

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

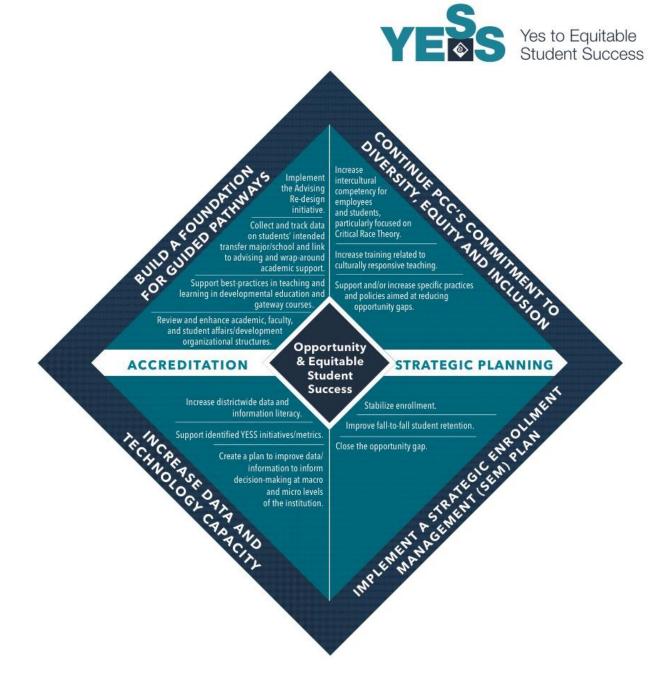
- Focus Areas and Events
- Strategic Enrollment
 Management
- Data and Technology Capacity
- Guided Pathways
- Questions and Discussion





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.)





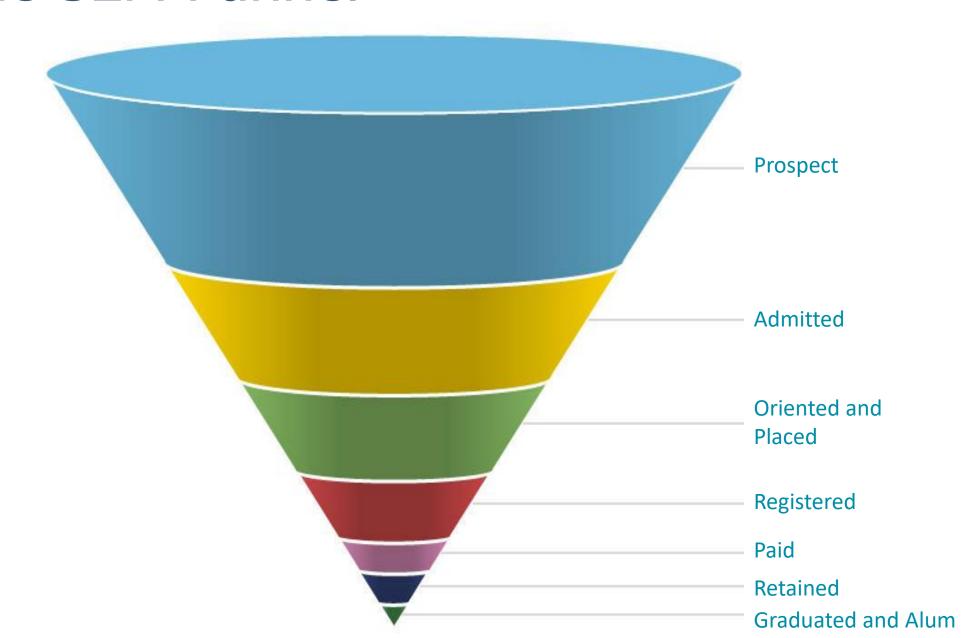


Strategic Enrollment Management (SEM) Plan





The SEM Funnel

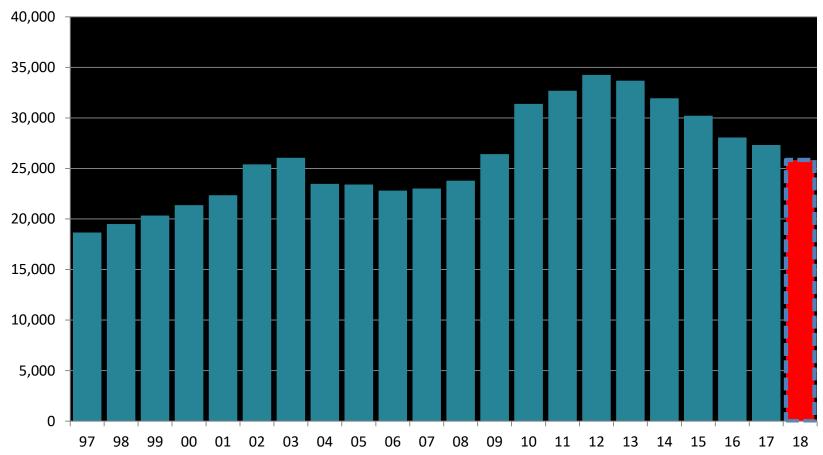


Key Areas of Enrollment Management

- Marketing and Recruitment "Sales"
- Onboarding "Process, Communication and Service"
- Student Success
 "Engagement and Relationships"
- Opportunity Gap "Culturally Responsive"



PCC Enrollment (Fall FTE)





Strategic Enrollment Management (SEM) Initiatives

- Recruitment
- Marketing
- Technology

Prospect Management

Enrollment Services

- Process and Communications
- Enrollment Advisors

- Advising and Registration Sessions
- EAB Navigate

Onboarding



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

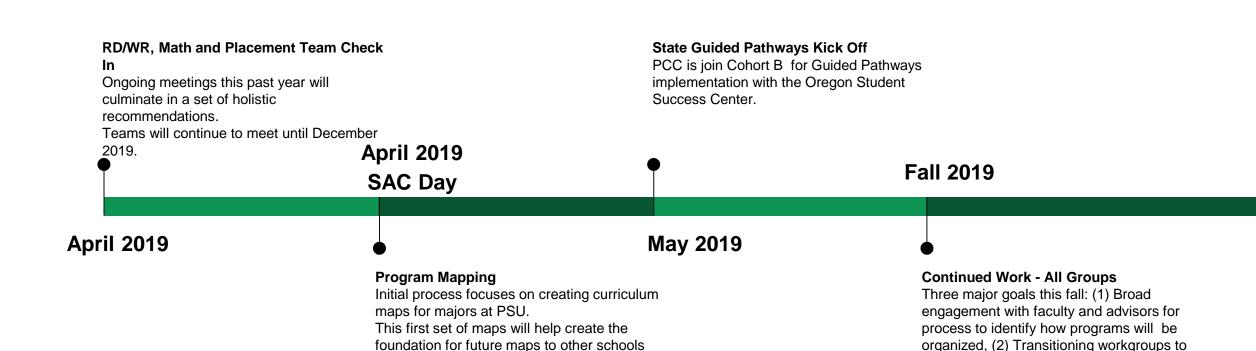
Keeping students on path

- 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



Phase II of Guided Pathways work, (3)

Merging of faculty work with Advising Redesign work - Early Alert, etc.

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

Guided Pathways

Guided Pathways with Proposed Title III Enhancements / Guided Pathways Phase 2

Gen Ed Redesign Postsecondary Program Curricular Mapping **Pathways** ("meta-majors") Dev Ed Postsecondary Work Pathways / Guided Pathways (curricular maps with integrated Advising **New Advising** student guidance) Redesign Model

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

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



Questions and Discussion



