Accomplishments FY 2022
Outreach & School Relations
Ashlea Ward, Interim Director
June 2021 – May 2022

Organized and led Senior Matriculation workshops at 40+ local feeder high schools

- As of April 1st, 2,291 incoming first time freshmen were enrolled in summer/fall 2022. 68.5% more than that point in time for summer/fall 2021 (2nd day priority registration).
- Provided all services in person!

Streamlined on-boarding process for graduating high school seniors by refining matriculation workshops

- Removed concurrent holds for over 6,000 graduating seniors
- In collaboration with Counseling, developed over 6,000 CSEPs for incoming seniors prior to priority registration (3/31)
- Provided registration support virtually during priority registration and in person for open enrollment
- Developed and implemented communication plan including social media blasts, texting, and calling campaigns for graduating high school seniors
- 3,750 fully matriculated high school seniors’ pre-priority registration (3/31)

Led High School Senior Auto-Enrollment project. 1,700 incoming first time freshmen opted in to receive a full time schedule based on their major and preferences.

- More than doubled the participation in program from its initial year (880)
- Increased Bridge to BC (ACDV B55NC) enrollment using auto-enrollment processing

Organized and facilitated:

- Monthly Express Enrollment events (virtual & in person, 15 in total)
- BC Information sessions
- Parent Information Nights
- Concurrent enrollment information sessions
- Campus tours (individual & group)
- Matriculation trainings for CalSOAP and High School Partners
Coordinated A2MEND “Battle of the Field” community event and resource fair

Collaborated with multiple Student Affairs departments to host two (2) virtual Parent Information Night events. Attendance of over 100+ parents & students at each event.

Organized and facilitated the annual High School Counselor Conference (virtual)
  - 120 high school partners in attendance

Organized and managed Student Services Center
  - Organized Starfish training
  - Collaborated with Admissions & Records, Financial Aid, EOPs+ to create a “one-stop shop” for student services, in person.
  - Transitioned to the temporary Welcome Center, once we opened the CSS building to the public

Organized and facilitated Bakersfield College’s virtual presence at Kern County College Night
  - BC had the largest presence, with 5 video presentations for attendees to view.

Hired and trained 2 new educational advisors

Served on the following committees:
  - KCCD Management Association, College Rep (Ashlea Ward)
  - Administrative Council (Ashlea Ward, Kara McDonald)
  - Outreach, Recruitment, & Retention Transition Team (Ashlea Ward, Kara McDonald)
  - CRM Recruit Implementation team (Ashlea Ward, Kara McDonald)
  - Commencement (All)
  - New Student Convocation (All)
  - Kern County College Night committee (Ashlea Ward, Josie Guillen)
  - KCCD Budget Committee (Angela Williams)
  - A2MEND Lead Advisor (Daron Mackey)