2019-2020 MPR Workplan

The MCR Team (Marketing and Community Relations) uses the College’s Strategic Directions for guiding the workplans for the year. The workplan for MCR as steeped in concern for moving the college’s goals that are aligned with the Vision for Success.

**Vision for Success Goal #1**: Increase by at least 20 percent the number of CCC students annually who acquire associates degrees, credentials, certificates, or specific skill sets that prepare them for an in-demand job. *(Bakersfield College will increase the total number of annually completed associate degrees from 1,165 in 2016-2017 to 1,552 in 2021-22, an increase of 33 percent.)*

**Vision for Success Goal #2**: Increase by 35 percent the number of CCC students transferring annually to a UC or CSU. *(Bakersfield College will increase the number of completed ADT degrees from 552 in 2016-2017 to 745 in 2021-22, an increase of 35% percent.)*

**Vision for Success Goal #3**: Decrease the average number of units accumulated by CCC students earning associate's degrees, from approximately 87 total units (the most recent systemwide average) to 79 total units--the average among the quintile of colleges showing the strongest performance on this measure. *(Bakersfield College will decrease the average units earned per completed associate degree from 92 in 2016-2017 to 84 in 2021-22, a decrease of 9 percent.)*

**Vision for Success Goal #4**: Increase the percent of exiting CTE students who report being employed in their field of study, from the most recent statewide average of 60 percent to an improved rate of 69 percent--the average among the quintile of colleges showing the strongest performance on this measure. *(Bakersfield College will increase the percent of exiting CTE students who report being employed in their field of study from 66% percent in 2014-2015 to 69% in 2021-22, an increase of 3 percent.)*

**Vision for Success Goal #5**: Reduce equity gaps across all of the above measures through faster improvements among traditionally underrepresented student groups, with the goal of cutting achievement gaps by 40 percent within 5 years and fully closing those achievement gaps for good within 10 years. *(Bakersfield College will increase Completion for Disproportionately Impacted Groups and Transfer for Disproportionately Impacted Groups.)*
<table>
<thead>
<tr>
<th>Strategic Direction #1: Student Learning</th>
<th>Work Plan</th>
</tr>
</thead>
</table>
| A commitment to provide a holistic education that develops curiosity, inquiry, and empowered learners. | • Leverage Communication efforts to provide timely information to students and community.  
• Establish key partnerships and identify gaps and opportunities for college initiatives and student success on a local and statewide level.  
• Provide leadership and community outreach to support college initiatives and student enrollment/completion efforts.  
• Establish a media campaign around enrollment. |

<table>
<thead>
<tr>
<th>Strategic Direction #2: Student Progression and Completion</th>
<th>Work Plan</th>
</tr>
</thead>
</table>
| A commitment to eliminate barriers that cause students difficulties in completing their educational goals. | • Expand internal and external communications about Bakersfield College and its achievements.  
• Evaluate media platforms to ensure mechanisms in place are the most effective to engage students, faculty, staff and the community.  
• Identify communication strategies that are most effective for the targeted communities. |

<table>
<thead>
<tr>
<th>Strategic Direction #3: Facilities and Technology</th>
<th>Work Plan</th>
</tr>
</thead>
</table>
| A commitment to improve the maintenance of all facilities, technology, and infrastructure and implement Measure J funding to build a better BC. | • Provide guidance and feedback on campus communication and planning for campus construction.  
• Amplify Bakersfield College presence in community events by establishing key partnerships.  
• Increase Community Engagement to elevate and provide information/updates on Measure J progress.  
• Ensure the public and campus community are involved in Measure J activities including groundbreaking and ribbon cutting events. |
<table>
<thead>
<tr>
<th>Strategic Direction #4: Leadership and Engagement</th>
<th>Work Plan</th>
</tr>
</thead>
</table>
| A commitment to build leadership within the College and engagement with the community. | • Increase Public/Private Partnerships to assist in meeting College and students’ goals  
• Serve on President’s Cabinet/Administrative Council to ensure alignment of campus internal and external communications.  
• Provide support and increased communication through media outreach and partnerships.  
• Establish local and statewide partnerships to increase visibility of Bakersfield College.  
• Establish internal processes and reports by engaging staff to provide real time metrics of internal communications strategies. |