## Outreach and Early College

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

### 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.

### Work Plan & Tactics

**A. New Student Outreach / Yield**

1) **Early Awareness:**
   - Increase number of Campus Visits by marketing & promoting Campus Tours to middle school/Jr high schools
   - Attend all 9th grade orientations at KHSD feeder schools in 2021
   - Increase concurrent enrollment awareness at Chipman Junior High, Compton Junior High, and Greenfield Junior High as these are feeder schools to our High Schools with lowest numbers of Early College participation
   - Create Career Exploration workshops for high school students
   - Collaborate with Parent Center Coordinators to host BC Info Night/Parent Night
   - Collaborate with CTE to host Pathway Preview event for high school seniors

2) **High School Outreach:** Presentations to local high school students; conduct matriculation workshop series – CCCApply, CSEP, Financial Aid application, registration; offer workshops and cross-training opportunities to high school counselors on the value of CCC education, student support offerings, financial aid literacy, BC matriculation, registration, and building students’ pathway mapper; present during high school staff and community committee meetings.
   - Reorganize matriculation workshops to provide “just in time” services (application/update workshops, pre-registration workshops, priority registration workshops, open enrollment)
   - Create a “Career Exploration” workshop for high school seniors to attend before they apply
   - Incorporate Financial Aid completion in communication with HS partners
   - Host one or more KHSD Counselors or Guidance Techs monthly meeting at BC SW
   - Continuously attend KHSD monthly counselor meetings
   - Collaborate with Financial Aid to cross train Outreach staff on the Financial Aid applications & troubleshooting
   - Incorporate Financial Aid completion in communication with High School partners

3) **Kern County College Night:**
   - Develop Inquiry Form through CRM to track students after KCCN
   - Increase participation in workshops offered
   - Increase awareness of Transfer, student support services, and pathways.
4) **Career Awareness & Planning:**
   - Create a “Career Exploration” workshop for high school seniors before they apply.
   - Host BC info sessions to help potential students understand options available at BC
   - Create a “Career Exploration” option for STDV B3
   - Collaborate with CTE to host Pathway Preview event for high school seniors

5) **Express Enrollments/Priority Registration Day 2/One-Click Registration:**
   - Increase the number of Express Enrollment events offered throughout the year (~2 per month)
   - Increase registration workshops at high schools; both during priority registration (March 2023) AND open registration (April/May 2023)
   - Create and cross-train registration teams to facilitate Registration Rocks and Express Enrollments at high school sites

6) **Outreach:**
   - Use CRM Recruit to track, monitor, and communicate with incoming first-time students
   - Increase campus visits for high school students through events and campus tours
   - Refine/Streamline matriculation process to be more student-friendly and promote completion of next steps
   - Collaborate with A&R to eliminate barriers preventing registration for incoming students (holds, CCCapply issues, login issues, etc.)

C. **Persistence and Retention**

1) **Summer Melt Mitigation:**
   - Student-led Calling Campaign for 1st-time students
     - Applied not enrolled
     - Applied not enrolled in Bridge
     - Not applied or enrolled
   - Summer events to retain incoming students (campus tours, counselor events, etc.)
   - Express enrollment events to simplify registration process
   - Increase social media presence dedicated to first-time students

2) **Bridge to BC:**
   - Partner to increase participation in Bridge through 1st-time students and returning students
   - Auto-enroll fully matriculated seniors into Bridge to BC
   - Collaborate to continuously recruit incoming students to enroll in Bridge

3) **Summer Events:**
   - Increase Campus Tours
   - Increase in-person events
   - Increase social media presence dedicated to first time students
4) **Student/Parent Orientation:**
- Increase communication to parents through CRM Recruit
- Collaborate with every KHSD school to host a Parent Info Night in their respective Parent Center.

5) **Convocation:**
- Collaborate with Office of Student Life to ensure a successful event for first time freshmen

D. **Re-enrollment**

1) **Develop Communication Plan:**
   - Assist with scripts, resources, & tools to successfully facilitate calling campaigns
   - Utilize social media platforms to reengage students

2) **Bridge to BC:**
   - Market and recruit returning students to enroll in Bridge to BC

**Special Admit (FTES):**
Increase 5% from 2021-2022 baseline of 2,313 to 2,429 in 2022-2023; and, additional 2% (2,478) in 2023-2024

**B. Dual Enrollment / Early College**

1) **Refine dualenroll.com:**
   - Provide feedback on changes needed for the success of concurrent enrollment students
   - Update schedule by semester
   - Communicate with concurrent students through the stages of enrollment
   - Recruit and market concurrent enrollment pathways options

**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

**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

**A. New Student Outreach / Yield**

1) **Early Awareness:**
   - Increase number of Campus Visits by marketing & promoting Campus Tours to middle school/Jr high schools
   - Attend all 9th grade orientations at KHSD feeder schools in 2021
   - Increase concurrent enrollment awareness at Chipman Junior High, Compton Junior High, and Greenfield Junior High as these are feeder schools to our High Schools with lowest numbers of Early College participation
   - Collaborate with CTE to host Pathway Preview event for high school seniors

2) **High School Outreach:**
   - Cross train Outreach team to coordinate and assist with FA workshops for incoming students
**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

- Determine AB540 students EARLIER in matriculation cycle and provide AB540 support prior to registration
- Incorporate financial aid support in matriculation services at high schools

3) **Kern County College Night:**
- Collaborate with Leads to ensure AB540/Financial Aid workshops are available to attendees
- Visually promote AB540 program and financial aid offerings during KCCN
- Develop Inquiry Form through CRM to track students after KCCN, specifically those interested in Financial Aid and other support services

4) **Express Enrollments/Priority Registration Day 2/One-Click Registration:**
- Increase the number of Express Enrollment events offered throughout the year (~2 per month)
- Increase registration workshops at high schools; both during priority registration (March 2023) AND open registration (April/May 2023)
- Create and cross train registration teams to facilitate Registration Rocks and Express Enrollments at high school sites, including Financial Aid support
- Collaborate with AB540 team to streamline process for incoming first-time students

C. Persistence and Retention

1) **Summer Melt Mitigation:**
- Targeting calling and messaging for first time students who are registered and have not completed financial aid applications

2) **Summer Events:**
- Collaborate with Financial Aid to offer Registration/Financial Aid workshops in the Welcome Center

3) **Student/Parent Orientation and Convocation:**
- Collaborate with Financial Aid & AB540 teams to develop marketing materials to have at HS sites.

4) **Targeted Advertising:**
- Use social media to target first time students; messaging promote enrollment, financial aid support, and swag/giveaways for participation.

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<tr>
<th>Bakersfield College SCFF (2-Year Target)</th>
<th>Work Plan &amp; Tactics</th>
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<tbody>
<tr>
<td><strong>SCFF Category: STUDENT SUCCESS</strong></td>
<td>A. New Student Outreach / Yield</td>
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<tr>
<td>Associates for Transfer:</td>
<td>1) Career Awareness &amp; Planning:</td>
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<tr>
<td>Increase 10% from 2021-2022</td>
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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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<tr>
<th><strong>Transfer Level Math &amp; English:</strong></th>
<th>Increase 10% from 2021-2022 baseline of 581 to 639 in 2022-2023; and, additional 2% (652) in 2023-2024</th>
</tr>
</thead>
</table>
| **New Student Outreach / Yield** | **A) Early Awareness:**
- Increase number of Campus Visits by marketing & promoting Campus Tours to middle school/Jr high schools
- Attend all 9th grade orientations at KHSD feeder schools in 2023
- Create Career Exploration workshops for high school students
- Collaborate with Parent Center Coordinators to host BC Info Night/Parent
- Collaborate with CTE to host Pathway Preview event for high school seniors

**B) High School Outreach:**
- Ensure CSEPs for incoming first time students through matriculation services at feeder high schools
- Promote Finish in 4 & transfer opportunities during outreach workshops

**3) Express Enrollments/Priority Registration/One-Click Registration:**
- Increase number of express enrollment offerings for continuing students; all hands-on deck for priority registration support; develop

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<th><strong>Comprehensive Student Education Plan:</strong></th>
<th>- Streamline concurrent students into STDV B6 courses to receive an education plan in the 9th grade when they start classes</th>
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| **Express Enrollments, One-Click Registration, Auto-Enrollment:** | - Increase number of express enrollment event offerings for continuing students at all BC campus locations;
- all hands-on deck for enrollment support; develop a One-Click registration app aligned to program mapper and CSEP specifically for BC for student ease of use. |

**C. Persistence and Retention**

1) **Bridge to BC:**
- Promote first time & returning students participate in Bridge to BC

2) **Summer Events:**
- Increase number of express enrollment events for continuing students on campus

3) **Financial Aid Support:**
- Cross train Welcome Center staff to increase Financial Aid support

- Attend all 9th grade orientations at KHSD feeder schools in 2023
- Create Career Exploration workshops for high school students
- Collaborate with CTE to host Pathway Preview event for high school seniors
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<td><strong>1) Summer Melt Mitigation:</strong></td>
<td>- Calling and Messaging to ensure students register for Math and English classes during their first year (incoming first-year students).</td>
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<td><strong>2) Summer Events:</strong></td>
<td>- Provide outreach/counseling/advising/registration/financial aid support at summer events on campus</td>
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| **Transfer to a 4-Year University:** Increase 10% from 2020-2021 baseline of 799 to 879 in 2021-2022; and, additional 2% (896) in 2022-2023 |

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<th><strong>G. Degree Completion with Transfer Focus</strong></th>
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<td><strong>1) Outreach:</strong></td>
<td>- Collaborate with Transfer team to develop outreach material regarding degrees, certificates, transfer options at BC targeting middle/jr high and high school students</td>
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<td><strong>2) Default and Standardized Ed Plan:</strong></td>
<td>- Collaborate with Counseling to ensure all fully matriculated seniors have a default and standardized Ed plan</td>
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<td>- Collaborate with Counseling to ensure all fully matriculated seniors have a default and standardized Ed plan for “auto-enroll” facilitation</td>
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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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<td><strong>2) Comprehensive Student Education Plan:</strong></td>
<td>- Develop CSEPs beginning at 9th grade level to ensure that dual and concurrent enrolled courses are included, providing a clear path for student completion.</td>
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<td><strong>3) Express Enrollments, One-Click Registration, Auto-Enrollment:</strong></td>
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<td>- all hands-on deck for enrollment support; develop a One-Click registration app aligned to program mapper and CSEP specifically for BC for student ease of use.</td>
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