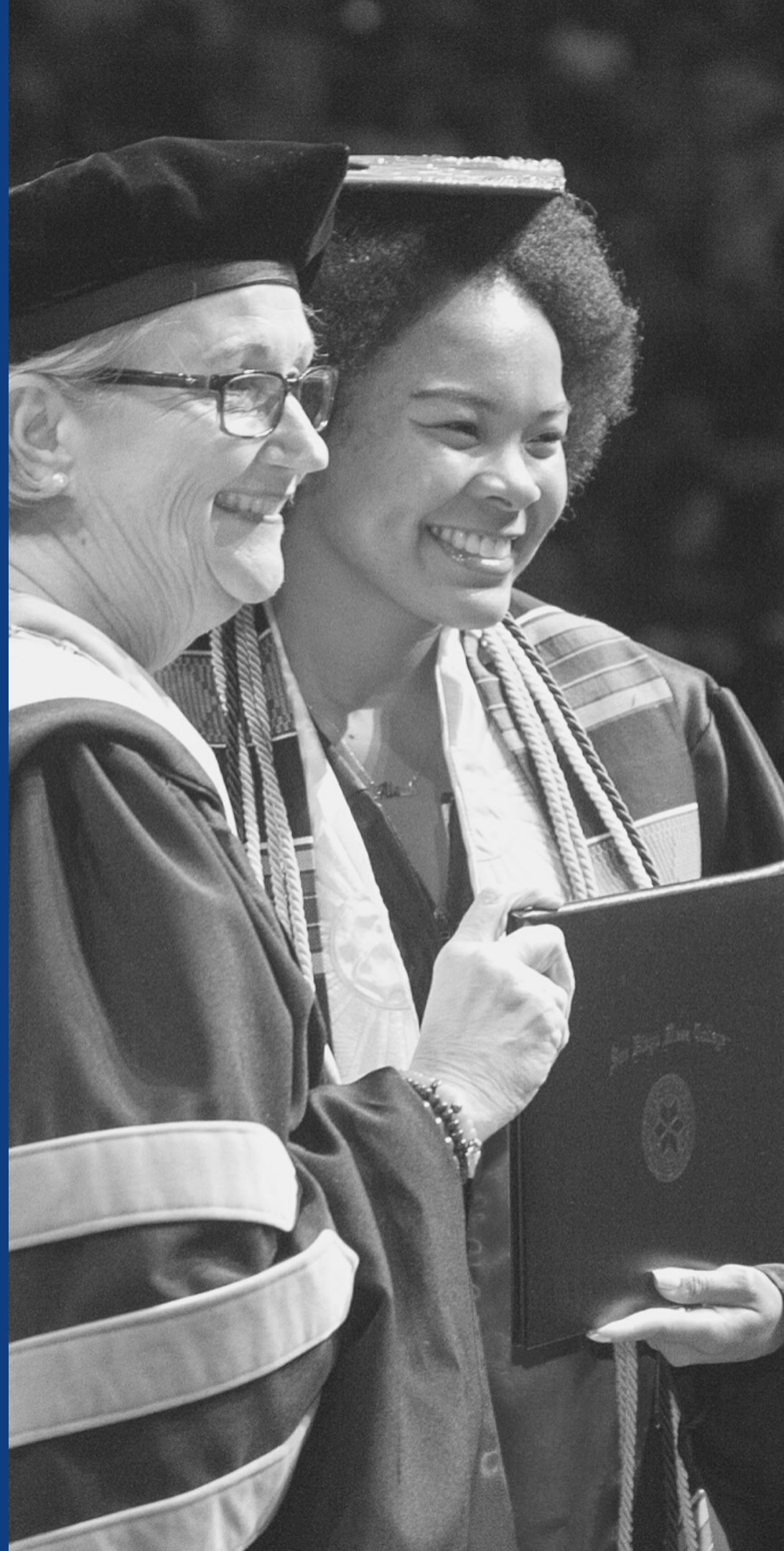


MSSC - NOV. 19, 2020



Regional Strong Workforce Marketing Completion Project



Presented by Claudia Estrada-Howell and Olivia Picolla

Our WHY

EQUITY

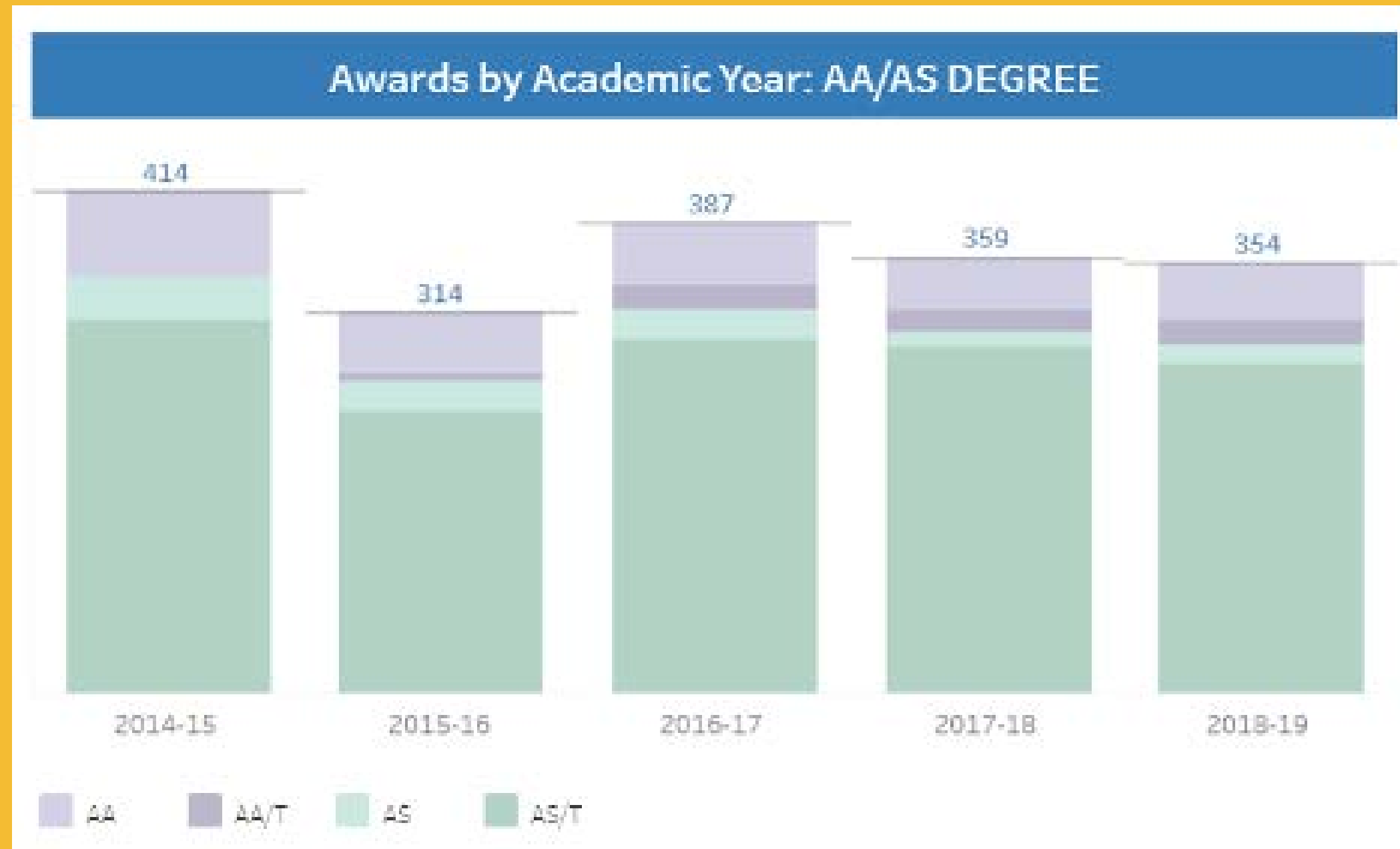


PROJECT OVERVIEW

This regional project is designed to increase student retention, success and completions at the colleges, with the long-term impact of reducing the middle-skills jobs gap in San Diego and Imperial Counties.



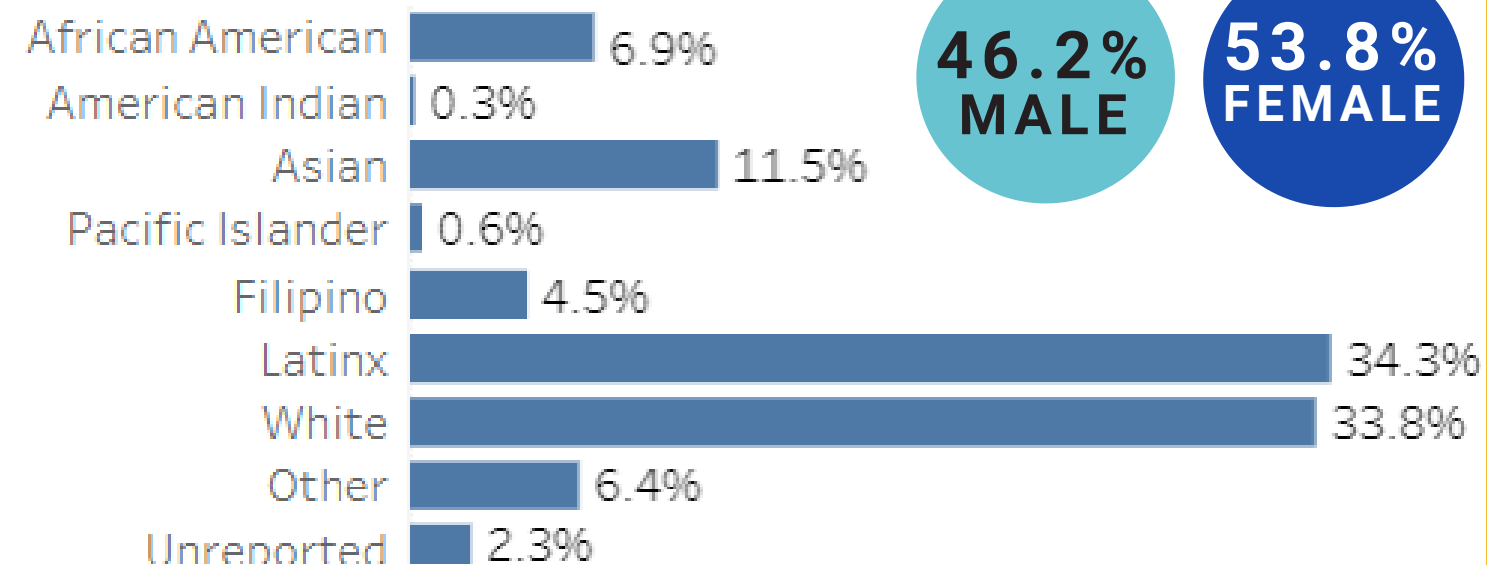
DEGREES AWARDED VS. NON-AWARDED



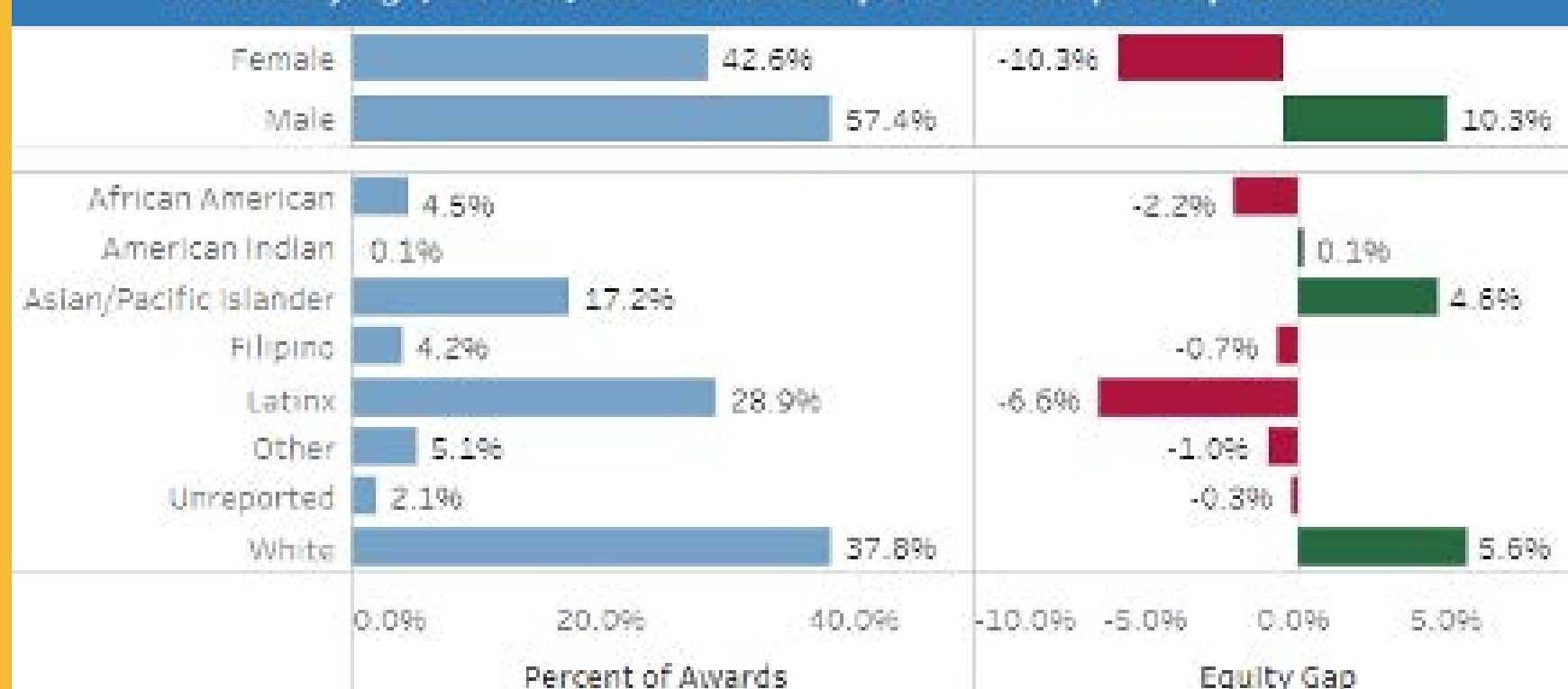
**640 STUDENTS
DID NOT
OBTAIN A
BUSINESS OR
ECONOMICS
DEGREE FROM
2014-2019**

DEMOGRAPHICS

Ethnicity



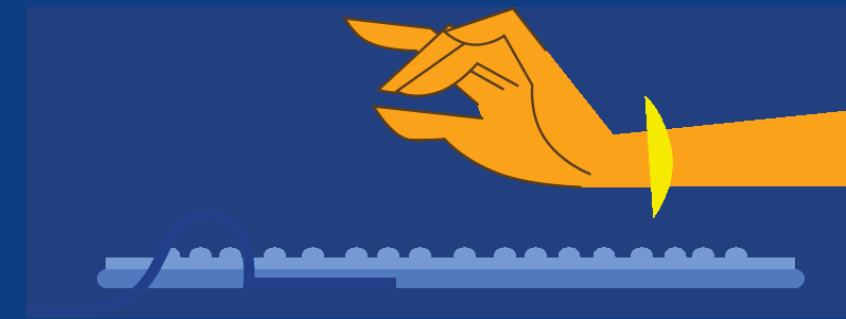
Awards by Age, Gender, and Ethnic Compared to Campus Representation



	CSID #	%
Female	262	41%
Male	378	59%
Total	640	100%

	CSID #	%
African American	20	3%
Asian	121	19%
Latinx	215	34%
White	188	29%
American Indian	1	0%
Filipino	37	6%
Pacific Islander	2	0%
Other	47	7%
Unreported	9	1%
Total	640	100%

CODING THE DATA



CATEGORY #1 DONE- DARK GREEN -

Completed students - only needed to apply to graduate. **158 students** -

★ **Intervention:** Apply to Graduate Party

CATEGORY #2 REAPPLY - LIGHT GREEN

Completed Students - needed to reapply to SDCCD and apply to graduate. **58 students** -

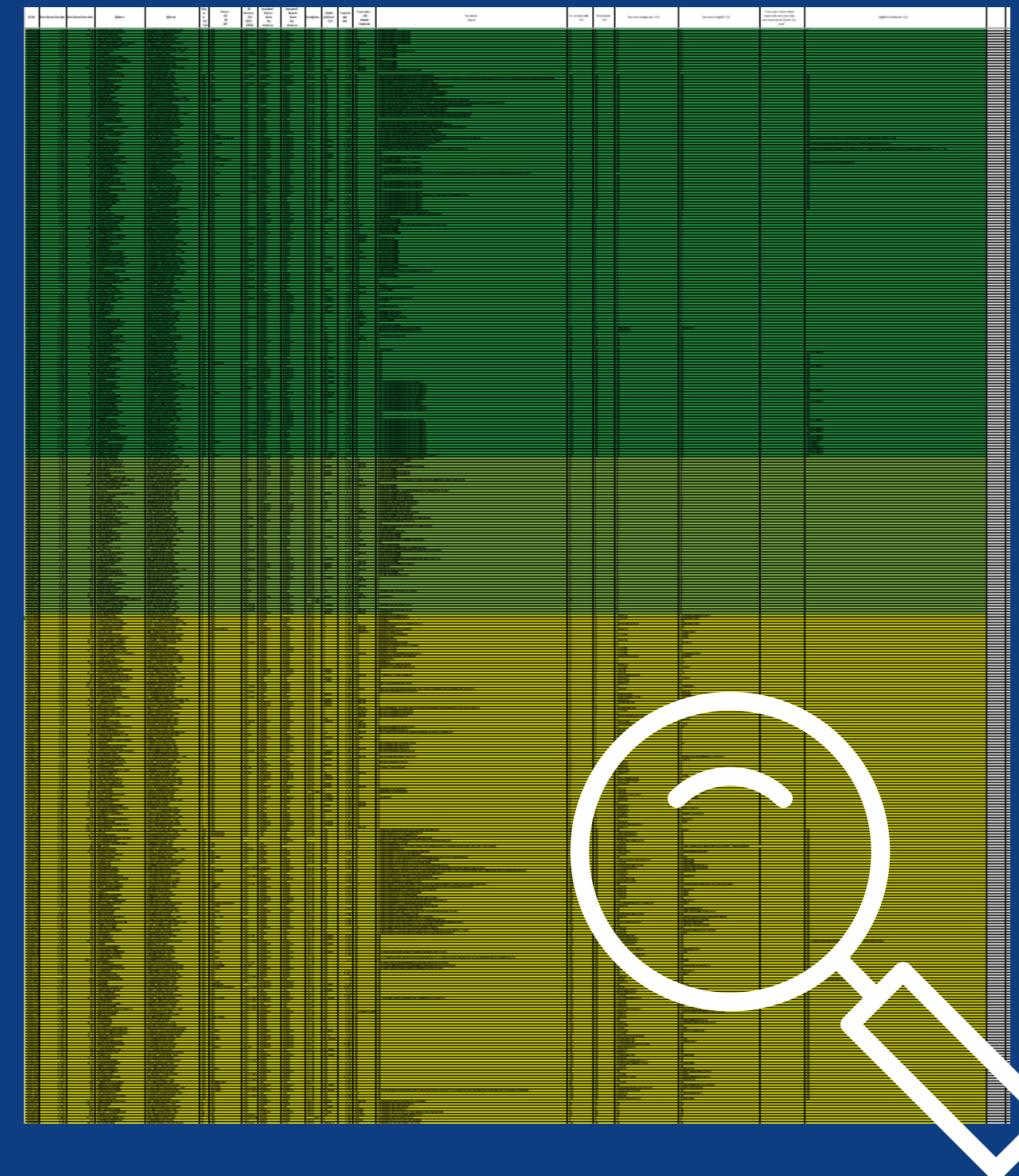
★ **Intervention:** Apply to Graduate Party

CATEGORY #3 MISSING- YELLOW, ORANGE, BLUE

Students are close to completion; however, may be missing req's or required documents - need to meet with a Counselor. **417 students** -

★ **Intervention:** Counseling Zoom Session

640 STUDENTS



DRILLING DOWN



Done	African American	5	3%
	Asian	35	22%
	Filipino	9	6%
	Latinx	51	32%
	Other	13	8%
	Unreported	1	1%
	White	44	28%
	Total	158	100%
Reapply	Asian	15	26%
	Filipino	3	5%
	Latinx	14	24%
	Other	5	9%
	Unreported	1	2%
	White	20	34%
	Total	58	100%
Missing	African American	15	4%
	American Indian	1	0%
	Asian	71	17%
	Filipino	25	6%
	Latinx	147	35%
	Other	28	7%
	Pacific Islander	2	0%
	Unreported	6	1%
	White	122	29%
	Total	417	100%

Done	Female	61	39%
	Male	97	61%
	Total	158	100%
Reapply	Female	20	34%
	Male	38	66%
	Total	58	100%
Missing	Female	178	43%
	Male	239	57%
	Total	417	100%

CONSTANT CONTACT EMAIL CAMPAIGN

CATEGORY #1 DONE

CATEGORY #2 - REAPPLY

Hello ,

Congratulations! Did you know that you have completed all the course requirements you need to obtain your degree?

To officially receive your diploma in the mail, all you need to do is apply for it by the deadline, **November 15, 2020!**

Applying is **easy** and **free!**

- Login to your [MySDCCD portal](#)
- Under "My Academics" tab, click "Apply for Graduation"
- Choose the semester **fall 2020**, complete the form, and click **SUBMIT!**
- **YOU ARE DONE!** (Diplomas will be mailed to you in March 2021 to the address you have on file)

Need help – [watch this!](#)
Or join us at the
**Apply for Graduation
Party, November 6th or
13th, from 11:00 a.m. –
12:00 p.m. Register
here!**



Questions? Comments? Concerns? **We are here to help!**
Contact Jezyle Diez @ jdiez@sdccd.edu or 619-431-1088. We will respond within three business days.

Congratulations!

**INTERVENTION:
APPLY TO
GRADUATE
PARTY**

Hello ,

Congratulations! Did you know that you have completed all requirements to obtain your degree?

To receive your diploma, you must create your new student account in our new student system [here](#) (you do not need to register for any courses). After you activate your account, you are ready to sign-in to your [mysdccd student portal](#) and complete your graduation application. For your convenience, we have included your Student ID #

Completing your graduation application is easy and free – **the deadline to apply is November 15, 2020!**

Applying is **easy** and **free!**

- Login to your [MySDCCD portal](#)
- Under "My Academics" tab, click "Apply for Graduation"
- Choose the semester **fall 2020**, complete the form, and click **SUBMIT!**
- **YOU ARE DONE!** (Diplomas will be mailed to you in March 2021 to the address you have on file)

Need help – [watch this!](#)
Or join us at the
**Apply for Graduation
Party, November 6th or
13th, from 11:00 a.m. –
12:00 p.m. Register
here!**



Questions? Comments? Concerns? **We are here to help!**
Contact Jezyle Diez @ jdiez@sdccd.edu or 619-431-1088. We will respond within three business days.

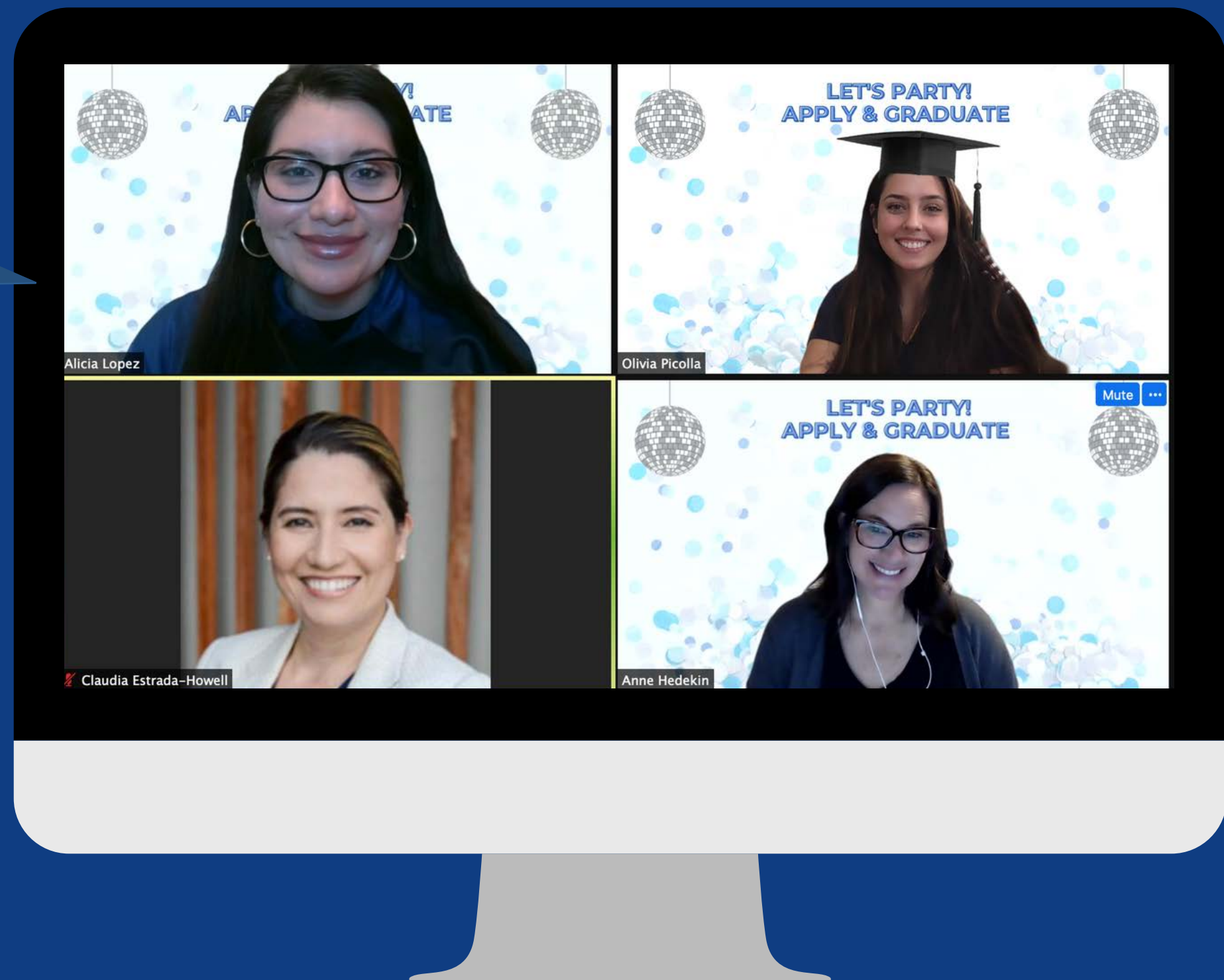
Congratulations!

APPLY TO GRADUATE PARTY

Invitation sent to Category #1 & #2 Students, TCE Interest List, Mesa Journeys List, 2nd year PROMISE Students. Event was optional.

- **Call to Action**
- **Career Services** for Current Students & Alumni
- The **VALUE** of earning a degree
- The process of **Applying to Graduate**
- Commencement Celebration
- **What is YOUR why**

20 students attended!



CREATED USING
POWTOON



"WHEN YOU KNOW YOUR WHY, YOUR WHAT HAS MORE IMPACT." - MICHAEL JR.

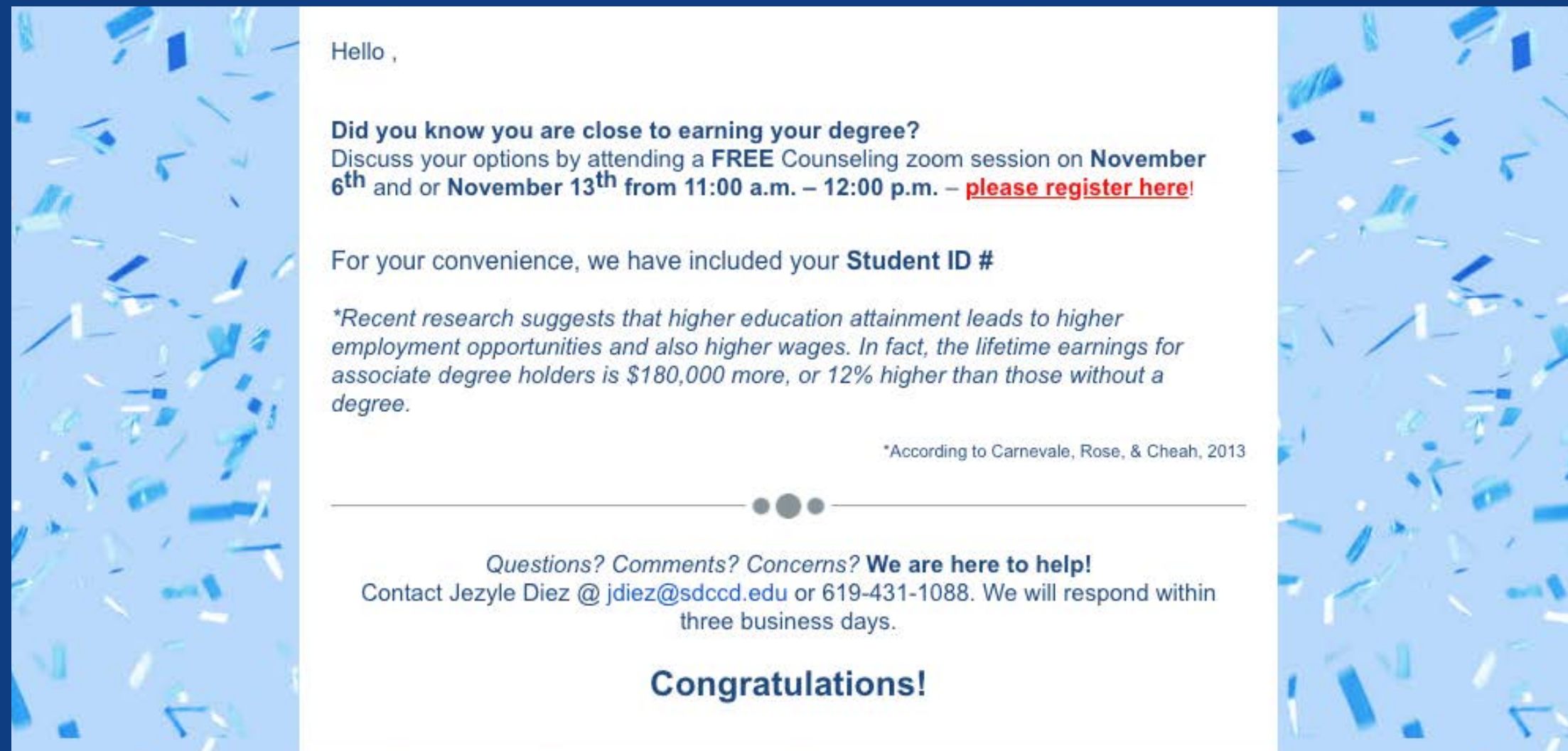
"My **why** is my daughter. I'm a young hispanic mom which comes with a stigma where people think your career is ruined and your life comes to a stop. Rather than giving up on school I went back after only one month of giving birth. I love being a mom and I love being someone that my daughter can look up to. She is my why."

"My **WHY** is that I have always wanted to be able to help people if they are feeling ill. After getting my associates degree, it will aid in my transfer to UCSD. There I will study Global Health to hopefully one day be a doctor. I have always had a passion for medicine and can't wait to be a doctor. Mesa has allowed me to begin my journey."

"Whenever I'm at my lowest, I always get back to My first **Why**, and that is none other than my daughter. I'm a single mom and I want to be able for my daughter to be proud of me someday and say that even though her mom raised her alone, she was able to finish her education and be a better person. All my hard work is for her future because every kid deserves the best parent and future they can have."

CONSTANT CONTACT EMAIL CAMPAIGN

CATEGORY #3 MISSING



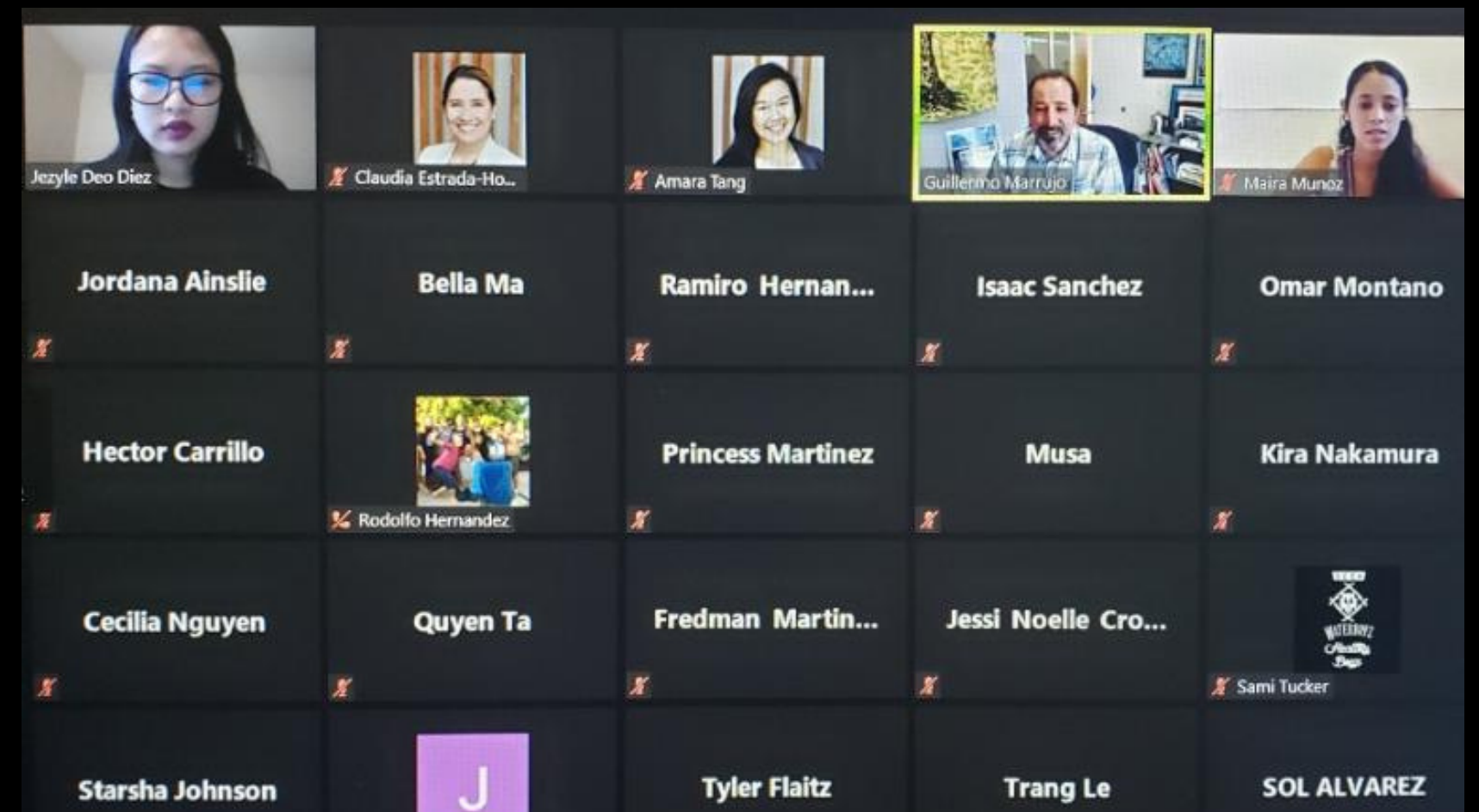
COUNSELING ZOOM SESSIONS

Invitation sent to Category #3.

- **Virtual Waiting Room**
- **Process of Applying for Graduation**
- **Breakout Rooms** - Counselors: Guillermo Marrujo, Kari Parker, Chris Kalck, Ramiro Hernandez
- **Student Sentiments & Follow-up**



52 students attended!



"I was so close to giving up before being invited to this event."

PRELIMINARY RECOMMENDATIONS

1. Educate students on the **VALUE** of earning a Degree/Certificate, **specifically disproportionately impacted students:**

a. **Recent research suggests that higher education attainment leads to higher employment opportunities and also higher wages. In fact, the lifetime earnings for associate degree holders is **\$180,000 more, or 12% higher** than those without a degree. (Carnevale, Rose, & Cheah, 2013)*

2. Understand the **VALUE** of earning a Degree/Certificate for SDCCCD:

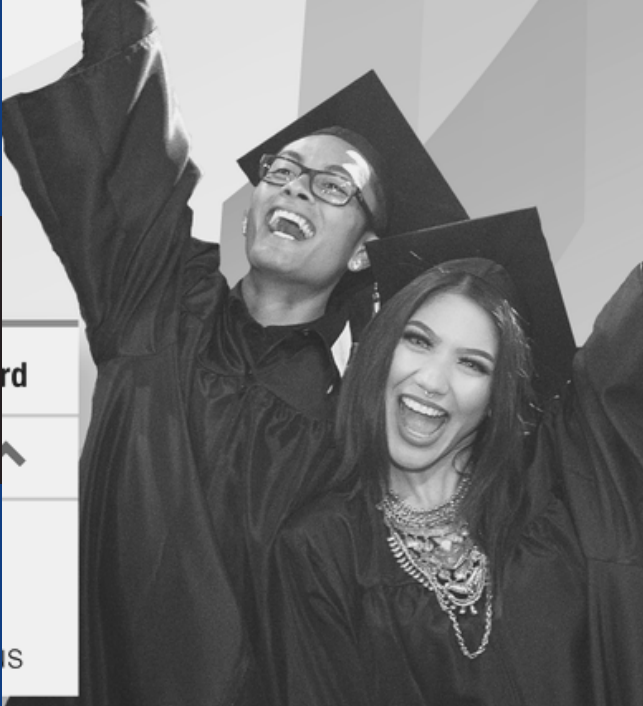
~\$1,760 x 640 awards = \$1,126,400

3. More **Education & Communication** to Students & Faculty around the process of Applying for Graduation.

4. **Mapping for Guided Pathways** - students can stay on track and plan their semesters.

5. **AWARD DEGREES AUTOMATICALLY**





NEXT STEPS

- **Who Graduated?** As of today, **53** students **Applied to Graduate.**
 - Continue tracking and report back
- Continue holding **Counseling Zoom Sessions & Apply to Graduate Parties.**
- **Phone outreach** out to students: Why they hadn't applied to graduate.
- **Round 2 Funding** starting January 1, 2021: *Culinary Arts, Fashion, Computer Business Technology*





Start with
THE END
in mind.