



## PROMISING PRACTICES EXCHANGE

Please send your completed forms to Joe Holliday: [jholliday@sbctc.edu](mailto:jholliday@sbctc.edu).

Which of the five areas of Strategic Enrollment does this practice address? (Check all that apply)

- Alignment with K-12
- Re-engaging Adult Students
- Onboarding New Students
- Retaining Students
- Responding to the COVID-19 Pandemic

1. Name of practice: Creating meaningful connections
2. Description of practice: At Columbia Basin College, we have worked hard pre and during the pandemic to create meaningful connections with our prospective students and community about the educational options that we offer. During the pandemic, we have continued to offer virtual based programming using the “Blue Apron” model of providing all the learning tools to the door of our participants. We have also adapted pre-pandemic events to continue to show our community that we are here to serve them.
3. Results: What evidence do you have that this practice is achieving desired results? We have continued to have successful turnout for events. Enrollment during the pandemic has been impacted, however, we have seen surprising results from our communication practices that included an initial increase in new students for Spring 2021 when compared to YOY numbers.
4. Based on your review of the Excellent Practices Rubric, please indicate whether you believe this practice is emerging, promising, or excellent. (Select only one)
  - Emerging
  - Promising
  - Excellent

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Submission date: 4/16/2021