Connection and Transition Plan for Dual Credit Students

DUAL2DEGREE DEPARTMENT 2017-2018

February 21, 2017
SOUTH TEXAS COLLEGE | STUDENT AFFAIRS & ENROLLMENT MANAGEMENT
In an effort to promote student success and increase the matriculation of first time in college students at South Texas College, the Dual2Degree Department will implement various strategies to connect and transition dual credit students. This document provides an overview of events and activities the Department will undertake during the 2017-2018 academic year.

**TIMELINE OF DEPARTMENTAL EVENTS AND ACTIVITIES**

### Fall Semester

<table>
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<tr>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
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<tr>
<td>•Advisement and Registration Support</td>
<td>•Advisement and Registration Support</td>
<td>•CRM Communications</td>
<td>•CRM Communications</td>
<td>•Enrollment Support</td>
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<td>•Convocation Ceremony</td>
<td>•Financial Aid Sessions</td>
<td>•Financial Aid Sessions</td>
<td>•Student Workshops</td>
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<td>•Mailout Welcome Packets</td>
<td>•Student Workshops</td>
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<td>•Welcome Month Activities</td>
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### Spring and Summer Semesters

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<th>March</th>
<th>April</th>
<th>May</th>
<th>June/July</th>
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<tbody>
<tr>
<td>•Advisement and Registration Support</td>
<td>•CRM Communications</td>
<td>•CRM Communications</td>
<td>•Annual Dual Credit Update</td>
<td>•Dual Credit Fast Track Events</td>
<td>•Advisement and Registration Support</td>
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<td></td>
<td>•Financial Aid Sessions</td>
<td>•Student Workshops</td>
<td>•New Student Orientations</td>
<td>•New Student Orientations</td>
<td>•Student and Parent Orientations (STC Campus)</td>
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<td>•Senior Fast Track Events</td>
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<td>•Student Workshops</td>
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Technology-Enhanced Advisement and Registration

As part of the Department’s commitment to redesign and optimize the student enrollment process for dual credit students, additional school districts will be phased into the new self-service advisement and registration model. Since Fall 2016, the Department has worked with school districts to integrate technology-enhanced enrollment processes to improve student success. The main objectives of this initiative are to:

- Improve academic advisement to ensure proper selection of program of study and degree plan
- Ensure early registration of students in dual credit courses
- Expand student awareness and use of online resources such as JagNet Blackboard
- Build a college mindset by promoting awareness of enrollment requirements and processes at colleges and universities
- Provide a seamless transition for high school seniors who wish to enroll as FTIC at South Texas College
Welcome Month

The Department will host Welcome Month activities at high school sites during the month of September. These activities will connect dual credit students to South Texas College by creating a welcoming environment and provide students with a variety of information such as:

- STC Programs of Study
- STC student services and resources
- Student organizations and leadership opportunities

Specific events and activities that will take place include:

- **Information booths** to promote awareness of STC programs of study, and student services and resources. Will also serve to connect students to their designated Dual2Degree Specialist.

- **Jaguar Pride Week** to promote Jaguar pride. This will include a photo opportunity with Jerry the Jaguar, face-painting, wall and door decorating contests, and distribution of STC promotional material and literature.
Convocation Ceremony

Part of the Department’s Welcome Month activities, New Student Convocation Ceremony will build on the tradition of major colleges and universities to welcome new students to South Texas College. The ceremony will commemorate students’ inclusion to the College. This event will be held in the Fall semester at a STC campus and invite STC administrators, faculty, and staff as well as parents of dual credit students. The ceremony will also give students an opportunity to become acquainted with the College’s programs of study and services and resources. A breakdown of activities is as follows:

- Welcome speech by Dr. Reed, President of South Texas College
- Welcome remarks by STC Student Government President
- Career Exploration Fair highlighting STC Programs of Study
- Campus Tour
- Jerry the Jaguar meet and greet photo opportunity
- Student Activities & Wellness activities
- Student organization fair
- Student Resources and Services informational booths

Promotional Literature

The Department will work with the Public Relations and Marketing Department to develop mail out promotional literature to be distributed during the first week of classes. The purpose of the literature is to outreach to students and parents by formally welcoming them to the College and building their identity as a student at South Texas College. Examples of literature will include welcome postcards and packets about STC programs of study and resources to create greater awareness of South Texas College.
Department staff will be trained on utilizing the Hobsons Radius CRM to communicate with dual credit students. Staff will periodically outreach to students during specific time periods to establish meaningful connections. The CRM will be utilized in the Fall semesters to connect with underclassmen (9th – 11th) and with upperclassmen (12th) for transition purposes in the Spring semesters. This will require cross-training from the College Connections Department staff on the utilization of the CRM, as well as development of specific communication messages to students.

Dual2Degree Staff will host workshops at high school sites throughout the year designed to help connect and transition students to South Texas College. Equally important, workshops will help students succeed in their academic coursework. Below is a breakdown of workshops that will be made available to students throughout the year:

- Career Exploration
- DegreeWorks Advisement Sessions
- Implications of Failing College Courses
- Key Strategies for Academic Success
- Memory Skills
- Stress Management
- Time Management

Staff may schedule these events during and after school hours, and will work with high school counseling staff to promote student participation. All Dual2Degree Staff will receive training to ensure proper knowledge of workshop content.
The Department will also work with the following offices to coordinate additional workshops:

<table>
<thead>
<tr>
<th>Department</th>
<th>Workshops Focus</th>
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<tr>
<td>Career and Employer Services</td>
<td>Resume building</td>
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<tr>
<td>Centers for Learning Excellence</td>
<td>Managing Test Anxiety&lt;br&gt;Memory Techniques&lt;br&gt;Note Taking&lt;br&gt;Test-Taking Strategies&lt;br&gt;Tutoring Information</td>
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<tr>
<td>Counseling and Student Disability Services</td>
<td>Disability Awareness&lt;br&gt;Mental Health Screenings</td>
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<tr>
<td>Library</td>
<td>Library Services&lt;br&gt;Online Services</td>
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<tr>
<td>Student Financial Services</td>
<td>Financial Literacy&lt;br&gt;Scholarship Opportunities</td>
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<tr>
<td>Student Judicial Services</td>
<td>Student Conduct Services&lt;br&gt;Title IX Information</td>
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Various methods of delivering orientation to students will be developed and implemented. At the present time, the department employs a traditional face-to-face approach. However, two principal and innovative delivery methods will be implemented in order to expand student participation in Orientation, as described below:

**Online Orientation** – The Department will develop and launch a video orientation that is web-accessible. Content will be divided into different video segments of broad categories (i.e. Enrollment Process, Student Rights and Responsibilities, Available Resources) so that students may conveniently access pertinent information.

**Blackboard Collaborate** – The Department will also provide students and high schools with the option of providing a web-based Orientation via distance learning. This initiative allows the Department to deliver Orientation simultaneously to multiple campuses via Blackboard Collaborate. The initiative was piloted with Sharyland ISD in Fall 2016 and was successfully implemented, and well-received.
Senior and Dual Credit Fast Track Events

The Department will play a more active role in the coordination of Senior Fast Track Events. Staff will work to provide assistance to the College Connections Department and assist with the registration process.

In addition, the Department will continue to host Dual2Degree Saturday events in May designed to assist graduating high school students with prior dual credit hours transition to South Texas College. Unlike previous years, these events will be closely coordinated with the College Connections Department to avoid duplication of recruitment efforts.