



# The Board of Governors of the California Community Colleges

PRESENTED TO THE BOARD OF GOVERNORS

DATE November 12-13, 2013

SUBJECT: California Community Colleges' Student Success "Priorities Project": A Student Awareness Campaign		Item Number: 4.4	
		Attachment: No	
CATEGORY:	Foundation for California Community Colleges	TYPE OF BOARD CONSIDERATION:	
Recommended By:	 Keetha Mills, President/CEO	Consent/Routine	
		First Reading	
Approved for Consideration:	 Brice W. Harris, Chancellor	Action	
		Information	X

**ISSUE:** This item will include a presentation related to the Student Success Priorities Project, a student awareness campaign and system-wide integrated technology project, funded by the Kresge Foundation, designed to increase student understanding of the new requirements for priority registration and to help entering students get on track to complete educational and career goals.

The presentation will provide an overview of the project as a whole and a preview of the “Step: Forward” campaign branding and website design.

**BACKGROUND:** The California Community Colleges Student Success Priorities Project is a collaboration between the Foundation for California Community Colleges (Foundation) and the California Community Colleges Chancellor’s Office, and is supported by an \$845,000 investment from the Kresge Foundation. This project is part of the Foundation’s Student Success Flagship Fundraising Initiative which aims to support student success implementation efforts through philanthropic investments.

**RECOMMENDATION:** This item is presented for information and discussion.

**ANALYSIS:** In an effort to remove barriers to student success in college and in conjunction with the system’s Student Success Task Force recommendations, the California Community Colleges Student Success Priorities Project is (1) creating and implementing a student awareness campaign and (2) developing a coordinated online resource center, with the intent of increasing student understanding of critical actions that can help ensure enrollment priority and keep them on track to complete their educational and career goals. Specifically, the project promotes three priority actions—assessment, orientation, and education planning—to help students achieve and maintain priority enrollment by promoting and facilitating student participation in those interventions and services that have been shown to increase student success and are rewarded through priority enrollment.

### **Step: Forward branding**

The Step: Forward campaign branding is designed to remind students that the required steps for achieving and maintaining priority enrollment are also a means to achieving personal goals, representing a step forward in their education, in their careers, and in their lives. The branding is being developed by the Foundation’s communications team in close collaboration with the Chancellor’s Office, and is currently being vetted through community college stakeholder groups.

### **Student awareness campaign**

A traditional collateral campaign will take advantage of a wide net of available campus networks and resources, as well as creative online and social media resources. Campaign materials will include traditional print materials such as large format campus posters, bookmarks, flyers, and pamphlets. Online outreach will include Facebook ads to students who have identified with their community college and reciprocating links, web advertisements, and graphic buttons placed on college planning and community college websites.

### **Data driven website**

The data-driven website will provide a permanent resource for students, and will be integrated with the CCCApply common online student application system to provide personalized information for the over 2 million students who use the system annually. A public version of the site will also be available.

### **Next steps**

A full roll out is anticipated for fall semester 2014. The project has the potential to provide much needed guidance to millions of students annually, helping to ensure incoming students are set on a pathway to success.