**Bakersfield College**

**Program Review – Annual Update 2016**

**I. Program Information:**

Program Name:

Program Type:  Instructional X Student Affairs  Administrative Service

***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 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, encourage community engagement, and raise awareness and understanding regarding the benefits of pursuing a higher education.

**II. Progress on Program Goals:**

1. 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.

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| **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)** | **Comments** |
| 1.  Meet enrollment target set for college. | 1: Student Learning  X 2: Student Progression and Completion  3: Facilities  4: Oversight and Accountability  5: Leadership and Engagement | Completed: \_\_\_\_\_\_\_\_\_\_ (Date)  Revised: \_\_\_\_\_\_\_\_\_\_ (Date)  **X** Ongoing: \_\_\_\_\_\_\_\_\_\_ (Date) | We are 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. |
| 2.  Implement an online Orientation program for new students. | 1: Student Learning  X 2: Student Progression and Completion  3: Facilities  X 4: Oversight and Accountability  5: Leadership and Engagement | Completed: \_\_\_\_\_\_\_\_\_\_ (Date)  Revised: \_\_\_\_\_\_\_\_\_\_ (Date)  **X** Ongoing: 11/01/2016 (Date) | As of now, we have purchased Comevo to be the program for building the new, interactive online Orientation. An online Orientation committee will be created to start building and designing the orientation using Comevo. In the meantime, new students needing to complete the online Orientation, are directed to a Power Point presentation located on the Bakersfield College website (<https://www.bakersfieldcollege.edu/node/16012>). This is the same Power Point presentation used at the in-person Orientation. The new Orientation is expected to roll out November 2016. |

1. List new or revised goals (if applicable)

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| **New/Replacement Program Goal** | **Which institutional goals will be advanced upon completion of this goal? (select all that apply)** | **Anticipated Results** |
| Develop a comprehensive communication plan to follow up with new students through the matriculation steps. | 1: Student Learning  X 2: Student Progression and Completion  3: Facilities  4: Oversight and Accountability  5: Leadership and Engagement | Increase communication (email, text, phone) with students who start the enrollment process by following up with them after each matriculation step. This will provide incoming students a clear understanding of what they need to accomplish to become a student at Bakersfield College. |

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| **New/Replacement Program Goal** | **Which institutional goals will be advanced upon completion of this goal? (select all that apply)** | **Anticipated Results** |
| Build a system to track services provided to students in Welcome Center. | 1: Student Learning  X 2: Student Progression and Completion  3: Facilities  4: Oversight and Accountability  5: Leadership and Engagement | Collect data to better serve current and new students in the one-stop center. |

**III. Trend Data Analysis:**

Highlight ***any significant changes*** in the following metrics and discuss what such changes mean to your program.

1. Changes in student demographics (gender, age and ethnicity).

Outreach & School Relations has partnered with various programs and services at BC to build awareness and provide more detailed information during the in-person Orientations for new students. Those programs include: ASTEP, Latino initiative, Veterans Services, DSPS, and International Students.

Now having access to ODS reports pertaining key demographic information, we have initiated communication with these said programs, providing information to students who could benefit from their services.

In addition to Orientation, ASTEP and Veterans Services have also participated in recruiting events, including It’s Possible and the first annual Kern High School District Open House.

Outreach & School Relations now has representation on the Foster Youth Task Force. Debi Anderson (Outreach Educational Advisor) joined the task force and has planned and implemented multiple Foster Youth events including Get Er Done Day, Summer Bridge, and Independent City.

As of 08/15/16 the total number of students enrolled in Fall 2016 was 5,325, 26.8% of the total population. Here are the demographics based on:

**Ethnicity**

African American: 297 (6%)

American Indian: 27 (.5%)

Asian: 141 (3%)

Filipino: 84 (2%)

Hispanic/Latino: 3,426 (64%)

Pacific Islander: 10 (.2%)

White: 1,166 (22%)

2 or more races: 162 (3%)

Unknown: 12 (.2%)

**Gender**

Female: 2,931 (55%)

Male: 2,237 (42%)

Other: 157 (3%)

Prior to this year, we did not have access to a report that provided this information. Moving forward, we will collect this data and gain insight on our student population.

1. Changes in enrollment (headcount, sections, course enrollment and productivity).

This year the Outreach & School Relations department expanded the number of services offered at the feeder high schools.

Fall 2015 Fall 2016

Application Workshops 15 34

Orientation Workshops 25 44

Assessment 31 59

Counseling Workshops (ASEP) 93 81

Registration Workshops 31 13

2,045 high school seniors were fully matriculated and given priority registration.

In addition to increasing high school matriculation events, we also planned and implemented 2 on campus recruiting events, It’s Possible and Renegade Fest.

**It’s Possible (06/07/16)**

Total Students Took Assessment: 126

Total Students Registered: ~196

**It’s Possible (07/12/2016)**

Total Students Attended: 146

Total Students Took Assessment Test: 119

Total Students Attended Orientation: 131

Total Students Completed the NSW & ASEP: 115

Total Students Registered: ~70

**Renegade Fest (08/10/2016)**

Total Students Took Assessment Test: 179

Total Students Completed the Orientation/NSW & ASEP: 181

Total Students Registered: ~319

The expanded services at feeder high schools and recruiting events have played a key role in increasing the number of fully matriculated students. According the KCCD report (<https://www.kccd.edu/sites/kccd.edu/files/ir_reports/APR_Non_Instructional_Counseling_BC.pdf>), Education Plan completion has increased 15% over the past year (57% in 2014-15 to 72% in 2015-16) and fully matriculated students have increased 14% (from 56% in 2014-15 to 70% in 2015-16). In addition, FTES has also increased. As of 08/29/16 the Fall Enrollment Point-in-Time Comparison showed an increase in FTES of 3.7 %, from 6,722.6 in 2015 to 6,971.0.

1. Success and retention for face-to-face, as well as online/distance courses.
2. Other program-specific data that reflects significant changes *(please specify or attach).* All Student Affairs and Administrative Services should respond.

-Attached you will find a snap shot of our 2015-2016 high school visits and number of students served.

**IV. Program Assessment (focus on most recent year):**

Use attached **Assessment Report Form AU Tab**

1. Describe *any significant changes* in your program’s strengths since last year.

-The Administration Building lobby was renovated and is now the home of the new Welcome Center. 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 & Records, Counseling, Assessment, Financial Aid, and general questions. 12 Laptops have been added to apply to the college, register for classes, check holds, print class schedules, and much more. The Welcome Center is also the designated location for students to receive their Renegade Card (student identification card). Here they will take a photo and obtain it for use around campus.

-The Outreach & School Relations department refined and improved the system used for planning and executing matriculation events at local feeder high schools. This year we transitioned to a live, web-based calendar and tracking system which provided accurate up to date information about each event, as well as, improved communication and collaboration between departments on campus.

- Redesigned web landing pages for: Campus Tours as well as New Students (<https://www.bakersfieldcollege.edu/steps> and <https://www.bakersfieldcollege.edu/campustours>).

-As a department we hired and trained 9 Student Ambassadors to work in the Welcome Center and assist staff with recruitment/outreach efforts. These students have the opportunity to develop leadership skills, presentation and event planning skills while working in the Outreach department.

-In Spring 2015 we began oversight of the President’s Scholars program. This program is funded by the Bakersfield College Foundation and offers high school students (graduating seniors), who have a minimum cumulative GPA of 3.5 or higher, the opportunity to participate and continue their outstanding achievements at Bakersfield College. Currently 150 students have applied for the Fall 2016 program.

-An ODS report was created to track students through the matriculation process. This report allowed us to identify and target specific groups of students based on matriculation steps. With this report, we are to track new students through matriculation steps, improve communication flow, and produce management reports to monitor progress toward enrollment goals. This report proved vital during high school visits. We were able to provide key information to high school counselors about their students’ progress through the matriculation steps.

- In collaboration with the Assessment staff, Outreach facilitates training of on-site AccuPlacer proctors to deliver assessments at the high schools. This year we have increased the number of high school assessment workshops from 31 to 59. An additional 34 assessment workshops were facilitated by certified high school counselors without the assistance of BC.

-2,045 high school seniors were fully matriculated and given priority registration. This was the product of offering matriculation services at local feeder schools.

--KCCD Fall Enrollment and Current FTES Update reported an increase in current FTES of 3.4% from Fall 2015-First day of term (6,627.4) to Fall 2016 First day of term (6,849.5).

-Last year we identified several initiatives that needed to be supported through face to face contact with prospective students who are in need of financial assistance before enrolling in courses at BC. We hired an Educational Advisor to identify and target disproportionally impacted students top feeder high schools to improve their financial aid attainment and first-year persistence. During the month of May 2016**,** 500 students were targeted, of those 320 (64%) completed their Financial Aid requirements.

- We held our first annual Kern High School District Open House, hosting over 700 KHSD students. These students had the opportunity to participate in engaging, extended orientation style workshops. Financial Aid 101 taught the basics of navigating the intense world of paying for college. Student Services Campus Tours placed students directly in the departments that will guide them to academic success. College 101 encouraged students to discover life at BC through a Jeopardy-style game show setting. This event was mutually beneficial for Bakersfield College and the potential students. Students benefitted from exploring the campus and meeting staff and faculty, while the college strengthened the partnership with KHSD.

- Outreach collaborated with many departments on campus to represent Bakersfield College at the 17th annual Kern County College Night. Over 80 BC staff, faculty, administrators, and students were there to provide information regarding academic programs, financial aid, and admissions requirements. Over 1,100 students requested more information about Bakersfield College. The Outreach department was also chosen to be on the Kern County College Night committee to plan and prepare for the event.

- Bakersfield College successfully hosted its first ever Renegade Fest. This event provided members of the community a fast track to complete enrollment steps and register for classes all in one day. The Office of Outreach & School Relations joined forces with multiple departments(Admissions & Records, Counseling, SSSP, Financial Aid & EOPS, and Student Life) to assist students with the admissions process including: Applying for admissions, orientation, completing the assessment, meeting with an advisor and/or counselor to develop an educational plan, and registering for classes. Attendees were also given the opportunity to learn about Financial Aid, tour the campus, and partake in a resource fair. This one-stop event had a positive impact on our community, over 300 students registered for Fall classes. This was our first event using mass media coverage. TV commercials, social media, and PSAs were used to promote the event.

1. Describe *any significant changes* in your program’s weaknesses since last year.
2. This year we were able to obtain an ODS report for tracking students who have applied to BC. Although this was an improvement, in order to continue growing our enrollment a recruitment management system is needed. We need to be more focused in communicating with potential students and more effective in managing the entire admissions process.
3. If applicable, describe any unplanned events that affected your program.

-With the transition to CCCapply for the new student application, we have faced challenges with activation of student accounts. Based off a report from KCCD, currently there are 3,218 potential students who need to activate their account with Bakersfield College.

**V. Assess Your Program’s Resource Needs:** To request resources (staff, faculty, technology, equipment, budget, and facilities), please fill out the appropriate form. <https://committees.kccd.edu/bc/committee/programreview>

1. Human Resources and Professional Development:
2. If you are requesting any additional positions, explain briefly how the additional positions will contribute to increased student success. Include upcoming retirements or open positions that need to be filled.

***DA III (Welcome Center)***

Bakersfield College is continuing to enhance the newly established Welcome Center located in the Administration Building. The goal of the center is to be a one-stop location for first-time visitors, students, faculty, staff, and the general public. One of the main uses of this space will be to help new students begin and complete the BC enrollment process. Currently, new students have to navigate through at least 5 different student services locations to complete the required enrollment steps with minimal direct assistance. This position will assist students, faculty, staff, and the general public to reach their point of destination with the goal of limiting the amount of time spent wandering the campus.

***Educational Advisor – African American Community Specialist (Temporary Position)***

This Educational Advisor will serve as a key role in fostering diversity and inclusion within the campus community and providing Outreach services for under-represented students, specifically African American students. Duties include:

* Assist Outreach Advisors with developing a communication plan; invite African American students to the campus to complete their enrollment steps
* Create a youth directory of the local African American Churches in Bakersfield
* Organize, present, and coordinate presentations at African American Church youth services targeting students who are interested in attending Bakersfield College
* Develop a PowerPoint Presentation targeting first-time freshman African American Students
* Develop a contact list of the Black Student Union(BSU) Advisors for the Kern High School District (KHSD)
* Organize a Fall 2016 high school visitation schedule for the KHSD BSU clubs
* Schedule and present speaking engagements at the KHSD BSU meetings
* Represent BC at the annual Project BEST opening program
* Assist with coordinating the Annual African American Community Breakfast

1. Professional Development:
2. Describe briefly the effectiveness of the professional development your program has been engaged in (either providing or attending) during the last year, focusing on how it contributed to student success.

The Outreach & School Relations team attended two conferences (CSU & UC Counselor Conferences) this year. The conferences offer the latest information about admissions, policies, and practices in higher education. Various workshops were provided, and highlighted 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.

1. What professional development opportunities and contributions can your program make to the college in the future?
2. Facilities:
3. How have facilities’ maintenance, repair or updating affected your program in the past year as it relates to student success?

The renovation of the Administration Building Lobby, now known as the Welcome Center, has played an integral part in student success. Current and prospective students have a central location to begin and complete the enrollment process. Prior to the Welcome Center, there was not a designated location on campus for students to go for assistance and guidance during the enrollment process.

1. How will your Facilities Request for next year contribute to student success?

With the additional work station, more computers will be available for students to make their way through the enrollment process with assistance and guidance of the Welcome Center staff.

C. Technology and Equipment:

1. Understanding that some programs teach in multiple classrooms, how has new, repurposed or existing technology or equipment affected your program in the past year as it relates to student success?

The addition of 12 laptops to the Welcome Center has increased student success by providing a central location for current and incoming students to begin and complete the enrollment process.

1. How will your new or repurposed classroom, office technology and/or equipment request contribute to student success?

The request for additional laptops will help with the increased volume of visitors using the work stations in the Welcome Center, effectively streamlining the enrollment process for more students.

Currently we do not have a formal method to track Welcome Center visitors. Data is needed in order to better understand the needs of our students. The technology request for Ipads will allow for an efficient tracking method to gain more information about our visitors and in effect, improve our practices and services offered.

1. Discuss the effectiveness of technology used in your area to meet college strategic goals.

As a department we are continually trying to find ways to simplify the matriculation process and eliminate barriers for incoming students. Adding another work station (4 laptops) will increase the number of students who can be served in the Welcome Center. Students will have one location where assistance will be provided while they complete the matriculation steps.

1. Budget: Explain how your budget justifications will contribute to increased student success for your program.

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.

Non-Inst Supplies & Materials: college branded materials and give-a-ways are needed for outreach and recruiting events to increase awareness of BC and its offerings.

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.

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.

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

Other Services & Expenses: Awareness of the Welcome Center has increased, causing more and more students to take advantage of the services offered. With an increase in traffic, we are in need of an additional workstation (4 laptops), to facilitate the needs of our visitors.

**VI. Conclusions and Findings:**

Present any conclusions and findings about the program. This is an opportunity to provide a brief abstract/synopsis of your program’s current circumstances and needs.

-Outreach continues to build lasting relationships within the community. We service over 41 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. We have worked in partnership with multiple departments on campus to provide these services and prepare students for their first year experience. As a campus-wide team, we fully matriculated and gave priority registration to 2,045 high school seniors. As we continue serving, we should look to increase our campus-wide efforts by including faculty and current student participation during the high school visits.

-We continue to collaborate with these same departments on campus throughout the year ensuring students complete their required matriculation steps and are set up for success. This includes daily communication, as well as large scale recruiting events. Based on recent data for the KCCD website, there was a 26% increase in fully matriculated students in the past year alone.

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

**VII. Forms Checklist (place a checkmark beside the forms listed below that are submitted as part of the Annual Update):**

X [Best Practices Form](http://committees.kccd.edu/bc/committee/programreview) **(Required)**

Curricular Review Form **(Instructional Programs Required)**

[Certificate Form](http://committees.kccd.edu/bc/committee/programreview) **(CTE Programs** **Required)**

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[Faculty Request Form](http://committees.kccd.edu/bc/committee/programreview) X [Classified Request Form](http://committees.kccd.edu/bc/committee/programreview) X [Budget Form](http://committees.kccd.edu/bc/committee/programreview)

X Professional Development Form X [ISIT Form](http://committees.kccd.edu/bc/committee/programreview) X [Facilities Form](http://committees.kccd.edu/bc/committee/programreview) (Includes Equipment)

Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_