Debrief on the Road To Success Event 2011  
February 6, 2012

Outcome and Findings

- RTS 2011 was successful and more successful that 2010 – 1800 lottery tickets in 2011, and 1250 in 2010.
- More participants – both students and staff/faculty.
- Greater awareness – due to success of previous two years which builds long-term awareness. Students know, maybe expect, RTS to take place in fall semester.
- Expanded – to IVC campus.
- Improvements made for 2011
  - Large banners were printed and hung (1-at tree/ across foot bridge, 2-over steps coming up from College Ave., 3-next to Harlan Center [2012 – move to Harlan Center entrance from Sir Frances Drake...many, many students would see it coming off the bus])
  - Anna Pilloton and the student ambassadors were a great help.
  - Luz Moreno and the Puente students were also a great help.
  - Becky also enlisted several tutors for day-of help.
  - Friday before event – “All Hands on Deck” got several staff/faculty to help put together the event-in-a-box boxes. Made it streamline for all.

How to Improve for 2012

- Include evening students!!!
- Do any other CCCs do an event like this? How do they do it? Any new ideas for improving?
- “Modularize” pieces and get more people involved with planning, tactics, and execution
- Instructors to announce in each class of dates/times
  - Means information needs to be printed well in-advance to stuff mailboxes; may be distribute to each faculty member as he/she exits Fall Convocation
  - COMall email to be sent (it was requested in 2011, but not done)
- Announcement posters – could be re-designed slightly to say WHAT event is about (e.g. ‘Here’s Why RTS is Important to you)
- Get each department / service to assign a Table Captain – each Captain would 1) come get the event box on Monday, 2) get balloons each morning, 3) return the box at end of event, 4) be responsible for scheduling staff/faculty to man the tables for each day
- IVC – needs to assign a person to be responsible for IVC
- There is A LOT of printed inventory left over from 2011 – is there any way to re-use some of it – stickers, to lower event cost?
Other ideas (from Survey Monkey sent to faculty/staff)

- Use the gym – to have most “tables” so that students can get to more tables in a shorter amount of time
- Have Harlan Center Table – in the Quad and visible from the ‘tree’ area
- Allow students to be let out of class 15 minutes early so that they can visit more tables/stops
- Get onto “Faculty Radar” much, much earlier (in late April?) – provide examples of what other tables do, other information sheets provided, etc.
- **Really, really** need to get “positioning” to faculty, staff and students: 1) What is RTS?, 2) WHAT is it for/WHAT does it do? WHY is it important?
- A/R, Student Affairs and Job Placement – had 2 tables, need 3 for all
- Get more faculty involvement! Instructors can award ‘extra points’ for walking the road.
- Perhaps provide ‘student guides’ to take classes around to different stops. (re: students who already know about RTS/COM services… at least partially)
- On both nights, have the tables open from 7pm-8pm… students in the evening classes would be allowed to walk the road for their class… it would mean each table would need staffing

Timing – when to start for 2012