President's Cabinet Presentation Fall 2022

Return & Recover Initiative: Reconnecting and Reengaging Students to College

Reconnect & Reengage Task Force:
Tannia Robles, Associate Dean of Student Engagement
Laura Sherwood, Manager for Noncredit Engagement
Sylvia Ruano, Dean of Instruction
Pedro Suarez, Assistant Director of Academic Technology
Denise Bailey, Dean of Natural Sciences

Reconnect & Reengage Initiative Mission

To provide opportunities for potential new and returning credit and noncredit students to connect and engage with their educational goals, plans, and dreams in a supportive and informative learning environment. We recognize the multiple challenges students are experiencing as a result of the pandemic and will support them through intentional communication strategies and interventions that will increase their awareness and connect them to resources, programs, and support services.

Status Update on: R&E Implementation Plan

RIE & IT	Marketing & Outreach	Instruction-Online Courses	Targeted Outreach/ Events	Admissions/ Enrollment Process
Examine Student Data	Modalities (e.g. social media ads, printed ads)	Are we meeting students' needs?	Summer Programs Promotion	Examine Admissions Letters
Who left? Who hasn't returned?	Does our messaging reflect our target pop?	Which disciplines need an increase?	Vocational Programs Promotion	Examine Enrollment Related Websites
Survey non-returners to identify barriers to returning	Student Stories-Utilizing student videos and photos	Are we meeting student demand?	Multicultural Celebration	*do students understand the process? Is the tone and language we're using inviting and easy to understand?

UPDATES AND OUTCOMES

Research and IT Workgroup Lead: Pedro Juarez
- Reconnect and Engage Project Survey Outcomes

Instruction-Online Courses Lead: Denise Bailey

Targeted Outreach Events Lead: Tannia Robles **(Spring 2023 Events)**
- Approved ORE Grant funding for Latinx Cultural Night, African American Cultural Night, and API Cultural Night
  - Collaboration between Student Services, Instruction, Non Credit (Ethnic Studies Department, Knowledge is Power Learning Communities, Arise, El Centro, Black Center for Student Success/Umoja, HSI grant, STEM Center, Non Credit)
- *Pending funding:* Summer Programs Promotional Event and Vocational Programs Promotional Event

Admissions/Enrollment Process Co-led: Tannia Robles and Laura Sherwood
- Updated Credit College Application **(available Fall 2022)**
  - Congratulatory, positive/upbeat, important information is in bold, includes clear next steps information, and includes websites that are hyperlinked
- Updated AQ website with the support of Assessment Coordinator, Nico Martinez

Marketing and Outreach Subgroup Lead: Tannia Robles
- Approved ORE Grant funding for Guided Online Tours/360 Tours software **(Project begins Spring 2023)**
- Motimatic Social Media Effort Preliminary Results

UPDATES AND OUTCOMES

- **Instruction** – Sylvia

Expanded Embedded Tutoring and Partnerships Across Campus

- Provides students with just-in-time writing support for all students and is integral in campus equity efforts and partners with: ACCESS, Bridge, Dual Enrollment, International Students, Rising Scholars, Veterans Center, and Equity Centers to provide writing tutors in spaces where students are most comfortable.

Data on the Impact of Writing Center on Retention and Completion:

- Fall to Spring Retention (Fall 2018 – Spring 2021):
- Mt. SAC overall: 71.5%
- Students who use Writing Center programs: 85.6%
- Percentage point difference in retention: 14.1%
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- Completion of Transfer Level English in First Year (Fall 2018 – Spring 2021):
- Mt. SAC overall: 47.7%
- Students who use Writing Center programs: 70.4%
- Percentage point difference in completion: 22.7%
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- Course Success Rates (all TC optional courses):
- Courses with a TC (2020-2021): 78.2%
- Courses without a TC (2020-2021): 46.9%
- Courses with a TC (2021-2022): 69.2%
- Courses without a TC (2021-2022): 36.4%

UPDATES AND OUTCOMES

Dual Enrollment - Sylvia

- Provide support to Dual Enrollment Program: textbooks, calculators
- Mt. SAC Campus Tours for 120 Ganesha students.

- **Marketin**g – Sylvia
- **Hispanic Media Marketing with Entravison** – This campaign will begin mid-November through mid-February for Spring enrollment.
- **OCELOT CHATBOT** – Student services is developing FAQs for the All-friendly chatbot. A pilot is in the works.

28,902 students in launch audience
- Targeted students that left Mt. SAC and did not return between Fall 2019 through Fall 2021
- Approximately 1,650 students returned to Mt. SAC due to this effort
- Days active in launch: 61 (6/29-8/29)
- Instagram proved to be an effective channel reaching and engaging with Mt. SAC students, followed by Facebook.
- Network reports indicate that 61% of the students that saw the content were women, and 39% were men. The demographic most actively interacting with the GuidePosts were women age 25-34.

Types of Support Needed to Return and Remain in College

Reconnect and Engage SS Project-RIE Report 8/29/22 Lisa Di Donato

- The project operated from June 2021 through June 2022 within the Student Services Division, Office of Student Engagement
- 3,782 students were contacted by the Reconnect & Engage staff during the nine months they were in operation. 56% of these students subsequently re-enrolled.

Reconnect & Engage Student Voices

Student Voices through Student Contacts

Students reported to their coaches they intended to return and needed support in the following ways:
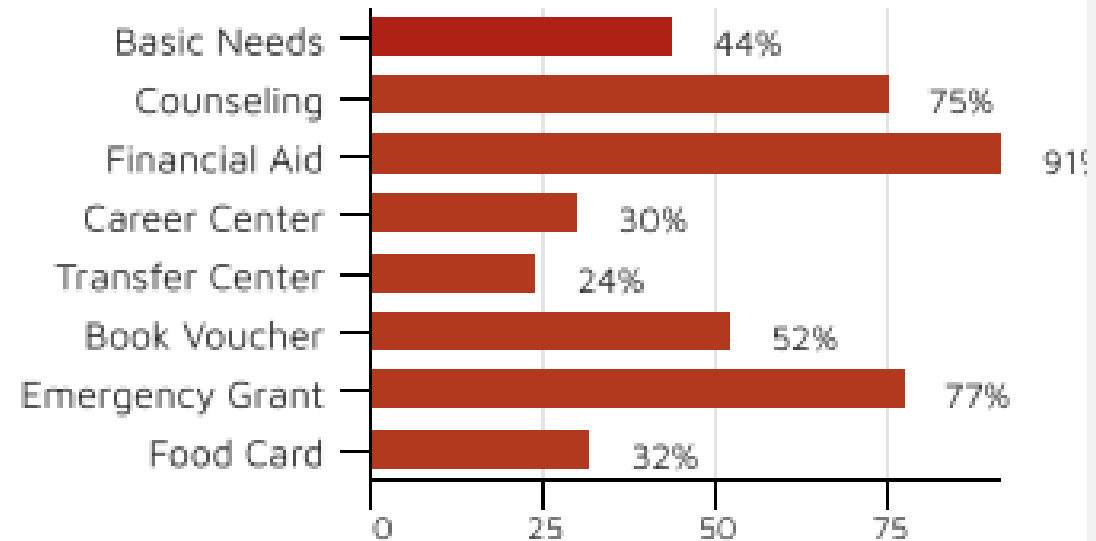
- Enrolling in Classes
- Seeing a Counselor
- Applying for Financial Aid
- Technology
- Basic Needs

Which resources have you utilized?

Resource	Percentage
Basic Needs	44%
Counseling	75%
Financial Aid	91%
Career Center	30%
Transfer Center	24%
Book Voucher	52%
Emergency Grant	77%
Food Card	32%

WELCOME TO MT. SAN ANTONIO COLLEGE

CONGRATULATIONS! You've taken the first step in starting your college career and have been accepted to Mt. San Antonio College (Mt. SAC)!
Thank you for submitting your application for admission to the **INSERT TERM**. There are some very important things that you need to know as a new or returning student to Mt. SAC.

<u>**PLEASE KEEP THIS MESSAGE!**</u> It contains your assigned Mt. SAC User Name and Student ID number. You will need these to continue through your next steps.
User Name:
Student ID#:

Based on your application for admission, your Residency status is: **RESIDENCY STATUS***If your residency status is "Non-Calif Res", look for an email from* admissions@mtsac.edu *for more information on how to update your status.*

What's next?
- **We are here to walk you through the enrollment process:** Join a Mountie Fast Track Session where we will walk you through the registration-related next steps and answer your questions. Sign up at www.mtsac.edu/fasttrackinfosessions

- **Claim your Mt. SAC account:** You will need this account to be able to access the Student Portal to register for classes, pay fees, order transcripts, etc. To create your account, visit link claim account Note: If you have previously claimed your account and logged into our system, the password you used then should still be valid. If you do not remember that password, please call the helpdesk at: (909) 274-4357

- **Complete the steps in the New Student Registration Checklist:** If you are a new student and are unable to attend a Mountie Fast Track, visit the "Student Success" tab, and complete the steps in the New Student Registration Checklist to be able to register for classes. Some items on the checklist are mandatory and must be completed prior to registering for classes.

- **View your registration appointment:** Your registration appointment date is available to be viewed one month before the start of the term in your Student Portal. Go to the "Student" tab, and then "#8 Registration Appointment/Hold". This will show your date and time to begin registering for the term as well as any holds that may prevent you from registering for classes. You may register through the portal on or after the assigned date and time.

- **Apply for FREE Financial Aid:** 75% of Mt. SAC students receive financial aid to help them pay for college. To find out what is available, apply for financial aid at www.fafsa.gov , and list Mt. San Antonio College (school code: 001245) as the school you will be attending. If you need help or have questions, contact the Financial Aid Office at (909) 274-4450 or visit them at the Student Services Center (building 9B) on the second floor.

We look forward to meeting you and wish you much success.

Student Retention and Enrollment Outreach Grant Approved
Task Force Chair-Sylvia Ruano

- 1st allocation 2.3 Million
- 2nd allocation 3.4 Million
- Awarding of funds between: Noncredit, Student Services, Instruction, and Marketing
- Funds are to be used to fund efforts that serve the following: former community college students that withdrew due to the impacts of COVID-19, prospective students that may be hesitant to enroll, disproportionately affected students (Black/African American, Latinx, Males, older students).
- Efforts should be high touch