





# The Board of Governors of the California Community Colleges

PRESENTED TO THE BOARD OF GOVERNORS

DATE: November 17-18, 2014

SUBJECT: Step:Forward Priorities Project – student awareness campaign and system-wide integrated website		Item Number: 4.5	
		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 agenda item will include an interactive presentation showcasing the recently launched Step:Forward Priorities Project – a student awareness campaign and website supporting the Student Success Initiative.

**BACKGROUND:** Coinciding with the Fall 2014 semester, the Step:Forward Priorities Project was officially launched on August 21. Step:Forward is a student awareness campaign and system-wide integrated website developed in collaboration between the Foundation and the Chancellor’s Office, and supported by an almost \$900,000 investment from The Kresge Foundation.

The campaign and website (StepForward.ccco.edu) are designed to help students understand the priority registration system on Community College campuses, which allows students to register early if they meet specific requirements, including the orientation, assessment, and educational planning processes. For students, these three steps not only allow them to get the courses they need, but also increase the likelihood they will achieve their educational and career goals.

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

## **ANALYSIS:**

### *Overview*

In 2012, the Foundation named Student Success as its flagship fundraising initiative to champion and support the California Community Colleges Student Success Initiative, the widespread effort to promote student success in the Community College system. The goal of the flagship effort is to help the California Community Colleges carry the banner of Student Success, to leverage existing and identify new partnerships, and to make significant progress in the implementation of key Student Success Initiative recommendations. Overall, the Foundation has brought in over \$5 million in philanthropic funding to support Student Success implementation.

The Step:Forward Priorities Project campaign is a component of the Foundation's Student Success Flagship Fundraising Initiative, funded by an almost \$900,000 philanthropic investment from The Kresge Foundation. The Step:Forward campaign was developed by the Foundation's in-house communications and technology teams, in collaboration with the Chancellor's Office communications and technology teams, and demonstrates our ability successfully partner to manage statewide awareness campaigns and technology projects that support Student Success and other statewide initiatives. In September, the campaign received four awards from the National Council for Marketing & Public Relations (NCMPR).

The campaign is a part of a collective effort to improve educational achievement and incentivize successful student behaviors and supports the 22 specific recommendations for Student Success, adopted by the Board of Governors and in partnership with the Chancellor's Office.

### *System-wide integrated website*

The Step:Forward website is integrated with CCCApply, the statewide application website for the Community College system, enabling the website to provide customized information for each college. CCCApply is visited by an estimated two million users each year, ensuring the Step:Forward site will continue to remain a relevant tool in the future. Highlights include high-quality student videos shot on real Community College campuses and an online quiz to help students determine if they need to take a placement test.

### *Student awareness materials*

In order to increase awareness of the campaign and drive traffic to the website, all Community College campuses received a resource kit that included posters, brochures, and other items to be displayed on campus and distributed to students, teachers, and parents. The posters and brochures feature photos of Community College students, highlighting their educational goals and priorities.