Innovating Our Future 2024
Educate • Empower • Engage

October 2021 Board Champion Discussion

ACADEMIC EXCELLENCE

Closing achievement gaps through excellence in teaching and ensuring students are learning.

3-YEAR PRIORITIES

Support Faculty for Student Success
- Embed High Impact Teaching and Learning Practices
- Elevate Equity-Mindedness and Engagement in the Classroom

Foster Student Progression, Completion, and Transition
- Strengthen Holistic Support Services
- Build Clear Educational Pathways

2021-22 Goals and Metrics

1. Begin to develop a professional development framework to prioritize high-impact, equity-minded practices. (retention)
2. Develop a professional development series for building an equitable classroom environment. (Achievement gap, improve completion rate)
3. Develop first generation mentor and outreach program
4. Expand our focus on closing the achievement gap with special populations

Accomplishments

1. Conducted a collaborative lab with faculty and staff to define and discuss High Impact Practices (HIPs).
2. 128 faculty in at least one ACUE course
3. Working draft of the professional development framework for equitable classroom environment.
4. Fall success data indicate continued overall math progression for FTIC, African-American male/female and Hispanic students.
5. Developed an institutional definition of First Generation at SPC.
6. First to Finished sticker campaign for faculty and staff to raise awareness and help destigmatize First Generation students at SPC.
7. Graduation cords for First Generation SPC graduates.
8. New Helios grant $1.6M
9. Brother to Brother: Fall to Spring 100% Retention, average GPA 2.92
10. Antonio Seay is the new Brother to Brother program manager
11. Piloted a mentoring program for African American female students identified as YANA (You Are Not Alone). The first-year pilot included orientation, two group engagement

opportunities, and multiply invitations for eligible students to meet with a designated mentor.

12. Identified areas with current alignment and established agreements and began course crosswalk development.
13. Added Amazon AWS (Cloud Computing) short-term/Workforce classes to approved Open Door Grant scholarships.
14. Integrated the Workforce registration system (LUMEN's) to SPC's Peoplesoft/MySPC system for advisors.

Next Steps

1. Form High Impact Working Groups across the college and focused HIP track at the Spring CETL's Teaching and Learning Conference.
2. Mobilize and share HIPs with a common assessment tool for faculty, CETL Trainings (e.g., ACUE), Asset Mapping Sessions, Academic Townhall sharing sessions, and Exchange Room on HIPs.
3. Embed tutors and require a visit to tutoring (online or face-to-face) in the 5 most enrolled courses (ENC1102, PHY1600, POS2041, SLS1101, HUM1020).
4. Apply for NASPA First Forward Designation.
5. Create expediated pathway from high school through 4-year with minimum dollars for Brother-to-Brother cohort.
6. Explore ways to increase mentor/mentee engagement in the YANA pilot program (goal is 4-5 interactions between mentor and mentee per semester).
7. Build incremental pathways from non-credit to credit certificates > AS > BAS.
8. Add articulations agreements for AWS Workforce courses to issue SPC students college credit for passing industry certifications.
9. Working on the ability to allow students to click on Workforce classes within MySPC and be automatically redirected to LUMENS system for registration.
10. Explore Cloud programs for alignment (Explore new Cloud Computing AS program)
11. Continue to identify other programs for development of pathways for non-credit to credit programs
12. Create 4-year pathways for Baccalaureate programs, honoring 2+2 structure

2021-22 Goals and Metrics

Goal 1: Strengthen Corporate Partnerships
Metric: Number of Work-based Learning Enrollments, Number of Industry Certifications, Metric to show we are meeting the demands of industry utilizing the Pinellas County Regional Targeted Occupational List

Goal 2: Foster a Student-Ready Culture
Metric: Increase number of applications, Increase application to enrollment percentage, Increase the number of training for staff on diversity, equity, and inclusion

Accomplishments

Goal 1: Strengthen Corporate Partnerships
- **Launch of the Reimagine Workforce plan**
  - One-college model to support students and our business partners.
    - Business Relationship Specialists will serve as a single point of contact for our partners and establish connections between St. Petersburg College and the business community to promote our programs to generate enrollment, work-based learning, and job placement opportunities for our students.
      - The Business Relationship Specialist will focus on the following industries: Business & Financial Services, Information Technology, Manufacturing/ Aviation Aerospace, and Healthcare / Life Sciences and Medical Technologies.
    - Career Readiness Navigators will serve as our one point of contact for students to prepare for the workforce and, once ready, work with a Business Relationship Specialist for job placement
- **Continue to strengthen Advisory Committees**
  - The Business Relationship Specialist team will now support Advisory Committees to provide more attention to operations, the Deans, the faculty, and the business community.
- **Comprehensive Local Needs Assessment**

- o The Local Needs Assessment surveys were sent to the Advisory Committee, CTE faculty, and Perkins Academic Administrator staff. We are in the process of finalizing the data.

Goal 2: Foster a student-ready culture
- **Personalized Service**
  - o Appointments
    - 41% of students who met with an Enrollment Specialist in Fall 2021 enrolled.
    - Total Number of Appointments
      - Fall 2021: 1,096 Recruitment Appointments and 404 Enrollment Support Appointments
      - Spring 2022: 700+ Recruitment Appointments and 275+ Enrollment Support Appointments
- **Removing Barriers for Access**
  - o Attend Community Events
    - Fall 2021: 17 community events with 3,100 attendees
    - Spring 2022: 12 community events with 2,000+ attendees *(as of 2/28)*
  - o Implemented High School Recruitment Plan
    - Fall 2021 SPC Application Drive: Visited 29 High Schools and spoke to 1,600 students. Received 705 Traditional Applications and 800 Supplemental Applications (Currently Dual Enrolled students).
    - Next Stop, SPC: Event to celebrate students who applied to SPC. During the event, students will receive an Admissions Packet and SPC swag. We plan to visit 27 High Schools in February and March.
      - Attended 9 schools meeting with 200+ students who already applied to SPC and received 40+ new applications *(as of 2/25)*
    - Launched a monthly Peach Jar flyer highlighting five SPC events that range from informational to engagement activities to explain how students can join the SPC Titan Community.
    - Launched our monthly Parent Webinar Series. Webinar topics include Why SPC, How to Pay for College, Supporting our Titans, Get a Head Start with Summer Classes.
  - o Webinar Series: Hosted 9 webinars in Spring 2022 *(as of 2/28)*
  - o "Now. Not Tomorrow" Grant
    - Fall 2021: Awarded 174 students a free class
    - Spring 2022: Awarded 35 students a free class
  - o Explore SPC: This is a two-week event (online and Face-to-Face) in April showcasing our campuses, programs, and support services. The goal is to have students apply to SPC.

Next Steps
- **Goal 1: Strengthen Corporate Partnerships**
  - o Host initial internal and external partnership meetings to review programs and services.
  - o Increase our level of engagement with Advisory committee members through a targeted strategic communication plan which introduces the College programs and services (e.g., Ways to Engage –Hiring a Titan, Contract Training, Internship Site, and Foundation Donation).
  - o Review and identify results to the current local needs assessment.
- **Goal 2: Foster a student-ready culture**
  - o Develop a recruitment strategy for our five low-income zip codes.
  - o Revise Future Student webpage to make navigation easier for prospective students.

- o Start producing select marketing materials in Spanish.
- o Create short tutorials to assist students through the onboarding process.

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COMMUNITY ENGAGEMENT	Serving as a catalyst for positive change in our community through key partnerships, civic engagement, and service learning

3-YEAR PRIORITIES	**Integrate Community and Civic Engagement** • Increase Engagement Opportunities for Community Impact • Leverage Community and Corporate Partnerships • Branding SPC as a Convener and Thought Leader for Community Improvement

2022-23 Goals and Metrics

Increase CEL courses
- Metrics-current # of courses baseline 90
  - 10% Increase first year

Serve as a Catalyst for Community Engagement
- Metrics-# of civic & community events

Accomplishments

Increase CEL Courses
- Launched MyCourses "Get Engaged: How to develop a CEL Course" workshop to onboard additional faculty.
- CEL Faculty survey shared college wide
- Offered community engagement opportunities in each CAC week college wide.

Served as a Catalyst for Community Engagement
- Spring 2022
  - SPC selected as one of 11 sites for PBS national viewing of "Fragile Democracy"
  - MLK Day of Service: Over 100 student, faculty, & staff volunteers and served over 2,000 people.
  - MLK Day Parade SGA Float: community outreach, recruitment & fellowship
  - Launched Alpha Phi Omega service fraternity college wide with over 30 students in induction class.
  - National Honor Society environment cleanup in partnership with SPC Collegiate High School
  - PBS "Florida This Week", faculty ongoing guest
  - Collaborate with Collegiate High school to infuse CEL in SLS and create ongoing community engagement activities

- o Signed Interagency Memo with Goodwill to solidified partnership with SPC
  - o FTC & First Generation community engagement activity April 21 at Goodwill

Next Steps

Identify Community Engagement's Academic and Institutional Impact

- o Resource & align community engagement with other foundational pillars to be able to meet strategic goals and measure CEL activities.
  - ▪ Clarify CCLCE's organizational role
- o Economic Impact of Community Engagement efforts
  - ▪ Request marketing procures software to quantify community engagement earned media.
- o Workforce & community engagement development
  - ▪ Develop community engagement pilot for workforce programs.
- o Prescence co-curricular transcript development.
- o Identify faculty champions in each CAC for online and face to face courses.
- o Add a CEL component to every COR course/online courses.
- o Brand CEL courses in SPC registration system.
- o Continue transition from "Engage for Change" self-reporting survey that captures CEL hours to Presence.
- o Launch co-curricular transcript function of Presence.
- o Award graduation cords for CEL Student Leaders 2022-2023.
- o Develop an Award System to recognize faculty for leadership in practicing and promoting CEL 2022-2023.
- o Reward with Continuing contract language faculty who have exemplary contributions to civic and community engagement 2022-2023
- o Develop action plan for structure of CCLCE and coordinating partners at college to align resources.
- o Ongoing relationship management with existing community partners.
- o Continue to foster reciprocal agreements with existing community partners and organizations.
- o Continue to serve in community and organizational board member capacities (faculty and staff).