Increase Bakersfield College Enrollment by 5%

Objective A: Create a marketing plan for BC
  • Understand the market demographics, needs, and primary influences
  • Develop pre/post applicant marketing strategy
  • Bust the “myths” about BC

Objective B: Increase outreach
  • Collaborate with other outreach programs on campus (e.g. grant funded outreach programs)
  • Increase faculty participation at outreach events
  • Expand matriculation services at top feeder high schools
  • Explore and offer community events on campus
  • Train alumni speakers for specific yield activities
  • Offer matriculation events on campus – It’s Possible, Renegade Days, Orientations

Objective C: Develop a multi-step written communication plan
  • Develop poster, brochure, search piece, view book
  • Develop student and parent letters (emails) and follow-up letters for all inquiries/admits

Objective D: Enhance the college student orientation program
  • Improve the current face to face orientation with various campus speakers/themes
  • Host two large orientation programs on campus
  • Establish a new web-based orientation program (Comevo)
  • Develop a parent component (Spanish)

Objective E: Establish a BC Welcome Center
  • The welcome center will be the central point of contact for first-time visitors, continuing students, and parents
  • Assist new students with selecting a major, preparing for the assessment test, and course registration
  • Take ID pictures of new students

Objective F: Enhance computer support system
  • Improve communication flow to track matriculation completions
  • Develop ODS Reports to support telecounseling initiatives and inquires
  • Produce ODS reports to better monitor progress toward enrollment goals