Increase Bakersfield College Enrollment by 5%

Objective A: Create a marketing plan for BC
- Understand the market demographics, needs, and primary influences
- Develop pre/post applicant marketing strategy
- Bust the “myths” about BC

Objective B: Increase outreach & Financial Aid Outreach
- Collaborate with other outreach programs on campus (e.g. grant funded outreach programs) to represent the campus
- Increase faculty participation at outreach events
- Expand matriculation services at top feeder high schools
- Explore and offer community events on campus
- Train alumni speakers for specific yield activities
- Offer matriculation events on campus – It’s Possible, Renegade Days, Orientations
- Increase financial aid completion packets for new students & athletes

Objective C: Develop a multi-step written communication plan
- Develop poster, brochure, search piece, view book
- Develop student and parent letters (emails) and follow-up letters for all inquiries/admits

Objective D: Enhance the college student orientation program
- Improve the current face to face orientation with various campus speakers/themes
- Host two large orientation programs on campus
- Establish a new web-based orientation program (Comevo)
- Develop a parent component (Spanish)

Objective E: Establish a BC Welcome Center
- The welcome center will be the central point of contact for first-time visitors, continuing students, and parents
- Assist new students with selecting a major, preparing for the assessment test, and course registration
- Take ID pictures of new students
- Hire, train, and empower student ambassadors to work in the center

Objective F: Enhance computer support system
- Improve communication flow to track matriculation completions
- Develop ODS Reports to support telecounseling initiatives and inquires
- Produce ODS reports to better monitor progress toward enrollment goals