



SCFF TARGETS & TACTICS 2022-23

Executive Summary

June 30, 2022

Submitted by: Dr Zav Dadabhoy, President

This Executive Summary outlines BC's shared work-plan targets and tactics to maximize student success with equity. These were outcomes from 10 days of retreats and planning sessions which began with a three-day KCCD district-wide retreat.

The following actively contributed to establishing these common targets and tactics that will reflect in all work plans:

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Bakersfield College's unwavering commitment to student success shines brightly, particularly through and beyond a two-year pandemic. As the center of academic achievement and economic mobility for a 5,000 square mile service area, BC continually pursues innovative means of engaging and serving its community and taking learning opportunities to those facing the greatest barriers to access.

The target data, tactics and resulting goals outlined below reflect our commitment to implementing the California Community Colleges' Vision for Success, and resulting Student-Centered Funding Formula (SCFF), which were established to narrow the access and achievement gap for disadvantaged students and improve community college student outcomes.

<u>FTES</u>						Target		Mapped Tactics
SCFF CATEGORY	2017 2018	2018 2019	2019 2020	2020 2021	2021 2022	2022 2023	2023 2024	
Regular (FTES)	15,347.09	14,029.81	15,291.31	15,478.37	13,817.00	15,475.04	15,784.54	A. C. D. F. G. H.
Special Admit (FTES)	953.64	1,276.23	1,622.44	1,783.40	2,313.27	2,428.93	2,477.51	A. B. C. F. G.
Incarcerated (FTES)	242.30	317.21	440.97	589.69	456.41	479.23	488.82	E.
CDCP (FTES)	0.00	0.00	0.00	55.88	35.61	37.39	38.14	A. C. D. H.
Non-Credit (FTES)	32.46	79.78	68.36	26.91	45.74	48.03	48.99	A. C. D.

<u>Supplemental</u>						Target		Mapped Tactics
SCFF CATEGORY	2017 2018	2018 2019	2019 2020	2020 2021	2021 2022	2022 2023	2023 2024	
AB540 (Headcount)	1,305	1,374	1,550	1,411	1,344	1,478	1,508	A. C. D. F. G. H.
Pell (Headcount)	9,391	10,200	11,186	8,579	7,777	8,555	8,726	A. C. D. F. G. H.
CCPG (Headcount)	19,300	20,129	19,867	18,099	18,328	20,161	20,564	A. C. D. F. G. H.

Student Success

SCFF CATEGORY	2017 2018	2018 2019	2019 2020	2020 2021	2021 2022	Target		Mapped Tactics
						2022 2023	2023 2024	
Associates for Transfer (Headcount)	787	1,194	1,400	1,498	2,161	2,377	2,425	C. D. E. G.
Associates (Headcount)	528	583	606	649	1,190	1,309	1,335	C. D. E. G.
Baccalaureate (Headcount)	5	0	2	4	4	8	16	C. D. E. F. G.
Certificates (Headcount)	287	327	175	173	493	542	553	C. D. E. G.
Transfer Level Math & English (Headcount)	312	433	542	578	581	639	652	C. G.
Transfer to a 4-Year University (Headcount)	578	759	835	799	-	879	896	C. D. G.
Nine or More CTE Units (Headcount)	3,473	3,760	3,892	3,747	3,867	4,254	4,339	C. D.
Regional Living Wage (Headcount)	3,170	3,666	3,864	4,893	-	5,382	5,490	C. F. H.

TACTICS AND WORKPLAN FOR SUCCESS

Bakersfield College has prepared a multi-channel outreach and support strategy of complementary options that not only casts a wide net for onboarding students in meaningful and much needed career-focused programs but also supports them towards successful degree completion. These tactics are divided into eight distinct categories.

A. NEW STUDENT OUTREACH & YIELD

- A.1. Early Awareness Outreach: *Middle School and Jr. High Students*
- A.2. High School Outreach: *High School Students*
- A.3. K-12 Outreach: *K-12 Counselors*
- A.4. K-12 Outreach: *Parents*

A.5. High School Presentations: *BC Staff and Faculty Cross Training on the Value of CCC Education, BC Student Support Offerings, and Financial Aid Literacy*

A.6. Financial Aid Workshops: *High School Locations*

A.7. Kern County College Night: *Increased Participation*

A.8. Kern Economic Development STEMposium: *STEM & Relevant CTE Pathway Participation*

A.9. High School STEM & MESA Clubs: *Student Engagement and Strategic Recruitment*

A.10. KHSD Health & Energy Academy: *Student Engagement and Strategic Recruitment*

A.11. Career Awareness/Planning: *CCGI and Naviance*

A.12. Comprehensive Education Plan: *Develop Starting in 9th Grade*

A.13. Outreach: *Involvement in High School Campus Committees*

A.14. CCC Apply: *Application to Open on October 1st*

A.15. Default CSEP Template: *Populated Upon Completion of Application*

A.16. Earlier Opening of Schedule of Classes: *Planning and Selection of Courses*

A.17. Yearly Update Form: *Allows Students to Enroll for the Year*

A.18. Express Enrollments/Priority Registration Day 2/iClick Registration: *Increased Enrollment*

A.19. Program Mapper Enhancement: *Build Your Own Adventure*

B. DUAL ENROLLMENT & EARLY COLLEGE

B.1. Refine dualenroll.com: *Improve Student Experience*

B.2. Scale Dual Enrollment Faculty Mentorship Program: *Build Capacity, Rigor in Instruction, and Facilitate Open Communication*

B.3. Review Programs of Study for Pathway High Schools: *Verify Curriculum Updates Reflected in Course Sequencing*

B.4. New Early College Programs: *Growth Focus*

B.5. Pathway Mapper Review: *Embed Early College Offerings into the Pathway Maps*

C. PERSISTENCE AND RETENTION

C.1. Summer Melt Support: *Intentional Transition from High School to BC*

C.2. Bridge to BC - Summer: *Maximize Outcomes*

C.3. Bridge to BC - Summer: *Student Outreach by Area to Ensure Shared Engagement*

C.4. Bridge to BC - Summer: *Bootcamp Initiative - Connect Students with Resources, Supports and Programs Best Aligned with their Goals and Needs*

C.5. Bridge to BC - Summer: *Expand Recruitment to Larger Population (Re-qual, Returning, Undecided Major, Stopped Out, etc.)*

C.6. Summer Events: *Step Up to STEM Academy*

C.7. Summer Events: *Student Orientation Program*

C.8. Summer Events: *Summer Musical*

C.9. Summer Area Events: *Scheduled in June & July*

C.10. Captive Audience Outreach: *Classroom Visits*

C.11. Area Tours: *Hosted by Individual Area Dean*

- C.12. Welcome Letter from Dean: *Personalized New Student Welcome Letter by Area*
- C.13. Area Meet and Greet: *Students will Meet their Pathway Dean, Chair, Faculty, and Student Support Services Staff*
- C.14. New Hire Onboarding: *Deans Host Area Onboarding Sessions for New Hires*
- C.15. New Faculty Seminar: *Mandatory Onboarding Process for All New Faculty*
- C.16. New Faculty Engagement: *Persistence Project Workgroups*
- C.17. Persistence Project Pilot: *First Year, First Term Students*
- C.18. Humanize Digital Experience: *Student-focused Website and Software Experiences*
- C.19. Canvas for Pathway: *Specific Weekly Student Messaging*
- C.20. Implement Milestone Check-in Days: *Coordinated Efforts Between Instruction and Student Services*
- C.21. Host Financial Aid Speaker Events: *Classroom Activity*
- C.22. Calling/Messaging Campaign: *Non-Returning Students*
- C.23. Calling/Messaging Campaign: *Did Not Meet Milestones*
- C.24. Calling/Messaging Campaign: *No Ed Plan*
- C.25. Calling/Messaging Campaign: *Summer 2022 Drops*
- C.26. Calling/Messaging Campaign: *Under-enrolled Students*
- C.27. Develop Student Survey: *Progress Report Students*
- C.28. Updated Counseling/Advising Templates: *Programs of Study*
- C.29. Updated Financial Aid Scripts: *Use at SID*
- C.30. Create Canvas Hub for Student Supports: *Add Resources, Lessons, and Links to Instructional and Student Services Support Programs*
- C.31. Host Financial Aid Workshops: *Scheduled at High Schools and BC for Continuing Students*
- C.32. Expand Work-based Learning Opportunities: *Offer Across the Pathway Rather than Only a Capstone Experience*
- C.33. Welcome Message from BC Bookstore w/Important Dates, Processes: *New Students*
- C.34. Welcome Message from Student Government Association (SGA): *New Students*
- C.35. Welcome Message from Athletics: *New Students*
- C.36. Expand Convocation: *Pinning Ceremony will Center Around Involvement Throughout the Student's College Journey (Students, Parents, Faculty)*
- C.37. Host Financial Aid Fairs: *Increase Financial Aid Application Completion for Continuing Students*
- C.38. Host Student Employment Fairs: *In-person and Virtual*
- C.39. Institutionalize Graduation Initiative: *Grad Check for All Close-to-Completion Students*
- C.40. Update Finish in Four Agreements: *MOU, Program Maps, and Registration 365 Model*
- C.41. Utilize CRM Recruit to Support Persistence: *Automated Messages by Milestone*
- C.42. Achieving the Dream (ATD) Data Coaches Support: *Utilize ATD Coaches to Assist with Highest-yield Persistence Strategies*
- C.43. Establish College-wide Persistence ISS: *Set Percentage Increase Goals Each Year*

- C.44. Establish College-wide Persistence Targets: *Fall to Spring, New Students*
- C.45. Establish College-wide Persistence Targets: *Fall to Spring, All Students*
- C.46. Establish College-wide Persistence Targets: *Fall to Fall, New Students*
- C.47. Establish College-wide Persistence Targets: *Fall to Fall, All Students*
- C.48. Establish College Ed Plan ISS: *Increase Completion Rate*
- C.49. Institute College-wide Progress Reporting: *Weeks 2,5,8,12*
- C.50. Increase Math and English Bootcamp Offerings and Participation: *Utilize Auto-enrollment*
- C.51. Increase CDCP Offerings and Participation: *Stackable*
- C.52. 9 CTE Units within the First Semester (map): *Maximize Completion Rate*
- C.53. Student-Centered Scheduling: *Address Needs of Specific Types of Students*
- C.54. Gather necessary data to inform Persistence work: *Identify Persistence Indicators*
- C.55 Targeted Advertising: *Barriers to Persistence/Strategies for Persistence*

D. RE-ENROLLMENT

- D.1. Establish BC Student Re-enrollment Center: *Develop Strategies to Help Stopped Out Students to Return to Campus*
- D.2. Develop Communication Plan: *Institutional Timeline for SID Campaigns*
- D.3. Develop Communication Plan Resources: *Used to Engage in Specific Campaigns*
- D.4. Strategic Communications: *Deploy Motimatic*
- D.5. Student Survey Input: *Reasons they Stopped Out*
- D.6. Bridge to BC - Summer: *Direct Re-enrollment Students to Register in Summer Bridge to Support Onboarding*
- D.7. Improve Focus on Customer Service: *Refine Student Messaging in the Banner Billing Statement*
- D.8. Develop a Peer Mentoring Program: *Support Persistence and Retention*
- D.9. Develop Cognos Reports: *Re-enrollment Data by Area*
- D.10. Explore Targeted Marketing Resources: [Interact](#) (Norco College; Kevin Fleming)

E. RISING SCHOLARS PROGRAM

- E.1. Increase Service Area: *Jails*
- E.2. Increase Service Area: *Juvenile Facilities*
- E.3. Increase Service Area: *Formerly Incarcerated/Justice Involved*
- E.4. Increase Service Area: *Kern County Probation*
- E.5. Increase Student Contact: *Canvas*
- E.6. Increase Student Contact: *Student Support Inside*
- E.7. Expand Programs: *Student Interest Survey Result-driven*
- E.8. Expand Programs: *CSU General Education Certificate*
- E.9. Expand Programs: *Mobile Labs/Classrooms*
- E.10. Increase Strategic Scheduling/Staffing: *Additional RSP-specific Adjuncts and FT Faculty*
- E.11. Increase Strategic Scheduling/Staffing: *Schedule/Staff RSP Sections with Designated Faculty*

- E.12. Increase Strategic Scheduling/Staffing: *Offer Targeted RSP FLEX Workshops*
- E.13. Increase Strategic Scheduling/Staffing: *Intra-college Faculty Sharing*
- E.14. Increase Strategic Scheduling: *Identify Coastline and Feather River Programs in our RSP Facilities and Re-capture FTES*
- E.15. Increase Dialogue with Stakeholders: *Prison Wardens/BC Executives*
- E.16. Increase Dialogue with Stakeholders: *Local Police/Sheriffs/BC Executive Team*
- E.17. Increase Dialogue with Stakeholders: *CSUB Alignment*
- E.18. Recruitment: *GED Program Students*
- E.19. Financial Aid: *2nd Chance Pell*
- E.20. Wildland Firefighter Training: *Summer Crews*
- E.21. Priority Registration: *Formerly Incarcerated*
- E.22. Increased Communication: *RSP Students and BC Service Departments*
- E.23. Project Hire-Up: *From Corrections to Careers*

F. BACCALAUREATE PROGRAM

- F.1. Complete requirements to launch Research Laboratory Technology BS
- F.2. Refine Police Science BS program application
- F.3. Apply for one new baccalaureate degree each new application period
- F.4. Create CTEC student pipeline: *KHSD CTEC to BC Associate and Baccalaureate Degrees*
- F.5. Financial Aid: *Awareness Campaign*
- F.6. Career Days: *Local Industry*

G. DEGREE COMPLETION WITH TRANSFER FOCUS

- G.1. Institutionalize Graduation Initiative: *Baccalaureate, ADT, AA/AS, Certificates, Noncredit*
- G.2. Momentum Points: *Progress Benchmark*
- G.3. Automation: *Cognos and Starfish Reports*
- G.4. Automation: *Degree and Certificate Award Processes*
- G.5. Automation: *Communication Regarding Transfer Milestones and Processes*
- G.6. Outreach: *Middle School and Jr. High Students*
- G.7. Outreach: *High School Students*
- G.8. Outreach: *High School Counselors*
- G.9. Outreach: *Early College Welcome Letter*
- G.10. Transfer Evaluation: *30-day Turnaround*
- G.11. Finish-in-Four: *Refine and Re-emphasize*
- G.12. Default and Standardize Ed Plan: *ADT Focus*
- G.13. Starfish: *Flags, Reports, and Follow-ups*
- G.14. Pathway Completion Coaching Teams: *Structures Processes and Goals*
- G.15. Financial Aid: *Exit Interviews*
- G.16. Two-Year Transfer Timeline: *All Pathways*
- G.17. Transfer Talks: *Awareness Campaigns*
- G.18. Transfer Prep Academy: *Student and Parent Participation*
- G.19. Transfer in Triumph Initiative: *Capacity Building*

H. DIVERSIFIED HIRING

H.1. Adjunct Faculty Mentorship Academy: *Build Capacity for Future FT Opportunities*

H.2. Expand Faculty Diversification Fellowship: *STEM Discipline*

H.3. Promote Hiring of BC Alumni: *Intentional focus on improving time to job placement and quality of job placement leveraging current resources*

H.4. Aspire Interns Model: *Faculty Intern Program*

H.5. Pathway to Community College Teaching CDCP: *Curriculum Development*

H.6. CV Pathways in Academics, Teaching, and Higher Education (CV PATH): *Faculty recruitment partnership with CSUB and UC Merced*

H.7. Recruitment Support: *Kelly Services and others*

H.8. Website Re-design: *Engaging and friendly*