

To: Ryan Farley, Lead for Strategy #9
From: Chuck Lepper
CC: Jeff Aird

Date: June 16, 2022

Re: Strategy #9, Increase College Participation

Charge for 2022-23

After reviewing this year's strategy/CWT charge (found on the [CPC SharePoint site](#)), and the recommendations from your year-end report, I have determined the charge for next year will include the following elements:

- Continue translation of Admissions/Marketing/Recruitment materials into Spanish
- Update the "Enroll Student" process map to include changes made over the past four years
- Research and potentially engage third-party services such as [CollegeApp](#) and [Motimatic](#) as potential partners in targeted recruitment of adult learners and engaging with SLCC stop-outs.
- Collaborate with USHE and the UCAC advisors to revive FAFSA completion efforts at the high-school level.

Implementation Action Plan

Proposed Action (charge element)	Deliverable	Due By (date)	Assigned to (Person)
Continue translation of Admissions and Marketing/Recruitment materials into Spanish	Translated web pages in Admissions and Financial Aid	January 31, 2023	Ryan Farley Kate Gildea-Broderick Joshua Montavon
Update the “Enroll Student” process map	Completed process map and outline of completed and/or proposed changes	April 1, 2023	Ryan Farley SEM Committee
Research and engage third-party services to assist with recruitment	At a minimum CollegeAPP and Motimatic platforms functional and being fully utilized	CollegeAPP – July 1, 2022 Motimatic - August 1, 2022	Ryan Farley Salote Brown
Revive FAFSA completion efforts with USHE & UCAC	List of FAFSA completion events held, dates, attendance, and	April 1, 2023	Ryan Farley Joshua Montavon Caroline Bitter
	outcomes along with future plans.		