

The Caring Campus

Integrating Classified Professional Staff into Comprehensive Student Success Efforts

Community College League of California
Annual Convention
November 22, 2019

Why Focus on Engagement?

- **Doing good and doing well**

- Funding is mostly based on enrollment, which is decreasing (Grawe, 2018)

- **Not a new concept**

- Tinto: self-efficacy, sense of belonging, and perceived value of the curriculum
- Light: engaging with a faculty/staff member is key to persistence

- **Focusing solely on instruction has not moved the needle on student success**

- Despite all the resources, the percentage of students entering college seeking a two-year degree who complete in three years has remained constant at 32 to 35 percent since 1999 (IPEDS)

Changing Behavior to Change Culture

- Caring Campus works to change college culture
- Acknowledges the lives that today's community college students live
- Behavior change leads to culture change
- Making connections are powerful motivators for students to succeed



What is Caring Campus?

- An intentional effort to make students feel welcome and a sense of connectedness to your college
- Engages the underutilized professional staff who are typically missing from student success efforts
- Helps professional staff connect with one another and with other employee groups to create a positive college environment
- Creates behavior change that influences culture change across campus
- Causes the college to reexamine policy barriers to student success





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- Leadership buy-in
- College liaison
- IEBC Coach
- Representatives from each student-facing department
- Grounded in general (campus-wide) and specific (department/division) behavioral commitments

Facilitated Coaching

- Not your typical “one and done” professional development
- Coaches transmit knowledge about the fundamentals of what can be done to increase student success
- Coaches help to develop a strategy, grounded in commitments, that is easily implemented campus-wide
- Behavior commitments are generated and plans are developed by participating staff who then obtain feedback from their colleagues for the next session
- Coaches are fully available between coaching sessions



Caring Campus Process





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Survey Item	Percent Strongly Agree/Agree
I appreciated being included in Caring Campus California	97.3
Caring Campus California confirmed the value of Classified Professional Staff at my college	95.6
The Caring Campus California work will be valuable to my college	98.2
Our behavioral commitments will lead to improved sense of connectedness for our students	99.1
I understand the relationship between students feeling connected to my college and their educational success	99.8
Our college leadership is committed to supporting Caring Campus California at our institution	97.9



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“It made me feel like employees at all levels wanted to care more about our students. It was nice to have buy-in from management.”

“I am just so grateful to have been and continue to be a part of this *Caring Campus* initiative and to see its positive impact on the campus as a whole.”

“Personally, the most impactful part of participating in *Caring Campus* was being able to work with other classified staff and my institution. I was able to meet more peers and collaborate on a project that could only benefit our institution.”



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Dr. Eva Bagg, President, Barstow College



**Janelle Williams Melendrez, Acting Executive
Director of Employee Equity, Inclusion, and
Professional Development, Southwestern
College**



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