Enrollment, Student Success & Equity

Two-Year Investment Plan
2021-2023
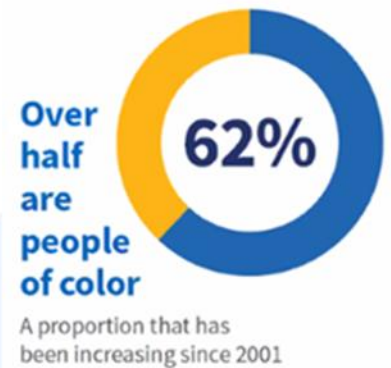
FISCAL STABILITY

Strategic FOCUS

STUDENT ACHIEVEMENT

Preliminary percentage headcount decline from F2019 to F2020, *by ethnicity*

Chart legend:
- African-American
- American Indian/Alaskan Native
- Asian
- Filipino
- Hispanic
- Pacific Islander
- White Non-Hispanic

Bar values:
- African-American: -15%
- American Indian/Alaskan Native: -18%
- Asian: -10%
- Filipino: -7%
- Hispanic: -12%
- Pacific Islander: -9%
- White Non-Hispanic: -10%

California Community Colleges
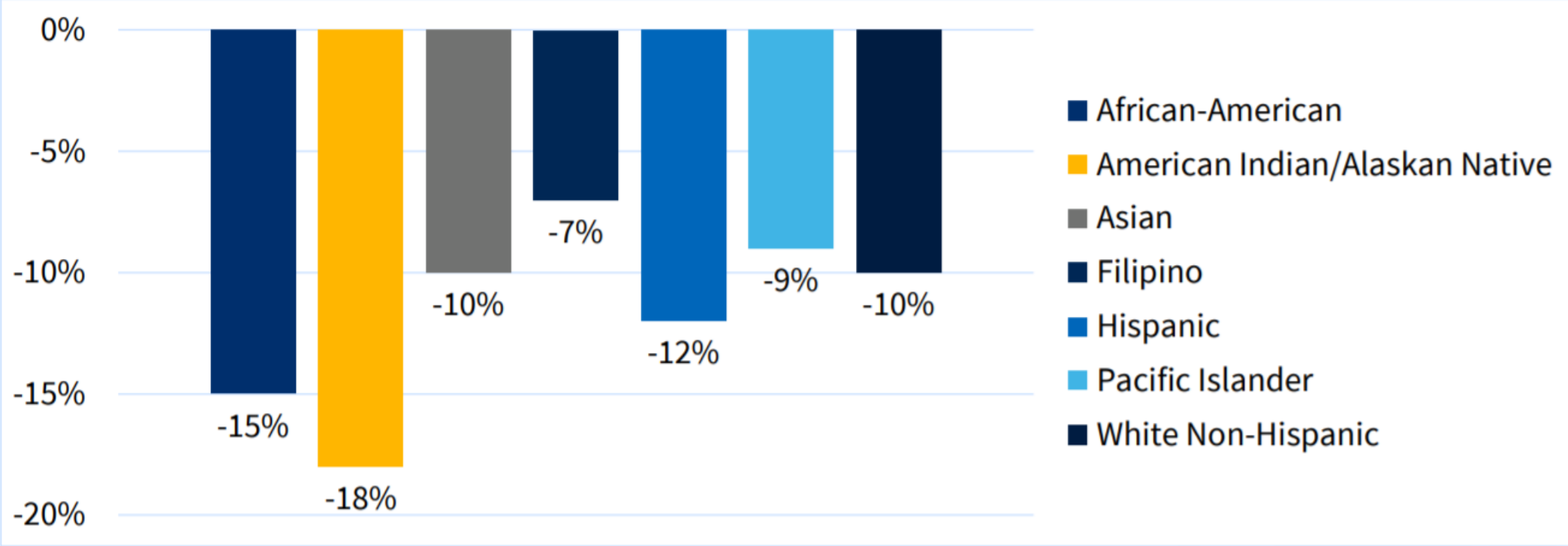
Context: percentage decline in enrollment from first to second term in 2018-2019 (~inverse of persistence), by ethnicity

Legend:
- African-American
- American Indian/Alaskan Native
- Asian
- Filipino
- Hispanic
- Pacific Islander
- White Non-Hispanic

Values: -42%, -46%, -25%, -22%, -30%, -38%, -31%
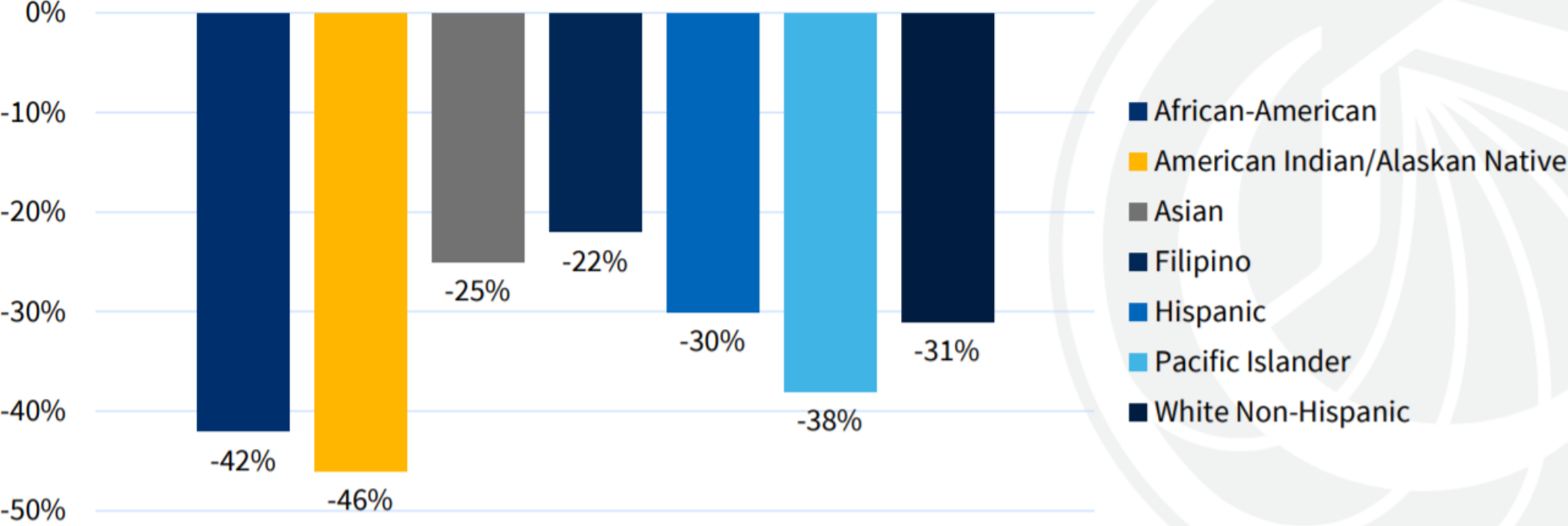
SCFF shifts enrollment management to mean more than getting students in the door
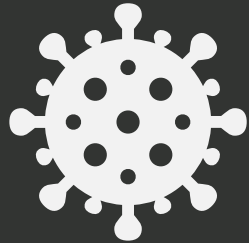
- How do we support students through to the end of the semester?

- How do we help students come back?

- How do we help student finish?

Enrollment, Student Success & Equity
Potential Funding Sources

1
HEERF & COVID

2
Categorical Programs

3
District Reserves

4
College Reserves

Utilize one-time funding sources to improve enrollments, student success and equity outcomes

KCCD
KERN COMMUNITY COLLEGE DISTRICT

Enrollment, Student Success& Equity
Districtwide Teams - $50,000

Students Entering the Path – Early College, Adult Ed, Outreach

Students Staying on the Path -- Retention

Economic &Workforce Development

Personnel resources to support the work

Entering the Path:
- Early College: Dual and Concurrent Enrollment
- Adult Education
- Stong workforce
- Recruitment and outreach
- Financial Aid to promote student enrollment and retention

Staying on the path:
- High tech solutions – data analytics, real time data, chatbots
- High touch – faculty engagement, counselor engagement
- Internships and work opportunities

Economic and Workforce Development:
- Non-credit offerings, CDCPs, aligned with Biden's Jobs Plan and Newsom's May Revise as well as Recovery with Equity Report
- Unemployment to employment – ETC, AJCC, etc.
- Health, Energy, Manufacturing, Technology

BAKERSFIELD COLLEGE

CERRO COSO COMMUNITY COLLEGE

PC PORTERVILLE COLLEGE

KCCD KERN COMMUNITY COLLEGE DISTRICT

Enrollment, Student Success & Equity
Technology Infrastructure - $3.3 million

Develop a collaborative team focused on leveraging expertise in business processes and design to implement applications that address efficiencies and improve the student experience.

Ellucian & Application consultants

Student portal and mobile functionality

Applications   **Consultants**   **Personnel**   **Student Journey**

- SSO\IDM solution
- CRM Recruit
- Predictive Analytics
- TouchNet Payments

- Analysts
- Security Engineer
- Systems Administrator
- Staff reassignment