This work plan is aligned with the College’s 2022-2023 SCFF targets and strategic tactics

<table>
<thead>
<tr>
<th>Bakersfield College SCFF (2-Year Target)</th>
<th>Work Plan &amp; Tactics</th>
<th>Responsible Administrator/Staff</th>
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</thead>
<tbody>
<tr>
<td><strong>SCFF Category: FTES</strong></td>
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<td><strong>Regular (FTES):</strong></td>
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<td>Increase 12% from 2021-2022 baseline of 13,817 FTES to 15,475 FTES in 2022-2023; and, additional 2% (15,785) in 2023-2024</td>
<td><strong>A. New Student Outreach / Yield</strong></td>
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<td><strong>CDCP (FTES):</strong></td>
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<td>Increase 5% from 2021-2022 baseline of 36 to 37 in 2022-2023; and, additional 2% (38) in 2023-2024</td>
<td><strong>1.) Early Awareness:</strong> Presentations to local Middle School/Jr. High Students; offer field trips to BC campuses; conduct awareness presentations to parents; offer NC courses to parents. <strong>Middle school outreach with KHSD financial aid and college awareness.</strong></td>
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<td><strong>Non-Credit (FTES):</strong></td>
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<td>Increase 5% from 2021-2022 baseline of 46 to 48 in 2022-2023; and, additional 2% (49) in 2023-2024</td>
<td><strong>2.) High School Outreach:</strong> Presentations to local high school students; conduct matriculation workshop series – CCCApply, CSEP, Financial Aid application, registration; offer workshops and cross-training opportunities to high school counselors on the value of CCC education, student support offerings, financial aid literacy, BC matriculation, registration, and building students’ pathway mapper; present during high school staff and community committee meetings. <strong>Financial aid awareness presentations, financial aid literacy presentations, application workshops, Cash for College workshops, college awareness and planning presentations, application workshops, training opportunities for high school partners on financial aid and systems of higher education</strong></td>
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<td><strong>3.) Kern County College Night:</strong> Increase the BC presence in KCCN; offer workshops on student success support and financial aid. BC is an educational partner; pathways, student support services, and student organizations included. <strong>Support Bakersfield College booth area.</strong></td>
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<td><strong>4.) Career Awareness &amp; Planning:</strong> Implement career awareness and planning to help students prepare for their BC matriculation steps. <strong>Classroom presentations on CA Career Zone and Naviance for career exploration.</strong></td>
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<td><strong>5.) Express Enrollments/Priority Registration Day 2/One-Click Registration:</strong> Increase the number of express enrollment offerings at high schools and BC campus locations; all hands-on deck for high school priority registration day;</td>
<td>Hefflin Barrera (lead) (Nora Dominguez support)</td>
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develop a One-Click registration app specifically for BC for student ease of use.
Assist with virtual workshops and at high school sites

C. Persistence and Retention
   1. **Summer Melt Mitigation**: Calling and Messaging to ensure students register for and enroll in the fall.
Assist with applications, registrations, and pending tasks
   2. **Summer Events**: Provide outreach/counseling/advising/registration/financial aid support at summer events on campus - Step Up to STEM, Summer Musical, etc.; Offer area-specific tours/welcome events; Summer School class visits - engage with students taking summer classes, ensure prep for Fall term.
Provide additional outreach, registration, and financial aid support at summer events on campus

H. Diversified Hiring
   3. FKCE trainings to be converted to noncredit college courses

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**SCFF Category:**
**SUPPLEMENTAL**

**AB540 (Headcount):** Increase 10% from 2021-2022 baseline of 1,344 to 1,478 in 2022-2023; and additional 2% (1,508) in 2023-2024

**Pell (Headcount):**
Increase 10% from 2021-2022 baseline of 7,777 to 8,555 in 2022-2023; and additional 2% (8,726) in 2023-2024

**CCPG (Headcount):** Increase 10% from 2021-2022 baseline of 18,328 to 20,161 in 2022-

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**A. New Student Outreach / Yield**

1. **High School Outreach**: Conduct Financial Aid application workshops at high schools; offer workshops and cross-training opportunities to high school counselors on the financial aid application updates, financial aid literacy; present during high school staff and community committee meetings and student assemblies on AB540 support services; targeted AB540 recruitment for students completing the California Dream Act Application.
AB540 additional support in collaboration with Cal-SOAP and Youth 2 Leaders Education Foundation to support Cash for College workshops and provide AB540 Guidance and Awareness.

2. **Kern County College Night**: Increase the BC presence in KCCN; offer workshops on student success support, financial aid, and AB540 support services.

Provide workshop on AB540 support and BC resources for undocumented students.

3. **Express Enrollments/Priority Registration Day 2/One-Click Registration**: Increase number of express enrollment offerings at high schools and BC campus locations; all hands-on deck for high school priority registration day;
2023; and additional 2% (20,564) in 2023-2024

- develop an one clicks registration app specifically for student ease of use and for auto-enrollment.
- **AB540 support at BC campus locations as well as high school locations**

**FKCE will provide trainings to caregivers on supporting youth for higher education opportunities and shares resources to caregivers about student services and programs.**

**B. Dual Enrollment / Early College**

1) **AB540 Eligible Students**: Provide services to Early College students to provide an ease of transition from high school to BC as first-time first-year student at BC.

**C. Persistence and Retention**

1) **Summer Melt Mitigation**: Targeted calling and messaging to ensure AB540 students register for and enroll in the fall; target continuing students who did not complete a financial aid application.

3) **Summer Events**: Provide outreach/counseling/advising/registration/financial aid support at summer events on campus - Step Up to STEM, Summer Musical, etc.; Offer area-specific tours/welcome events; Summer School class visits - engage with students taking summer classes, ensure prep for Fall term.

4) **Student/Parent Orientation and Convocation**: Informational tables for AB540 support program; benefits of financial aid presentations and break out application support sessions; generate parent buy-in.

6) **Area Outreach**: Dean’s Welcome Letter; Area tours; Area Meet and Greet events - Dean, faculty, staff; integrate AB540 and financial aid information with area outreach; AB540 team will personally follow up with eligible students to ensure persistence and completion.

7) **New Faculty Onboarding**: Dean’s area onboarding sessions; New Faculty Seminar; Persistence Initiative Workgroups; integrate AB540 and financial aid into onboarding.

9) **Persistence Pilot Project - First Year Student Focus**: Progress reports for all; scheduled messaging; no-drop policy; persistence strategy resources; AB540 team will encourage students to participate.

10) **Financial Aid Support**: Regular messaging; classroom presentations; support provided in person in pathway areas on scheduled days, competitions and incentives for completing FAFSA/CADAA applications; conduct financial aid application workshops: Financial Aid scripts to be used in counseling and advising/SID; Financial Aid fairs; Financial Aid Canvas course for all students.

11) **Calling/Text Messaging Campaigns**: Non-financial aid completers; AB540 stopped out students.

Araceli Navarro (lead)
Nora Dominguez
(Additional support)

Richard Garcia (lead)
Nora Dominguez
(additional support)
13) **Canvas Hub of Student Supports:** AB540 and Office of Financial Aid resources and student support.
15) **Graduation Increase Initiative:** strategic review of AB540 student records - grad check review based on units completed; individual student outreach/follow-up to finalizing needed registration, commencement RSVP, etc.
16) **Reg365:** Explore full-year registration system for AB540 students.
17) **CRM Recruit:** customize to use for persistence messaging/support for AB540 students; develop/implement persistence outreach campaigns; targeted messaging on Pell and CCPG completion.
18) **Persistence Data:** Achieving the Dream (ATD) data coach support specifically for AB540 eligible students; refined persistence dashboards/training; data review and faculty/staff/student feedback; identify highest yield persistence opportunities; Cognos persistence reports
19) **College-wide Persistence Targets:** Institutional set standards; college-wide targets; ed plan completion targets
20) **Progress Reporting:** Progress reports for all students in Starfish; Weeks 2, 5, 8, 12; designated supports for progress report categories; AB540 team will discuss progress and provide holistic support to students.
21) **Targeted Advertising:** personalized advertising that address strategies for persistence, variety of student voices/experiences; message via internal and external platforms.

**D. Re-enrollment**

1) **Student Re-Engagement Center:** An AB540 advisor will serve virtually with the Re-Engagement Center team.
2) **Develop Communication Plan:** AB540, Pell, and CCPG will be included in the SID calling campaign messaging scripts; offer flex week workshops for faculty engagement and awareness efforts to increase headcount for each supplemental program.
3) **Strategic Communications:** Utilize Motimatic for intentional and targeted re-engagement of stopped-out AB540 students and non-financial aid application completers using social media outlets.
4) **Student Survey Input:** Deploy a survey to gather information on the reasons why AB540 students stopped out.
5) **Bridge to BC:** Direct re-enrollment to Bridge to BC for onboarding and to ensure they get reintroduced to campus resources; AB540 and financial aid will continue to be part of the messaging.
6) **Cognos Reports:** Develop a stopped-out report by area and affinity groups (AB540); stopped out for 1 or 2 semesters, 1 year, and 2 years; ensure that Cognos reports include information on the completion of a financial aid application.
### E. Rising Scholars Program

1) **Student Support Programs:** Explore assigning a writing center consultant inside the prisons as embedded support; provide access to AB540 services; access to math center and tutoring support; establish a peer-tutoring model inside.

2) **Student Interest Survey:** Develop and administer a student interest survey prior to spring registration deadline; use responses to offer classes; explore culinary and criminal justice; AB540 team will review survey results and follow up with eligible students.

3) **Hire Additional FT & Adjunct Faculty:** Create RSP specific adjunct hiring pool for all departments teaching inside the prison; provide awareness about AB540 services and financial aid applications to RSP students.

4) **Second Chance Pell:** Develop awareness campaign around second chance Pell eligibility for eligible AB540 students; CADAA for California residents.

### F. Baccalaureate Programs

1) **Financial Aid Awareness Campaign** - BC baccalaureate program completion benefits awareness campaign; middle class scholarships; CADAA and FAFSA application workshops and completion monitoring.

2) **Targeted Recruitment** - Increase AB540 participation and support completion for Baccalaureate Programs.

### G. Degree Completion with Transfer Focus

1) **Institutionalize Graduation Increase Initiative:** Intrusive outreach and support for AB540 students’ completion of degrees and certificates (i.e., Baccalaureate, ADT, AA/AS, Certificates, Non-Credit); grad check to be completed for AB540 students nearing completion; auto awarding of stackable degrees; graduation increase initiative prioritized by SCFF points.

2) **Progress Benchmark:** Track AB540 student progress to acknowledge and encourage completion of momentum points, on track for transfer, degree completion.

3) **Outreach:** Collaborate with local schools to interact with AB540 students and families; develop transfer-specific workshops and activities for high school students; highlight transfer options and processes; build awareness regarding increased lifeline earnings with a baccalaureate degree; partner with high school counselors to focus on transfer awareness and support for AB540 students.