



Equity-minded Outreach & Enrollment Strategies

Thursday, July 29, 2021



Welcome to CSSO Live!

. . . a series of informal conversations
brought to you by Student Services leaders
in California's Community Colleges



CSSO  **LIVE**



SAVE THE
DATE

**CSSO Virtual
Student Services
Conference**

September 14 - 16, 2021



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**Acknowledging the Land.
Acknowledging our Stories.**

Today's Topic: Equity-Minded Outreach & Enrollment Strategies

→ The California Community College system had a 12% enrollment decline from fall 2019 to fall 2020 - a loss of 186,688 students

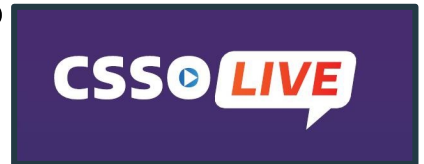
(Plunging Numbers, Rising Worries, Inside Higher Ed, 4/15/21)

→ 9.5% percent decline at community colleges nationwide

(National Student Clearinghouse Research Center)

→ Nationwide, Latinx student enrollment at 2-year colleges fell 13.7% for Latinx students, 14.7% for Black students, & Native Amer.- Indigenous student enrollment dropped by 19.4%

(<https://nscresearchcenter.org/stay-informed/>)



Engage with folks.

Please use the chat to engage with one another.

Pose questions.

Check-in with one another.

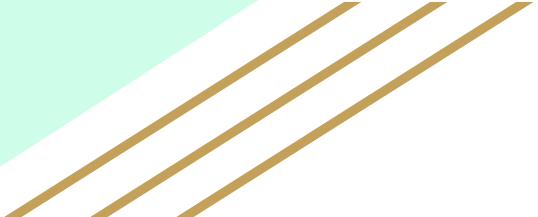
Meet colleagues.

Please use the “raise hand” function to request the mic.



How has the pandemic
impacted your enrollment?

As a result of the pandemic and
enrollment decline, how has your
college **changed** its outreach and
recruitment strategies?



Introducing our CSSO Panelists



Dr. Pedro Avila

Vice President Student Services &
Assistant Superintendent
Santa Rosa Junior College



Tadael Emiru

Associate Vice President of Student
Services
Cosumnes River College



Dr. Lataria Hall

Vice President of Student Services
Fresno City College
CSSO President



Dr. Cynthia Olivo

Vice President of Student Services &
Assistant Superintendent
Pasadena City College



Discussion





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