

Regional Strong Workforce Marketing Completion Project

PCAB - November 2, 2021



Presented by: Monica Romero, Hai Hoang, Olivia Picolla

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.



THROUGH AN EQUITY LENS

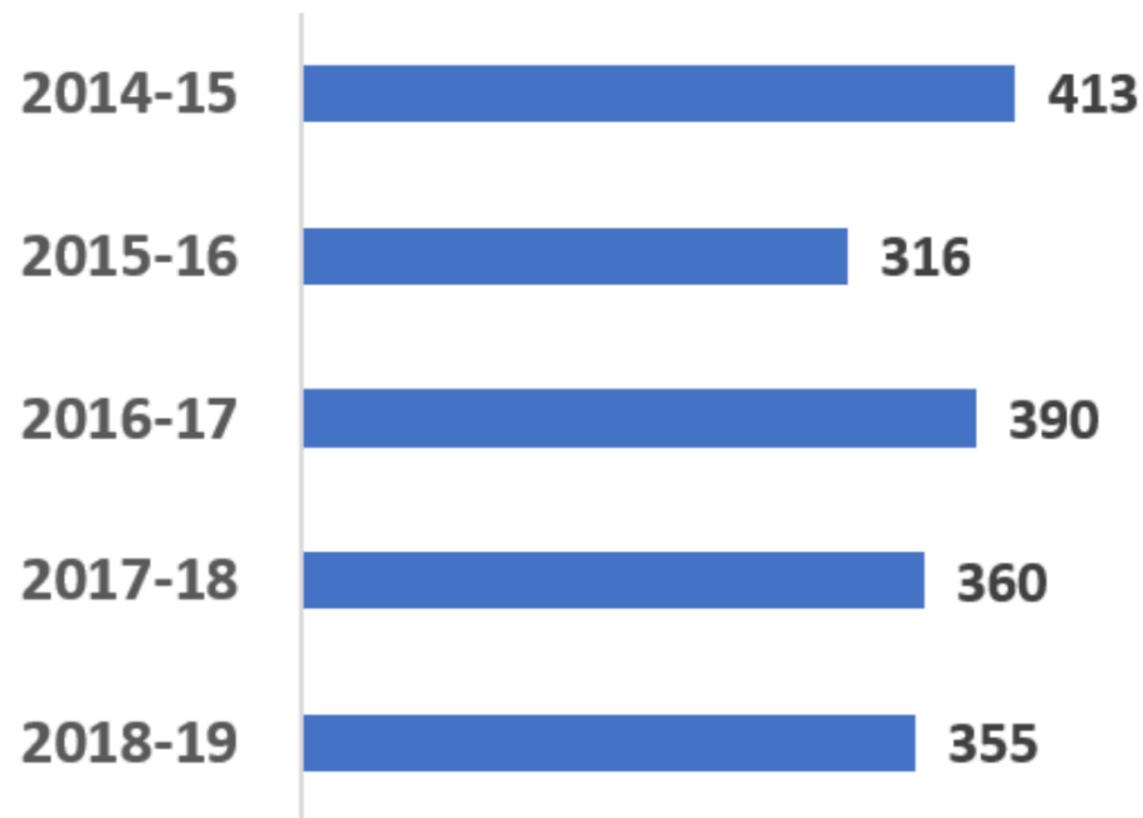
Our WHY

E Q U I T Y



THE PROJECT'S FOCUS: DEGREES AWARDED VS. NON-AWARDED

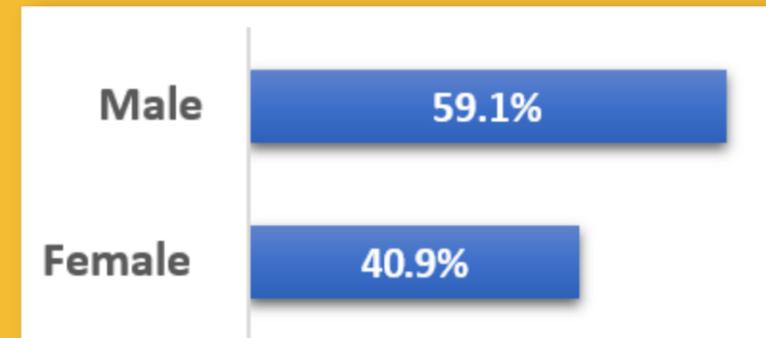
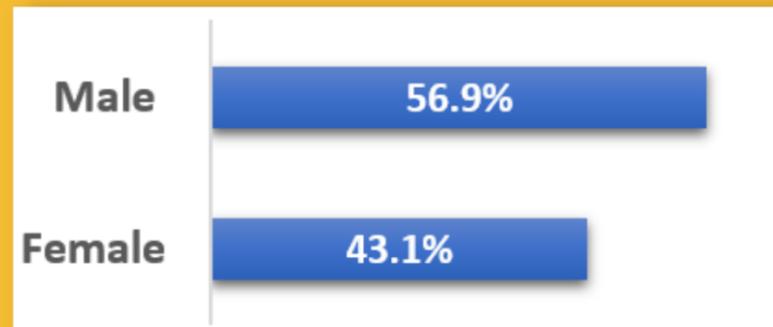
1834 Associate Degrees Conferred
in Business & Economics
in 2014-2019



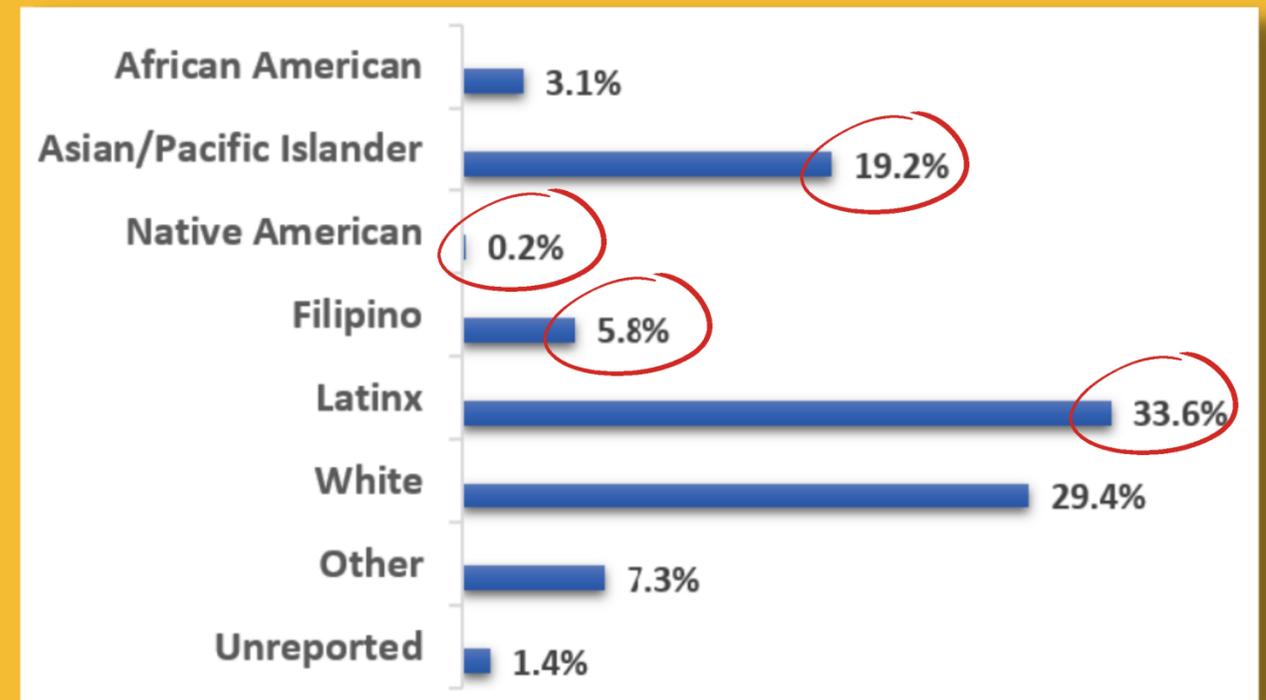
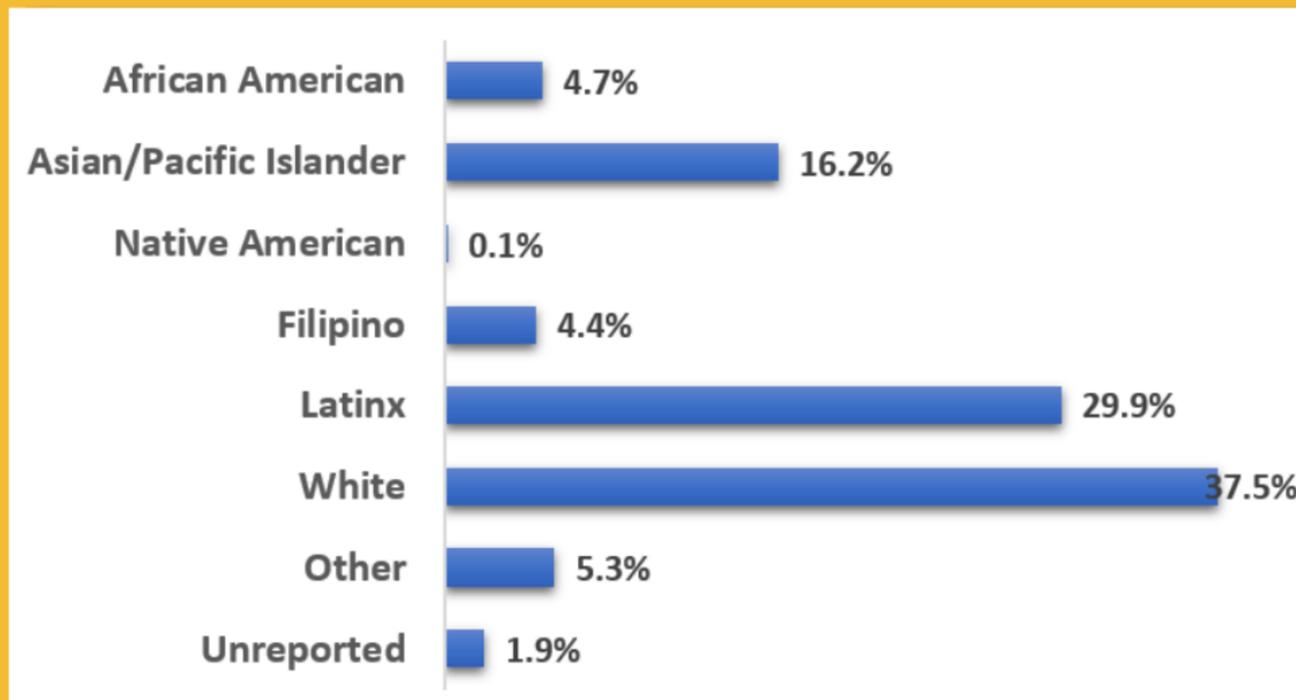
633 STUDENTS
WHO COULD
POTENTIALLY
OBTAIN A
BUSINESS OR
ECONOMICS
DEGREE IN
2014-2019

DEMOGRAPHICS FOR DEGREE AWARDED VS. NON-AWARDED IN BUSINESS & ECONOMICS DEGREES

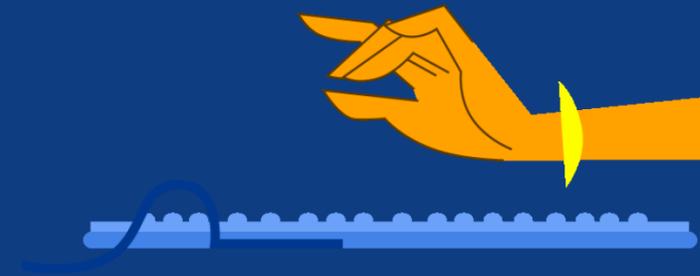
N=1834



N=633



CODING THE DATA



CATEGORY #1 COMPLETED REQUIREMENTS

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

★ **Intervention:** Apply to Graduate Party

CATEGORY #2 REAPPLY TO MYSDCCD

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

★ **Intervention:** Apply to Graduate Party

CATEGORY #3 MISSING REQUIREMENTS AND/OR TRANSCRIPTS

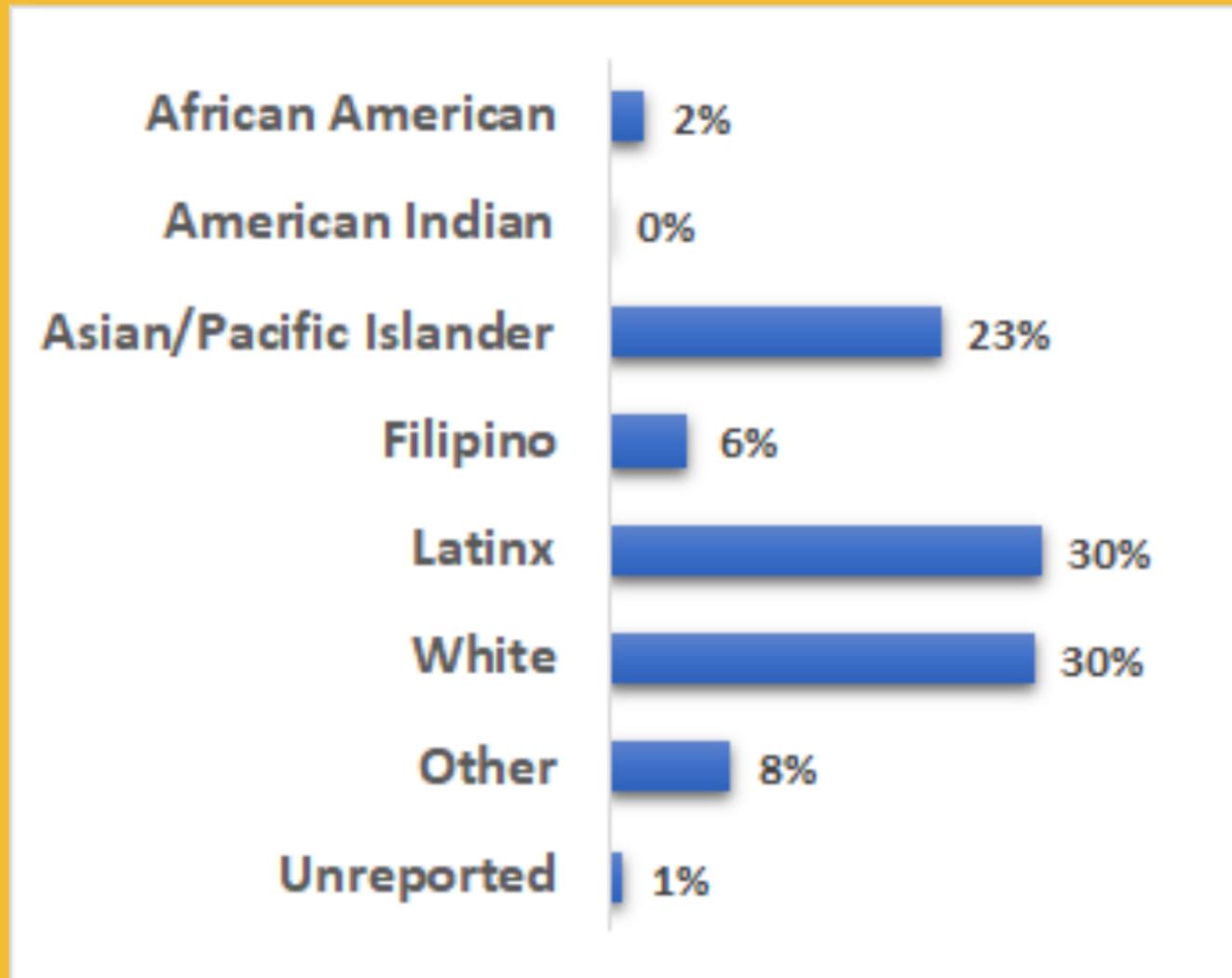
Students are close to completion; however, may be missing req's or required documents - need to meet with a Counselor. 417 students

★ **Intervention:** Counseling Zoom Session

633 STUDENTS

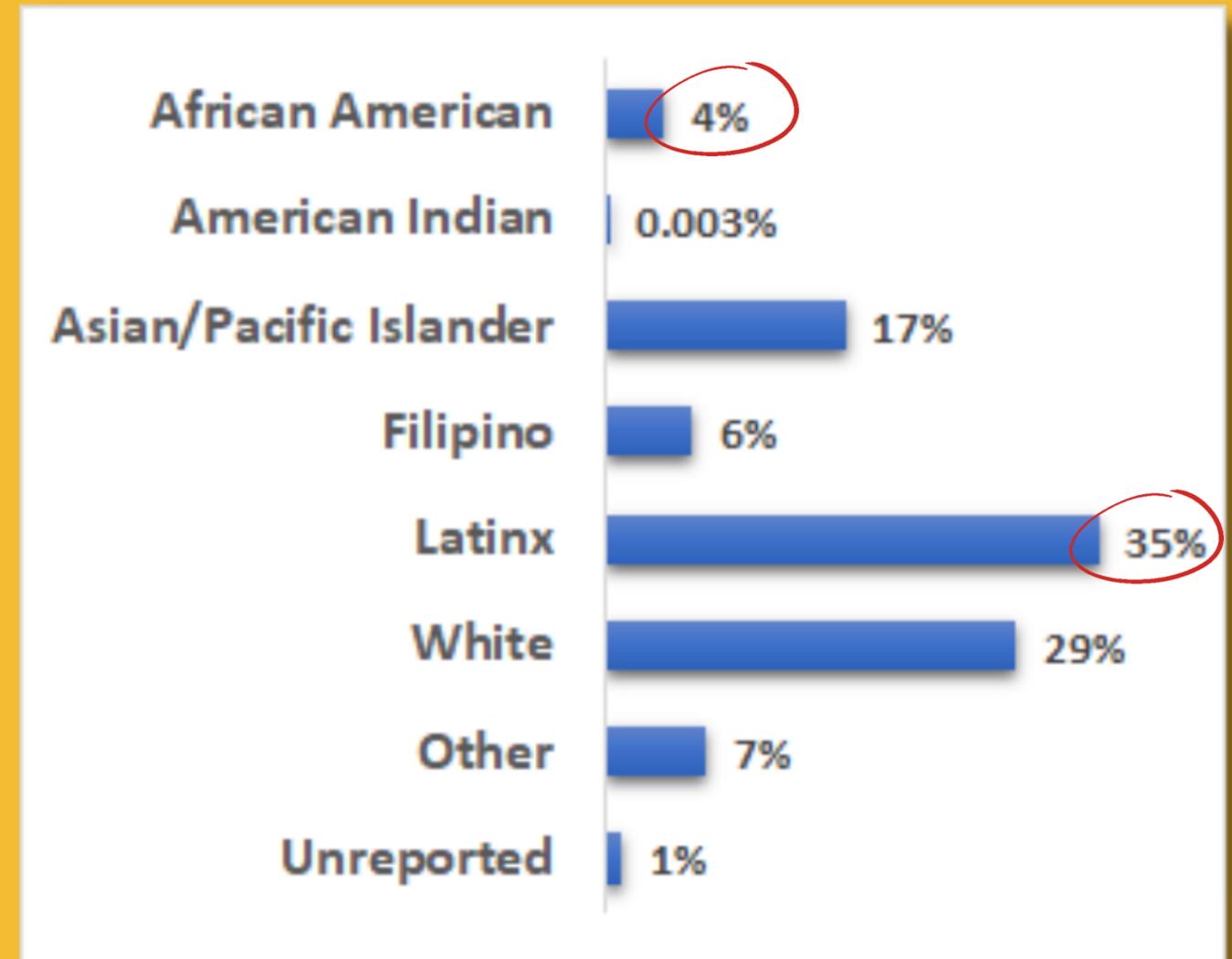
A large data table with a magnifying glass icon. The table is divided into three horizontal sections: a top section with a dark green background, a middle section with a medium green background, and a bottom section with a yellow-green background. The table contains many columns and rows of data, but the text is too small to read. A magnifying glass icon is positioned in the bottom right corner of the table area.

COMPLETED VS. MISSING ETHNICITY



Completed Requirements/Reapply

N=216



Missing Requirements

N=417

CONSTANT CONTACT EMAIL CAMPAIGN

CATEGORY #1 COMPLETED REQUIREMENTS

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!

CATEGORY #2 REAPPLY TO MYSDCCD

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!**
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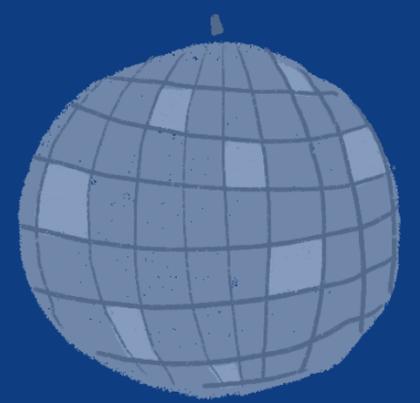


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Congratulations!

★ **INTERVENTION: APPLY TO GRADUATE PARTY**

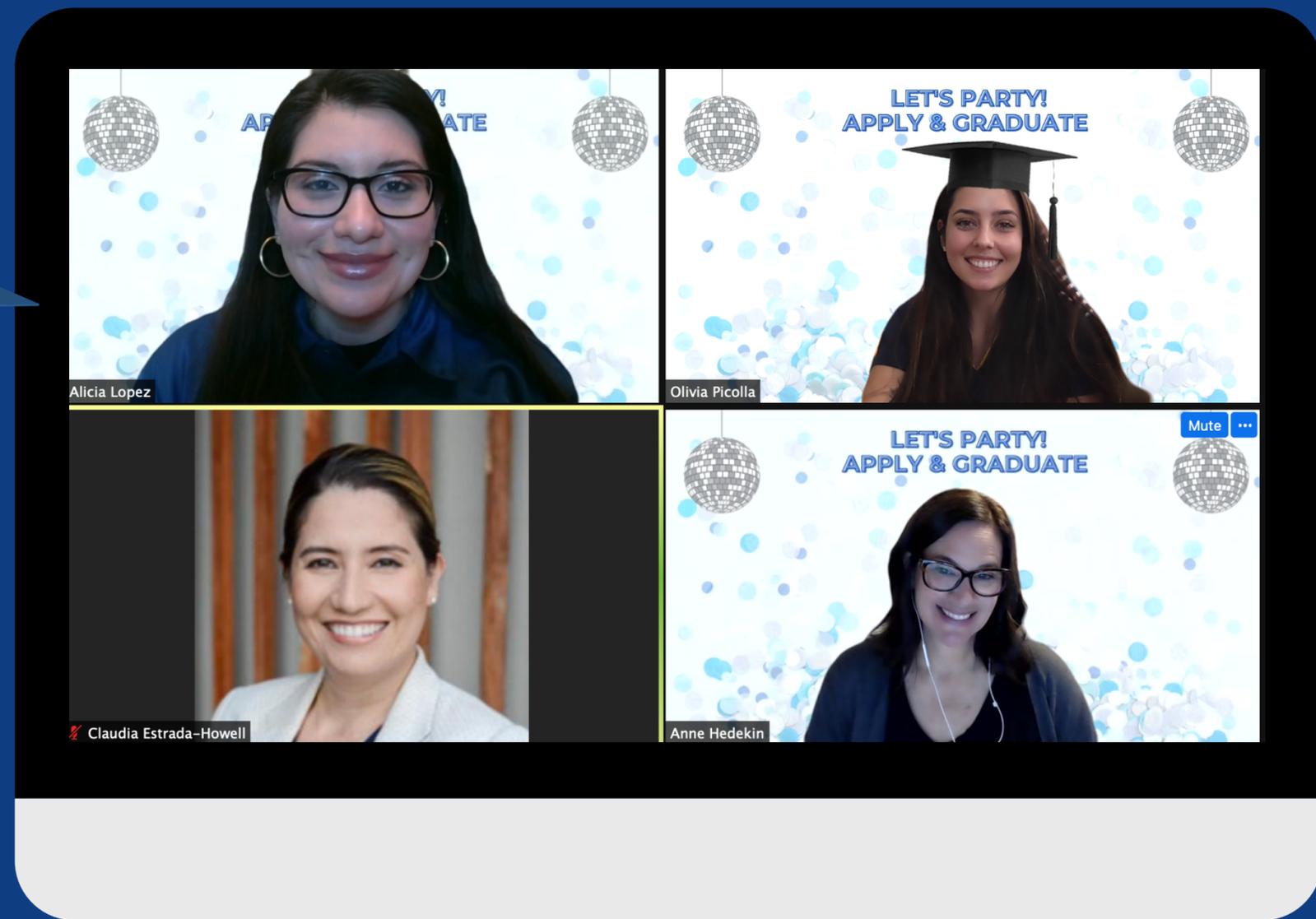
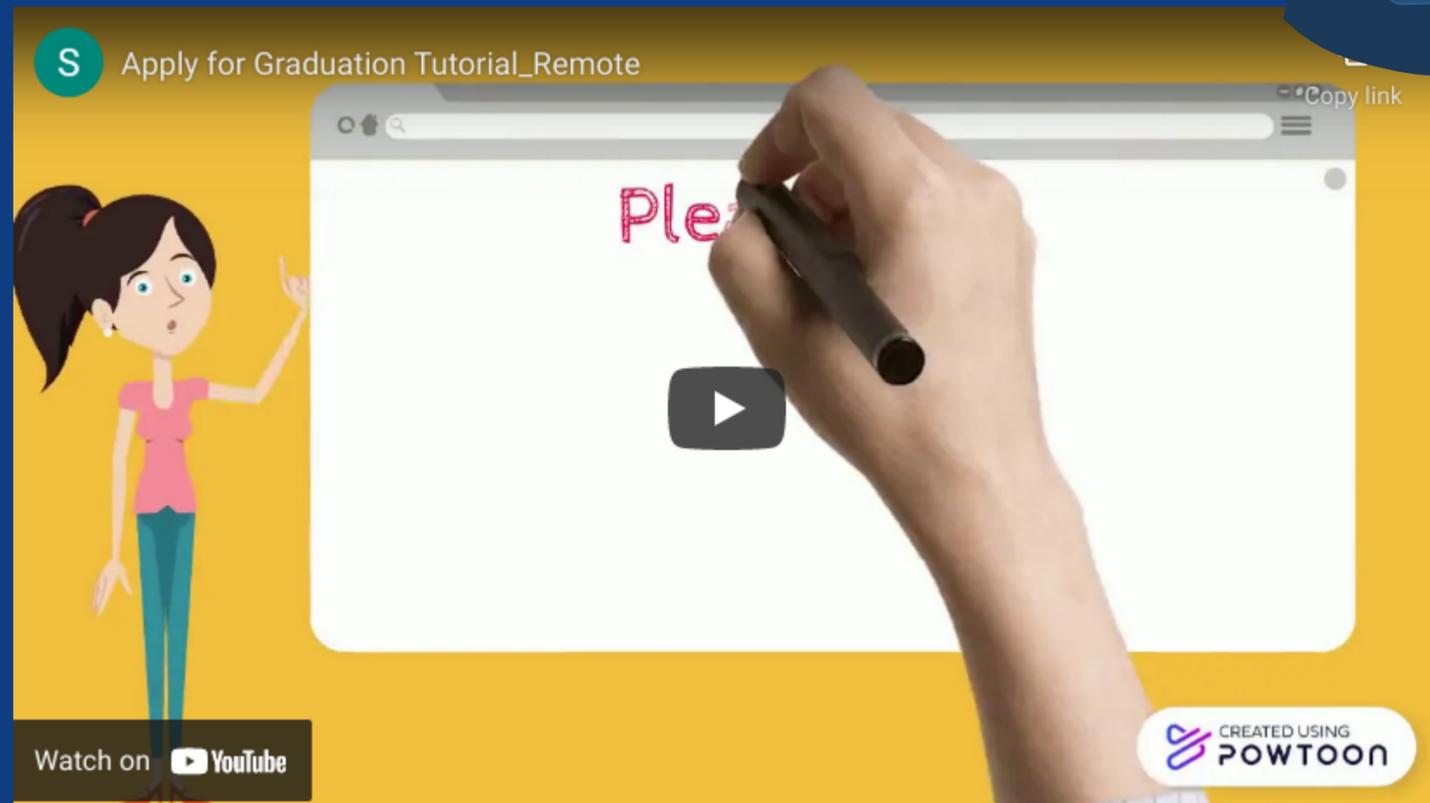
APPLY TO GRADUATION PARTY



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!





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

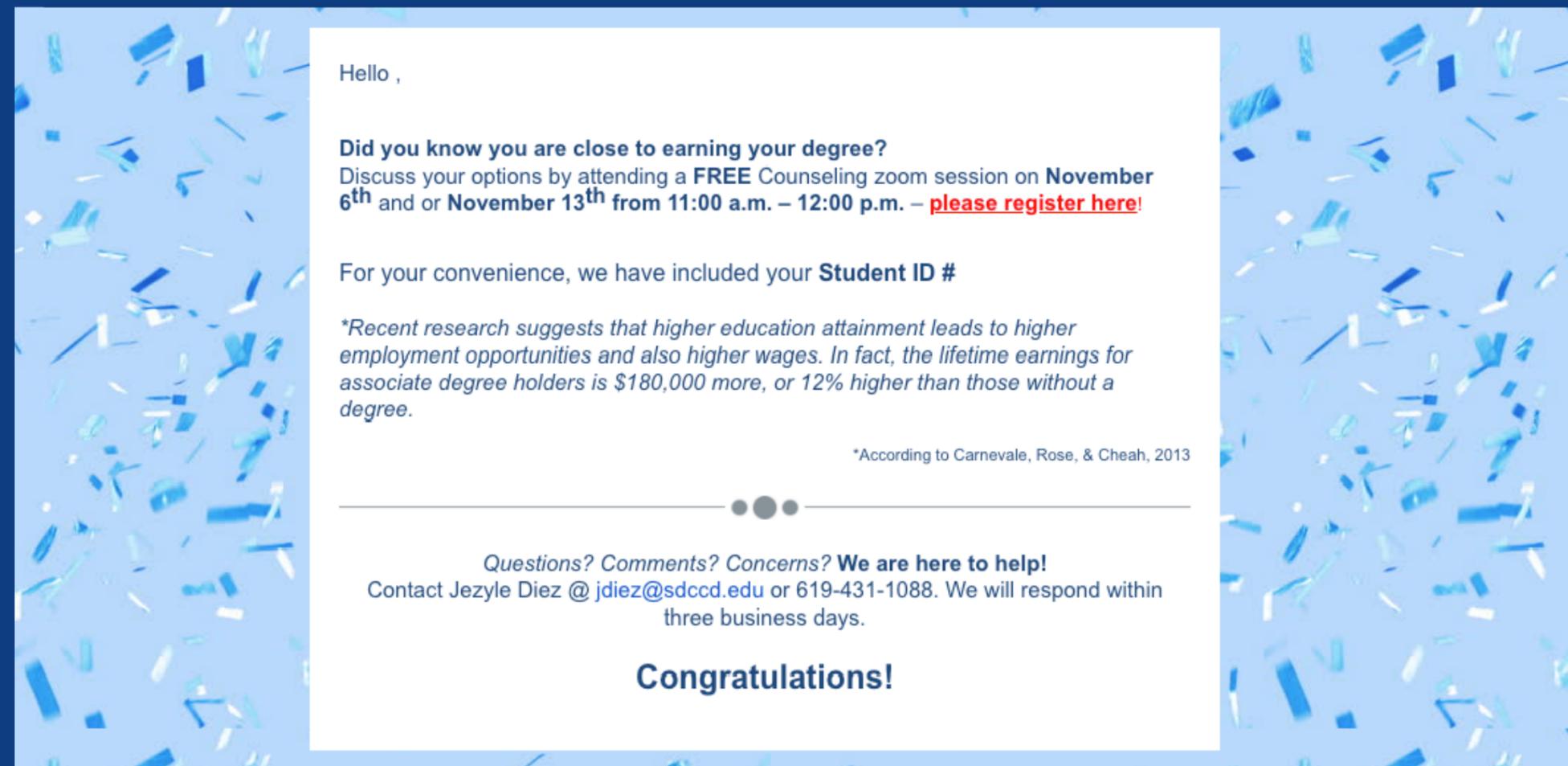
"My **why** is my daughter. I'm a young Hispanic mom which comes with a stigma where people think your career is ruined and your life comes to a stop. Rather than giving up on school, I went back after only one month of giving birth. I love being a mom and I love being someone that my daughter can look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



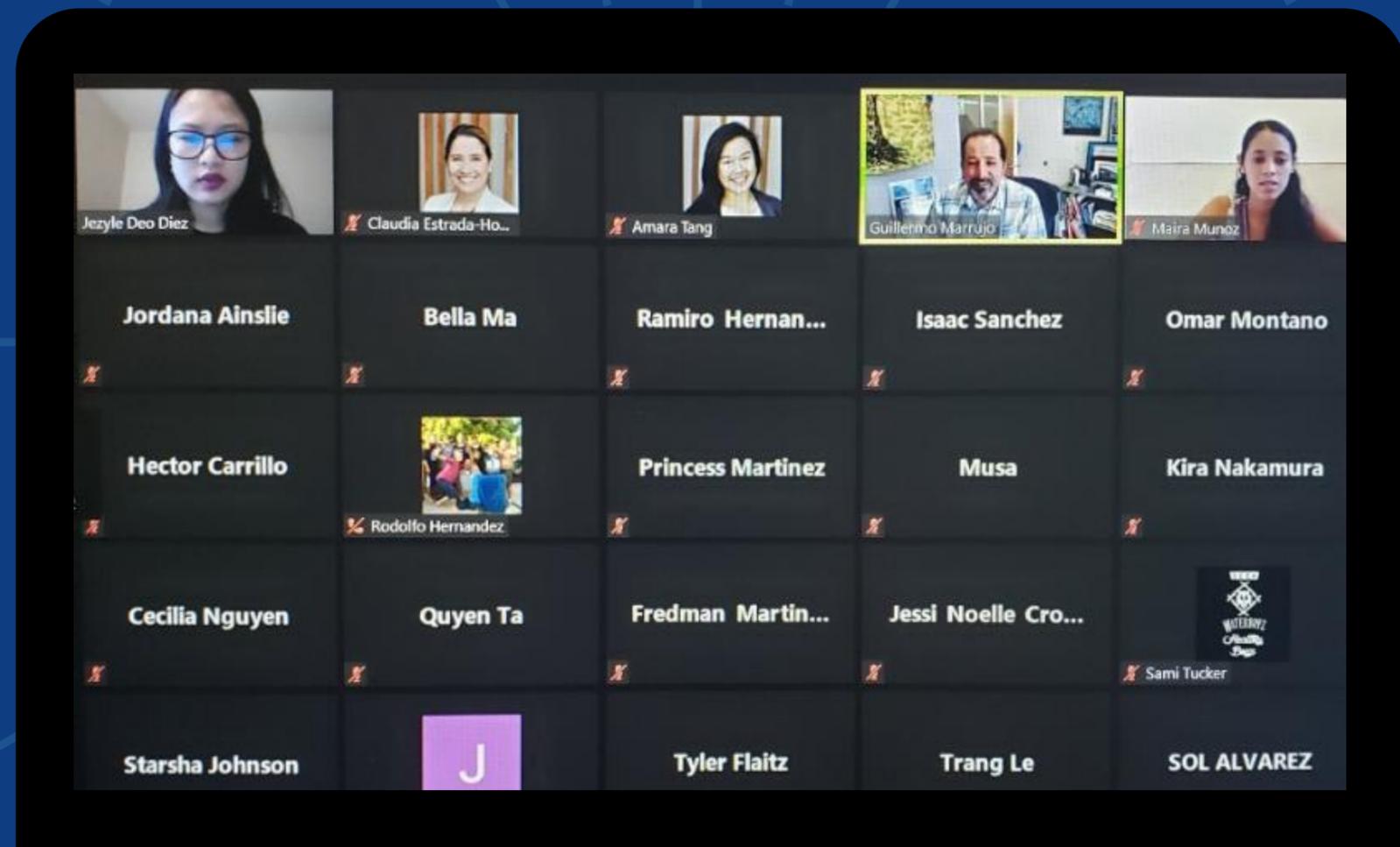
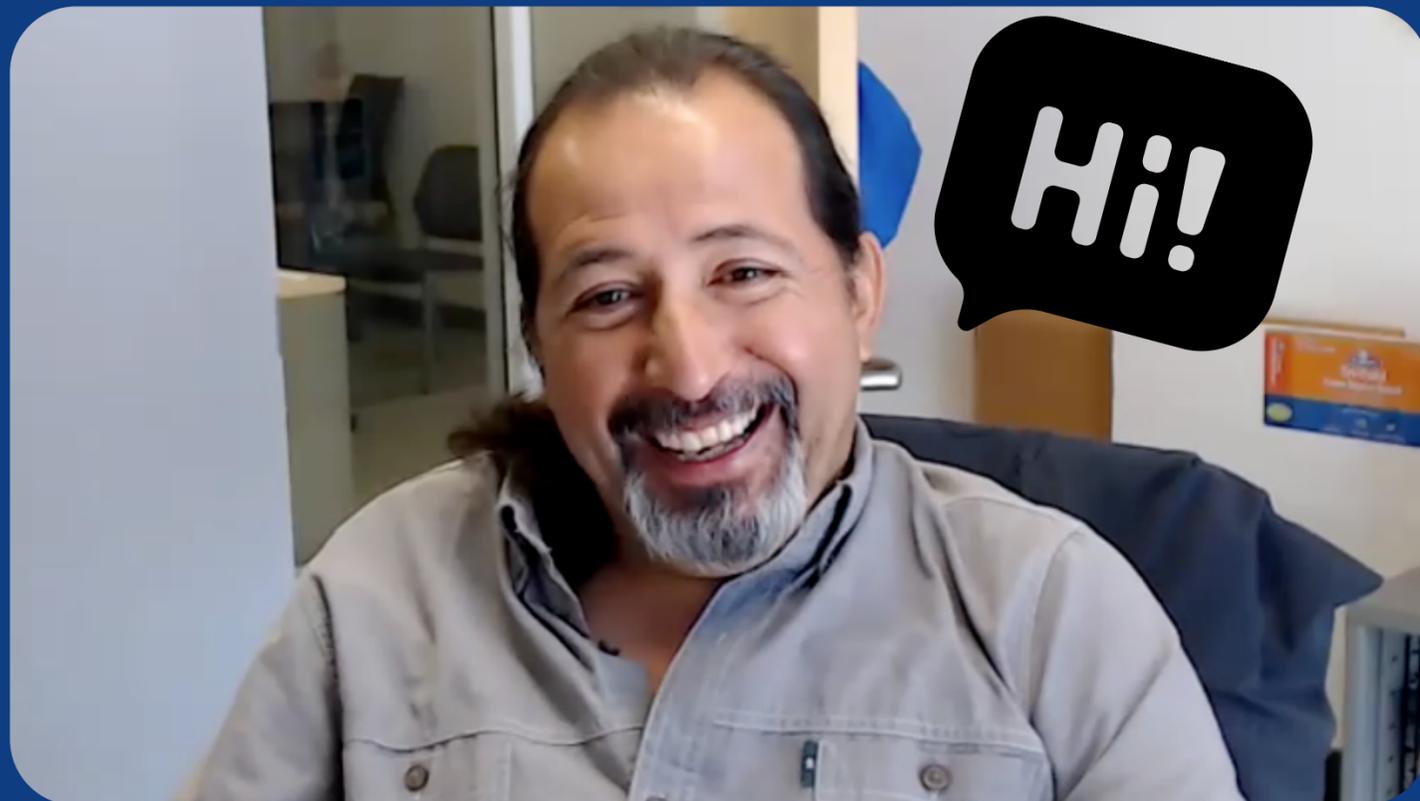
★ **INTERVENTION: COUNSELING ZOOM SESSION**

COUNSELING ZOOM SESSIONS

Invitation sent to Category #3.

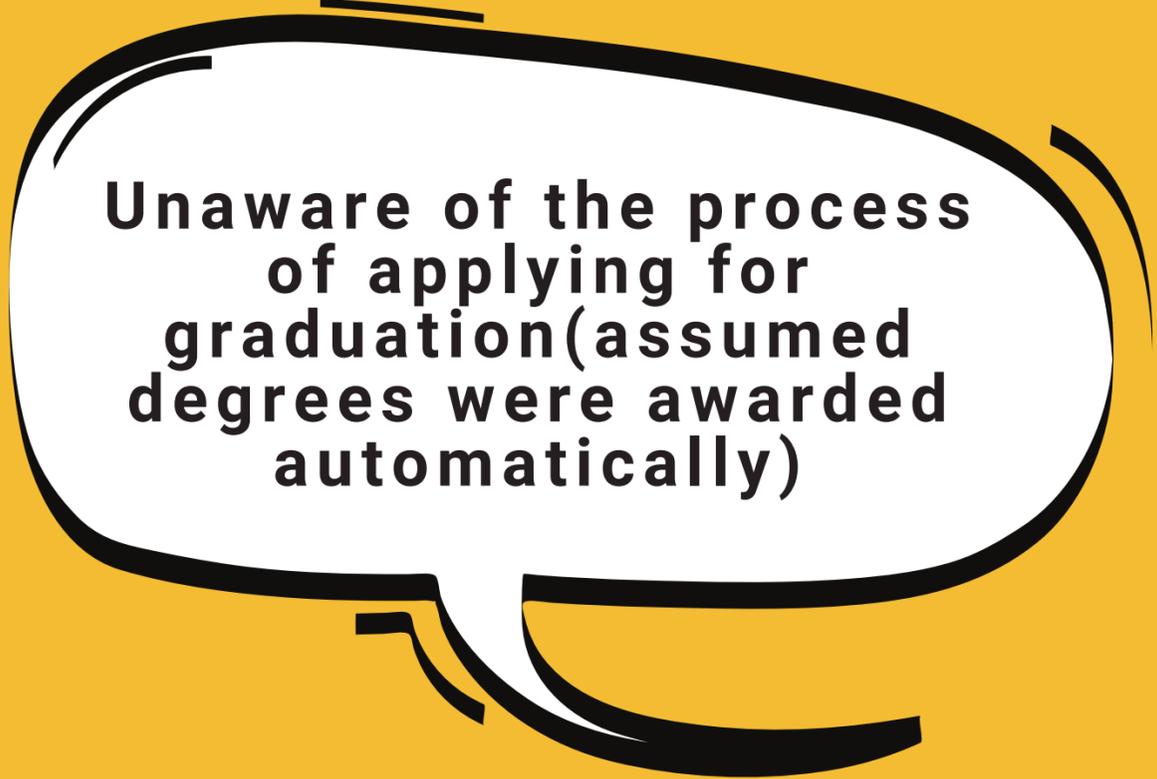
- **Virtual Waiting Room**
- **Process of Applying for Graduation**
- **Breakout Rooms** - Counselors: Guillermo Marrujo, Kari Parker, Chris Kalck, Ramiro Hernandez, Kirsten Pogue-Cely, Adam Erlenbusch, Miriam Pacheco, Anthony Reuss, Raul Hernandez
- **Student Sentiments & Follow-up**

80 students attended!

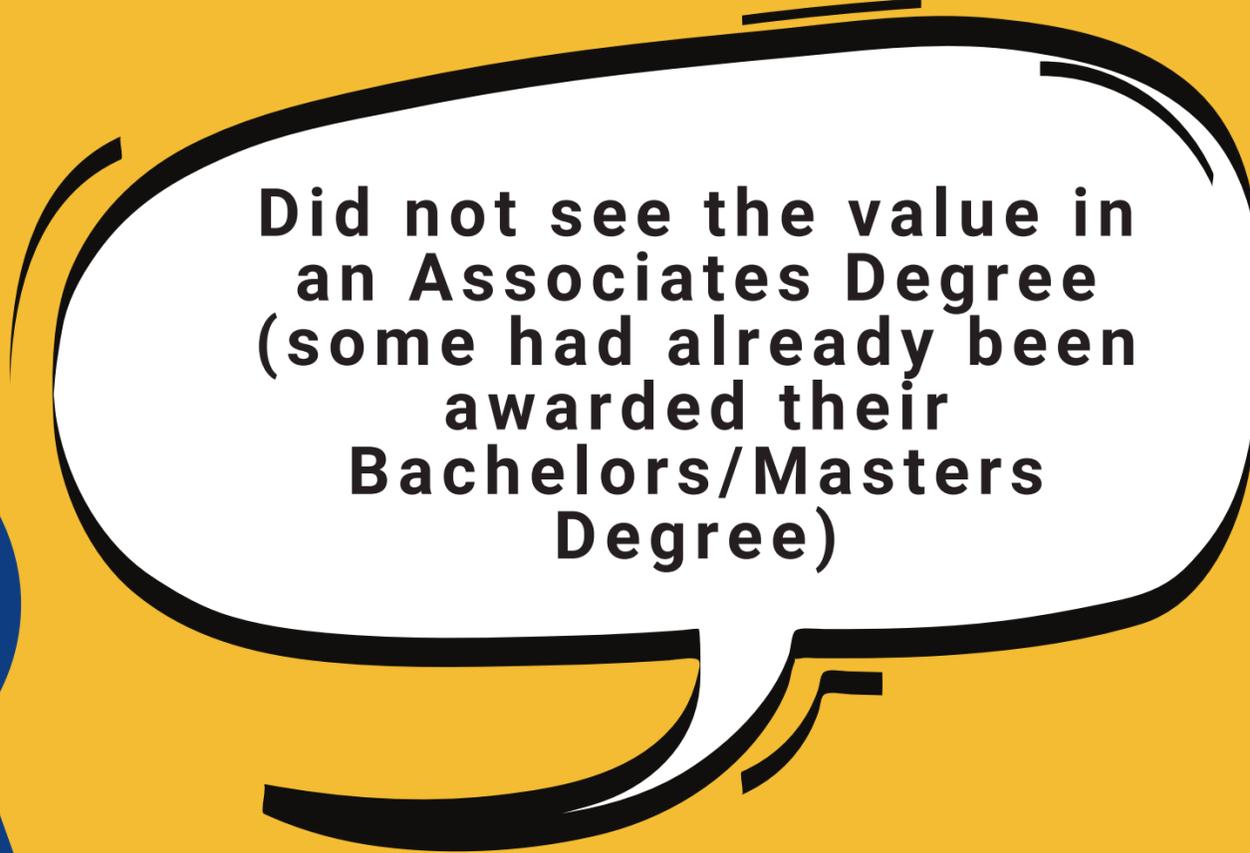


"I was so close to giving up before being invited to this event."

WHY DIDN'T THESE STUDENTS INITIALLY APPLY TO GRADUATE?



Unaware of the process of applying for graduation (assumed degrees were awarded automatically)



Did not see the value in an Associates Degree (some had already been awarded their Bachelors/Masters Degree)

RESULTS

CATEGORY #1 COMPLETED REQUIREMENTS

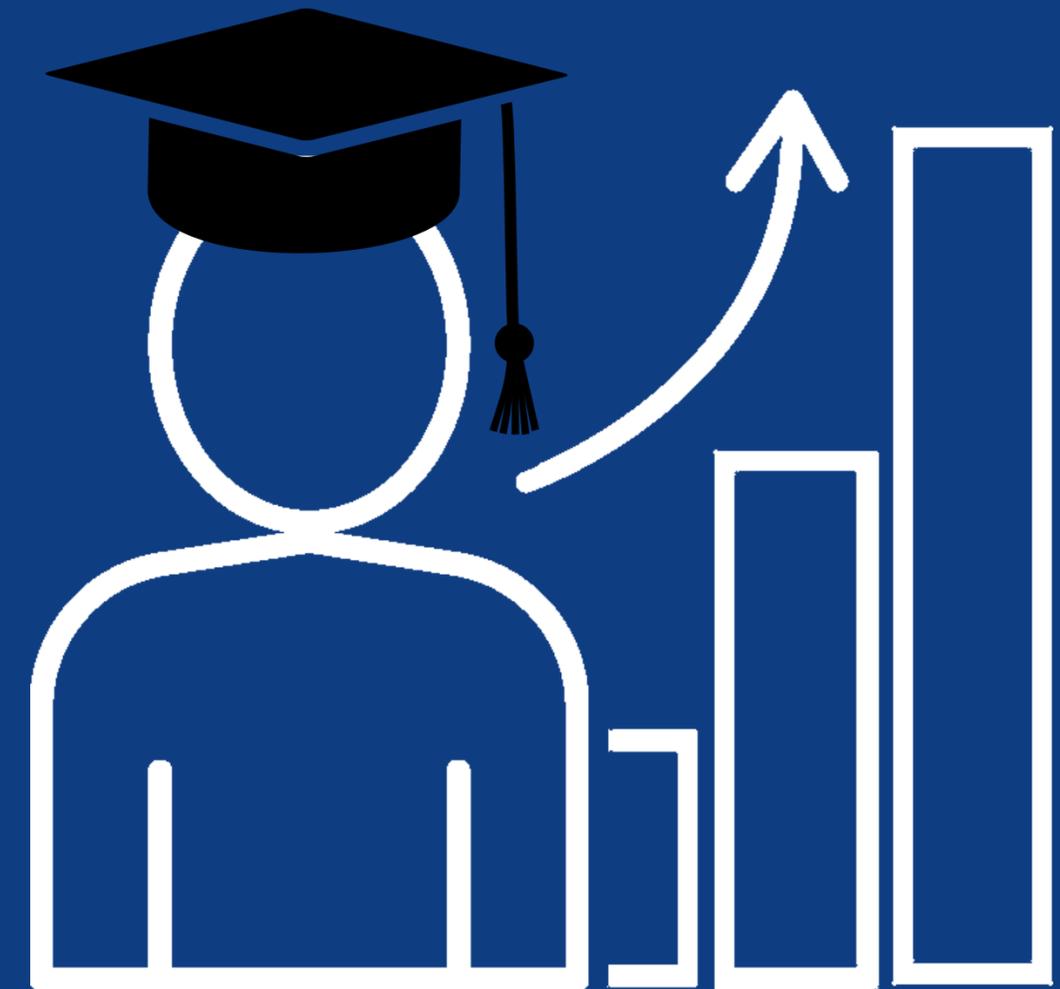
Out of the 158 students, **79 applied for graduation.**

CATEGORY #2 REAPPLY TO MYSDCCD

Out of the 58 students, **3 applied for graduation.**

CATEGORY #3 MISSING REQUIREMENTS AND/OR TRANSCRIPTS

Out of the 417 students, **128 applied for graduation.**



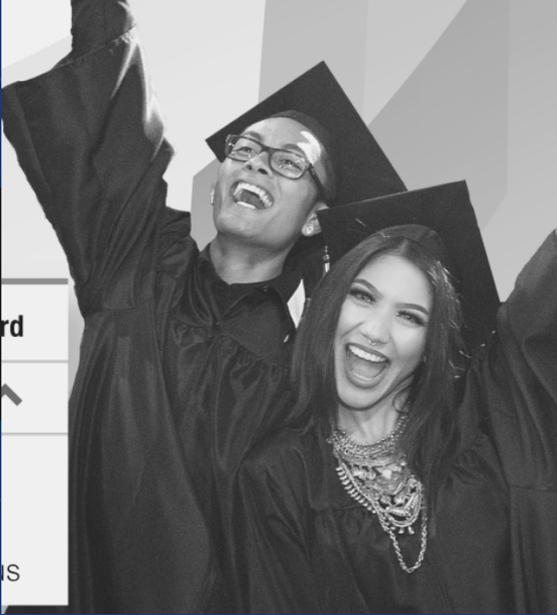
Out of the initial 633 students in Cohort 1,
210 students have completed!

FINDINGS & 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 median 20-year cumulative earnings for male associate degree holders is \$134,000 more, or 23% higher than those without a degree; the median 20-year cumulative earnings for female associate degree holders is \$168,000 more, or 62% higher than those without a degree (Kim & Tamborini, 2019).*
2. Understand the **VALUE** of earning a Degree/Certificate for SDCCD:

New Funding Formula ~\$1,760 x 640 awards = \$1,126,400.

Results from Cohort 1 ~\$1,760 x 210 awards = \$369,600 
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. Reviewing and Revising internal processes to **remove challenges** for students



BEGIN PHASE 2

- **Who Graduated from Phase 1?** As of today, 210 students have received their award!
 - Continue tracking and report back on how many degrees were awarded.
- **Phase 2 Began in Spring 2021: Accounting, Architecture, Culinary Arts/Culinary Management, Computer Information Science Technology, Fashion, Geographic Information Systems, Hospitality, Interior Design, Multimedia, and Web Development.**
- Categorize the data and begin outreach (**Counseling Zoom Sessions & Apply to Graduate Parties, Phone Banking, Email Campaigns**)



PHASE II: PROGRAM BREAKDOWN

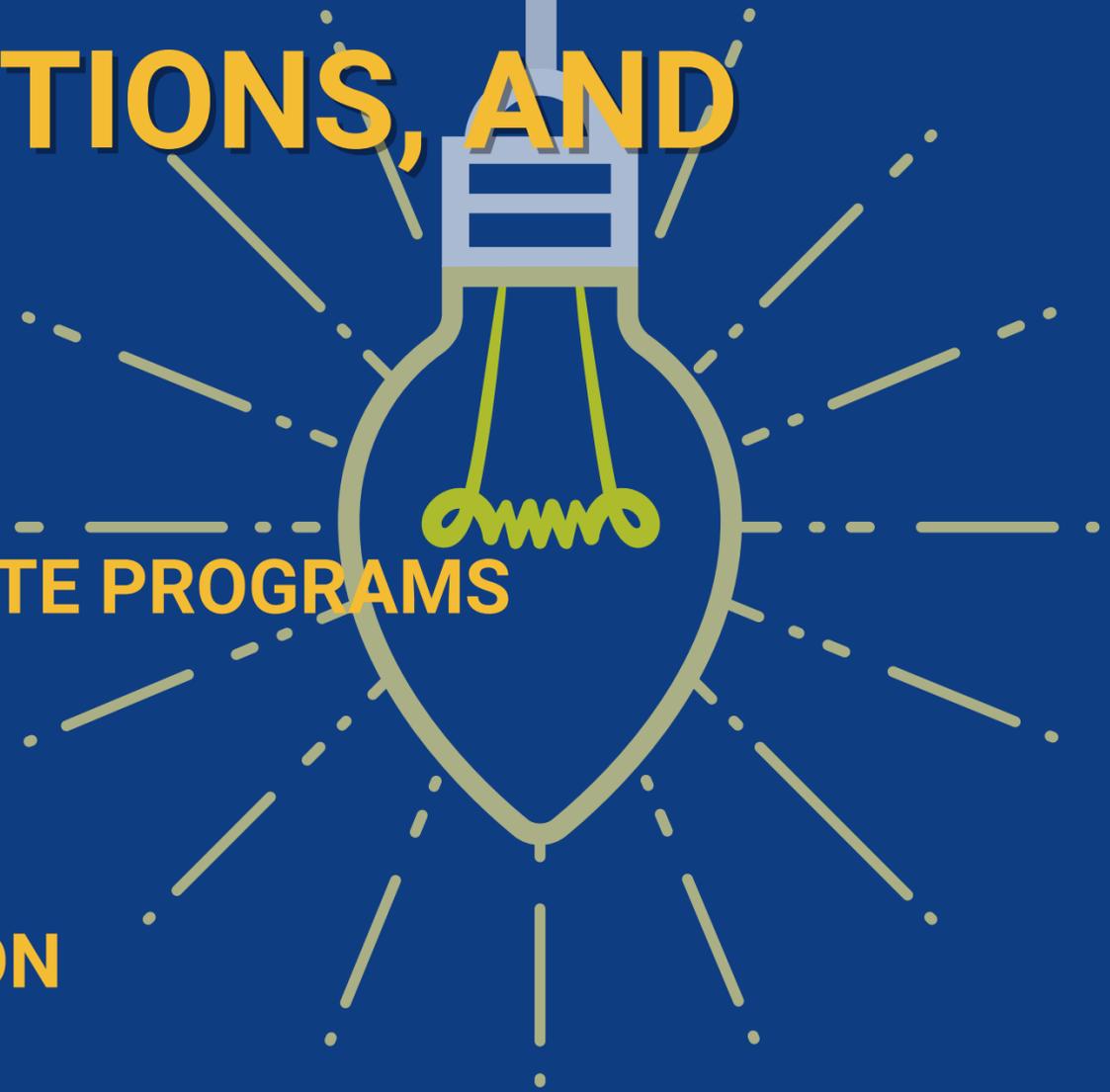
Cohort 2 consists of 495 students

- ACCOUNTING: 28
- ARCHITECTURE: 90
- COMPUTER INFORMATION SYSTEMS: 34
- CULINARY ARTS & CULINARY MANAGEMENT: 21
- FASHION: 124
- GEOGRAPHIC INFORMATION SYSTEMS: 61
- HOSPITALITY: 6
- INTERIOR DESIGN: 9
- MULTIMEDIA: 71
- WEB DEVELOPMENT: 51



PHASE II: DRAFT FINDINGS, ACTIONS, AND RECOMMENDATIONS

- DIFFERENT COMPLETION BEHAVIORS IN SMALLER CTE PROGRAMS
- MEETINGS WITH FACULTY TO DISCUSS DATA
- SUPPORT THE FACULTY WITH STUDENT COMPLETION
- IDENTIFY AND ADDRESS ANY NEW BARRIERS TO STUDENT COMPLETION



Congratulations
SAN DIEGO MESA COLLEGE



Start with
THE END
in mind.