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
A.3. K-12 Outreach: K-12 Counselors
A.4. K-12 Outreach: Parents
- Participate in Elementary and High School Career fairs. (CE Advising Team, CE JDS Team)
- Engage Counselors in meetings and presentations about stackable certificate options in addition to ADT within career education pathways (CE Advising Team)
- Engage K-12 schools in on-campus program tours and expo events. (CE Advising Team, CE JDS Team)
- Increase awareness of Career Education programs on Social Media outlets (Rosa)
- Increase digital media content on Career Education programs. (Chloe)
A.7. Kern County College Night: Increased Participation
- Include Career Education Team representation. (CE Advising Team, CE JDS Team)
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, CE JDS Team)
- Support them in creating program marketing materials. (Steph/Rosa/Chloe)
- 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 in a timely manner for posting. (Steph/Rachael)
B.4. New Early College Programs: Growth Focus
- Work with Dual Enroll to convert any existing Articulation agreements to Dual Enroll (Steph/Dylan).
- Provide Articulation as an alternate option if Dual Enroll qualifications are not met (Steph/Dylan)
  - 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
   • Include active participation from CTE Advisors (CE Advising 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 Advising Team)
   • Participate in class visits to establish Career Readiness services. (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 campuswide outreach campaigns (Domenica)
     o 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)
     o Ensure Advisors are providing Ed plans and stackable certificates options, inching students towards their end goal.
     o 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. (Rach)
   • Increase use of WBL platform within jobspeaker to engage students enrolled in WEX course. (JDS Team)
   • Increase enrollments for each CRN posted through increased internship opportunities. (CE Advising Team, CE JDS Team)
• Engage faculty as industry experts for new employment leads and increased student engagement. (CE JDS Team)
• 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. Host Student Employment Fairs: In-person and Virtual
• Host pathway expos to increase awareness of employment opportunities for students. (CE JDS Team)
• Host summer and fall hiring series to increase job opportunities for students while students progress in their programs. (CE JDS Team)
• Host on-campus employment events to increase current pools for on-campus employment. (CE JDS Team)
• Increase awareness on social media platforms. (Rosa)
• Create promotional video content to share on multiple platforms and to increase advertising. (Chloe)

Autoenrollment
C.51. Increase CDP 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 a 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. Wildland Firefighter Training: Summer Crews
• Offer credit bearing FIRE B48WE for students in program. (Steph)
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
    - Award certificates upon student completion within 45 days
    - 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)
  o 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.

G-1. e. Job Corp Scholars
• Meet grant requirements of 80 participants by grant sunset date of 9/30/23. (Job Corp Team)

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)