2019-2020 Goals:

**Strategic Direction #1: Student Learning**

- **Communication**
  - Utilize social media platforms to communicate timely messages to students and community.
  - Provide support on video projects for the following communication/messages: Kern Promise enrollment reminder, Transfer Promise enrollment reminder, and Summer Bridge video.

- **Early College Project**
  - Assist with providing data on student feedback related to dual enrollment impact.

**Strategic Direction #2: Student Progression and Completion**

- **Kern Promise**
  - Member of the Kern Promise team, providing assistance with communication structures, website content, and marketing materials.
  - Provide support on projects related to student progress in program.
  - Assist with new initiatives to increase FTE, such as hosting a virtual Parent Information Night throughout summer session 2020.

- **Guided Pathways**
  - Provide editing assistance related to program reports, annual reports, and pathway updates.
  - Participate in Guided Pathways Showcases. Provide day-of support for presenters.

**Strategic Direction #3: Leadership and Engagement**

- **Bakersfield College’s Marketing Efforts**
  - Member of a core writing team established to support the efforts being made across Bakersfield College and highlight the work across various departments/organizations.
  - Communicate with internal and external partners about Bakersfield College achievements, events, and activities.

- **Enrollment Drive – Spring Semester 2020**
  - Assisted with the creation of the registration drive for Spring/Fall 2020 semesters to increase FTE.
- Successfully recruited, trained, and assigned 38 student employees to pathways.
- Provided descriptive data to deans and leadership for future planning efforts related to the project.

**Administrative Council**
- Member as of January 16, 2020.
- Present for every spring semester meeting.

**Web Content Manager Training**
- Successfully completed web content manager training in February 2020.
- Provide assistance in enhancing/updating websites.