




**Ensuring Equity and Access Across All Underserved Student Profiles**

Presented by:  
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**UNAPOLOGETIC**  
LEADERSHIP FOR SOCIAL  
JUSTICE & RACIAL EQUITY

**CSSO** Virtual State Student Services Conference | September 14-16, 2021

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### Introductions



**Nick Burrell**  
VP, School Partnerships  
Ocelot



**Robin Dreizler**  
Dean of Enrollment Services  
El Camino College



**Gerald Sequeira**  
Dean of Enrollment Services  
Citrus College




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### Agenda

- Introductions
- Framing the Conversation
- El Camino College Story
- Citrus College Story
- Examples from other CCCs
- Today's Challenges
- Q&A




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### Framing the Conversation

- Initial COVID Impact
  - Need for digital transformation of services
  - Adoption of “band-aid” solutions
  - Solving long-term needs with temporary solutions
  - Technology gap for underserved student profiles
- Current Landscape
  - Optimization of in-person and digital services
  - Student services catching up to academics
  - Identifying enterprise solutions for digital services
  - Increasing enrollment concerns



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### What Ocelot Has Seen



**2.7M**

CCC Student Questions Answered 2020



**1.6M**

CCC Students Questions Answered YTD 2021



**381K**

CCC Student Questions Answered August 2021



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### Challenges & Imperatives



**Enrollment**

**Imperative #1**  
Widen the enrollment funnel; proactively “nudge” to increase yield



**Engagement**

**Imperative #2**  
Connect with students in ways and in places that make sense to them



**Efficiency**

**Imperative #3**  
Expand service capacity; maximize impact of human advising



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### The Go-Forward Imperative: Focus on the 3 E's



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### Resources & Technology

- Hotspots for students
- Access to wifi via campus parking lots
- Laptop program for students
- Chromebooks and Book rental program
- AI Chatbot
- Online workshops, plus Zoom
- Online Videos

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### Demographics - El Camino College



- 24,223 students
- 34% Full-Time / 66% Part-Time
- 71% of Students Receiving Financial Aid
  - 50% Pell Grant Eligible
- Hispanic Serving Institution (HSI)
- Pre-Pandemic
  - 7% enrolled online only
  - 16% enrolled in some distance education

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### Digital Transformation

- LibChat for Library Services and International Student Program
- Formstack for Online Forms
  - Great Impact for Admissions and Records
- Ocelot Enrollment Management Chatbot:
  - Financial Aid
  - Registrar
  - Admissions/Outreach
  - EOPS/CARE/CalWORKS/Foster Youth
  - Title IX
  - Student Life
  - Disability Services (coming soon)
- Live Chat for Enrollment Management

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### Helping Underserved Student Profiles - El Camino College

- Direct Outreach to Specific Populations based on Application Information
  - Veterans
  - Current or former Foster Care
  - Potential Dreamers – non-residents who may be dreamers
  - Pacific Islanders
  - Black/African American Students eligible for Honors program (self-reported 3.1 GPA or higher)
  - Computer Science Majors
- Extreme Registration
  - Invited thousands of new and past students and offered incentives to register, add units, and complete enrollment steps
  - Reaching out to students to learn which classes they would like to take

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### Student Questions at El Camino College

- 7/31/21 - 8/30/21
  - 2,401 conversations held
  - 5,302 questions answered
- Overall Usage
  - 32,553 conversations held
  - 101,591 questions answered
  - 32.3% conversations from 5pm - 8am

Top Topics	
Topic	#
Admission	372
Transcript	325
Application	122
Appointment	119
FAFSA	94

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### Demographics - Citrus College



- 13,130 students
- 59% Full-Time / 41% Part-Time
- 73% of Students Receiving Financial Aid
  - 48% Pell Grant Eligible
- Hispanic Serving Institution (HSI)
- Pre-Pandemic
  - 12% enrolled online only
  - 25% enrolled in some distance education

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### Digital Transformation - Citrus College

- Implemented Banner Communication Management (BCM) for Targeted Communications for Students
- Created Help Desk Forms/Ticketing for A&R and Financial Aid
- Moved Forms Online with Formstack and Smartsheet
- Ocelot Enrollment Management Chatbot:
  - Financial Aid
  - Admissions & Records
  - Counseling/Advising
  - Career Services
  - International Students
  - EOPS/CARE/CalWORKS
  - DSPS
  - Veterans
- Help Desk for Financial Aid and A & R
- Partnership for Duplicate Diploma Ordering

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### Student Questions at Citrus College

- 7/31/21 - 8/30/21
  - 2,186 conversations held
  - 3,845 questions answered
- Overall Usage
  - 39,677 conversations held
  - 109,775 questions answered
  - 38.0% conversations from 5pm - 8am

Top Topics	
Topic	#
Admission	176
Appointment	151
Transcript	148
Application	77
Schedule	72

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## College of the Desert Initiatives

- **pEDGE Program**
  - Two year free tuition and fees for high school graduate from Coachella Valley
  - Summer Bridge Program
  - Better persistence & unit completion rates
- **pEDGE to Complete**
  - Free tuition and fees for previous students with 30+ units that have not completed a degree or certificate or 45 units from regionally accredited institution
- **College Equity Committee**
- **Student Equity Plan**
- **Student Resource Centers:**
  - Dreamer Resource Center
  - Gender and Sexual Diversity Pride Center
  - Black Student Success Center
- **Caring Campus Initiative**
- **Celebrate Diversity Through the Year**



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## Examples From Other CCCs

- **Copper Mountain College: Text Campaigns**
  - Focused Messaging
  - Building Trust
- **Bakersfield College: Online Student Information Desk**
  - Zoom Meeting Room to Triage Questions
  - 45+ Zoom Breakout Rooms
- **Long Beach City College: Online Interactive SAP Counseling**
  - NASFAA SAP Article
  - 29,000+ Sessions Completed All Time



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## Today's Challenges

- What challenges are you still facing?
- What challenges have arose as a result of providing both in-person and digital services this fall?
- As we return to in-person services, do you see a shift in the types of communication students prefer?
- Have the questions students are asking changed?
- What are your next steps to continue supporting digital transformation at your college?
- What projects do you have on the horizon to assist in serving underserved student profiles?



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