

Enrollment Management – Marketing Timeline

APRIL

Activity	Lead person	Timeline	Status
Secure the following list: * New Spring/ Summer/fall students, non- continuing students * Students who were enrolled in Spring. Students who applied but did not register for summer/fall List should include phone numbers, addresses and emails addresses.	April Dale-Carter	1 st week	
Electronic marquee to promote Summer & Fall semester courses	Paul Bratulin	1 st week of April through 2 nd week of September	
City Street Banners. Contact locations and update banners for placement in May to promote Summer and Fall registration	Paul Bratulin	1 st week of April through May	
Design and update campus banners and posters for Summer and Fall Registration	Paul Bratulin	1 st week of April	
Purchase ads space in 4 year colleges newspapers to advertise for summer	Paul Bratulin	1-4 week of April	
Update postcards for students who applied but never registered and high school students	Paul Bratulin	1-4 week in April	
Bus Billboards	Paul Bratulin	Ongoing	

New Student Welcome Day – San Bernardino Valley College	Johnny Conley	First Senior Day & NSWDC Committee meeting April 1 st 9-11 a.m.	
Visits to Alternative High Schools	Clyde/Johnny/Marco	1 st week – 4 th week	
Contact outreach locations to secure approval for Student Outreach Teams to promote Fall semester	Clyde/Johnny/Marco	1 st week – 4 th week	
Increase counseling hours during Peak Registration	Marco Cota	1 st week – 4 th week	
Assure that all Student Services employees are providing accurate information to potential and current students. Coordinate office hours during peak registration period.	Marco/Dr. Shabazz	1 st week – 4 th week	
Electronic recruitment via Facebook and Emails to students who applied but did not register	Paul/Chris/Joseph	1 st week – 4 th week	
High School Counselor Conference	Marco Cota	April 29, 2016	
Senior Day	Johnny Conley	April 22, 2016	
Mail summer enrollment postcards	Paul Bratulin	3 rd /4 th week	
Enrollment Management Committee Meeting	Dr. Shabazz	2 nd week	
Promote Fall courses in spring Sessions	Instruction	2 nd week – 3 rd week of April	
Faculty promotion of Fall courses in their classes (Memo to instructors from VP Kinde)	Instruction	4 th week- 3 rd week of April	

Press Release for Summer and Fall 2016 Peak Registration.	Paul	4 th week	
Enrollment Management Committee Meeting	Ricky	4 th week	
Continue Media Advertisement Fall semester	Paul	Ongoing	

MAY

Activity	Lead person	Timeline	Status
Electronic marquee to promote Summer & Fall semester courses	Paul Bratulin	Ongoing	
City Street Banners. Contact locations and update banners for placement in May to promote Summer and Fall registration	Paul Bratulin	Banners up by 2 nd week in May	
Place campus banners and posters for Summer and Fall Registration	Paul Bratulin	1 st week of May	
New Student Orientations	TBD	1 st week – 2 nd week of May	
Continue Media advertising for Fall semester	Paul Bratulin	1 st week – 4 th week	
Electronic recruitment project-Send emails to prospective students via A/R data, Twitter and Facebook.	Paul Bratulin	1 st week – 4 th week	
Visit Local School Districts to schedule presentations during the Districts Counselor Trainings.	Clyde/Marco/Johnny	1 st week – 4 th week	

Enrollment Management Committee Meeting	Dr. Shabazz	2 nd and 4 th week	
New Student Welcome Day – San Bernardino Valley College	Johnny Conley	NSWD Committee meeting May 20 th 9-11 a.m.	
Student Outreach Teams, Graduates and Alumni at recruitment locations in and around the community	Clyde/Marco/Johnny	Begin 1 st –4 th week	
Fall Registration posters and marketing on campus for currently enrolled students to register for fall. Register NOW! Campaign.	Paul	Begin 1st –4th week	
Mail post cards to students who applied but never registered and high school students	Paul	2-4 week	
Email to currently enrolled students encouraging them to register for Summer and Fall	Paul	Ongoing	
Update banners on college website to promote Summer and Fall Registration. Add banners for Tumaini, NSWD, FYE, Puente, Open classes, See a Counselor	Paul	2 nd week	

JUNE

Activity	Lead person	Timeline	Status
Meetings w/ High School Principals	Marco Cota	1st week – 4 th week	
Enrollment Management Committee Meeting	Dr. Shabazz	2 nd and 4 th week	
Send emails to San Bernardino Valley College students encouraging them to visit a counselor to complete or update their educational plans	Marco Cota	3 rd week	
New Student Welcome Day – San Bernardino Valley College	Johnny Conley	NSWD Committee meeting June 8 th 9-11 a.m.	
Electronic marquee to promote Fall registration	Paul Bratulin	June – 3 rd week	
Add website banner for open summer sections	Paul	Begin 1st –4th week	
Email to students registered in spring but not registered in summer and/or fall	Paul and April	Begin 1st –4th week	
Develop marketing materials for mall outreach location	Paul and Johnny	Begin 1st –4th week	
Promotion of Register Now Campaign for July. Paul to develop a calendar of events. Promote wear your Tshirt Day, weekend door-to-door, mall outreach, etc.	Paul, Johnny, Henry, Marco, and Ricky, (outreach Person)	Ongoing	