Accomplishments FY 2022

Outreach & School Relations

Kara McDonald, Program Manager

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

- In collaboration with Counseling, organized the development of 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 a 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)

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

Organized and managed Student Services Center

- Transitioned to the temporary Welcome Center, once we opened the CSS building to the public

Implemented “Concurrent Pathway Cohorts”

- Offered two STDV B6 courses taught by early college counselors for concurrent students
- Recruited 45 students to participate in the first cohort

Standardized the Recruitment and Tracking of Concurrent Students

- Monitored retention rates from semester to semester to develop targeted and timed messaging to remind students to register and when
• Evaluated the “take rate” of concurrent students in dualenroll.com and determined it to be 60%, providing valuable information on recruitment targets in order achieve enrollment goals

BC’s Peace Initiative

• Organized BC’s first Peace Garden Opening
• Organized BC’s Virtual UN Peace Day Celebration
• Secured Funding for a Cesar Chavez Documentary as a collaboration between the Peace Initiative and Jess Nieto Conference

Served on the following committees:

• Administrative Council
• Early College Transition Team
• Outreach, Recruitment, & Retention Transition Team
• CRM Recruit Implementation team