Student Journey

Connection Phase

CONNECTION
Initial Interest through Submission of Application

ENTRY
Enrollment through Completion of "Gatekeeper" Courses

PROGRESS
Entry into Course of Study through Completion of 75% of Requirements

COMPLETION
Complete Course of Study through Earning a Credential with Labor Market Value

TRANSITION
Movement to Four-Year University or to Workplace with Living Wage

Goal A: Connect with Students

Allan Hancock College will encourage new students to apply and enroll in a timely manner, secure necessary financial aid, and develop a plan for college and careers.

Why do students stop-out, delay, or decide not to go to AHC?

- Students unprepared to pick goal or program of study (career path) when they apply
- Students do not know what classes align to their interests or goals
- Difficulty completing CCCApply application or won't even apply knowing they have to complete an online application
- The Promise program is only for high school students
- Students are not college-ready
- Lack of bilingual materials
- Parents are not involved in the onboarding process
- Lack of flexible or innovative scheduling

Data shows…

- Enrollments are trending down
- Less than half (42%) the students who apply, enrolled at AHC
- We need to connect more with female students, male students of color, Disabled, Foster Youth, LGBTQ, Veterans, and students over 30.

Strategies from EMP

- A.1 Enhance the student enrollment experience and create a community bridge by implementing strategic outreach activities and continually improving student onboarding processes.

- A.2 Expand and enhance campus diversity and inclusionary programming to ensure broad participation of all students, with a focus on traditionally marginalized communities.

- A.3 Implement a Strategic Enrollment Management Plan that emphasizes flexible and innovative scheduling, with an emphasis on meeting the needs of non-traditional age students.

- D.5 As part of the Strategic Enrollment Management plan, implement class scheduling practices to ensure that courses are offered with adequate frequency for timely completion, and meet the diverse needs of part-time, full-time and weekend students. (This strategy appears in Goal D as well)

- A.4 Develop and maintain collaboration with K-12 partners to build successful early academic, career pathways, and encourage enrollment after high school as a Promise student.

- A.5 Build a more vibrant college-going culture through a broad and engaging community presence.

- A.6 Expand relationships with community-based organizations as a means to reach prospective students and their families.

- A.7 Build and maintain a student-centered online presence that appeals to the diverse community served.

- A.8 Improve mechanisms (such as completing Student Education Plans) for students to make informed decisions about their educational goals.

- A.9 Student Focus Group recommendations 1 and 2 (see Student Focus Group Recommendations in the Appendix)

Suggested activities

- Extend the promise program to all students.

- Create a one-stop shop onboarding process that improves the application and enrollment experiences of students.

- Create Student Success Personal Development courses integrated into the Guided Pathways Framework.

- Offer remedial and gateway courses to special admit students through concurrent enrollment and College Now.

- Make information on career and academic pathways readily available through a clear web presence.

- Ensure students know what it costs to attend both community college and university, what financial supports are available at each institution type, as well as what assistance is offered at the state and federal levels to address both tuition and living expenses.

- Expand and enhance campus diversity by establishing relationships with community-based organizations and diverse community leaders that can serve as mentors to students and as a resource to administrators.

- Utilize enrollment data to inform student support efforts and demonstrate a commitment to underserved populations.

CONNECTION PHASE

Activity Library

Strategy	Strategy Description	Activities & Status
Strategy A.1	Enhance the student enrollment experience and create a community bridge by implementing strategic outreach activities and continually improving student on boarding processes.	Launch to college: In Progress Scheduling of classes-Speech Comm: Ongoing Enrollment campaigns: In Progress Outreach, Bulldog Bound, Student Ambassadors, Mentorship, Hancock Hello, Bulldog Bow WOW, Study A Thon, etc. : Ongoing Launch to College (In person version): Ongoing Noncredit Peer Advisors: Ongoing Provide a Hancock Conference in Spanish to the community: Pilot Noncredit Counseling- Estudiantes Unidos: In Progress Hancock Hello (Online version) 2020: Ongoing
Strategy A.2	Expand and enhance campus diversity and exclusionary programming to ensure broad participation of all students; with a focus on traditionally marginalized communities.	
Strategy A.3	Implement a Strategic Enrollment Management Plan that emphasizes flexible and innovative scheduling; with an emphasis on meeting the needs of non-traditional age students.	Food Insecurity Survey: Pilot
Strategy A.4	Develop and maintain collaboration with K-12 partners to build successful early academic and career pathways.	Bulldog Bound-Speech Comm: Ongoing CTE Junior Day: Pilot CTE Career Carnival: In Progress Concurrent Enrollment/Articulation/Cooperative Work Experience: Ongoing Outreach Specialist assist high school students through the Promise steps: Ongoing
Strategy A.5	Build a more vibrant college-going culture through a broad and engaging community presence.	The Puente Project: Ongoing
Strategy A.6	Expand relationships with community-based organizations as a means to reach prospective students and their families.	
Strategy A.7	Build and maintain a student-centered online presence that appeals to the diverse community served.	Enrollment campaigns: In Progress
Strategy A.8	Improve mechanisms (such as completing Student Equity Plans) for students to make informed decisions about their educational goals.	The Puente Project: Ongoing Embedded counseling in ESL credit classes and in noncredit classes: Pilot
Strategy A.9	Student Focus Group recommendations 1 and 2 (see Student Focus Group Recommendations in the Appendix)	

NOTE: Supervisors/Managers can add to activity library!

Data informed decision making
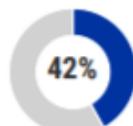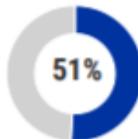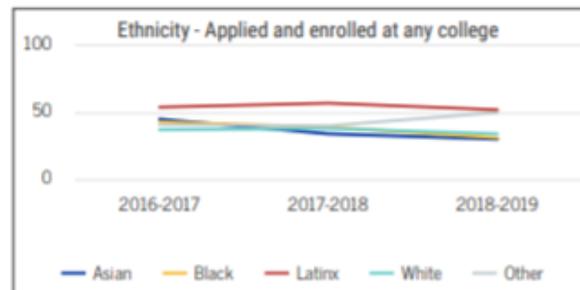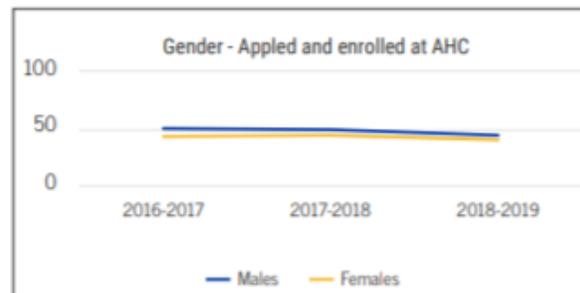
Preparing to Planning Retreat 2021

☑ How are we doing with connection phase?

Review the Connection Quick Facts sheet.

☑ What are we currently doing to connect with students?

Check out the activity library. Note: Supervisors/Managers can add to the library.

☑ What can we do to improve connection with students?

Be familiar with the strategies and activities proposed at the last planning retreat. We will be setting priorities for 2021-2022 at the planning retreat. We want your input!