

Pathway Navigation Community of Practice

Virtual Meeting

June 13, 2019

**SAN DIEGO & IMPERIAL COUNTIES
COMMUNITY COLLEGES**



Welcome and Introductions

*Claudia Estrada-Howell
Supervisor, Transfer | Career | Evaluations
San Diego Mesa College*



Agenda

- Welcome and Introductions
- Taking Stock of Pathway Navigation Activities
- Technical Assistance and Tools to Support Change Efforts
- Using Data to Inform Intake Development and Processes
- Considerations and Needs for Adopting Technology Solutions
- Wrap and Next Steps

Taking Stock and Planning Ahead

*Sylvie Hale
Consultant to the Region
WestEd*



Notetaking Guide and Reflections

COMMUNITY COLLEGES
SANDIEGO & IMPERIAL COUNTIES
CAREER EDUCATION

Pathway Navigation Virtual Community of Practice
June 13, 2019

PARTICIPANT NOTETAKING GUIDE

Use this guide to (1) reflect on your campus' current processes and needs and (2) to capture relevant notes, thoughts, and ideas as they come up throughout the CoP.

Notes, Reflection & Next Steps	
Taking stock and planning ahead	
What are my key takeaways about comprehensive intake?	
What are my key takeaways about differentiated orientation?	
What are my key takeaways about career before education planning?	
What are our priorities in the next six months? What challenges can we address?	
Technical assistance and tools to support change efforts	
What kind of technical assistance does my campus need? How will we address it?	

Pathway Navigation Virtual CoP
June 13, 2019

1 | Page

The First 6 Months - *Intake*

- Committees and sub-groups
- Inventory of current processes
- Development of intake form/survey
- Implementation or scaling of new and more processes
- Research technology solutions
- Outreach, marketing materials; engagement with IT

The First 6 Months - *Differentiated Orientation*

- Committees and sub-groups
- Developing shared definitions
- Piloting with summer programs or sub-groups of students
- Data collection
- Strategies for multiple modes of delivery and differentiation for subgroup(s)
- Outreach, marketing materials; engagement with IT
- Review of promising practices

The First 6 Months - *Career Before Education Planning*

- Faculty attend training
- Focus on integrating career exploration with counseling staff
- Discussion of integration into curriculum
- Identification/development of academic and career pathways
- Exploring career planning tools
- Piloting new assessment/counseling/exploration tools

The First 6 Months - *Challenges*

- Time and staff capacity
- Identifying and defining processes
- Scaling
- Change management
- Coordination across campuses
- Technology
- Professional development
- Data collection

Pathway Navigation - *What is Ahead?*

- Develop, implement and analyze intake use cases for analysis across campuses
- Inventory current work across campuses and programs
- Research technology options
- Identify pilot opportunities
- Identify emerging practices
- Plan professional development opportunities
- Define data collection tools and processes

Reflection

- **What are my key takeaways about**
 - comprehensive intake?
 - differentiated orientation?
 - career before education planning?
- **What are our priorities in the next six months? What challenges can we address?**



Pathway Navigation - Quarterly Progress Report

WestEd | Smartsheet

SWP Pathway Navigation Progress Report, Quarter 2, April 1 - June 30, 2019

Please complete the form below as complete as possible for activities and data collected for April 1 - June 30, 2019. All fields are required. Even if no progress is made or the college is not focused on any one area, this is important detail to include in those fields. Note that descriptive fields are limited to 15 lines so please include summary information rather than lengthy descriptions.

Please contact Joy Lewis (jlewis@WestEd.org) with any questions about how to fill out or submit this report.

Reports must be submitted no later than Monday, July 15, 2019.

Name of College *

Select

Pathway Navigation Work Group Lead *
Full name and title

Person Completing the Form *

Questions or Comments?



Technical Assistance and Tools to Support Change Efforts

*Sylvie Hale
Consultant to the Region
WestEd*



**SAN DIEGO & IMPERIAL COUNTIES
COMMUNITY COLLEGES**

Technical Assistance

- ✓ Resource library
- ✓ Virtual consultations
- ✓ In-person consultations
- ✓ Breakthroughs
- ✓ Tools
- ✓ Other



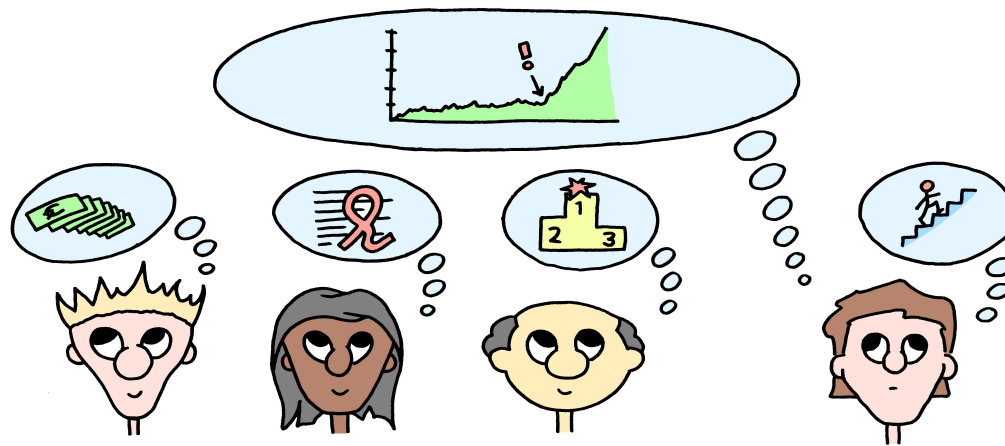
Reflection

- What kind of technical assistance does my campus need?
- How will we address it?



Change Management - *Communication*

- Who are the stakeholders and what do they need to know?
- Who are the stakeholders and how can they help you?



Tool 1 - *Communicating with Stakeholders*

- Who are the stakeholders and what do they need to know?

Pathway Navigation – Change Process
Communication Plan

Background: What is the context for the communication plan? What are the overall objectives (e.g., secure buy in, curtail rumors or misinformation, etc)?

Purpose or Objective (from list above): _____

Stakeholder or Audience (who)	Message or Information (what)	Method or Approach (how)	Timing and Frequency (when)	Responsible Person (who)

Notes: _____

Next Steps: _____

Purpose or Objective (from list above): _____

Stakeholder or Audience (who)	Message or Information (what)	Method or Approach (how)	Timing and Frequency (when)	Responsible Person (who)

Notes: _____

Next Steps: _____

Tool 2 - Stakeholder Participation in the Change Process

- Who are the stakeholders and how can they help you?

Maintaining Momentum: Large Group Guided Discussion

Gather a representative group of stakeholders and work through the set of questions provided. Use the matrix to organize responses and other details. The first row provides an example of the type of details.

Who	Role	What	Action	Need	Follow up
Who are the stakeholders in this work? Who needs to know about it or be involved?	What is their role in the work? Why are they a stakeholder?	What do they need to know to be engaged or support the work?	What do they need to be able to do?	What do they need to do it?	What are the next steps and timeline to address situations that need to move forward and maintain momentum?
Campus CE Deans	The quick brown fox and ten some	The quick brown fox jumps over the lazy dogs	<ul style="list-style-type: none"> Step 1 and 2 Then some more stuff Then other stuff 	Information Brochure	Develop materials

Reflection

- What are opportunities to use Tool 1, *Communicating with Stakeholders*?
- What are opportunities to use Tool 2, *Stakeholder Participation in the Change Process*?



**Promising Practice:
*Using Data to Inform a
Student Intake Form***

***Claudia Estrada-Howell
Supervisor, Transfer | Career | Evaluations
San Diego Mesa College***



Promising Practice Overview

SAN DIEGO MESA COLLEGE

Your Mesa Journey

Welcome to Mesa! Do you want to know what additional services are available to you? Fill out the form below to start your journey!

<https://swp-library.myworkforceconnection.org/comprehensive-intake-at-san-diego-mesa-college/>



“Data, I think, is one of the most powerful mechanisms for telling stories. I take a huge pile of data and I try to get it to tell stories”

-Steven Levitt- Freakonomics Co-Author

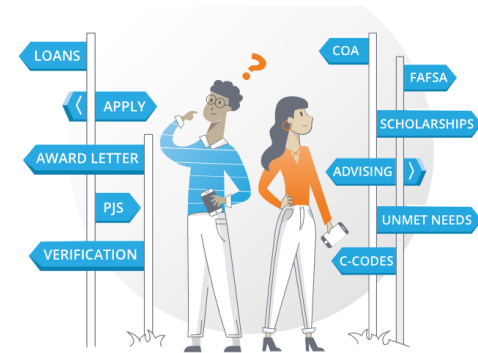
How we got started

What we knew about our students:

Our students have a difficult time finding our services and programs.

What we knew about us:

We didn't really know what our students experienced?
We needed to provide a more intentional way for our students to find us.



Our objective

Map our “students’ journey, “using our service and program data.

Our data collection process

Mesa Journeys – Program Template

Department: Career Center Program Name: _____

Completed by: Career Center Staff As of: _____

Team members who participated: Claudia Estrada, Danielle Short, Olivia Picolla

CURRENT PROCESS/TIMELINE	MONTH	DESIRED PROCESS/TIMELINE
<ul style="list-style-type: none"> • Employer Visits: advertise to students on website, social media and emails to campus • Advertising Services: beginning of month 	July	<ul style="list-style-type: none"> • Convert active Job Network students to alumni status: email students to opt-out to remain current student status – early July • Alumni Career Workshops: Advertising to students via online and email – early July • Fall Paid Internship Program: advertising to students and preparing them to find and apply for internships
<ul style="list-style-type: none"> • Advertising Services: beginning of month • Open House: advertising beginning of month to students via Summer Cruise & Welcome Week marketing • Fall Career Workshops: advertise to students via A-frames, social media, website, campus flyers, emails to campus – starting first week of school. • Employer Visits: advertise to students on website, social media and emails to campus – throughout month • Major Related Workshops/Events: coordinate with instruction to find presenters • Fall Paid Internship Program: advertising to students • Class Presentations: attend school meetings, reach out to chairs and faculty to schedule – Flex Week 	August	<ul style="list-style-type: none"> • New Student Orientations: collaborate with Counseling to incorporate Transfer/Career services into orientation. • International Student Orientations: collaborate with International Student program to incorporate Transfer/Career services into orientation. • Fall Paid Internship Program: process paperwork – mid August through add deadline • Convert active Job Network students to alumni status: email students to opt-out to remain current student status – late August

Category

- Application
- Appointment – includes walk-in
- Assessment
- Communication (to a specific group)
- Deadline
- Event (larger size/multi-department/collaborative/campus-wide)
- Marketing (general)
- Orientation (cohort)
- Recruitment (cohort)
- Workshop (targeted, single department, cohort)
- SIC – Student Initiated Contact

Service Interaction

- SDCCD - District set date or action
- Ongoing – Students walk in for constant services (i.e. Career, Counseling, Financial Aid, Accounting)
- Intermittent – Might be occurring for a few months out of the year
- Mandatory – a requirement for the student to complete
- Follow Up – service that requires follow-up with the student

Priority/Volume

- Peak – extreme volume of interaction
- High – high volume of interaction
- Moderate – average volume of interaction
- Low – slow volume of interaction
- One-Time – happens once in the semester

Our data collection process

← → ↻ <https://mesa-journeys.monday.com/boards/47295596/> 🔍 ☆

	Category	Service Interaction ...	Priority/Volume	Timeline
Accept MEDA applications	Application			Nov 1 - Mar 3
Mail registration appointment card and probationary mailers to ...	Communication	SDCCD Deadline		Jul 1 - 31
Registration begins for Special populations (EOPS, DSPS, CW, F...	CSi	SDCCD Deadline		Jul 17
Registration by appointment(all other students by priority)	CSi	SDCCD Deadline		Jul 18
FYE Registration	Deadline			Jul 19
Open registration begins	CSi	SDCCD Deadline		Aug 7
Residency determination date for all sessions	Deadline	SDCCD Deadline		Aug 20
Add/Drop/Refund Deadline(Primary Session)	Deadline	SDCCD Deadline		Sep 1
Pass/No Pass Grade option deadline(primary session)	Deadline	SDCCD Deadline		Sep 22
Corerequisite Drops (2 weeks prior to beginning of term OD Wee...	Deadline	SDCCD Deadline		Aug 4
Corerequisite Drops (2 weeks prior to beginning of term OD Wee...	Deadline	SDCCD Deadline		Aug 25
Corerequisite Drops (2 weeks prior to beginning of term OD Wee...	Deadline	SDCCD Deadline		Sep 1
Reminder email to students with appointments but have not regi...	Communication	Follow up		Aug 4
LCOM classes - warning email to students that they will be dro...	Communication			Aug 14
Welcome email/enrollment schedule to all currently enrolled Fal...	Communication	SDCCD Deadline		Aug 20

Lessons Learned



- The Data was too complex
- Each students has a variety of needs
- Time consuming
- Services vs Special Programs



Aug-2017						
12	13	14	15	16	17	18
Semester passes on sale (for 5 weeks)						
Physical/Mental Health services available M-F (01/Aug/17 - 31/Aug/17)						
Receive transcripts, AP, IP, CLEP scores from students (01/Aug/17 - 31/Aug/17)						
Referrals-ongoing before and during the semester until the last add deadline (01/Aug/17 - 31/Aug/17)						
Direct Student Support to students (01/Aug/17 - 31/Aug/17)						
Return their Disciplinary Clearance form (for transfer) with Mesa College Student ID number v (01/Aug/17 - 31/Aug/17)						
Return checks, usually sealed, to the student; the form may also be scanned and faxed upon request (01/Aug/17 - 31/Aug/17)						
Return checks (01/Aug/17 - 31/Aug/17)						
Fall registration continues (01/Aug/17 - 31/Aug/17)						
Major Related Workshops/Events (01/Aug/17 - 31/Aug/17)						
Refunds (credit card/checks) (01/Aug/17 - 31/Aug/17)						
Admissions Department referrals IN (01/Aug/17 - 31/Aug/17)						
Processing Chemistry fines (placing holds/payments) (01/Aug/17 - 31/Aug/17)						
Registration Workshops Referral OUT (01/Aug/17 - 31/Aug/17)						
Issue membership stickers and benefits when Fall classes begin (01/Aug/17 - 31/Aug/17)						
Processing Library Fines (01/Aug/17 - 31/Aug/17)						
Credit Card disputes (01/Aug/17 - 31/Aug/17)						
Bad checks (01/Aug/17 - 31/Aug/17)						
High Tech Center (01/Aug/17 - 31/Aug/17)						
Scash/audit (?) (01/Aug/17 - 31/Aug/17)						
3rd party payments (rehab/vets/military) (01/Aug/17 - 31/Aug/17)						
Financial Aid/Associated Students (deposits/check requests) cutoff June (01/Aug/17 - 31/Aug/17)						
Processing Transcript requests (01/Aug/17 - 31/Aug/17)						
Placing bookstore/DSPS/Health Services holds (01/Aug/17 - 31/Aug/17)						
Processing Fin. Aid payments (Bogg/Pell) (01/Aug/17 - 31/Aug/17)						
Issue scholarship/ Financial Aid checks (01/Aug/17 - 31/Aug/17)						
Processing high school student payments (01/Aug/17 - 31/Aug/17)						
Credit by exam payments (01/Aug/17 - 31/Aug/17)						
Duplicate diploma payments (01/Aug/17 - 31/Aug/17)						
Processing Enrollment/parking/health fees (01/Aug/17 - 31/Aug/17)						
10th graders begin PERG 100 (01/Aug/17 - 31/Aug/17)						
Registration workshops (01/Aug/17 - 31/Aug/17)						

Our NEW objectives

Design a student intake form that would:

- gather student data to better inform them
- help students connect to services and programs
- help students identify relevant support resources
- promote community and establish rapport

Map our “students’ journey



Our NEW data collection process

1.

SAN DIEGO MESA COLLEGE

Mesa Journeys - Cohort Form
2017-2018 Academic Year

1 Recruitment 2 Population 3 Requirements 4 Communication

Name *

First Last

Program Name *

Section Break

Recruitment

What is your recruitment time for Fall semester? (to select more than one option hold down the ctrl key) *

January
February
March
April
May
June

<https://www.emailmeform.com/builder/form/5ArDbeGQVK157>

- 55 questions

Accomplishments and Progress Towards Milestones

Mesa Journey 1.0 live now!

- Over 1000 users
- 10 Questions
- Prospective and Current Students
- Student data is given to each program and service to use

Challenges and Strategies

- Using data can be overwhelming at times
- Stories sometimes have an ending different than what we expect.
- Re-direct and keep going
- Train users how to act on the data



Next Steps in our Process

Mesa Journey 2.0 Live June 26, 2019

- New student data notification
 - Student phone # option
- Will launch this summer with our “Summer Cruise Program”
 - Improved visual features
 - & much more!

Best practices and research that informed our work

https://iu.co1.qualtrics.com/jfe/form/SV_7008zUAfnk0kOj3?Q_JFE=qdg Indiana University

https://swp-library.myworkforceconnection.org/resources/?fwp_topics_filter=intake Resource Library. Student Intake.

Who Is Involved?

Mesa Journeys Team 2017-2018

Genevieve Esguerra
Monica Demcho
Daniel Stromwell
Trina Larson
Leroy Johnson
Claudia Estrada-Howell
Monica Romero
Rena Alspaw
Steve Salter

Mesa Journeys Team 2018-2019

Charlie Lieu
Leroy Johnson
Claudia Estrada-Howell
Alicia Lopez
Leticia Diaz
Joel Arias
Shawn Fawcett
Karla Trutna
Trina Larson
Alexi Balaguer

Reflection

- What strategies did you hear about data use that are most applicable to your campus's intake process?
- What will you do to adapt these strategies to your campus's needs?
- What are your immediate action steps, including how you will communicate what you learned today with others on your campus team about data use?



Considerations and Needs for Adopting Technology Solutions

*Sylvie Hale
Consultant to the Region
WestEd*



Technology Discussion

1. What technology questions do you have related to tools for pathway navigation activities?
2. What support do you need related to selecting and/or implementing a technology tool?

Wrap and Next Steps

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Reflection

- What are your three key takeaways from today's CoP meeting?
- What will you do next?
- To whom will you reach out?




Next CoP and Proposed Topics



Questions or Comments?





THANK
YOU!