



## **COMMUNICATION PLAN**

### **Guided Pathways**

#### **WHAT IS GUIDED PATHWAYS?**

Guided Pathways (GP) reform is a college-wide, student-centered approach that can dramatically increase the number of students earning community college credentials while closing equity gaps. Guided Pathways provides a framework for integrating California-based initiatives such as: SSSP, Equity, Basic Skills Transformation, the Strong Workforce Program, and California College Promise.

To realize the overall promise of timely completion for all students the goals of Guided Pathways are to:

- Ensure students know requirements for success
- Minimize time required to prepare for college
- Accelerate entry into coherent programs of study
- Leverage technology to improve learning and program delivery
- Continually monitor student progress and provide proactive guidance
- Reward behaviors that contribute to completion
- Support students from initial connection and entry through progress, completion and beyond
- Customize and contextualize instruction
- Integrate student supports with instruction

#### **GOALS**

- To ensure students can achieve timely completion of their academic goals
- To identify and provide appropriate student services to our students
- To close the equity gap among our students
- To ensure that GP will improve student achievement outcomes by focusing efforts throughout the college on effective practices and interventions and integrated planning across all divisions
- To ensure students are learning skills and knowledge to meet the needs of industry and/or transfer institution
- To simplify the onboarding process to college

- To ensure current students understand the impact on them with the GP implementation

### **KEY COMMUNICATORS**

- Project Lead/ Alex Casareno- Ensure consistent messaging and awareness of GP initiatives across the college and ensure targeted messaging to Deans and Directors/Supervisors as needed
- Faculty/Counselors – Ensure that incoming and current students understand the advantages of the GP transformation
- President/VP/AVP- Ensure the message of the “why” is communicated broadly
- Deans- Ensure the messages reach their faculty and staff; delivering these messages in the best method for their CAC, regardless of existing messaging
- Supervisors/Directors- Ensure the messages reach their faculty and staff; delivering these messages in the best method for their CAC, regardless of existing messaging
- PIO- Ensure that the messages are delivered, when appropriate, to students or the campus population/community as needed

### **KEY MESSAGES**

- Why we are making the transformation
  - Student focus
- All voices are valued. Options for employees to get involved and stay abreast of implementation
- Implementation will be ongoing. Redesign is part of the process
- Implementation of the following:
  - Curriculum Mapping (Program Maps)
  - Extensive Advising
    - AB705
  - Leverage Technology
    - Starfish
  - Best Practices
    - College leadership team learn from others that have gone through process or started Pathways model where shared best practices and lessons learned are discussed.
- Share progress & data

### **COMMUNICATION OUTLETS**

- Existing Communication Channels (developed over time):

- GP Summits, Lunches
  - GP workgroup meetings
  - Management and department meetings
  - Weekly Inside CRC articles
  - Opportunities/invitations for campus leaders to attend GP-related workshops
  - Steering Committee/Implementation Team meetings
  - PG Meetings
  - Convocation
  - GP Website
  - Canvas
  - Anonymous and direct email links
  - Classified PD Day
  - Campus Conversations (Faculty/classified professional focus and student focus conversations)
  - CAP Counselor Summer Institute
  - College and Career Pathways Showcase
  - PD Teaching Circles and PD Institute
- Tailor communication outlets to each audience
    - Ex. Online videos, social media, face to face, websites, meetings, forums, emails

## **TIMELINE**

- Utilized key performance indicators - Fall 2015
- GP awareness campaign - Spring 2017
- Workgroups Implemented - Fall 2017
- Marketing of GP/Initiatives to students/community - Fall 2019