WACTC PROMISING PRACTICES WEBINAR:
Communication Tools with Current & Prospective Students

Columbia Basin College, South Puget Sound Community College, & South Seattle College
May 20, 2021

LAND ACKNOWLEDGEMENT

I would like to begin with a land acknowledgement. Since we are all in different areas please feel to personally acknowledge the land you occupy. Since the State Board located in Olympia is hosting our webinar, we would like to acknowledge the traditional territories of the Coast Salish people, specifically the Nisqually and Squaxin Island peoples past and present. Olympia and the South Puget Sound region are covered by the Treaty of Medicine Creek, signed under duress in 1854. Acknowledging the land we occupy, along with building authentic relationships, can help bring about meaningful action towards our efforts in reconciliation and decolonization for the people indigenous to our lands.

LABOR ACKNOWLEDGEMENT

We would also like to take this moment to acknowledge that our nation (and our institutions) have benefited and profited from the free enslaved labor of Black people. We recognize the entangled and interconnected histories of Indigenous peoples who were forcibly removed from their land and the plight of the Black people were forcibly brought to it. We acknowledge the enduring impacts of the African diaspora and lift up the contributions, talents, and dreams of our Black communities.

We would also acknowledge the immigrant labor that has contributed to the building of this country within our labor force, including voluntary, involuntary, trafficked, forced, and undocumented peoples. We recognize and honor their important contributions.

HOUSE KEEPING & GROUND RULES

- Please leave your video **off**
- Please stay muted at all times unless speaking
- Chat will be monitored for questions, so please feel free to use it.
- We're here for constructive dialogue and exchange. Please be open-minded and courteous.

Slides and presentation will be posted on the SBCTC website soon. Please watch your email for the link once it is available.

*This meeting is being recorded

WACTC PROMISING PRACTICES WEBINAR:
COMMUNICATION TOOLS WITH CURRENT AND PROSPECTIVE STUDENTS

- **Columbia Basin College** will describe its virtual based programming using the "Blue Apron" model, providing learning tools to participants. They have also adapted pre-pandemic events to continue to serve their students effectively

- **South Puget Sound Community College** will discuss an integrated media and marketing plan that – connected to their enrollment tracking CRM – enables them to determine the impact of marketing on enrollment

- **South Seattle College** will share their journey of process improvement through reflection and the application of the Live Chat and Power Automate tech tools

Columbia Basin College

Best Practices Exchange May 20, 2021

Melanie Casciato

Director for Student Recruitment

CBC
Columbia
Basin College

Pandemic Recruitment

- Student Recruitment Spring 2020 to present
  - Social distancing requirements,
  - Safety concerns,
  - Cancellation of events,
  - Technology limitations,
  - Technology overwhelmed
- How can we...
  - Share information,
  - Meet people, "where they are at",
  - In a meaningful way,
  - Virtually?

"Hello Fresh" event style

Hello Fresh- meal delivery
1. Pick a plan
2. Get a delivery
3. Cook, eat, enjoy

Characteristics:
Simple
Flexible
Stress-free

Events Delivered!

- Hello Fresh- model
    1. Create an interactive, virtual event.
    2. Create registration and promote event.
    3. Deliver materials and engaging event!

- Characteristics:
    - Simple
    - Flexible
    - Stress-free
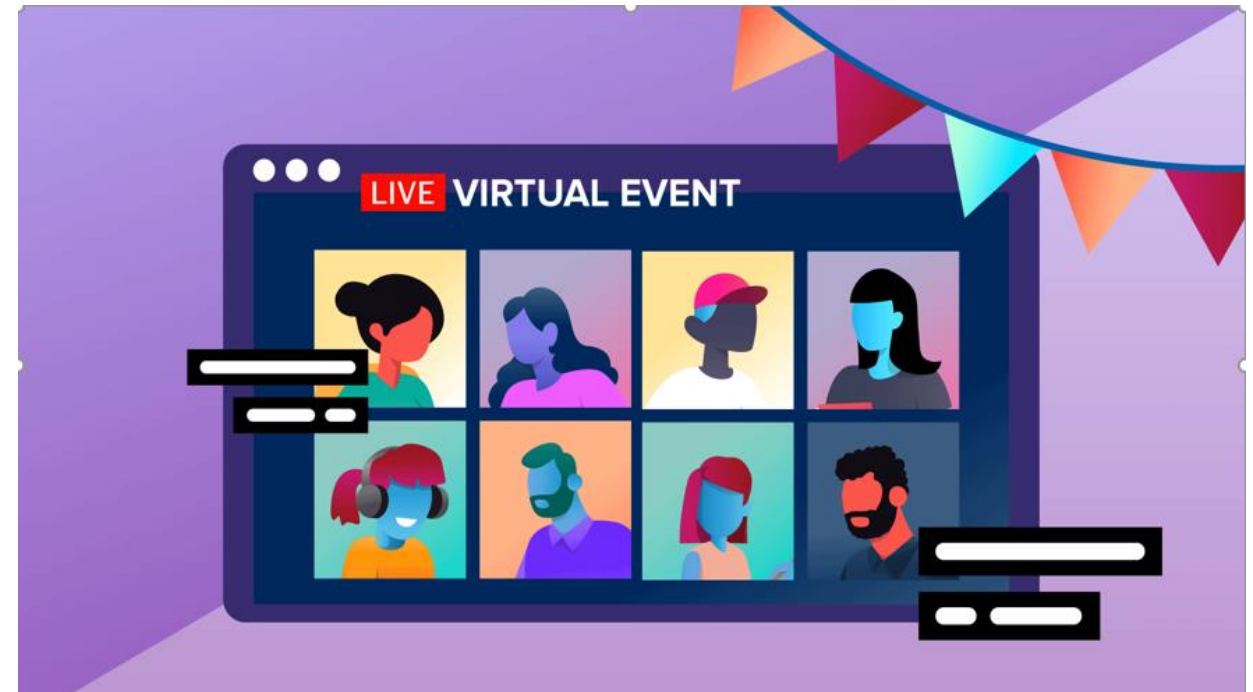
Event Selection

Choose a program or area that is targeted.

Work with program faculty on selecting an activity.

Research "scaling" activity

Supplies
Instructions
Packaging

Determine target market

Develop registration process

Market/promote

Program- Target Market

- Develop list of programs
  - High demand in the marketplace
  - Capacity
  - Innovative program

- Determine your target market
  - Age group
  - Geographic

- Agriculture
  - New program development
  - Awarded grant funds
  - Collaborative faculty

- Target Market
  - Middle/High School
  - Families
  - Females
  - High agriculture demographics for parent employment.

CBC
Columbia
Basin College

Select Activity

Create agenda for event

Plan your time

Program partners, college advocates

Who in the community will hire your future students? Engage them in your event.

What activity will demonstrate key information?

Something tangible for attendees to reflect on.

Review activity materials for cost and planning distribution.

Registration

- Make it easy!!!
  - Link embedded in messaging.
  - Easy to understand.
  - Estimated time to complete form.
- Provide choices (when available).
  - Builds engagement.
  - Gather demographics to personalize kits.
- Gather helpful details or provide an opportunity for comments.
  - Helpful for delivery to get details.

Registration Form

CBC Columbia Basin College

Questions | Responses 26

Families & Farming Event

Learn about the study and science of agriculture and how it connects to careers in our community. This short evening event features guest speakers, hands-on transplanting, a fun trivia game and dinner for everyone!
Registration gets you:
* Transplanting kit
* Agriculture information
* Take and bake pizza for the family
* Home delivery of all items for the event.

Date: March 2, 2021
Time: 5:30 to 7 pm

Family Registration Information:

Section 1   ...

1. First Name of Registrant *

   Enter your answer

2. Last Name of Registrant *

   Enter your answer

3. How many people in your family will be attending? (We will be providing activity kits for each participating family member.) *

   ○ 1-2

Questions | Responses 26

☐ Toddler/Small Child

☐ School grades 2-5th

☐ School grades 6-8th

☐ High School

☐ 18-25

☐ 26-35

☐ 36-60

☐ 60+

5. Take and bake pizza will be provided for your family with this event. Please indicate your preference for type of pizza. *

☐ Cheese

☐ Hawaiian (canadian bacon & pineapple)

☐ Pepperoni

6. Delivery Address: (Your kit and pizza will be delivered the day of the event. We will need an address and any additional directions you need to provide for the successful delivery of your kit.) *

   Enter your answer

7. City *

   Enter your answer

8. Phone Number *

   Enter your answer

Ex: Families & Farming Event

- Encourage families to learn more about study of agriculture.

- CBC degree programs and highlights.

- Provide a hands-on activity to engage attendees.

- Deliver dinner as part of the event.

- Provide resources in high demand languages.

VIRTUAL

Families & Farming EVENT

Join the CBC Agriculture program for a fun-filled, family-friendly event!
Learn about the study and science of agriculture and how it connects to careers in our community. This short evening event features guest speakers, hands-on transplanting, a fun trivia game and dinner for everyone!

Register and receive:
- Transplanting kit – Dirty hands, happy hearts.
- Agriculture information – Take down trivia opponents!
- Take and bake pizza – Yummy pizza for the whole family!
- Home delivery – We follow all COVID-19 safety precautions.

Event sponsored by Northwest Farm Credit Services – Rural Community Grant Program.

Learn more about agriculture from the comfort of your own home during this engaging virtual event!

Date: March 2, 2021
Time: 5:30 to 7 pm
Where: Zoom
Register: columbiabasin.edu/familiesandfarming
Contact: Email cbcoutreach@columbiabasin.edu or call 509-543-1452

Activity: Succulent Transplant

- Engage all age groups
  - Coloring sheets/crayons.
  - Activity that is flexible.
  - Branded materials
- Provide all supplies necessary:
  - Succulent leaf
  - Potting soil
  - Transplant pot
  - Instructions

Succulent PROPAGATION FROM LEAVES
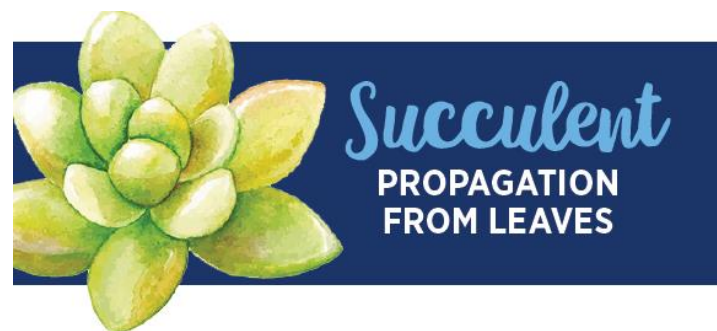
1. Take a leaf that has fallen from your succulent. Put the leaf on a paper towel until the cut end dries out.

2. Place the leaf on top of a small container of potting soil.

3. Place in filtered sunlight, and mist it with water.

4. When the baby plant reaches about 0.5" tall, gently remove the original leaf.

Logistics
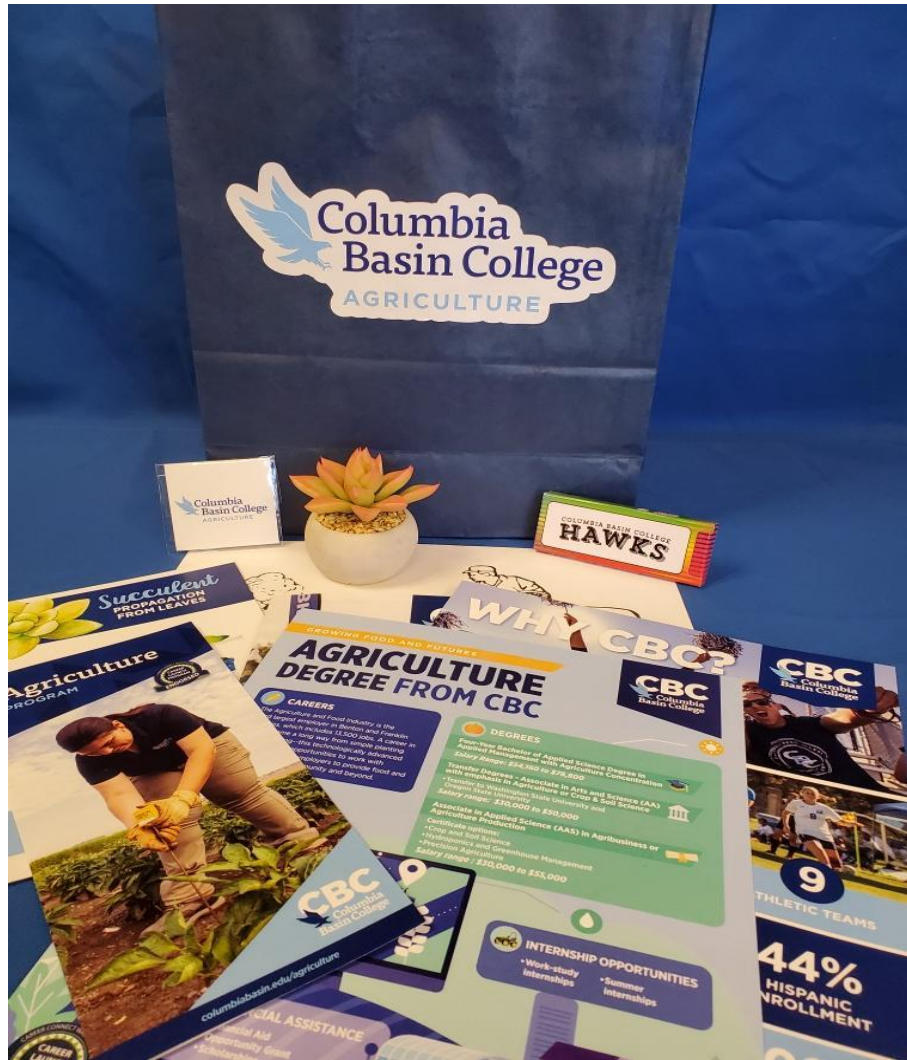
What is your cutoff date?

- Registration

Delivery details

- Packaging
- Travel authorization/expense
- Delivery timeline

Communication to registrants throughout the process.

- Provide them the details so they know what to expect.

Engaging your collaborators to set the tone for the event.

- Positive messaging
- Recruitment opportunity!

Strategic Enrollment Management

- Targeted recruitment efforts.
- Collaborative campus effort.
  - Student Recruitment, Academic Programs, Marketing & Communications
- Intentional & Engaging
  - Knowing our program (target market and assumptions).
  - Knowing our market (bi-lingual capabilities for sharing messaging).
  - Event timing (dinner, expectation of time commitment, engage everyone in the family).

SEM Work at CBC 2020-2021

- **Consultant Partnership**
  - Ruffalo Noel Levitz (RNL) Consultant.
  - Created annual plan for marketing & recruitment.
  - Assessed current work
  - Created goals (looking at pre- and mid-pandemic planning).
  - Strategized and planned work focusing on enrollment.

- **CRM Implementation**
  - Reviewed, selected, purchased Customer Relationship Management system.
  - Implemented (in process) CRM
  - Created communication flows targeted by student type.
  - Increase engagement with prospective and applicant students.
  - Event and communication management.

Integrated Media & Marketing Plan

SBCTC Promising Practices Exchange

SUCCESS AMPLIFIED

The Old Model
(Pre- 2018)

- Short "enrollment marketing" period May – August (ish)

- Not goal- or result- driven

- One-off messaging and creative

- Disjointed budget and purchasing procedures

The Rebrand - 2018
(And the Extras)

- Extensive research on community perceptions, reputation, and local media preferences

- Optional add-on: create an "integrated media & marketing plan" to roll out new brand

- Our tweak: Train us instead!

The Plan

Planning, Execution & Results

South Puget Sound
COMMUNITY COLLEGE

SUCCESS —
AMPLIFIED
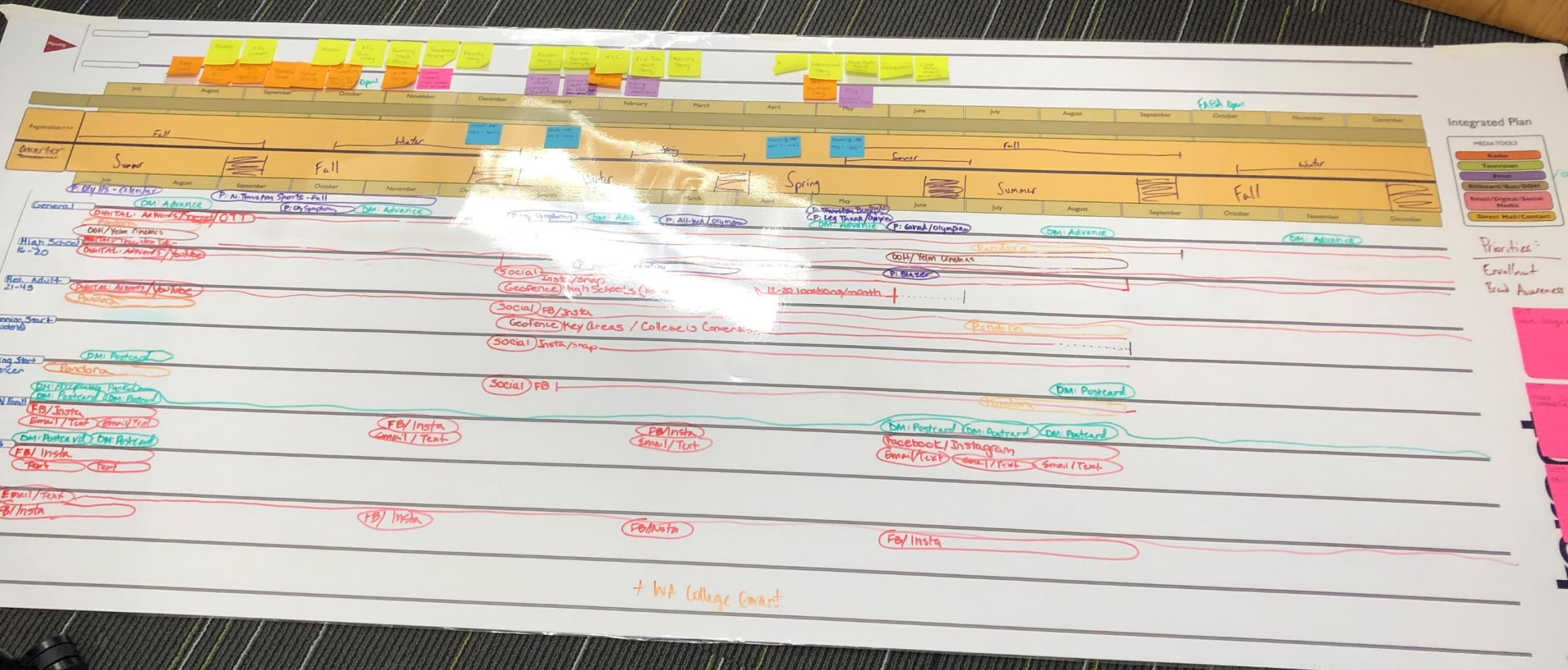
Planning

Planning
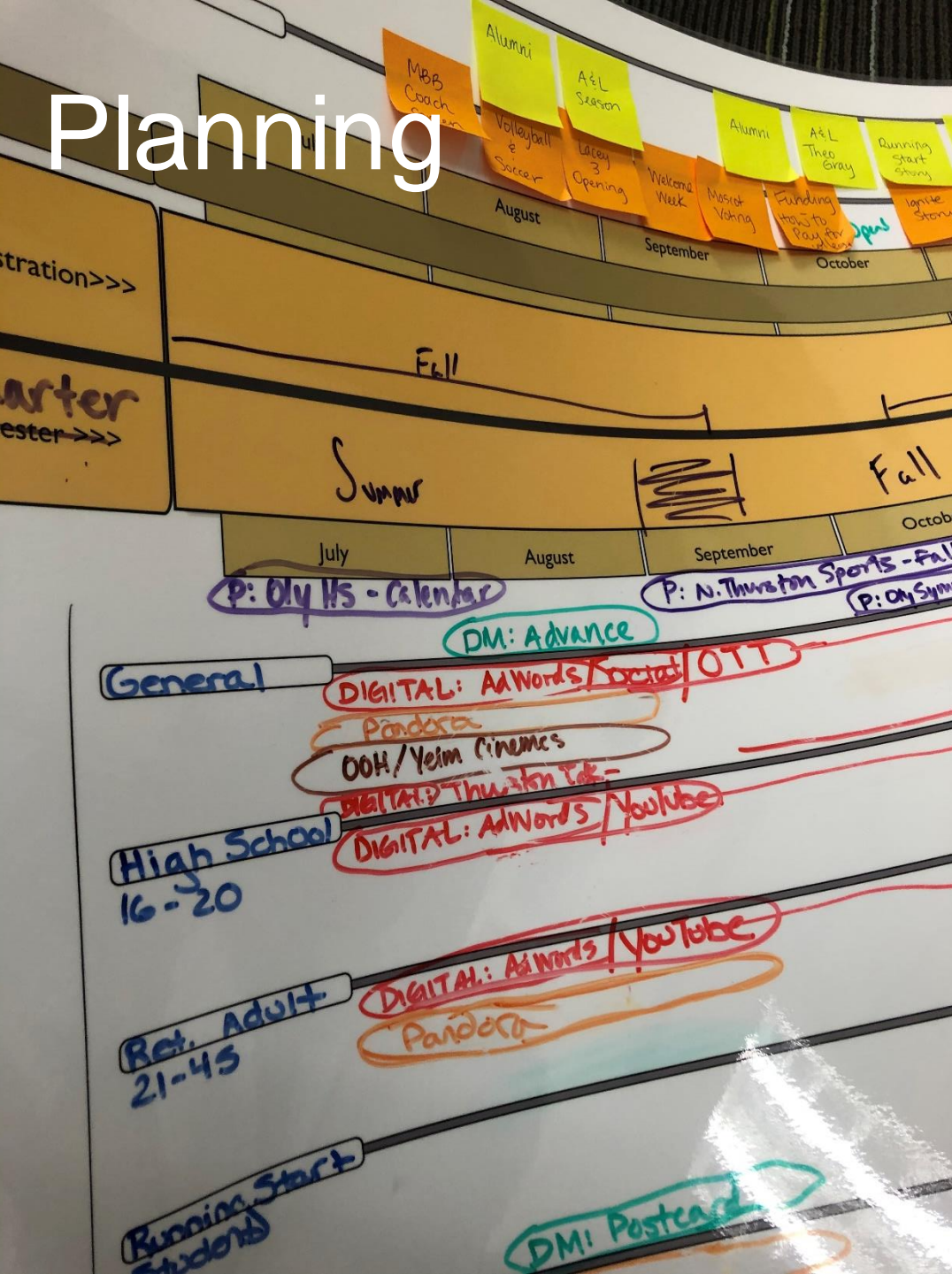
1. High School
Age 16-20

2. Returning
Adult
Age 21-45

3. Running Start
Influencers

4. Current
Students

Puget Sound
COMMUNITY COLLEGE

SUCCESS —
AMPLIFIED

Grid View ▾ ▼ Filter   Arial ▾ 10 ▾ B I U S ▾ A ▾   Σ ▾ $ ▾ % ▾ .0 .00 ▾

Audience	July	August	September	October	November	December	January	February	March	April	May	June
Notes				FAFSA Opens								
REGISTRATION	Fall		Early Sept.		Late Oct.	Winter			Late Feb.	Spring	Late May	Summer/Fall
QUARTER	Summer		Late Sept.	Fall		Early Dec.	Winter		Early March	Spring		Early June
GENERAL	Digital / Social: AdWord											
	Digital: ThurstonTalk					+ Sports	+ Sports	+ Sports	+ Sports			
	Radio: Pandora											
								OOH: Billboards				
	OOH: Yelm Cinema											
		DM: Advance			DM: Soundwaves			DM: Soundwaves			DM: Soundwaves	
			Print: N. Thurston Spor									
			Print: Oly Symphony				Print: Oly Symphony					
			Print: A&L (2) - Olympia				Print: A&L- Olympian		Print: All WA - Olympian	Print: A&L- Olympian	Print: Leg Thanks - Oly	Print: Grad - Olympian
											Print: Thurston Co. Buy	
HIGH SCHOOL	Digital: AdWords, YouT											
16-20							Social: Instagram, Snap					Run though Aug.
							Geofence: High School					
								Print: Blazer - Timberlin				Print: Blazer - Timberlin
RETURNING ADULT	Digital: AdWords, YouT											
21-45	Social: Facebook, Insta						Social: Facebook, Insta					Run through Aug.
	Geofence: Key Areas (						Geofence: Key Areas (					
	Radio: Pandora											
RUNNING START	Social: Facebook						Social: Facebook					Run through Aug.
Influencer	Radio: Pandora											
		DM: Postcard										
APPLIED NO ENROLL	Social: Facebook, Insta					Social: Facebook, Insta			Social: Facebook, Insta			Social: Facebook, Insta
	Email: CRM	Email: CRM				Email: CRM			Email: CRM			Email: CRM
	Text	Text				Text			Text			Text
	DM: Postcard	DM: Postcard										DM: Postcard
STOP OUTS	Social: Facebook, Insta											
	Text	Text										
	DM: Postcard	DM: Postcard										
REQUEST INFO NOT A	Social: Facebook, Insta					Social: Facebook, Insta			Social: Facebook, Insta			Social: Facebook, Insta
	Email: CRM					Email: CRM			Email: CRM			Email: CRM
	Text					Text			Text			Text

File   Automation   Forms

Media Tool	Percen..	Spend	% of Total Budget	Total Spend	July	August	September	October	November	December	January	February	March	April	May	June	Column19	Remaining Budget
South Puget Sound Community College	%	Spend	2019-2020															
			Total Budget:	$269,000														
DIGITAL	37.54%	$100,984.8															
Facebook/Instagram/Snapchat			13.05%	$35,104	$5,415	$7,489	$500	$500	$1,000	$1,000	$3,000	$3,000	$3,000	$3,000	$3,000	$4,200		$0.00
OTT			2.23%	$6,000							$1,000	$1,000	$1,000	$1,000	$1,000	$1,000		$0.00
YouTube			5.95%	$16,000	$1,500	$2,500					$2,000	$2,000	$2,000	$2,000	$2,000	$2,000		$0.00
Custom Display			0.00%	$0														$0.00
Geofence			2.23%	$6,000							$1,000	$1,000	$1,000	$1,000	$1,000	$1,000		$0.00
GoogleSearch PPC			7.81%	$21,000	$3,000	$6,000					$2,000	$2,000	$2,000	$2,000	$2,000	$2,000		$0.00
Admin Fee			6.28%	$16,881	$1,983	$3,198					$1,950	$1,950	$1,950	$1,950	$1,950	$1,950		$0.00
Radio	0.00%	$0.00																
Pandora			0.00%	$0														$0.00
Print	31.53%	$84,811.00																
Advance/ Soundwaves			23.79%	$64,000		$16,000			$16,000			$16,000			$16,000			$0.00
Postcards ANR			2.23%	$6,000	$1,500	$1,500			$1,500							$1,500		$0.00
Running Start Postcard			1.12%	$3,000		$3,000												$0.00
N. Thurston Sports			0.52%	$1,400					$1,400									$0.00
The Olympian			2.60%	$7,000			$2,000				$1,000		$1,000	$1,000	$1,000	$1,000		$0.00
Olympia Symphony			0.19%	$500			$250				$250							$0.00
Blazer			0.07%	$200								$100				$100		$0.00
New Neighbors Guide			0.35%	$936							$468					$468		$0.00
Thurston Co. Buyers Guide			0.66%	$1,775											$1,775			$0.00
Out-Of-Home (OOH)	8.98%	$24,150.00																
Billboards			87.78%	$21,200	$2,120	$2,120	$2,120	$2,120			$2,120	$2,120	$2,120	$2,120	$2,120	$2,120		$0.00
Cinema Yelm			0.15%	$400							$100	$100	$100		$100			$0.00
Carvertise			10.56%	$2,550							$2,550							$0.00
Other	6.61%	$17,775.00																
ThurstonTalk			4.39%	$11,800	$400	$400	$400	$400	$400	$2,150	$2,150	$2,150	$2,150	$400	$400	$400		$0.00
A&L Other Promo				$4,000.00			$500	$500	$500	$500	$500	$500	$500	$500	$500			$0.00
Tour of Shelton Video Site				$1,975.00				$1,975										$0.00
TV	0.00%	$0.00																
			0.00%	$0														$0.00
Total Scheduled			171.95%	$227,721	$15,918	$42,207	$3,020	$5,770	$22,775	$3,650	$19,988	$31,920	$16,820	$15,070	$32,745	$17,838		$0.00
Remaining			-71.95%	$41,279														
Scheduled + Remaining			100.00%	$269,000													Total Scheduled	$227,720.80
																	Unscheduled	$41,279.20
																	Scheduled + Remaining	$269,000.00

Media Tool	Perce...	Spend	% of Total Budget	Total Spend	July	August	September	October
South Puget Sound Community College	**%**	**Spend**	**2019-2020**					
			Total Budget:	**$269,000**				
DIGITAL	37.54%	$100,984.80						
Facebook/Instagram/Snapchat			13.05%	$35,104	$5,415	$7,489	$500	$500
OTT			2.23%	$6,000				
YouTube			5.95%	$16,000	$1,500	$2,500		
Custom Display			0.00%	$0				
Geofence			2.23%	$6,000				
GoogleSearch PPC			7.81%	$21,000	$3,000	$6,000		
Admin Fee			6.28%	$16,881	$1,983	$3,198		
Radio	0.00%	$0.00						
Pandora			0.00%	$0				
Print	31.53%	$84,811.00						
Advance / Soundwaves			23.79%	$64,000		$16,000		

Execution

In-house creative & landing pages; digital marketing partner

Depending on who we're talking to…

Facebook & Instagram

Google
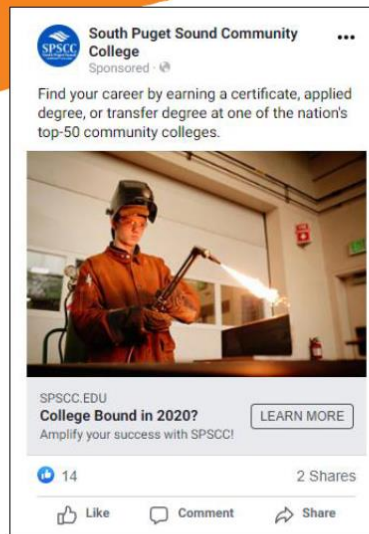
YouTube

Connected TV

Snapchat

Billboards

Direct Mail

Digital Marketing Partner

Results

Goal: 1,200 Request Info Forms

0   **72%**   1,200

Early Enrollment Trends

↑ **Running Start**   **State** ↓

Top Performing Platforms

1. Google – General Admission
2. Facebook – Returning Adult & Running Start Influencers
3. Connected TV – General Admission
4. Snapchat – High School / Running Start age 16-20

South Puget Sound COMMUNITY COLLEGE | *SUCCESS AMPLIFIED*

Results

2020	Form Completion	Applied	Form / Applied %	Enrolled	Form / Enrolled %
Jan	25	24	96%	11	44%
Feb	103	53	51%	25	24%
March	135	79	59%	54	40%
April	121	71	59%	44	36%
May	168	65	39%	29	17%
June	179	82	46%	45	25%
July	184	69	38%	36	20%
Aug	189	86	46%	52	28%
Sept	137	49	36%	22	16%
Oct	146	43	29%	14	10%
Nov	118	36	31%	14	12%
Dec	105	42	40%	16	15%
	1610	699	47%	362	24%

Bonus super power: Adaptability

- Primary plan captures primary marketing and strategic enrollment goals

- Robust baseline data on major platforms

- Plug-n-play with added comms plans (Washington College Grant, targeted international recruitment, etc)

- Budget can be quickly boosted or scaled back platform-by-platform

Big Picture

Risks & Challenges

- Several formats of the plan for planning, team work, and stakeholder reports

- Team bandwidth and skills, and when to work with an outside partner

- 18 month rolling calendar magically ends really fast, but is also fast to recreate

- Major messaging shifts need some time when working in so many platforms

Critical Success Factor 1: Dedicated Director

- Created original plan (and makes annual updates)

- Monitors outcomes and budget

- Builds relationship with digital vendor

- Manages creative

- Central role that knows how all parts/comm plans are working together

- Quickly spots and addresses technical issues

Critical Success Factor 2: Campus-wide Support

- Developed and managed by PR

- Significant support from:
  - Outreach
  - Advising
  - Enrollment
  - Instructional Deans
  - Faculty
  - Purchasing
  - And on and on…

Photo: Hans Peter Gauster via unsplash.com

Questions?

Kelly Green – kgreen@spscc.edu

Kati Sagawa – ksagawa@spscc.edu

PROCESS IMPROVEMENT INSIGHTS WITH TECH AUTOMATION SOLUTIONS

VANESSA CALONZO

DIRECTOR OF NEW STUDENT SERVICES
SOUTH SEATTLE COLLEGE

NEW STUDENT SERVICES

| Outreach and Recruitment | Enrollment Support | Resource Connections | Orientation | Information Desk |

Student Feedback

2020 Survey of Students on Enrollment Support

1. Students wanted more 1:1 Support

2. Students wanted less bouncing around between departments

THE CHALLENGE

- We served new AND current students
- Limited staffing (3 FTE; 4 Hourly)
- Scope of Enrollment Triage is large. Info gathering took time.
- Limited communication modes for issue resolution.

How do we balance administrative work, training, projects, but give students more direct time?

REFINED GOALS

New Students
- Needed to focus on New Students

1-on-1 Support
- Needed to automate admin processes to free up time

Low-Barrier Customer Service
- Needed tools that were more accessible and responsive

LiveChat
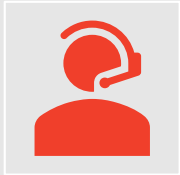
Student Experience

Live access to staff members

Text-like experience

Integration

Seamless transfer between multiple departments

Instant online / offline toggle

Customization

Each department creates their own pre-surveys, snippets, and data collection

Data Collection

All messages are archived, filtered search capabilities

Chat tags allows each department, or college, to identify FAQ's or volume of chats regarding issues

Pop-Ups on Website

Pre & Post Surveys

Customer Info

Agents and Groups

Canned Responses- #yayforlivefeedback

Pull Running Data

LiveChat Data

Timeline

Pilot in May 2020 with training
Fully implemented by June 2020
Scheduled 2x per week

Data May 2020-Apr 2021

NSS 1,058 chats
South 3,187 chats
District 14,834 chats
Satisfaction Rate @ 93%
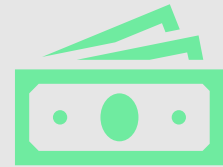
Cost

$50 per agent per month
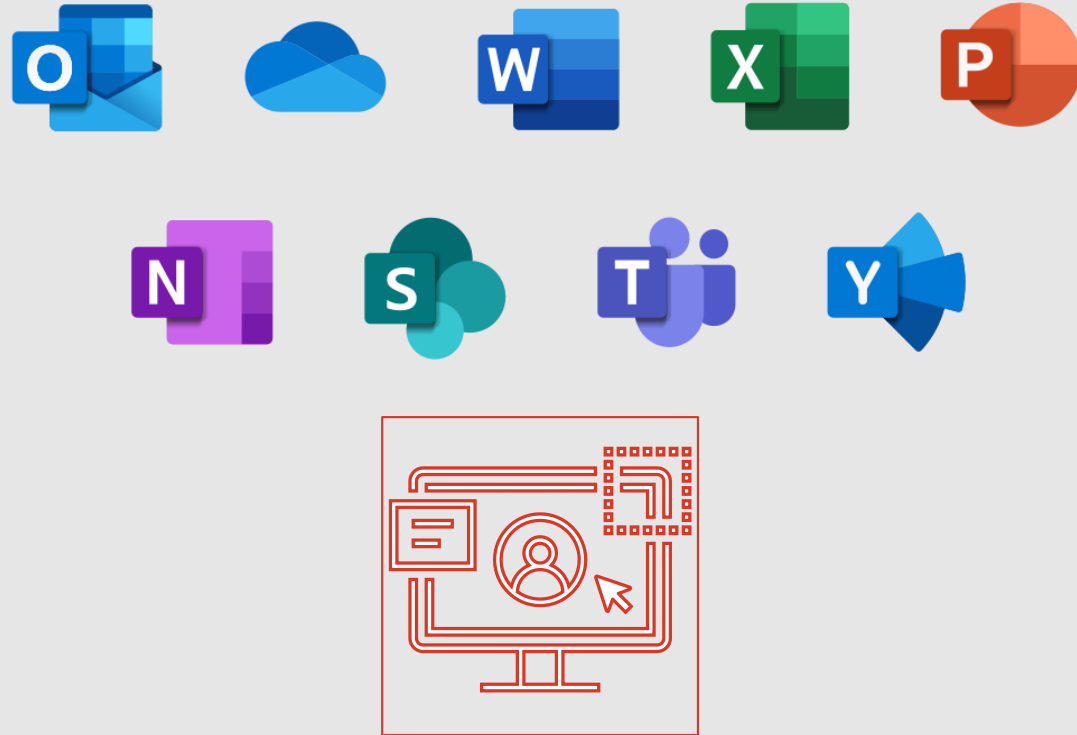
PowerAutomate

**Automating and interconnecting
various Microsoft Office 365 tools**

How do we coach students through enrollment efficiently?

- ◦ **Admissions**
  - ◦ **Funding**
- ◦ **Placement**
- ◦ **Transcripts**
  - ◦ **Advising**
- ◦ **Registration**
  - ◦ **Oh My!**

Intake Survey

Welcome Center Intake Survey

This survey will take an estimated 5 minutes to complete. This survey is for interested and enrolling students, who want to complete a certificate or degree, that are seeking additional support enrolling.

With the answers you provide in this survey New Student Services and the TRIO Educational Opportunity Center at South Seattle College will be able to help you understand your enrollment process. The information we ask for in this survey helps us outline your:
-Steps to apply
-Determine your degree or program of study
-Outline likely funding opportunities for education
-Confirm placement options to register for classes

Please note: if you have earned a past Bachelors degree and are *not* looking to complete a Certificate or Degree at South, you do not need to complete this Intake Survey. Instead, please follow the instructions on this page: https://southseattle.edu/steps-enroll/visiting-student.

The information you provide in this survey is protected under the The Family Educational Rights and Privacy Act. https://southseattle.edu/registration/ferpa

After completing the survey, you will receive an automatic email to schedule an Enrollment Coaching appointment with us.

...

* Required

Personal & Demographic Information

Answers in this section will help us learn more about you and determine likely funding eligibility. Our college is open access. Answers provided here will not screen you out of or prevent you from becoming a student.

This information is confidential.

1. ctcLink ID (EMPLID)
   9 digit long number assigned to you after applying. Please skip if you do not have a ctcLink ID (EMPLID)

   Enter your answer

When a new response is submitted

Get response details

Add a row into a table

Send an email (V2)

TRIO EOC CONDITION 1

TRIO EOC Condition 2

TRIO SSS Condition 1
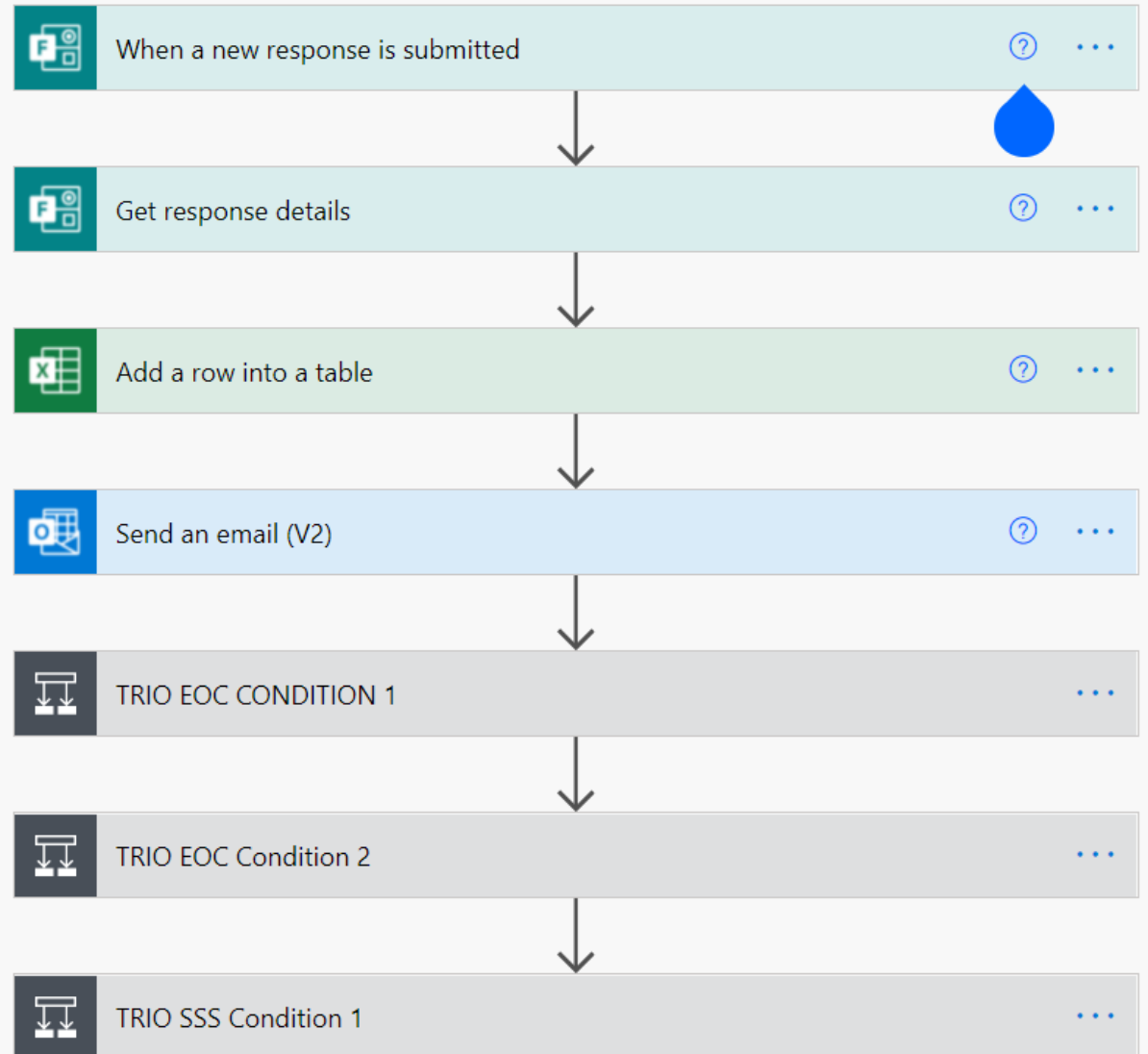
# Collect Key Data in Excel

Personalized Enrollment Coaching Experience in 30 minutes!

Templates Galore!

Key Take-Aways

LiveChat

- Best for transactional questions
- Helps to have escalation plans
- FAQs are so much easier to monitor
- Requires tech comfortable staffing
- Best if other transactional departments are included.

Power Automate

- Set-up is time consuming, but worth the automation
- Best to process map as foundation
- Requires tech comfortable staff
- Great ways to share key data within organization

QUESTIONS

WACTC/SBCTC PROMISING PRACTICES EXCHANGE

- Do you have a promising practice at your college that is—

--Advancing racial equity, closing equity gaps?

--Increasing enrollment, student success, graduation?

--Re-engaging adult students?

- Please share it! Go to:

https://www.sbctc.edu/about/task-forces-work-groups/strategic-enrollment/promising-practices.aspx

PRESENTER CONTACT INFORMATION

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South Puget Sound Community College
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