



Yes to Equitable Student Success Update

Presented by: Dr. Heather Lang and Dr.
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PCC Board of Directors Business Session
Thursday, May 16, 2019



Yes to Equitable
Student Success

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.)



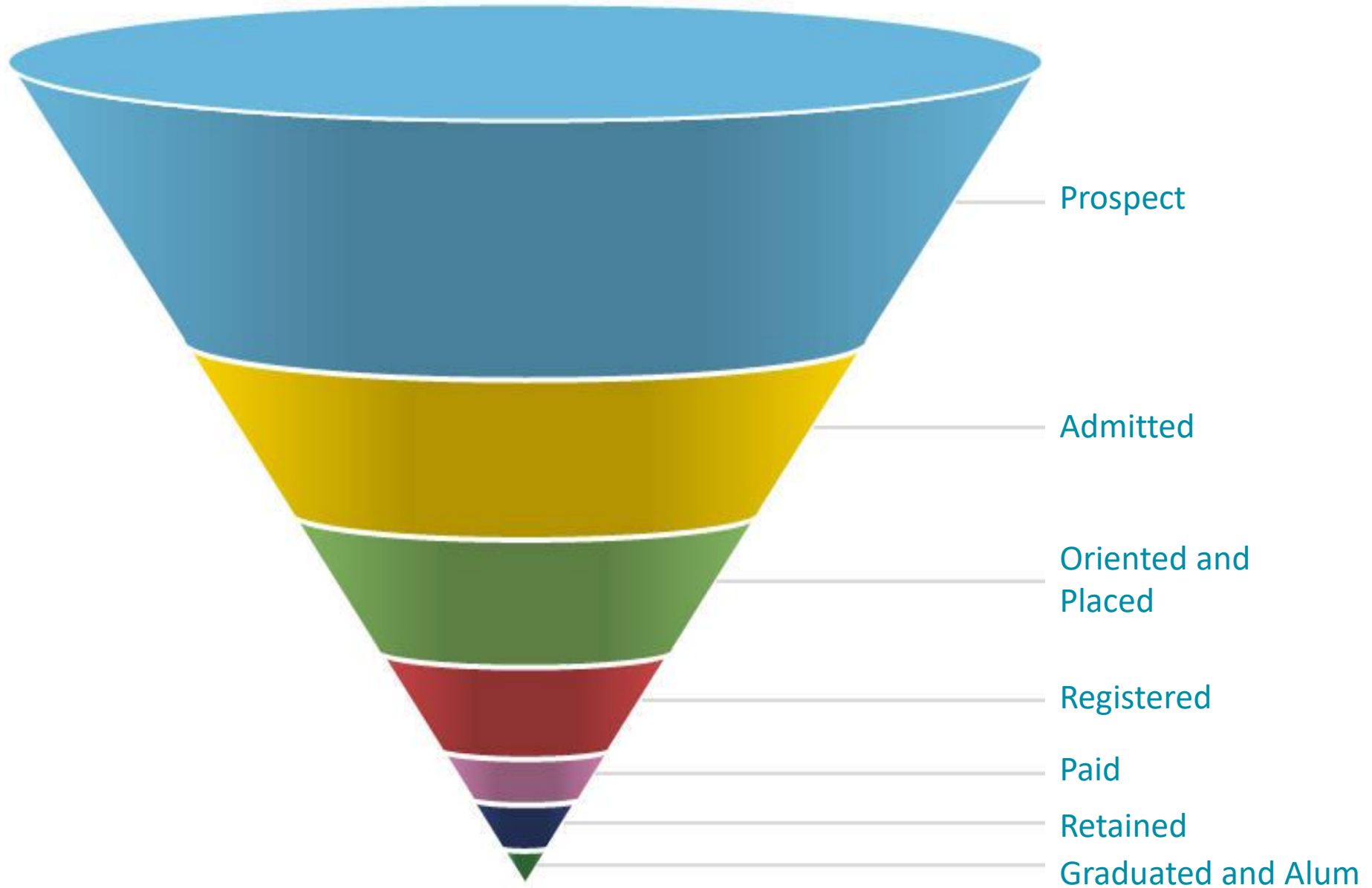


Strategic Enrollment Management (SEM) Plan



Yes to Equitable
Student Success

The SEM Funnel

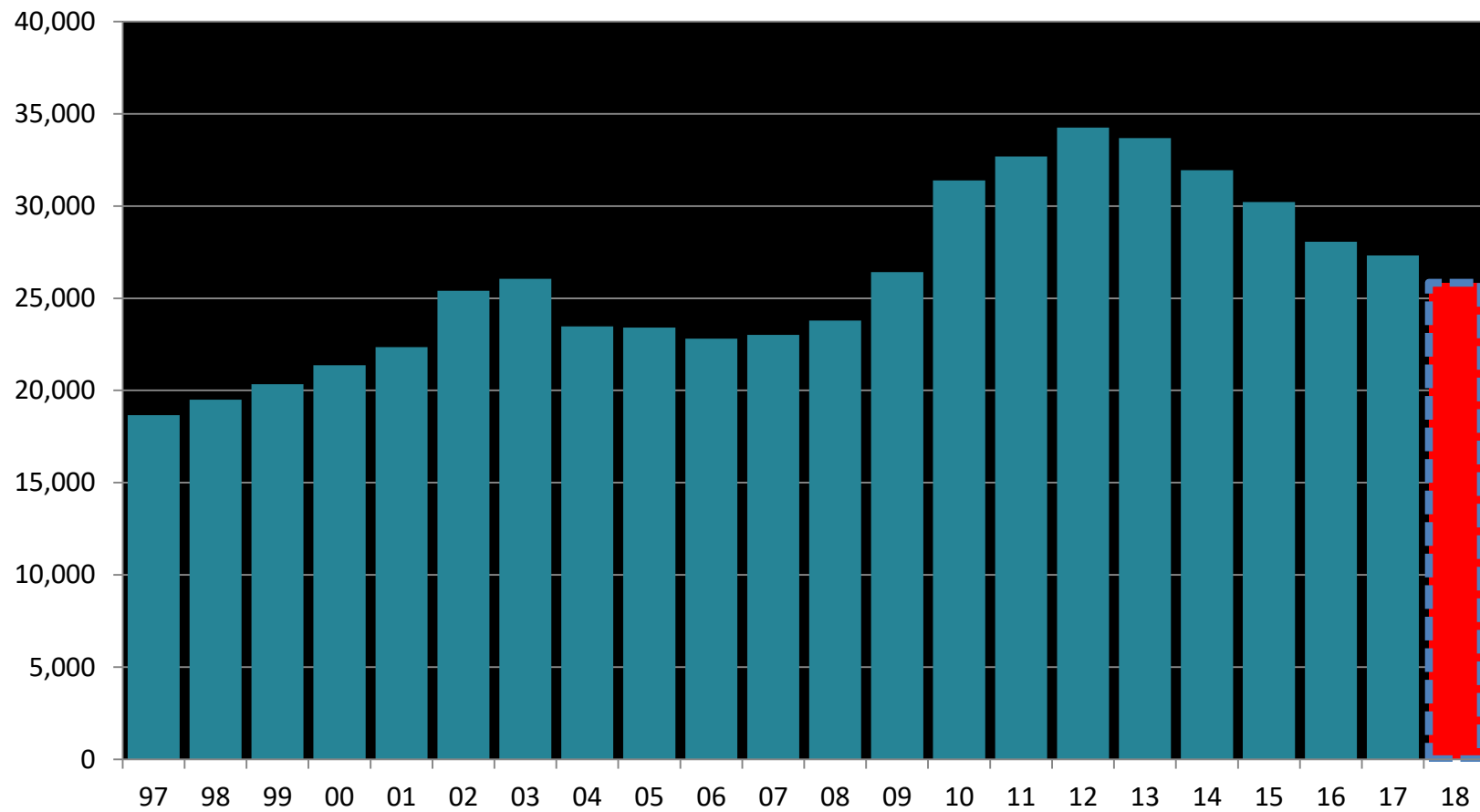


Key Areas of Enrollment Management

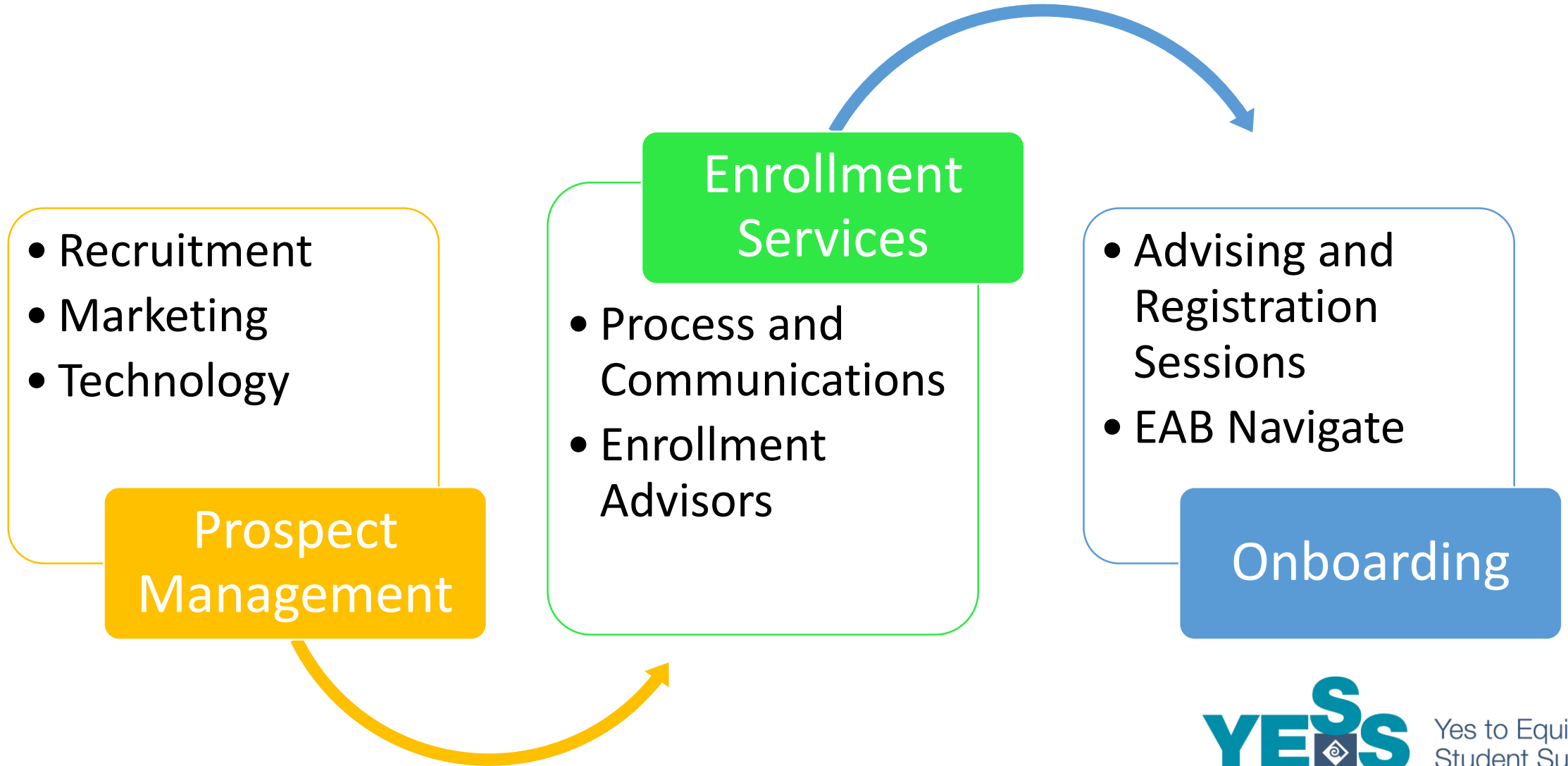
- Marketing and Recruitment
“Sales”
- Onboarding
“Process, Communication
and Service”
- Student Success
“Engagement and
Relationships”
- Opportunity Gap
“Culturally Responsive”



PCC Enrollment (Fall FTE)



Strategic Enrollment Management (SEM) Initiatives



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)



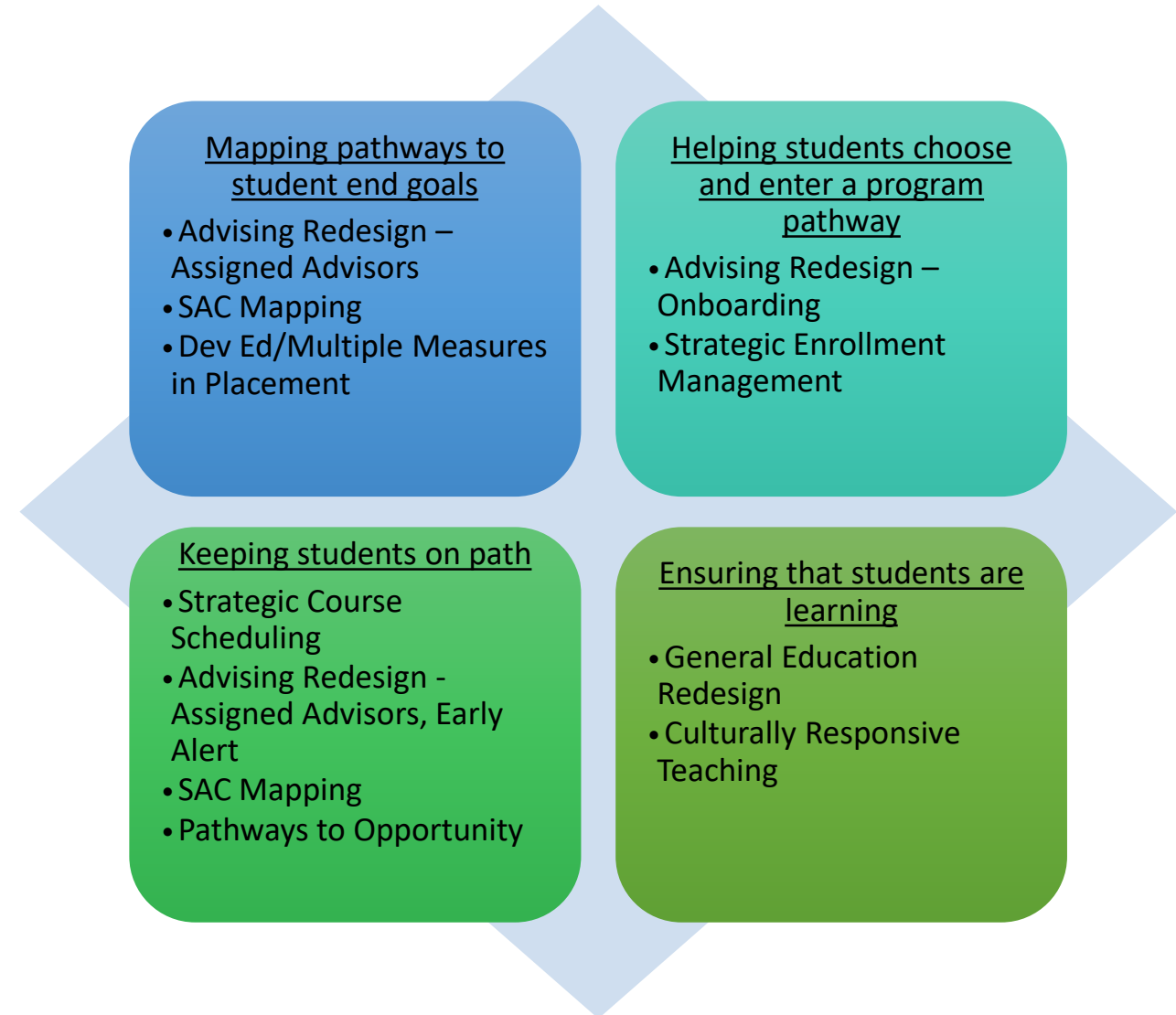
Guided Pathways



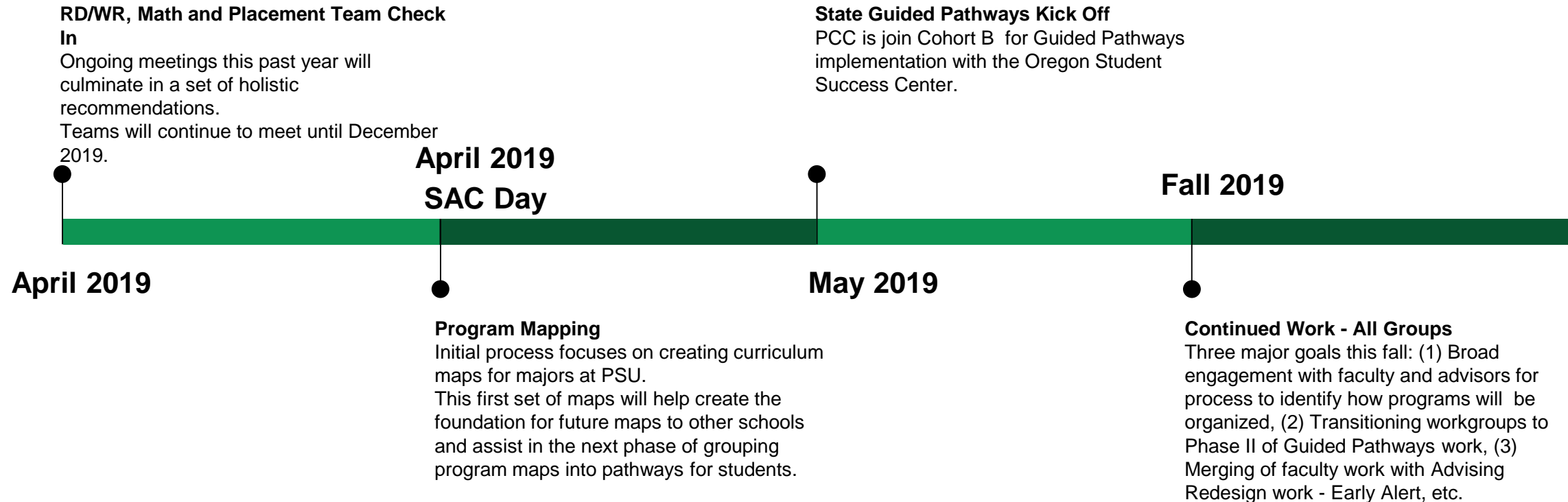
Building a Foundation for Guided Pathways

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.”

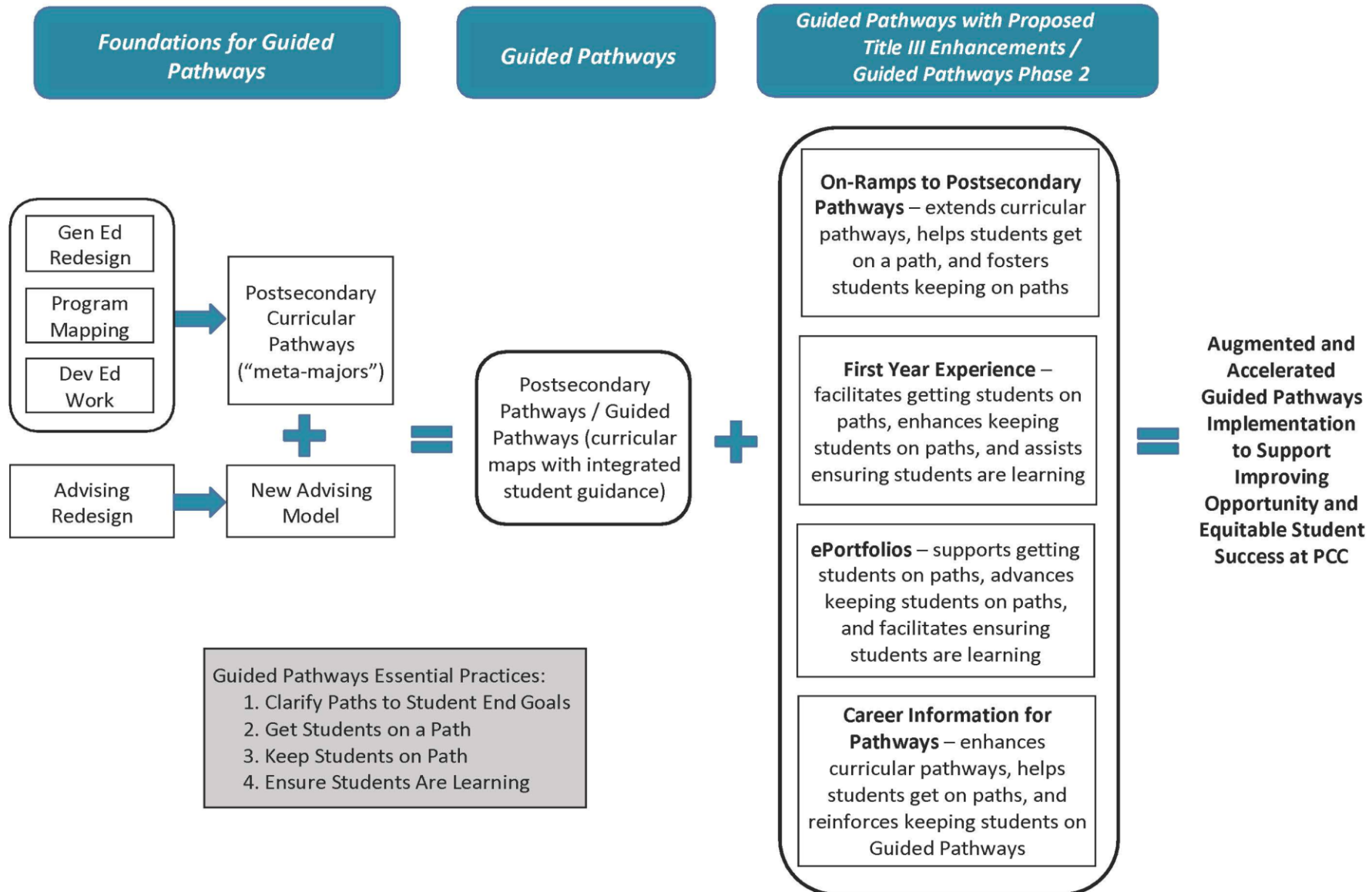
CCRC has found that college engaging in this work are redesigning their policies, programs, and services to support student success in four major practice areas:



Guided Pathways Work Timeline



GUIDED PATHWAYS IMPLEMENTATION AT PCC WITH TITLE III INTERVENTIONS





Questions and Discussion



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