DEAI TOWNHALL SERIES

DISCOVER THE SECRETS TO DEIA STRATEGIES THAT LEAD TO ENROLLMENT, RETENTION, AND COMPLETION

THURSDAY, OCTOBER 6

6:00 p.m. - 7:30 p.m.

COMMUNITY COLLEGE LEAGUE OF CALIFORNIA

DIVERSITY EQUITY INCLUSION

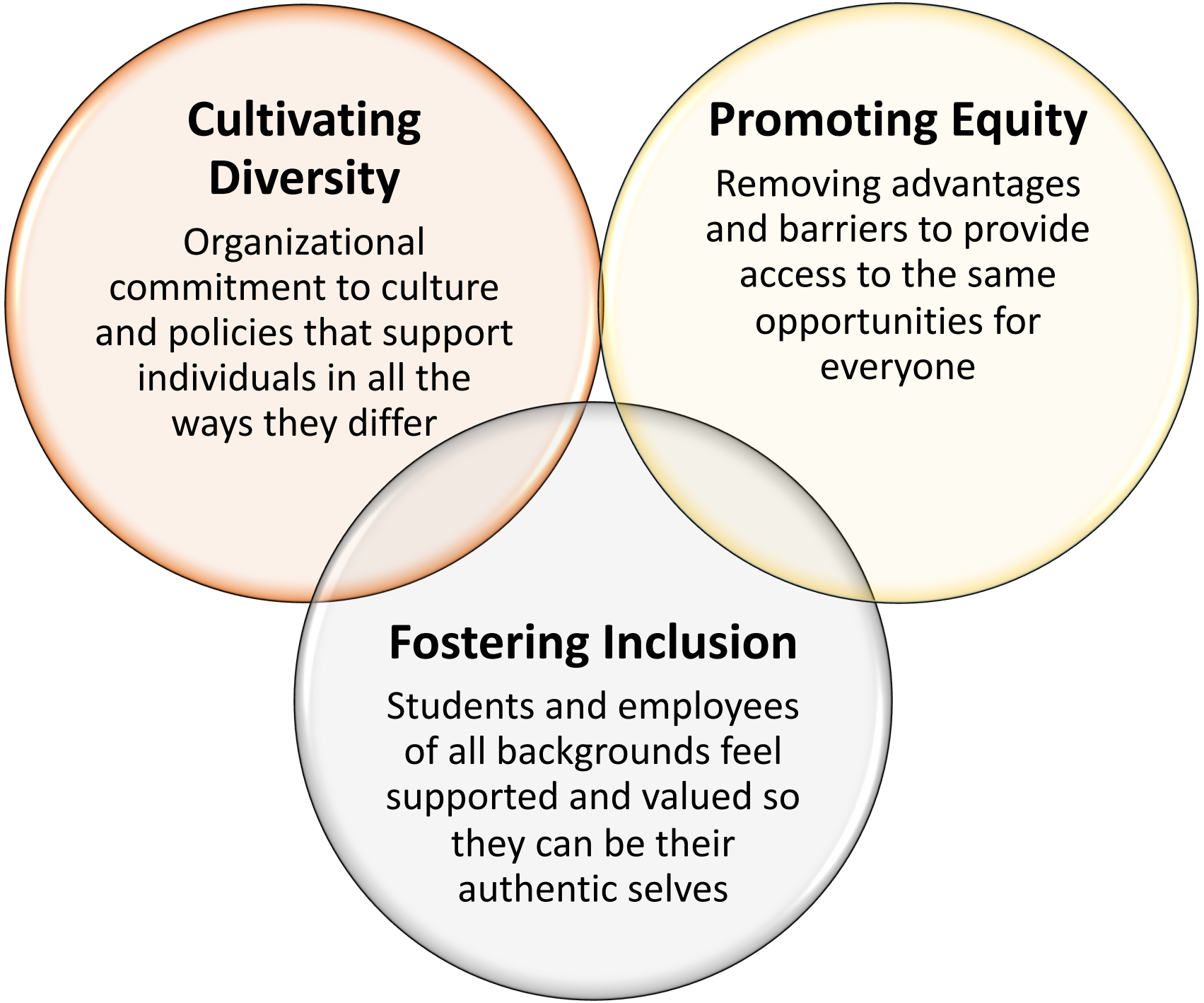
DEI *EVOLVES*……..

DIVERSITY EQUITY INCLUSION ACCESSIBILITY

DEIA

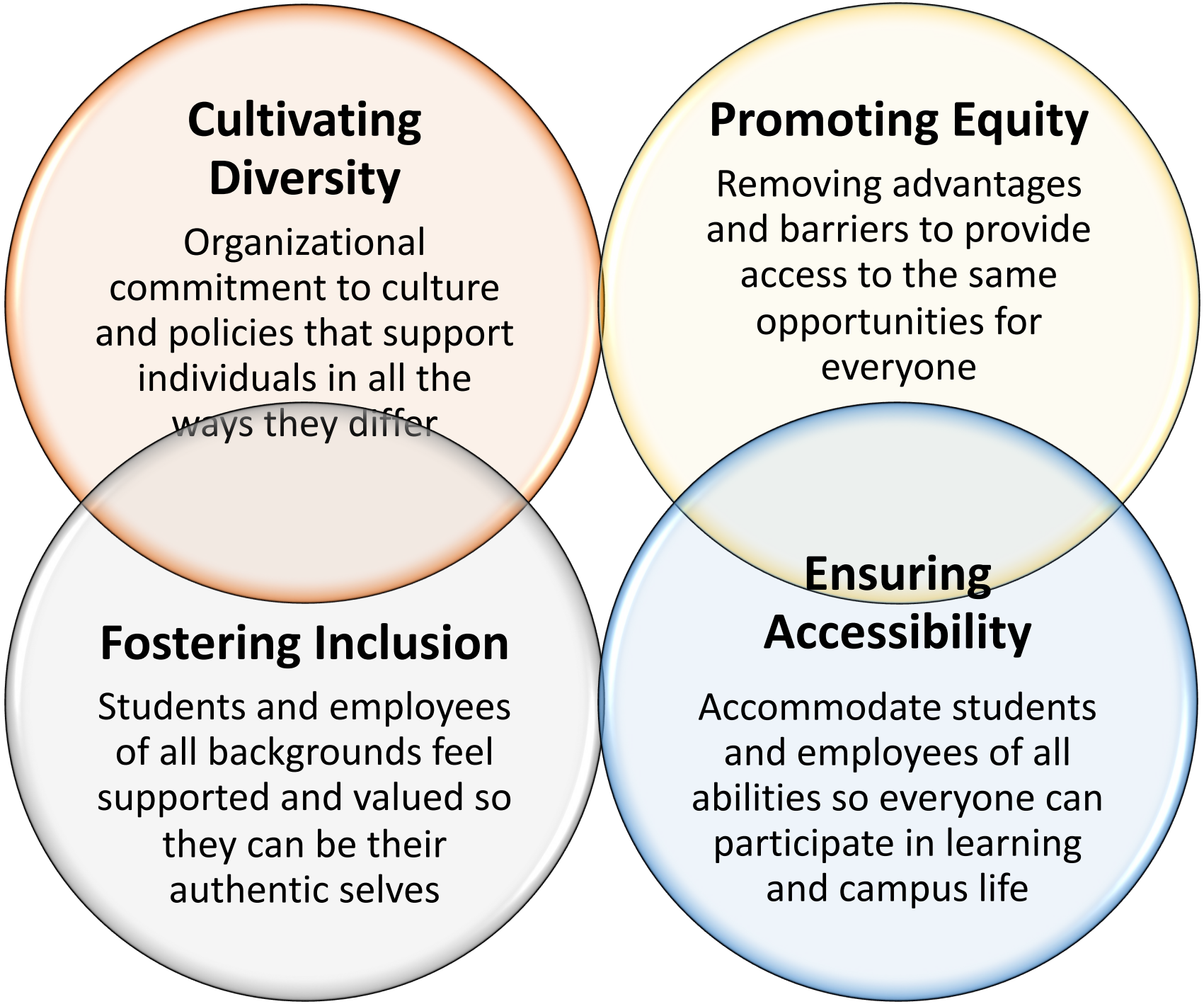
DEI Defined:

- Diversity
- Equity
- Inclusion



DEIA Defined:

- **Diversity**
- **Equity**
- **Inclusion**
- **Accessibility**



CELEBRATING DEIA

Districts Registered for 1 or more DEIA Townhalls

94%

CELEBRATING DEIA

Districts Registered for All 7 Townhalls

Allan Hancock CCD	Compton CCD	El Camino CCD
Foothill-De Anza CCD	Glendale CCD	Grossmont-Cuyamaca CCD
Kern CCD	Los Rios CCD	Ohlone CCD
Palomar CCD	Pasadena Area CCD	Peralta CCD
Rancho Santiago CCD	Redwoods CCD	Rio Hondo CCD
Riverside CCD	San Joaquin Delta CCD	State Center CCD
Ventura County CCD	West Valley-Mission CCD	Yuba CCD

CELEBRATING DEIA

Districts with Most Participants

Ohlone CCD

Pasadena Area CCD

Where can I find the recordings of the Townhall Series?

Community College League of California

CCLC Website

DEIA Webpage

CCCT Endorsed Candidates for the 2022 ACCT Elections

Nan Gomez-Heitzeberg
Kern CCD
ACCT Board
At-Large Director

Oscar Valladares
Rio Hondo CCD
ACCT Board
Pacific Regional Director

Vote

COMMUNITY COLLEGE LEAGUE OF CALIFORNIA

Cast your **VOTE** for our endorsed candidates at the ACCT Leadership Congress - Regional Caucuses & Meeting and the Senate Meeting on October 27 & 28 in New York

If your institution is an ACCT member, your college should have received information from the ACCT regarding the number of your voting delegates. Please make sure that your Board has identified delegates to vote.

All voting delegates:

- must register/sign-in at the Voting Delegate Desk,
- have a "voting delegate" stamp on their ACCT badges, and
- must be seated in the designated voting area at the Regional Caucuses and the Senate Meeting.

CCCT Endorsement Application for 2023 ACCT Elections for 2024 Positions

Endorsements considered for the following positions:

- Board of Directors – **Director-At-Large**
- Board of Directors – **Regional Director**-Pacific Region
- **Diversity, Equity, and Inclusion Committee** Member

no more than one candidate may be endorsed for each position

Application deadline – **Nov. 4, 2022** https://www.ccleague.org/ccct-endorsement-app

Candidate interviews – **prior to November 17**

Application deadline for **ACCT board committees – Nov. 1**

*Current appointed committee members will **need to reapply***

More information available at https://www.ccleague.org/ccctendorsement4-acctelections

RAISING CAMPUS VOICES THROUGH CIVIC ENGAGEMENT

TUESDAY, OCT. 18
11:00 AM–NOON

VOTE
2022

Join us to learn how to engage California community colleges in the 2022 election with our special guest,

California Secretary of State
Shirley N. Weber, Ph.D.

HOSTED BY THE COMMUNITY COLLEGE LEAGUE OF CALIFORNIA

CO-SPONSORED BY CALIFORNIA SECRETARY OF STATE STUDENTSVOTEPROJECT

COMMUNITY COLLEGE LEAGUE OF CALIFORNIA

Register Now at https://ccleague.org/advocacy/monthly-government-relations-webinar

COMING EVENTS FOR TRUSTEES

Trustee Webinars

- January 12, 2023, 12PM- New Trustee Orientation
- February 9, 2023, 12PM
- June 8, 2023, 12PM

Trustee Webinar Registration

Town Halls

- March 2, 2023, 6PM
- June 1, 2023, 6PM

Town Hall Registration

League Events

- Annual Convention, November 17-19, 2022, San Francisco
- Effective Trusteeship & Board Chair Workshop, January 27-29, 2023, Sacramento
- Annual Legislative Conference, January 29-30, 2023, Sacramento
- Annual Trustees Conference, May 5-7, 2023

League Events Information

COMING EVENTS FOR CEOs

CEO Webinars

- February 14, 2023, 12PM
- June 13, 2023, 12PM

Town Halls

- March 2, 2023, 6PM
- June 1, 2023, 6PM

League Events

- Annual Convention, November 17-19, 2022, San Francisco
- Annual Legislative Conference, January 29-30, 2023, Sacramento
- CEO Symposium, March 9-12, 2023
- CEO Leadership Academy, July 2023

Trustee Webinar Registration

Town Hall Registration

League Events Information

Registration Closes October 31, 2022

Accreditation site visit around the corner?

Are you aware that the accreditation standards I.B.7, I.C.5, and IV.C.7 require ***every institution*** to regularly review/evaluate its board policies (BPs) and administrative procedures (APs)?

Enlist the League's assistance by contacting

Dr. Jane B. Wright
Director of Policy and Procedure Services

at **jwright@ccleague.org**

Did You Know ?

The League's Policy & Procedure Service (172 BPs + 229 APs = 401 total docs) includes legally compliant templates for addressing:

- ➥ Title IX compliance
- ➥ Free Speech
- ➥ Clery Act compliance
- ➥ Public Records Act
- ➥ Family Educational Rights and Privacy Act (FERPA)
- ➥ Student Discipline
- ➥ Nondiscrimination
- ➥ Prohibition of Harassment
- ➥ Service Animals

and

- ➥ 37 policies and 40 procedures with direct accreditation standard section references!

Enlist the League's assistance with updating your BPs/APs by contacting **Dr. Jane B. Wright,** Director of Policy and Procedure Services, at jwright@ccleague.org

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COMMUNITY COLLEGE LEAGUE OF CALIFORNIA

LOGISTICS

USE CHAT TO……

- INTRODUCE YOURSELF AND YOUR COLLEGE
- POST QUESTIONS AND COMMENTS

WELCOME

Dr. Jose Fierro
Superintendent/President
Cerritos CCD
CEOCCC Board President

Enrollment Through DEIA Lens

Program Overview

Student Trustee

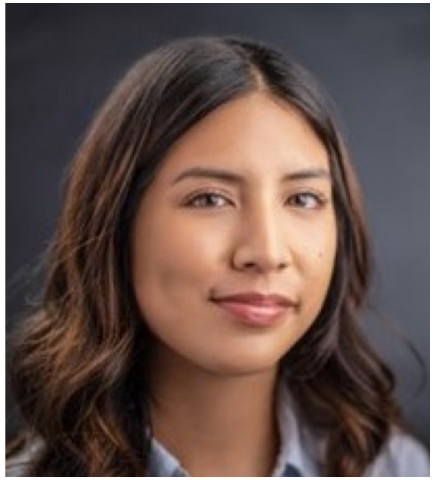
Introduction Panel Topic

Panel Topic: Enrollment Through a DEIA Lens

Summary

Resources & Coming Events

PRESENTERS



PRESENTERS

- **Dr. Jose Fierro ,** Superintendent/President, Cerritos CCD, CEOCCC Board President
- **Mary Ann Lutz,** Trustee , Citrus CCD, Town Hall Lead
- **Vivianna Patino,** Student Trustee, Chabot-Las Positas CCD, Student Trustee CCCT
- **Dr. Daisy Gonzales,** Interim Chancellor, California Community Colleges
- **Andra Hoffman,** Trustee , Los Angeles CCD, President-Elect CCCT
- **Dr. Armida Ornelas,** President, Los Angeles Mission College, Los Angeles CCD
- **Dr. Sarah Master,** Dean of Institutional Effectiveness, Los Angeles Mission College, Los Angeles CCD
- **Dr. Zav Dadabhoy,** President , Bakersfield College, Kern CCD
- **Craig Hayward,** Dean, Institutional Effectiveness, Bakersfield College, Kern CCD

SURVEY QUESTIONS

Mary Ann Lutz
Trustee
Citrus CCD
Town Hall Lead

POP-UP POLL TIME!!

Vivianna Patino
Student Trustee
Chabot-Las Positas CCD
Student Trustee CCCT

Dr. Daisy Gonzales
Interim Chancellor
California Community Colleges

California Community Colleges

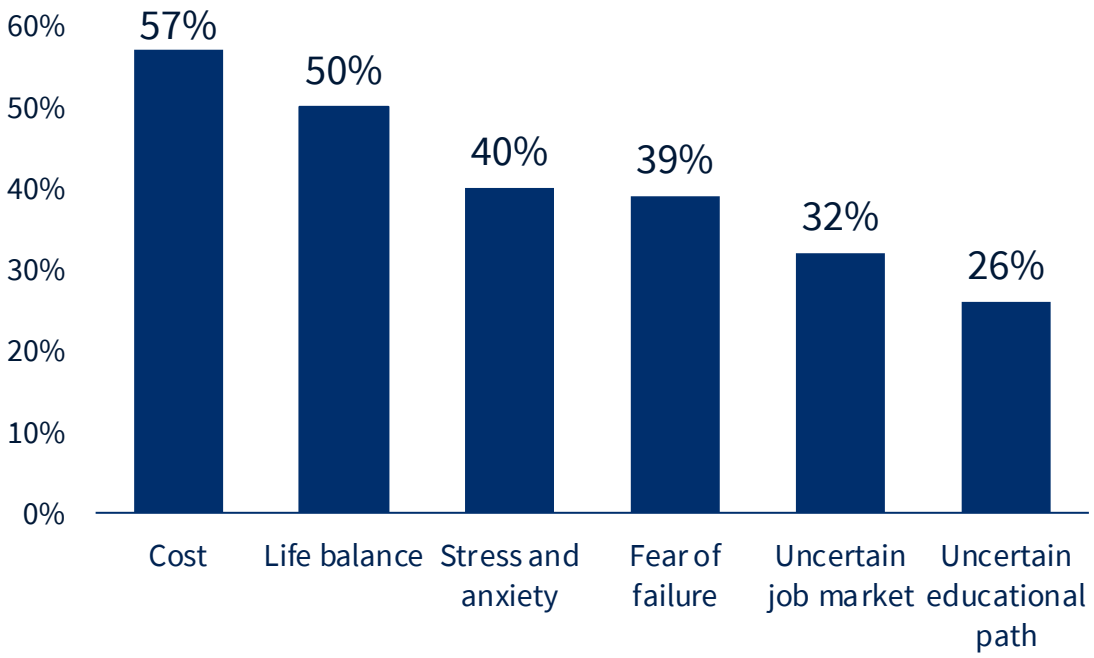
Supporting Student Enrollment, Retention, & Success With Equity-Driven Funding

Presenter:
Dr. Daisy Gonzales,
Interim Chancellor

DEIA Town Hall Series Thursday, October 6, 2022

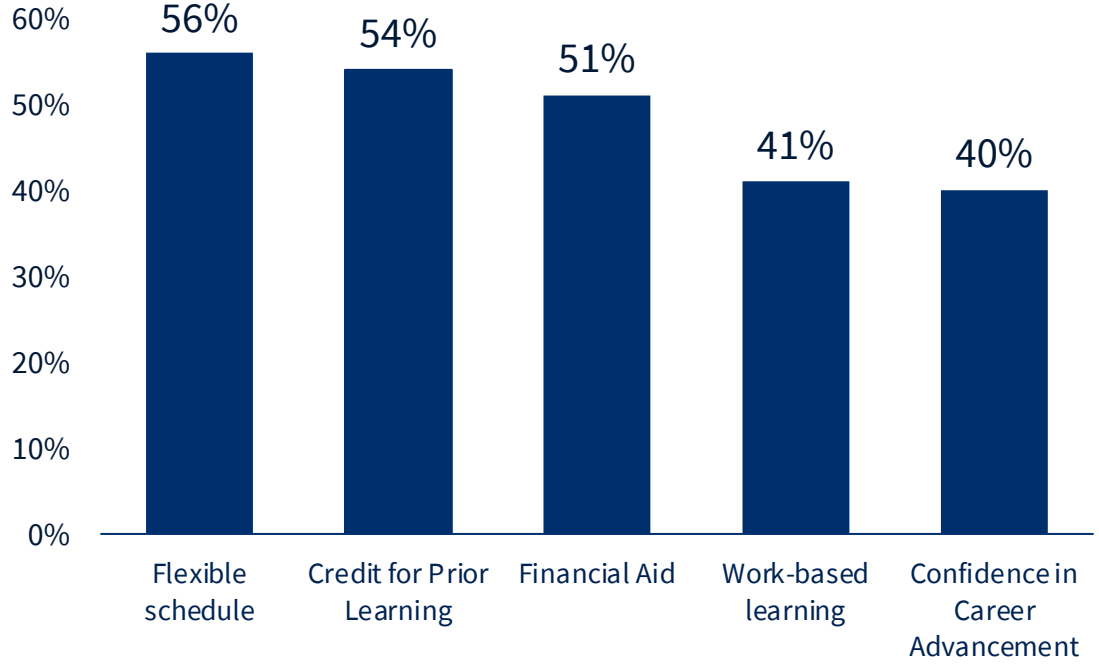
National Student Survey Results

Barriers to Getting More Education



Source: Fall 2021 Strada Education Survey, adults ages 18-65 with an associate degree or less, n=3,159

What Would Help Them Enroll



Source: Strada Recontact Survey Spring 2022. **Base**: Adults ages 18-65 with an associate degree or less and not currently enrolled, n=1,387. Percent that say factor would make them "extremely" or "very" likely to enroll

California Community Colleges

https://stradaeducation.org/report/pv-release-june-15-2022/

How does our system need to transform?

Institutions shift the burden from students to the institutions.

Clear, easy to navigate routes to completion.

Actively addressing student basic needs, mental health, and the full cost of attendance.

Students are able to enroll in courses that fit their schedule and needs *anywhere* in the system.

Students always get fair credit for their skills and experience, both in our system and beyond.

Restore the core value proposition - that students will complete and/or transfer and that helps them build a better future.

California Community Colleges

Student-centered support ecosystem through the Social Determinants of Educational Success Framework

Support Networks

Financial Stability

Physical and Mental Wellbeing

California Community Colleges

Federal Investments to Support District Pandemic Recovery

Stimulus Program	Allocation
Student Aid	$1,746,065,227
Institutional Aid	$2,437,058,097
MSI	$203,572,983
SIP	$1,415,202
FIPSE	$424,583
IREPO	$6,051,460
SAIHE	$11,303,203
COVID-19 Block Grant	$53,975,000
SFRF	$250,000,000
Totals	**$4,709,865,755**

California Community Colleges

State Investments Focused on Supporting District Re-Engagement, Enrollment, and Recovery

- **Basic Needs and Mental Health**
  - Fiscal Year 2020-21 Centers: $30 million *ongoing*
  - Mental Health: $30 Million *ongoing*
  - Block grant: $100 million *one-time*
- **Statutory change to allow use of Lottery Funds for basic needs**
- **EEO Best Practices $4.5 million & Culturally Responsive Pedagogies & Practices Grant funds $14.2 million**
- **Increases to Student Equity and Achievement (ongoing)**
- **COVID Response Block Grant**
  - 20-21: $20 Million *one-time*
  - 21-22: $650 Million *one-time*
- **Re-Engagement and Enrollment Funds**
  - 20-21: $120 Million *one-time*
  - 21-22: $150 Million *one-time*

How do WE transform?

Institutions shift the burden from students to the institutions.

Clear, easy to navigate routes to completion.

Actively addressing student basic needs, mental health, and the full cost of attendance.

Students are able to enroll in courses that fit their schedule and needs *anywhere* in the system.

Students **always** get fair credit for their skills and experience, both in our system and beyond.

Restore the core value proposition - that students will complete and/or transfer and that helps them build a better future.

Implementation of Guided Pathways, AB705/1705

- **Attention to social determinants framework**
- **Basic Needs Centers**
- **Emergency aid**
- **Expanded Cal Grants**
- **Lottery funds**

- **COVID-19 block grant to explore flexible scheduling**
- **CVC-OEI participation**
- **Title 5 changes**

- **Expansion of CBE/CPL**
- **AB705/1705**
- **Transfer, AB928, Common Course Numbering**

- ***Vision for Success***
- **Roadmap**
- **SCFF**
- **Transfer reform**

California Community Colleges

Trustee Inquiry & Effective Communication about Equitable Student Outcomes

MEDIA	**DISTRICT LEADERS**
EMPLOYERS	**COMMUNITY**

QUESTIONS

POP-UP POLL TIME!!

Panel Moderator

Andra Hoffman
Trustee
Los Angeles CCD
President-Elect CCCT

Enrollment with DEIA Lens

Moderator
Andra Hoffman
Trustee
Los Angeles CCD
President-Elect CCCT

Dr. Armida Ornelas
President
LA Mission College
Los Angeles CCD

Dr. Sarah Master
Dean of
Institutional Effectiveness
LA Mission College
Los Angeles CCD

Dr. Zav Dadabhoy
President
Bakersfield College
Kern CCD

Craig Hayward
Dean, Institutional
Effectiveness
Bakersfield College
Kern CCD

LOS ANGELES MISSION COLLEGE

Enrollment Strategies

Fall 2022

Armida Ornelas, Ph.D.
President

Los Angeles Mission College Overview

Los Angeles Mission College (LAMC) is a community college that serves approximately 10,000 students each semester from diverse socioeconomic backgrounds. The College was founded in 1975 as the ninth and newest college in the Los Angeles Community College District (LACCD), and the 100th community college in California.

The College provides transfer, transitional, and career education programs. Committed to student success, LAMC prides itself on its commitment to access and diversity, its institutional culture of collegiality and innovation, and its inclusion of the community in its programming.

Service Area: Northeast San Fernando Valley of Los Angeles (Sylmar, Pacoima, San Fernando, Panorama City, North Hills)

Student Demographics

Ethnicity

- **76%** Latino
- **11%** White
- **5%** Asian
- **4%** African American

Gender

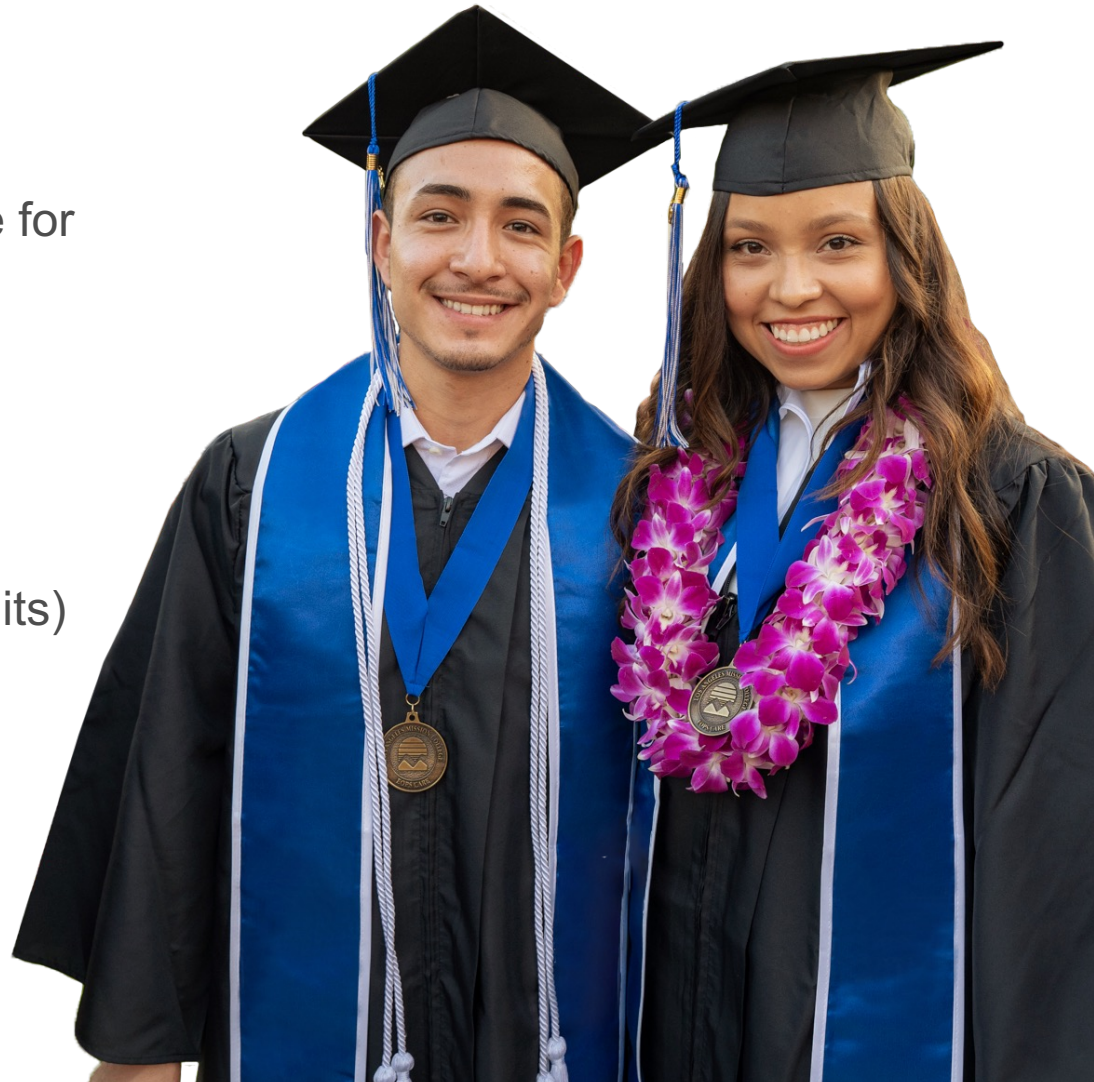
- **60%** Female
- **38%** Male
- (<1% Non-Binary; 2% Unknown)

Socioeconomic

- **61%** First-Generation
- **75%** Low-Income (i.e., eligible for CA College Promise Grant)
- **521** AB 540 (2021-2022)

Unit Load

- **6%** Noncredit Only
- **76%** Part-Time (0.5 to 11.5 units)
- **18%** Full-Time (12+ units)



Enrollment Decline

On July 1, 2021 we were at **49%** relative day enrollment compared to Fall 2019, with 60 days remaining until the start of the semester.

Overall, we were down about 20% for Fall 2021 compared to Fall 2019:

- **35% decline** in adults age 35+ (and a **46% decline** in adults 55+)
- **23% decline** in Latino students (which equates to over 2,000 students)
- **68% decline** in Noncredit students (which equates to about 900 students)
- **31% decline** in Full-Time students

In Fall 2020 we were down 30% in new students compared to Fall 2019, which we had already started to recover from in Fall 2021 (in Fall 2021 we were only down 16% compared to Fall 2019)

Enrollment Strategies

Enrollment Management Committee

An open-invitation college committee was formed, with the following areas identified as critical to future success:

- **Institutional Effectiveness** – Datasets were defined and are reviewed at the beginning of every meeting
- **Events Committee** – Manages Enrollment Events and all campus events
- **Marketing** – Provides updates on internal and external marketing efforts; supports enrollment events and initiatives
- **Senior Year Activities** – Oversees High School recruitment, maintains a presence at community events, provides updates on College Promise program completion
- **Phone Banking** – Projects assigned as needed (Enrollment, Financial Aid, Late-Start, etc.)
- **Adult Education, ESL & Noncredit** – Cultivate community and school partnerships
- **Scheduling Strategies** – Flexible modalities, term lengths, and sites/locations

Enrollment Strategies

LAUSD Local District Northeast Partnership

Outreach:

- Fall – Financial Aid/CCCApply drives on High School campuses with additional A&R and Counseling support
- Spring – Host a series of Senior Days at Mission College
- **Result:** Dual Enrollment & College Promise Headcount/Enrollment has increased over the last 2 years.

Adult Education/ESL:

- Conducted workshops on LDNE campuses to identify needs to increase offerings for students as well as parents.
- **Result:** Adult Ed headcount has increased, and we are offering classes at 14 new school/nonprofit locations.

Results

- Overall, we have seen an **8% increase in Enrollments** vs. 2021.
- Days with scheduled Enrollment Events contributed to approximately **24% of new enrollments** for Fall 2022.
- Due to our Dual Enrollment and Adult Education efforts, we have seen significant increases in our **Under 20** (9%), **55 and over** (43%) student age groups. Noncredit students have **increased 60%**.
- We have seen increases in our total student counts for our **African American** (21%) and **Latino** (7%) populations.
- Full-time students have **increased 17%**.
- New students have **increased 28%** – for Fall 2022, we have recovered (and could possibly exceed) our Fall 2019 numbers.

ENROLLMENT MANAGEMENT AND DEI:

THE BAKERSFIELD COLLEGE MODEL

October 6th, 2022

Zav Dadabhoy
Craig Hayward

ABOUT BAKERSFIELD COLLEGE

- Located at the southern end of the Central Valley
- 37,000 students per year
- Hispanic Serving Institution (>70%)
- 20% of students are first-time
- 18% of are dual enrollment
- 30% are full-time
- 68% receive financial aid
- 67% are transfer-seeking

Dr. Sonya Christian

2013-2021: President, Bakersfield College

2021-Current: Chancellor, Kern CCD

A HISTORY WE COULD BUILD UPON: INVESTING IN THE INFRASTRUCTURE

- Significant ties to the Bakersfield community
- Robust outreach office
- Strong actionable data infrastructure
- Distributed leadership mindset
- Multiple types of student programs
  - Dual Enrollment
  - Rising Scholars (incarcerated)
  - Completion Coaching Teams

FALL 2022

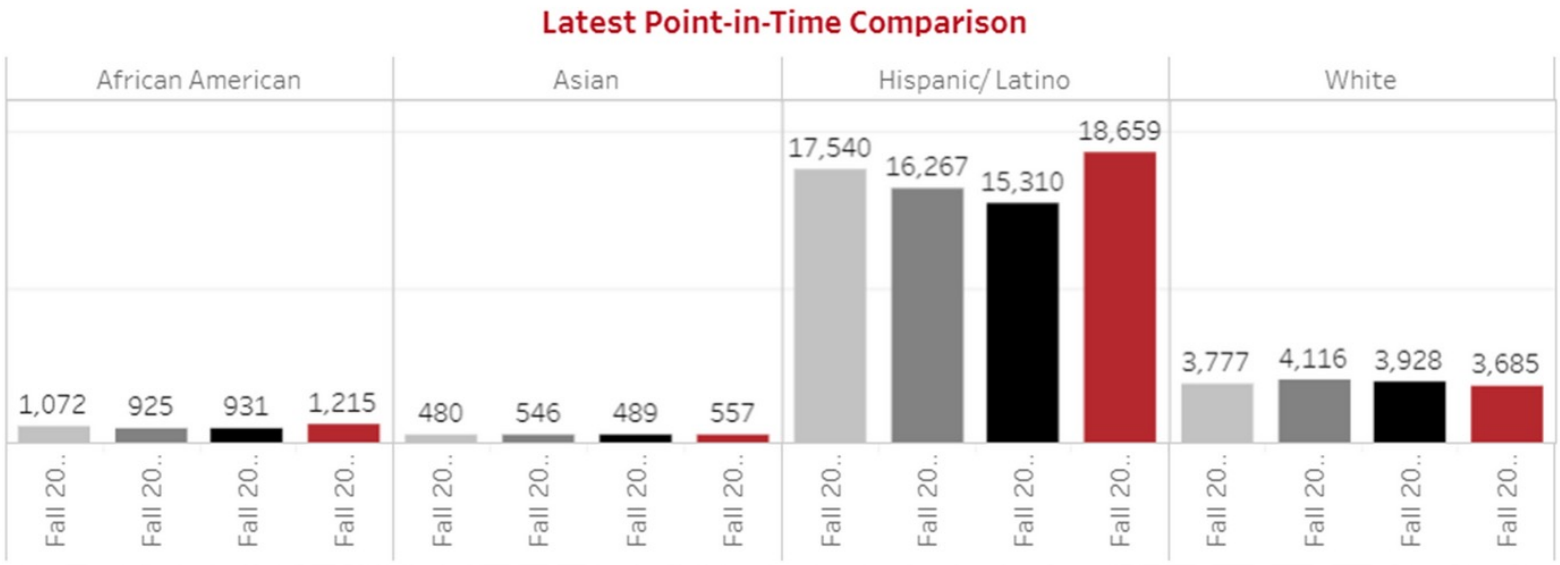
CENSUS DATA

Days from Start of Term: 17

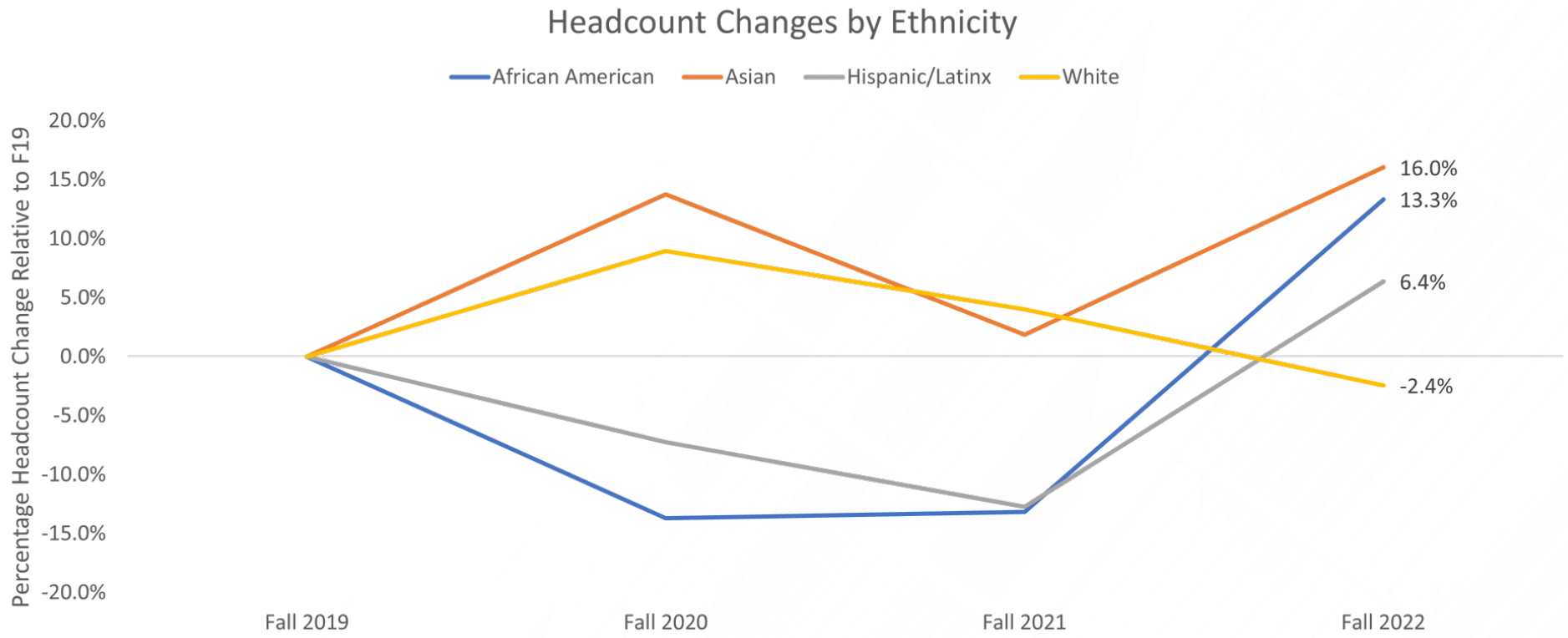
	Fall 2019 09/10/2019	Fall 2020 09/08/2020	Fall 2021 09/07/2021	Fall 2022 09/06/2022
Current Enrollments	64,246	61,105	54,033	64,237
% Difference from Previous Date		-4.9%	-11.6%	+18.9%
Estimated FTES	7,812.7	7,567.5	6,592.4	7,642.6
% Difference from Previous Date		-3.1%	-12.9%	+15.9%
Headcount	23,256	21,922	19,816	23,703
% Difference from Previous Date		-5.7%	-9.6%	+19.6%
Fill Rate	80.0%	75.1%	71.2%	76.5%
% Difference from Previous Date		-6.1%	-5.2%	+7.5%
Sections with Enrollments	2,173	2,272	2,267	2,622
% Difference from Previous Date		+4.6%	-0.2%	+15.7%

BAKERSFIELD COLLEGE

STUDENT HEADCOUNT AT BAKERSFIELD COLLEGE (BY ETHNICITY)



BC HEADCOUNT CHANGES RELATIVE TO PRE-PANDEMIC FALL 2019 HEADCOUNT LEVELS BY ETHNICITY



0% level indicates parity with pre-pandemic, fall 2019 levels

BAKERSFIELD COLLEGE

BC FALL 2022 HEADCOUNT RELATIVE TO PRE-PANDEMIC FALL 2019 HEADCOUNT LEVELS BY ETHNICITY

As of fall 2022, headcount of Bakersfield College's Hispanic/Latinx and Black students has recovered from its pandemic-related declines

- Headcount of BC's Black students in fall 2022 is 13% greater than in fall 2019.
- Hispanic/Latinx headcount is currently tracking 6.4% above its previous peak in fall 2019.
- While headcount of Asian students did not drop below fall 2019 levels during the pandemic, it is now 16% greater in fall 2022 than in fall 2019.

Headcount of White students is below pre-pandemic levels

- Headcount of White students showed gains during the pandemic but as of fall 2022 it is now 4% below where it was in fall 2019.

BAKERSFIELD COLLEGE

STRATEGIES AND TACTICS TO SUPPORT ENROLLMENT

SCFF as Tactical Framework

- Student Outreach & In-Reach
  - Focus on yield through the enrollment funnel: (relentless examination of the data at every step)
  - Relationships, relationships!
  - In-Person outreach at feeder high schools
- Re-Enrollment
  - Matching tactics to targeted re-enrollment cohorts
  - Different strategies based on time away from college
- Persistence and Retention
  - Institutionalize online Student Information Desk (virtual one-stop shop)
  - Ongoing campaigns

Program Growth

- Dual Enrollment
- Rising Scholars
- Nursing
- Health Care programs
- Energy
- Non Credit
- Adult Programs

BAKERSFIELD COLLEGE

TARGETS, TACTICS, AND WORK PLANS

						Target		Tactics
SCFF Category Type	SCFF Category		2019-20	2020-21	2021-22	2022-2023	2023-2024	Mapped Code
FTES	Regular (SCFF)		15,291.31	15,478.37	*13,817.00*	15,475.04	**15,784.54**	A,C,D,F,G,H
	New Students	New Students (NSA)	2,234.79	2,212.78	2,166.29	2,274.60	2320.10	A,F,G
	All Students	Persistence/Retention (FTIF)						
		Fall to Spring (FTIF)	69%	65%	61%	81%	82.6%	C,D
		Fall to Fall (FTIF)	47%	45%		65%	66.3%	C,D
		Momentum Points - Attempting 15 units in the first term	19%	20%	18.0%	20%	20.4%	C,D
		Persistence/Retention (All)						
		Fall to Spring (All)	68%	66%	66%	81%	82.6%	B,C,D,E,G
		Fall to Fall (All)	47%	46%		65%	66.3%	B,C,D,E,G
		Program Growth Opportunities (All)						
		Health	994.00	943.59	896.70	941.54	960.37	A,C,D
		STEM (Energy TBD)	2,469.87	2,400.04	2,101.84	2,206.93	2,251.07	A,C,D
		Nursing	2,186.10	2,167.19	2,055.79	2,158.58	2,201.75	A,C,D
		Adult Learners (All) 30	2,838.00	3,555.50	3,068.70	3,222.14	3,286.58	C,D,G
		AB540 (All)	873.22	812.29	727.39	800.13	816.13	A,C,D,G
		Baccalaureate	8	17	8	8	9	C,D,E.F,G
	Special Admit (SCFF)	Dual Enrollment - All	1,622.44	1,783.40	2,313.27	2,428.93	2,477.51	A,B,C,F, G
		Dual - English	172.05	161.08	191.31	200.88	204.89	A,B,G
		Dual - Math	14.69	15.99	20.30	60.30	61.51	A,B,G

BAKERSFIELD COLLEGE

BRAINSTORMING AND THINK-TANK

YEILDED 100+ SPECIFIC "MICRO-TACTICS"

TACTICS_MAP

Tactic ID	Tactic Category	Tactic Number	Tactic Description
A	New Student Outreach/Yield	A.1	Early Awareness Outreach: Middle School/Jr High Students
		A.2	High School Outreach: High School Students
		A.3	High School Outreach & Training: High School Counselors
		A.4	Middle/High School Outreach: Parents
		A.5	High School Presentations: BC staff and faculty cross training on the value of CCC education, BC student support offerings, and financial aid literacy
		A.6	FAFSA Workshops: High School Locations
		A.7	Kern County College Night
		A.8	Kern Economic Development STEMposium
		A.9	High School STEM & MESA Clubs
		A.10	KHSD Health & Energy Academy
		A.11	Career Awareness/Planning
		A.12	Comprehensive Education Plan: Starting in 9th Grade
		A.13	Outreach: Involvement in High School campus committees
		A.14	CCC Apply
		A.15	Default CSEP Template

See this document at www.bit.ly/3CwVtP8

PERSISTENCE & RETENTION TACTICS

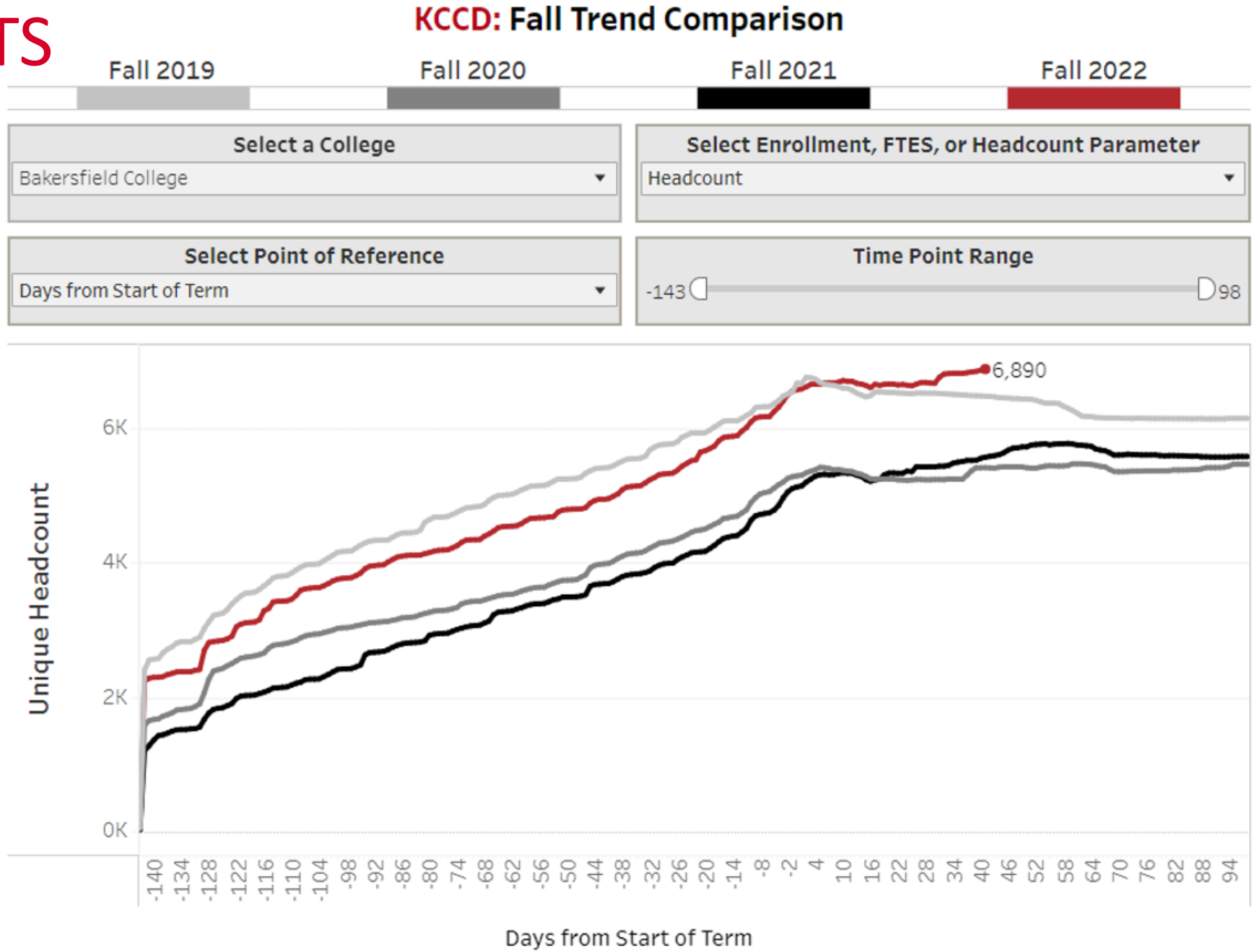
- Summer Melt Support
  Intentional transition period from high school to BC
- Bridge to BC - Summer: Maximize outcomes
- Bridge to BC - Summer: Student Outreach by Area to ensure shared engagement (community development)
- Bridge to BC - Summer: Bootcamp Initiative - connect students with resources, supports and programs best aligned with their goals and needs
- Bridge to BC - Summer: Expand recruitment to larger population (re-qual, returning, undecided major, stopped out, etc.)
- Summer Events: Step up to STEM Academy
- Summer Events: Student Orientation Program
- Summer Events:Summer Musical
- Summer Area Events (month of July)
- Captive Audience Outreach: Classroom Visits
- Area Tours
- Summer Area Events (month of July)
- Welcome Letter from Dean
- Area Meet and Greet
- New Hire Area Onboarding
- New Faculty Seminar
- New Faculty Engagement
  Persistence Project Workgroups
- Persistence Project Pilot:
  first year, first term students
- Humanize Digital Experience:
  Student-focused website and software experiences
- Canvas for pathway-specific weekly student messaging
- Implement Milestone Check-In Days
- Host Financial Aid Speaker Events
- Calling/Messaging Campaign:
  Non-returning Students
- Calling/Messaging Campaign:
- Did not meet Milestones
- Calling/Messaging Campaign:
  No Ed Plan
- Develop Student Survey:
  Progress Report Students
- Calling/Messaging Campaign:
  Summer 2022 Drops
- Calling/Messaging Campaign:
  Under-enrolled Students
- Updated Counseling/Advising Templates:
  Programs of Study
- Updated Financial Aid Scripts for SID
- Create Canvas Hub for Student Supports
- Host FAFSA Workshops
- Expand Work-based Learning Opportunities
- Welcome Message from BC Bookstore w important dates, processes
- Welcome Message from Student Government Association
- Welcome Message from Athletics
- Expand Convocation
- Host Financial Aid Fairs
- Host Student Employment Fairs (in person and virtual)
- Institutionalize Graduation Initiative
- Update Finish in Four Agreements
- Utilize CRM Recruit to Support Persistence
- Achieving the Dream (ATD)
  Data Coaches Support
- Establish College-wide Persistence ISS
- Establish College-wide Persistence Targets:
  Fall to Spring, New Students
- Establish College-wide Persistence Targets:
  Fall to Spring, All Students
- Establish College-wide Persistence Targets:
  Fall to Fall, New Students
- Establish College-wide Persistence Targets:
  Fall to Fall, All Students
- Establish College Ed Plan ISS
- Institute College-wide Progress Reporting
- Increase Math and English Bootcamp Offerings and Participation
- Increase CDCP Offerings and Participation
- 9 CTE units within the first semester (map); first year SCFF
- Student-Centered Scheduling
- Gather necessary data to inform Persistence work
- Targeted Advertising:
  Barriers to Persistence/Strategies for Persistence

RE-ENROLLMENT TACTICS

- Establish BC Student Re-enrollment Center
- Develop Communication Plan:
- Institutional timeline for SID campaigns
- Develop Communication Plan Resources
- Strategic Communication: Deploy social media campaign
- Student Survey Input: Reasons they stopped out
- Bridge to BC - Summer: direct re-enrollment students to register in Summer Bridge to support onboarding
- Improve Focus on Customer Service: Refine Student Messaging in the Banner Billing Statement
- Develop a Peer Mentoring Program: Support Persistence and Retention
- Develop Cognos Reports: Re-enrollment data by area
- Explore "Intersect" marketing resources

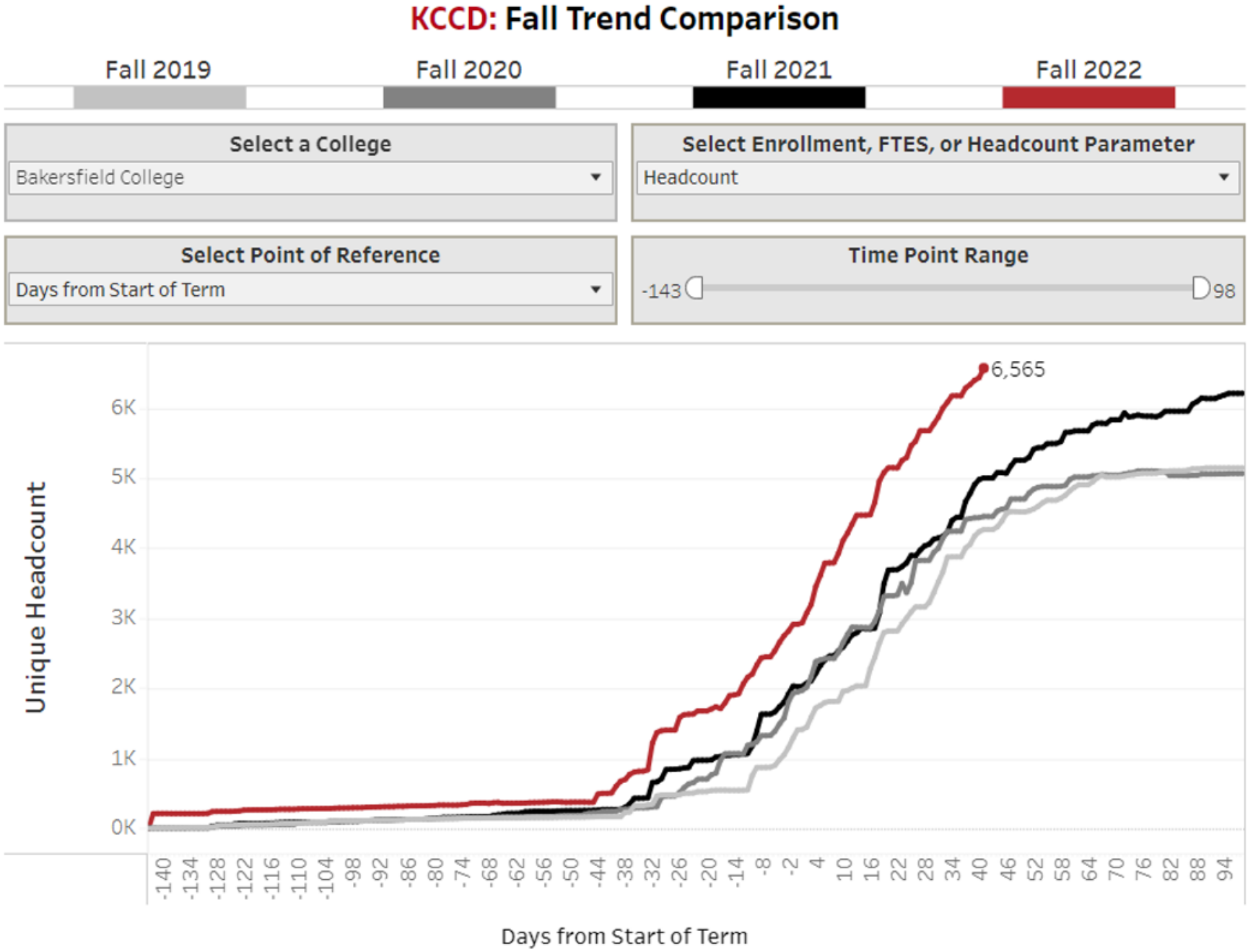
RESULTS

NEW STUDENTS



BAKERSFIELD COLLEGE

DUAL ENROLLMENT



BAKERSFIELD COLLEGE

RE-ENROLLMENT CAMPAIGN

- Social media outreach to students who had stopped out.
- These students are less likely to be responsive to our traditional email, text, and phone-based outreach.
- Evaluating the relative effectiveness of both approaches in real time.
- Tweaked to include one more semester of student data.
- Resulted in generating approximately 240 students returning to BC, generating an additional 67 FTES for fall 2022.
- The work continues for late start/second eight weeks class recruitment.

BAKERSFIELD COLLEGE

SYNERGIZING EFFORTS

Achieving the Dream

•Work is focused on supporting persistence (enrollment) & financial aid (supplemental & persistence).

•Process mapping work ongoing to identify opportunities to improve and streamline the student experience.

•Enrollment waterfall analysis identifying when & who drops out of the application/enrollment/persistence pipeline.

•Success in one area generates follow-on, additive success in other areas (e.g., increased financial aid uptake correlates with increased persistence).

•BC's "Persistence Project".

Well-Oiled Communication Capabilities

•Paired with timely data delivery to support outreach, persistence, and success tactics.

BAKERSFIELD COLLEGE

THANK YOU

Enrollment with DEIA Lens

Moderator
Andra Hoffman
Trustee
Los Angeles CCD
President-Elect CCCT

Dr. Armida Ornelas
President
LA Mission College
Los Angeles CCD

Dr. Sarah Master
Dean of
Institutional Effectiveness
LA Mission College
Los Angeles CCD

Dr. Zav Dadabhoy
President
Bakersfield College
Kern CCD

Craig Hayward
Dean, Institutional
Effectiveness
Bakersfield College
Kern CCD

QUESTIONS

POP-UP POLL TIME!!

Summary

Dr. Jose Fierro
Superintendent/President
Cerritos CCD
CEOCCC Board President

DEIA Call To Action Resources (1 of 2)

Community College/Higher Ed Resources:

- League DEIA Resources/Town Hall Recordings ◆ CCCCO DEIA Resources: ◆ Vision for Success DEI Task Force 2020 Report ◆ Chancellor's Office: 6/5/20 Call To Action ◆ 11/9/20 Call To Action Update ◆ 6/14/21 Call To Action Update ◆ SAMPLE CC DISTRICT RESOLUTION: AFFIRMING COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION ◆ DEIA Glossary of Terms ◆ SSCCC ANTI-RACISM: A Student Plan of Action
- **DEI Professional Development Learning Modules** – Search for these titles in the CCCCO Vision Resource Center :
  - "I Don't See Color, I Just See People: Becoming Culturally Competent"
  - "Playing Behind the Screen: The Implicit Bias in our Colleges"
- CCCT/CEOCCC Joint Resolution: AFFIRMING OUR COMMITMENT TO STUDENT SUCCESS FOR BLACK & AA STUDENTS
- Campaign For College Opportunity Study Reports:
  ◆ Left Out ◆ State of Higher Ed for Black Californians ◆ Follow The Money ◆ State of Higher Ed for Latinx Californians
- CA Governor's Council For Post-Secondary Education: Recovery With Equity
- BOOKS, VIDEOS & SERVICES by Drs. J. Luke Wood and Frank Harris III: ◆ BOOKS ◆ VIDEOS ◆ SERVICES
- BOOK: Sims/Taylor-Mendoza/Wallace/Conaway/Hotep Minding The Obligation Gap in Community Colleges and Beyond ◆ 5-Part Webinar Series
- BOOK: McNair/Bensimon/Malcom-Piqueux From Equity Talk to Equity Walk: Expanding Practitioner Knowledge for Racial Justice in Higher Education

DEIA Call To Action Resources (2 of 2)

Anti-Racism/Racial Justice Self-Study:

- How Studying Privilege Systems Can Strengthen Compassion: Peggy McIntosh at TEDxTimberlaneSchools
  White Privilege: Unpacking the Invisible Knapsack - Peggy McIntosh
- ARTICLE: Cory Collins. What Is White Privilege, Really?
  Recognizing white privilege begins with truly understanding the term itself . Issue 60, Fall 2018
- BOOK: Robin DiAngelo, fwd by Michael Eric Dyson. White Fragility: *Why It's So Hard for White People to Talk About Racism*, 2018.
- VIDEOS: Robin DiAngelo ◆ Publications ◆ Media ◆ White Fragility Readers Guide
- BOOKS: Kendi, Ibram X. ◆ Stamped from the Beginning, 2017 ◆ How To Be An Antiracist, 2019
- BOOK: Wilkerson, Isabel ◆ Caste: The Origins of Our Discontents, 2020

Accessibility/Universal Design for Learning Self-Study:

- California State University Long Beach: Universal Design for Learning ◆ VIDEOS: UDL Part 1 UDL Part 2
- CAST.org: Universal Design for Learning ◆ VIDEO: UDL at a Glance
- UDL-Universe: A Comprehensive Faculty Development Guide - a project of the California State University system

CCCT Endorsed Candidates for the 2022 ACCT Elections

Nan Gomez-Heitzeberg
Kern CCD
ACCT Board
At-Large Director

Oscar Valladares
Rio Hondo CCD
ACCT Board
Pacific Regional Director

Vote

COMMUNITY COLLEGE LEAGUE OF CALIFORNIA

Cast your **VOTE** for our endorsed candidates at the ACCT Leadership Congress - Regional Caucuses & Meeting and the Senate Meeting on October 27 & 28 in New York

If your institution is an ACCT member, your college should have received information from the ACCT regarding the number of your voting delegates. Please make sure that your Board has identified delegates to vote.

All voting delegates:

- must register/sign-in at the Voting Delegate Desk,
- have a "voting delegate" stamp on their ACCT badges, and
- must be seated in the designated voting area at the Regional Caucuses and the Senate Meeting.

CCCT Endorsement Application for 2023 ACCT Elections for 2024 Positions

Endorsements considered for the following positions:

- Board of Directors – **Director-At-Large**
- Board of Directors – **Regional Director**-Pacific Region
- **Diversity, Equity, and Inclusion Committee** Member

no more than one candidate may be endorsed for each position

Application deadline – **Nov. 4, 2022** https://www.ccleague.org/ccct-endorsement-app

Candidate interviews – **prior to November 17**

Application deadline for **ACCT board committees – Nov. 1**

*Current appointed committee members will **need to reapply***

More information available at https://www.ccleague.org/ccctendorsement4-acctelections

RAISING CAMPUS VOICES THROUGH CIVIC ENGAGEMENT

TUESDAY, OCT. 18
11:00 AM–NOON

VOTE
2022

Join us to learn how to engage California community colleges in the 2022 election with our special guest,

California Secretary of State
Shirley N. Weber, Ph.D.

HOSTED BY THE COMMUNITY COLLEGE LEAGUE OF CALIFORNIA

CO-SPONSORED BY CALIFORNIA SECRETARY OF STATE STUDENTSVOTEPROJECT

COMMUNITY COLLEGE LEAGUE OF CALIFORNIA

Register Now at https://ccleague.org/advocacy/monthly-government-relations-webinar

COMING EVENTS FOR TRUSTEES

Trustee Webinars

- January 12, 2023, 12PM- New Trustee Orientation
- February 9, 2023, 12PM
- June 8, 2023, 12PM

Trustee Webinar Registration

Town Halls

- March 2, 2023, 6PM
- June 1, 2023, 6PM

Town Hall Registration

League Events

- Annual Convention, November 17-19, 2022, San Francisco
- Effective Trusteeship & Board Chair Workshop, January 27-29, 2023, Sacramento
- Annual Legislative Conference, January 29-30, 2023, Sacramento
- Annual Trustees Conference, May 5-7, 2023

League Events Information

COMING EVENTS FOR CEOs

CEO Webinars

- February 14, 2023, 12PM
- June 13, 2023, 12PM

Town Halls

- March 2, 2023, 6PM
- June 1, 2023, 6PM

League Events

- Annual Convention, November 17-19, 2022, San Francisco
- Annual Legislative Conference, January 29-30, 2023, Sacramento
- CEO Symposium, March 9-12, 2023
- CEO Leadership Academy, July 2023

Trustee Webinar Registration

Town Hall Registration

League Events Information

Registration Closes October 31, 2022

Special Thanks to CCLC Staff!

THANK YOU for ATTENDING!