

ACCCA 1600 STRONG CAMPAIGN UPDATE



Elements of the Campaign:

A. RECRUITMENT CHAMPIONS/MESSENGERS-*We simply CANNOT do this without YOU*

- **ACCCA Board Members** [regularly connects with campus colleagues, affiliates and system colleagues]
- **Regional Member Council** [regularly connects with region's Campus Contacts and their own campus colleagues]
- **Campus Contacts** [regularly connects to all non-member administrators at their campus]
- **ACCCA Members** [regularly connect to their campus contact and system colleagues]
- **ACCCA Staff** [connects to Board, volunteers, Regional Council, Campus Contacts, state agency personnel and affiliate groups]

B. RECRUITMENT MESSAGES/CAMPAIGN BRANDING: **Be the ONE!**

- ACCCA to all Members: **BE THE ONE**
- ACCCA to Non Members: An invitation to join us. **"The only thing missing in ACCCA is YOU!"**
- ACCCA to RMC: Here are tools for your key resource—your Region's Campus Contacts
- Campus Contacts to Colleagues: ***I'm a member, here's why!***
- Board to colleagues: ***I believe in ACCCA's mission, and as a leader, you should too!***
- Member to Member: ***Are you an ACCCA member yet? This is why I continue to support ACCCA***

C. RECRUITMENT PLATFORMS/VEHICLES

- Email Distribution
- Web Site
- Quarterly Newsletter
- ACCCA Events
- Affiliate Events
- Management Meetings/Local
- Updated Brochures/Flyers and Branded Swag

D. RECRUITMENT INCENTIVES

- For any non-member: Three months free if you sign up at an event [payroll deduction]
- For Campus Contacts: \$50 Gift Cards for meeting recruitment milestones per attached schedule
- For Board Members/ACCCA Members: The knowledge that you're helping the cause!

E. RECRUITMENT TRACKING/REPORTING [Monthly Goal: 14 new members]

- New member communications/initiation of 12-month contact cycle at time of processing
- Weekly Encouragement Reports to Regions as new members are processed
- Monthly by Region Reports [Member Stats] out to RMC/Campus Contacts
- Quarterly reports to the Board
- Annual accounting of net member increase

Accomplishments to date:

1. Established a campaign brand and we mapped out the communication plan necessary for success over the next 12—24 months including milestones for success.
2. Broadly communicated the campaign mission and message across platforms and continue to reinforce messages according to a schedule of targeted communications.
3. Developed and deployed recruitment tools with easy online access for individual recruiters.
4. Developed and re-launched the new ACCCA Quarterly Newsletter, continue to build content for three additional issues this year.
5. Re-engaged the Affiliate contact list, and invited collaboration.
6. Established an affiliate event schedule and are working to link volunteers from the Board to represent ACCCA at key events.

Next Steps [9/15 to 1/15]:

- Complete re-design and distribute member brochure [challenges with obtaining appropriate photos] by 9/30. Distribution will occur at affiliate events, incorporated into the HR campaign in October and an e-version will be replaced on the resources page.
- Confirm plan for engagement of Campus Contacts at the RMC meeting on 10/8 and initiate incentive Campaign.
- Finalize plans for engagement at ACCCA Conference [#MyACCCAStory booth, on site outreach, program scripting and GS video intros]
- Continue tracking progress and install an area on the web site to recognize successful recruiters
- Continue to collect information and curate the January edition of the newsletter.

PERIOD	NET MEMBERS	NET +/-	NEXT GOAL	TO GOAL
6/30/2019	1166		1180	14
7/31/2019	1174	8	1194	20
8/31/2019	1161	-5	1208	47
9/30/2019			1222	
10/31/2019			1236	
11/30/2019			1250	
12/31/2019			1264	
1/31/2020			1278	
2/28/2020			1292	
3/31/2020			1306	
4/30/2020			1320	
5/31/2020			1334	
6/30/2020			1348	

Goal at 6/20/20 is 1348 members/monthly goal 14 members

CAMPUS	FTE	
Lassen College	2,100	
Copper Mountain College	2,677	
Feather River College	3,301	
Columbia College	4,009	
Porterville College	5,195	
Barstow College	5,203	
College of the Siskiyous	5,527	0-10K
Lake Tahoe Comm. College	6,025	3 membs
Mendocino College	6,732	
West Hills Coll., Coalinga	6,778	
Cerro Coso Comm. College	6,898	
College of the Redwoods	6,971	
Palo Verde College	7,361	
Clovis Community College	8,568	
Taft College	8,814	
West Hills Coll., Lemoore	9,000	
College of Marin	9,301	
Napa Valley College	9,381	
Los Angeles Harbor College	9,813	
Contra Costa College	9,911	
College of Alameda	10,194	
Imperial Valley College	10,246	
Canada College	10,335	
Oxnard College	10,355	
Merritt College	10,705	
Compton College	11,602	
Gavilan College	11,735	
Berkeley City College	11,750	10K-30K
Folsom Lake College	12,032	5 membs
Las Positas College	12,302	
Los Medanos College	12,347	
West Los Angeles College	12,452	
San Jose City College	12,469	
Shasta College	12,708	
Los Angeles SW. College	12,959	
Cuyamaca College	13,007	
Ventura College	13,064	
Norco College	13,337	
Evergreen Valley College	13,614	
Monterey Peninsula College	13,734	
San Diego Miramar College	14,112	
Solano comm. College	14,133	
College of San Mateo	14,136	
Moreno Valley College	14,233	
Cosumnes River College	14,443	
Mission College	14,770	

Merced College	14,775
Cabrillo College	15,000
College of the Sequoias	15,089
Los Angeles Mission Coll.	15,389
Foothill College	15,422
College of the Desert	15,438
Reedley College	15,488
Cuesta College	15,572
Skyline College	15,621
West Valley College	16,053
Victor Valley College	16,055
Butte College	16,290
Cypress College	16,500
Ohlone College	16,714
San Diego City College	16,908
Golden West College	17,034
Hartnell College	17,091
San Bernardino Valley Coll.	17,265
Santa Barbara City College	17,457
Coastline Comm. College	17,525
Los Angeles Valley College	18,472
Antelope Valley	18,849
Laney College	19,203
Citrus college	20,176
Irvine Valley College	20,684
Chaffey College	20,948
Los Angeles Pierce College	21,538
De Anza College	22,718
Cerritos College	22,731
Mt. San Jacinto College	22,883
San Joaquin Delta College	23,942
MiraCosta College	24,068
Modesto Junior College	24,149
Grossmont College	24,431
Sierra College	24,992
Los Angeles Trade-Tech Coll.	25,167
Fullerton College	25,237
Santiago Canyon College	26,734
Southwestern College	26,775
Riverside College	27,389
Bakersfield College	27,627
Rio Hondo College	28,029
Glendale Comm. College	28,066
Allan Hancock College	28,531
Diablo Valley College	28,784
Orange Coast College	28,871
Pasadena City College	30,000

El Camino College	32,069	
College of the Canyons	32,146	30K +
Los Angeles City College	32,321	7 membs
Sacramento City College	32,516	
Fresno City College	33,185	
San Diego Cont. Education	33,266	
Long Beach City College	33,818	
San Diego Mesa College	34,779	
City Coll. Of San Francisco	35,801	
Palomar College	36,049	
Saddleback College	37,015	
Chabot College	37,316	
Santa Rosa Junior College	38,702	
Santa Monica College	45,474	
American River College	45,558	
East Los Angeles College	57,435	
Mt. San Antonio College	59,343	
Santa Ana College	62,136	