





# BAKERSFIELD COLLEGE

# PATHWAYS

## COMMUNICATION PLAN

### Phase 1

Focus: SEP and Updates

Roll out communication foundation

Create communication core team within Pathways Implementation Team

Create email templates, speech templates, posters and brochures (will continue into phase 2)

Create, plan, and organize Phase 2 and 3.

### Phase 2

OCTOBER 16-NOVEMBER 25, 2017

Focus:

- 1) 15 units a semester (30 a year)
- 2) Math and English in first year

Implement new communication to capture those who didn't hit momentum points

Message tone: informative, and encouraging.

Implement phase 2 related speeches, emails, instructors, posters, and brochures.

Create introduction to Pathways video

Encourage Pathways to create their own Pathway video

Student speeches begin

Handouts and posters go out

Emails continue but reflect new message

Prepare for Registration Bootcamps and main presentation

### Phase 3

November 26-December 15, 2017

Focus:

- 1) 15 units a semester (30 a year)
- 2) Math and English in first year. Hyper focus on registration.

Implement new communication to capture those who didn't hit momentum points.

Posters and handouts continue and may have altered

Generate urgency given registration date (emails/classrooms)

Message tone: focus on motivation and accomplishment.

Emails continue but reflect new message

Posters and handouts continue and may change

Utilize videos

Registration Bootcamp and main Pathways presentation



# BAKERSFIELD COLLEGE

## **PATHWAYS**

### COMMUNICATION PLAN PHASE 2

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**DATE: OCTOBER 16-NOVEMBER 25, 2017**

Pathway's Implementation Team (PIT) Communication Team works with the PIT team and consults with Leslie Bonds consistently.

#### **Communication Tasks:**

- Email drafts (Nick Strobel and Grace Commiso)
- Poster drafts (Andrea Thorson and Julian West)
- Handout Drafts (Steve Watkins and Andrea Thorson)
- Example Handouts provided to teams (PIT Janet Faulks)
- Branding Drafts (Andrea Thorson, Eric Carillo, in consultation with Lesley Bonds and Grace Commiso)
- Video bullets (Andrea Thorson)
- General Communication Plan Timeline (Andrea Thorson and Grace Commiso)
- Extended Communication Plan Phase One (Andrea Thorson and Grace Commiso)
- Extended Communication Plan Phase Two (Andrea Thorson and Grace Commiso)
- Extended Communication Plan Phase Three (Andrea Thorson and Grace Commiso)
- Speech draft #1 (Jessica Wojtysiak) Future speech drafts (Andrea Thorson and Comm Faculty)
- Speech facilitation (Communication Student Group, Angela Bono, Andrea Thorson)
- Finalization of Pathway colors (Andrea Thorson, Lesley Bonds, Matt Jones, Eric Carillo, Dylan)

#### **Phase 2: PIT Communication Team will:**

- Encourage teams to create their own 1-2 minute pathway video
- Distribute examples/bullet points for individual pathway video inspiration
- Provide Communication major students speech training and begin classroom speeches.
- Distribute posters, handouts, and other advertising
- Create a website focus on Pathways
- Start Planning the Bootcamps and the Main Presentation Event
- Distribute email templates
- Provide Example language to remind students of important steps

## Phase 1 and Phase 2 Large Level Important Dates:

### Send **Education Plan Email** ASAP by October 15<sup>th</sup>

- 1) Audience: Students with no CSEP including those with an ASEP only on file
- 2) Subject: Make sure your Student Education Plan is set and why it matters (hint: \$\$)

### Send **FAFSA email** by October 15<sup>th</sup>

- 1) Audience: All Students
- 2) Subject: Financial Aid Available (FAFSA - Free Application for Federal Student Aid)

### Send **Update Template email** by October 15<sup>th</sup>

- 1) Audience: All Students
- 2) Subject: Looking for Priority Registration?

### Send **the Momentum Point Email** to students around **October 23<sup>rd</sup>**:

- 1) Audience: All Students
- 2) Subject: Are You Staying on the Path?

## **Make a Pathway Video** in an effort to keep your students informed and on track to graduate, transfer, and obtain their career dreams.

### **Create your pathway video!**

- A. 1-2 minutes is an ideal time length
- B. Consider having a student speak on the video. \*Should you need a camera ready student please contact Andrea Thorson.
- C. In order to maintain some consistency in videos we would like to include the following in each pathway video:
  1. Introduce the speaker and pathway
  2. Detail which departments are in that pathway
  3. Provide example careers students could obtain with such a pathway.
  4. Tell them which counselor and/or educational advisor they can see to get more information.
- D. Other things you might consider discussing in your video:
  1. The importance of taking 15 units each semester (30 units each year) in order to graduate and transfer in two years.
  2. The advantage of taking Math and English in the first year.



Expert	Things you can do during Phase two to help students!
<p><b>Dean</b></p>	<p>Remind your team that the message has changed and how they can help the students by participating in the next phase. Consider communicating in the following ways:</p> <ol style="list-style-type: none"> <li>1) Email- example emails will be sent to you by the PIT communication team</li> <li>2) Attend a department meeting to remind faculty of stage 2 messages and encourage participation.</li> <li>3) Ensure regular meetings are being held for your pathway and work is being accomplished in a timely fashion and with support.</li> <li>4) Help the team members connect with outside members to complete their tasks if need be.</li> <li>5) Set deadlines with the team for any specialized communication activities they have chosen to partake in (keeping in mind the phase deadlines).</li> <li>6) Provide guidance, deadlines, and encouragement for the videos. We recommend the <b>videos be constructed with the faculty, dean, and a student.</b></li> <li>7) Start brainstorming with your team about what you want to have ready for phase 3- especially for the main presentation and the registration boot camps.</li> <li>8) <b>Send the Momentum Point Email to your Faculty Experts</b> and have them share the information via email and otherwise with their faculty. <b>This email will be sent the week of October 23<sup>rd</sup>.</b></li> </ol>
<p><b>Counselor Faculty Expert</b></p>	<p>Things you can do to help: Help your team plan and complete your pathway video. We recommend the videos be constructed with the faculty, dean, and a student.</p> <ol style="list-style-type: none"> <li>1) Help educate your departments regarding the importance of keeping degree intent students on the path and ensure peers understand what BC Pathways is, why/how it helps students, and how faculty can help students along the way. This can still include reminding students that SEP's impact priority registration and play a significant role in helping them get the classes they need to achieve their goals in a timely manner.</li> <li>2) Alter communication messages (classroom conversations, emails, Canvas reminders, office hour rhetoric, etc.) to reflect the push for degree path students to see messages that reflect the impact and importance of taking 15 units a semester and taking Math and English in the first year.</li> <li>3) Post any new Pathways Implementation Team posters or advertisements in your classrooms and around your office area.</li> <li>4) Start brainstorming with your team about what you want to have ready for phase 3- especially for the main presentation and the registration boot camps.</li> </ol> <p>Optional: organize an email or calling day where your team contacts students in your path who have not yet reached a momentum point and offer them quick easy links to help them. You may also want to provide these students with people to contact.</p>

<p><b>Discipline Faculty Expert</b></p>	<p>Things you can do to help:</p> <ol style="list-style-type: none"> <li>1) Help your team plan and complete your pathway video. We recommend the videos be constructed with the faculty, dean, and a student.</li> <li>2) Help educate your departments regarding the importance of keeping degree intent students on the path and ensure peers understand what BC Pathways is, why/how it helps students, and how faculty can help students along the way.</li> <li>3) Alter communication messages (classroom conversations, emails, Canvas reminders, office hour rhetoric, etc.) to reflect the push for degree path students to see messages that reflect the impact and importance of taking 15 units a semester and taking Math and English in the first year.</li> <li>4) Post any new Pathways Implementation Team posters or advertisements in your classrooms and around your office area.</li> <li>5) Start brainstorming with your team about what you want to have ready for phase 3- especially for the main presentation and the registration boot camps.</li> </ol> <p>Additional Consideration: organize an email or calling day where your team contacts students in your path who have not yet reached a momentum point and offers them quick easy links to help them. You may also want to provide these students with people to contact.</p>
<p><b>Data Coach Expert</b></p>	<p>Things you can do to help:</p> <ol style="list-style-type: none"> <li>1) Gather any data your team needs in order to contact students and help them get on or stay on the path. Emphasize: <ul style="list-style-type: none"> <li>• Students not enrolled in 15 units in fall</li> <li>• Students without an ASEP or CSEP on file</li> <li>• Students who have not yet completed their math requirement</li> <li>• Students who have not yet completed their English requirement</li> <li>• Students who appear to be off-path for stated program of study according to course-taking pattern</li> </ul> </li> <li>2) Help spread the message regarding the importance of the momentum points and our degree intent students getting through BC in a timely manner. This means talking to others in your area making sure they know what Pathways is and the data associated with the program.</li> <li>3) Help distribute your advertisements like posters and handouts for the main Pathways team and your own specific team!</li> <li>4) Start brainstorming with your team about what you want to have ready for phase 3- especially for the main presentation and the registration boot camps.</li> </ol> <p>Additional Consideration: Find ways to use data that demonstrates a need or solution to your teams' agenda items. Can you find data that will help the team make decisions on who they should target and when. Can you find data that will help your team use percentages in their pathway advertising?</p>

<h2 style="text-align: center;">Financial Aid Expert</h2>	<p>Things you can do to help:</p> <ol style="list-style-type: none"> <li>1) Have a one or two sentence reminder at the end of each conversation with a degree path student reflecting the momentum point. <b>For example:</b> <i>“I see that you are planning to obtain your degree/transfer. I want to remind you that in order to graduate/transfer within the two years you will want to take 15 units a semester and get your Math and English completed as soon as possible, within the first year is best if you want to avoid staying here beyond two years.”</i> Or <i>“It’s almost registration time, don’t forget in order to complete your degree or transfer within two years you will want to take 15 units a semester and/or complete 30 units each year.”</i></li> <li>2) Post any advertisements the BC Pathways Implementation Team sends your way and post any materials your pathway creates.</li> <li>3) Inform others in your area of the various ways they can help as well! For instance, others in your area can say the verbal reminders and have posters near their area.</li> <li>4) Remind your Pathway team and the Implementation team of any important dates that may alter the standing for students or impact them. You have unique information- be sure to share it with others on your team so you are moving forward with a great doable plan.</li> <li>5) Start brainstorming with your team about what you want to have ready for phase 3- especially for the main presentation and the registration boot camps.</li> </ol> <p>Additional Consideration: Consider crafting a handout or poster with Student Support Experts on your team that is specific to your pathway!</p>
<h2 style="text-align: center;">Student Support Experts</h2>	<p>Things you can do to help:</p> <ol style="list-style-type: none"> <li>1) Have a one or two sentence reminder at the end of each conversation with a degree path student reflecting the momentum point. <b>For example:</b> <i>“It’s almost registration time, don’t forget in order to complete your degree or transfer within two years you will want to take 15 units a semester and/or complete 30 units each year.”</i> Or <i>“I see that you are planning to obtain your degree/transfer. I want to remind you that in order to graduate/transfer within the two years you will want to take 15 units a semester and get your Math and English completed as soon as possible, within the first year is best if you want to avoid staying here beyond two years.”</i></li> <li>2) Post any advertisements the BC Pathways Implementation Team has ready for phase 2 and post any materials your pathway creates.</li> <li>3) Inform others in your area of the various ways they can help as well! For instance, others in your area can say the verbal reminders and have posters near their area.</li> <li>4) Remind your Pathway team and the Implementation team of any important dates that may alter the standing for students or impact them. You have unique information- be sure to share it with others on your team so you are moving forward with a great doable plan.</li> <li>5) Start brainstorming with your team about what you want to have ready for phase 3- especially for the main presentation and the registration boot camps.</li> </ol> <p>Additional Consideration: Consider crafting a handout or poster with your Financial Aid pathways team member that is specific to your pathway!</p>



## Student to Student Speech

***The purpose of this speech is to provide students with information that will help them understand the importance of the SEP and provide a few tips. Students will have handouts with them that detail the counselor/advisor they should visit based on their Pathway.***

*Openings (Select one of the following openers or create your own and get it approved by your coach):*

*Malcolm X once said, "Tomorrow belongs to those who prepare for it today"*

*Benjamin Franklin once wrote, "An investment in knowledge pays the best interest."*

*Oprah Winfrey once said, "Luck is preparation meeting opportunity."*

*Eleanor Roosevelt said, "The future belongs to those who believe in the beauty of their dreams."*

- I. Introduction –
  - a. Opening device:
  - b. Give name and major.
  - c. I am a student here at BC just like you, and I want to take a couple of minutes today to share some of what I have learned about how to succeed at our school.
  - d. Thesis: I want to talk to you about the SEP, or student education plan.
  - e. Preview of Points: I'll explain what an SEP is, why it's so important, and how you can get your SEP.
  - f. Transition: (create own or use this) Let's begin.
  
- II. Body:
  - a. Point 1
    - i. SEP stands for **student education plan**. The SEP is your roadmap to college. It maps out exactly which classes you need to take every semester based on what you need and where you want be. By following your SEP, you won't waste time guessing what to take or enrolling in classes you don't need, and you'll complete your education goals as quickly as possible.
  - b. Point 2
    - i. So why do you need an SEP? First, having an SEP pays. Every class you take costs you time and money. The SEP clearly tells you which classes and requirements to fulfill semester by semester. By following your SEP, you avoid accidentally enrolling in classes you don't need for your educational goals. Taking classes that don't count toward your degree, certificate, or contribute to your transfer pathway can result in wasting valuable time and money. An SEP helps guide you to make informed decisions about which classes you enroll in every semester. In fact, the SEP is so important that it is tied to your financial aid. If you don't follow your SEP, you may have problems obtaining financial aid eventually.
    - ii. In September, 2017, the California Community College Chancellor's Office announced a new \$1500 grant for full time students. One of the requirements for the grant is having an SEP. If you are Cal Grant eligible, you need to get your SEP in order to receive that award. Who doesn't want \$1500? So, not having an SEP could cost you money, and having an SEP can actually earn you money.
    - iii. Also, an SEP can get you priority registration. Priority registration means you get to register before open registration, so you have a much better chance to get the courses you need. If you've ever been on a waitlist, you know that classes at BC can fill up very quickly. If you can't get into the classes you need, you can end up waiting a semester or more. You don't want to find yourself behind or unable to graduate, just because you can't get into the class you need.
  - c. Point 3



- i. So, how do you get your SEP? The way to get your SEP is to make an appointment with a counselor or advisor and tell them that you want to complete your comprehensive SEP. Counseling can get busy, so you'll want to make an appointment today.

III. Conclusion

- a. Transition: Enrolling in classes can be confusing, and every student in this room needs an SEP.
- b. Review of Points: Now you know what an SEP is, why it's important, and how to get one!
- c. Remember, students without an SEP are more likely to get stuck on waitlists because they don't have priority registration, and they are also more likely to take the wrong classes.
- d. Additionally, If you are intent on transferring or graduating within two years you need to attend school full time by taking 15 units a semester and 30 units each year (12 units is not enough if you want to graduate within two years). These units must count towards your goals which is why completing your SEP with your pathway or department's counselor is so important.
- e. Closing: I love BC, but I don't want to be a student forever, and neither do you. Make an appointment at counseling and get your SEP today. Thank you.



## Pathway Emailing Examples:

Below are examples of Emails that were created by the Pathways Implementation Communication Core Team and sent out strategically in an effort to get students the information they need to get on track, stay on track, or just stay informed. These templates have always been shared with the intent to help streamline the process, decrease workload, ensure consistent messaging, and strategically communicate with students in the most helpful ways.

**The information herein is to be interpreted as a recommendation and is not to be seen as a requirement of any person. The intent of the documents is not to limit participation or declare expectation, but rather to provide each important member of the team a set of tasks that clarifies how their role/background/expertise would greatly help our BC Pathways team stay on track, communicate clearly with all, and in so doing, best help our students reach their goals and dreams.**

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The Communication group of the Pathways Implementation Team has created an extensive advertising campaign to communicate effectively with our students about what they need to get on the correct pathway and stay on their pathway. One early component of that campaign is a message about the comprehensive SEP and completing the Update Form before registration.

The time for the students to get the comprehensive SEP finished is NOW (within the next couple of weeks), so we are asking you to communicate the message attached below by Tuesday, October 10 to the students in your classes by either email, posting it as announcement in your class Canvas site, and/or verbal announcement in class. That will give your students the time they need to set appointments with a counselor or advisor within the two-week window. You can also post it on whatever social media platform you use to message students if you have one.

You'll see in the attached message to the students that it gives a generic instruction for them to see a counselor/advisor. In the future we will be able to tailor a message like this with specific counselor/advisor information for students in a given pathway. We're getting there but we're not there yet, so we're going with this broadcast approach because the comprehensive SEP and Update Forms need to be finished NOW—priority registration is just around the corner!

If they read the same message in multiple classes, that'll be great! Important messages are worth repeating. (Our communication faculty tell us that it takes someone hearing/reading a message twenty times before it sticks.)

Thank you!

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Email and/or Canvas Announcement to students in your class:

Subject: Make sure your Student Education Plan is set and why it matters (hint: \$\$)

Body of email/announcement:

Do you have your SEP!?

Priority registration means you get to register before open registration, so you have a much better chance to get the courses you need and want for your degree or certificate!

In order for you to maintain priority registration status, you need to have a comprehensive "Student Education Plan" (SEP) done. The SEP is your roadmap to taking the courses you need to get that degree, certificate, or transfer done in as short a time as possible, so you can get that higher paying job a college education provides.

The SEP is so important for getting your degree or certificate done in a timely manner that Financial Aid is tied to it—not following your SEP can jeopardize your Financial Aid and, if you get too far off track, you could be stuck having to pay part of it back.

Students who have their comprehensive SEP and are enrolled full-time may be eligible for big scholarships!

See a counselor or educational advisor to get your comprehensive SEP finished: <https://www.bakersfieldcollege.edu/counseling> or call 661-395-4421.

One last thing about registration for next semester: did you know you have to complete the Update Form in InsideBC EVERY time you register for a new term?

Login to InsideBC (<https://insidebc.kccd.edu>), click the "MyBanWeb" menu at top left, and scroll down to the "Update Form" menu item. It takes about five minutes to complete it but it must be done before you can register for those classes.

</end of email to students>

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Nick Strobel

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Astronomy Notes website:

<http://www.astronomynotes.com>

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Greetings Pathway Team,

Have you been worried that you aren't sure you are doing what you should be on this team? Are you unsure what your role is exactly and what tasks you should be doing to help the students on your pathway and/or how to help the pathway team? Luckily, our BC Pathway Implementation Team has created a **Communication Plan** and they will be doing the majority of the work for us! The perks:

- Sample email drafts
- Posters and handouts
- Speakers
- Videos
- Online notifications
- And more!

The Communication Plan currently covers this semester's work and will be released in detail one stage at a time. Each stage has our members listed with specific roles associated with certain tasks that would greatly help during that given phase in the plan. Attached you will find a general overview of the Plan for this semester with an Extended Communication Plan for Phase 1 which details specifically what each of us could contribute during the phase.

The goal is to keep our messaging consistent so students do not feel overwhelmed while giving you each ideas about how you can contribute as a coach. Each of you is an expert in a special way and your work on this Pathway project is instrumental to the success of our students.

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Thank you for your dedication and your patience in getting this project off the ground for Bakersfield College. The Pathways Implementation Team thanks you for your time and effort.

Signed  
Dean

PS. The Extended Communication Plan for Phase 1 is what you want to focus on right now. The other pages are to help orient you to the Implementation Team's semester long approach.