

Providing Baseline Support with Starfish: Elevating Student Support Using Maturity Curve Best Practices

Strategy Conversation



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Starfish Group 1 Maturity Curve Best Practices

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Bakersfield College

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Community College of Philadelphia

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Elevating Student Support Discussion

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Starfish Group 1 Maturity Curve

Best Practices Overview

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15 Starfish Best Practices

Starfish Best Practices to Drive Adoption and Impact

Provide Baseline Support



Ensure students have self-service access to resources and support from all areas of campus.

- 360-Degree View of Student Information
- Comprehensive Success Network
- Standardized Appointment Scheduling and Check-In
- Consistent Reporting of Student Interactions
- Resource and Reminder Communications
- Ease of Academic Planning

Monitor Student Concerns and Feedback



Actively surface additional student needs and equity gaps.

- Feedback, Goal Setting, and Prioritization
- Faculty-Raised Tracking Items
- Staff-Raised Tracking Items
- Student-Raised Concerns
- Data-Informed Support

Scale Actions and Differentiate Care



Tailor student support based on need, coordinating and automating whenever possible.

- Coordinated Outreach Calendar
- Differentiated Outreach Calendar
- Intervention Pathways for Tracking Items
- Evaluation of Intervention Effectiveness

15 Starfish Best Practices

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360-View of Student Information

- Admissions/Demographics
- Term Status/Program info
- Inclusive Data, Attributes, and Cohorts



Comprehensive Success Network

- Primary Advisor
- Faculty/Staff scheduling links
- 5+ connections and 6+ service tiles



Consistent Reporting of Student Interactions

- All advisors use notes/appointments
- Student-facing offices understand how to log interactions to support workflows



Resource and Reminder Communications

- To-Dos/Success Plans
- Custom email templates
- Multimodal communication

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Bakersfield College

Starfish Maturity Curve Best Practices

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Presenting Partners



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**BAKERSFIELD
COLLEGE**

**BAKERSFIELD
COLLEGE**

Understanding Our Students

Kern County



- Near southern end of CA's San Joaquin Valley
- 8,000 square miles
- No. 2 oil-producing county in the nation
- No. 2 most productive agricultural county (by value)



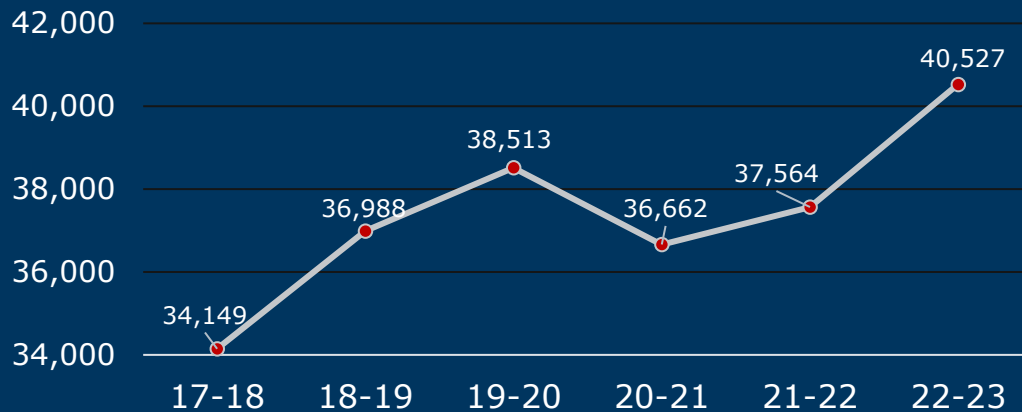
	CALIFORNIA	KERN COUNTY
TOTAL POPULATION (2021 EST.)	39,029,342	916,108
RACE/ETHNICITY (2021)		
White alone (not Hispanic or Latino)	34.7%	30.4%
Hispanic or Latino alone	40.3%	56.8%
Black/African-American alone	6.5%	6.3%
Asian alone	16.3%	5.8%
Income and Poverty (2021)		
Median household income	\$84,097	\$58,824
Persons in poverty	12.2%	18.5%
Educational Attainment (2021, age 25+)		
High school graduate or higher	84.2%	75.9%
Bachelor's Degree or higher	35.3%	17.6%

Bakersfield

- Kern County seat
- No. 9 largest city in California
- Population: 410,647

Growing Enrollments, HSI, and Financial Aid Needs

Five-Year Trend: Student Headcount



Top 3 Student Groups by Race and Ethnicity

- Hispanic - 66.5%
- White Non-Hispanic - 19.8%
- African-American Non-Hispanic - 4.1%

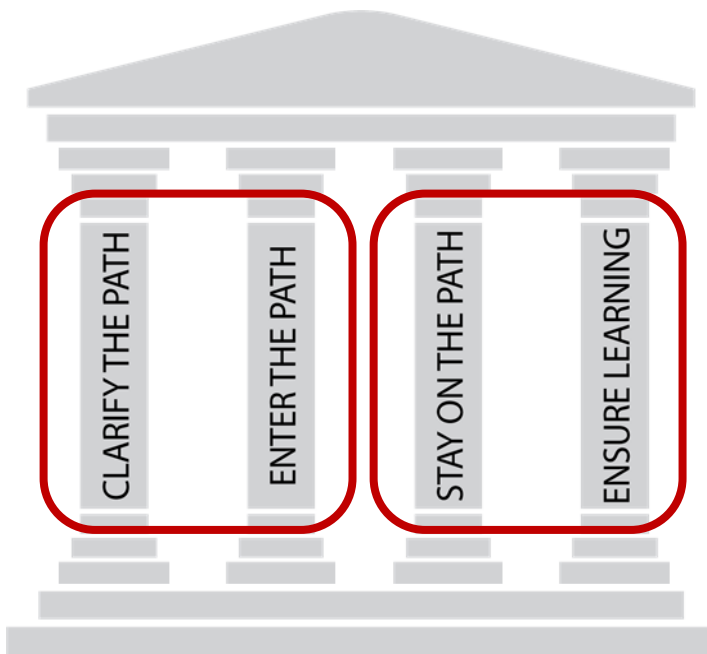
Financial Aid Need Increasing

- % of students receiving financial aid has increased from 69.4% to 83.7% over last five years

A Guided Pathways Perspective

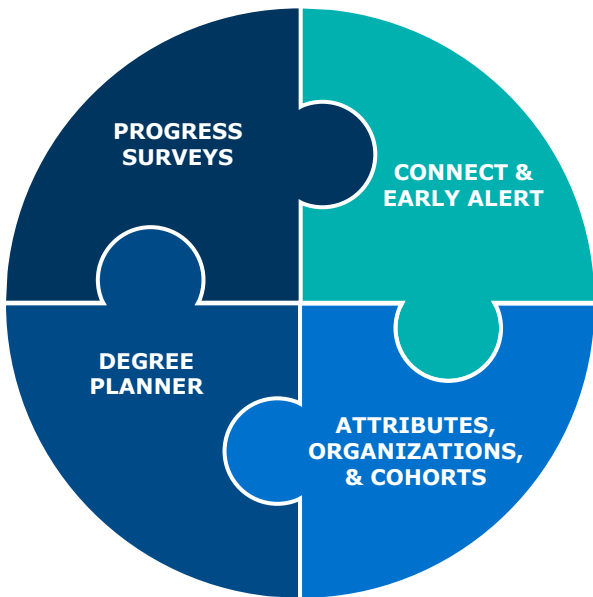
Onboarding:

- Application in high school – identifies Pathway
- Pathway orgs allow pathway connections
- Degree plans built prior to new student orientation
- Bridge to BC added to every degree plan



Student Support:

- All services are in Starfish (academic support, student services, and instructional services).
- Kiosk and appointment data collected from Starfish is used for program review to support service resource needs.



● **CONNECT & EARLY ALERT**

Success networks include pathway Counselor, Advisor, and Financial Aid tech, as well as waiting room access for Renegade Hub, Writing Center, and Study Halls

● **ATTRIBUTES, ORGANIZATIONS, & COHORTS**

120 total attributes (77 searchable), 33 Orgs, maximum # cohorts

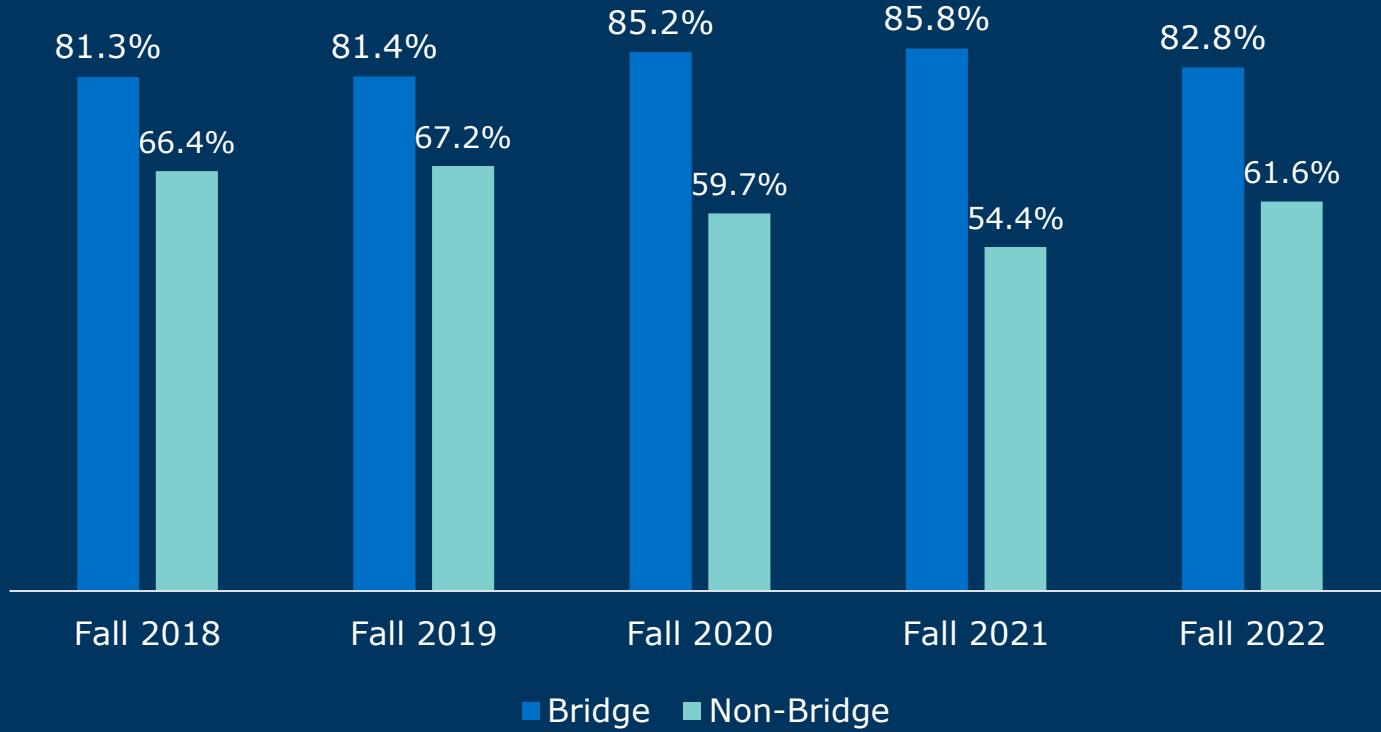
● **DEGREE PLANNER**

Off-track notifications for all programs, recommended courses, and priorities matching Pathway Program Mapper

● **PROGRESS SURVEYS**

Weeks 2, 4, 8, and 12; all CRNs and students, except for early college and rising scholars

Fall-to-Spring Persistence First-Time Students Only





360-Degree View of Student Information

Why? Provides ease of access to key student information in one centralized and consistent location

Score	Maturity Standard
0	<ul style="list-style-type: none"> Minimal to no utilization of Student Folder
1	<ul style="list-style-type: none"> Courses, Admissions, and Demographics information populated on Student Folder Student contact card in place and accurate
2	<ul style="list-style-type: none"> Term Status and Program information populated on Student Folder Inclusive data in use on student contact card 5+ student attributes in place
3	<ul style="list-style-type: none"> 2+ student cohorts in place 10+ student attributes in place

Key Starfish Features

- [Operational Data Files](#)
- [Student Folder](#)
- [Attributes, Organizations, and/or Cohorts](#)
- [Filters](#)

360-Degree View of Student Information

Overview

- Info
- Success Plans
- Degree Planner
- Courses
- Tracking
- Meetings
- Notes
- Network

Student Information

✓ Home College: Bakersfield
✓ Major: Math AS-T
✓ Pathway: STEM
✓ Special Programs: Athlete
✓ GPA: 3.246 (Cumulative, local courses only)
✓ CSEP: Comprehensive Ed Plan on file within past 3 years
✓ Financial Aid: Application Status Current Aid Year FAFSA Complete
✓ Enrollment: Update Form Completed
✓ Enrollment: Current Term Enrolled Units 13
✓ Student Ed Goal: Transfer Degree CSU
✓ Total Degree Applicable Completed Units: 32.5
✓ Transfer English: Completed
✓ Transfer Math for CSU: Completed
✓ Transfer Math for UC: Completed
✓ Transfer Communication CSU: Completed
✓ Transfer Communication UC: Completed
✓ Transfer Level Critical Thinking for CSU: Registered Current
✓ Transfer Level Critical Thinking for UC: Registered Current

360-Degree View of Student Information



Starfish Best Practice

- Integrate frequently referenced student information that otherwise lives across systems
- Ensure timely, consistent access to the most recent updates and changes to student records
- Leverage ease of access of information for efficiency of planned meeting preparation, drop-in support, and outreach and communication efforts
- In order to get the best utilization, we must:
 - Import as much relevant student information as possible
 - Regularly consider expansion possibilities

The screenshot displays a web-based student information system interface. The main window is titled "MY STUDENTS" and "TRACKING". It features a search bar and various filters. A sidebar on the left contains navigation options: Overview, Info, Success Plans, Courses, Tracking, Meetings, Notes, and Network. The "Student Information" section is highlighted, showing a list of student records with columns for Name, Retention Score, Email, Phone, and Cell Phone. A detailed view for a student named "Audrey" is shown in a pop-up window. This view includes sections for Admissions, Demographics, Programs, and Term Status. The "Admissions" section shows transfer information and placement scores. The "Demographics" section includes birth date, gender, race/ethnicity, and residence type. The "Programs" section lists primary majors and credit needs. The "Term Status" section provides enrollment status, class levels, and cumulative GPA for both Fall 2022 and Spring 2023.



Comprehensive Success Network

Why? Supports coordinated care options to help students engage efficiently and directly with all their resources

Score	Maturity Standard
0	<ul style="list-style-type: none"> Minimal to no utilization
1	<ul style="list-style-type: none"> Connections in place between student, faculty, and primary advisor 1-2 service tiles in place, primarily with descriptive information
2	<ul style="list-style-type: none"> Connections in place for all advising relationships, including secondary and affinity advising Faculty/staff profiles and "schedule with me" links in use 4+ service tiles in place, primarily with descriptive information
3	<ul style="list-style-type: none"> Connections in place for 5+ student success relationships 6+ service tiles in place, including dynamic scheduling options and links out to additional resources

Key Starfish Features

- [Student Folder](#)
- [My Success Network](#)
- [Services Tiles](#)
- [Profiles](#)



BC Starfish

Calendar

Choose Date: < >

Su	Mo	Tu	We	Th	Fr	Sa
17	18	19	20	21	22	23
ALL DAY						
10 am						
11 am						
12 pm						
1 pm						
	Calculus II	Calculus II	Calculus II	Calculus II		

Notifications (0)

Nice work! You have no active notifications at this time.

My Connections (9)

- Chris Benker**
Instructor
✉ chris.benker@bakersfieldcollege.edu
- Pearl Daley**
Athletics Advisor
✉ pearl.daley@bakersfieldcollege.edu
- Dillon Giblin**
Instructor

My Services (11)

- Athletics Advising**
📍 Contact Pearl Urena
📍 Virtual at this time
[CALL](#)
- Athletics Study Hall**
[JOIN WAITING ROOM](#)
- Career Counseling**

My Success Network

Comprehensive Success Network

Why? Provides a better student experience with a self-service solution for students to access critical resources across campus

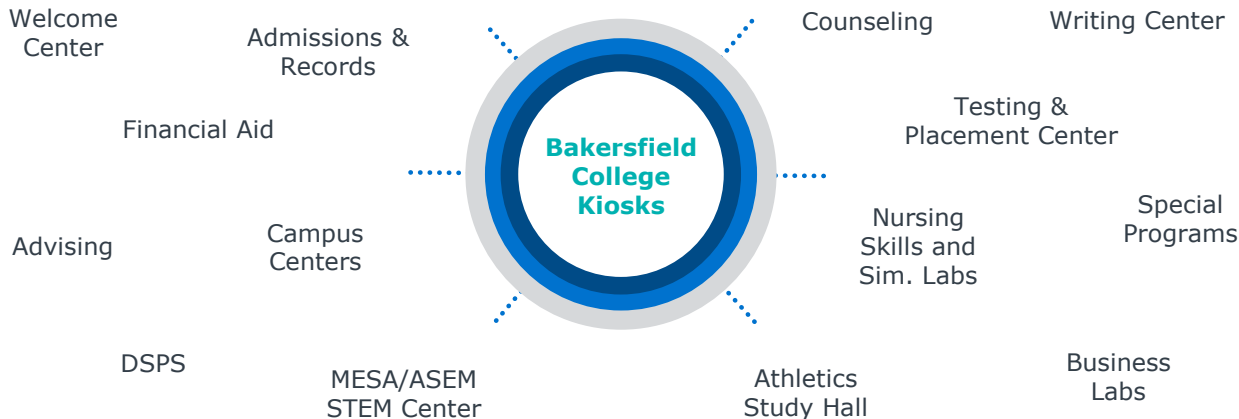
Score	Maturity Standard
0	<ul style="list-style-type: none"> Minimal to no utilization
1	<ul style="list-style-type: none"> 1-2 service areas syncing calendars and using some appointment types No unified process/plan for how students should be scheduling
2	<ul style="list-style-type: none"> <u>All</u> advising locations using appointments, personal appointment links Using in 2+ service areas outside of advising, potentially including tutoring, financial aid, or counseling Leveraging kiosks in one or more locations
3	<ul style="list-style-type: none"> <u>All</u> tutoring and supplemental academic support locations using appointments Student-initiated scheduling is more common than staff-initiated scheduling Leveraging kiosks in 3+ locations, including virtual kiosk Using activity and appointment data to inform resource planning

Key Starfish Features

- [Calendar syncing](#)
- [Personal Appointment Link](#)
- [Appointment Types](#)
- [Kiosks](#)
- [Meeting Report](#)

Standardized Appointment Scheduling

Helping students engage efficiently and directly with all their resources



Bakersfield College Appointment Scheduling – Key Stats

99.9%

26,174 out of 26,205 total Kiosk walk-ins served

88.3%

78,666 appointments attended out of 89,072 scheduled

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Community College of Philadelphia

Starfish Maturity Curve Best Practices

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Presenting Partners



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Community
College
of Philadelphia

- Located in Philadelphia, PA (sixth-largest city in United States)
- Opened in 1965
- One of the largest public HE institutions in Philadelphia, seventh-largest in PA
- Minority Serving Institution and serves as the largest single point of entry for minorities in Pennsylvania seeking higher education
- Credit student enrollment of 16,569 (18,986 including noncredit)
- 74% of credit students are persons of color
- 68% identify as women
- Median age is 23

Consistent Reporting of Student Interactions

Why? Ensures captured student information is made available for student and other service areas to provide a consistent care experience

Score	Maturity Standard
0	<ul style="list-style-type: none"> Minimal to no utilization
1	<ul style="list-style-type: none"> Student experience with appointment documentation and other notes varies across service areas No review and tracking for accountability and process improvement
2	<ul style="list-style-type: none"> Best practice, institutional policy, and strategic priorities inform documentation and sharing of student information across service areas and with students All advising locations (and selective other appropriate units) using Notes and Appointment Comments and/or Speed Notes
3	<ul style="list-style-type: none"> Utilize tracking and review of reports to reinforce accountability and understand where is/is not successful for the staff and student experience Service areas understand how use of appointment and tracking item notes to improve workflows and support student interactions – able to build on this to maximize intervention strategies

Key Starfish Features

- [Notes Tab](#)
- [Note Types](#)
- [Appointment Types, Reasons](#)
- [SpeedNotes](#)
- [Meeting Report](#)
- [Meeting Notes](#)
- [Tracking Item Tab/Notes](#)



Early Alert at CCP



Starfish Launched

- Starfish launched – Fall 2015
- Expectation that faculty would raise tracking items and Administrators, Student Success Coaches, and others monitor flags, provide outreach to students, then clear the flag



Growing Pains

- Over time, faculty usage increased, but it was a struggle to clear flags
- Only 5.8% of flags were cleared



Change Needed

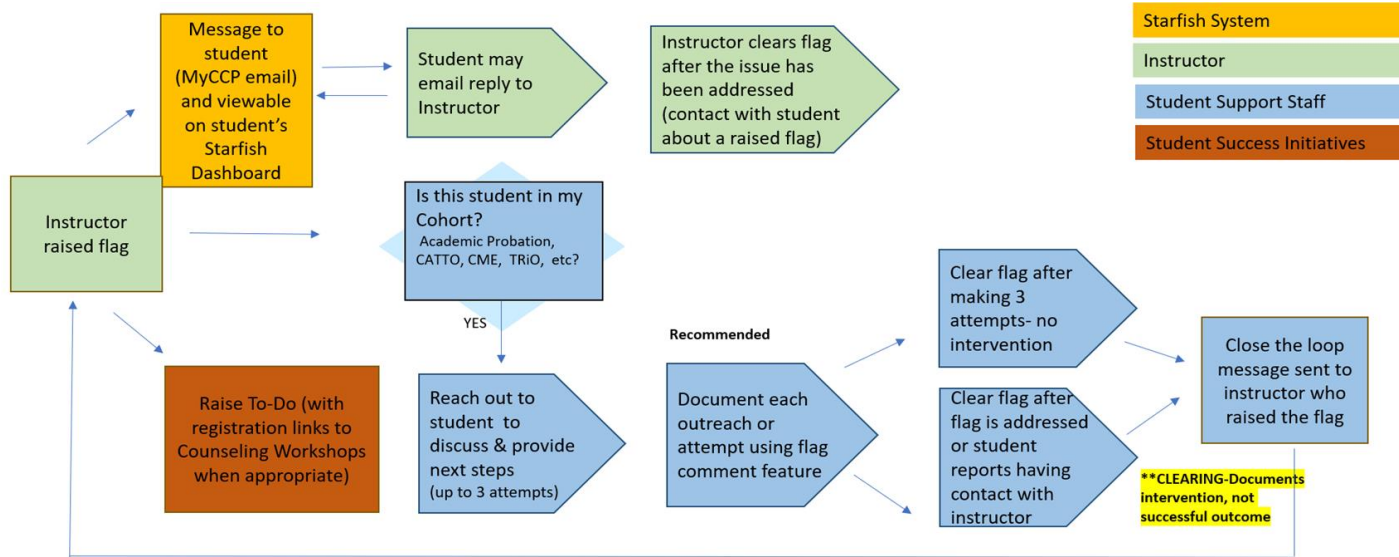
- Listening Tour – Summer 2022
- Lots of feedback about flag workflows from faculty and staff – What does “clearing the flag” mean?
- Focus on updated training and workflow materials



Starfish 2.0 *Intervention for Retention*

- Back to basics – academic early alert includes two parts (alerts/flags) and outreach/intervention are both necessary to support students
- Extra support and guidance provided to flag-clearers

Updated Workflow and Closure Reasons



Updated Closure Reasons

- Contact has been made with student and the concern was addressed
- Student contacted, but no response
- (Faculty only) Student responded to raised flag email and we discussed the issue
- (Faculty only) The flag was raised by mistake
- Student responded, issue was addressed with instructor



Extra Support and Guidance for Flag-Clearers

Reinforce Accountability and Share Impact

Provide Flag-clearing updates each month of the term (handouts)

- Tips
- Shout-outs
- Flag-clearing goal for the term and monthly progress

	Baseline	Fall 2022	Spring 2023
Flags Cleared	5.8% (21-22AY)	23.1%	25.7%
Course Completion	No Baseline	Students with intervention: 41.8% Students without intervention: 25.6% 16.2% difference (baseline for Fall 23)	Students with intervention: 34% Students without intervention: 26.3% 7.7% difference (baseline for Spring 24)

Resource and Reminder Communications

LEVEL 1

- General to-dos are in place and reviewed annually
- Resources are reviewed and updated at least annually
- At least one cohort has tailored to-dos and/or staff to-dos in student application
- Texting policy exists and in place across at least one service area

- General to-dos – All students receive a “Set Up Your Profile” to-do @ start of each term
- Tailored to-dos – Academic Probation students receive a “Meet with Your Counselor” to-do, meet prior to registering for next term
- Annual Review – Solicit feedback from faculty/staff and adjust

LEVEL 2

- Tailored communication templates have been developed and content is reviewed annually
- General tracking items supporting reminder and resource communication reaches all students

- Tailored message templates – Each service owns its referral message template
- General tracking item communication – faculty can use most flags that will trigger an email template to be sent to student or can send “Custom Course Concern” flag where they write their own message

LEVEL 3

- Multimodal communication in place for general tracking items sent by 2+ service areas
- Success Plans in use in 2+ areas or with 2+ cohorts or key student populations

- Multimodal communication – students receive phone calls and emails to communicate about raised tracking items
- Counselors use Success Plans for Acad Prob students. Starting in January, the Catto Scholars program will use two different plans for students on academic probation and for those who no longer meet Catto Scholar eligibility criteria.

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Elevating Student Support

Starfish Maturity Curve Best Practices

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360-View of Student Information

- Are you sending Term Status and Program files?
- Do you capture Inclusive Data?
- What Attributes and Cohorts could you add?



Comprehensive Success Network

- Do students see their Primary Advisor in Starfish?
- Do faculty/staff have office hours?
- Do services have scheduling links?



Consistent Reporting of Student Interactions

- Are staff logging student interactions?
- Do your workflows require certain information be logged in Starfish?



Resource and Reminder Communications

- Are you using To-Dos/Success Plans?
- When have your email templates been updated?
- How do you communicate with your students when they have tracking items?

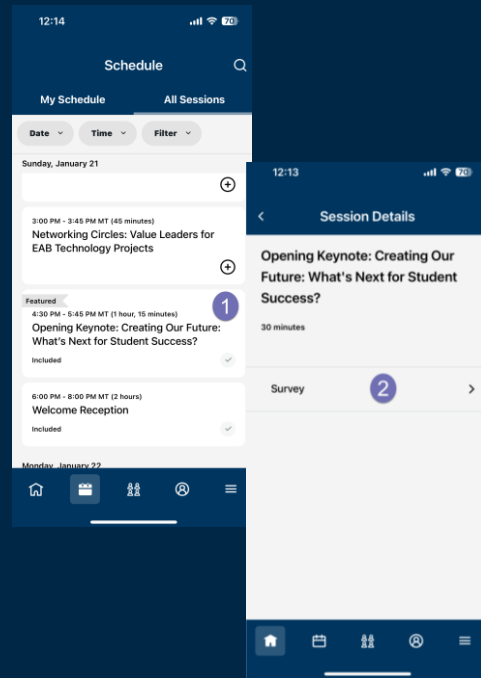
Complete Session Evaluations

Your feedback is important to us, please take a few moments to **tell us about your CONNECTED experience.**

Evaluations are available in the event app by clicking on a session and then clicking **Survey**.

Need help with the app?

Stop by the **information desk!**



CONNECTED24

Join us tonight for a
CONNECTED Celebration!



Join us at **5:00 p.m. in the Aurora Ballroom B-D** to celebrate with your colleagues and peers.

Bites, drinks, and fun provided




Next Up: **Lunch!**

Head straight to Aurora Ballroom A located on the 2nd floor.

Lunch is being served family style – it'll be ready for you at your table. Refer to your badge to locate your table number. There will be staff on hand to help direct you.



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