

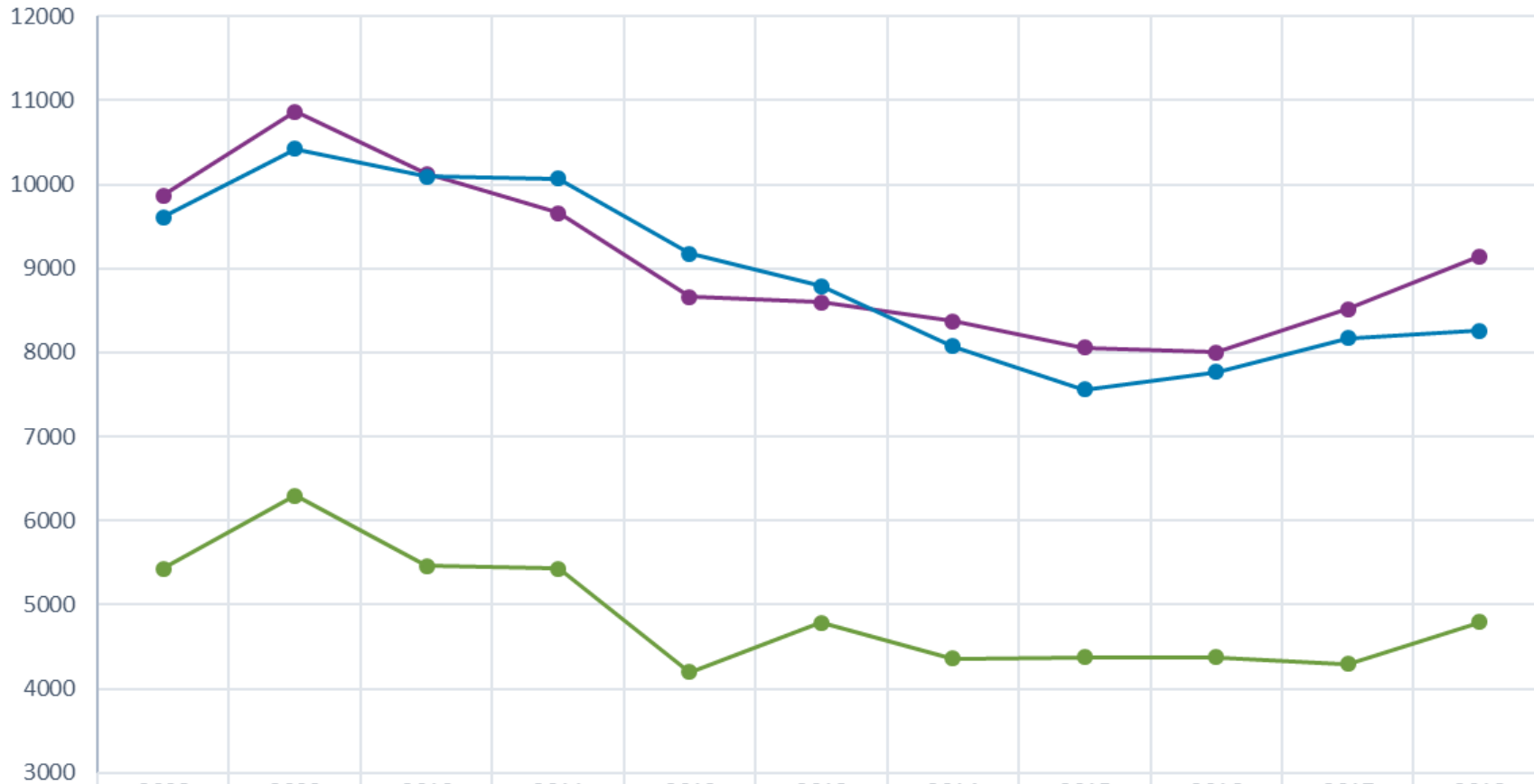
# CONTRA COSTA COLLEGE ENROLLMENT TRENDS



CONTRA  
COSTA  
COLLEGE

# CONTRA COSTA COLLEGE 10 YEAR HEADCOUNT TRENDS

10 Year Headcount Trends  
(Contra Costa College)



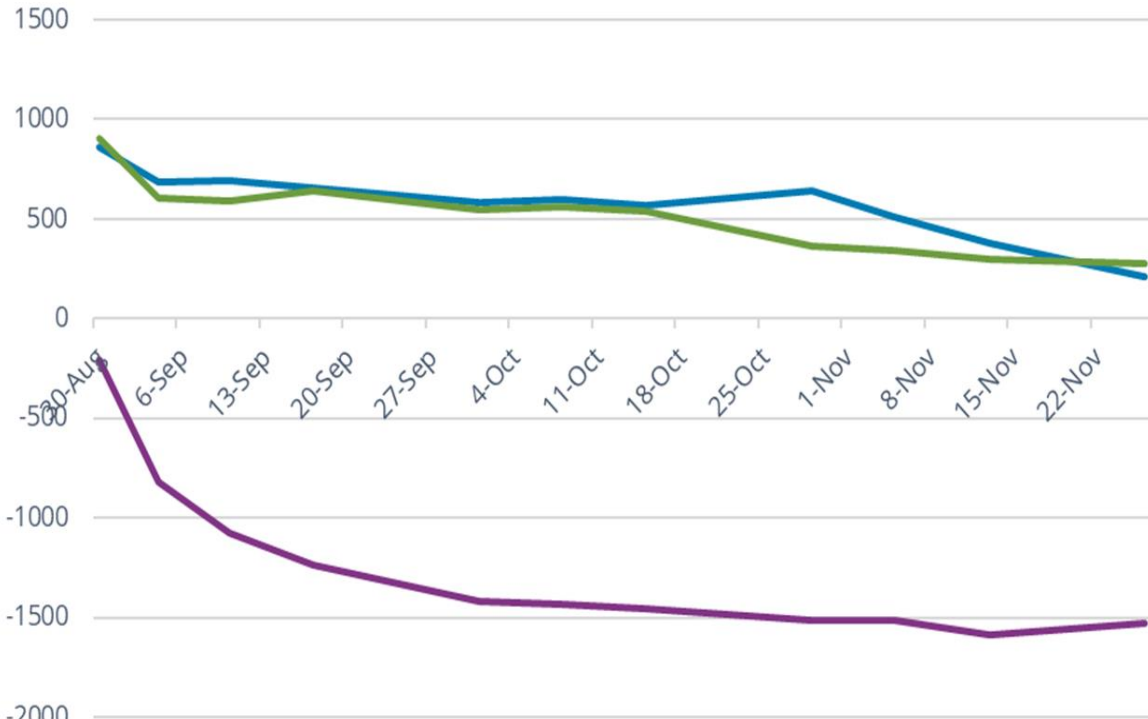
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
● Fall	9869	10863	10129	9658	8664	8602	8371	8061	8003	8521	9143
● Spring	9609	10421	10094	10068	9180	8789	8078	7558	7771	8175	8262
● Summer	5428	6301	5465	5430	4202	4789	4364	4375	4379	4297	4798

Data pulled from Tableau report on 11/28/2018

# HEADCOUNT TRENDS BY COLLEGE

## Fall 2018 Headcount Trends

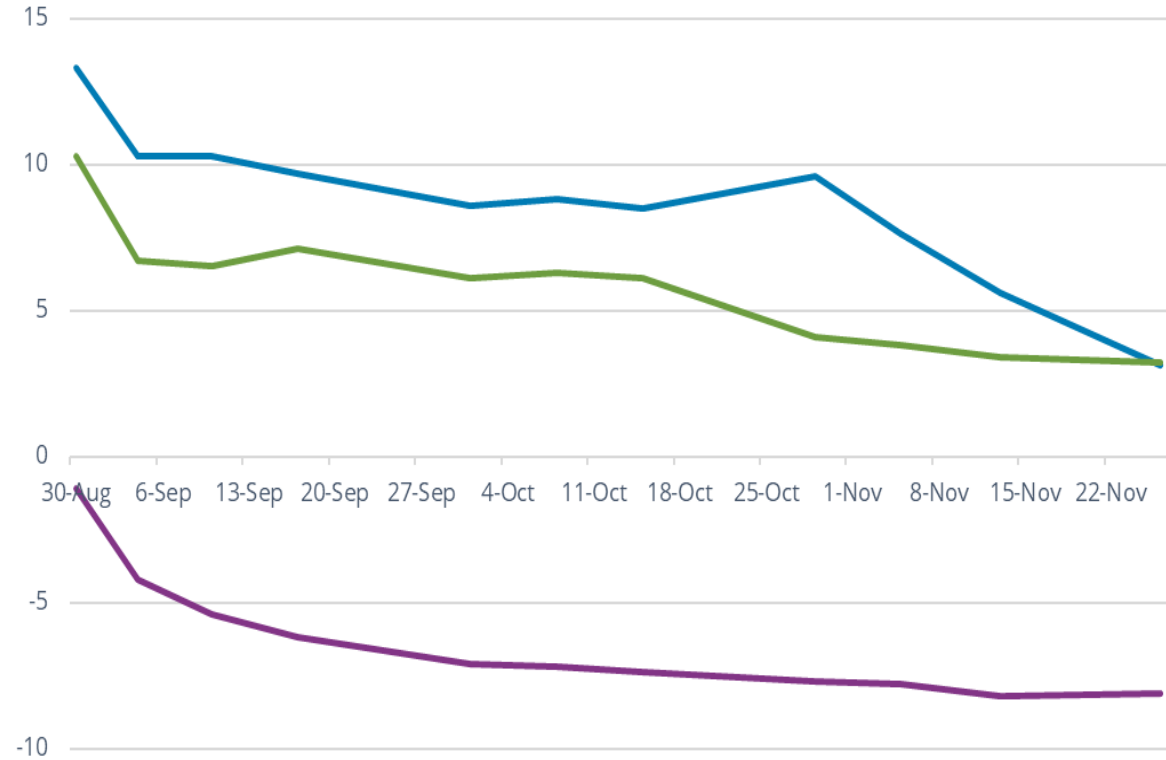
(difference in number compared with fall 2017)



	30-Aug	4-Sep	10-Sep	17-Sep	1-Oct	8-Oct	15-Oct	29-Oct	5-Nov	13-Nov	26-Nov
CCC	862	684	694	659	582	598	571	642	513	378	209
DVC	-205	-819	-1073	-1233	-1417	-1429	-1456	-1509	-1512	-1588	-1530
LMC	902	609	588	643	549	562	541	362	341	299	276

## Fall 2018 Headcount Trends

(difference in percentage compared with fall 2017)

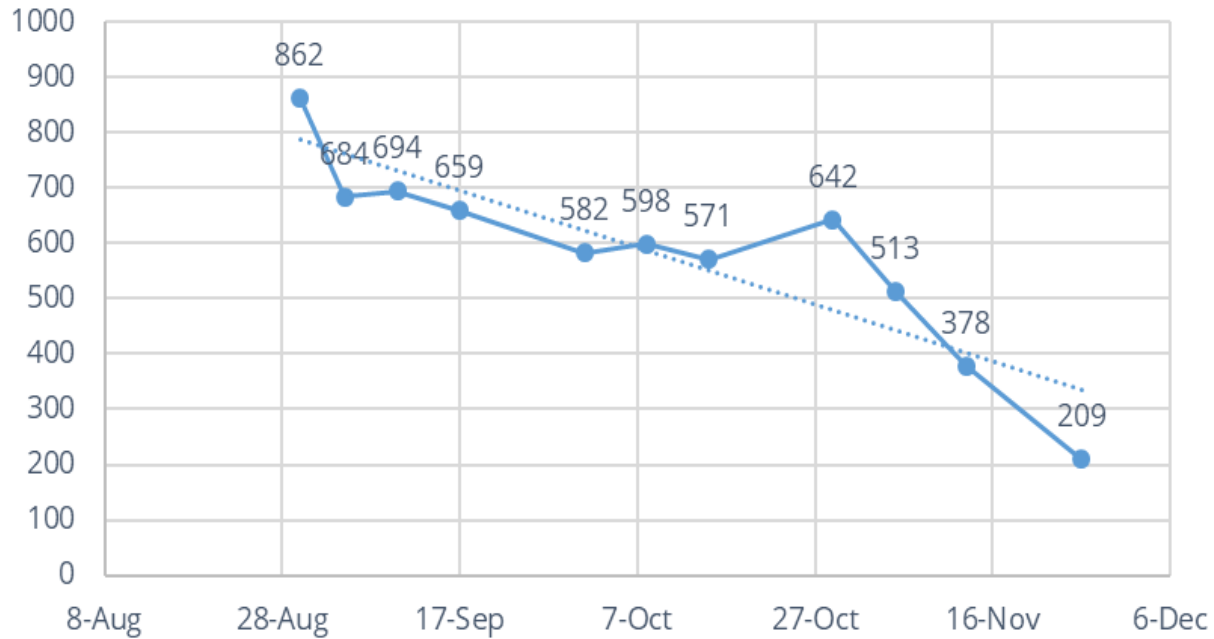


	30-Aug	4-Sep	10-Sep	17-Sep	1-Oct	8-Oct	15-Oct	29-Oct	5-Nov	13-Nov	26-Nov
CCC	13.3	10.3	10.3	9.7	8.6	8.8	8.5	9.6	7.6	5.6	3.1
DVC	-1.1	-4.2	-5.4	-6.2	-7.1	-7.2	-7.4	-7.7	-7.8	-8.2	-8.1
LMC	10.3	6.7	6.5	7.1	6.1	6.3	6.1	4.1	3.8	3.4	3.2

# ZOOMING IN ON CONTRA COSTA HEADCOUNT TRENDS

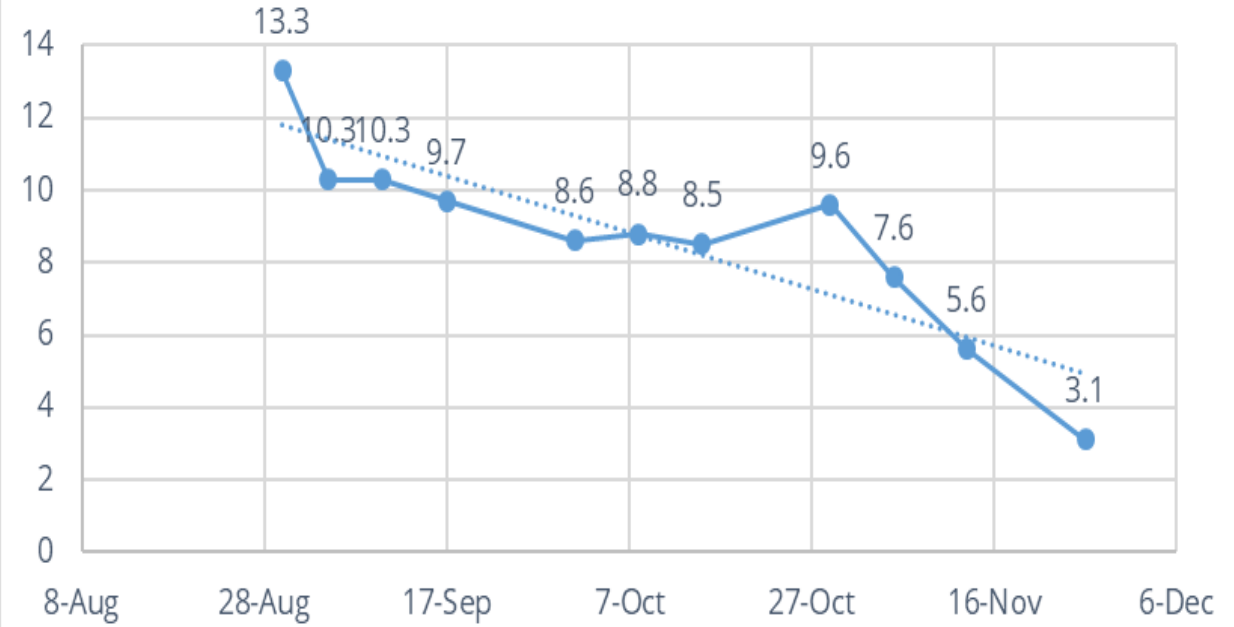
## Fall 2018 Contra Costa College Headcount Report

(difference in number compared with fall 2017)



## Fall 2018 Contra Costa College Headcount Report

(difference in percentage compared with fall 2017)



Data pulled from Enrollment Reports

WHAT'S  
**AWESOME**  
ABOUT  
**CCC OUTREACH?**



CONTRA  
COSTA  
COLLEGE

# CONTRA COSTA COLLEGE

## 2017-2018 HIGH SCHOOL OUTREACH OVERVIEW

---

**16**

CAMPUS TOURS

**50+**

COLLEGE PREP  
WORKSHOPS

**19**

DROP-IN COUNSELING  
BLOCKS

**30+**

ENROLLMENT  
SUPPORT SESSIONS

---

**20+**

APPLICATION WORKSHOPS

**14**

MM & ORIENTATION  
WORKSHOPS

**15+**

FALL REGISTRATION  
WORKSHOPS

**19**

INTRODUCTION TO ED  
PLANNING WORKSHOPS

---

**10**

HIGH SCHOOL STEM  
CONNECTIONS WORKSHOPS

**35+**

HIGH SCHOOL COLLEGE  
RESOURCE FAIRS &  
PANELS

**6**

DSPS  
CLASSROOM  
PRESENTATIONS

**3**

ESL 108  
CONHS  
COURSES

---

# CONTRA COSTA COLLEGE

2018 COMET DAY

---

**10**

COUNSELING WORKSHOPS

**8**

CLUB & CCC COMMUNITY LUNCH  
WORKSHOPS

**22**

STUDENT SUCCESS WORKSHOPS

---

**200+**

HIGH SCHOOL STUDENTS

De Anza

El Cerrito

Greenwood Academy

Hercules

Kennedy

Leadership Public Schools

Pinole Valley

Richmond

Richmond Cal Prep

# CONTRA COSTA COLLEGE

2017-2018 ADULT & ALTERNATIVE EDUCATION OUTREACH

---

**5**

CAMPUS TOURS

**15+**

COLLEGE PREP  
WORKSHOPS

---

**10**

APPLICATION WORKSHOPS

**5+**

ENROLLMENT SUPPORT WORKSHOPS

**16** WORKSHOPS AT WEST CONTRA COSTA ADULT EDUCATION

**6** WORKSHOPS AT MT MCKINLEY SCHOOL

**6** WORKSHOPS AT SYLVESTER GREENWOOD ACADEMY



# CONTRA COSTA COLLEGE

2017-2018 COMMUNITY OUTREACH

---

**16**

**COMMUNITY EVENTS**  
FAIRS, FESTIVALS, & PARADES

**4**

**CHURCH PRESENTATIONS**  
WORKFORCE DEVELOPMENT

**2**

**VETERANS DAY EVENTS**

---

**4**

**CAMPUS EVENTS**  
CCC CAREER FAIR, DREAMERS CONFERENCE RESOURCE  
FAIR, INTERNATIONAL WOMEN'S DAY, & VETERANS DAY

LET'S  
DO  
THIS!



CONTRA  
COSTA  
COLLEGE

# 2018 Summer/Fall Enrollment Campaign

email

**46**

emails sent  
over **27** weeks  
Mar 26 – Oct 22

**10k**

weekly email recipients  
current students, applied but  
not enrolled

**26%**

avg email open rate  
industry standard 22%

**7%**

avg email click through rate  
industry standard 2.5%

mail

**30k**

San Pablo homes +  
businesses received  
**Local First** ad

**2200**

HS seniors received  
**Let's Do This + Paying For  
College** materials

**82k**

homes + businesses  
received Summer/  
Fall 18 enrollment card

**103k**

homes + businesses  
received Fall 18 enrollment  
+ **Career Education Night**  
card

advertising

**16**

weeks Hilltop Theater ad  
April, May, July, Aug

**150k**

theater ad impressions  
**7000** spots on **16** screens

**44**

bus ads/billboards  
over 4\* weeks  
June 1-June 30

**3.3 mil**

est bus ad/billboard  
impressions

text

**17**

texts sent  
over **26** weeks  
Apr 3 – Oct 22

**2400**

weekly text recipients  
opt-in via Go/Insite

\*may run longer if ad space is not reserved by another buyer

# 2018 Summer/Fall Enrollment Campaign

NCM  
mobile

**376k**

mobile ad  
impressions

**2.5%**

mobile ad click rate  
industry standard 0.15%

**N/A**

visits to campus

---

CE  
mobile

**337K**

ads delivered  
May 14-June 12

**0.12%**

mobile ad click rate  
industry standard 0.15%

**1467**

visits to campus

---

African  
American  
mobile

**139K**

ads delivered  
May 14-June 4

**0.14%**

mobile ad click rate  
industry standard 0.15%

**750**

visits to campus

---

Latino  
mobile

**138K**

ads delivered  
May 11-June 4

**0.14%**

mobile ad click rate  
industry standard 0.15%

**2808**

visits to campus





**LET'S DO THIS!**

SUMMER CLASSES START MAY 29  
FALL CLASSES START AUG. 27

125 degree + certificate options  
\$8.7 million in grants + scholarships awarded to students in 2016-17  
65+ years CCC has served the community since 1969

Whether you want to transfer to a four-year university or fast track your way to job readiness, Contra Costa College is the place to be!

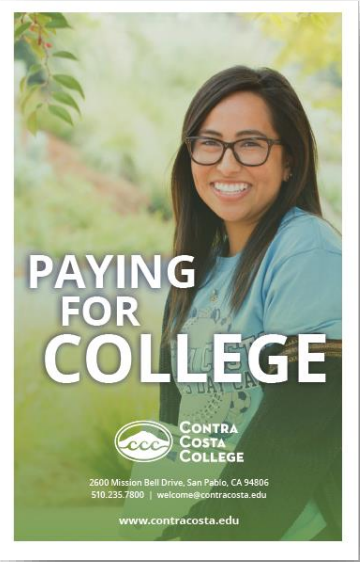
- 1 Apply to Attend Contra Costa College. Visit [www.contracosta.edu/apply](http://www.contracosta.edu/apply) or visit the Welcome Center.
- 2 Apply for Financial Aid. Federal and state financial aid is available to students who qualify. Most CCC students qualify for aid and receive it.
- 3 Complete Orientation. This session will help you learn about classes, support services and campus policies.
- 4 Complete Your Assessment. Your math and English or English as a Second Language assessment will help you choose the classes that are right for you.
- 5 Develop an Educational Plan. A counselor will help you identify the courses needed to achieve your education and career goals.
- 6 Register for Classes. Use your educational plan to sign up for classes and get on the road to success!

**CONTRA COSTA COLLEGE**  
2600 Mission Bell Dr. | San Pablo, CA 94806 | [www.contracosta.edu](http://www.contracosta.edu) | [welcome@contracosta.edu](mailto:welcome@contracosta.edu) | 510.235.7800



**LET'S DO THIS!**

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**PAYING FOR COLLEGE**

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**CONTRA COSTA COLLEGE**

**SUMMER CLASSES START MAY 29**  
Las clases de verano comienzan el 29 de Mayo

**FALL CLASSES START AUGUST 27**  
Las clases de otoño comienzan el 27 de Agosto

**LET'S DO THIS!**  
**¡Hagámoslo!**

[WWW.CONTRACOSTA.EDU/SCHEDULE](http://WWW.CONTRACOSTA.EDU/SCHEDULE) | 510.215.4110 | [f](https://www.facebook.com/contracosta) [i](https://www.instagram.com/contracosta) [y](https://www.youtube.com/contracosta) [in](https://www.linkedin.com/company/contracosta)

**CONTRA COSTA COLLEGE**  
2600 Mission Bell Drive, San Pablo, CA 94806  
[www.contracosta.edu](http://www.contracosta.edu)

Ready to do something different or want to earn more, but not sure where to start? We got you! Contra Costa College's supportive counselors, friendly staff and high quality instructors can help you get where you want to go. With convenient classes, tutoring and financial aid available, there's no reason not to check out CCC. So, let's do this!

- 1 Apply to Attend Contra Costa College. Visit [www.contracosta.edu/apply](http://www.contracosta.edu/apply) or visit the Welcome Center.
- 2 Apply for Financial Aid. We are here to help you afford college. Federal and state financial aid is available to students who qualify. Most CCC students qualify for and receive aid.
- 3 Complete Orientation. This online session will help you learn a wealth of information about classes, support services and campus policies. In-person sessions are available for non-native English speakers and learners.
- 4 Complete Your Assessment. Your math and English or English as a Second Language assessment will help you choose the classes that are right for you.
- 5 Develop an Educational Plan. Use your educational plan to identify the courses needed to achieve your education and career goals.
- 6 Register for Classes + Free Tutoring. Use your educational plan to sign up for classes and get on the road to success! Learn more at [www.contracosta.edu/steps-to-success](http://www.contracosta.edu/steps-to-success).

**CAREER EDUCATION INFO NIGHT | AUGUST 21 | 6-8 PM**  
Pizza for Area Trade, Childcare + Spanish Interpretation

**What is career education?**  
Hands-on training programs to help you build the skills you need to succeed in the job you want. Some programs can be completed in as little as one semester! Learn more at [www.contracosta.edu/ce](http://www.contracosta.edu/ce)

**Why should I attend CCC's info night?**

- learn about our awesome career education degree + certificate programs
- meet our friendly instructors + see our industry standard equipment in action
- hear from current students, alumni + professionals
- from a wide range of fields

**RSVP at [eventbrite.com](https://www.eventbrite.com)**

**Career Education Degree + Certificate Programs**  
Administration of Justice  
Automotive Services  
Biotechnology  
Business  
Business Office Technology  
Certified Nursing Assistant  
Criminal Justice Systems  
Culinary Arts Management  
Digital Film Production  
Early Childhood Education  
Emergency Medical Technician  
Front-End, Logistics, Operations + Warehouse  
Health + Human Services  
Jewelry  
Medical Assisting + Office Technician  
Nursing  
Public Health Science  
Real Estate  
+ 20+! Workforce Dev. programs recognized by the state of CA for entry-level license



**CONTRA COSTA COLLEGE**  
assessment • orientation • ed planning

**FALL CLASSES START AUGUST 27**  
[WWW.CONTRACOSTA.EDU](http://WWW.CONTRACOSTA.EDU)

**LET'S DO THIS!**

**REACH YOUR GOALS FASTER**  
with online + summer classes



**CONTRA COSTA COLLEGE**



# Examples



COLLEGE  
COSTA  
CONTRA

WWW.CONTRACOSTA.EDU

NCM

f o in t s

A collage of 15 student portraits in a 3x5 grid, overlaid with the College Contra Costa logo and text. The top-left portrait includes the NCM logo. The bottom row features social media icons for Facebook, Instagram, LinkedIn, Twitter, and Snapchat.

# Budget

<b>TACTIC</b>	<b>COST</b>	<b>FUNDING SOURCE</b>
<b>Email</b>	N/A	Student Services Division
<b>Text</b>	N/A	District
<b>Local First Magazine Ad</b>	\$1500	3SP
<b>Theater/Mobile Ads</b>	\$11,000	3SP
<b>Bus/Billboard Ads</b>	\$23,000	3SP
<b>Let's Do This/Paying for College Mailings</b>	\$9,000	3SP
<b>Enrollment Postcards</b>	\$31,000	3SP/Workforce
<b>CE/AA/Latino Mobile Ads</b>	\$4300	Equity/Workforce
<b>Total</b>	<b>\$79,800</b>	



San Pablo EDC  
13830 San Pablo Ave, Suite D  
San Pablo, CA 94806

## TAKE YOUR SKILLS TO THE NEXT LEVEL

### CAREER EDUCATION DEGREES + CERTIFICATES

- Administration of Justice ★ ADT
- Automotive Collision Repair ★
- Automotive Technology ★
- Biotechnology ★
- Business ★ ADT
- Business Office Technology ★
- Certified Nursing Assistant ★
- Computer Information Systems ★
- Culinary Arts Management
- Digital Film Production ★
- Early Childhood Education ADT
- Emergency Medical Services ★
- Forklift, Logistics, Operations + Warehouse
- Health + Human Services
- Journalism ADT
- Medical Assisting + Office ★
- Technician
- Nursing ★
- Public Health ADT
- Real Estate

★ Funding available for San Pablo residents! The San Pablo EDC will cover 50% of enrollment fees, books and supplies for qualified San Pablo residents enrolled at CCC in these programs. For more information, contact Owen Hershey, 510.215.3209, owenh@sanpabloedc.org.

ADT = Associate Degree for Transfer. Complete half of the courses required (60 units) for a bachelor's degree at CCC and you may earn guaranteed junior-level admission to a CSU campus, select HBCUs or other colleges or universities. Learn more at [adegreewithguarantee.com](http://adegreewithguarantee.com).



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The Contra Costa Community College District is committed to equal opportunity in educational programs, employment, and campus life. The District does not discriminate on the basis of age, ancestry, color, disability, gender, marital status, national origin, race, ethnicity, race, religion, sexual orientation, or veteran status in any access to and treatment in College programs, activities, and application for employment.



Local First Magazine Ad  
Winter Issue Back Cover  
\$1500, funded by Workforce



### The First Step is Applying!

Most students at Contra Costa College get help paying for college through grants and scholarships that don't have to be paid back.

The types and amount of financial support you are eligible to receive depends on many factors including income, resident status and more.



#### US Citizens and Eligible Non-Citizens

Visit [www.fafsa.gov](http://www.fafsa.gov) to fill out the Free Application for Federal Student Aid, also known as the FAFSA. You will need to enter Contra Costa College's school code: 001190.

#### California Dream Act

If you are not a U.S. citizen or eligible non-citizen (including undocumented and DACA students) and meet AB540 requirements, you may qualify for state financial aid programs. Apply online by completing the California Dream Act Application, or CADA, at [www.caldreamact.org](http://www.caldreamact.org). The deadline is March 2 annually for the following academic year.

#### Need Help Filling Out Your FAFSA or CADA?

Visit the Financial Aid Computer Lab for one-on-one help from a financial aid staff member. The Financial Aid Computer Lab is located in Fireside Hall. For a listing of lab hours, visit: [www.contracosta.edu/financialaid](http://www.contracosta.edu/financialaid).

### Want the Most Financial Aid?

Be sure to submit your FAFSA or California Dream Act Application by the March 2 deadline!

### How Much Does One Year of College Cost?

Full-Time Tuition + Enrollment Fees



#### Office of Financial Assistance

Student Services Center, Room 102  
[www.contracosta.edu/financialaid](http://www.contracosta.edu/financialaid) | 510.215.6026

### Financial Aid Checklist

Fill out an AB 540 Affidavit Form and return Admissions & Records Office.

Complete the California Dream Act Application by March 2. [dream.csac.ca.gov](http://dream.csac.ca.gov)

Complete the 2019-2020 FAFSA by March 2

Complete your 2019-2020 CCC Foundation application by February 18. [contracosta.edu/scholarships](http://contracosta.edu/scholarships)

Check your college InSite email for your application status. You may need to submit additional and forms. First notices for 2019-2020 will be the month of April.

Submit any follow-up documents as soon as possible. Your eligibility cannot be determined until all aid file is complete.

Check your college InSite email for your award letter.

Receive your financial aid disbursement.

Complete the California College Promise Grant by March 2.

### PROMISE PROGRAM

Promise scholarship programs help make college affordable by covering the costs of course fees and providing living expenses. All programs require the completion of the Free Application for Federal Student Aid (FAFSA) or California Dream Act Application.

### California College Promise Grant

Free Tuition Full or Part-Time

The California College Promise Grant (former Waiver) is available for eligible students at CCC. It waives your per unit enrollment fee at any college.

### Contra Costa Community College District's FT<sup>3</sup> Promise

Free Tuition Full Time First Year

For students who do not meet the requirements for the California College Promise Grant, the Contra Costa Community College District offers fee reimbursement for first-time, full-time students.

To apply, complete the FT<sup>3</sup> pledge at: [www.Acd.edu/ed/cp](http://www.Acd.edu/ed/cp).

Must: have never attended college after high school, enroll in a minimum of 12 units, complete an educational plan, maintain a GPA of 2.0 or higher.

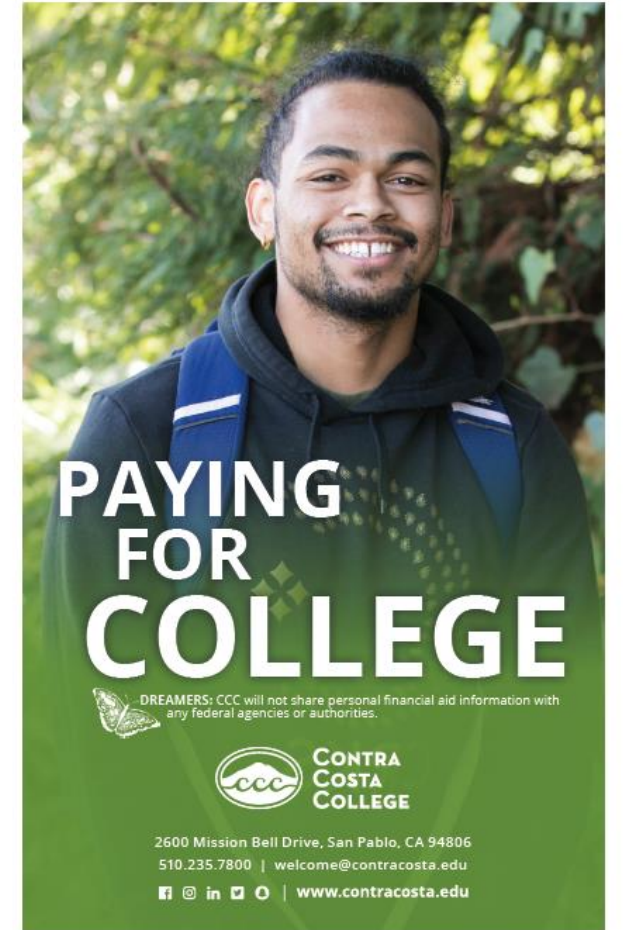
### First Year Experience

Feeling overwhelmed by everything you need to do to get ready to pay for and attend college? With our First Year Experience (FYE) program, you'll get your very own dedicated team to help you start and stay on track to achieve your dreams of transferring to a four-year college or university. This includes full support in your transition from high school to college, and throughout your entire first year at CCC.

FYE can help you with:

- Filling out and filing financial aid applications and documents.
- Registration in partner programs, such as EOPS, for help with books, transportation, and more!

Visit [www.contracosta.edu/fye](http://www.contracosta.edu/fye) to learn more.



# PAYING FOR COLLEGE

DREAMERS: CCC will not share personal financial aid information with any federal agencies or authorities.



2600 Mission Bell Drive, San Pablo, CA 94806

510.235.7800 | [welcome@contracosta.edu](mailto:welcome@contracosta.edu)

[f](#) [i](#) [i](#) [n](#) [t](#) [o](#) | [www.contracosta.edu](http://www.contracosta.edu)

Mailer for  
WCCUSD/JSUSD Seniors  
November 2018  
\$2600, funded by  
First Year Experience