



# **Student Success Task Force: Seize the Opportunity**



# **Business Plan for Train the Trainer Program**



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## Executive Summary

The Student Success Act of 2012 significantly alters the matriculation and financial aid systems of community colleges. The act mandates that the changes must be communicated to all stakeholders. College of the Canyons' Admissions and Records office has met the requirements of the law by contacting current students. However, since these changes also affect future students, we felt that it was also important to communicate this information with high school students who may consider attending COC.

Our LEAP team, the Student Success Task Force (SSTF), plans to share information with our future students from the Hart District by creating materials for the high school counselors using a Train the Trainers model. The counselors, in turn, will share this information with students and their parents. This would help the Office of Outreach and School Relations to be efficient in getting the word out.

### **Mission and Values**

Our mission is to provide training and materials to Hart District high school counselors to best prepare students for successful matriculation at College of the Canyons, taking into account the requirements of the Student Success Act of 2012.

**Our vision** is to prepare future College of the Canyons students to be successful in their academic studies, persist in their education, and graduate promptly.

**Our chief objective** is to communicate the requirements of SB1456, the Student Success Act of 2012 by:

- Developing materials for Hart District high school counselors for dissemination to students and their parents
- Organizing a Train the Trainer event involving COC Outreach and School Relations and Hart District high school counselors
- Evaluating the effectiveness of the program through feedback from the high school counselors

By following these steps, we will ensure that future College of the Canyons students from the Hart District are set up for success when they begin their first semester.

**Project Values:** The Train the Trainer program will encourage:

- Successful and timely student persistence and graduation
- Higher percentage of students completing their degree, transfer, or vocational training program
- An increase in students' confidence in navigating the matriculation process
- An increase in students' sense of direction through a clear one semester Student Education Plan
- Open lines of communication between College of the Canyons, the Hart District, and our students

## **Background Information on the Student Success Act of 2012**

In response to statistics that only about 53% of community college-degree seeking students ever complete a degree, certificate, or transfer preparation, the California Community Colleges Student Success Task Force (from the Student Services Division of the Chancellor's Office) identified 8 major areas of the community college system needing reform. The following are the major areas:

1. Increase college and career readiness
2. Strengthen support for entering students
3. Incentivize successful student behaviors
4. Align course offerings to meet student needs
5. Improve education of basic skills students
6. Revitalize and re-envision professional development
7. Enable efficient statewide leadership and increase coordination among colleges
8. Align resources with student success recommendations

Within each area, the Task Force proposed specific recommendations, some of which became Senate Bill 1456. Effective January 2013, the items in Senate Bill 1456 (also known as the Student Success Act of 2012) focus on those recommendations that impact matriculation.

What this means to our students:

- Priority registration will be given only to those students who complete orientation, assessment, have met with a counselor and developed an education plan.
- Priority registration will depend upon maintaining good academic standing (minimum COC GPA 2.0).
- To receive financial aid such as BOG waivers (Board of Governor Fee waivers), students must meet academic and progress standards.

What this means to COC:

- We are responsible for communicating the changes to our stakeholders.
- We are responsible for serving approximately 8,000 new students every year.
- We must create an orientation system to allow all students to participate (such as online orientation).
- We must create a system for building one-semester Student Education plans.
- We are responsible for informing the approximately 6,000 students with BOG fee waivers that they must be in good academic standing to keep those waivers.

## Target Audience

While the materials will be developed for all of the high school counselors in the Hart District, the target audience for the presentation of this material is all high school seniors and their parents in the Wm. S. Hart District. There are 8 high schools in the district, and a total of 42 counselors that work with seniors. Among the 8 high schools, there are approximately 4,026 senior students, according to the 2011-12 Student Accountability Report Card. This means that are approximately 8,000 parents who will receive this information, in addition to the students.

The below table shows the number of counselors, seniors, and parents per school.

School	Counselors	Seniors	Parents
Academy of the Canyons	2	109	218
Bowman High School	2	411	822
Canyon High School	7	555	1110
Golden Valley High School	5	500	1000
Hart High School	6	499	1072
Saugus High School	6	536	1072
Valencia High School	7	778	1556
West Ranch High School	7	638	1276
<b>Total</b>	<b>42</b>	<b>4,026</b>	<b>8,052</b>

## Strategy and Implementation Summary

Our strategy is to create materials and use a Train the Trainer event to disseminate those materials to the high school counselors. The counselors will use the materials to communicate with students and their parents about the process of successful matriculation mandated by the Student Success Act of 2012. In addition, we will include supplementary materials regarding student success at the college level.

A Train the Trainers event will be planned during which a small number of counselors will receive the information about SB 1456. Using a train the trainer model, these select counselors will receive the all the materials and can go back to the district and train other counselors. The event will take place during January 2014. The College of the Canyons Office of Outreach and School Relations will train the counselors on the materials. Outreach will also provide a USB drive including the training materials for counselors to implement their own training with their stakeholders.

### Phase 1: Development

In the Development phase, we will prepare materials suitable for the Train the Trainer program. The Development phase will include several stages, including audience analysis, material development, evaluation design, and publication.

**Audience Analysis:** Our project requires us to address several audiences. We will address the counselors directly; however, the materials that we create are intended for high school seniors and their parents. Therefore, we have completed marketing research to reach out to seniors and their parents in the most effective way possible.

In order to market to today's teens, we must consider several factors: online communication, humor, and their relationship with their parents.

First, **online communication** is one of the best methods for connecting with teens. According to Pew Internet's 2013 report on Teens and Technology, 95% of American teens are online and 37% own a smart phone.<sup>1</sup> In addition, 80% of teens use social networks, and 93% of that group has a Facebook account.<sup>2</sup> In fact, in April 2013 Coca-Cola launched its first all-digital marketing campaign to teens. The campaign is designed to be viewed through mobile screens (smart phones or tablets) and includes interactive games. Coca-Cola will also recruit teens to build content for their campaign.<sup>3</sup> In order to address teens effectively, we must remember their near-constant connectivity.

Second, today's teens respond positively to **humor**. It captures their attention and helps them retain information. In addition, teens are likely to share a humorous message with their peers, which expands our potential audience further. Nicole Tarantino, Research Manager at Youth Pulse Research Team, states, "when you're reaching out to the Millennial generation, authorities need to be reminded to not take themselves too seriously."<sup>4</sup>

Third, today's teens tend to have a strong, positive relationship with their **parents**. This is partially due to their connectivity; teens now can contact their parents at virtually any time of day

<sup>1</sup> <http://www.pewinternet.org/Reports/2013/Teens-and-Tech/Main-Findings/Teens-and-Technology.aspx>

<sup>2</sup> <http://pewinternet.org/Commentary/2012/April/Pew-Internet-Teens.aspx>

<sup>3</sup> <http://www.adweek.com/news/technology/coke-runs-first-all-digital-effort-focusing-teens-and-mobile-148831>

<sup>4</sup> <http://www.ypulse.com/post/view/when-it-comes-to-serious-topics-how-to-get-inside-a-millennials-head1>

and in any location. Youth Pulse recently surveyed Millennials and discovered that one third consider their parents their friends. 68% of Millennials say they enjoy spending time with their parents.<sup>5</sup> Teens will likely welcome and expect their parents to participate in their college enrollment process

This information has a few implications for our project:

- Content designed for teens must be easily available online
- Content should be brief, direct, and humorous
- Content should be interactive, including any materials designed for live presentation
- Content should be designed to engage parents and draw them into discussion with their teenagers

**Material Development:** We will create a variety of materials to be used in the Train the Trainers program, including:

- A brief manual for the counselors
- A detailed PowerPoint presentation
- A Matriculation Road Map
- Information on College Student Success
- Relevant Web Links

**Manual:** The manual is a brief guide for the counselors participating in the Train the Trainers program. It will explain:

- The most important facts about the Student Success Act
- How the Student Success Act has changed our matriculation process
- The system of priority registration

In addition, it will give instructions on using the Train the Trainers materials and provide relevant web links for the counselors.

**PowerPoint Presentation:** The counselors will use our detailed PowerPoint presentation to share information regarding the Student Success Act and matriculation at College of the Canyons with their students. In addition, the PowerPoint will include information on student success strategies. The PowerPoint will include detailed notes to assist the counselor in making a clear, accurate, and effective presentation. (Please see sample slides in Appendix 1.)

**Matriculation Road Map:** The Matriculation Road Map will clearly explain all the steps required to successfully matriculate at College of the Canyons, including deadlines and relevant contact information. (Please see sample in Appendix 1.)

**Information on College Student Success:** We will include student success strategies to help the newest College of the Canyons students to excel after they have enrolled. This will include information on study strategies, time management, faculty expectations, and student responsibilities. Student Success Materials will include handouts and PowerPoint presentations. (Please see sample slides in Appendix 1.)

**Relevant Web Links:** We will provide links to relevant online materials, such as College of the Canyons' Admissions and Records home page. These links will help students access materials in a way that is convenient and comfortable for them.

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<sup>5</sup> <http://www.ypulse.com/post/view/why-your-brand-needs-a-soft-side>



**Evaluation Design:** In order to evaluate the success of our program, we will design several short surveys to be taken by the counselors. These surveys would ask counselors to evaluate:

- The orientation event
- The Train the Trainers materials

In addition, we will survey the students immediately following their participation in a training event. Please see a sample survey in Appendix 2.

**Publication:** The final step in our Development phase is publishing all the materials we have created. Most materials will be published electronically only; they will be distributed to counselors on a USB drive. In addition, we will also provide a print copy of our manual to instruct the counselors on how to use the USB drive effectively. Lastly, we will provide each counselor with a binder to keep their materials assembled. We estimate that publication will cost \$641.45. Please see our budget on page 10 for complete details.

## **Phase 2: Implementation**

In the Implementation phase, we will train the counselors on the materials, preparing them to share the information with students and their parents. Training will take place at two events: the first annual High School Counselors' Conference in August 2013 and the Seize the Opportunity Training Seminar in January 2014.

The College of the Canyons Office of Outreach and School Relations is planning to hold a conference for high school counselors in August 2013. They will preview our materials to the high school counselors in a brief, twenty minute presentation. This presentation will ensure that the counselors are aware of the changes mandated by the Student Success Act. In addition, we will invite them to the Seize the Opportunity Training Seminar, where they will gain detailed training on using our materials.

In January 2014, we will host the Seize the Opportunity Training Seminar at College of the Canyons. This seminar is designed specifically to inform high school counselors about the Student Success Act and train them to use our materials. Counselors will receive a complete set of our training materials in order to implement their own workshops on their respective campuses.

In order to host this event successfully, we will address the following areas:

- Audience: We will partner with the Office of Outreach and School Relations to invite counselors from the Hart District. Invitations will be sent before winter recess, in early December. Counselors will RSVP via email or phone.
- Agenda: We will create an agenda to organize the day's events. The agenda will include background information on the Student Success Act and an orientation to the Train the Trainers materials. In addition, we will prepare a presentation to train the counselors on the materials they will be receiving. Lastly, we will collect feedback from the counselors on the effectiveness of the event.
- Logistics: We will locate an appropriate venue on the College of the Canyons campus. We will also order food to be served during the seminar.

Following the event, the counselors will be sharing our materials with students and parents in a variety of situations, including:

- One on one counseling with students
- College Nights with students and parents

We estimate that the event will cost \$149.88. Please see the budget on page 10 for complete details.

### **Timeline of Activities:**

Our projected timeline of activities is influenced by the requirements of the Student Success Act, especially the timeline for new students to matriculate. Currently there are no strict deadlines for application, orientation or assessment and there is no requirement of a student education plan. This may change with the mandates of the Student Success Act.

Typically, registration dates for fall semester are sent to students sometime in June with registration beginning in July. If these dates remain similar, all new Hart District students will have to have applied, completed the online orientation, completed Math and English

assessments and developed their one semester education plan by June 1<sup>st</sup>. What does this mean for high school students? The entire matriculation process will need to take place during the spring 2014 semester of their senior year, which means this information will need to be presented to them at the beginning of the spring 2014 semester.

SSTF team will need to have all of the materials created and saved to USB drives no later than the end of the Fall 2013 semester. Training for the HS counselors would take place in January 2014, so the HS counselors can begin conducting workshops/presentations for students and parents at the beginning of the spring semester (Hart District spring semester will begin January 13, 2014).

The below table shows our timeline for this project:

<b>Date</b>	<b>Activity</b>
July 2013	Develop initial materials
August 2013	Preview materials to counselors at the high school counselors' conference
November 2013	Finalize and publish all materials
December 2013	Invite counselors to attend the Seize the Opportunity Training Seminar
January 2014	Seize the Opportunity Training Seminar
January 13, 2014	Hart District spring semester begins
February-April 2014	Counselors conduct training with seniors and their parents
May 2014	Seniors complete matriculation process
June 2014	Registration dates for Fall 2014 released
July 2014	Registration for Fall 2014 begins

### **Affected Departments**

The Student Success Act affects a variety of on- and off-campus departments. Similarly, our Train the Trainer program will also affect a large group.

The below list represents the affected departments:

#### **Internal:**

- Office of Outreach and School Relations
- Counseling Department
- Admissions and Records
- Matriculation
- Financial Aid
- Public Information Office

#### **External:**

- Hart District High School Counselors
- Hart District High School Principals and Administrators

## Budget and Project Management Summary

### Train the Trainer Workshop Costs

There are 8 high schools and 42 counselors in Hart School District and we're expecting approximately 25 counselors to sign up for the workshop. We will furnish all 42 counselors with materials.

<b>Item</b>	<b>Cost</b>	<b>Units</b>	<b>Total</b>
USB drives loaded with all training materials	\$6.00	42	\$252.00
Printing Costs:			
Brief Manual	\$1.50	42	\$63.00
Agendas	\$.15	42	\$6.30
Cover pages for binder	\$.30	42	\$12.60
Binders to store workshop handouts	\$4.50	42	\$189.00
Page Protectors (box of 200)	\$21.86	3	\$65.58
Continental Breakfast for Train the Trainer Event	\$5.50	25	\$137.50
Sales Tax			\$65.34
<b>TOTAL</b>			<b>\$791.32</b>

### Funding Sources:

- COC Outreach Office operating budget
- Sharing USB drives with Financial Aid Office
- External partnership support

## SWOT Analysis

We have analyzed the Strengths, Weaknesses, Opportunities, and Threats associated with our proposal.

<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• Efficient use of resources</li> <li>• Clear, focused message for a specific audience</li> </ul>	<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Potential to reach 4,000+ prospective students</li> <li>• Sets the students up for success before they begin their college career</li> <li>• Builds community between the college and high schools</li> </ul>
<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Does not address current students who aren't in academic difficulty</li> <li>• Relies on high school faculty to conduct meetings</li> <li>• COC has less control over the message</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• Counselors' heavy work load</li> <li>• Counselors' lack of understanding of the significance of the issue</li> <li>• Counselors' failure to use the materials</li> <li>• Short time frame</li> </ul>

**Strengths:** Our project's chief strengths are its **efficiency** and **audience**. By recruiting high school counselors, we increase the scope of our audience. Personnel in our Office of Outreach and School Relations is limited; however, our strategy involves willing partners from the Hart District. Together, we can ensure that prospective College of the Canyons students can matriculate successfully and take full advantage of the mandates of the Student Success Act of 2012.

Our target audience, incoming students, will need matriculation information earlier than in the past. We can provide them with a clear, focused message that will meet their needs. This group must learn to navigate the matriculation process successfully; they are not yet in need of information regarding the consequences of academic difficulty. By selecting this audience, we can provide a positive message to our newest students.

**Weaknesses:** Our project's weaknesses occur in two major areas: **limitations** and **lack of control**. By selecting incoming students specifically, we have limited our audience. Our current students must also learn about the Student Success Act of 2012, especially the consequences of academic difficulty, such as losing the Board of Governors fee waiver. However, the office of Admissions and Records has already been in contact with students that are in danger of losing their fee waiver. Current students are receiving the information they need from other sources.

Our second concern is the lack of control inherent in a Train the Trainers program. After training Hart District counselors, we rely on them to conduct meetings and present the message appropriately. We will remain in close contact with the counselors, providing support and ensuring that they deliver the information accurately. In addition, we will ask counselors and students for feedback, which will help us understand the effectiveness of our program.

**Opportunities:** Our project provides many valuable opportunities regarding **outreach** to our future students and our partners in the Hart District. By training counselors, we have the potential to reach over 4,000 prospective students. In addition, the students will be ready to succeed at College of the Canyons. Not only will they know how to matriculate, they will be

educated on college success skills. These students will be prepared to take advantage of all of the benefits that the Student Success Act provides.

In addition, we will strengthen our relationship with the Hart District, especially the counselors. A strong partnership with the Hart District will ensure the best possible education for our local students.

This collaboration aligns with College of the Canyons' philosophy that values partnership with the community. According to our philosophy statement, "We create lasting relationships: providing the foundation of success for chosen current and future partnerships with **local schools**, colleges and universities, businesses, government, and social agencies. These partnerships advance the educational, intellectual, artistic, civic, cultural, and economic aspirations of our surrounding community."<sup>6</sup> By collaborating with the Hart District, we will further develop our already-strong relationship with local schools.

**Threats:** Threats to our project occur in two areas: **dependence** and **time**. In order to succeed, we rely on the help of Hart District counselors. If the counselors have a heavy workload or do not appreciate the importance of our information, they may not use our materials with their students. However, as mentioned above, we will stay in frequent contact with our partners.

Second, the project has a relatively short time frame. We must ensure that high school seniors receive this information in Spring 2014. They must begin the process of matriculation in May 2014 in order to be eligible for priority registration. As such, our program must be completely ready for implementation by January 2014. Despite the short time frame, we have already prepared some sample materials (see Appendix 1) that could be finalized promptly. We will also save time by reducing our printing needs. Most of our materials will be available only on a USB drive; the only document we will print is the brief manual for counselors. By publishing digitally, we avoid time delays that occur when printing hard copies.

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<sup>6</sup> <http://www.canyons.edu/offices/PIO/keyinfo/Mission.asp>

## **Conclusion**

The Student Success Act of 2012 (SB 1456) requires a number of changes in the matriculation process. Students who are unaware of these changes may lose their placement in the Priority Registration system, which means they would enroll for their classes last.

In order to prepare incoming freshmen from the Hart District to matriculate successfully, we will develop materials that can then be disseminated at Train the Trainer events to the students and their parents. These materials will demystify the matriculation process and provide college success skills that will ensure that our newest students will succeed.

Our Train the Trainer materials will benefit all stakeholders.

- Counselors will have interesting, accurate materials to share regarding matriculation at College of the Canyons
- Students and Parents will learn how to take advantage of the mandates of the Student Success Act of 2012
- College of the Canyons will gain students who are better prepared for success at the college level and will strengthen bonds with the local school district

### **Recommendations:**

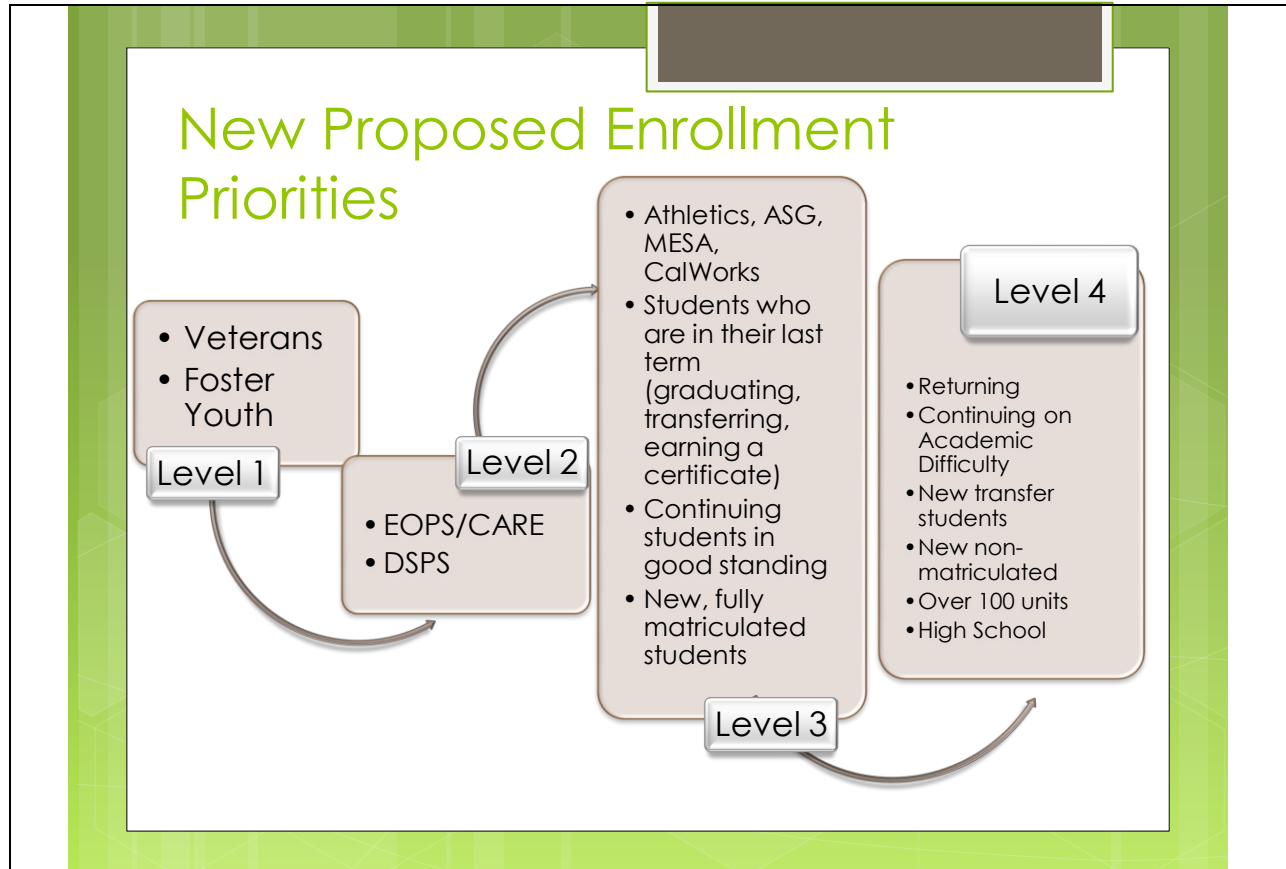
We strongly recommend adopting our Train the Trainers materials. Our next steps include:

- Finalizing Train the Trainers materials
- Writing a manual for counselors to successfully navigate and use the materials
- Previewing the materials at the High School Counselors' Conference in August 2013

Thank you for your consideration.

## Appendix 1: Sample Train the Trainers Materials

### Sample 1: New Proposed Enrollment Priority Levels To be included in the Train the Trainers Manual





**Sample 2: PowerPoint Slides for Train the Trainers:  
Steps to Matriculation**

## Step 3: Math/English Assessment

- ▶ Assessment is important because your results determine which English and math classes you are going to be able to enroll in at COC. You must have a valid picture ID to test. You can prepare for the tests by watching the preparation tutorial and working through the sample questions at [www.canyons.edu/offices/cpt](http://www.canyons.edu/offices/cpt).



## Step 4: Education Plan

- ▶ Complete your 1<sup>st</sup> semester education plan at the following website: [www.onlineadvisor.com](http://www.onlineadvisor.com)
- ▶ This online tool will provide you with information regarding the requirements for completion of your goal at COC.
- ▶ At the end of the online advisor tutorial, you will complete and electronically submit your 1<sup>st</sup> semester education plan.



### Sample 3: Matriculation Road Map



## How do I enroll at College of the Canyons?



Complete an Application by May 1

- Application is online at [www.canyons.edu](http://www.canyons.edu)
- Click on "Apply"



Participate in Orientation by May 15

- Available online at <http://www.canyons.edu/offices/matric/index.asp>



Take English and Math Assessments by May 15

- Assessment Center is in the Library/TLC, room LTLC 168.
- Prepare at [www.canyons.edu/offices/cpt](http://www.canyons.edu/offices/cpt)



Complete a one semester Student Education Plan by May 23

- Counseling Center is in Bonelli 239



Register for classes in July

Sample 4: PowerPoint Slides on College Success:  
Choices of Successful Students

## Successful students ....

accept PERSONAL RESPONSIBILITY, seeing themselves as the primary cause of their outcomes and experiences



**Personal Responsibility**

## Successful students ....

Discover and pursue their purpose in their lives, and find personally meaningful goals



**Self-Motivation**

## Appendix 2: Sample Survey

### Sample 1: Survey for Counselors about Training Event

#### Workshop Evaluation

We would appreciate your feedback on the workshop you just attended. Please complete this evaluation form and return it to the Presenter.

Workshop Title: **Train the Trainer for High School Counselors in Conjunction with Student Success Act of 2012**

Date:

Presenter's Name:



Use the following scale for questions 1-6:

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
1. The workshop provided me with valuable or useful information that I can use on the job.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The presenter actively engaged me and encouraged me to participate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The presenter was knowledgeable of the topic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The environment was conducive to learning (room temperature, seating, lighting, use of audio/visual aids).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I would suggest a follow-up or advanced level for this workshop.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. My expectations for the workshop have been met.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. How will you apply what you have learned?

8. Please provide any additional comments you have in the space below.