

Pandemic Outreach: Video Communication Outreach to Staff and Students
Enrollment Management Committee
Krista Moreland April 27th 2020

Summary: Our need to rapidly adjust how we operate in response to the pandemic has led to a need for increased communication with students and staff. It is important for faculty and counselors to understand enrollment/scheduling changes since both regularly interact with students.

We need to ensure that

- staff are aware and understand changes being implemented,
- staff are able to effectively and accurately communicate with students,
- students understand changes that are being implemented,
- students are able to successfully and correctly register for the summer and fall courses they need.

Communication can be increased by:

- Reiterating the importance of committee member reporting with college council, academic senate, and FCDC
- Posting *short videos* on social media, on the BC webpage, used by outreach or counseling, or send out in emails to reach staff and/or students.

Videos

- 1-2 minute videos will be used to communicate key information to key demographics
- The EMC will work with SGA to develop videos for staff that feature faculty, and videos for students that feature SGA members. Below are video ideas from EMC meetings.
 - Videos will be posted on social media, the BC website, used by outreach or counseling, or send out in emails.
 - Below is the current list for video ideas listed with target audiences and target sessions.

Topics	Audience: Students	Audience: Staff	For: Summer	For: Fall
Explanation of the 3 Distance Education Formats (completed)	n	y	y	n
Understanding BC locations and BC main campus abbreviations.	y	n	n	y
Direct students to the Virtual Welcome Center	y	n	y	y
How to register online/explaining online registration (two separate videos for summer and fall)	y	n	y	y
Clarify video privacy issues/regulations	n	y	y	y
Understanding reasoning behind move to hybrid.	y	y	y	y
Reminder that Fall hybrid courses will be at the Main campus, Delano, and BC SW.	y	y	n	y
Counseling Holds – when you need to contact a counselor for approvals	y	n	y	y
Outreach to continuing Students to enroll (summer/fall separate)	y	n	y	y

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