

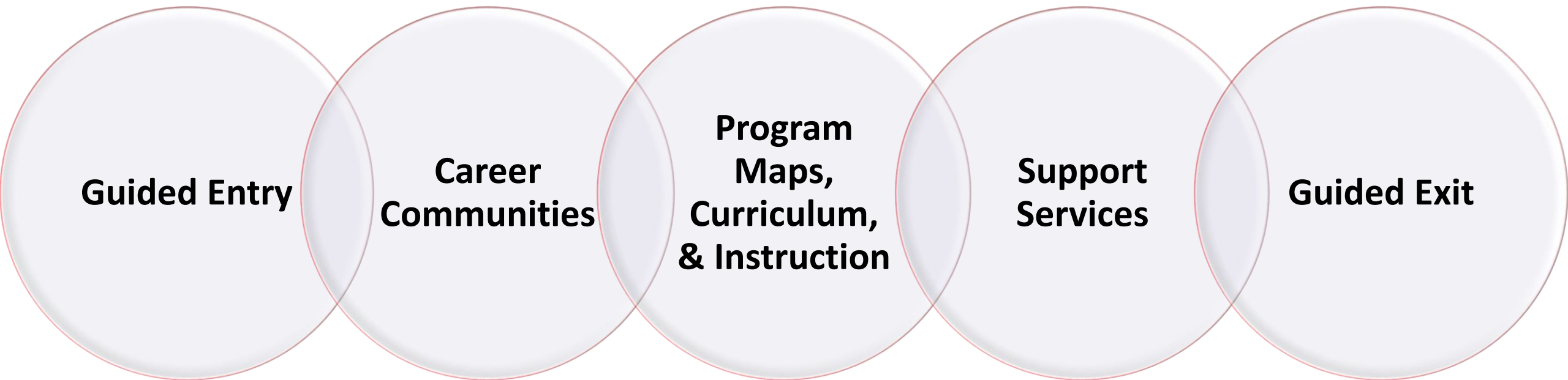


Pasadena City College: Guided Entry and the First Year Experience

Pathway Navigation
Community of Practice
San Diego & Imperial Counties
Regional Consortium
May 19, 2022

Presentation Topics: PCC's Guided Entry Process

1. Scale and long-term sustainability
2. Identifying/sharing resources
3. Student Services and Instruction collaboration
4. Effective communication strategies
5. Using data to inform practice
6. Team building
7. The role of leadership
8. The role of technology



PCC's Guided Pathways Pillars

PCC's Career Communities

STEM

Natural Sciences

Math and Computer
Science

Business & Industry

Business &
Engineering
Technology

Health Sciences & Wellness

Health Science

Kinesiology, Health &
Athletics

Liberal Arts

English

Languages & ESL

Library

Social & Behavioral Science

Social Sciences

Art, Communication & Design

Performing & Comm Arts

Visual Arts & Media
Studies

Pathways FYE History: A 20+ Year Effort

- 2000-2010: 2 cohorts, 60 students
- 2011: new president, new EMP, new Title V grant
 - Spring 2011: priority registration for Pathways students
 - Fall 2011: Pathways Program launched with 300 students seeking priority registration*
- Fall 2019: 2,824 sought priority registration
- Fall 2020: Career First, FYE for All, Network of Care
- Fall 2021: 5,182 FYE students, 1,989 of them sought priority registration

FYE vs. Pathways FYE

FYE: new-to-college students with 20 or fewer college credits

FYE – success coach, counselor, just-in-time communications, access to FYE Center

Pathways FYE – **priority registration** for three years if students attend Jam (college orientation), register for College 1 (first year seminar), complete success contract

Personnel

FYE Staff

- Associate Dean of Pathways FYE and Outreach & Recruitment
- FYE Coordinator
- Outreach & Recruitment team
- Jam & College 1 Faculty Leads
- FYE Counselor Lead & Center Assistant
- Success Coach Lead
- FYE Coaches & Counselors
- Media Lead

Partners

- ASCEND, Athletes, CORE, International, Ujima coordinators
- Enrollment Management, A&R, Financial Aid, Counseling, DSPS, EOPS...
- Strategic Communication & Marketing, Equity, Office of Institutional Effectiveness, IT...

Outreach & Recruitment

- 2000-2018
 - Scattered recruitment efforts and matriculation services across the campus
- 2018-19
 - Personalized communication campaigns using tagging and nudging strategies
 - Constant Contact, Mobomix, JotForm, social media
- 2021-22
 - O&R moved to FYE
 - O&R + FYE + SCAM + EM partnership
 - Tech solutions: Nutshell, Signal Vine, JotForm Enterprise

Effective Communication – Website

pasadena.edu/pathways



pasadena.edu/get-started/first-time-college-student

1 Apply to PCC

Follow the link below to complete your application online. This will redirect you to the CCCApply website. Create an account using a personal email or log in if you already have an account. Remember to write down and save your Student ID number.

[Apply Now](#)

High School Seniors: If you are applying for the Fall semester and you will be graduating in June or earlier, please enter the information on your application as if you have already graduated. If you are applying for summer and will be graduating after the summer session starts in May, please complete your application as a student who is still **enrolled in high school**.

2 Apply for Financial Aid

3 Set Up Your LancerPoint

4 Complete Your Online Orientation

5 Check Your Math and English Placement

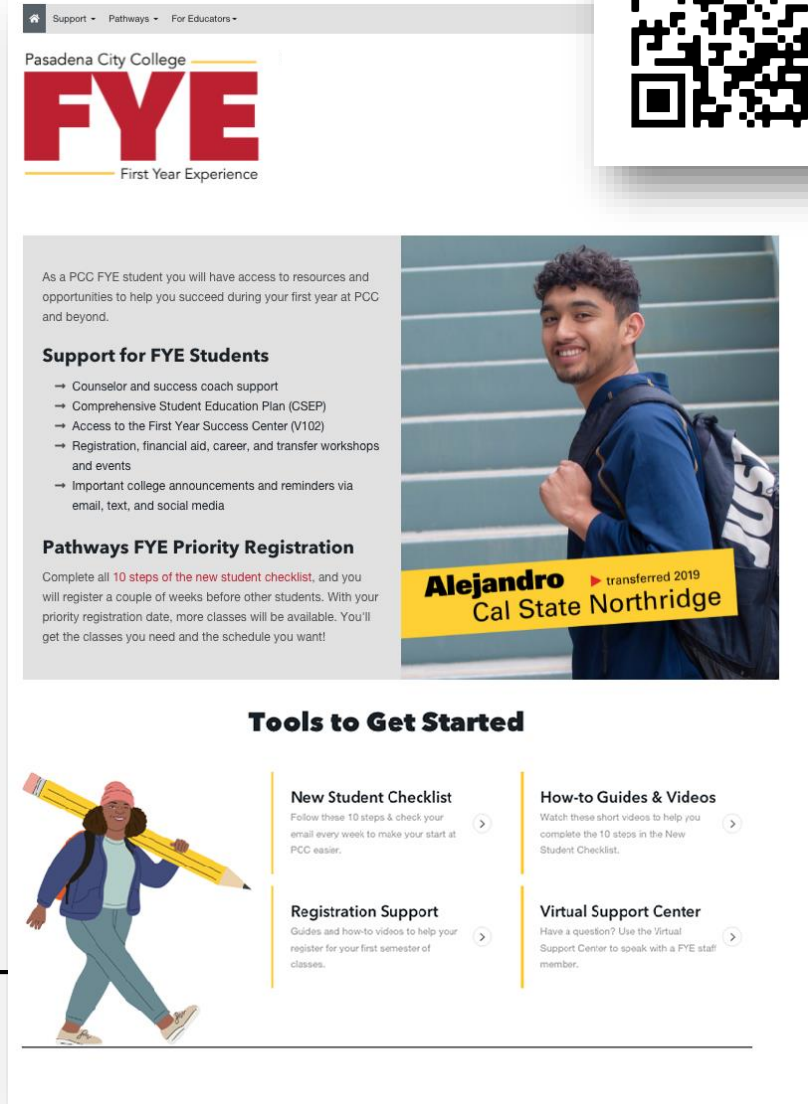
6 Complete the New Student Counseling Workshop

7 Attend First Year Experience Open House

8 Register for Jam

9 Prepare for Registration

10 Register for Classes



The screenshot shows the Pasadena City College First Year Experience (FYE) website. At the top, there is a navigation bar with 'Support', 'Pathways', and 'For Educators'. The main header features the 'FYE' logo and the text 'First Year Experience'. Below the header, there is a section titled 'Support for FYE Students' with a list of resources: Counselor and success coach support, Comprehensive Student Education Plan (CSEP), Access to the First Year Success Center (V102), Registration, financial aid, career, and transfer workshops and events, and Important college announcements and reminders via email, text, and social media. To the right of this list is a photo of a young man, Alejandro, with a yellow banner that says 'Alejandro transferred 2019 Cal State Northridge'. Below the support section is a section titled 'Pathways FYE Priority Registration' with text explaining that students who complete all 10 steps of the new student checklist will register a couple of weeks before other students. At the bottom of the page is a section titled 'Tools to Get Started' with four sub-sections: 'New Student Checklist' (Follow these 10 steps & check your email every week to make your start at PCC easier.), 'How-to Guides & Videos' (Watch these short videos to help you complete the 10 steps in the New Student Checklist.), 'Registration Support' (Guides and how-to videos to help your register for your first semester of classes.), and 'Virtual Support Center' (Have a question? Use the Virtual Support Center to speak with a FYE staff member.). On the left side of the 'Tools to Get Started' section is an illustration of a student carrying a large pencil.

Tools to Get Started

New Student Checklist

Follow these 10 steps & check your email every week to make your start at PCC easier.

How-to Guides & Videos

Watch these short videos to help you complete the 10 steps in the New Student Checklist.

Registration Support

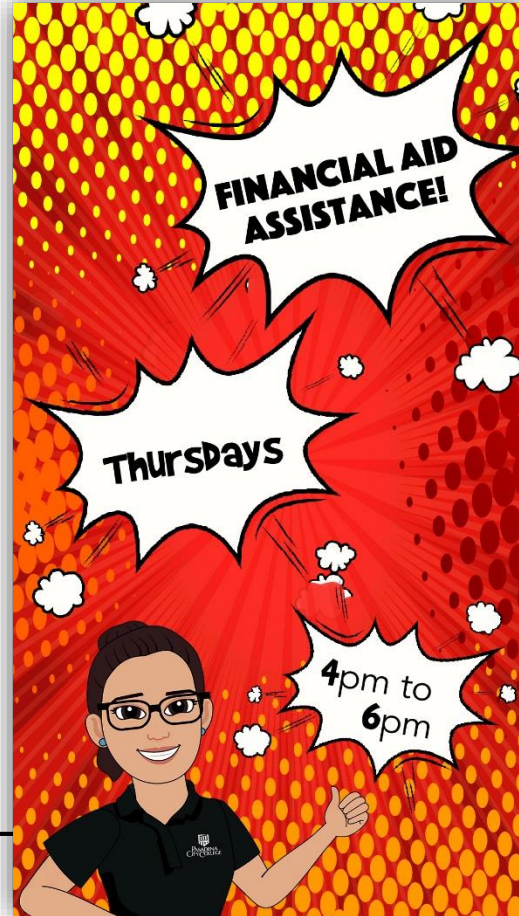
Guides and how-to videos to help your register for your first semester of classes.

Virtual Support Center

Have a question? Use the Virtual Support Center to speak with a FYE staff member.



Effective Communication – Nudges



Effective Communication – Social Media



11:14 PCC_PATHWAYS Posts

FYE pcc_pathways

View insights Boost Post

Liked by pcc_lancer and 90 others

pcc_pathways Lucky you! Our FYE Counselors are hosting workshops to help you learn more about degree and transfer... more

September 21, 2021

Home Search Add Post Shop Profile

PCC_PATHWAYS Posts

FYE pcc_pathways

View insights Boost Post

Liked by pcc_lancer and 122 others

pcc_pathways We're back - drop in to say hello! 😊 You can use a computer, get your Lancer ID card printed, or connect with... more

January 25

FYE pcc_pathways

Home Search Add Post Shop Profile

11:13 PCC_PATHWAYS Posts

FYE pcc_pathways

View insights Boost Post

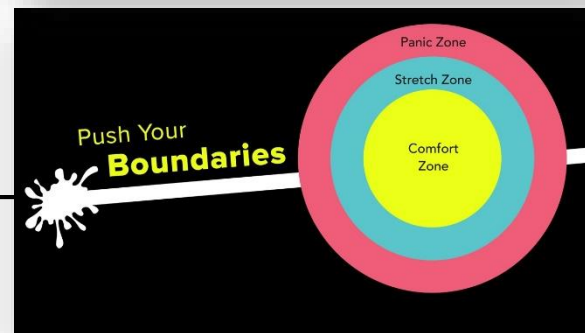
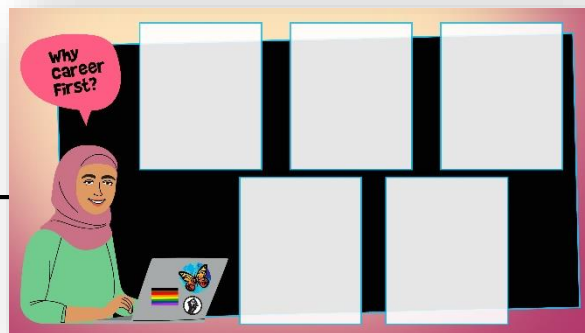
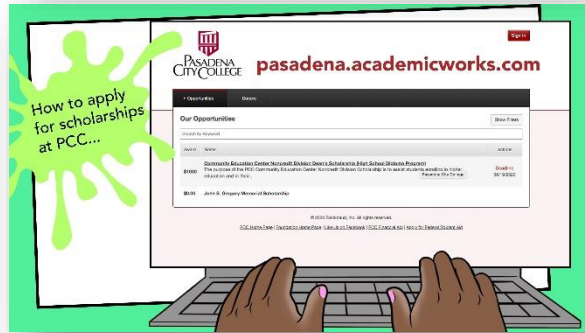
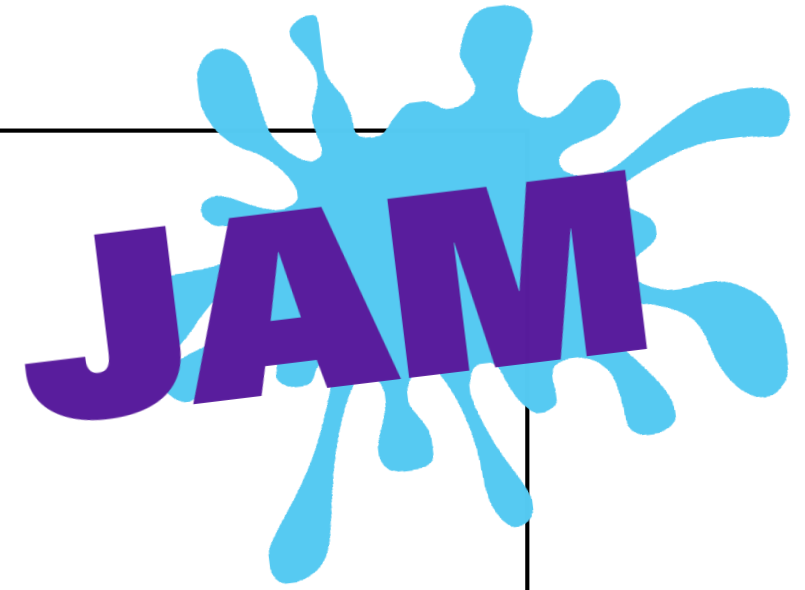
Liked by pcc_lancer and 191 others

pcc_pathways Math tutors wanted! Come work in the Pathways FYE Center as a Math Tutor this Spring... more

December 20, 2021

Home Search Add Post Shop Profile

Effective Communication – JAM



Effective Communication – College 1

Week 1: Overview & Requirements

The table identifies the topic: Welcome to Week One. It features an animated picture of Pasadena City College's Mirror Pool.



Introduction

In this week 1 introduction, we begin with a very important acknowledgment to welcome you to this College 001 learning community. You will view several important course-related documents and videos and then learn about student and academic services related to your learning here at Pasadena City College. We will also begin building our community of learners through course assignments that allow us to collaborate with one another.

Learning Goals

1. Identify important course texts and navigation within Canvas;
2. Describe various student services and academic resources available to students to facilitate student success;
3. Discuss with peers in an effort to build classroom community

Netiquette Tips



Hear Salgado:
"Fat Girl Wants Love"




**Freire's Banking
Concept of Education**



Poet Tupac Shakur:
can u c the pride in the panther

Effective Communication – Call to Action



DOES YOUR PAPER FLOW?

**TUTORS
GET IT!**

ASK A TUTOR FOR HELP



Commencement 2022 is **May 6th**

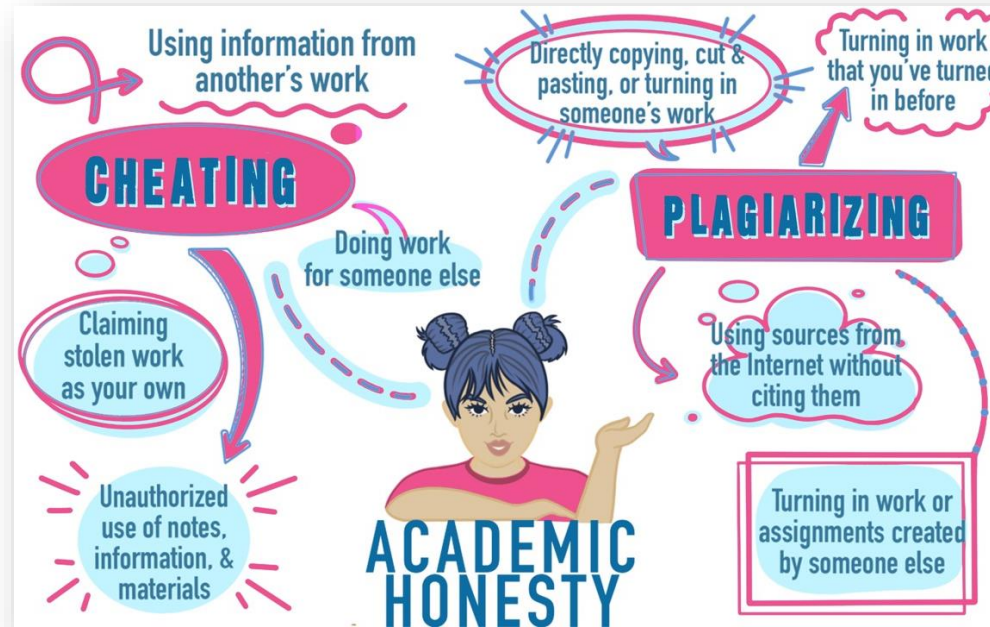
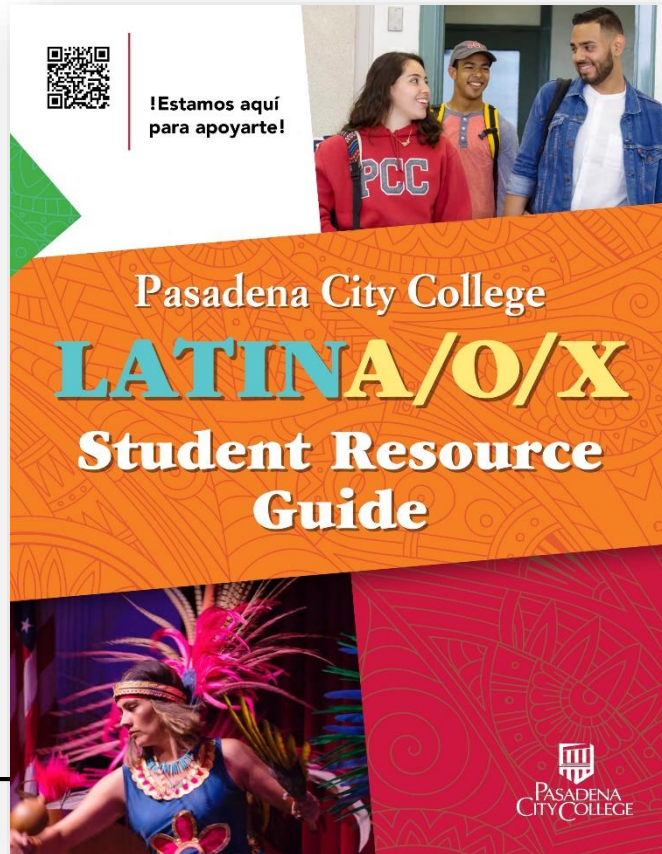
**RAISE
YOUR
HAND**

in **PCC Connect** to
graduate!



Deadline to apply is **April 11th**
pasadena.edu/grad

Effective Communication – Other



A sign with a black border containing the mathematical equation $(x - 8)^3 = (x - 2)(x^2 - 8)$ and the text "TUTORS GET IT. ASK A TUTOR FOR HELP".



Technology + Guided Entry

Communications

- Email, Text, CRM, Forms, Google Voice, Canvas, Web

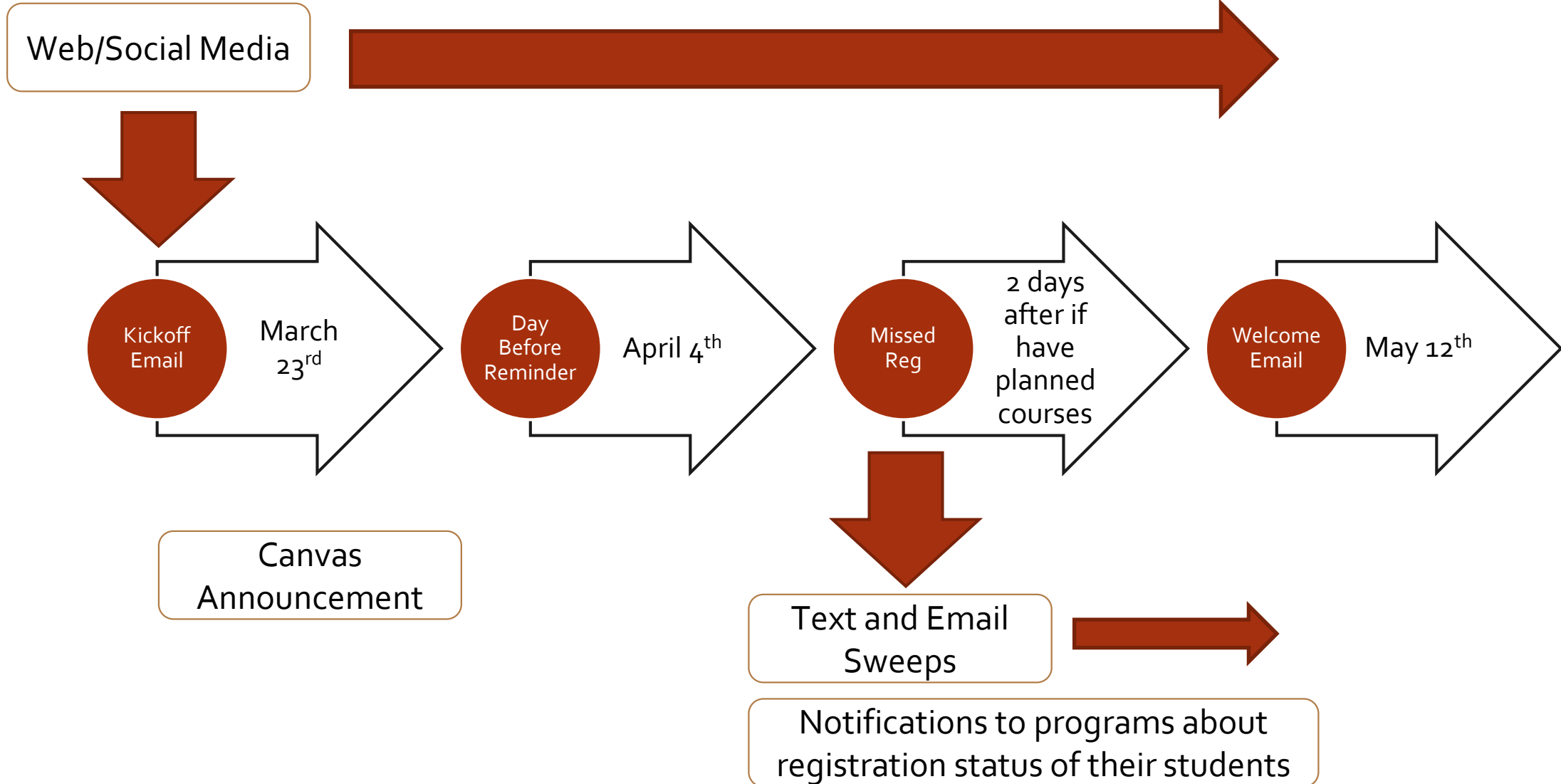


Tracking/Monitoring

- Argos
- Excel



Summer Communication Campaign





1

Apply to PCC

2

Apply for Financial Aid

3

Activate LancerPoint

4

Complete PCC's Online Orientation

5

Check your Course Placement on LancerPoint

6

Complete New Student Counseling

7

Attend the Pathways FYE Open House

8

Attend a Pre-Registration Workshop

9

Register for a Math/Stats, English/ESL, & College 001

10

Attend JAM

CHECKLIST



<https://pasadena.edu/get-started/first-time-college-student/index.php>

Guided Entry Communication – Emails



Hi ,
My name is Angie Alvarez. I am an Outreach Specialist for PCC.
I am working with the Pathways First Year Experience (FYE) team to serve new students like yourself. The entire Pathways FYE staff is ready to help you start your first year of college and your academic goals. We are excited to meet you.

Here are some of your next steps:

1. **Complete a Financial Aid Application.** [We can help!](#)
2. **Complete PCC's Online Orientation**
3. **Complete New Student Counseling** (Make sure to submit the intake form at the end of your session!)

Note: Registration for classes will not begin until June. **Read your PCC email** because I will email you important reminders about next steps.

For more information on all next steps, please refer to our [New Student Checklist](#).

If you have any questions, please connect with the Pathways FYE staff in the FYE Center (V100), in the [Virtual Support Center](#), or email me at pathways@pasadena.edu.

Thanks,



Hi Myriam,

Registering for classes isn't easy, but you don't have to do it alone. **The Pathways FYE Team will be offering virtual pre-registration workshops from May 17 – 28 at various times.**

During this workshop, Pathways FYE staff will help you access LancerPoint to select class times, days, and instructors; access your PCC email; and clear holds you may have on your account.

Sign up for an online pre-registration workshop now! Space is limited.

[Sign Up Now](#)

If you have any questions, email me at pathways@pasadena.edu.

Thanks,

Pathways Outreach Specialist

A GOAL WITHOUT A PLAN IS JUST A WISH



Hi ,
Lancer ID #

Your next step as a new student is to complete the New Student Counseling workshop. Completion of this workshop and the educational plan will allow you to take advantage of earlier registration dates.

During the workshop, you will complete simple goals which include:

1. Reviewing what you have already done
2. Choosing your first-year classes
3. Identifying your next steps

[Get Started](#)

Don't forget to check your PCC email for more Pathways FYE information.

For more information on all next steps, please refer to our [New Student Checklist](#).

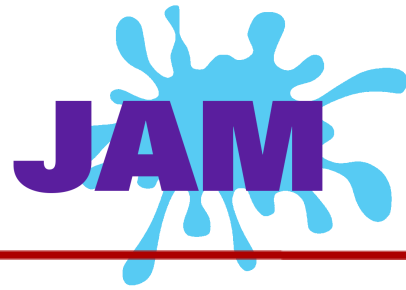
If you have any questions, email me at pathways@pasadena.edu.
Thanks,

Pathways Outreach Specialist

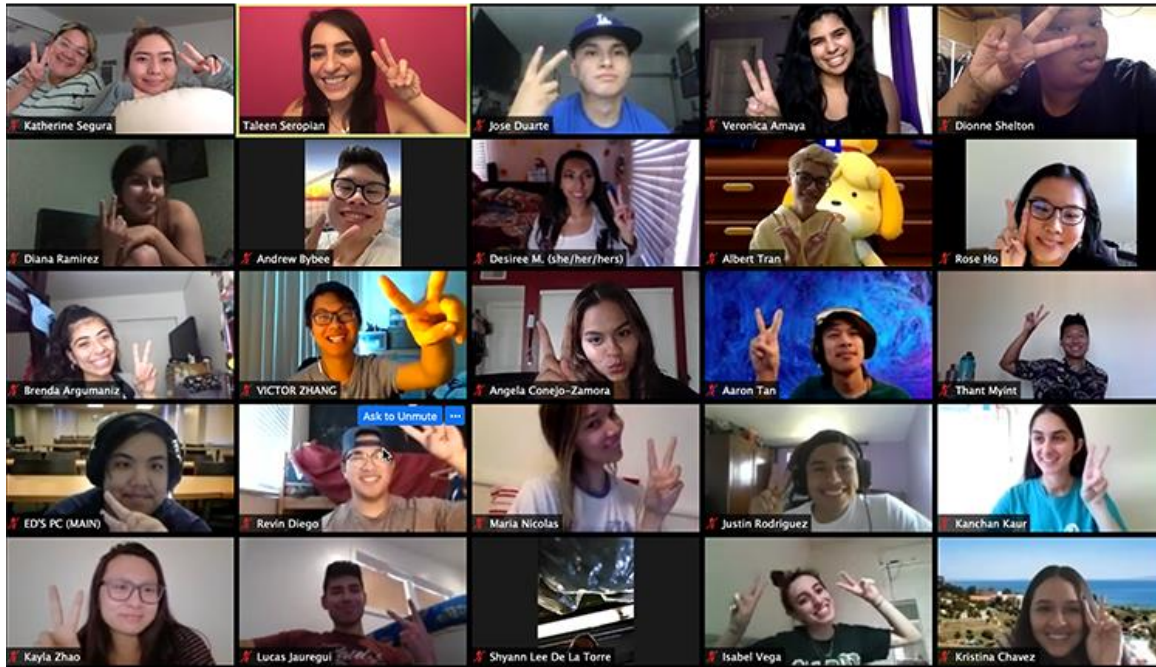
Pasadena City College
PATHWAYS FYE
First Year Experience

O&R Challenges

1. Low enrollment due to the pandemic
2. Limited access to high schools
3. Limited budget
4. User-unfriendly CRM
5. High cost of tech solutions



- A three-day orientation to college facilitated by students



- Goal setting
- Career exploration
- College habits of mind
- Equity-mindedness
- FYE expectations
- PCC resources

FYE Success Team



- Counselors
- Coaches
- Tutors
- Faculty
- Librarians
- Career team

Success Coaches

Overview

- First point of contact for students
- Caseload by career community or empowerment program
- A success coach for every enrolled PCC student
- Recruitment from local graduate programs (counseling, higher education, social work)

Origins

- 2012: 4 success coaches for 772 first year students
- 2022: 58 success coaches + 1 success coach lead for all enrolled students

Training

- Theoretical foundation: appreciative advising model and cultural humility
- Collaborative training from departments across campus
- Extensive technology training

Success Coach Challenges

- Unstable budget
- Relationship with rest of the success team
- Administrative support
- Student engagement with their coaches
- Faculty engagement with coaches

First Year Seminar: College 1



- 3-unit UC/CSU transferable First Year Seminar
- Community Cultural Wealth framework (Yosso, 2005)
 - Critical reading, information literacy, and career
- “One Book, One College” and speaker series
- First Year Student Conference
- Summer Institute for Faculty



First Year Student Conference



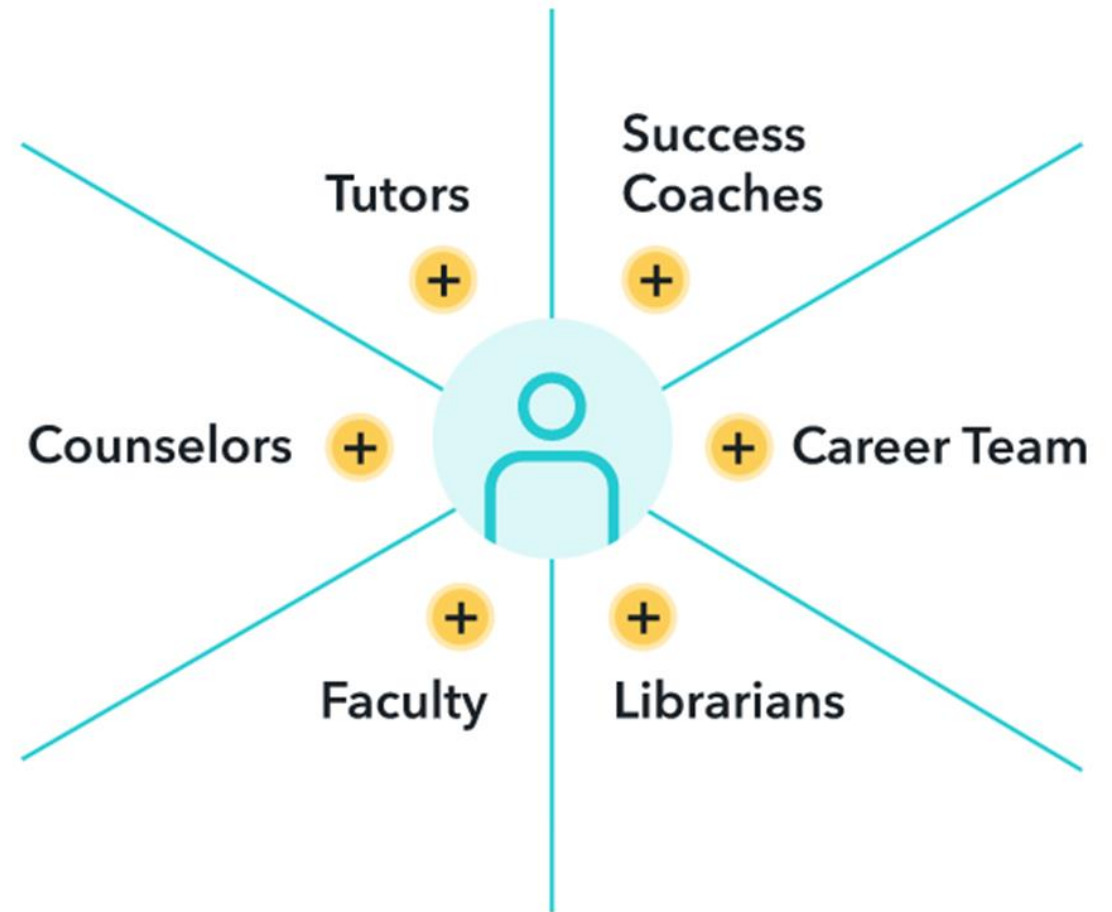
One Book, One College

College 1 Challenges

- No full-time College 1 faculty
- Opportunities for Classified staff to teach

PCC Connect (Starfish)

- Manage student referrals and flags
- Track student engagement with the college resources
- Track interdepartmental referrals
- Serve as communication network



Pathways FYE Student Success Report, 2019

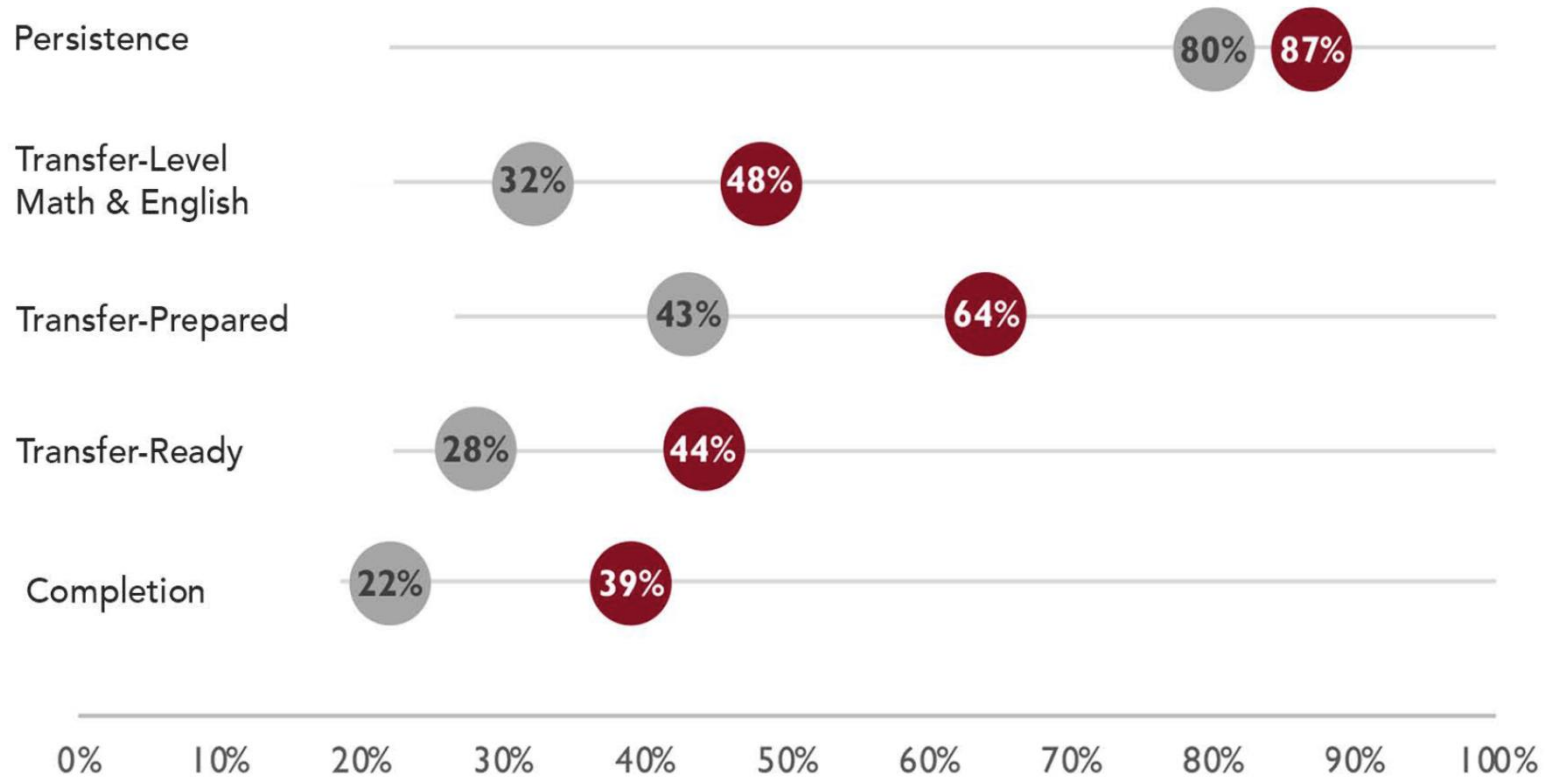
“On all five success indicators -- cumulative credits earned, fall-to-fall persistence, transfer-level math and English completion, transfer status, and completion -- Pathways FYE students outperformed non-Pathways FYE students.”

Equity Challenge: Within Pathways FYE, achievement gaps persist.

Summary of Outcomes

2019 Student Success Report

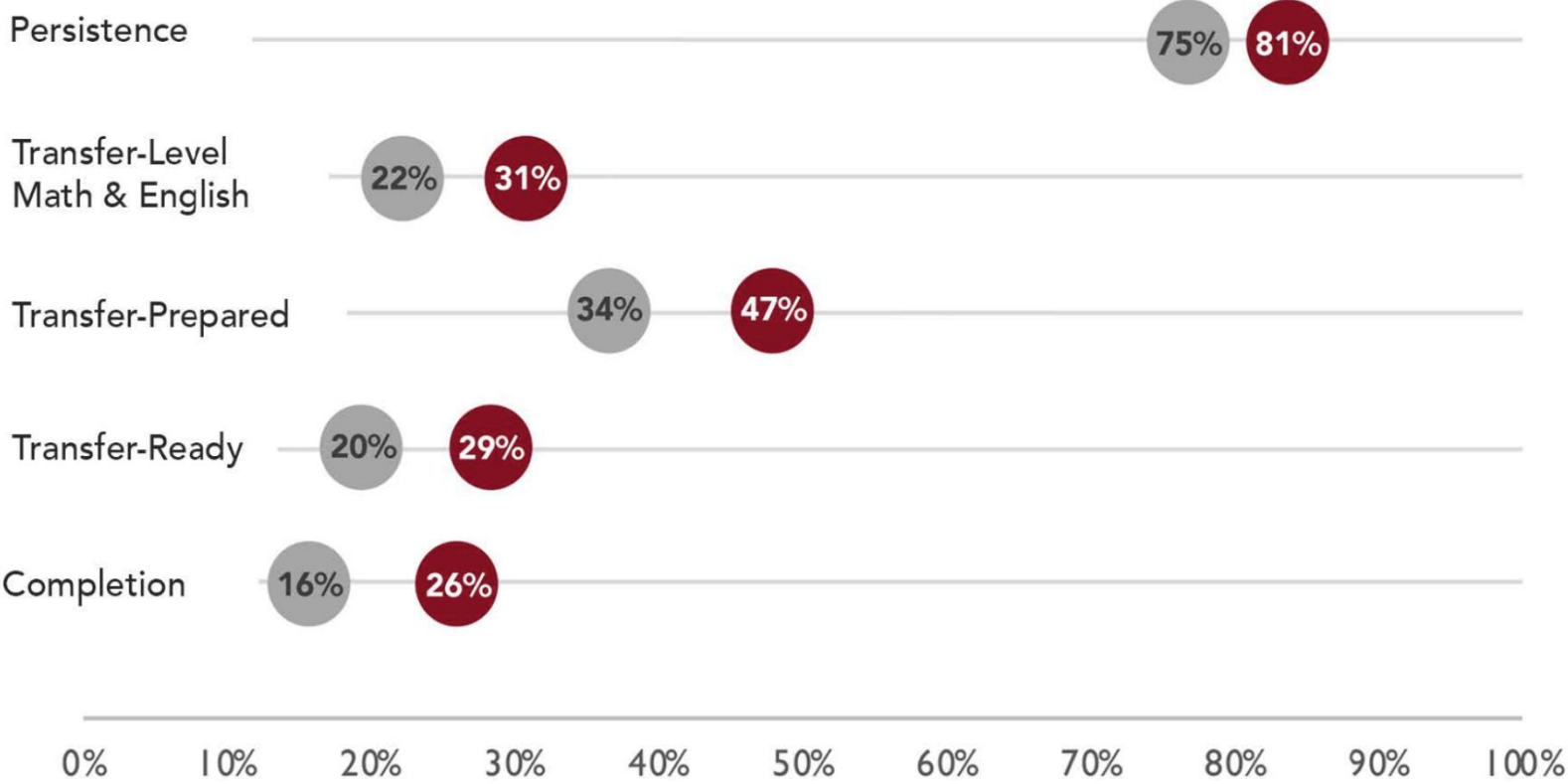
Pathways students had higher rates of achievement on all success indicators compared to non-Pathways students.



Summary of Outcomes

2019 Student Success Report

Latinx Pathways students outperformed their Latinx non-Pathways peers on all success indicators.



Guided Entry Partnerships

- O&R + SCAM + FYE + Enrollment Management
- FYE + Counseling + A&R + Financial Aid
- Success teams + Success Centers
- Career communities + career exploration
- Instruction + curriculum redesign + professional learning
- FYE + Completion
- UCLA + PCC Research Practitioner Partnership (RPP)

Recent Developments

1. Shift to multi-modals platforms

- Open House, pre-registration workshops, registration support, financial aid application support
- Jam, College 1
- Virtual Support Center

2. Increased use of technology

- Starfish, Banner CRM, Nutshell, Signal Vine, JotForm

3. Focus on career

- Gateway course redesign
- RPP focus on major and career

Challenges

1. Creating and sharing a vision
2. Building and growing a team
3. Moving from some to many to all
4. Securing/sharing resources
5. Engaging faculty over time



Q&A