Bakersfield College
State of Outreach and School Relations

Department Mission
Bakersfield College Outreach & School Relations assists all potential Bakersfield College students and current Bakersfield College students by serving as the essential starting point in the on-boarding process. The department is responsible for coordinating the college-wide outreach services to improve access, introduce academic pathways, encourage community engagement, and raise awareness and understanding regarding the benefits of pursuing a higher education.

Alignment with BC’s Mission
“Bakersfield College provides opportunities for students from diverse economic, cultural, and education backgrounds to attain Associate and Baccalaureate degrees and certificates, workplace skills, and preparation for transfer. Our rigorous and supportive learning environment fosters students’ abilities to think critically, communicate effectively, and demonstrate competencies and skills in order to engage productively in their communities and the world.”

The department plays a critical role in the on-boarding process as the starting point for all new students (high school and non-traditional). Primary functions of the department include, but are not limited to: building awareness of the programs and services at the college, communicating and assisting with the matriculation process, and establishing a connection between the potential student, the college faculty, and the staff. The department also attempts to improve the effectiveness the college outreach efforts for the purpose of both short and long-term enrollment growth.

Outreach Activities Related to Enrollment
- Developed a tracking system to better manage communication flow, track applicants through their enrollment steps, and produced management reports to monitor progress toward enrollment goals.
- Successfully offered 5 large scale one-day recruitment events on campus that streamlined the enrollment process for prospective students (e.g., Open House, Registration Rocks, It’s Possible, BC Express Enrollment event).
- Implemented a multi-step written communication plan targeting prospective students after every matriculation step at the high schools.
- Implemented an advertising campaign using students, television, Facebook, and direct mail to promote three one-day enrollment events. The results of the events is listed below:
  - It’s Possible, June 13, 2017 297
  - It’s Possible, July 11, 2017 440
  - Registration Rocks, August 8, 2017 668
  Total 1,405
- Coordinated the representation of the college at the annual Kern County College Night program on September 11, 2017. Over 100 BC faculty, staff, and students represented the college. Over 1,300 high school students submitted an inquiry card.

**Alignment with BC’s Strategic Directions**

Alignment with BC’s Strategic Directions:

BC’s five Strategic Directions include:

- **Student Learning** – A commitment to provide a holistic education that develops curiosity, inquiry, and empowered learners.
- **Student Progression and Completion** – A commitment to eliminate barriers that cause students difficulties in completing their educational goals.
- **Facilities** – A commitment to improve the maintenance of, and secure funding for, college facilities, technology, and infrastructure for the next thirty years.
- **Oversight and Accountability** – A commitment to improve oversight, accountability, sustainability, and transparency in all college processes.
- **Leadership and Engagement** – A commitment to build leadership within the College and engagement with community.

**Success of Program**

- First-time student enrollment increased 33.4% from 3,296 (Fall 2016) to 4,399 (Fall 2017), which is 20.2% of the total population at Bakersfield College. Of those, 2,833 (12.6%) are first-time graduates from the college feeder high schools.
- The department provides enrollment matriculation services at 53 high schools.
- Fully matriculated first-time students increased 25% from 2,053 (Fall 2016) to 2,563 (2017) which allowed them to receive priority registration.
- According to the Student Services Trend Data, 72% of the first-time students were fully matriculated for 2016-17 year, which is up 5% from 2015-16.
- Summer Bridge increased 220% from 400 (Summer 2016) to 1,200 (Summer 2017) improved advising during the New Student Workshops at the high schools.
- Hosted 2nd Open House Program on April 28, 2017, that attracted over 800 high school students.
- Approximately 8,000 students have visited the Welcome Center to get their Renegade Card.
- Bakersfield College service area high school enrollment increased 18.6% from 2,490 (Fall 2015) to 2,953 (Fall 2016).
• Summary – High School Matriculation Services (2016-2017)

<table>
<thead>
<tr>
<th>Workshop</th>
<th>Total Workshops</th>
<th>Students Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application</td>
<td>43</td>
<td>1,505</td>
</tr>
<tr>
<td>Orientation</td>
<td>41</td>
<td>1,274</td>
</tr>
<tr>
<td>Assessment</td>
<td>60</td>
<td>1,540</td>
</tr>
<tr>
<td>NSW &amp; ASEP</td>
<td>47</td>
<td>1,167</td>
</tr>
<tr>
<td>Registration</td>
<td>5</td>
<td>88</td>
</tr>
<tr>
<td>Pizza Reception</td>
<td>7</td>
<td>479</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>203</strong></td>
<td><strong>6,053</strong></td>
</tr>
</tbody>
</table>

Welcome Center
The BC Welcome Center is the college hub for all new and continuing students and visitors. With the assistance of 15 student ambassadors, the center provides a one stop location for student support information (e.g., admissions, counseling, assessment, financial aid, and general questions). The Welcome Center is also the designated location for students to get their picture taken for the Renegade Card (student ID). Approximately 93 students a day use the services in the center.

Plans for 2017-18
• Online Orientation: Enhance the current online orientation program by inserting student testimonies and videos to make it more interactive.
• Develop a Parent Orientation Program in conjunction with the New Student Orientation program.
• Assist the Guided Pathway Communication Committee in the development of recruitment brochures, videos, and posters consistent in theme, message, and look.
• Promote the benefits of the Renegade Card using social media, the BC website, the Renegade Rip, and in student development classes.
• Hire a Financial Aid Assistant stationed in the Welcome Center to assist students with their FAFSA and the California Promise Grant questions.
• Hire an Educational Advisor stationed in the Welcome Center to assist students who visit the center with questions related to academic careers, graduation, transfer and major requirements.
• Enhance the campus tour program by developing brochures with historical information about the college.