Yes to Equitable Student Success Update

Presented by: Dr. Heather Lang and Dr. Rob Steinmetz

PCC Board of Directors Business Session
Thursday, May 16, 2019
Overview

• Focus Areas and Events

• Strategic Enrollment Management

• Data and Technology Capacity

• Guided Pathways

• Questions and Discussion
YESS Focus Areas

• Build a Foundation for Guided Pathways

• Continue PCC’s Commitment to Diversity, Equity and Inclusion

• Increase Data and Technology Capacity

• Implement a Strategic Enrollment Management Plan
Events and Meetings

- First YESS Summit
  April 19, 2019
- All YESS Teams Meeting
  May 17, 2019 (tomorrow)
- Achieving the Dream Coaches Visit
  June 5-6, 2019
- Many meetings ongoing
  • YESS Team and Steering Committee
  • Campus YESS Teams
  • YESS Data Team
  • YESS Communications Team
  • YESS Initiative Committees
    (Guided Pathways, Advising Redesign, etc.)
Strategic Enrollment Management (SEM) Plan
The SEM Funnel

- Prospect
- Admitted
- Oriented and Placed
- Registered
- Paid
- Retained
- Graduated and Alum
Key Areas of Enrollment Management

• Marketing and Recruitment “Sales”

• Onboarding “Process, Communication and Service”

• Student Success “Engagement and Relationships”

• Opportunity Gap “Culturally Responsive”
Strategic Enrollment Management (SEM) Initiatives

- Recruitment
- Marketing
- Technology

Prospect Management

Enrollment Services
- Process and Communications
- Enrollment Advisors

Onboarding
- Advising and Registration Sessions
- EAB Navigate

YES – Yes to Equitable Student Success
Marketing and Recruitment

• Recruitment
  • Hiring recruitment staff
  • Expansion of proactive outreach
  • Focus on high school, adult, and online

• Marketing
  • Website revision
  • Social media
  • Web search

• Technology
  • EnrollmentRX expansion
  • Automated communications
  • Data analytics
Enrollment Services and Onboarding

• Process and Communications
  • Process mapping
  • Communications audit and comprehensive calendar

• Enrollment Advisors
  • Outbound communications
  • Direct student assistance focused entire enrollment process

• EAB Navigate Technology
  • Self-service onboarding
  • Prepare the students for advising and registration sessions

• Advising and Registration Sessions
  • All new degree-seeking students
  • Focus on personal advising, and completing registration
Data and Technology Capacity
Creation of YESS Metrics

- YESS Data Team
- Disaggregation by campus, race/ethnicity, and other factors
- Key indicators of achievement alignment
- Accreditation alignment
Five YESS Metrics

• Pass rates for high enrolling courses

• Number of credits completed at benchmarks (one term, two terms, one year, etc.)

• Percentage of attempted credits completed

• Student retention fall-to-winter and fall-to-fall

• Student completion after 3-years and 6-years (credential, transfer, and still attending)
Guided Pathways
Building a Foundation for Guided Pathways

Guided Pathways is a national education reform movement aimed at increasing student access to success. Guided Pathways, according to Dr. Rob Johnstone, “aims to better structure student connection, entry, progress, and completion.”

CCRC has found that college engaging in this work are redesigning their policies, programs, and services to support student success in four major practice areas:

- **Mapping pathways to student end goals**
  - Advising Redesign – Assigned Advisors
  - SAC Mapping
  - Dev Ed/Multiple Measures in Placement

- **Helping students choose and enter a program pathway**
  - Advising Redesign – Onboarding
  - Strategic Enrollment Management

- **Keeping students on path**
  - Strategic Course Scheduling
  - Advising Redesign - Assigned Advisors, Early Alert
  - SAC Mapping
  - Pathways to Opportunity

- **Ensuring that students are learning**
  - General Education Redesign
  - Culturally Responsive Teaching
Guided Pathways Work Timeline

May 2019
State Guided Pathways Kick Off
PCC is join Cohort B for Guided Pathways implementation with the Oregon Student Success Center.

Fall 2019
Continued Work - All Groups
Three major goals this fall: (1) Broad engagement with faculty and advisors for process to identify how programs will be organized. (2) Transitioning workgroups to Phase II of Guided Pathways work, (3) Merging of faculty work with Advising Redesign work - Early Alert, etc.

April 2019
RD/WR, Math and Placement Team Check In
Ongoing meetings this past year will culminate in a set of holistic recommendations. Teams will continue to meet until December 2019.

April 2019
SAC Day
Program Mapping
Initial process focuses on creating curriculum maps for majors at PSU. This first set of maps will help create the foundation for future maps to other schools and assist in the next phase of grouping program maps into pathways for students.

May 2019

April 2019
Program Mapping
Initial process focuses on creating curriculum maps for majors at PSU. This first set of maps will help create the foundation for future maps to other schools and assist in the next phase of grouping program maps into pathways for students.

GUIDED PATHWAYS IMPLEMENTATION AT PCC WITH TITLE III INTERVENTIONS

**Foundations for Guided Pathways**
- Gen Ed Redesign
- Program Mapping
- Dev Ed Work
- Advising Redesign

**Guided Pathways**
- Postsecondary Curricular Pathways ("meta-majors")
- New Advising Model

**Guided Pathways with Proposed Title III Enhancements / Guided Pathways Phase 2**
- On-Ramps to Postsecondary Pathways – extends curricular pathways, helps students get on a path, and fosters students keeping on paths
- First Year Experience – facilitates getting students on paths, enhances keeping students on paths, and assists ensuring students are learning
- ePortfolios – supports getting students on paths, advances keeping students on paths, and facilitates ensuring students are learning
- Career Information for Pathways – enhances curricular pathways, helps students get on paths, and reinforces keeping students on Guided Pathways

**Guided Pathways Essential Practices:**
1. Clarify Paths to Student End Goals
2. Get Students on a Path
3. Keep Students on Path
4. Ensure Students Are Learning

Augmented and Accelerated Guided Pathways Implementation to Support Improving Opportunity and Equitable Student Success at PCC
Questions and Discussion