

**Peralta Community College District
Outreach / Recruitment – January – April, 2016
Executive Summary**

April 20, 2016

TO: Dr. Michael Orkin, Vice Chancellor of Educational Services

FROM: Dr. Herbert Kitchen, Outreach/Recruitment Coordinator

RE: Outreach/Recruitment Activities

Chancellor Laguerre asked me to coordinate and lead this effort, and I have been working with a dedicated team from each college that is making our community outreach happen.

Outreach/Recruitment Team:

Berkeley City College – Andre Singleton

College of Alameda – Caitlin Fischer

Laney College - Kristen Kayser and Victor Flint

Merritt College – Maria Spencer

Overview

Peralta Community College District’s Outreach & Recruitment teams will visit local high schools, community and faith-based organizations, corporate/business/industry venues and community festivals to recruit students for Peralta. In addition, we will inform, empower and engage community members regarding options, academic/career–technical programs and support services at the Peralta colleges. Although our ambassadors are based at particular colleges, they will each represent *all* the Peralta colleges and be prepared to show potential students opportunities available districtwide.

Goals of Outreach/Recruitment

- Recruit potential students to Peralta.
- Inform the greater community about the Peralta Colleges, and our programs and services.
- Promote visibility, equity, civic involvement and engagement within the six cities and neighboring communities served by Peralta.
- Facilitate leadership and coalition building with community partners, community leaders and other constituencies within our District.

Summary of Recent and Planned College Activities

Berkeley City College

- Twelve plus high school presentations and tours – Transfer, Making it Happen
- Abbreviated Student Education Plan (SEP) with BHS students Undocumented Student Outreach – BHS, Berkeley Adult School, and El Cerrito High
- Student Success Day at BCC – May 6
- Ambassadors at BCC are heavily involved with the success of the outreach system at BCC. Once a month, Alley will be holding Ambassador training meetings to brief the students on how to present and deliver the proper information.

College of Alameda

- Higher Education Week (EAOP) (5000+ students)
- EBCF Persistence Nights Panels (1500+ parents and students)
- Community College Weeks: April 11- May 18th at various schools, 4-5 days of workshops and panels and CTE Fair
- Ongoing College Tours offered & Adult School Presentations & Workshops
- Mobile CoA: Essential SSSP Services offered at 11 high schools.

Merritt College

- Conducted mostly off site tabling at 7 high schools both Public/Private and Charter Schools
- Regularly scheduled Orientation and Tours
- Community Breakfast (on campus 4/22)
- Presence at Community Events from now until September. For example: 1) Native American Gathering of the Lodges, 2) Bay Area Black Expo, 3) Art & Soul Festival, 4) 17th Annual Laurel Street festival, 5) Dia De Las Americas, 6) Oaktobefest, 7) AC Transit Health and Wellness fair.

Laney College

- Developed strategies for enrollment push bringing alumni on board to provide outreach for Laney College.
- Created a list of alumni to establish an outreach team
- Connected with Deputy Superintendent Bernard McCune at OUSD to establish relationships with the OUSD high schools & align with Oakland promise
- Campus tours, tabling at various high school and community events
- Published Experience Berkeley Event Flyers via Instagram and Facebook, Shared information with support services and shared it via social media.