

In-Reach Marketing
12/2/15 Town Meeting Break Out

Ideas:

- Classes that don't take full semester- may be more attractive
- Non-credit options
- What are benefits of going to LPC?
- Who should in reach target?
 - Full time?
 - Part time?
- Offering more on- campus student employment to possibly get a part-timer to be a full-timer.
- What role would bus passes play in attracting student engagement *
- What role can parents play in encouraging students to take additional classes?
- Recreation space- keep students on campus *
- Open gym- encourage students to stay on campus *
- Late night study space? *
- Tell a friend about LPC! *
- Take a class with a friend! *
- Take a class with a family member! *
- More on-campus tables to promote in reach/outreach
- Spring high school outreach to attract more Fall students
- Survey existing students on what would cause them to take another class? *
- Promote that parking is not a problem at our college (unlike some others)
- Promote benefits of going to a community college
 - As good or better than CSU-UC
 - Transfer course/degree benefits
 - Access to instructors
 - Class size vs (UC or CSU)
- Tracking people that don't return (follow up survey) where/why?
- Look for bottlenecks in process for graduation
- Reach out to people that are only a few courses short of graduation degree/cert.*
- Develop express route to graduation
- Look at scheduling weekend/evening? *
- Look at ED plans, how long does it take to graduate?
- Fully implement degree works
- Repeatability – inability to take a class you like, again?*

*= Group promotes these ideas