13-55 Equity Action Plan

AY 2022 - 2023 Submission

Implementation Team	Enrollment Services
SVE Issue	Issue 1
Problem Statement	In Foothill College's Strategic Vision for Equity, Issue 1, one friction point related to the yearly goals would be the onboarding process. The college found that the onboarding process disproportionately impacts African American students. The overall findings are that students are in contact with multiple offices from the beginning of the onboarding process which leads them in different directions. Students met with Outreach at their high schools, then communicated with Admissions, Counseling, and Financial Aid when they reached out to the college. Typically, many students are unable to get the information they need.
SVE Goal	Goal 1
Disproportionately Impacted Group	African American, Latinx, and Native Americans students
Assumptions	In our current structure, we rely heavily on automated processes to communicate information to a large population of students. One example is our Welcome Email that students receive after applying to the college. One automated process that was developed to meet the Student Success and Support Program initiative was Priority Registration. Priority registration requires that a student select a major, have an educational goal, complete an orientation, and assessment, and have an education plan completed, but the process is complicated. In addition, the current website is remote, intimidating, too complicated, and stale. The challenge is to reorganize and repackage information so students can use it and so the website is welcoming and supportive.
Outcome	To increase the conversation rate of application to registration by 10% for African American, Latinx, and Native Americans students. Also, develop, write, and approve a comprehensive student communication plan by June 30, 2023.
Racial Equity in Outcome	The connection between the outcome and racial equity is that we are finding ways to dismantle the systemic structural issues around onboarding.
Evidence	An increase in the number of African American students completing all onboarding steps.
Racial Equity in Measurement	We'll measure the connection by seeing the increase in headcount of African American students completing the

onboarding steps. That will demonstrate that we have improved our structural barriers.

Resources	Marketing, outreach and ETS
Activities	Creating a student communication plan that will outline and give details to onboarding steps and processes that are common for students to think about during parts of a term.
Timeframe	Starting in the winter term joint meetings between A&R, marketing and outreach leadership will begin to outline all the important dates and deadlines throughout each quarter of the year.
Deliverables	By the end of the spring term, we will have a communication plan draft.
Target Date	June 26, 2023
Dimensions of Change	Structural (college-wide barriers, policies, institutional practices)
Area of Impact	Access, Supports, and Opportunities (how we bring students to campus, connect them to resources and share with them opportunities)