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A Replicable Model:



*Get Focused... Stay Focused!*<sup>™</sup> Initiative developed at Santa Barbara City College

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During their transitional years, students make three important choices:

**MAJOR  
CAREER  
COLLEGE**

4

Think about the students you know. In what order do most people make these choices?

**MAJOR  
COLLEGE  
CAREER**

5

In what order **should** these elements be considered to render success?

**COLLEGE  
MAJOR  
CAREER**

6

**CAREER**

determines

**MAJOR**

which determines what

**COLLEGE**

7

Think back to your college experience...

Would you have done anything differently?  
If so, why?

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Top four responses in a survey of 444 people who graduated in the U.S. between 2006 and 2011

Been more careful about selecting my major or chosen a different major

37%

Done more internships or worked part time

29%

Would have started looking for work much sooner while still in college

24%

Would have taken more classes to prepare for a career

20%

Source: John J. Heldrich Center for Workforce Development at Rutgers University  
Reported in *The Wall Street Journal*, May 22, 2012

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### Activity

Pair up. Decide who will be Kelly Green and who will be the counselor.

\_\_\_\_\_

Kelly Green comes to the counselor for advice.

Kelly is considering dropping out of school.

\_\_\_\_\_

Counselor's task: Convince Kelly to stay.

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Let's begin  
with the end in mind...

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What if every entering freshman had an online 10-year plan that could be used by counselors for advisement and instructors for academic coaching?

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### Activity

With the same partner, try advising Kelly Green again.

Kelly is considering dropping out of school.



Counselor's task:  
Convince Kelly to stay using information from the My 10-year Plan Summary Page.

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Academic Coaching with the 10-year Plan



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Get **Stay Focused!**

A Grade 9-14 Collaborative Model  
Delivering Guidance through Classrooms,  
Advisories, and the Counseling Office

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Get **Stay Focused!**

Initiative Goals  
for ALL entering college freshmen:  
**College and Career Ready**  
**Informed, Declared Major**  
**College or Post-secondary Path**  
**10-year Career and Education Plan**

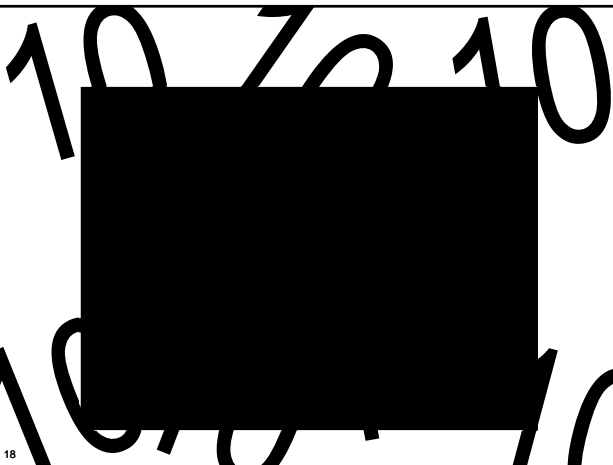
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10 70 10

WHY A 10-YEAR PLAN?

10 70 10 70

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Kids  
In  
Parents'  
Pockets  
Eroding  
Retirement  
Savings



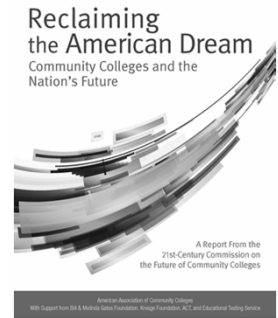
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## What Research Tells Us About Student Success

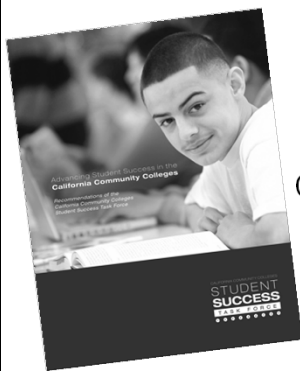


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Report from the  
21<sup>st</sup>-Century Commission  
on the Future of  
Community Colleges  
American Association of  
Community Colleges  
April 2012



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Recommendations from the  
California Community  
College Student Success  
Task Force  
January 2012

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*“Research from the Institute for  
Higher Education Leadership  
and Policy shows that students who  
entered a program [of study] in their first  
year were twice as likely to complete a  
certificate, degree or transfer as students who  
entered a program after their first year.”*



*Advancing Student Success in the California Community Colleges:  
Recommendations of the California Community Colleges Student Success Task Force, p. 30*

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RECOMMENDATION:

### Every Matriculating Student Needs an Education Plan

*“Every student who enrolls to pursue a certificate, degree, or transfer objective, and in many cases even those seeking career advancement, needs a **Student Education Plan** that represents the sequence of courses that can get them from their starting point to attainment of their educational goal.*

*... Expanded resources for career exploration are essential.”*



*Advancing Student Success in the California Community Colleges  
Recommendations of the California Community Colleges Student Success Task Force, p. 23*

*“...there is a difference between systematic exploration and the blind trial and error experienced by too many students.*

***Helping students make informed choices about their education is a critical strategy to help increase student success in the California Community Colleges.”***




*Advancing Student Success in the California Community Colleges  
Recommendations of the California Community Colleges Student Success Task Force, p. 23*

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RECOMMENDATION:

# Guidance is Key to Student Success

*“The current matriculation model assumes that students will clarify their educational objective in the course of meeting with a counselor. However, many students never see a counselor.”*



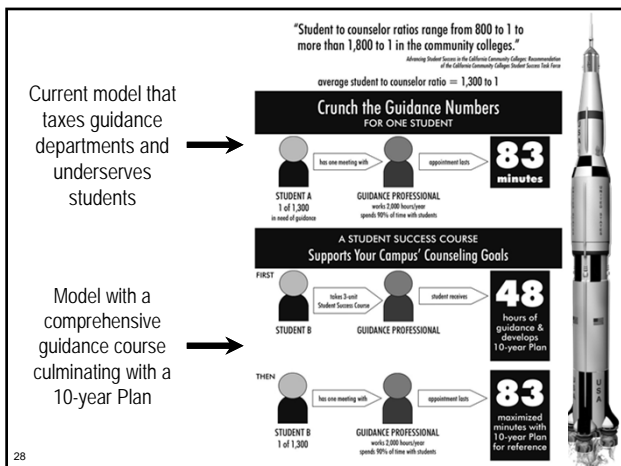
*Advancing Student Success in the California Community Colleges  
Recommendations of the California Community Colleges Student Success Task Force, pp. 22-23*

RECOMMENDATION:

# Guidance is Key to Student Success yet...

*“...colleges were unable to provide all students with access to counseling services to help them clarify and refine their educational objectives and assist with the development of education plans to achieve those objectives. **Student to counselor ratios range from 800 to 1 to 1,800 to 1 in the community colleges.**”*

*Advancing Student Success in the California Community Colleges  
Recommendations of the California Community Colleges Student Success Task Force, pp. 22-23*



# Career and Education Plans upon entering college

## Critical to College Completion

*Advancing Student Success in the California Community Colleges  
Recommendations of the California Community Colleges Student Success Task Force, p. 23*

If Guidance is Key to Student Success

*A new model for delivery of guidance:*

# Comprehensive Guidance in the Classroom

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# Redesign for Colleges

*Reclaiming the American Dream  
Community Colleges and the Nation's Future*

*In the “Reimagined” Community College:*

*“All or most students would complete a student success course in their first term and enter a structured program of study as soon as possible.”*

*American Association of Community Colleges. (2012, April).  
Reclaiming the American Dream: A report from the 21st-Century Commission on the Future of Community Colleges.*

*31*

How can this be done efficiently?

With  
**either** a  
**Freshman Transition Course**  
that culminates in creation of a  
**10-year Career and Education Plan**  
during the  
freshman year of high school  
**or...**

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a **3-unit**  
**Student Success Course**  
that culminates in creation of a  
**10-year Career and Education Plan**  
during the  
freshman year in college

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Step 1:  
Students  
GET FOCUSED

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## Dual Enrollment Freshman Transition



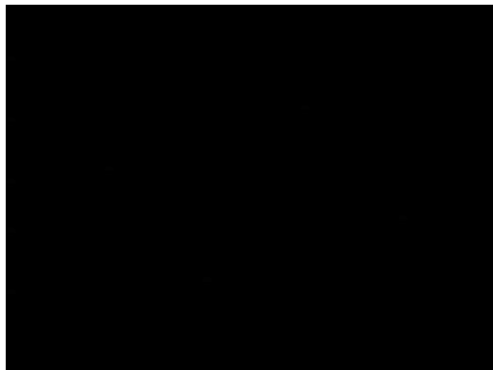
Santa Barbara City College in  
partnership with

four local high schools

[www.whatworkscareerchoices.com/deft.html](http://www.whatworkscareerchoices.com/deft.html)

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## Dual Enrollment Freshman Transition



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## *Get Focused...Stay Focused!*™ Model

ALL freshmen take a semester-long,  
comprehensive guidance course that  
culminates in the development of an  
online 10-year Plan.

In the Santa Barbara area, it is a dual enrollment course.

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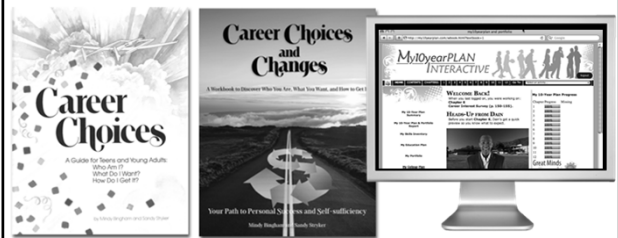
For Student Motivation



The much-needed launch course students take prior to choosing a career pathway

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***“Get Focused...”***



High School

College

Online 10-year Plan

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***“Stay Focused!”***



in the 10th, 11th, and 12th grades

to promote...

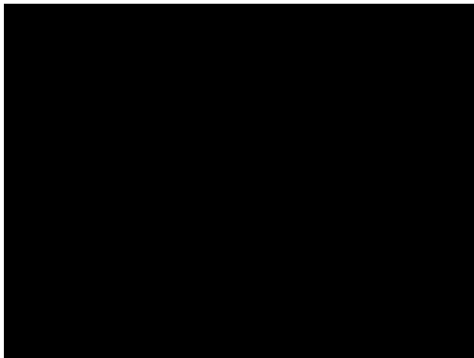
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**College Completion  
has become a national priority**



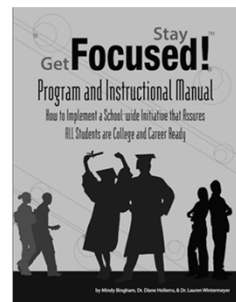
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Overview: *Get Focused...Stay Focused!*™



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Easy to  
implement with  
the tools to get  
the job done



You don't have to reinvent the wheel!

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In answer to the question,

**“In a *Get Focused...Stay Focused!*™ Initiative,  
is dual enrollment required for the  
Freshman Transition course?”**

**No, but...**

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## *The “magic” of DEFT*

- ▶ Freshmen experience college level work and gain confidence that they can do it.
- ▶ They are more likely to take more dual enrollment or AP courses -- they understand the benefits because of their 10-year Plan.
- ▶ They are more likely to stretch themselves to take the courses that qualify them for admission to their state's university system (such as A-G in California).

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## Outcomes for Schools

- ▶ Increased attendance
- ▶ Higher academic achievement
- ▶ Higher concurrent enrollment rates
- ▶ Higher completion rates: high school, career pathways, and college

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## DEFT Students: Three Years Later

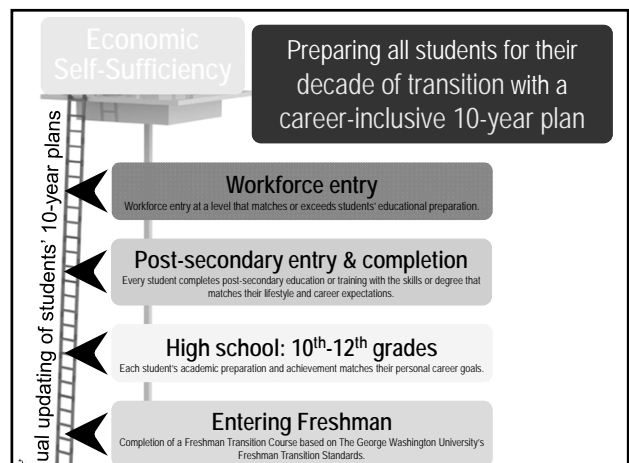


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What is the bottom line?

**Economic  
Self-Sufficiency**

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Dr. David Cash  
Superintendent, Santa Barbara Unified School District

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Get **Stay  
Focused!**<sup>™</sup>

*Initiative Goals for High School Graduates:*

- College- and Career-Ready
- Informed Declared Major
- College or Post-Secondary Path
- 10-year Career & Education Plan

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