

# Bakersfield College

## Program Review – Annual Update

Program Name: Outreach & Schools Relations

Program Type:  Instructional  Student Affairs  Administrative Service  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 and establishes 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 program 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.

The department also attempts to improve the effectiveness the college outreach efforts for the purpose of both short and long-term enrollment growth.

Program Mission Statement:

Bakersfield College Outreach & School Relations serves all potential Bakersfield College students by serving as the essential starting point in the on-boarding process. The department is responsible for coordinating the college-wide outreach services to improve access, introduce academic pathways, encourage community engagement, and raise awareness and understanding regarding the benefits of pursuing a higher education.

**Instructional Programs only:**

- A. List the degrees and Certificates of Achievement the program offers
- B. If your program offers both an A.A. and an A.S. degree in the same subject, please explain the rationale for offering both and the difference between the two.
- C. If your program offers a local degree in addition to the ADT degree, please explain the rationale for offering both.

**Progress on 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.

Program Goal	Which institutional goals from the Bakersfield College Strategic Plan will be advanced upon completion of this goal? (select all that apply)	Progress on goal achievement (choose one)	Status Update – Action Plan
1. Meet enrollment target set for college.	<input type="checkbox"/> 1: Student Learning <input checked="" type="checkbox"/> 2: Student Progression and Completion <input type="checkbox"/> 3: Facilities <input type="checkbox"/> 4: Oversight and Accountability <input type="checkbox"/> 5: Leadership and Engagement	<input type="checkbox"/> Completed: _____ (Date) <input type="checkbox"/> Revised: _____ (Date) <input checked="" type="checkbox"/> Ongoing: _____ (Date)	<p>The Outreach &amp; Schools Relations Department is perpetually expanding and refining outreach services to local feeder high schools as well as increasing awareness of the new Welcome Center, the one-stop location for current and new students.</p> <p>To date, the department has increased first time student population by approximately 6.2%, from 3,296 in Fall of 2016 to 4,399 (20.2% of the total population). In addition to refining the services at feeder high schools, the number of one-day express registration events (It’s Possible, Registration Rocks) increased from 4 to 5, offered 6 high school registration pizza parties, and added a registration component to our annual BC Open House.</p> <p>Looking forward into the 2017-18 high school matriculation cycle, the number of local feeder high schools will increase from 45 to 53, to include both KHSD Workforce and Camp Erwin Owens (Kern Probation).</p> <p>In addition to collaborating with the local high school districts, relationships are being developed with specific universities in the UC system. The initial stages of implementing programs for our pipeline partnership between UC Davis, Bakersfield College (Umoja Community), Project B.E.S.T. and BSU are in the works. The program will take place at BC, with a target audience of African American high school seniors and transfer-focused</p>

			<p>Bakersfield College students. The goal is to demystify access to the UC system by discussing the value and benefits of transfer admission. UC Berkeley and UC Riverside are also universities that we are developing pipelines with.</p> <p>To retain students through the enrollment process, 4 student workers have been hired for phone banking. These students will make targeted calls to students navigating through the matriculation steps.</p>
<p>2. Implement an online Orientation program for new students.</p>	<p><input type="checkbox"/> 1: Student Learning  <input checked="" type="checkbox"/> 2: Student Progression and Completion  <input type="checkbox"/> 3: Facilities  <input checked="" type="checkbox"/> 4: Oversight and Accountability  <input type="checkbox"/> 5: Leadership and Engagement</p>	<p>Completed: _____ (Date)  <input type="checkbox"/> Revised: _____ (Date)  <input checked="" type="checkbox"/> Ongoing: _____ (Date)</p>	<p>Online Orientation was launched using Comevo software in February 2017. The software has been in place for 6 months, but not at full optimization. While the online Orientation covers all the required student learning outcomes, our goal is to use the software to its fullest capacity, by integrating the use of videos to create a more visually stimulating presentation.</p>
<p>3. Develop a comprehensive communication plan to follow up with new students through the matriculation steps.</p>	<p><input type="checkbox"/> 1: Student Learning  <input checked="" type="checkbox"/> 2: Student Progression and Completion  <input type="checkbox"/> 3: Facilities  <input type="checkbox"/> 4: Oversight and Accountability  <input type="checkbox"/> 5: Leadership and Engagement</p>	<p><input type="checkbox"/> Completed: _____ (Date)  <input type="checkbox"/> Revised: _____ (Date)  <input checked="" type="checkbox"/> Ongoing: _____ (Date)</p>	<p>Increase communication (email, text, phone) with students who start the enrollment process by following up with them after each matriculation step. This will keep students engaged and provide incoming students a clear understanding of what they need to accomplish to become a student at Bakersfield College.</p> <p>Little improvement was made communicating to new students in 2016. For 2017-18, the goal will be to increase communication by starting with first time students from the local feeder high schools. In addition, follow up will occur with each student via email as they attend and complete each of the matriculation workshops offered at their high school.</p>

			For nontraditional students, recently hired student workers will phone bank and reach out to students as they complete steps in the matriculation process.
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4. Build a system to track services provided to students in Welcome Center.	<input type="checkbox"/> 1: Student Learning <input checked="" type="checkbox"/> 2: Student Progression and Completion <input type="checkbox"/> 3: Facilities <input type="checkbox"/> 4: Oversight and Accountability <input type="checkbox"/> 5: Leadership and Engagement	<input type="checkbox"/> Completed: _____ (Date) <input type="checkbox"/> Revised: _____ (Date) <input checked="" type="checkbox"/> Ongoing: _____ (Date)	<p>A tracking system has been created and been in use since March 2017. Daily, services needed by each visitor are tracked, as well as the timeframe they request said services. Collecting this information has helped with scheduling student workers during peak times, understanding what visitors need, and tallying the daily head count.</p> <p>From March 2017 to current, the Welcome Center averaged 1,950 visitors per month, and 93 visitors daily. Tracking will continue to help refine our services in the Welcome Center.</p>
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B. List new or revised goals (if applicable)

New/Replacement Program Goal	Which institutional goals will be advanced upon completion of this goal? (select all that apply)	Status Update – Action Plan
Develop and implement Parent Orientation to aid student success.	<input type="checkbox"/> 1: Student Learning <input checked="" type="checkbox"/> 2: Student Progression and Completion <input type="checkbox"/> 3: Facilities <input checked="" type="checkbox"/> 4: Oversight and Accountability <input type="checkbox"/> 5: Leadership and Engagement	The students that BC serves are about 80% first generation college students who are also of low socioeconomic status. Family support is vital as students adjust to their new lives in college. The Parent Orientation will be designed to prepare the parents for what to expect with a student in college for the first time. Parents have the opportunity to learn about topics such as, but not limited to, academic advising, student life opportunities, financial aid, support services available to BC students, and what the student can

		<p>expect in the college classroom. We will build this platform to include both Spanish and English sessions for our student’s parents.</p> <p>Promotion of the Parent Orientation will begin in conjunction with our New Student Orientation using the Bakersfield College website (<a href="https://www.bakersfieldcollege.edu/orientation">https://www.bakersfieldcollege.edu/orientation</a>).</p>
<p>Increase student awareness of the Welcome Center, the One-Stop Shop.</p>	<p><input type="checkbox"/> 1: Student Learning  <input checked="" type="checkbox"/> 2: Student Progression and Completion  <input type="checkbox"/> 3: Facilities  <input checked="" type="checkbox"/> 4: Oversight and Accountability  <input type="checkbox"/> 5: Leadership and Engagement</p>	<p>The Welcome Center is the Bakersfield College hub for all new and continuing students, and visitors. With the assistance of the Student Ambassadors, the Welcome Center provides a one-stop location for information regarding Student Services like Admissions &amp; Records, Counseling, Assessment, Financial Aid, and general questions. Over the past year we have added an additional four workstations, 16 total, for visitors to use for matriculation steps, register for classes, check holds, print class schedules, and much more. 13 Student Ambassadors have been hired to triage visitor’s needs, assist students with the on-boarding process, and provide campus tours. In order to increase awareness, the department is developing signage for the Welcome Center. Students/visitors now know very little about the Welcome Center and where it is located. The goal is to create signage for the outside of the Administration Building, as well as large signs for the inside, promoting the Welcome Center at the “One-Stop Shop.”</p> <p>More staff is needed to be able to cover all the needs of our visitors. Ideally an Admissions &amp; Records Technician I as well as a Financial Aid Assistant will be hired to better serve those who visit.</p>

		<p>Lastly, awareness of the Welcome Center will be improved by promoting/marketing the Renegade Card using:</p> <ul style="list-style-type: none"> <li>-social media, BC website</li> <li>-Renegade Rip</li> <li>-encouraging Student Development faculty to bring their class to the Welcome Center</li> <li>-implement the ID mandatory to use services in Counseling, SGA, Financial Aid</li> </ul>
Implement Guided Pathways in the on-boarding process.	<input type="checkbox"/> 1: Student Learning <input checked="" type="checkbox"/> 2: Student Progression and Completion <input type="checkbox"/> 3: Facilities <input checked="" type="checkbox"/> 4: Oversight and Accountability <input type="checkbox"/> 5: Leadership and Engagement	<p>As Guided Pathways becomes streamlined at BC, it is imperative to promote it during the on-boarding process. Brochures and pamphlets are in the developmental stages. These should be finalized and ready to go for our Orientation/NSW events at our local feeder high schools.</p>

**Best Practices:**

Programs often do something particularly well; usually they have learned through assessment – sometimes trial and error – what solves a problem or makes their programs work so well. These are often called Best Practices and can help others. Please share the practices your program has found to be effective.

***Collaboration with high schools in Kern County area:*** Bakersfield College’s ties to the local feeder high schools have improved tremendously over the past 3 years due to Outreach efforts. We have built long lasting relationships with counselors and high school staff, provided effective and efficient services to their students, and followed through on commitments. According to enrollment data, 31.1% of the class of 2016 high school grads (BC service area high schools), were enrolled at BC in Fall 2016 (attached).

***Annual BC Open House:*** Due to the strong ties created with Kern High School District and surrounding rural high school districts, the department has successfully collaborated to bring high school seniors to BC for interactive workshops, tours of the campus, and opportunity to register for classes. Over 800 students attended the 2<sup>nd</sup> Annual BC Open House on April 28, 2017.

***Express One-Day Registration events*** Outreach has successfully implemented multiple large scale recruiting events on campus, including It’s Possible and Registration Rocks. These events have given students the opportunity to complete all matriculation steps in one day. Students come on campus, receive important information and leave a registered student. These events are successful due to the collaboration of all departments on campus.

### **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).

1. Please report on any unexpected changes or challenges that your program encountered this cycle:

-In the second year of the new state-wide application, CCCapply, the department still struggled with issues regarding activation of student accounts. For Fall 2016 there were 2,146 potential students who were unable to complete the application successfully.

-This year there were a large number of high school seniors who were concurrently enrolled. Due to errors with our system, these students were given holds on their records and were unable to register for classes during priority registration, which is given to fully matriculated high school seniors. This hold became a barrier for registration, students were required to visit the campus and submit proper documentation to lift the hold.

-Priority registration for Fall 2017 was scheduled during Spring break for BC, as well as for the local feeder high schools. Our enrollment numbers suffered because of this.

2. How does your trend data impact your decision making process for your program?

-First-time student enrollment has increased from 3,296 to 4,399, 20.2% of the total population at Bakersfield College. Of those, 12.6% are first-time graduates from our feeder high schools. This year the number of high schools served will increase from 45 to 53, which should have a positive impact on enrollment growth and fully matriculated first-time students.

-The matriculation work done at the high schools has increased the number of fully matriculated first-time students. 2,563 high school seniors were fully matriculated and received priority registration for Fall 2017, which is up from 2,053 in 2016. According to the Student Services Trend Data, 72% of the first-time students were fully matriculated for 2016-17 year, which is up 5% from 2015-16.

-This year Summer Bridge was strongly encouraged to all high school seniors by counselors/advisors requiring it on every ASEP. This change increased enrollment from 400 students enrolled in Summer 2016 to 1,200 in Summer 2017. More registration workshops will be added, to ensure the students register for the Summer Bridge course.

-Over the past year approximately 8,000 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, 2017-18 Student Services Trend Data, First-time vs. Function*

3. Were there any changes to student success and retention for face-to-face, as well as online/distance courses?  
N/A
4. Were there any changes to student demographics (age, gender, or ethnicity) for the past cycle?  
N/A

**Resource Request and Analysis:**

Resource Request		If Fulfilled, Discuss How Previous Year's Requests Impact Program Effectiveness?
<p><b>Positions:</b> <i>Discuss the impact new and/or replacement faculty and/or staff had on your program's effectiveness.</i></p>	<input checked="" type="checkbox"/> 1: Classified Staff <input type="checkbox"/> 2: Faculty	<p>Department Assistant III            This DA III plays a lead role in managing the day to day operations in the Welcome Center, oversees and trains 13 Student Ambassadors, and manages campus tours. They have removed the load from our Welcome Center Advisor, who is now able to focus on advising students.</p>
<p><b>Professional Development:</b> <i>Describe briefly, the effectiveness of the professional development your program has been engaged in (either providing or attending) during the last cycle</i></p>	<input type="checkbox"/> 1: Provided Professional Development <input checked="" type="checkbox"/> 2: Attended Professional Development	<p>UC &amp; CSU Counselor Conference            The conferences offer the latest information about admissions, policies, and practices in higher education. Various workshops are provided, and highlight information regarding CSU/UC admissions, enrollment management, financial aid, and student services. In order to successfully assist students at local feeder high schools and those that visit the Welcome Center, our staff needs to have up to date information.</p>
<p><b>Facilities:</b> <i>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.</i></p>	<input type="checkbox"/> 1: Space Allocation <input type="checkbox"/> 2: Renovation <input checked="" type="checkbox"/> 3: Furniture <input type="checkbox"/> 4: Other <input type="checkbox"/> 5: Beyond Routine Maintenance	<p>Since Student Ambassadors began tracking visitors, the Welcome Center averages approximately 93 students a day. The additional workspace has created opportunity to assist more students with various needs in the on-boarding process.</p>



<p><b>Technology:</b>  <i>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?</i></p>	<p><input type="checkbox"/> 1: Replacement Technology  <input checked="" type="checkbox"/> 2: New Technology  <input type="checkbox"/> 3: Software  <input type="checkbox"/> 4: Other _____</p>	<p>Ipads have been used by Welcome Center staff to record visitor’s needs, as well as the time frame they requested these said services, effectively improving our practices and services offered.</p> <p>Since Student Ambassadors began tracking visitors, the Welcome Center averages approximately 93 students a day. The additional workspace (4 laptops) has created opportunity to assist more students with various needs in the on-boarding process.</p>
<p><b>Resource Request</b></p>		<p><b>Discuss How Effective Request is for Student Success?</b></p>
<p><b>Other Equipment:</b>  <i>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.</i></p>	<p><input type="checkbox"/> 1: Replacement  <input type="checkbox"/> 2: New  <input type="checkbox"/> 3: Other _____</p>	
<p><b>Budget:</b>  <i>Explain how your budget justifications will contribute to increased student success for your program. (Fiscal requests will be submitted by the faculty chair and/or area administrator.)</i></p>		<p>-Non-Inst Students: Student Ambassadors provide support services and assist students with core matriculation steps in the Welcome Center, provide campus tours, and assist staff with recruitment/outreach efforts.</p> <p>-Non-Inst Supplies &amp; Materials: college branded materials and give-a-ways are needed for outreach and recruiting events to increase awareness of BC and its offerings.</p> <p>-Employee Travel: Outreach provides all matriculation services at feeder high schools. This will cover mileage for staff, as well as registration fees for counselor conferences, and registration fees for community sponsored events and activities.</p> <p>-Food/Meetings: The department hosts various Outreach activities on campus including Open House, Orientation, annual High School Counselor Conference, among other events and activities. During these events, food is included for visitors and guests.</p>

-Rental of Facilities: Outreach events on campus at times require outside vendors - PACWEST (mics & support as needed in the performing Arts Center), additional money is needed to cover the costs.

-Printing/Duplicating Service: Matriculation brochures, outreach marketing material, and enrollment documents are needed for both the Welcome Center and feeder high schools.

**Conclusions & Snapshot:**

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, 2,563 high school seniors were fully matriculated and given priority registration. In the future, campus-wide efforts should be increased by including faculty and current student participation during the high school visits.

-This year campus participation in our one-day express registration events increased greatly. The all hands on deck collaboration proved to be successful for the community we serve, with over 650 students registering for classes over the course of the three events.

-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.