This work plan is aligned with the College’s 2022-23 SCFF targets and strategic tactics.

**SCFF Targets**

**TACTICS AND WORKPLAN FOR SUCCESS (Launchpad)**

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

- Identify K-12 entrepreneurial programs; to include rural communities.
- Collaborate closely with ROC/CTEC to increase awareness of entrepreneurship and the Launchpad.
- Participate in STEMposiums, Career fairs, and expo events.
- Host Summer Entrepreneur Academy to high school students.
- Collaborate with Future Business Leaders of America (FBLA) clubs in high schools.
- Facilitate presentations about stackable certificate options and entrepreneurial pathways through noncredit and credit courses.
- Engage K-12 schools in on-campus program tours and expo events.
- Promote entrepreneurship activities on Social Media outlets.
- Increase digital media content on Launchpad.

A.7. Kern County College Night: Increased Participation

- Include Launchpad through exhibitor presentation.
- Participate in planning committee.

A.8. Kern Economic Development STEMposium: STEM & Relevant CTE Pathway Participation

- Serve on planning committee
- Support emerging entrepreneurs’ innovations and provide resources to assist start-ups.
- Participate in event.
- Promote community stakeholder participation.

A.9. High School STEM & MESA Clubs: Student Engagement and Strategic Recruitment

- Participate in planning committee by providing growth mindset and merging creativity with business.
- Support emerging entrepreneurs’ innovations and provide resources to assist start-ups.
B. DUAL ENROLLMENT & EARLY COLLEGE

B.4. New Early College Programs: Growth Focus

- Commitment to increase awareness of Early College Programs.
- Continue to develop BC's presence of programs and opportunities for high school students through community events.

C. PERSISTENCE AND RETENTION

C.3. Bridge to BC - Summer: Student Outreach by Area to Ensure Shared Engagement

- Include active participation from Launchpad.
- Include Launchpad as an entrepreneurial resource for students.

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)

- Engage Launchpad in welcome tents, convocation, and other welcome events on campus.
- Provide Launchpad tours.
- Facilitate noncredit, credit bearing, and certificate course orientations at the Launchpad.
- Promote awareness on stackable certificate options.
- Co-host Bakersfield College Summer Entrepreneurship and Innovation Academy with the Business Department.


- Participation in flex week and Professional Development workshops.
- Participate with Career Education on resource workshops in collaboration of professional development department.

C.38. Student Employment Fairs: In-person and Virtual

- Support pathway expos to increase awareness of employment opportunities for students through Career Education.
- Support on-campus employment events to increase current pools for on-campus employment.

Autoenrollment

C.51. Increase CDCP Offerings and Participation: Stackable

- Work with employers and business owners to offer non-credit courses as means of professional and business development.

F. BACCALAUREATE PROGRAM

F.4. Create CTEC student pipeline: KHSD ROC/CTEC to BC Noncredit and Certificate Programs

- Establish a Youth Entrepreneurship Education Pathway Ecosystem

F.6. Career Days: KHSD

- Co-host the ROC/CTEC Entrepreneurship Mindset Summer Camp (one week, in-person summer camp)

G. DEGREE/CERTIFICATE COMPLETION WITH TRANSFER FOCUS

- No impact.

G-1. CERTIFICATE COMPLETION WITH EMPLOYMENT FOCUS

G-1.d. Small Business Engagement with non-credit

- Promote small business participation in non-credit Entrepreneurship Certificate of Completion (NC), Small Business Development Certificate of Completion (NC), Small Business Execution Certificate of Completion (NC), and Small Business Certificate of Completion (NC) for growth and retention.
- Build ongoing relationships with industry leaders, chambers, non-profits, and key stakeholders to establish partnerships.

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 certification to serve on hiring committees to support internal and external department hiring committees.

I. ENTREPRENEUR OUTREACH AND COMMUNITY ENGAGEMENT

I.1. Promote Entrepreneurial Partnerships: *Launch and grow small businesses through the delivery of educational opportunities and support services and through fostering collaboration.*

- Work collaboratively to support local youth entrepreneurs.
- Increase awareness of the Launchpad on social media platforms.
- Create promotional video content to share on multiple platforms and to increase awareness.
- Serve on Kern High School District Entrepreneur Advisory Board.
- Serve on Kern Community First / City of Bakersfield Youth Advisory Board.
- Serve on Bakersfield College Business / Entrepreneur Advisory Board for
- Serve on California State University, Bakersfield CEI (Center for Entrepreneurship and Innovation) Advisory Board for growth and acceleration of businesses.
- Create a robust entrepreneurship ecosystem in our region.
- Create a clear pathway to BC Launchpad.
- Implement SeedCore Foundation StartUp Space application:
  - Power a virtual community Hub for the Launchpad
    - Post resources, opportunities, courses, events and more...
  - Co-hort Management – organize program into a dashboard to populate, intake, review and communicate with entrepreneurs.
  - Establish a CRM to track system to track valuable information, measure demographics and user activities for the Launchpad.
  - Establish a business directory for the Launchpad – directly message through platform.
  - Establish a Resource Compass to connect user with a variety of resources to best fit their needs.
  - Customize a survey to collect feedback from business community.