State of Counseling and Advising at Bakersfield College

Significant Outcomes: High-Touch

Within the past year, Counseling and Advising has integrated more intentionally with Completion Coaching Communities, utilizing a high-touch, high-tech model. The counseling and advising team implemented Starfish as the tool to facilitate more intrusive case management, through a holistic student success approach. With the implementation of Starfish, as the institutions primary student success tool, primary counselor and advisor contacts with students have increased by 16% (see graph below).

![Number of Student Contact through Counseling and Advising Center utilizing High-Touch](image)

The outcome is due to high-touch student contacts with the high-tech ability to case manage students, shifting counseling and advising focus to institutional momentum points, thus playing a significant role in moving the dial, in particular on “first time students attempting 15+ units in their first term” (see graph below).

![First-Time Students Attempting 15+ Units in Their First Term](image)
**Budget Impact: High-Tech**

The investment cost of Starfish, as the tool to support a high-touch student success model, is priceless. A 16% increase in student contacts means an increase in clear paths to student completion. Within 2018-19 fiscal year, total costs for implementing this high-tech tool was $215,139. The investment is broken down into three categories 1) 53% consulting fees, 2) 46% software fees, and 3) 1% professional development opportunities (see graph below). Moving into 2019-20 fiscal year, overall budget for the tool has been decreased; however, fewer funds are being allotted to consulting fees and additional funds are being allotted towards professional development.

![Investment Costs for the 2018-19 Fiscal Year](chart.png)

**Operational Cost: High-Tech, High-Touch**

With an increased focus on student completion, through the Vision for Success and Student Centered Funding Formula, providing intentional services to students, through intrusive case management, is fundamental. Such as, Starfish implementation for the success of an integrated case management approach within the completion coaching communities. With an investment of $214,139 into Starfish implementation 2018-19 fiscal year, with a 16% increase in student contacts 2018-19 fiscal year, not factoring in personnel costs, the nominal cost per student to utilize Starfish is $7.47. Factoring in counseling and advising’s ability to manage student growth, changes in matriculation processes due to AB 705, and intentional approaches in guided pathways (Starfish implementation) while still increasing student contacts, the $7.47 is well spent.