










Bakersfield College Communication Plan

ACTION ITEMS







Momentum Points  Encouraging students to meet momentum points – take action	Clarify Path  Corrective comm. for students off path – take action	Inform/Refer  Proactive checking in and referral to services – (academic/non)	Remove Barriers  Handoff to Counseling for student intervention – (academic/non)	Opportunities  Pathways specific opportunities – take action	Walk In  Responding to in-person and virtual support needs – take action
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ROLES





Counselor/Advisor 	Data Coach 	Faculty 
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Start of Term		Timing	Action(s)
Start of Term Goals: Proactive outreach to students using Starfish to filter for specific attributes. Ensure students have a plan and are meeting momentum points.			
	FOCUS: Providing clear expectations for students ACTION: <ul style="list-style-type: none"> → Review of important dates (e.g., withdraw dates) to inform students through syllabi → Update syllabi → Send reminder to students prior to start of class to ensure they attend the first day of class 	Week 0 (for multiple weeks prior to the start of term)	
	FOCUS: Contacting students who are not enrolled in 15 units ACTION: <ul style="list-style-type: none"> → Filter in Starfish for all students who have received "Automatic Flag - At least 9 units but fewer than 15" flag: with attributes for academic standing combined is not assigned → Call all students who resulted from filter in step 1 and track notes in Starfish → Phone calls and email communication no later than XXX Date → Notes entered in Starfish no later than XXX Date 		

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	<p>FOCUS: Welcome and focus students on pathways, graduation, and maximum units.</p> <p>ACTION:</p> <ul style="list-style-type: none"> → Use slide deck (see Helen’s slides as an example) → Make sure it includes the counselor/advisor info for the pathway. → Remind students to apply for graduation early. 	<p style="text-align: center;">Weeks 1 & 2 <i>(add/drop period)</i></p>	
	<p>FOCUS: Welcome and Communication</p> <p>ACTION:</p> <ul style="list-style-type: none"> → Sends email welcome to new students in each pathway → Classroom visits → Attend Pathway meetings 		
	<p>FOCUS: Contact students who have not completed transfer-level Math and English</p> <p>ACTION:</p> <ul style="list-style-type: none"> → Filter in Starfish for all students who have received "Transfer-Level Math and English - Completed" flag: with attributes for current term >9 units, current term <13units, and academic standing combined is not assigned (Cognos) → Call all students who resulted from filter in Starfish and create notes in Starfish <ul style="list-style-type: none"> ◆ Encourage students to consider an additional course or two 		
<p><i>Continue until no late start courses available – Student academic and non-academic (personal/life) concerns referrals</i></p>			
	<p>FOCUS: Contact students who have not completed transfer-level Math and English (if late start options still available), as well as students who are not enrolled in 15 units (with late start options still available). Communicate Student Services programs and services.</p> <p>ACTION:</p> <ul style="list-style-type: none"> → Filter in Starfish for all students who have received "College level Math and English - Completed" flag: with attributes for current term >9 units, current term <13units, and academic standing combined is not assigned → Call all students who resulted from filter in Starfish and create notes in Starfish 	<p style="text-align: center;">Weeks 3 & 4 <i>(capturing late starts)</i></p>	

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	<ul style="list-style-type: none"> ◆ Encourage students to consider an additional course or two → Filter in Starfish for all students who are not registered for 15 units in current term → Call all students who resulted from filter in Starfish and create notes in Starfish <ul style="list-style-type: none"> ◆ Encourage students to consider adding late start classes to reach 15 units → Send email communication about Student Services programs and services such as tutoring, SI, library hours, Renegade Pantry, Health Center and Mental Health 		
	<p>FOCUS: Inform students about campus resources</p> <p>ACTION:</p> <ul style="list-style-type: none"> → Slide: encourage students to participate in tutoring, importance of attendance, assignments → Inform students about library services, and health center → Remind students to apply for graduation → Use Starfish to Flag attendance, assignment, and behavior issues 		
<i>Continue until no late start courses available – Student academic and non-academic (personal/life) concerns referrals</i>			
	<p>FOCUS: Identify students in Starfish w/o CSEP. Ensure students have CSEPs (*continue until all students have completed a comprehensive plan, may carry on for several weeks)</p> <p>ACTION:</p> <ul style="list-style-type: none"> → Message all students who have resulted from filter through Starfish for tracking purposes → Phone and email communication should be initiated → Encourage appointments to discuss CSEP and the importance of staying on track 	Week 4	
	<p>FOCUS: Monitor student progress and attendance</p> <p>ACTION:</p> <ul style="list-style-type: none"> → Slide: Remind students to apply for graduation → Use Starfish to Flag attendance, assignment, and behavior issues → Remind students to complete a comprehensive SEP 		




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ROLES


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Mid Term		Timing	Action(s)
Mid Term Goals: Identify needs and surface any support needs or barriers to be addressed to keep student on their path. Remind all students that faculty and staff at Bakersfield College want them to succeed <u>AND</u> to contact you should they have a problem and you will help connect them to support.			
	FOCUS: Proactive messaging for academic support services along with the impact of dropping courses. ACTION: <ul style="list-style-type: none"> → Filter in starfish for progress survey flags → Call students to encourage academic support services use and provide information for impact of dropping courses if needed 	Week 5	
	FOCUS: Keeping Momentum - Ensuring students are attempting 30 units ACTION: <ul style="list-style-type: none"> → Filter in Starfish for all students who have received "30 attempted units" flag: with attributes for current term >9 units, current term <13units, and academic standing combined is not assigned...Counseling Lead will conduct one Pathway Event on campus 		

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	<p>(open to individual Pathway needs e.g. Transfer Application Workshops, Graduation Application Workshops, Financial Aid Applications, Career Fair)</p> <ul style="list-style-type: none"> → Message all pathway students through pathway email → Call all students who resulted from filter in step 1 through Starfish for tracking purposes, schedule appointments as needed 		
	<p>FOCUS: Keep momentum</p> <p>ACTION:</p> <ul style="list-style-type: none"> → Slide: Remind students to apply for graduation 		
	<p>FOCUS: Continuous momentum from previous weeks</p> <p>ACTION:</p> <ul style="list-style-type: none"> → Filter in Starfish for all students who have received "30 attempted units" flag: with attributes for current term >9 units, current term <13units, and academic standing combined is not assigned → Call all students who resulted from filter in step 1 through Starfish for tracking purposes, schedule appointments as needed 	<p>Weeks 5 & 6 (CSU fall application start)</p>	
	<p>FOCUS: Keeping Momentum</p> <p>ACTION:</p> <ul style="list-style-type: none"> → Slide: complete/update Comprehensive Student Ed Plan, show how to complete CSEP on Starfish → Encourage communication with instructors about grades, attendance, questions about courses 		
<i>Message about how the student can complete through Starfish - Student academic and non-academic (personal/life) concerns referrals</i>			
	<p>FOCUS: Proactive messaging for academic support services along with the impact of dropping courses</p> <p>ACTION:</p> <ul style="list-style-type: none"> → Message all pathway students through pathway email 	<p>Week 9</p>	





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	<p>FOCUS: Keeping Momentum</p> <p>ACTION:</p> <ul style="list-style-type: none">→ Encourage students to have a registration plan→ Ask if they changed their pathway to see a counselor to stay on path		
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End of Term		Timing	Action(s)
End of Term Goals: Retention and Success: Identify and proactively outreach to students who have not enrolled for the upcoming term. Ensure students have a plan and are meeting momentum points.			
	FOCUS: Prompt registration for upcoming term: Filter in Starfish for all students within specific pathway: with attributes for current student and academic standing combined is not assigned ACTION: → Message all students who have resulted, from filter in step 1, through Starfish for tracking purposes	Week 10	
	FOCUS: Remind students to register for the next semester(s) ACTION: → Slide: Remind students about priority registration.		
FOCUS: Student priority registration period ACTION:		Weeks 11 - 13	

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	<p>→ Meet with student walk-ins (or respond to phone calls/emails) for students needs, during the priority registration period</p>		
	<p>FOCUS: Registration encouragement, keeping momentum</p> <p>ACTION:</p> <p>→ Focus on registration for math, english, and major courses that are limited in offerings</p>		
	<p>FOCUS: Search and recovery - Filter in Starfish for all current students in your pathway who have not registered for the upcoming term: use pathway cohort tab, add attribute for “upcoming ‘term’ units” less than < 15. * additional attributes available to filter for this</p> <p>ACTION:</p> <p>→ Contact all students who have resulted from filter in step 1. Depending on filtered results may drill down on cohort by utilizing additional attributes</p>	<p>Weeks 13 - 16</p>	
	<p>FOCUS: Encourage students to stay focused on finals and plan for the next semester</p> <p>ACTION:</p> <p>→ Slide: Registration reminder, Visit advisor, counselor reminder, Stay informed over the summer by checking your email</p>		





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On going		Timing	Action(s)
End of Term Goals: Proactive outreach to students using Starfish to filter for specific attributes. Ensure students have a plan and are meeting momentum points.			
	FOCUS: Kudos Campaign (i.e. students who improved or are meeting mileposts) ACTION: → Use Starfish kudos to send messages to students meeting mileposts	Ongoing	 
	FOCUS: Keep students up to date on pathway activities, events, internships, changes in courses, changes in transfer		
	FOCUS: Search and recovery - Filter in Starfish for all students in the “search and recovery” cohort: with attribute for your pathway ACTION: → Message all students who have resulted, from filter in step 1, through Starfish for tracking purposes	Ongoing	