

Shifting the model!

Integration of college outreach & marketing



Presented by College of San Mateo

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AGENDA

- Introduction to College of San Mateo
- The Problem
- The Vision
- Implementing the Plan
- Future
- Questions?

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Implementing the Plan

Timeline	Major Accomplishments
2007-08	Convert PT Outreach Program Services Coordinator to FT <ul style="list-style-type: none">• 1 student ambassador
2008-09	Launch new college website; new college brand; create 1 st college view brochure; College President speaks to high school parent groups <ul style="list-style-type: none">• 4 student ambassadors
2009-10	Student ambassadors assigned to feeder high schools, support on campus events and take over campus tours <ul style="list-style-type: none">• 6 student ambassadors
2010-11	Implement online tour form, standardized tour offerings; create outreach advisory council <ul style="list-style-type: none">• 8 student ambassadors
2011-12	CR&M moves into new College Center; students staff 2 nd floor counter <ul style="list-style-type: none">• 8 student ambassadors; 1 student ambassador lead
2012-14	<ul style="list-style-type: none">• 10 student ambassadors; 1 student ambassador lead
2014-15	College tours up 30% over previous year; over 1,000 tours conducted <ul style="list-style-type: none">• 10 student ambassadors; 2 student ambassador leads

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Implementing the Plan

- [Community Outreach](#)
- [Cohesive branding](#)
- [Student Ambassadors](#)



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Implementing the Plan

[Student Ambassadors](#)



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Future

- First Year Success Initiative
 - Orientation
 - Assessment
 - Mentoring



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- Questions?

