## Work Plan & Tactics

### SCFF Category: FTES

**Regular (FTES):** 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

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

### 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

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 students register in the fall and provide support for auto-enrollment.

2) **Bridge to BC:** Enrollment Services to provide support and assistance with enrollment and holds that prevent registration. Admissions and Records and Re-Enrollment Center to assist with registration and transfers.
### 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)
Increase 5% from 2021-2022 baseline of 46 to 48 in 2022-2023; and, additional 2% (49) in 2023-2024

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

### 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 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

### Summer Events
Enrollment Services to provide support and assistance with enrollment, CCCApply application inquires, and holds that prevent registration during Outreach registration events. Admissions and Records and Re-Enrollment Center to assist with auto-enrollment when option is available.

### 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.

### Persistence Pilot Project - First Year Student Focus
Enrollment Services to provide support and assistance with enrollment, CCCApply application inquires, and holds that prevent registration during Outreach registration events. Admissions and Records and Re-Enrollment Center to assist with auto-enrollment when option is available.

### Calling/Text Messaging Campaigns
Enrollment Services to provide support and assistance with enrollment, CCCApply application inquires, and holds that prevent registration. Admissions and Records and Re-Enrollment Center to target calling and messaging to ensure students register for and enroll in the fall and provide support for auto enrollment.

### E. Rising Scholars Program

#### 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.

### G. Degree Completion with Transfer Focus

#### Institutionalize Graduation Increase Initiative
Enrollment Services to assist, collaborate, and train other departmental staff on preliminary graduation petition review and maximize degree completion. Admissions and Records to provide a preliminary graduation review for each student once a graduation petition is submitted to the office and grant priority registration for students to enroll into their last semester.

#### Progress Benchmark
Enrollment Services to collaborate with Transfer and Counseling Department to train and provide support to graduation reviews and degree requirements.

#### Degree and Certificate Awarding Automation
Enrollment Services to assist, collaborate, and train other departmental staff on preliminary graduation petition review and maximize degree completion. Admissions and Records to provide a preliminary graduation review for each student once a graduation petition is submitted to the office and grant priority registration for students to enroll into their last semester. Admissions and Records to train counselors and advisors on graduation requirements and utilize Starfish completion reports to auto award certificates and degree completion.
4) **Outreach:** Enrollment Services to assist, collaborate, and train other departmental staff on preliminary graduation petition review and maximize degree completion. Admissions and Records to provide a preliminary graduation review for each student once a graduation petition is submitted to the office and grant priority registration for students to enroll into their last semester. Enrollment Services to provide assistance with enrollment, holds that prevent registration, and CCCApply application inquiries with Outreach events.

5) **Finish in Four:** Enrollment Services to provide support and training to transfer pathways educational advisors and counselors. Admissions and Records to train counselors and advisors on graduation requirements for certificates and degree completion.

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**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 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

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

**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

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**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.

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**Work Plan & Tactics**

**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
<table>
<thead>
<tr>
<th>Pell (Headcount):</th>
<th>Increase 10% from 2021-2022 baseline of 7,777 to 8,555 in 2022-2023; and additional 2% (8,726) in 2023-2024.</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

**SCFF Category: Supplemental**

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<th>AB540 (Headcount):</th>
<th>Increase 10% from 2021-2022 baseline of 1,344 to 1,478 in 2022-2023; and additional 2% (1,508) in 2023-2024.</th>
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**C. Persistence and Retention**

1) **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.

2) **Graduation Increase Initiative:** 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.

**SCFF Category: Supplemental**

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**F. Baccalaureate Programs**

1) **Financial Aid Awareness Campaign:** Enrollment Services 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). Admissions and Records 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 collaborate with the Financial Aid Department to connect students who need additional support.
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

2) **Targeted Recruitment:** 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.

**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

3) **Outreach:** Enrollment Services to assist, collaborate, and train other departmental staff on graduation petition review and maximize degree completion. Preliminary graduation reviews processing to assist student with pending courses requirements and provide priority registration for students with an active graduation petition on file. Admissions and Records to implement auto awarding degrees.

**G. Degree Completion with Transfer Focus**

1) **Institutionalize Graduation Increase Initiative:** 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. Enrollment Services to assist, collaborate, and train other departmental staff on graduation petition review and maximize degree completion. Admissions and Records to provide a preliminary graduation reviews process to assist student with pending courses requirements and provide priority registration for students with an active graduation petition on file. Admissions and Records to implement auto awarding degrees.

2) **Progress Benchmark:** Enrollment Services to assist, collaborate, and train other departmental staff on graduation petition review and maximize degree completion. Preliminary graduation reviews processing to assist student with pending courses requirements and provide priority registration for students with an active graduation petition on file with Admissions and Records. Provide support, train, and collaborate with AB 540 team and Financial Aid to increase AB540 and FAFSA or Dream Act applications.

3) **Outreach:** Enrollment Services to assist, collaborate, and train other departmental staff on graduation petition review and maximize degree completion. Preliminary graduation reviews processing to assist student with pending courses requirements and provide priority registration for students with an active graduation petition on file with
Admissions and Records. Provide support, train, and collaborate with Outreach, AB 540 team, and Financial Aid to increase AB540 and FAFSA or Dream Act applications.

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<th>Bakersfield College SCFF (2-Year Target)</th>
<th>Work Plan &amp; Tactics</th>
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<tr>
<td><strong>SCFF Category: STUDENT SUCCESS</strong></td>
<td>A. New Student Outreach / Yield</td>
</tr>
<tr>
<td><strong>Associates for Transfer:</strong> Increase 10% from 2021-2022 baseline of 2,161 to 2,377 in 2022-2023; and additional 2% (2,425) in 2023-2024</td>
<td>1) Kern County College Night: Enrollment Services will participate and assist as needed during KC College Night.</td>
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<td><strong>Associates:</strong> Increase 10% from 2021-2022 baseline of 1,190 to 1,309 in 2022-2023; and additional 2% (1,335) in 2023-2024</td>
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<tr>
<td><strong>Certificates:</strong> Increase 10% from 2021-2022 baseline of 493 to 542 in 2022-2023; and additional 2% (553) in 2023-2024</td>
<td>C. Persistence and Retention</td>
</tr>
<tr>
<td><strong>SCFF Category: STUDENT SUCCESS</strong></td>
<td>1) 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.</td>
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<td><strong>Associates for Transfer:</strong> Increase 10% from 2021-2022 baseline of 2,161 to 2,377 in 2022-2023; and additional 2% (2,425) in 2023-2024</td>
<td>2) Graduation Increase Initiative: Enrollment Services to assist, collaborate, and train other staff on graduation petition review and maximize degree completion. Preliminary graduation reviews processing to assist student with pending courses requirements and provide priority registration for students with an active graduation petition on file with Admissions and Records.</td>
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<td><strong>Associates:</strong> Increase 10% from 2021-2022 baseline of 1,190 to 1,309 in 2022-2023;</td>
<td>3) Finish in Four Agreements: Enrollment Services to assist, collaborate, and train other departments on graduation initiative to ensure ADT e-Verify list from CSUB on degree completion</td>
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Certificates: Increase 10% from 2021-2022 baseline of 493 to 542 in 2022-2023; and additional 2% (1,335) in 2023-2024

4) **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.

5) **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

**E. Rising Scholars Program**

1) **Priority Registration:** Enrollment Services to assist and collaborate with the Rising Scholar’s Team to tag students in Banner and provide priority registration dates when district runs process. Provide 2nd day priority registration to formerly incarcerated students who participated in RSP program prior to enrolling on campus.

2) **Campus Engagement:** Expand communication between RSP students and BC departments (A&R, Financial Aid, DSPS, etc.) 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.

**Baccalaureate:**

Increase 100% from 2021-2022 baseline of 4 to 8 in 2022-2023; and, additional 100% (16) in 2023-2024

**F. Baccalaureate Programs**

1) **Research Laboratory Technology Baccalaureate Proposal** - Enrollment Services to collaborate with BA program, counseling, and financial aid departments with enrollment and streamlining processes.

2) **Police Science Baccalaureate Proposal** - Enrollment Services to collaborate with BA program, counseling, and financial aid departments with enrollment and streamlining processes.

3) **Baccalaureate Program Proposal Development** - Enrollment Services to collaborate with BA program, counseling, and financial aid departments with enrollment and streamlining processes.
### 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

### G. Degree Completion with Transfer Focus

1. **Institutionalize Graduation Increase Initiative:** Enrollment Services to assist, collaborate, and train other departmental staff on graduation petition review and maximize degree completion. Admissions and Records to provide a preliminary graduation reviews process to assist student with pending courses requirements and provide priority registration for students with an active graduation petition on file. Admissions and Records to implement auto awarding degrees.

2. **Progress Benchmark:** Enrollment Services to assist, collaborate, and train other departmental staff on graduation petition review and maximize degree completion. Admissions and Records to provide a preliminary graduation reviews process to assist student with pending courses requirements and provide priority registration for students with an active graduation petition on file. Admissions and Records to implement auto awarding degrees. Track student progress to acknowledge and encourage completion of momentum points, on track for transfer, degree completion.

3. **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).

4. **Degree and Certificate Awarding Automation:** Enrollment Services to assist, collaborate, and train other departmental staff on graduation petition review and maximize certificate and degree completion. Preliminary graduation reviews processing to assist student with pending courses requirements and provide priority registration for students with an active graduation petition on file with Admissions and Records.

### C. Persistence and Retention

1. **Bridge to BC:** Enrollment Services to provide support and assistance to Outreach during registration events. Admissions and Records will support Outreach during events to assist in registration, residency, clearing students, and application inquiries and accessibility to a “one-stop shop” for student assistance.
additional 2% (652) in 2023-2024

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<td>2) <strong>Summer Events:</strong> Enrollment Services to provide support and assistance to Outreach during registration events. Admissions and Records will support Outreach during events to assist in registration, residency, clearing students, and application inquiries and accessibility to a “one-stop shop” for student assistance.</td>
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<td>3) <strong>New Faculty Onboarding:</strong> Enrollment Services to present to new faculty orientations on entering grades, census dates, drop dates, FERPA, positive attendance reporting and extenuating withdraw drops.</td>
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<td>4) <strong>Graduation Increase Initiative:</strong> Enrollment Services to assist, collaborate, and train other staff on graduation petition review and maximize degree completion. Admissions and Records to provide a preliminary graduation reviews processing to assist student with pending courses requirements and provide priority registration for students with an active graduation petition on file with Admissions and Records and ensure enrollment in transfer level Math and English course if not completed. Strategic review of student records - grad check review based on units completed; individual student outreach/follow-up to finalizing needed registration, commencement RSVP, etc.</td>
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<td>5) <strong>Finish in Four Agreements:</strong> Enrollment Services to assist, collaborate, and train other departments on graduation initiative to ensure ADT e-Verify list from CSUB. Admissions and Records to provide a preliminary graduation reviews processing to assist student with pending courses requirements and provide priority registration for students with an active graduation petition on file with Admissions and Records and ensure enrollment in transfer level Math and English course if not completed.</td>
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**G. Degree Completion with Transfer Focus**

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<td>3) <strong>Reporting Automation:</strong> 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 and transfer. Create any additional needed reports through Starfish and Cognos for support on report automation.</td>
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4) **Degree and Certificate Awarding Automation**: Enrollment Services to work and collaborate with District to explore and investigate options to auto award in Banner. Enrollment Services to assist, collaborate, and train other departmental staff on graduation petition review and maximize certificate and degree completion. Preliminary graduation reviews processing to assist student with pending courses requirements and provide priority registration for students with an active graduation petition on file with Admissions and Records.

5) **Transfer Milestones and Process Automation**: Develop schedule of student notifications regarding transfer milestones and processes; automate distribution of these messages according to identified timeline; utilize Canvas as part of outreach structure; include financial aid updates related to transfer students/processes.

6) **Outreach: 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 and transfer. Create any additional needed reports through Starfish and Cognos for support on report automation.

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**Nine or More CTE Units:**
Increase 10% from 2021-2022 baseline of 3,867 to 4,254 in 2022-2023; and, additional 2% (4,339) in 2023-2024

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**F. Persistence and Retention**

1) **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.

2) **Summer Events**: Enrollment Services to provide support and assistance to Outreach during registration events. Admissions and Records will support Outreach during events to assist in registration, residency, clearing students, and application inquiries and accessibility to a “one-stop shop” for student assistance.

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.

5) **CTE Courses**: Enrollment Services will provide support to students and CTE team to streamline processes for holds that prevent registration, and application inquiries. Admission and Records will collaborate with CTE on certificate completion.
<table>
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<th>Regional Living Wage:</th>
<th>C. Persistence and Retention</th>
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<tr>
<td>Increase 10% from 2020-2021 baseline of 4,893 to 5,382 in 2021-2022; and, additional 2% (5,490) in 2022-2023</td>
<td><strong>1) CTE Courses:</strong> Enrollment Services assist and collaborate with CTE department to streamline the process for enrollment and auto awarding certificates and degree completion.</td>
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