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 (participating in Community events i.e. Career Expo, College Night, etc)
A.3. K-12 Outreach: K-12 CTEC faculty and staff
A.4. K-12 Outreach: Parents
(A.1-A.5)

- Participate in Elementary and High School Career fairs. (CE Programs, Faculty participation)
- Engage Counselors in meetings and presentations about stackable certificate options in addition to ADT within career education pathways (CE and ITT Team)
- Engage K-12 schools in on-campus program tours and expo events. (CE Advising Team, CE JDS Team, Program/Faculty Participation)
- Increase awareness of Career Education programs on Social Media outlets
- Increase digital media content on Career Education programs. (CE staff and Prof. Expert)

A.7. Kern County College Night: Increased Participation
- Include Career Education Team representation. (CE Program Faculty)

A.8. Kern Economic Development STEMposium: STEM & Relevant CTE Pathway Participation
- Serve on planning committee. (Tony, Martin, Steph, Carlos)
- Engage faculty participation. (CE Advising Team)
- Support them in creating program marketing materials. (CE Office)
- Participate in event. (Career Education Team)

B. DUAL ENROLLMENT & EARLY COLLEGE
B.1. Refine dualenroll.com: Improve Student Experience
- Work to increase WEX offerings to Dual Enroll Students and provide course offerings.

B.4. New Early College Programs: Growth Focus
- Work with Dual Enroll to convert any existing Articulation agreements to Dual Enroll (Program Faculty/Managers)
- Provide Articulation as an alternate option if Dual Enroll qualifications are not met
  - Maintain Articulation agreements for high school students
  - Engage faculty to review agreements and qualifications in a timely fashion.
C. PERSISTENCE AND RETENTION

C.3. Bridge to BC - Summer: Student Outreach by Area to Ensure Shared Engagement
- Encourage active participation from CTE Programs and faculty (CE Team)
- Include Student Employment as a resource (Job Development Team)

C.10. Captive Audience Outreach: Classroom Visits
- Participate in class visits to establish Ed Plans and advising services (CE Team)
- Participate in class visits to establish Career Readiness services. (Faculty and Job Development Team)

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.11-C.12)
- Initiated welcome letter via email and mail. (CE Support Staff)
- Engage ITT and Career Education team in welcome tents, convocation and other welcome events on campus. (ITT and Career Education Team)
- Provide classroom tours. (ITT and Career Education Team)

- Encourage participation in flex week and Professional Development workshops (ALL)
- Offer resource workshops in collaboration of professional development department (Stephanie, Job Developers)
- Create SOP documents of proper practices and procedures within Career Education for increased consistency (Career Education Team).

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.22-C.26)
- Engage peer mentor team in campus wide outreach campaigns (Domenica)
  - Reassign peer mentors to Education advisors throughout year for targeted pathway re-enrollment outreach. (Domenica, CTE Advisors)
- Success rate for CTE courses (CTE Advisors, Job Developers)
  - Ensure Advisors are providing Ed plans and stackable certificates options, inching students towards their end goal.
  - Increase certificate application awareness to reach completion milestones (Tanisha/Ximena)

C.28. Updated Counseling/Advising Templates: Programs of Study
- Collaborate with counseling team to promote ways to incorporate stackable certificate options (CE Advising Team)

C.32. Expand Work-based Learning Opportunities: Offer Across the Pathway Rather than Only a Capstone Experience
- Engage department chairs to create WEX course and identify faculty instructors of record. (Steph/Tony/Rach)
- Work collaboratively with scheduling to ensure accuracy.
- Increase use of WBL platform within Jobspeaker to engage students enrolled in WEX course.
- Increase enrollments for each CRN posted through increased internship opportunities.
- Engage faculty as industry experts for new employment leads and increased student engagement.
• Establish Career Education On-Campus Internships that provide paid work experience for student lab assistants and requires to be enrolled in a minimum of 1 unit of associated WEX course. (Steph/Domenica)

C.38. Participate in CE Sponsored Student Employment Fairs: In-person and Virtual
• Participate in pathway expos to increase awareness of employment opportunities for students. (CE JDS Team)
• Participate in summer and fall hiring series to increase job opportunities for students while they progress and complete programs. (CE JDS Team)
• Participate in on-campus employment events to increase current pools for on-campus employment. (CE JDS Team)
• Participate in creating promotional video content to share on multiple platforms and to increase advertising (Chloe)

Autoenrollment
C.51. Increase CDCP Offerings and Participation: Stackable
• Work with Employers to offer non-credit courses as means of professional development programs (CE Advising Team, CE JDS Team, Dave Teasdale)
• Encourage use and implementation of CCCApply Noncredit application. (CE Advising Team)

C.52. 9 CTE Units within the First Semester (map): Maximize Completion Rate
• Ensure Career Education students are enrolled in 9 units in first semester (CE Advising Team)

C.53. Student-Centered Scheduling: Address Needs of Specific Types of Students
• Work with departments to offer hybrid or shortened course offerings as we expand partnerships with employers throughout the community, i.e. Amazon. To meet the needs of their current workforce. (Steph/Tony)

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
• Assign Peer Mentors and CE team to support.

D.8. Develop a Peer Mentoring Program: Support Persistence and Retention
• Manage Peer Mentors to ensure coverage of calling campaigns. Reassign peer mentors back to ed advisors to continued outreach to students for re-enrollment or completion opportunities. (Domenica, CE Advising Team)

D.9. Develop Cognos Reports: Re-enrollment Data by Area
• Allow CE Advising team to gain access to report to increase outreach to students by pathway.

D.10. Explore Targeted Marketing Resources: Interact (Norco College; Kevin Fleming)
• Implement Catapult Professional Development Series through SWF funding, partnering with Professional Development Department and Marketing to create an implementation team. This event is campus wide and applicable to all faculty and staff. (Steph/Tony/Pam Rivers/Monika Scott)

E. RISING SCHOLARS PROGRAM
E.20. Build Construction Program within Juvenile Facilities
• Offer credit guided curriculum for students in program. (Faculty)

E.23. Project Hire-Up: From Corrections to Careers
• Work with RSP to increase career/employment opportunities for formerly institutionalized students. (CE JDS Team)

F. BACCALAUREATE PROGRAM
F.4. Create CTEC student pipeline: KHSD CTEC to BC Associate and Baccalaureate Degrees
• Work to establish Dual Enroll and Articulation options to increase transfer options for Baccalaureate degrees. (Tony/Steph/Martin)
  Target – Automotive, Welding, Electronics, Mech Ag, HVAC

F.6. Career Days: Local Industry
• Establish events and expos for each of the different industries. (CE JDS Team)
• Increase Industry facility tours. (CE JDS Team)
  Target – 2 per month each semester

G. DEGREE/CERTIFICATE COMPLETION WITH TRANSFER FOCUS
G.1. Institutionalize Graduation Initiative: Baccalaureate, ADT, AA/AS, Certificates, Noncredit
G.4. Automation: Degree and Certificate Award Processes
• Collaboration with Admission and Records to streamline certificate process with utilization of 3rd party printing company. (Steph, Tanisha, Ximena)
  • Targets
    o Award certificates upon student completion within 45 days
    o Streamline process to minimize the number of touches to improve timeliness.
  • Build relationships with faculty to increase Certificate Sweeps. (Ximena)
  • Work collaboratively with other departments to assist in processing certificate applications (Ximena)

G.6. Outreach: Middle School and Jr. High Students
G.7. Outreach: High School Students
G.8. Outreach: High School Counselors (G.6-G.8)
• Include transfer universities at career expos and exploration events (CE JDS Team)

G.14. Pathway Completion Coaching Teams: Structures Processes and Goals
• Utilization of Data Dashboards for student success and progression. (CE Advising Team)
• Continued training in Starfish and Data Coaching. (CE Advising Team)
• Increased engagement in Completion Coaching Pathways Teams (Educational Advisors, JDS, Support staff, Peer Mentors)
  • Continue peer mentor calling campaigns
  • Ed Advisors should provide guidance, templates and scripts to peer mentors.
  • Increase the utilization of Ocelot text messaging for efforts of communications.

G-1. DEGREE COMPLETION WITH EMPLOYMENT FOCUS
G-1. a. America’s Job Center
• Continue to add approved certificate options in the EPTL database, and work with case managers to increase program referrals. (Dominica)
  • Secure a location for an ETR representative to reside within the Career Education office to increase seamlessly transition of students from ETR to BC. (CE team)
    • Target – 40 referrals annually

G-1. b. Credit for Prior Learning
• Work with Veteran services to implement Credit for Prior learning equivalency process. (Dominica)
  • Work with Local Employers to capture employer provided training to articulate with current curriculum to meet equivalency. (Job Developers, CPL Team, Faculty)
    • Target – 3 specific employers

G-1. c. Amazon
• Increase awareness of voucher program. (Steph/Dylan/Freddie/Abigail)
• Ensure each voucher is processed in a timely manner. (Steph/Abigail)
  o Target – Within the 45 days upon receipt
• Implement new schedules to host courses as BFL1 site for Amazon employees. (Steph/Tony)

G-1. d. Employer Engagement with non-credit
• Recruit employers to participate in non-credit Customer Relations Certificate for Student Employees at the time of on-boarding (Rachael, Job Developer)
• Advertise non-credit Customer Relations Certificate to on-campus supervisor as a means of professional development for Student Employees at the time of on-boarding (Rachael, CE JDS Team)
• Support recruitment and outreach efforts in other Community based agencies (CTE Advisors, Job Developers)
• Build the relationship with Hard Rock Hotel to establish partnerships in Retail, Hospitality, and Maintenance. (Job Developers)

G-1. e. Strong Workforce/VTEA
• Ensure Strong Workforce and Perkins projects are aligned with Industry and Community needs. (Tony/Steph/Martin/Cindi/Tanisha)
  o Continue to bring in new employers to share information and feedback on real time industry trends (CE JDS Team)
    ▪ Target – 2 per month
  o Provide more direct recruitment efforts in placement of students to industry partner employers. (CE JDS Team)
• Host Career Education Advisory Board Colloquium – October 21, 2022
  o Enhance the Advisory Board Committee engagements. (Job Developers)
    ▪ Target – 2 meetings a year. 1 planning and 1 acknowledgement and employer appreciation.
• Work with regional consortia to build SWP/Perkins V into a stronger and more efficient program
  ▪ Work with other staff from sister colleges to build on best practices and enhance program alignment.
  ▪ Work with closely with budget colleagues to ensure a clean path would easy reconciliation of budget and expenditures
  ▪ Reach out to the K12 partners for any needs of support

H. DIVERSIFIED HIRING
H.3. Promote Hiring of BC Alumni: Intentional focus on improving time to job placement and quality of job placement leveraging current resources
• Ensure all Career Education staff are certified to sit on hiring committees to support internal and external department hiring committees. (Career Education Team)
• Intentionally establish recruitment opportunities for Student Employees as potential candidates upon completion of their degree or certificate. (Steph, Rach, JDS)