State of Outreach and School Relations at Bakersfield College

Introduction:

Since 2015, the Outreach Department has focused on matriculating and enrolling high school seniors to increase their awareness of Bakersfield College and how to access instruction. The number of students receiving these services has grown steadily. As shown in graph below, 3,756 high school seniors were fully matriculated in 2018-19, up 83% from 2015-16. We remain committed to our mission to increase access and enrollment, while both increasing intentionality and aligning matriculation work with Guided Pathways and completion goals. This year, we provided 3,756 students with a Comprehensive Student Education Plan (CSEP) prior to their starting their first semester. These CSEPs mapped out each student’s pathway based on completing 15 units per semester, 30 units per year, and English and math in the first year.

![Fully Matriculated High School Students](chart)

Events and Actions Taken:

**Matriculation**

*Financial Aid Completion* – In collaboration with Cal SOAP & Youth 2 Leaders, Outreach assisted with increasing FAFSA completion for incoming high school seniors. Cash 4 College workshops were held at 26 high schools.

*Testing & Placement* - Due to the initiation of California Assembly Bill AB705, which provided most new students the opportunity to enroll immediately into transfer-level English and math, placement testing workshops were removed and replaced with solely multiple measures (GPA and course work completed). Multiple measuring our incoming students has relieved students from being misplaced in remedial level coursework which has been shown to slow academic progress. 
Counseling - This year, Starfish was implemented for creating comprehensive education plans for all matriculated high school seniors. 3,756 students received comprehensive student education plans (CSEPs) prior to starting their first semester. The electronic CSEPs were designed to align with the Finish in 4 program as well as the Guided Pathway momentum points.

Registration - On the second day of Fall priority registration, Bakersfield College provided a one-day registration event at 29 local feeder high schools. Over 100 Bakersfield College employees were assigned to high schools where they provided guidance to high school students as they registered for summer and fall courses. As of July 2019, of the 3,756 students eligible, 69% of them registered for one or more courses in the Summer and/or Fall semester. The chart below breakdown the enrollment’s per semester. Follow up will take place at the end of the semester to determine percentage of successful completion of this cohort.

Looking Ahead:

The Office of Outreach & School Relations and Dual Enrollment/Early College are merging together. This provides an opportunity for all high school students (dual, concurrent, and seniors) to receive uniform assistance and guidance throughout the on-boarding process. Services will include career exploration, educational planning and enrollment. The chart below shares projected number of students who will receive assistance due to the joined forces of Outreach & Dual Enrollment/Early College. These efforts will increase college access to more students as well as ensure additional students are on the correct path as early as possible.
Goal: Expand Enrollment and Outreach Services to Dual & Concurrent students

- Application workshops at each high school site.
- Career exploration and education plan development in STDV B3 course.
- Target dual and concurrent enrollment populations for recruitment into BC pathways (special focus on Industrial Automation, Education, and Health Sciences).
- Continue to streamline enrollment processes through Admissions and Records.
- Enroll at least 15 students in each dual and concurrent enrollment section.