

BERKELEY CITY COLLEGE INTEGRATED STRATEGIC ENROLLMENT MANAGEMENT PLAN 2018-2021 DRAFT

INTRODUCTION

A construction of the Berkeley City College (BCC) Integrated Enrollment Management plan (ISEMP) came particularly timely in 2018-2019 year not only because it is time for assessment, reflection and revision through action plans but also due to the multiple new state and federal legislated initiatives that now frame our plan much differently from the past.

Process:

The development of the BCC ISEMP 2018-2021 is based on BCC's 2018-2020 Strategic Plan that elicits five distinctive goals with measurable indicators that have been adopted by the College Roundtable for Planning and Budget Council in September 24, 2018. These goals and indicators align with the BCC Educational Master Plan (EMP) for 2016-2021 that strongly emphasizes the college's commitment to achieve equity and to eliminate the educational gap in student access (participation), learning, completion, and success with exemplary programs and services to ensure the college's energies are directed toward the success of all students.

BCC 2018 -2021 Strategic Plan also aligns with the Peralta Community College District (PCCD)'s **Strategic XXXX Plan** which is linked with the California Community College Chancellor's Office Vision for Success. A cross-walk chart that reflects this alignment is included in the Appendix section (Appendix 1).

Major Legislative Changes:

BCC is ready to implement AB 705 in time for summer and fall 2019 priority registration (April 2019) for Math and English. So as to avoid unnecessary and excessive placement of students into remedial courses, high school coursework, school grades, GPA, and/or self-guided placement methods will be used to determine students enrollment into transfer-level courses in Math and English. At BCC, courses in English and Math have been augmented by adding supporting courses (NC and CR) to ensure student's successful completion of transfer-level courses in a one-year timeframe.

BCC developed a work plan for the 2018-2019 for the California Community College Guided Pathways (GP) model in spring 2018 focusing on a) Cross-functional inquiry, b) Shared Metrics for identifying challenges and tracking student success, and c) Integrated Technology Infrastructure for Student Success. BCC is in the process of formulating four key work groups

that are led by the Administrator and Faculty co-leads: Preparation, Moving in, Moving through, and Moving on. Cross functional groups consisting of faculty, students, classified staff and administrators will take a critically important role in addressing and achieving some of the goals identified in the BCC ISEMP as many of the work plan activities in GP and BCC ISEMP overlap.

Also in 2018-2019, California legislators changed the funding formula for the California Community Colleges. Departing from the traditional SB 361, apportionment-base model funding, a Student Centered Funding Formula (SCFF) was introduced and implemented in where Enrollment (or Base), Supplemental (low income and marginalized population), and Student Success (accountability for completion of programs, job attainment with living wages , and transfer to 4 year institutions) allocations constitute three major components of the new funding formula. Three year stability has been established for the colleges to transition into this formula fully by 2020 – 2021, with the distribution ratio of 60% Enrollment/Base, 20% Supplemental and 20% Student Success.

BCC MISSION, VISION, VALUES, and 2018-2020 STRATEGIC GOALS

Mission

Berkeley City College’s mission is to promote student success, to provide our diverse community with educational opportunities, and to transform lives. The College achieves its mission through instruction, student support and learning resources which enable its students to earn associate degrees and certificates, and to attain college competency, careers, transfer and skills for lifelong success.

Vision

Berkeley City College will be a leader in equitable academic excellence, collaboration, innovation and transformation, as a premier, diverse, student-centered learning community.

Values

Berkeley City College embraces values which allow all members of our college community to grow and thrive. Our commitments are to:

- Academic Excellence and Student Learning. We value our students’ intellectual capacity and potential, as well as their varied educational and experiential backgrounds, learning styles, and educational objectives.
- Multiculturalism and Diversity. We value diversity, which fosters appreciation of others, depth of understanding, insight, empathy, innovation and creativity, characteristics our institution seeks in its students, faculty and staff.
- Engaged Citizenship in a Complex Changing Global Society. We value the fact that students live and work in an intercultural and increasingly complex society and world.

- Innovation and Flexibility. We value a climate of inquiry and innovation, because it encourages our students to question the typical and expand their thinking in a flexible manner that allows them to understand life’s dynamic potential.
- A Respectful and Collegial Workplace. We value the high quality that characterizes everything we do, and the ability to achieve academic excellence in a collegial workplace. We value the achievement of intercultural proficiency across all employee groups, a living wage for every full time employee, and an environment which supports continuous professional development.

[Mission adopted by Berkeley City College, as revised, March 2016. Vision and Values adopted by Berkeley City College, as revised, April 2016.]

2018-2020 BCC Strategic Goals

- (I) Strengthen Resilience
- (II) Raise College Competence
- (III) Enhance Career-Technical Education Certificates and Degrees
- (IV) Increase Transfer and Transfer Degrees
- (V) Ensure Institutional Sustainability

BERKELEY CITY COLLEGE INTEGRATED STRATEGIC ENROLLMENT MANAGEMENT PLAN MISSION

The Berkeley City College Integrated Strategic Enrollment Management Plan (BCC ISEMP) represents a college-wide collaborative effort, guided by the college’s mission, vision and strategic priorities, to achieve our goals for outreach and recruitment for students, sequenced pathway course and program offerings, job attainment with living wages, and transfer to 4 year institutions.

BROAD GOALS OF THE BCC ISEMP

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1. Reflect, assess, and revise 2015-2018 BCC ISMP to be in alignment with the 2016-2021 BCC Educational Master Plan (EMP) goals and priorities.
 2. Create clear course sequencing pathways per term for each Certificate and Degree and increase number of students successfully completing each program per term/year.
 3. Develop a comprehensive and effective inreach, outreach, recruitment, and marketing plan that supports meeting BCC’s enrollment and FTES goals.
 4. Meet and exceed college enrollment and FTES goals by increasing student success, retention, persistence and completion.
 5. Increase student satisfaction and engagement across all support services, instruction, and auxiliary services at BCC to contribute to student retention, persistence and completion.
 6. Aim to have a bullet-proof technology infrastructure (eliminate unnecessary technological glitches) for student use: admission, registration, Student Educational Planning (SEP), add codes, wait lists, Financial Aid, etc.)

(7. BCC ISEMP contributes to the PCCD 5 year Integrated Strategic Fiscal Plan that is required by ACCJC per the November 20, 2018 letter – submission date, May 1, 2019)

BERKELEY CITY COLLEGE GUIDING PRINCIPLES

- Students first
- Paradigm shift for new direction with support
- Encourage innovation
- Promote data-driven discussion and decision making
- Promote cross-pollination
- Exhibit fiscal responsibility
- Focus on long term viability

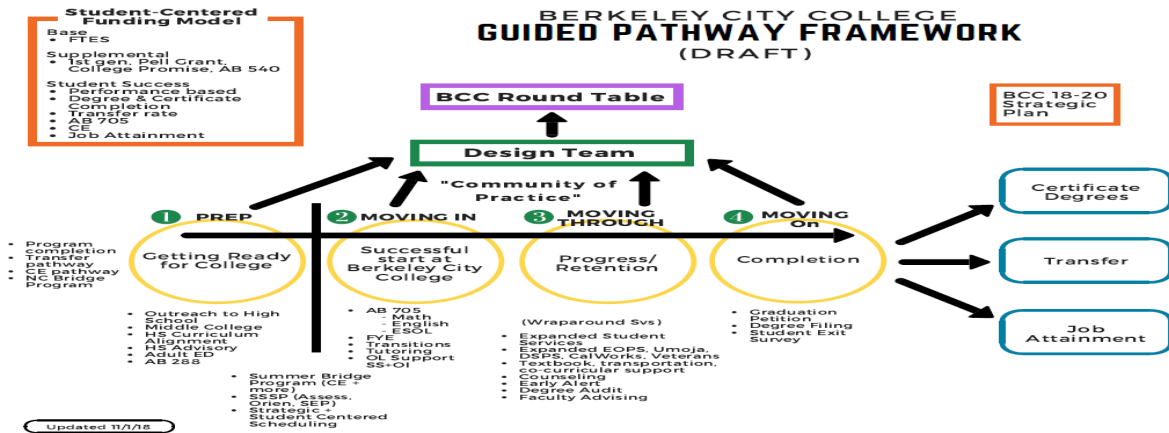
BCC ENROLLMENT MANAGEMENT COMMITTEE CHARGE

1. Develop BCC ISEMP 2018-2021 and identify benchmarks in coordination with the Roundtable Council and Guided Pathway Design Team.
 - a. Align BCC ISEMP with exiting 18-20 strategic priorities and goals
 - b. Align BCC ISEMP with district-wide priorities and goals
 - c. Align BCC ISEMP with college budget priorities based on SCFF and its calculator
2. Monitor and track progress made on the BCC ISEMP to ensure that the actions are leading to the goals of the BCC ISEMP.
3. Develop BCC ISEMP process that avoids duplication of resources and work
 - a. Align and/or combine ISEMP committee with existing college committees (Enrollment Management Committee and Guided Pathway Design Team/Advisory?)
4. Develop BCC ISEMP informed improvement and institutional effectiveness process to track CC ISEMP work, institutional performance for system-wide improvements.

This portion of the charge will be recommended to be added to the Enrollment Management Committee charge on February 25, 2019 meeting. (Appendix X)

THE FRAMEWORK

The 4 areas illustrated in the Guided Pathways (GP) graphic below represent key phases in the student life cycle and pathways that will lead them to achieve their goals of attaining certificates and degrees and/or certificates and degrees with jobs with living wages and transfer to 4 year institutions.



STUDENT CENTERED FUNDING FORMULA AND ENROLLMENT MANAGEMENT GOALS FOR BCC

(Notes)

- Phoumy's data on SCFF to be here
- Once obtaining a clear reduction target from the District's finance and the Academic affairs for 19-20, then BCC can proceed to project its enrollment per the SCFF. As of February 15, 2019, there is no such information available for us to work on it.

Year over Year FTES Rate Change	2.00%	-	-	-	-	-	-	-	-		
Year over Year Supplemental Change	1.00%	-	-	-	-	-	-	-	-		
Year over Year Student Success Change	1.00%	-	-	-	-	-	-	-	-		
Description	Year 1 FTES '18-'19	Count	Description	Year 2 FTES '19-'20	Count	Description	Year 3 FTES '20-'21	Count	Description	Year 4 FTES '21-'22	Count
Basic Allocation			Basic Allocation			Basic Allocation			Basic Allocation		
Credit FTES: Target	\$3,727	3,924	Credit FTES	4,002	4,002	Credit FTES	4,083	4,083	Credit FTES	4,164	4,164
Non Credit FTES	\$3,347	6	Non Credit FTES	6	6	Non Credit FTES	6	6	Non Credit FTES	6	6
CDCP FTES	\$5,457	31	CDCP FTES	31	31	CDCP FTES	32	32	CDCP FTES	33	33
Special Admit Credit FTES	\$5,457	121	Special Admit Credit FTES	123	123	Special Admit Credit FTES	126	126	Special Admit Credit FTES	128	128
Incorcerated Credit & CDCP F	\$5,457	-	Incorcerated Credit & CDCP F	-	-	Incorcerated Credit & CDCP F	-	-	Incorcerated Credit & CDCP F	-	-
Incorcerated Non-Credit FTE	\$3,347	-	Incorcerated Non-Credit FTE	-	-	Incorcerated Non-Credit FTE	-	-	Incorcerated Non-Credit FTE	-	-
Year 1 Supplemental (used 2017-18 data)			Year 2 Supplemental (goals)			Year 3 Supplemental (goals)			Year 4 Supplemental (goals)		
Pell Grant Recipients	\$919	2,228	Pell Grant Recipients	2,250	2,250	Pell Grant Recipients	2,273	2,273	Pell Grant Recipients	2,296	2,296
AB540 Students	\$919	54	AB540 Students	55	55	AB540 Students	55	55	AB540 Students	56	56
California Promise Grant Rec	\$919	5,120	California Promise Grant Rec	5,171	5,171	California Promise Grant Rec	5,223	5,223	California Promise Grant Rec	5,275	5,275
Year 1 Student Success (used 2017-18 data)			Year 2 Student Success (goals)			Year 3 Student Success (goals)			Year 4 Student Success (goals)		
Associate Degree	\$1,320	194	Associate Degree	196	196	Associate Degree	198	198	Associate Degree	200	200
Associate Degrees for Trans	\$1,750	244	Associate Degrees for Trans	246	246	Associate Degrees for Trans	249	249	Associate Degrees for Trans	251	251
Credit Certificates	\$880	515	Credit Certificates	520	520	Credit Certificates	525	525	Credit Certificates	531	531
Nine or More CTE Units	\$440	1,959	Nine or More CTE Units	1,979	1,979	Nine or More CTE Units	1,998	1,998	Nine or More CTE Units	2,018	2,018
Transfer	\$860	535	Transfer	540	540	Transfer	546	546	Transfer	551	551
Transfer Level Math and Engl	\$880	96	Transfer Level Math and Engl	97	97	Transfer Level Math and Engl	98	98	Transfer Level Math and Engl	99	99
Achieved Regional Living W/a:	\$440	-	Achieved Regional Living W/a:	-	-	Achieved Regional Living W/a:	-	-	Achieved Regional Living W/a:	-	-
Associate Degree	\$500	-	Associate Degree	-	-	Associate Degree	-	-	Associate Degree	-	-
Associate Degrees for Trans	\$666	-	Associate Degrees for Trans	-	-	Associate Degrees for Trans	-	-	Associate Degrees for Trans	-	-
Credit Certificates	\$333	-	Credit Certificates	-	-	Credit Certificates	-	-	Credit Certificates	-	-
Nine or More CTE Units	\$167	495	Nine or More CTE Units	490	490	Nine or More CTE Units	495	495	Nine or More CTE Units	500	500
Transfer	\$250	-	Transfer	-	-	Transfer	-	-	Transfer	-	-
Transfer Level Math and Engl	\$333	-	Transfer Level Math and Engl	-	-	Transfer Level Math and Engl	-	-	Transfer Level Math and Engl	-	-
Achieved Regional Living W/a:	\$167	-	Achieved Regional Living W/a:	-	-	Achieved Regional Living W/a:	-	-	Achieved Regional Living W/a:	-	-
Associate Degree	\$333	-	Associate Degree	-	-	Associate Degree	-	-	Associate Degree	-	-
Associate Degrees for Trans	\$444	-	Associate Degrees for Trans	-	-	Associate Degrees for Trans	-	-	Associate Degrees for Trans	-	-
Credit Certificates	\$222	-	Credit Certificates	-	-	Credit Certificates	-	-	Credit Certificates	-	-
Nine or More CTE Units	\$111	899	Nine or More CTE Units	908	908	Nine or More CTE Units	917	917	Nine or More CTE Units	926	926
Transfer	\$167	-	Transfer	-	-	Transfer	-	-	Transfer	-	-
Transfer Level Math and Engl	\$222	-	Transfer Level Math and Engl	-	-	Transfer Level Math and Engl	-	-	Transfer Level Math and Engl	-	-
Achieved Regional Living W/a:	\$111	-	Achieved Regional Living W/a:	-	-	Achieved Regional Living W/a:	-	-	Achieved Regional Living W/a:	-	-

STRATEGIC FRAMEWORK (2018-2020 BCC STRATEGIC PLAN) TO ACHIEVE BCC ISEMP GOALS

To achieve the targets of our 2018-20 Strategic Plan indicators of excellence, Berkeley City College will apply the following framework:

1. Utilize researched based best practices to increase student access (participation), learning, completion, and success with exemplary programs that include:
 - Utilizing previous learning experiences for placement
 - Guided exploration for undecided students
 - Clearly delineating program requirements (default course sequence)
 - Developmental education transformation
 - Providing proactive, embedded and integrated student support
 - Maximizing and enhancing learning communities
 - Increasing student engagement in support and instructional services.
2. Develop integrated communities of practice aligned to the students' educational pathways to provide more connected learning experiences inside and outside of the classroom;
3. Incorporate technology tools to communicate, support and customize the student experience;
4. Develop data infrastructure to track and evaluate student and program progress;
5. Develop mechanisms to assess the student experience to ensure quality programs and services.

BCC INTEGRATED STRATEGIC ENROLLMENT MANAGEMENT GOALS

Following BCC ISEM goals are developed based on the delineated activities identified in the BCC Guided Pathways Work Plan 2018-2019 (Appendix X) as well as the BCC 2018-2020 Strategic Plan (Appendix X). Each action is linked with these activities listed in these two documents. In addition, person(s) or group(s) responsible for each activity and aimed timeline for execution are noted.

*Glossaries: GP Work Plan 1 (WP1), GP Work Plan 2 (WP2), GP Work Plan 10 (WP10)
GP Work Group Preparation (PP), GP Work Group Moving In (GPMI), GP Work Group Moving Through (GPMT), GP Work Group Moving On (GPMO)*

A) Strategic scheduling of Classes:

Actions	BCC 18-20 Strategic plan	BCC Guided Pathways	Responsible	SCFF	18-19	19-20	20-21
Offer courses focused on historical data & students' needs that create effective pathway for completion.	GIII.H GV. B	WP 1,2,10 GPMI, GPMT, GPMO	Chairs Faculty Deans, VPI	All (FTES, Supple mental, Student Success/ complet ion)	X	X	X
Increase Online Education courses where pedagogically appropriate, and where the demands are, ensuring student success	GII.B GII. C GV.F	WP 1,2,10 GPMI GPMT GPMO	IPC Chairs Deans, VPI DE Committee (new) Academic Senate	All	X	X	X
Increase Dual Enrollment courses with all USD partners where USD students enter into BCC pathway programs in both General Education (GE) and Career Education (CE) areas.	GI.H	WP 1&2 GPPP GPMI GPMT GPMO	Chairs Deans, VPI DE Committee (new) Academic Senate	All	X	X	X
Increase number of Dual Enrollment students under AB 288 or Career and College Access Pathway (CCAP) and increase number of college- transfer-level ready students entering into BCC.	(GI.H new)	WP 1&2 GPPP GPMI	District AA Deans, VPIs, Presidents and Board	Supple mental		X	X
Increase number of Adult School students matriculating into BCC's pathway programs including ESOL and NC CDCP.	GIV.F GIII.B	WP 1&2 GPPP GPMI GPMT GPMO	Associate Dean of Educational Success, Dean of Liberal Arts, VPI	Supple mental	X	X	X
Increase numbers of students who enter into Learning Communities (LC) who will all have clearly delineated 2 year SEP (or pathway sequence of course taking plan).	GI.B GII.A GI.D	WP 1&2 GPPP GPMI GPMT GPMO	Associate Dean of Educational Success,	Supple mental & Student Success/ complet ion	X	X	X

Offer courses based on the sequencing in alignment with the Guided Pathways Initiative Multiple format of summer course offerings (i.e. 6-week session with 8-week session, etc.)	GII.E	WP1&2 GPPP GPMI GPMT GPMO	Chairs Faculty Deans VPI	All	X	X	X
Implement Teacher Education Program Pathways with USD/Adult Schools, BCC, and 4 year institutions. Increase number of students who obtain Certificates and Degrees.	GIII.C	WP 1&2 GPPP GPMI GPMT GPMO	Chairs Faculty Deans VPI	Supplemental/ Completion CE	X	X	X
Develop Computer Science (CS) program that is competitive in the area (departing from CIS)	GIII.D	WP1&2 GPPP GPMI GPMT GPMO	Chairs Faculty Deans VPI	All	X	X	
Complete Multimedia Arts program alignment through curriculum revisions and increase number of students who complete MMART programs.	GIII.E	WP 1&2 GPPP GPMI GPMT GPMO	Chairs Faculty Deans VPI	All CE	X	X	
Increase work-based learning opportunities particularly for CE area and increase number of students obtaining jobs with living wages.	GIII.M GIV.E	WP 1&2	Chairs Faculty Deans VPI	All completion		X	X
Implementation of Block Scheduling. (Appendix X)		WP1&2&10 GPMI GPMT GPMO	Chairs Faculty Deans VPI	All		X	X

B) Strategic Outreach

Social Media Efforts

Actions	BCC 18-20 Strategic plan	BCC Guided Pathway	SCFF	Responsible	18-19	19-20	20-21
Implement Website Refresh, http://www.berkeleycitycollege.edu/wp	GI.A	WP1, 10 GPPP GPMI GPMT GPMO	All	PIO, Dean of Enrollment Services	X	X	X
Develop and implement Virtual Tour on the website;		WP1&10 GPPP GPMI	All	PIO, Dean of	X	X	X

				Enrollment Services			
Develop and implement online Advertising: Six month campaign branding BCC's attributes and CE Pathways;	GIII. L	WP1, 2&10 GPPP GPMT GPMO	All	PIO, Dean of Enrollment Services, Dean of Business, Science, Technology	X	X	
Develop student video testimonials for content marketing and promotion of BCC brand;	GIII.L	WP 1&10 GPPP GPMT GPMO	All	PIO, Dean of Enrollment Services,	X	X	X
Increase focus on digital marketing: Mongoose (mass texting platform), HIBU (digital marketing system) and GovDelivery (mass email system)	GV.1	WP2&10 GPPP GPMT GPMO	All	PIO, Dean of Enrollment Services, Campus Life Director, Career and Transfer Center, Counseling	X	X	X
Increase interactive social media messaging with monthly thematic post	GV.1	WP1&10 GPPP GPMT GP	All	PIO, Dean of Enrollment Services	X	X	X

C) Other Advertising Efforts

Actions	BCC Strategic plan	BCC Guided Pathways	SCFF	Responsible	18-19	19-20	20-21
Produce Career Education collateral		WP2&10 GP PP GPMT GPMO	All programs, 9 or more CE units	Dean of Business, Technology, CE and Multimedia Arts, PIO	X	X	X

Develop and place Glacier Ads in local high schools	GIV.D	WP2 GP PP	All	PIO	X	X	X
Develop and place Radio ads via Iheart Radio and Spotify		WP2 GP PP GPMI	All	PIO	X	X	X
Develop and place Bart and AC Transit Ads		WP2 GP PP GPMI GPMT GPMO	All	PIO, Dean of Enrollment Services	X	X	X

D) Enrollment Services

Financial Aid and Admissions and Records

Actions	BCC 18-20 Strategic plan	BCC Guided Pathway	SCFF	Responsible	18-19	19-20	20-21
Implement "Student Success" activities - monthly financial literacy workshops and weekly financial aid support during college hour;	GI.A	WP1 GPMT	All Supplemental	Dean of Enrollment Services, Financial Aid Supervisor		X	X
Schedule monthly evening Financial Aid Workshop;	GI.A	WP1&10 GPPP GPMI GPMT GPMO	All Supplemental	Dean of Enrollment Services, Financial Aid Supervisor	X	X	X
Improvement of financial aid appeal process to make student friendly;	GI.A,C	WP1 & 10 GPPP GPMI GPMT GPMO	All Supplemental	Dean of Enrollment Services, Financial Aid Supervisor	X	X	X
Inreach to new and current students who have not applied for financial aid;	GI.A,C	WP1 GPPP GPMT	All Supplemental	Dean of Enrollment Services, Financial Aid Supervisor	X	X	X
Inreach to current students who have not yet completed an education plan.	GI.B,G	WP1 GPPP GPMI	All	Dean of Enrollment Services, Financial Aid Supervisor	X	X	X

Admission and Records

Actions	BCC 18-20 Strategic plan	BCC Guided Pathway	SCFF	Responsible	18-19	19-20	20-21
Customer Service training to reduce complaints, and increase productivity;	GIV.B	W1 GPPP GPMI GPMT GPMO	All	Dean of Enrollment Services	X	X	X
Student Ambassadors as student service “navigators;”	GIV.B	W1 GPPP GPMI GPMT GPMO	All	Dean of Enrollment Services	X	X	X
Streamline operations & aligned service hours across Counseling, Financial Aid, Admission and Records, Assessment, Cashier and Welcome Desk;	G1.E	W1 GPPP GPMI GPMT GPMO	All	Dean of Enrollment Services	X	X	X
Implement extended service hours year round and during peak; In process mobile-friendly queuing technology	GV.F	W10 GPPP GPMI GPMT GPMO	All	Dean of Enrollment Services	X	X	X

E) Student Support Services

Actions	BCC 18-20 Strategic plan	BCC Guided Pathway	SCFF	Responsible	18-19	19-20	20-21
Increase number of students who complete the Student Educational Plan (SEP).	GI.B	WP1, 2, 10 GPPP GPMI	All	Counseling, GP PP group, Student Support Services counselors	X	X	X
All incoming students are introduced to academic and support services (Library, Learning Resource Center (LRC), Career and Transfer Center, Wellness Center and other categorical programs and services)	GI. E	WP 1,2 GPPP GPMI GPMT	All	GP preparation and moving in groups Student Services Enrollment Management Dean		X	X

Identify Faculty Advising Coordination	GI.G	WP1,2 GPPP GPMI GPMT GPMO	All	Faculty Chairs Academic Senate		X	X
Increase online academic and support services for online learning students	GII.I	WP1,2,&10 GPMI GPMT GPMO	All	Moving Through group		X	X
Provide counseling for CE as a liaison	GIII.F GIII.I	WP 1&2 GPPP GPMI GPMT GPMO	All	Dean of Business, Science, Multimedia, & Applied Technology Counseling, Moving through, Moving on	X	X	X
Ensure that the functions of the Starfish are implemented effectively (Early Alert, Connect, Major selection, etc.)	GI.F	WP2&10 GPPP GPMI GPMT GPMO	All	Student Services, District IT	X	X	X
Develop and ensure that AB 705 placement and review process are in place in time for the priority registration for Summer and Fall 2019	GII.G	WP1,2, GPPP GPMI GPMT GPMO	All	Dean of Liberal Arts, Arts and Cultural studies, Social Sciences, Dean of Business, Science, Multimedia, & Applied Technology Dean of Student Services VPI, VPSS, Faculty, Math, English, ESOL, Assessment coordinator	X	X	X

Strengthen “just in time” academic wrap-around support services such as the library and Learning Resources Center (LRC)	GII.H	WP1 GPMI GPMT GPMO	All	Dean Liberal Arts, Arts & Cultural studies, Social Sciences, Library Chairs, Faculty, Staff,	X	X	X
Develop a career and transfer center and/or job development, including opportunities for internship and job attainment.	GIII.A,P	WP1,2 GPMI GPMT GPMO	All	Dean of Business, Science, Multimedia, & Applied Technology CE faculty, Counselors, Dean of Enrollment management	X	X	X
Embedded tutoring to be in all English, Math and ESOL.	GI.E	WP 1&2 GPMI, GPMT	All	Deans, Faculty,	X	X	
Centuralized Tutoring to be set up for BCC with apportionment	GI.E	WP 1&2 GPMI, GPMT	All	Deans, Faculty, LRC staff, tutors	X	X	

F) Professional and Staff Development

Actions	BCC 18-20 Strategic plan	BCC Guided Pathway	SCFF	Responsible	18-19	19-20	20-21
Increase support services for online instruction and student services	GII. A,I	W1, 10 GPMI GPMT GPMO	All	Student Services Distance Education committee, Chairs, Faculty,		X	X

Conduct a bi-annual CE training for counselors to learn about Bcc CE programs and retention and completion strategies for student success.	GIII.G, I, J	W1,2 GPPP GPMI GPMT GPMO	All Supplemental	SWP, Counselors, CE faculty, Chairs, CE Deans		X	X
Enhance embedded tutoring	GIV.G	W1,2 GPMI GPMT GPMO	All				
Beyond ESOL, English, and Math for apportionment	GIV.G	W1,2 GPMI GPMT GPMO	All	Chairs, Faculty, Classified, Dean of Language Arts, Social Science	X	X	X
Increase use of “Zero Textbook Cost” or “Minimum Textbook Cost” for all courses to eliminate barriers for students.	GIV. H	W1 GPMI GPMT	All	Library, Distance Education Committee, Student Services	X	X	X

G) Customized Outreach with Community Partners

Actions	BCC 18-20 Strategic plan	BCC Guided Pathway	SCFF	Responsible	18-19	19-20	20-21
Schedule monthly visits to local high schools w/ on-site and off-site batch enrollment, student panels, college fairs, pre-college financial literacy, and “getting ready for college” workshops (Berkeley, Albany, Emeryville, Oakland);	GIII.H, P	W1 GPPP GPMI	All	Dean of Enrollment Management, counselors, Outreach office, Admission and Records, Instructional &SS Deans, Faculty, VPs	X	X	X
Partner in the second year of UC Berkeley’s Upward Bound/Trio	GI.B,C,D	W1,10 GPPP GPMI	Supplemental	Associate Dean of Educational Success,		X	X

				Student services, Counselors			
Outreach to places of worship, home schooled students, restorative justice organizations, chamber of commerce and county health and human service divisions.	GIII.O GV.C	W1 GPPP GPMI	All	Dean of Enrollment management, Student Services, Deans with CE programs, Associate Dean of Educational Success.		X	X

H) Campus Life and Student Activities

Actions	BCC 18-20 Strategic plan	BCC Guided Pathway	SCFF	Responsible	18-19	19-20	20-21
Increase campus-wide activities to promote student engagement. Work closely with faculty to increase co-curricular program opportunities in the college such as Voter Friendly Campus initiative, Food Insecurity Project, service learning, and volunteer opportunities.	GI.A, E, GIV.K	W1 GPMI GPMT GPMO	All	Student Life, Faculty advisors, Chairs, Deans	X	X	X
Develop a mentorship program so that members of the student government can mentor First Year Experience (FYE) students.	GI. C, D, G,	W1 GPPP GPMI GPMT GPMO	All Supplemental	Student Life Associate Dean of Educational Success, Counselors, Faculty, Deans		X	X
Encourage several clubs to build a club pathway with high schools and UC Berkeley.	GIV.D GV. A,	W1 GPPP GPMI	All	Student Life, Associate Dean of Educational Success, Counselors,		X	X

				Faculty, Deans			
Encourage clubs like the Black Student Union, Latinx Cultural Club, and Muslim Student Association are working with their counter parts in local high schools to build pathways.	GIII.K, H GIV.D	W1 GPPP GPMI	All Supplemental	Student Life, Associate Dean of Educational Success, Counselors, Faculty, Deans		X	X
Encourage members of the student government to participate in outreach and inreach activities such as visiting high schools, providing campus tours, and tabling to help students with the matriculation process.	GV.A	W1 GPPP GPMI GPMT GPMO	All	Student Life, Associate Dean of Educational Success, Counselors, Faculty, Deans	X	X	X

BCC AND PCCD COLLABORATION FOR EFFECTIVE ENROLLMENT MANAGEMENT

- a) Technology and customer service
All technology that serve our students to work effectively.

Tools	Responsible	18-19	19-20	20-21
Starfish	VCSS, VPSSs, Student Services District IT	X	X	
People Soft Degree Audit	VCSS, VPSSs, Student Services District IT			
Power BI	VPAA, VPIs, Instruction District IT, Research		X	X
Passport	VCSS, District IT			
CANVAS	VCAA, CANVAS coordinators, District IT	X	X	

Website	PIO, Dean, Enrollment Services	X	X	
Add Code (permission code)	VCAA, VPSSs District IT			
Financial Aid	VCSS, Student Services, Financial aid			
Dual Enrollment Process & registration	VCAA, VCSS, VPIs, VPSSs, Outreach, District IT			
Evaluation process per AB 705	VPI, VPSS, Counseling, Faculty (Math, English, ESOL), Student Services	X	X	X

b) Delineation of responsibilities around Enrollment Management Activities between Berkeley City College and Peralta Community College District

Do be developed