Time Student Success Grant that gives full-time Cal Grant B students an additional \$300/ semester.
- Enroll Full-Time For Spring encouraged all students enrolled in at least 3 units at COA and enrolled Part-Time at PCCD to enroll full-time to finish their academic goals in a timely manner.
- All students enrolled in Fall but NOT enrolled for Spring an email reminder to enroll in Spring.
- Spring Late Start Courses email campaign targeted students who are enrolled at COA and enrolled less than FT at PCCD to consider adding COA late start courses.

You May Be Eligible for \$300!



**Spring 2016 Key Semester Dates**

- JANUARY 25** SPRING SEMESTER BEGINS!
- Feb. 7** Last Day to Add or Drop regular session classes without a "W" appearing on transcripts
- Feb. 12-15** President's Birthday Holiday
- Classroom**
- March 2:** CalGrant Priority Deadline! Submit your FAFSA/Cal DREAM Application by this date. Links: Cal Grants Act or FAFSA
- March 18** Last Day to File Petitions for AA or AS
- Degree/Certificate** Application by this date. Links: AA or AS

Apply: [fafsa.gov](http://fafsa.gov) or [dream.cacc.ca.gov](http://dream.cacc.ca.gov)  
CoA School Code: 000720

**Check your eligibility for all of the course listings!**

- Math
- CIS
- Biology
- Business
- Study Skills
- and many more!

**Follow us on** [Facebook](#) & [Twitter](#)  
[www.collegeofalameda.edu](http://www.collegeofalameda.edu)  
[@collegeofalameda](https://twitter.com/collegeofalameda)

**Eligible students are entitled to an additional \$300 each primary term!**

**Are you full-time? You qualify for \$300 for Spring!**

You can qualify for \$300 more aid this semester through the FTESD program if you enroll full-time for the spring.

Make sure to notify the **Financial Aid Office** to receive your grant!

Any questions? Contact our office at 510-748-6220 or 510-748-2391!  
Have a great semester!

Enrollment for Spring 2016 Late Start Classes is OPEN



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It's Not Too Late to Enroll Full-Time for Spring!



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### Partnership Events: February, 2016 (partial list only)

- February 8, 2016 – Berkeley High School seniors visited College of Alameda. They received a tour of the campus and support services, a presentation on College of Alameda pathways and programs, and a CTE presentation and tour.
- February 17, 2016 - EAOP/EBCAC partners with Outreach & Retention to host a high-impact training at College of Alameda. This cross-training event included EAOP's Destination College Advisors (placed in the Oakland, San Leandro, and San Lorenzo schools) as well as some of Oakland Unified School District's College and Career Specialists. The lunchtime panel featured counselors from Contra Costa College and Berkeley City College, as well as College of Alameda's Outreach & Retention Specialist.
- February 20<sup>th</sup> – College of Alameda's Outreach & Retention Specialist Caitlin Fischer will be featured at Lionel Wilson Preparatory Academy's Saturday "Real College Talks" event as the Community College Options Representative. Caitlin will present on College of Alameda and promote community college pathways in general to the parents and students.

## Facilities

To improve recruitment, retention and enrollment several instructional spaces are being refreshed for Spring 2016. These spaces are in the C/D building; which has had limited upgrades or investment. Several highlights are below:

- Replaced broken chairs and desks throughout the building
- Purchased whiteboards for rooms currently with chalk boards
- Installing fume hoods to increase chemistry offerings (Full implementation Spring 2016)

## Constraints

The College is encountering some constraints to fully implement its Enrollment Management Plan, including:

- College has fewer than 15 SMART classrooms
- Off-site locations (aviation and 860 Atlantic) experience telephone and network issues
- Partial implementation of waitlist: for SP16 three disciplines (CIS, ENGL, ESL) have waitlist capabilities for DYN short-term classes

## Three Year Enrollment Trends

Three years of enrollment data (charts below) has been analyzed to capture trend information. Emerging factors include:

- Fall: overall enrollment for Fall has grown over the prior three terms. Winter intersession has high demand.
- Spring: enrollments have been relatively flat. Impact of Winter intersession needs further investigation. Spring Intersession has high demand
- Summer: enrollment has been in decline. Student may be enrolling in spring intersession in lieu of Summer. This is term that requires the most enrollment management attention.

