



Higher Education Emergency Relief Funding (HEERF) Proposal Recommendation

Please submit this form with any recommendation for Higher Education Emergency Relief Funding (HEERF). Proposals should identify clear goals, objectives, and quantifiable metrics. There are strict federal guidelines on how HEERF funds can be utilized. More information can be found on the U.S. Department of Education HEERF Funding [main page](#), along with an extensive FAQ [here](#).

Proposals that are determined to be an allowable use in accordance with the United States Department of Education guidelines will be made available to the college community for comment. Submission of proposals does not guarantee approval or appropriation.

Proposal Title: Marketing to CCRI Students who paused their education due to the pandemic

Name: Amy Kempe

Position Title: Director

Department: Marketing & Communications

Email: apkempe@ccri.edu

Is this purchase in response to COVID-19? Yes

Was this part of your departmental budget prior to COVID-19? No

If yes, how much was allocated for this purpose? N/A

There are **five main categories**, and your proposal must fall under one of the following. Please choose which category your proposal falls under: Other (please explain)

Please explain how your proposal fulfills the purpose of the category you selected, what the current barrier is, why this proposal is needed to address that barrier, and how this proposal furthers the college's goal of creating a more equitable institution.

Many students struggled with the transition from in-person to online learning in March 2020. As a result of the challenges with online learning, as well as the challenges of the pandemic (employment, housing, familial obligations, health, etc...), thousands of CCRI students chose to pause their college education, and have yet to come back. We know the longer they pause their education, the less likely they will return. We need to intentionally help to bring those students back to CCRI through aggressive marketing & advertising, informing them of the available financial aid, grants, and scholarships available primarily through the Direct Student Aid/Institutional Aid portions o

Proposal Description (Attach additional documents above as needed):

Marketing & Communications proposes allocating an initial \$35,000 for direct mail and targeted social match back advertising to re-engage "stop-outs" to enroll in the Spring 2022 semester and Late Start Spring semester. The total number of "stop out" students is approximately 13,000. Marketing anticipates spending \$10,000 (of the \$35,000) on two different direct mail pieces, one to hit mailboxes on January 2 to promote re-enrolling in the Spring 2022 semester, the various financial aid/grants/scholarships available, and how to register/re-apply. The second postcard will hit mailboxes on or about January 19th to the same group of students, excluding those who enrolled for classes starting on January 18th to promote the late start spring semester. The remainder \$25,000 will support a social media match back campaign in which we will match those students with their various social media platforms (FB, Insta, Snapchat) to deliver very

Please explain how the proposal aligns with one (or more) of the goals outlined in the Strategic Plan.

- X Goal 1: Enhancing Student Success and Completion
- Goal 2: Expanding Partnerships and Programs
- Goal 3: Strengthening Institutional Effectiveness

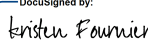


Successfully re-engaging those students who stopped out due to the pandemic to re-enroll directly supports Goal 1 of the Strategic Plan - enhancing student success and completion.

Please outline quantifiable metrics of this proposal:

We can measure "click-thru" rates on our social media match-back and programmatic campaigns. Working with Enrollment Management, we will identify the best web page to direct these students to start the process, from which we can gather data on the number of visits to those pages. Ultimately, our metrics will be measured by the number of these students we re-enroll for the Spring semester.

How will this proposal be sustained after the HEERF funding period?

Marketing & Communications will fold these stop-out students into its broader advertising strategy and campaigns.

For Administrative Purposes Only	
Signatures	Comments/Justification
<div style="border: 1px solid black; padding: 5px;"> <small>DocuSigned by:</small>  12/7/2021 3:30 PM EST <hr/> Grant Director Date X Proposal Complete Modifications Required </div>	HEERF Question #27 - Permissible use of funds - re-engagement. Marketing needs to be targeted to CCRI students enrolled on or after the pandemic and include scholarship information. Per DR - good use of SIP funds.
<div style="border: 1px solid black; padding: 5px;"> <small>DocuSigned by:</small>  12/7/2021 3:58 PM PST <hr/> Grants Accounting Date X Compliant Further Consideration Req. Non-Compliant </div>	39. Question: Can schools using CARES Act funds under Section 18004(a)(2) or Section 18004(a)(3) to make scholarships to students advertise those scholarships using such funds? Answer: Yes. The C & A for Section 18004(a)(1) states: "Recipient shall not use funds for payment to contractors for the provision of pre-enrollment recruitment activities, which include marketing and
<div style="border: 1px solid black; padding: 5px;"> <small>DocuSigned by:</small>  12/9/2021 5:33 AM PST <hr/> Controller's Office Date X Compliant Further Consideration Req. Non-Compliant </div>	Proposed use should be an allowable use of the college's section 18004(a)(2) funds (SIP, Banner fund 209130). See FAQ 39 HEERF FAQ Rollup Document, last updated 11/20/2020.
HEERF Committee Reviewed Approved for Funding	
<hr/> Committee Chair Date HEERF Funding Alternative Funding	