

Bakersfield College 2018-2019

Program Review – Annual Update - Non Instructional

Program Name: Outreach & School Relations

Program Type (Administrative, Student Affairs, Academic Affairs, Other):

Bakersfield College Mission: Bakersfield College provides opportunities for students from diverse economic, cultural, and educational backgrounds to attain Associate and Baccalaureate degrees and certificates, workplace skills, and preparation for transfer. Our rigorous and supportive learning environment fosters students' abilities to think critically, communicate effectively, and demonstrate competencies and skills in order to engage productively in their communities and the world

Describe how the program supports the Bakersfield College Mission:

The Outreach & School Relations department facilitates communication and distribution of information to current and potential students in Kern County regarding the academic programs and support services at Bakersfield College. Outreach & School Relations builds awareness of programs and options for potential students, develops outreach strategies for specific populations, coordinates and conducts campus tours for potential students, and represents the college at various community events and activities.

The department plays a critical role in the on boarding process as the starting point for all new students (high school and non-traditional). The department seeks to build awareness of the programs and services at the college, communicate and assist with the matriculation process, and establish a connection between the potential student and the college faculty and staff.

Program Goals:

A. List the program's current goals. For each goal (minimum of 2 goals), discuss progress and changes. If the program is addressing more than two (2) goals, please duplicate this section. Please provide an action plan for each goal that gives the steps to completing the goal and the timeline.

1. Program Goal:

Meet enrollment target set for college

List the institutional goals from the Bakersfield College Strategic Plan that will be advanced upon completion of this goal?

Student Progression and Completion

Progress on goal achievement:

This year we successfully assisted 3,368 high school seniors through the matriculation steps at our feeder high schools, up 31 % from the previous year. We implemented two new pieces to our process that proved to be successful. First we implemented a communication plan (see goal 3 below for extensive details) to keep in communication and provide information to the high school seniors as they were completing the enrollment steps at their respective high school.

We held a Registration Rocks event at every feeder high school on the second day of priority registration. On that day alone, with the help of over 100 BC employees and students, we registered 2,386 students, up 250% from Fall 2017! We have continued to refine our services to ensure as many students as possible have access to education at Bakersfield College. Below is a summary of the high school workshops we provided. As shown, we had an increase in the number of students who attended all workshops.

Summary of high school workshops

Workshop	Total Workshops	Students Attended	% of Students Attended change from 16-17
Application	47	3,309	120% (1,505)
Orientation	43	3,477	172% (1,274)
Assessment	60	3,710	140% (1,540)
NSW & ASEP	47	3,130	168% (1,167)
Registration	5	2,386	250% (682)
Totals	203	16,026	140% (6,663)

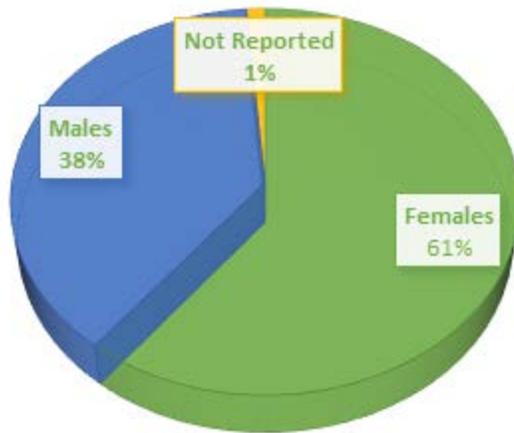
This year we expanded our services to assist Inmate Education with the BC enrollment steps. Our staff helped facilitate application and orientation workshops at 8 prisons. We plan to continue to grow with the program and assist with the enrollment steps as each semester continues.

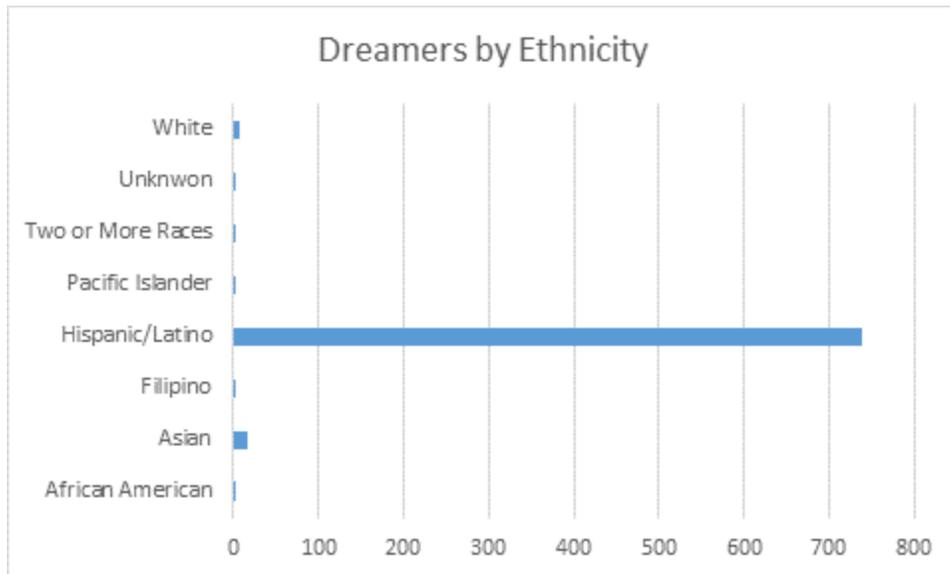
An advisor was assigned to increase the population of AB540 students. Pedro Ramirez has worked with various departments on campus to bring awareness to our students about AB 540. The combined efforts are shown in the data below. The data shows demographics of AB540 students and the increases in population over the course of the last three years.

Enrollment of First-Time College Students by Year: Undocumented/AB540



DREAMERS BY GENDER





Status Update – Action Plan and any link to Resource Requests:

High School Matriculation Workshops

We will be changing matriculation steps at the high schools by removing assessment and combining orientation and New Student Workshops (counseling). These changes are being implemented now to prepare for AB705 that is going to roll out in Fall 2019. Our high school partners have expressed concern in the past about the number of times we pull students from their classes. This year we will only pull the students 3 times (application, New Student Workshop, & registration), rather than the 5 times as we have previously done, limiting the amount of class time missed per student.

Outreach will partner with CalSOAP to increase FAFSA completion and bring more awareness to scholarships.

Assisting Additional Programs

We will continue to assist Inmate Education with matriculation at the prisons each semester. In addition, Outreach will assist Dual Enrollment with application workshops at our feeder high schools. Dual Enrollment application workshops will begin Spring 2019.

2. Program Goal:

Implement an online Orientation program for new students.

List the institutional goals from the Bakersfield College Strategic Plan that will be advanced upon completion of this goal?

Student Progression and Completion

Oversight and Accountability

Progress on goal achievement:

Online Orientation was launched using Comevo software in 2017. The software has been in place, but has not been used to its fullest capabilities. While the online Orientation covers all the required student learning outcomes, our goal is to continue to improve by integrating the use of videos. This will create a more visually stimulating and engaging presentation. In addition, videos are needed to improve our accessibility for all.

Since inception in February 2017, 17,388 students have attempted to complete the online orientation. When compared to in person orientations, this number is substantially higher. To compare, from September 2017 to September 2018, 10,535 students attempted to complete the online orientation. During that same period, 3,985 students attended the in-person version. This data shows more students are opting to choose the online version. That said, it is of high importance that we improve the accessibility and usability of our online orientation.

Status Update – Action Plan and link to Resource Requests

A committee has been formed to create content and videos for orientation. The goal is to create videos using staff and students from key campus departments and programs, and implement by Spring 2019.

3. Program Goal:

Develop a comprehensive communication plan to follow up with new students through the matriculation steps.

List the institutional goals from the Bakersfield College Strategic Plan that will be advanced upon completion of this goal?

Student Progression and Completion

Progress on goal achievement:

This year we developed a communication plan and rolled it out with the high schools we serve in the Kern High School District. Throughout the high school matriculation workshops, we kept a line of communication via email to ensure that each student knew what they had completed, and what their following steps in the enrollment process would be. This email was sent to all individuals who completed the workshops at their respective high schools. A total of 9,226 emails were sent.

In addition, we sent a registration packet to all fully matriculated high school seniors. The packet included a congratulatory letter containing their priority registration date, their personalized abbreviated student education plan (ASEP), and registration and financial aid information. The goal of the communication plan was to ensure each student who completed the enrollment process at their high school, was aware of their registration date, what classes to take, and how to register for said classes. It was designed to be the “closing the loop” of the services we provided at each high school. A total of 3,335 registration packets were sent.

Status Update – Action Plan and link to Resource Requests

Our goal is to expand the email communication plan to include more high schools in our service area, including private high schools in Bakersfield as well as surrounding rural area high schools. The email will continue to inform students about where they are in the enrollment process and what is to follow, as well as include information about Financial Aid. In addition, we will continue to refine the registration packet and send it to all fully matriculated high school seniors prior to Summer/Fall 2019.

4. Program Goal:

Develop and implement Parent Orientation to aid student success.

List the institutional goals from the Bakersfield College Strategic Plan that will be advanced upon completion of this goal?

Student Progression and Completion
Oversight and Accountability

Progress on goal achievement:

Our team has worked together to develop a parent component to go along with our in-person orientations we currently have in place. The orientations take place once a month and cover a range of topics to prepare parents for what to expect with a student in college for the first time. We implemented the parent presentation in the Summer 2018 semester, offering both Spanish and English sessions.

Status Update – Action Plan and link to Resource Requests

Now that we have the parent orientation up and running, our goal is to increase awareness and attendance. We will do this by

- Updating the Orientation website to include information about the added component
- Increase promotion by using social media and the Bakersfield College website
- Creating an email communication plan for newly enrolled students

An additional goal will be to work with Pathway teams and affinity groups to create specialized parent orientations.

5. Program Goal:

Build a system to track services provided to students in Welcome Center.

List the institutional goals from the Bakersfield College Strategic Plan that will be advanced upon completion of this goal?

Student Progression and Completion

Progress on goal achievement:

Last year we developed and implemented a visitor tracking system using iPads to document the number of visitors, as well as the reason for each visit. While it worked for a short period, it proved to be inefficient over time. We have since stopped tracking visitors and revisiting alternative methods to use. Currently we are only able to track the number of students who visit the Welcome Center to receive their Renegade Card. Over the last year (9/17 - 9/18) we had 8,642 students visit the Welcome Center to retrieve their Renegade Card.

Status Update – Action Plan and link to Resource Requests

We will continue to work together to come up with the most efficient method that works for our visitors, our team, and our area. A committee has been formed to work with other departments/offices on campus to determine what systems others have in place to see if we could implement something similar.

6. Program Goal:

Implement Guided Pathways in the on-boarding process.

List the institutional goals from the Bakersfield College Strategic Plan that will be advanced upon completion of this goal?

Student Progression and Completion

Oversight and Accountability

Progress on goal achievement:

A brochure containing information regarding enrollment and Pathways has been created to provide a basic understanding of the enrollment steps as well as what majors are available in each pathway. This brochure will be used in the Welcome Center, during high school matriculation services, and at community events.

We also have integrated pathways into the New Student Workshops held at high schools. We have revamped the workshop to be Pathways driven. Students learn about each pathway, and the majors included. Students were also grouped by pathways to develop their abbreviated education plans with BC counselors and advisors. This helped students have an understanding of what pathways are and what pathway they will be in based on their major, giving them a pathways foundation prior to starting classes at BC.

Status Update – Action Plan and link to Resource Requests

Guided Pathways plays an essential part in the enrollment process. We will continue to refine our services to include Guided Pathways information. We will also collaborate with the various pathways to create individualized informational events to bring awareness to current and future students.

7. Program Goal:

Increase student awareness of the Welcome Center, the One-Stop Shop.

List the institutional goals from the Bakersfield College Strategic Plan that will be advanced upon completion of this goal?

Student Progression and Completion

Progress on goal achievement:

Awareness of the Welcome Center is gradually increasing. Although signage has not been created, we have seen an increase in foot traffic for students interested in receiving their Renegade Card. We have promoted the Renegade card by using the BC website, working with various departments to make the ID mandatory to use services, and ensuring that all students who attended Summer Bridge attained their card. Over the two academic years, we have averaged roughly 8,500 students visiting the Welcome Center for Renegade Cards. Our goal through promotion and marketing is to increase that to 10,000.

Status Update – Action Plan and link to Resource Requests

Due to upcoming building renovations through Measure J, we have decided to hold off on having signage created for the building. We will continue to increase awareness of the Welcome Center by promoting the services available:

- Using social media and BC website
- Advertising/promoting in the Renegade Rip
- Creating small signage to share location/services available throughout campus

B. List new or revised goals (if applicable)

Program Goal:

Not applicable

List the institutional goals from the Bakersfield College Strategic Plan that will be advanced upon completion of this goal?

(Student Learning, Student Progression and Completion, Facilities, Leadership and Engagement)

Progress on goal achievement:

Status Update – Action Plan and link to Resource Requests:

Program Analysis:

Take a look at your trend data (all programs should have some form of data that is used to look at changes over time). Please report on any unexpected changes or challenges that your program encountered this cycle:

1. In the third year of the new state-wide application, CCCapply, the department still struggled with issues regarding activation of student accounts. For Fall 2017 there were 2,106 potential students who were unable to complete the application successfully. This is only down slightly from the prior year, which had 2,146.
2. This year there were a large number of high school seniors who were concurrent/dual enrolled. These students receive a hold on their account and are required to visit the campus and submit proper documentation to have it cleared. This hold became an issue when we assisted these fully matriculated students with registration.
3. The campus log in for insideBC has moved to a single sign on system. This change has caused security issues on the laptops used in the Welcome Center, leaving student's information open to other users.

1. How does your trend data (or other data your area collects) impact your decision making process for your program?
 - Fall enrollment is up 5.8% from last year. The point in time comparison shows that at census we had 20,606 total headcount in 2017 and 21,810 this year. We continue to increase the number of program we help with the on-boarding process. Moving forward, we will assist programs such as Dual Enrollment, Inmate Education, and AB540 students with the on-boarding process.
 - The matriculation work done at the high schools has increased the number of fully matriculated first-time students. 3,368 high school seniors were fully matriculated and received priority registration for Fall 2018, which is up from 2,563 in 2017. According to the Student Services Trend Data, the number of first time students has increased by 4%, from 5,896 in 2016-17, to 6,109 in 2017-18. We attribute this to our recently implemented communication plan with matriculating high school seniors as well as the registration events held at our feeder high schools.
 - 3,119 high school grads (class of 2017) were enrolled at KCCD in Fall 2017, about 31% of our feeder high school's grads.
 - Summer Bridge enrollment increased **11%** from 1,200 (Fall 2017) to 1,350 (Fall 2018). We continue to promote Summer Bridge during workshops at the high schools. The work continues to pay off as we have had increased growth over the last two years.
 - Over the past year approximately 8,500 students have visited the Welcome Center to get their Renegade Card. The goal for next year is to get an additional 10,000 students equipped with a Renegade Card. We will promote/market the Renegade Card by using:
 - social media, BC website
 - Renegade Rip
 - encouraging Student Development faculty to bring their class to the Welcome Center
 - implement the ID mandatory to use services in Counseling, SGA, Financial Aid

Attached for reference: Enrollment yield by service area high school, 2018-19 Student Services Trend Data, Fall Enrollment and Current FTES Update as of September 4, 2018, Fully Matriculated HS Students

2.
 - If you have had time to review and discuss your program's data with members of your department, attach documentation of your discussion. Documentation can come in the form of minutes from meetings or retreats, email dialog or any other ways that show substantive discussion.
Meeting notes are attached

3. Were there any changes to student demographics (age, gender, or ethnicity) for the past cycle?
No. The largest group of students we help are high school students. Data continues to prove that the 19 and younger age group is growing more than any other age group. The efforts of Outreach along with Dual Enrollment have increased this the population of this group.
4. Equity gaps
 - o Please look for large differences, or gaps, between top performing groups and others. Consider how you could identify the reasons behind these gaps, and if there changes that could be made to reduce them. For in depth review of equity issues, and on changes that are being made campus-wide, please refer to the current [Bakersfield College Student Equity Plan](#).

N/A

5. Please describe any recent achievements of members of your area who have won awards or distinctions, new projects your area has implemented, professional development work, professional conference presentations or recently published work.

President’s Leadership Award – Steven Watkin

6. The college has embarked on significant efforts such as **Guided Pathways, affinity groups** and **completion coaching communities** to improve the success and completion rates of our students. Please describe what your program/department/office is doing to contribute to these efforts. As a team, we ensure students understand and complete the enrollment steps needed to become a student at Bakersfield College. We have incorporated Guided Pathways into brochures, as well as revamped our high school workshops and in-person orientations to be Pathways focused. In addition, our advisors, program manager, and director all play a role in a completion coaching community.

Steve Watkin – Lead, African American Students affinity group
 Ashlea Ward – Data Coach, Personal and Career Exploration Pathway
 Manuel Muralles –Advising Expert, Business Pathway
 Pedro Ramirez – Advising Expert, Business Pathway
 Jo Ann Acosta – Advising Expert, Education Pathway
 Josie Guillen – Advising Expert, Personal and Career Exploration Pathway
 Debi Anderson - Advising Expert, Personal and Career Exploration Pathway

7. Explain your role if you are involved in Dual Enrollment, Inmate Education, or Rural Initiatives.

Outreach assists each of these programs with the on-boarding of their cohorts of students. As matriculation experts, we have facilitated enrollment workshops for Dual Enrollment (application) and Inmate Education (application & orientation). As for rural initiatives, we provide matriculation services to all rural high schools just as we do for the Kern High School District.

Assessment Report - Annual Update

- A. List your Administrative Unit Outcomes (AUOs)
- B. How did your outcomes results inform your program planning?
- C. How do the Administrative Unit Outcomes align with Institutional Learning Outcomes?

Analysis of Received Resources from Previous Cycle

Discuss the type of resources you received and their Impact on program effectiveness?

Facilities:

If your program received a building remodel or renovation, additional furniture or beyond routine maintenance, please explain how this request or requests impacts your program and helps contribute to student success.

- 1: Space Allocation
- 2: Renovation
- 3: Furniture
- 4: Other
- 5: Beyond Routine Maintenance

Technology:

If your program received technology (audio/visual – projectors, TV's, document cameras) and computers, how does the technology impact your program and help contribute to student success?

- 1: Replacement Technology
- 2: New Technology
- 3: Software
- 4: Other _____

Other Equipment

If your program received equipment that is not considered audio/visual or computer equipment technology, please explain how these resources impact your program and help contribute to student success.

Conclusion:

Present any conclusions and findings about the program. This is an opportunity to provide a brief abstract or synopsis of your program's current circumstances and needs. Consider this a snapshot of your program if someone were to only read this portion of your annual program review.

- Outreach continues to build lasting relationships within the community. Now servicing over 53 local high schools, representing 4 different districts, offering all matriculation steps at each respective high school. This success has not been accomplished solely by the Outreach team. Partnerships with multiple departments on campus have been developed to provide these services, and prepare students for their first year experience. As a campus-wide team, 3,368 high school seniors were fully matriculated and given priority registration.
- This year campus participation in our first annual High School Registration Rocks event was incredible. The all hands on deck collaboration of over 100 BC staff, faculty and students proved to be successful for the community we serve. 2,386 high school seniors registered for classes over the course of the day!
- Outreach has expanded its services to assist other programs on campus. As matriculation experts, our staff has collaborated with Inmate Education and Dual Enrollment to help facilitate matriculation workshops.

- Goals have been established to improve services in the Welcome Center. It has become the one stop center for campus tours, BC IDs, and enrollment support services for current and new students alike.