

Enrollment Management Committee
1:00 pm - 3:00 pm on January 27, 2022
Zoom: <https://ccsf-edu.zoom.us/j/99283130798>

DRAFT MINUTES

Members Present: Geisce Ly,

6.	Marketing Strategies Ad Hoc Committee	<p>Rosie Zepeda shared a Spring Marketing Efforts PowerPoint. There is now funding for marketing with Senate Bill 85. Several strategics employed are: in-person noncredit registration in multiple language, alumni campaign (showcasing links back to key programs offered at CCSF), rebranding messages (including mailing a second postcard to all household), testimonial videos (choosing from alumni campaign by doing short videos on their experience), and spotlight services because students seek more than just academics, they often come here for services as well. Local radio promotion in various languages took place and will continue. There are king and super-king size ads (three graphics) on busses now; was able to negotiate a good price because these ads are very expensive. Colin Hall and the Emerge Studio students have been very helpful during this campaign. Focus next two months will shift to summer session advertising. Want to do postcards again—this time with real CCSF students. Rosie will provide two marketing trainings for anyone interested in learning about effective digital promotions, marketing branding and graphic standards in the next 2-3 weeks.</p>	
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7.

Tom Boegel shared a Spring 2022 Enrollment PowerPoint. Spring 2022 is currently lagging Spring 2021 by 6,500 – 7,000

Enrollment Update

10.	Future Agenda Items	Census enrollment report – credit classes	
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