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
  o 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:
  o Curriculum Mapping (Program Maps)
  o Extensive Advising
    ▪ AB705
  o Leverage Technology
    ▪ Starfish
  o 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
  o 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