## Bakersfield College SCFF
(2-Year Target)

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<thead>
<tr>
<th>SCFF Category: FTES</th>
<th>Work Plan &amp; Tactics</th>
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<tbody>
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<td><strong>Regular (FTES):</strong> 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>
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<td><strong>CDCP (FTES):</strong> Increase 5% from 2021-2022 baseline of 36 to 37 in 2022-2023; and, additional 2% (38) in 2023-2024</td>
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<td><strong>Non-Credit (FTES):</strong> Increase 5% from 2021-2022 baseline of 46 to 48 in 2022-2023; and, additional 2% (49) in 2023-2024</td>
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### A. New Student Outreach / Yield

1) **High School Outreach:** Enrollment Services assisting with registration events and supporting Outreach with application inquiries and holds preventing registration. Admissions and Records will support Outreach during events to assist in registration with option of auto enrollment, residency, clearing students, and application inquiries and accessibility to a “one-stop shop” for student assistance.

2) **Kern County College Night:** Enrollment Services will participate and assist as needed during KC College Night.

### C. Persistence and Retention

Dustin Sharer – Program Manager, Student Re-Enrollment Center, Enrollment Services
### Regular (FTES)
Increase 12% from 2021-2022 baseline of 13,817 to 15,475 in 2022-2023; and, additional 2% (15,785) in 2023-2024

### CDCP (FTES)
Increase 5% from 2021-2022 baseline of 36 to 37 in 2022-2023; and, additional 2% (38) in 2023-2024

### Non-Credit (FTES)
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### SCFF Category: FTES

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### D. Re-enrollment

1. **Student Re-Engagement Center**: Enrollment Services to assist and connect with students to engage them in re-enrolling into BC with option to auto enroll students, provide financial aid support, and educational advisor services. Re-Enrollment Center to provide support to assist students on registering for classes with option to auto enroll, creating an educational plan and financial aid for financial expense to maximize certificate and degree completion.

2. **Develop Communication Plan**: Enrollment Services to collaborate with SID and Outreach to streamline processes on calling campaigns, consistent messaging throughout pathways, and workshops to provide support to staff assisting with calling campaigns. Re-Enrollment Center will implement a strategic plan for each calling campaign and establish messaging protocol within each pathway.

3. **Strategic Communications**: Enrollment Services to provide support and strategic planning to equip staff with consistent messaging. Re-Enrollment Center will implement a strategic plan for each calling campaign and establish messaging protocol within each pathway.
### 4) Student Survey Input
Enrollment Services to establish a student survey to compose a list of why students stop attending. Re-Enrollment Center team will create Excel formatted lists to have a drop-down menu for reasons why students stop attending, as a backup in case the students do not complete the survey.

### 5) Bridge to BC
Enrollment Services assists and collaborates with Summer Bridge team to drop students and transfer students to another Bridge to BC course, and auto enroll student per requests from staff. Re-Enrollment Center Team to provide support to assist students on registering for Bridge to BC if the student has not completed the course to increase Summer Bridge enrollment.

### 6) Improve Focus on Customer Service
Enrollment Services working and collaborating with District office, Cerro Coso, and Porterville to implement changes in BanWeb for strategic messaging on billing and drop for non-payment messages. Re-Enrollment Center Team will collaborate with students to improve changes in MyBanWeb for increase in positive customer service support to students.

### 7) Develop a Peer Mentoring Program
Enrollment Services will connect the Re-Enrollment Center with Federal Work Study student workers to have a peer mentor support team.

### 8) Cognos Reports
Enrollment Services to run reports regularly through Starfish and Cognos to pull data on students who have stopped out for a minimum of one semester and re-engage them to re-enroll into courses. Re-Enrollment Center to provide support to assist students on registering for classes with option to auto enroll, creating an educational plan and financial aid for financial expense to maximize certificate and degree completion.

### Incarcerated (FTES)
Incarcerated (FTES): Increase 5% from 2021-2022 baseline of 456 to 479 in 2022-2023; and, additional 2% (489) in 2023-2024

### E. Rising Scholars Program

1) **Campus Engagement**: Enrollment Services has an Admissions and Records Technician II who is assigned to work directly with the RSP team and students to assist and collaborate to streamline processes and campus engagement. The technician’s responsibility is to inform the Enrollment Services team of any changes within the RSP.

### SCFF Category: FTES

#### Regular (FTES)
Increase 12% from 2021-2022 baseline of 13,817 to 15,475 in 2022-2023; and, additional 2% (15,785) in 2023-2024

#### CDCP (FTES)
Increase 5% from 2021-2022 baseline of 36

### H. Diversified Hiring

1) **CDCP Series: Pathway to Community College Professorship** - Enrollment Services assisting with registration events and supporting Adult Education and the Non-Credit Team with application inquiries and holds preventing registration. Admissions and Records will support during events to assist in registration with option of auto enrollment, residency, clearing students, and application inquiries and accessibility to a “one-stop shop” for student assistance.
to 37 in 2022-2023; and, additional 2% (38) in 2023-2024

**Non-Credit (FTES):** Increase 5% from 2021-2022 baseline of 46 to 48 in 2022-2023; and, additional 2% (49) in 2023-2024

### Bakersfield College SCFF (2-Year Target)

### Work Plan & Tactics

**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 2022-2023; and additional 2% (20,564) in 2023-2024

#### A. New Student Outreach / Yield

1) **Kern County College Night:** Enrollment Services will participate and assist as needed during KC College Night. Admissions and Records to assist and support AB540 team at KC College Night and provide insight on AB540 requirements to student for special populations and informing students to apply for FAFSA or Dream Act as the submittal of the financial aid application will include the California College Promise Grant (CCPG). Enrollment Services will motivate students to apply for FAFSA to see if they qualify as it will assist them with CCPG and potentially pay in-state tuition fees.
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<th>SCFF Category: Supplemental</th>
<th>C. Persistence and Retention</th>
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<td><strong>AB540 (Headcount):</strong> Increase 10% from 2021-2022 baseline of 1,344 to 1,478 in 2022-2023; and additional 2% (1,508) in 2023-2024</td>
<td>1) <strong>Summer Melt Mitigation:</strong> Enrollment Services to provide support and assistance with enrollment and holds that prevent registration. Admissions and Records and Re-Enrollment Center to target 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. Admissions and Records to provide support for auto-enrollment for high school seniors when opting for auto enrollment and informing students to apply for FAFSA or Dream Act as the submittal of the financial aid application will include the California College Promise Grant (CCPG). Enrollment Services will motivate students to apply for FAFSA to see if they qualify as it will assist them with CCPG and potentially pay in-state tuition fees. Admissions and Records will train the AB540 team on AB540 requirements.</td>
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<td><strong>CCPG (Headcount):</strong> Increase 10% from 2021-2022 baseline of 18,328 to 20,161 in 2022-2023; and additional 2% (20,564) in 2023-2024</td>
<td>3) <strong>Calling/Text Messaging Campaigns:</strong> Enrollment Services to provide support and assistance with enrollment and holds that prevent registration. Admissions and Records and Re-Enrollment Center to target 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 to apply for FAFSA or Dream Act as the submittal of the financial aid application will include the California College Promise Grant (CCPG). Enrollment Services will motivate students to apply for FAFSA to see if they qualify as it will assist them with CCPG and potentially pay in-state tuition fees. Admissions and Records will train and provide support to the AB540 team and streamline AB540 processes.</td>
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<td>4) <strong>Graduation Increase Initiative:</strong> Enrollment Services and AB540 team to collaborate on student outreach through Cognos reports. Admissions and Records will provide support to AB540 team streamline processes for potential non-resident student to utilize AB540 non-resident tuition exemption and encourage students to apply for graduation as soon as they are close to degree completion and for priority registration. Collaborate with Financial Aid and inform students to apply for FAFSA or Dream Act as the submittal of the financial aid application will include the California College Promise Grant (CCPG). Admissions and Records will train the AB540 team on AB540 requirements.</td>
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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 2022-2023; and additional 2% (20,564) in 2023-2024

Plan, financial aid, and additional support to non-residents to connect with AB540 team to alleviate non-resident tuition fees and maximize the students' financial aid. Re-Enrollment Center team to provide support and inform students to apply for FAFSA or Dream Act as the submittal of the financial aid application will include the California College Promise Grant (CCPG). Enrollment Services will motivate students to apply for FAFSA to see if they qualify as it will assist them with CCPG and potentially pay in-state tuition fees. Admissions and Records will train the AB540 team and Re-Enrollment Center Team on AB540 requirements to streamline support to students.

2) Develop Communication Plan: Enrollment Services to collaborate with SID and Outreach to streamline processes on calling campaigns, consistent messaging throughout pathways, and workshops to provide support to staff assisting with calling campaigns. Re-Enrollment Center will implement a strategic plan for each calling campaign and establish messaging protocol within each pathway to encourage students to go through the AB540 process as reclassification for in-state may not be an option for special populations and inform students to apply for FAFSA or Dream Act as the submittal of the financial aid application will include the California College Promise Grant (CCPG). Enrollment Services will motivate students to apply for FAFSA to see if they qualify as it will assist them with CCPG and potentially pay in-state tuition fees. Admissions and Records will train the AB540 team and Re-Enrollment Center Team on AB540 requirements to streamline support to students.

3) Strategic Communications: Enrollment Services to provide support and strategic planning to equip staff with consistent messaging. Re-Enrollment Center will implement a strategic plan for each calling campaign and establish messaging protocol within each pathway to encourage students to go through the AB540 process as reclassification for in-state may not be an option for special populations and inform students to apply for FAFSA or Dream Act as the submittal of the financial aid application will include the California College Promise Grant (CCPG). Enrollment Services will motivate students to apply for FAFSA to see if they qualify as it will assist them with CCPG and potentially pay in-state tuition fees. Admissions and Records will train the AB540 team and Re-Enrollment Center Team on AB540 requirements to streamline support to students.

4) Bridge to BC: Enrollment Services assists and collaborates with Summer Bridge team to drop students and transfer them to another Bridge to BC course, and auto enroll student per requests. Re-Enrollment Center to provide support to assist students on registering for classes with option to auto enroll, creating an educational plan, financial aid, and additional support to non-residents to connect with AB540 team to alleviate non-resident tuition fees and maximize the students' financial aid. Re-Enrollment Center Team to inform students to apply for FAFSA or Dream Act as the submittal of the financial aid application will include the California College Promise Grant (CCPG). Enrollment Services will motivate students to apply for FAFSA to see if they qualify as it will assist them with CCPG and potentially pay in-state tuition fees. Admissions and Records will train the AB540 team and Re-Enrollment Center Team on AB540 requirements to streamline support to students.
5) **Cognos Reports:** Enrollment Services run reports regularly through Starfish and Cognos to pull data on students who have stopped out for a minimum of one semester and re-engage them to re-enroll into courses. Re-Enrollment Center to provide support to assist students on registering for classes with option to auto enroll, creating an educational plan, financial aid, and additional support to non-residents to connect with AB540 team to alleviate non-resident tuition fees and maximize the students' financial aid.

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<td>1) <strong>Targeted Recruitment:</strong> Enrollment Services to provide support and assistance with enrollment and holds that prevent registration. Admissions and Records and Re-Enrollment Center to target 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 to apply for FAFSA or Dream Act as the submittal of the financial aid application will include the California College Promise Grant (CCPG). Enrollment Services will motivate students to apply for FAFSA to see if they qualify as it will assist them with CCPG and potentially pay in-state tuition fees. Admissions and Records will train the AB540 team on AB540 requirements. Enrollment Services run reports regularly through Starfish and Cognos to pull data on students who have stopped out for a minimum of one semester and re-engage them to re-enroll into courses. Re-Enrollment Center to provide support to assist students on registering for classes with option to auto enroll, creating an educational plan and financial aid for financial expense to maximize certificate and degree completion.</td>
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2022-2023; and additional 2% (2,425) in 2023-2024

**Associates:** Increase 10% from 2021-2022 baseline of 1,190 to 1,309 in 2022-2023; and additional 2% (1,335) in 2023-2024

**Certificates:** Increase 10% from 2021-2022 baseline of 493 to 542 in 2022-2023; and additional 2% (553) in 2023-2024

**SCFF Category: STUDENT SUCCESS**

**Associates for Transfer:**
Increase 10% from 2021-2022 baseline of 2,161 to 2,377 in 2022-2023; and additional 2% (2,425) in 2023-2024

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**Certificates:** Increase 10% from 2021-2022 baseline of 493 to 542 in 2022-2023; and additional 2% (553) in 2023-2024

C. Persistence and Retention

1) **Summer Melt Mitigation:** Enrollment Services to provide support and assistance with enrollment and holds that prevent registration. Admissions and Records and Re-Enrollment Center to target calling and messaging to ensure enrollment in degree seeking courses with an option of auto enrollment for certificate and degree completion in a timely manner.

2) **Bridge to BC:** Enrollment Services assists and collaborates with Summer Bridge team to drop students and transfer them to another Bridge to BC course, and auto enroll student per requests. Admissions and Records and Re-Enrollment Center to assist and support students with certificate and degree completion.

3) **New Faculty Onboarding:** Enrollment Services to present to new faculty orientations on entering grades, census dates, drop dates, FERPA, positive attendance reporting and extenuating withdraw drops.

4) **Calling/Text Messaging Campaigns:** Enrollment Services to assist and connect with students to engage them in re-enrolling into BC and auto enroll students, provide financial aid support, and education advisor services.

5) **CDCP Courses/Certificates:** Enrollment Services assists and collaborate with CDCP team to streamline CCCApply application and updates to ease enrollment processes and provide support for auto enrollment and auto awarding certificates.

6) **CTE Courses:** Enrollment Services assist and collaborate with CTE department to streamline process for enrollment and auto awarding certificates and degree completion.
**SCFF Category: STUDENT SUCCESS**

**Associates for Transfer:**
Increase 10% from 2021-2022 baseline of 2,161 to 2,377 in 2022-2023; and additional 2% (2,425) in 2023-2024

**Associates:** Increase 10% from 2021-2022 baseline of 1,190 to 1,309 in 2022-2023; and additional 2% (1,335) in 2023-2024

**Certificates:** Increase 10% from 2021-2022 baseline of 493 to 542 in 2022-2023; and additional 2% (553) in 2023-2024

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### D. Re-enrollment

1. **Student Re-Engagement Center:** The center’s goal is to re-enroll students; designated employees following communication calendar of campaigns; secure location to house the team; establish leadership, calendar, and processes. Enrollment Services to assist and connect with students to engage them in re-enrolling into BC and auto enroll students, provide financial aid support, and education advisor services. Re-Enrollment Center to provide support to assist students on registering for classes with option to auto enroll, creating an educational plan and financial aid for financial expense to maximize certificate and degree completion.

2. **Develop Communication Plan:** Develop SID calling campaign timelines; create and update the calling/messaging scripts for each campaign; establish timeline for Pathway Completion Teams to engage in specific campaigns - including financial aid timelines; offer flex week workshops to introduce efforts.

3. **Strategic Communications:** Deploy Motimatic for intentional and targeted re-engagement of stopped-out students using social media outlets.

4. **Bridge to BC:** Direct re-enrollment to Bridge to BC for onboarding and to ensure they get reintroduced to campus resources. Enrollment Services assists and collaborates with Summer Bridge team to drop students and transfer them to another Bridge to BC course, and auto enroll student per requests. Re-Enrollment Center to provide support to assist students on registering for classes with option to auto enroll, creating an educational plan and financial aid for financial expense to maximize certificate and degree completion.

5. **Develop a Peer Mentoring Program:** Enrollment Services will connect the Re-Enrollment Center with Federal Work Study student workers to have a peer mentor support team. Peer mentors by pathway to assist with engagement and persistence campaigns; focus on critical groups and milestone achievements; explore partnership with Mentor Collective.

6. **Cognos Reports:** Enrollment Services run reports regularly through Starfish and Cognos to pull data on students who have stopped out for a minimum of one semester and re-engage them to re-enroll into courses. Re-Enrollment Center to provide support to assist students on registering for classes with option to auto enroll, creating an educational plan and financial aid for financial expense to maximize certificate and degree completion. Develop a stopped-out report by area; stopped out for 1 or 2 semesters, 1 year, and 2 years.

7. **Interact Marketing Tool:** Explore this marketing tool to boost certificate completion.
**SCFF Category: STUDENT SUCCESS**

**Associates for Transfer:**
Increase 10% from 2021-2022 baseline of 2,161 to 2,377 in 2022-2023; and additional 2% (2,425) in 2023-2024

**Associates:** Increase 10% from 2021-2022 baseline of 1,190 to 1,309 in 2022-2023; and additional 2% (1,335) in 2023-2024

**Certificates:** Increase 10% from 2021-2022 baseline of 493 to 542 in 2022-2023; and additional 2% (553) in 2023-2024

**Transfer Level Math & English:** Increase 10% from 2021-2022 baseline of 581 to 639 in 2022-2023; and additional 2% (652) in 2023-2024

**Nine or More CTE Units:**
Increase 10% from 2021-2022

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**G. Degree Completion with Transfer Focus**

1) **Reporting Automation:** Enrollment Services run reports regularly through Starfish and Cognos to pull data on students who have stopped out for a minimum of one semester and re-engage them to re-enroll into courses. Re-Enrollment Center to provide support to assist students on registering for classes with option to auto enroll, creating an educational plan and financial aid for financial expense to maximize certificate and degree completion. Develop automated reports for benchmark tracking, calling campaigns, and targeted student support (Cognos and Starfish reports).

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**C. Persistence and Retention**

1) **Summer Melt Mitigation:** Calling and Messaging to ensure students register for and enroll in the fall. Enrollment Services to provide support and assistance with enrollment and holds that prevent registration. Re-Enrollment Center to target calling and messaging to ensure enrollment in transfer level Math and English course if student has not completed.

2) **New Faculty Onboarding:** Enrollment Services to present to new faculty orientations on entering grades, census dates, drop dates, FERPA, positive attendance reporting and extenuating withdraw drops.

3) **Calling/Text Messaging Campaigns:** Enrollment Services to assist and connect with students to engage them in re-enrolling into BC and auto enroll students, provide financial aid support, and education advisor services. Re-Enrollment Center to target calling and messaging to ensure enrollment in transfer level Math and English course if student has not completed. Non-returners; did not meet milestones; no ed plan on file; dropped prior to start of term/first week of term; under-enrolled. in-person appointments; inform ed plan conversations.
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| baseline of 3,867 to 4,254 in 2022-2023; and, additional 2% (4,339) in 2023-2024 | 1) **Summer Melt Mitigation:** Calling and Messaging to ensure students register for and enroll in the fall. Enrollment Services to provide support and assistance with enrollment and holds that prevent registration. Admissions and Records and Re-Enrollment Center to target calling and messaging to assist CTE with enrollment into CTE course for certificate completion.  
  
2) **Bridge to BC:** Enrollment Services assists and collaborates with Summer Bridge team to drop students and transfer students to another Bridge to BC course, and auto enroll student per requests from staff. Admissions and Records and Re-Enrollment Center Team to provide support to assist students on registering for Bridge to BC if the student has not completed the course to increase Summer Bridge enrollment and encourage to enroll in certificate completion courses.  
  
3) **New Faculty Onboarding:** Enrollment Services to present to new faculty orientations on entering grades, census dates, drop dates, FERPA, positive attendance reporting and extenuating withdraw drops.  
  
4) **Persistence Pilot Project - First Year Student Focus:** Enrollment Services to provide support and assistance with enrollment and holds that prevent registration and CCCApply Application |