

Postcard Outreach

Objective:

To ensure that each San Francisco household receive information about how to enroll and register for classes at City College.

Method:

Bulk mail a 6 x 9, four color, double sided postcard to every SF household (389,519) with a message that includes the following:

--Did you know that City College is eager to welcome new and returning students this fall?

--Did you know that all non-credit classes at City College are free?

--Did you know that all credit classes are tuition free to San Francisco residents?

--Did you know that if you enroll half-time at City College and have completed a FAFSA (financial aid application), demonstrate an unmet need, are eligible to receive Federal Financial aid, and are meeting Satisfactory Academic Progress (SAP), you become eligible to receive a laptop computer/cash award and a grocery card?

*--Did you know that while we are working on making it easier to enroll and register online at City College that this spring and summer we are offering safe in-person registration at several sites across the City?**

- Ocean Campus at Frida Kahlo Way and Ocean (parking lot behind Conlan Hall)
- Mission Center at 22nd Street and Bartlett (courtyard)
- Chinatown/North Beach Center at Kearny and Washington (lobby)
- John Adams Center at Hayes and Masonic (parking lot)
- Evans Center at Evans and Mendell (parking lot)

- Include QR code and tiny url that links to a pdf of the Schedule of Classes.
- Include Enrollment Deadlines and Registration Dates.

Budget: 6 x 9, four color, double sided postcard to every SF household (389,519)

Service	Shop/Venue	Cost
Printing	Spotlight (union shop)	\$17,280.00 1,468.80 (Tax)
List purchase	Mailers Haven	1,972.60
Bulk Mail	USPS	65,439.00
Bulk Mailer	Handled with Care	11,885.57
Designer	Emerge Studio?	
	TOTAL	\$98,045.97 + Designer

Funding Sources

State funds for outreach during pandemic recovery

*Emergency Resource Fairs could be funded by HEERF I money

rev 3/13/21

Emergency Resource Fair Proposal

While we are working on making it easier to enroll and register at City College, Spring and Summer 2021, we are offering safe in-person registration at several sites across the City:

- Ocean Campus at Frida Kahlo Way and Ocean (parking lot behind Conlan Hall)
- Mission Center at 22nd Street and Bartlett (courtyard)
- Chinatown/North Beach Center at Kearny and Washington (lobby)
- John Adams Center at Hayes and Masonic (parking lot)
- Evans Center at Evans and Mendell (parking lot)

Each site will be staffed by classified and part-time faculty personnel, including counselors

Each site will offer students the following services:

- enrollment at City College of San Francisco
- guidance on course selection
- registration for selected courses
- opportunities for relief services ranging from grocery cards to laptops or cash awards

Funding Source:
HEERF I and II