Student Success

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<td>Baccalaureate Applied Science &amp; Technology</td>
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Industrial Automation Early College

Cohort by AS completion year- Current number of students (Potential BS completion year)

- Class of 2024- 23 (2026)
- Class of 2025- 17 (2027)
- Class of 2026- 34 (2028)
TACTICS AND WORKPLAN FOR SUCCESS (Bachelor of Science Industrial Automation program)

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. (Carlos, Career Education Support Staff)
  • Engage Counselors in meetings and presentations about stackable certificate options in addition to ADT within career education pathways (Carlos, Cynthia)
  • Engage K-12 schools in on-campus program tours and expo events like Industrial Automation Day and MFG Day. (Carlos, Faculty)
  • Increase awareness of the Bachelor of Science Industrial Automation program on Social Media outlets (Carlos)
  • Increase digital media content on the Bachelor of Science Industrial Automation program. (Rafael)
A.7. Kern County College Night: Increased Participation
  • Include Bachelor of Science Industrial Automation program representation. (Carlos, Faculty, Student Organization)
A.8. Kern Economic Development STEMposium: STEM & Relevant CTE Pathway Participation
  • Serve on planning committee. (Carlos)
  • Engage faculty participation. (Carlos)
  • Support them in creating program marketing materials. (Steph/Rosa/Chloe/Rafael)
  • Participate in event. (Carlos, Cynthia, Faculty)

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. (Carlos/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)
    o Maintain Articulation agreements for high school students
    o Engage faculty to review agreements and qualifications in a timely fashion.
  • Continue and grow certification pathway at Shafter High (KHSD & Wonderful Education partnership), established 2021-2022 (Carlos/Early College Team)
• New Certification pathway launching at Kern Valley High in 2022-2023 (Carlos/Early College Team)
• Continue introductory courses offered at McFarland High in 2021-2022 (Carlos/Early College)
• Continue and grow Industrial Automation Summer Academy in 2021 (Phillips 66) and 2022 (Phillips 66 and Chevron) (Carlos/Early College Team/Faculty)
• Continue supporting and growing feeder high schools (offering at least 1 course from the pathway):
  o Robert F. Kennedy High
  o Shafter High
  o CTEC High
  o Kern Valley High
  o Wasco High
  o Bakersfield High
  o Stockdale High
  o West High

C. PERSISTENCE AND RETENTION
C.3. Bridge to BC - Summer: Student Outreach by Area to Ensure Shared Engagement
  • Include active participation from the Bachelor of Science Industrial Automation program. (Carlos/Cynthia)
C.9. Summer Area Events: Scheduled in June & July
  • The Bachelors of Science Industrial Automation Early College Summer Academy (Carlos/Early College Team)
  • Establish an Industrial Automation Summer Camp. (Carlos/Faculty)
C.10. Captive Audience Outreach: Classroom Visits
  • Participate in class visits to establish Ed Plans and advising services (Dylan)
  • Participate in class visits to establish Career Readiness services. (Anycia)
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.13)
  • Initiated welcome letter via email and mail. (Cynthia)
  • Engage the Bachelor of Science Industrial Automation program in welcome tents, convocation and other welcome events on campus. (Carlos/Cynthia/Student Org)
  • Provide classroom tours. (Carlos/Cynthia)
  • Establish The Bachelor of Science Industrial Automation program signing day.
  • Encourage participation in flex week and Professional Development workshops (ALL)
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 in calling/messaging campaigns. (Cynthia/Dylan/Anycia)
  • Success rate for the Bachelor of Science Industrial Automation program courses (Cynthia/Dylan)
Ensure Counselor and Advisor 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 (Cynthia/Dylan)

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. (Anycia)
- Increase enrollments for each CRN posted through increased internship opportunities. (Cynthia/Dylan/Anycia)
- Engage faculty as industry experts for new employment leads and increased student engagement. (Anycia)

C.38. Host Student Employment Fairs: In-person and Virtual
- Host MFG Day expo to increase awareness of employment opportunities for students. (Carlos/Anycia/Dylan)
- Host the Bachelor of Science Industrial Automation Career Fair for career employment and increasing internship opportunities for students. (Carlos/Anycia)
- Host industry employer’s on-campus for employer presentations. (Carlos/Anycia)
- Increase awareness on social media platforms. (Carlos)
- Create promotional video content to share on multiple platforms and to increase advertising (Rafael)

Autoenrollment
C.51. Increase CDCP Offerings and Participation: Stackable
- Work with Employers to offer non-credit courses as means of professional development programs (Carlos, Anyicia, Dylan, Dave Teasdale)
- Encourage use and implementation of CCCApply Noncredit application. (Cynthia/Dylan)

C.52. 9 CTE Units within the First Semester (map): Maximize Completion Rate
- Ensure the Bachelor of Science Industrial Automation program students are enrolled in 9 units in first semester (Cynthia/Dylan)

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. (Tony/Steph)

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 student workers and staff 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 the Bachelor of Science Industrial Automation program counselor and advisor 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.9. Expand Programs: Mobile Labs/Classrooms

- Increase utilization of the mobile lab and available classroom space.

E.10. Increase Strategic Scheduling/Staffing: Additional RSP-specific Adjuncts and FT Faculty

- Hired RSP specific assigned fulltime faculty. (Jose)

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 – the Bachelor of Science Industrial Automation program

F.6. Career Days: Local Industry

- Establish events and expos for each of the different industries. (Carlos/Anycia)
- Increase Industry facility tours. (Carlos/Anycia)
  - 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/Dylan)

G.6. Outreach: Middle School and Jr. High Students

G.7. Outreach: High School Students

G.8. Outreach: High School Counselors

G-1. DEGREE COMPLETION WITH EMPLOYMENT FOCUS

G.6. Outreach: Middle School and Jr. High Students

- Include graduate universities at career expos and exploration events (Carlos/Anycia)

G.14. Pathway Completion Coaching Teams: Structures Processes and Goals

- Utilization of Data Dashboards for student success and progression. (Cynthia/Dylan)
- Continued training in Starfish and Data Coaching. (Cynthia/Dylan)
- Increased engagement in Completion Coaching Pathways Teams (Cynthia/Dylan/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. a. America’s Job Center
- Continue to add approved certificate options in the EPTL database, and work with case managers to increase program referrals. (Cynthia)
  - 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. (Cynthia/Dylan)
  - Work with Local Employers to capture employer provided training to articulate with current curriculum to meet equivalency. (Carlos/Anycia/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)
    - 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, Anycia)
- 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, Anycia)
- Support recruitment and outreach efforts in other Community based agencies (Dylan/Anycia)
- Build the relationship with Hard Rock Hotel to establish partnerships in Maintenance. (Anycia)

G-1. e. Strong Workforce/VTEA
- Ensure Strong Workforce and Perkins projects are aligned with Industry and Community needs. (Tony/Steph/Martin/Cindi/Tanisha)
  - Continue to bring in new employers to share information and feedback on real time industry trends (Anycia)
    - Target – 2 per month
  - Provide more direct recruitment efforts in placement of students to industry partner employers. (Anycia)
- Host Career Education Advisory Board Colloquium – October 21, 2022
  - Enhance the Advisory Board Committee engagements. (Anycia)
    - Target – 2 meetings a year. 1 planning and 1 acknowledgement and employer appreciation.

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 the Bachelor of Science Industrial Automation program staff are certified to sit on hiring committees to support internal and external department hiring committees. (INDA Faculty/Staff)
- Intentionally establish recruitment opportunities for Student Employees as potential candidates upon completion of their degree or certificate. (Anycia)