



#COC UR Future

“Together in the path to succeed”

Short student videos with information on resources

Outreach to Special Populations of Students Solution Team

LEAP 2021

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MISSION STATEMENT

#COC_UR Future engages current and prospective students with the College of the Canyons campus, programs & services through the ongoing creation of brief videos with bursts of important just-in-time information.

EXECUTIVE SUMMARY/INTRODUCTION

Student retention and enrollment at College of the Canyons has been diminished greatly by the COVID-19 pandemic. The pandemic has increased pre-existing gaps in equity and access to education, learning, and support resources. Especially hard hit are students in special populations, such as students who are from low-income and single-parent families; immigrant, refugee, ethnic minority and Indigenous backgrounds; with diverse gender identities and sexual orientations; and those with disabilities. Many of these students have suffered by being deprived of in-person learning opportunities: they do not have equal access to digital learning resources, such as computers and high-speed internet, and they miss out from the lack of social and emotional support available on campus and extra services such as tutoring, peer mentoring, food support, and disability accommodations. These statements are echoed in the May 2020 surveys administered to nearly 50,000 California Community College (CCC) students and 16,000 employees about the impact of the COVID-19 pandemic.

Students from diverse backgrounds are more at risk of increased vulnerability, they are less likely to receive the support and extra services they need, and therefore the achievement gaps among students that experience additional barriers and those that do not have widened. According to the CCC Chancellor's Office (CCCCO) report, the most frequently cited challenges were difficulty learning in a home environment and accessing support services. Students' top technology challenges were instructor discomfort with technology, difficulty collaborating with others virtually, and lack of access to library resources. African American/Black, Hispanic/Latina/o/x, and American Indian/Alaska Native students disproportionately lacked access to computers and the internet. It must be noted that the CCCCCO report did not analyze 'disability' as a demographic of the study.

Closures also have had considerable effects on students' sense of belonging to campus and their feelings of self-worth – these are key for inclusion in education. Students risk falling further behind and becoming isolated with campus doors closed. The CCCCCO report that over 40% of students and 25% of employees reported feelings of moderate to severe anxiety. Nearly 60% of students reported at least one basic need insecurity, with rates highest for minority student populations. More than half of students reported decreased income and limited knowledge of available financial support.

Students in our special populations are likely to have lost the most in terms of educational outcomes and the support provided by campus unless the college takes sufficient measures to actively promote educational equity and inclusion.

SOLUTION/OBJECTIVE

Now, more than ever, students need something extra, quick and easy to use to connect and re-engage them to get back on track with their studies on our campus.

Our young students crave micro-entertainment and short bursts of distraction. It is all about visual, active, online, live media content. This is one of the main appeals of TikTok. The app thrives off trending hashtags and challenges. Other reasons TikTok is popular is because it is funny, distracting, it teaches people new things every day, and shows viewers like-minded people with the same interests.

#COC_UR Future maximizes the appeal of TikTok through the ongoing creation of brief videos with bursts of important just-in-time information of use to students trying to engage with the campus. Videos will feature current students expounding 'insider' tips including information and web links for vital resources and services available for student support.

Based on identified student needs at College of the Canyon, combined with findings from the CCCCO survey, topics for videos include (but are not limited to): registration tips, financial aid information, BaNC food and housing support, available technology resources, and various student support services, such as Academic Accommodation Center, EOPS/CARE, CalWORKs, Student Health & Wellness Center, Veterans Resources, RISE, Undocumented Students, and more.

- Priority registration changes “I’m making my plans right now, are you?”
- Scholarships
- Mental health awareness/suicide prevention month
- Follow students/college assistants—A day in the life of a college assistant – “Ask me questions”
- COC offers a range of credit and non-credit courses to meet the needs of all students
- Career awareness/services
- Student life/student activities

#COC_UR Future utilizes the power of current COC students, as College Assistants, to storyboard with supervisors and create video content, add captioning, graphics, and music.

NON-DUPLICATING RESOURCES & SWOT

The pandemic has had a disproportionate impact on our special population students due to support services being moved to remote help only. The equity and achievement gaps have grown larger, due to classes only being available online. Struggles at home on top of it all had made school an even harder goal to maintain. Students may sign up for classes at other districts either because they register earlier or classes may be on-campus versus a distance learning environment.

College of the Canyons offers programs and resources that students may not be aware of. Informing students of what is available, and how it differs from other districts could bring them back to our campuses. The instructional and program side of the college offers a growing CTE program, apprenticeships, internships, and continuing education for adult re-entry. On the monetary assistance side, we offer financial aid, scholarships, and grants to name a few. Our BaNC provides services for food, clothing, personal hygiene, housing referrals, and assistance with CalFresh and Medi-Cal enrollment. The Student Health & Wellness Center offers personal counseling, onsite healthcare, and a case manager to address housing, food, and healthcare insecurities. There are many other services available to general students and our special populations that are unique to that population alone and by creating short videos with this information we can let our current and future students know why they want to attend College of the Canyons.

Currently, the college has a Peer Leaders program in our Outreach department that helps students navigate the college website, understand policies and procedures, and connect to campus resources. #COC UR Future would collaborate with the Peer Leaders program by combining the services of the Peer Leaders with the information students are looking for from the short TikTok type videos.

To add to the services, the Peer Leaders perform, college assistants from our special populations departments would train with the Peer Leaders so they can deliver customized services for the populations they serve. The same can be done for the Peer Leaders by our special populations college assistants, by training the Peer Leaders on specific needs for each population we serve on campus. This gives our students a wide range of support that is specialized to their specific needs and making them feel comfortable with someone they feel understands so they succeed in their educational and vocational goals.

Strengths – Platform is fun and by teaming with PIO, we can hit the student market.

Weaknesses – Social media influencers dominate the web making videos like ours harder to find so we will need to find a way to stand out.

Opportunities – Social media platforms and the use of traditional marketing tools can work together to reach our target audience.

Threats – In a sea of information on social media, how do we get students to look at the videos? How do we get them to follow us? We will need a great marketing campaign to help us stand out to the targeted student market.

TARGET MARKET

#COC-UR Future targets continuing and new students who are part of campus cohorts known as 'special populations.' These cohorts include students who are involved in programs such as EOPS/CARE/CalWORKS/RISE, Academic Accommodation Center, Veterans Resources, Athletes, College Promise, and more. These students tend to also be those who are first generation, low income, racially minoritized, English language learners, DACA, single parents

and/or military veterans. Overall, students from these cohorts tend to be educationally disadvantaged in that they are students that have any barriers to their academic achievement.

Most programs for special population are considered 'categorical,' meaning that departmental funding is directly connected to the number of students served. The more students served means that the budget is higher to serve an even larger number of students. Additionally, more students attending COC classes means more funding for the college through state apportionment due to FTES.

MARKET ANALYSIS

The #COC_UR Future Campaign focuses on the special population segment of College of the Canyons students. Special population is defined as Veteran and Student Athletes, International, EOPS and CalWORKs students, College Promise, Students utilizing the services of Academic Accommodations and Rise, etc. Special population students can also include those that identify as LGBTQ, low income, racial minorities, DACA, etc. Covid-19 has had a negative impact on enrollment and retention of these students. A study done by College of the Canyon's Institutional Research, Planning, and Institutional Effectiveness Department revealed that International, CalWORKs Academic Accommodations, and Veteran students were affected the most as seen in Table 1.

#COC_UR Future aims to inform special population students of the resources and programs available to them through targeted social media videos to reduce barriers negatively affecting these students' academic success.

Table 1

Special Populations	2014	2019	2020	Difference 2014 vs. 2019
Total Student Headcount*	20,303	20,018	19,944	-1.4%
In-Service Agreement (ISA)	3,550	3,451	5,197	-2.8%
Concurrent/Dual Enrolled	890	1,639	1,641	84.2%
Canyons Promise/First Year Experience (FYE)	-	938	1,393	-
Disabled Students Programs & Services (DSPS)	1,264	975	602	-22.9%
First Generation	3,979	3,987	3,736	0.2%
Athletes	416	381	336	-8.4%
Extended Opportunities Prog. & Services (EOPS)	354	427	321	20.6%
Veterans	442	323	262	-26.9%
International Students (ISP)	238	163	120	-31.5%

Special Populations	2014	2019	2020	Difference 2014 vs. 2019
Mathematics, Engineering, & Science Achievement (MESA)	116	139	119	19.8%
Cal. Works	175	79	60	-54.9%
Foster Youth Students	55	94	87	70.9%
Incarcerated**	-	103	72	-
Formerly Incarcerated (Ex-offender)**	-	24	2	-
Homeless**	-	12	11	-

Source: Fall term comparisons Datamart and local MIS files, for FYE and Athletes; Factbook for ISAs.

*Total Student Headcount includes ISAs

Canyons Promise program started in 2017.

**Data for these groups started to be documented in fall 2017 and 2018

MARKETING STRATEGY

An advertising campaign banners with our logo in the community, signs on campus and mailers that go directly to students in our special populations with targeted messaging will be developed. A social media marketing message with an emphasis on TikTok will be developed to reach both our current and future students informing them of the resources available to assist them in reaching their educational and vocational goals.

With social media being the most far-reaching advertising platform and TikTok videos being a large source of short videos consumed by our student population, making short informational videos will better reach our students giving them the information needed quickly.

Once the videos are made, #COC_UR Future will work closely with PIO to reach out using ads on social media, as well as incorporate blast texts to deliver the content to students. Our advertising will include reaching out to the community to get future students to follow us on TikTok, Instagram, and other social media platforms.

We will collaborate with the BaNC to give out gift cards for special population students with food insecurities. #COC_UR Future staff will set up tables and attend campus events to reach current and future students, letting them know what services and resources College of the Canyons can provide for them.

BUDGET

The budget includes the increased hiring of college assistants for each of our special population departments over a 3-year timeline. The first year we expect to hire five (5) college assistants with ten (10) college assistants working in the program by year 3.

Other costs to run the program in the first year include printed table cloths (\$900) for the Outreach tables set up on campus for any events, including food (\$2,000), Outreach giveaway items (\$7,000), and miscellaneous event costs (\$1,000). T-shirts will be worn by program staff so they are easily identifiable (\$1,500 over 3 years). Marketing costs for the 3 years will total \$18,700 to purchase banners, posters, and advertising. Food cards for students with food insecurities will amount to \$225,000 over a 3-year period. Supplies for the program over 3 years will total \$4,500.

#COC_UR Future Budget Years 1 - 3			
	Year 1	Year 2	Year 3
College Assistants	70000	110400	138000
(5) Y1, (8) Y2, (10) Y3 @\$15 ea. yr.			
Benefits	1540	2500	3100
Printed Table Cloths	900		
T-Shirts	1000		500
(50) Y1 (25) Y2			
Food Cards	50000	75000	100000
Advertising	2000	3000	4000
Social Media			
Other			
Banners	600		600
Posters	2500	3000	3000
Outreach SWAG			
Thumb Drives/Lanyards	4000	6000	8000
Misc. Giveaways	3000	5000	7500
Other			
Food for Events	2000	4000	6000
Miscellaneous	1000	1500	2000
Supplies	1000	1500	2000
GRAND TOTAL =	\$ 139,540.00	\$ 211,900.00	\$ 274,700.00

MEET THE TEAM

Tom Bilbruck – Associate Dean of Student Financial Services

With over 20 Years in student services, Tom brings insight and experience working with special population students.

Terri Goldstein – Director, Academic Accommodation Resource Center

Dr. Goldstein brings many years of experience working with higher education students with disabilities, including career services supporting students with disabilities.

Cyndi Bendezu Palomino – Director, EOPS/CARE/CalWORKs and Rise

She has over 10 years of experience working with historically excluded and racially minoritized students. Cyndi's contribution to the teams' strategy development and the PowerPoint presentation.

Gayle Freund – Program Specialist III

Gayle Freund has worked as a Program Specialist in the Student Health & Wellness Center at College of the Canyons for over 20 years. Gayle's knowledge and experience assisted our team with budget development and an implementation strategy.

Dianne Avery – Administrative Assistant, Office of Instruction

Co-writer of the business plan and meeting logistical planner. She also brings experience from overseeing our Rising Scholars program serving our justice involved students.

Tony Ware – Classified Administrator, Custodial Graveyard Supervisor

Tony brings multi-media trends and marketing experience to this project having Co-hosted a podcast on Facebook.

Lucy Medina – Accountant (Grants & Categoricals)

She brings budgeting experience and knowledge about funding sources in support of special populations.