

Outreach and Marketing Update

3/7/22



12345 El Monte Road
Los Altos Hills, CA 94022

foothill.edu

Events

Dual Enrollment Summit: 3/11/22

Toyota Demo: 4/22/22 – 100+ students

Day on the Hill: 4/23/22 – 500-700 attendees

SUHSD Career Day: 4/29/22 – 170+ people

SUHSD Career Day #2: 5/20/22 – 100+ students

End of Year Celebrations...

High schools have been back in the classroom for a year and they want in-person events. We are encouraging their students to see our campus and meet our faculty and staff.

We are building enrollment one relationship at a time.



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Day on the Hill

Tabling (learning communities, instructional programs, services, ASFC, etc.)

Presentations: Transfer/Counseling, Financial Aid/EOPS, DRC...

HS Field Trips

Counseling, Financial Aid, Support Services, Department visits



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Dual Enrollment Update

- 2020/21 Data shows of 1110 CCAP students 31 % (348) matriculated to FHDA in fall 2021
- 42% of these students were Latinx
- Black and Latinx CCAP students succeeded at a higher rate (81 % and 85%) when they came to Foothill
- New contract ed. agreements being developed with local youth correctional facilities (SCC) for HORT. New Vet Tech class in the OUSD
- Middle College doubled in 2020/21. College Now is recruiting more students.
- DE is a rapidly growing part of our student population.

Marketing...Spring 2022

- **Website Redesign:** Vendor to be confirmed this week (work will start in April with focus groups, etc.) The new website will be ADA compliant, inclusive and welcoming, graphic and video rich, navigation will be vastly improved, and it will drive enrollment...
- **Video Content:** we will be shooting five different promotional pieces to appeal to different student personas
- **Photo Shoot:** Updating all imagery used on the website. Department photos, etc. Planning to have a photo session on 4/5 Flex Day
- **New Directory, New Schedule Format, New interactive maps on the website...**
- **Campus signage and wayfinding...**



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Classes Start April 6

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2022/23 Marketing

- Advertising is being targeted at three distinct groups - ‘traditional students,’ people looking to reskill/retrain, and mature students looking for activity classes
- Emphasis on digital and radio (English and Spanish language ads for spring)
- CTE Campaign
- Getting the Community back onto campus