

*Delete this slide before your presentation*

Directions to the presenter:  
Study the **Presenter Notes** for each slide  
and watch each of the short videos  
before finalizing your presentation.

**Get Stay Focused!**<sup>TM</sup>

To download a copy of this presentation  
to share at your campus, visit  
[www.getfocusedstayfocused.org/  
onehourpresentation](http://www.getfocusedstayfocused.org/onehourpresentation)

# A Replicable Model:



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

During their transitional years, students  
make three important choices:

**MAJOR**  
**CAREER**  
**COLLEGE**



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

**MAJOR**

**COLLEGE**

**CAREER**



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

**COLLEGE**

**MAJOR**

**CAREER**



**CAREER**

determines

**MAJOR**

which determines what

**COLLEGE**



*Think back to your college  
experience...*

Would you have done  
anything differently?

If so, why?

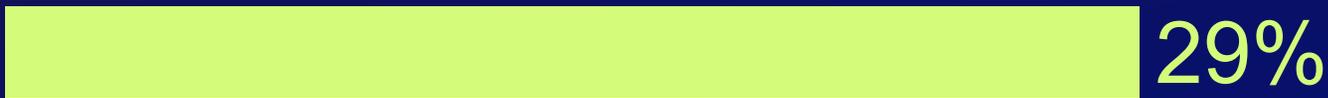


# Top four responses in a survey of 444 people who graduated in the U.S. between 2006 and 2011

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



Done more internships or worked part time



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



Would have taken more classes to prepare for a career



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

## 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.



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

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

## Activity

With the same partner,  
try advising Kelly Green again.  
Kelly is considering dropping  
out of school.

**My 10-Year Plan Summary Page**  
*A Dynamic Document Created by a Dynamic Duo:  
Your Student & My10yearPlan.com®*

**Personalization.**  
It's one of the most successful reform efforts in education today.  
Seems simple enough, but many educators struggle to find time in their day to really get to know and connect with every student.  
How can busy instructors and counselors use students' dreams, goals, and plans to truly personalize the advisory process and motivate each student to strive for academic and personal success?  
**My10yearPlan.com®** provides an online planning area where students can store, update, and save—for as long as they are in school—the work and data related to the development of their 10-year plans.  
It starts with students gaining the self-awareness and personal insights needed to build a comprehensive and meaningful 10-year plan. Using **My10yearPlan.com®**, students record the data behind their dreams—critical data **Career Choices** helped them discover about their strengths, interests, achievements, and career aspirations.  
**My10yearPlan.com®** distills that self-discovery process and presents the results on each student's **My 10-year Plan Summary Page**, a snapshot of the future that student envisions, the goals they've set to make that future a reality, and the commitment they're willing to make to their plan.

**Personalization? Powerful.**  
**My10yearPlan.com®?**  
**Making it possible!**



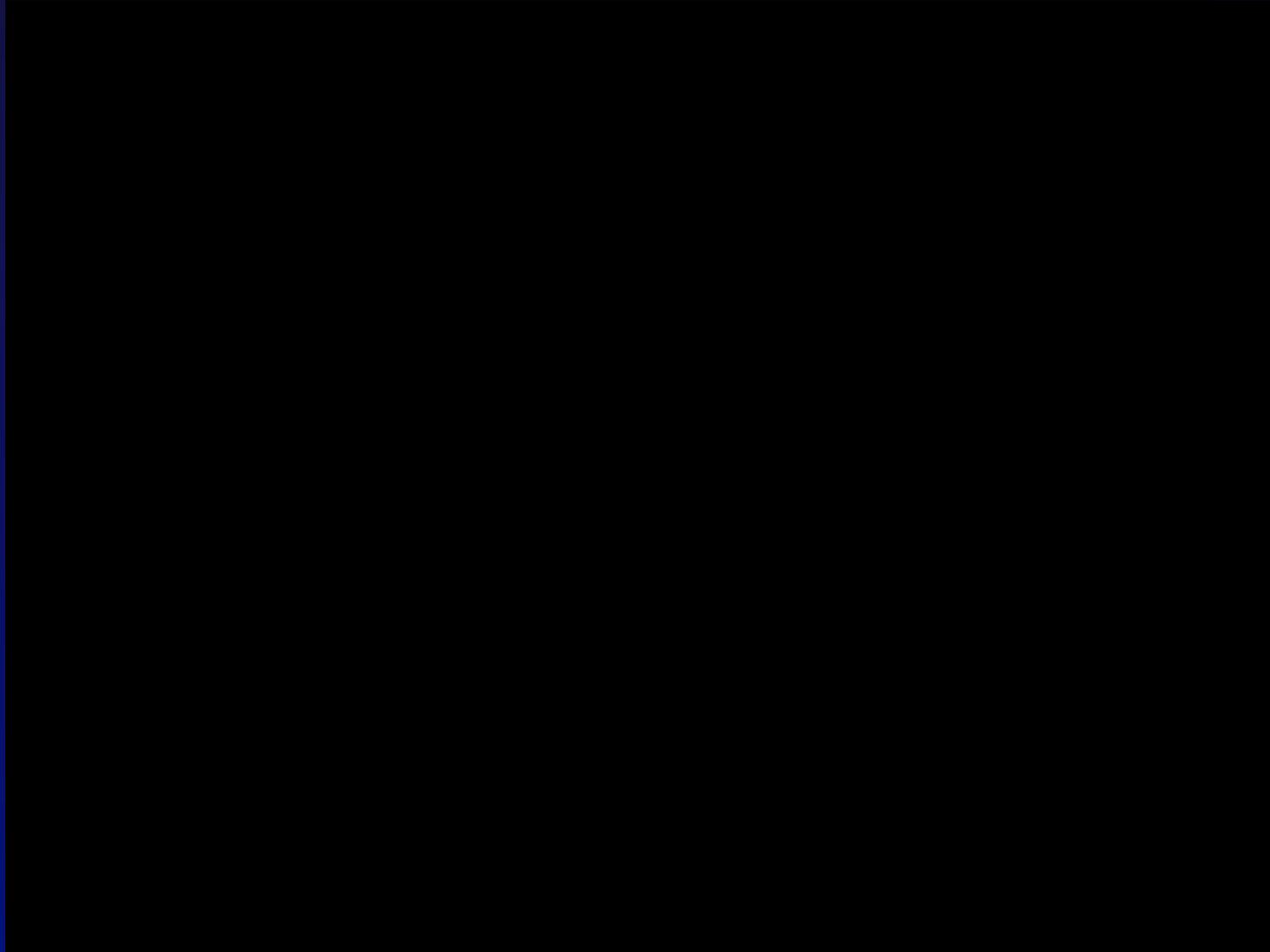
*Let's review a printed copy of student Kelly Green's  
My 10-year Plan Summary Page →*

Academic Innovations, www.My10yearPlan.com (800) 967-8216 Academic Innovations 2011

## Counselor's task:

Convince Kelly to stay using information from the  
My 10-year Plan Summary Page.

# Academic Coaching with the 10-year Plan



A partial view of the Space Shuttle Columbia on the right side of the slide. The white orbiter is visible, with the letters 'S' and 'A' in red on its side. Below it, the orange external tank and white solid rocket boosters are partially visible. The boosters have the letter 'B' on them. The background is a solid blue color.

**Get Stay Focused!**<sup>TM</sup>

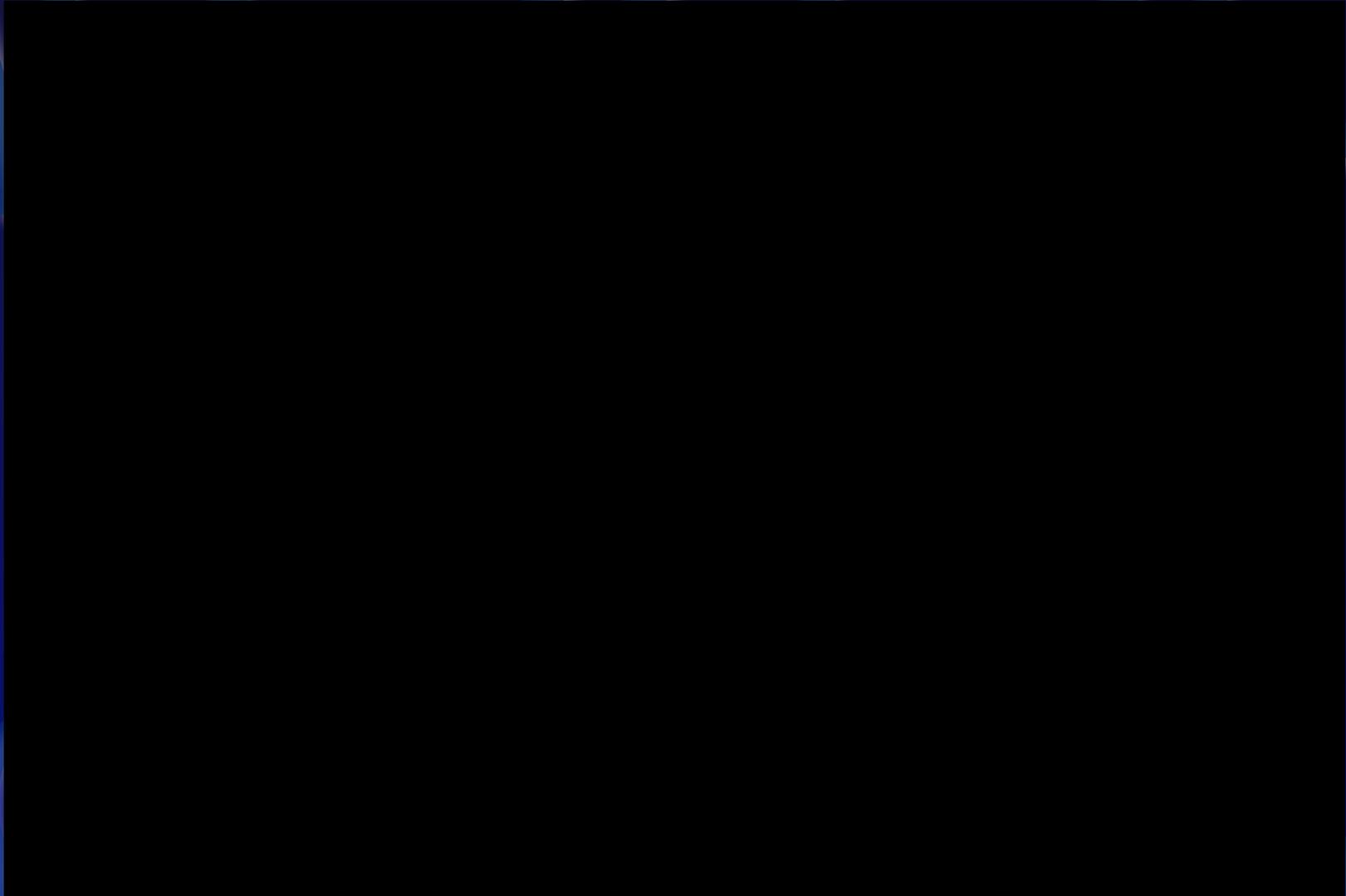
A Grade 9 -14 Collaborative Model  
Delivering Guidance through Classrooms,  
Advisories, and the Counseling Office

**Get Stay Focused!**<sup>TM</sup>

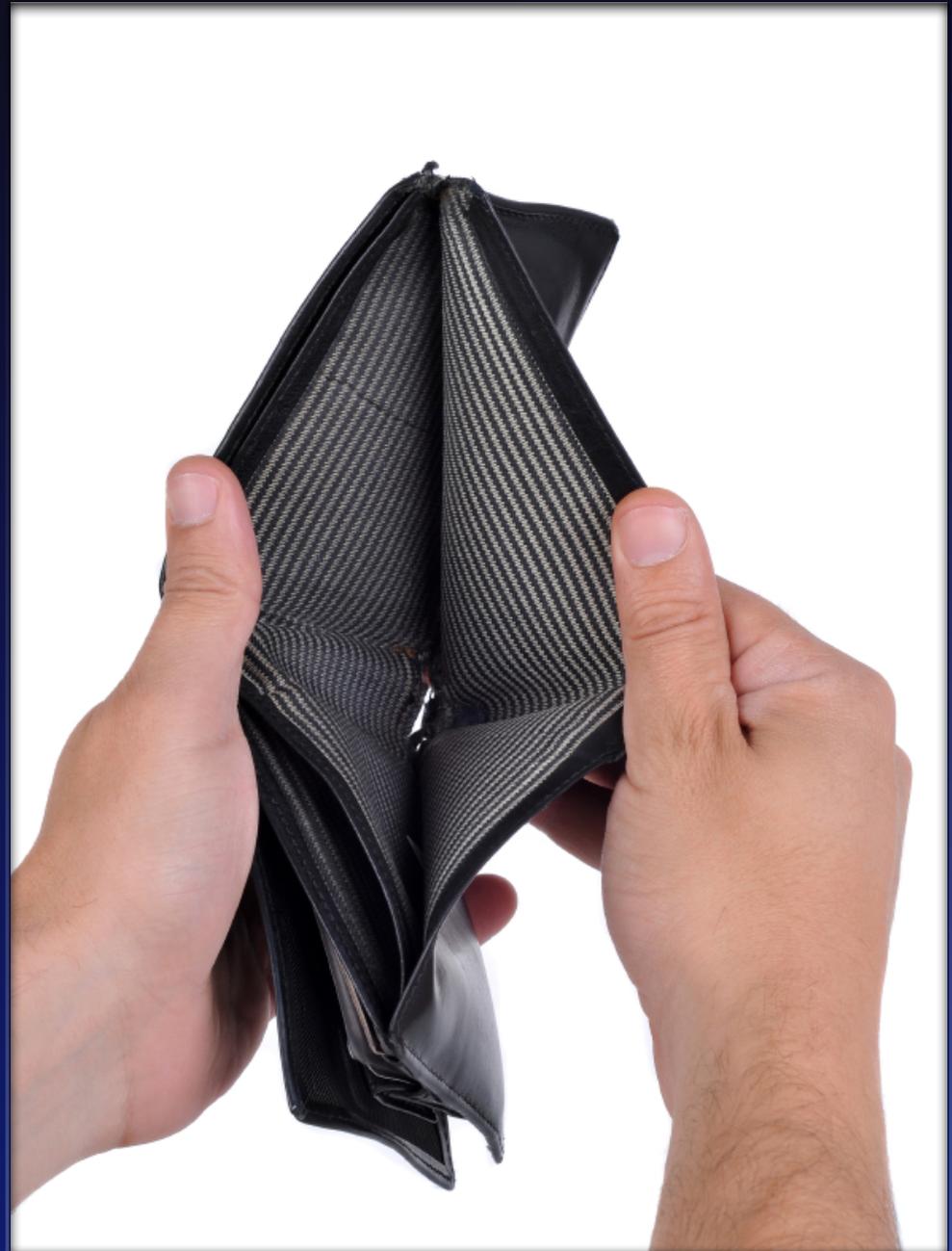
**Initiative Goals**  
**for ALL entering college freshmen:**  
**College and Career Ready**  
**Informed, Declared Major**  
**College or Post-secondary Path**  
**10-year Career & Education Plan**



# WHY A 10-YEAR PLAN?



**K**ids  
**I**n  
**P**arents'  
**P**ockets  
**E**roding  
**R**etirement  
**S**avings



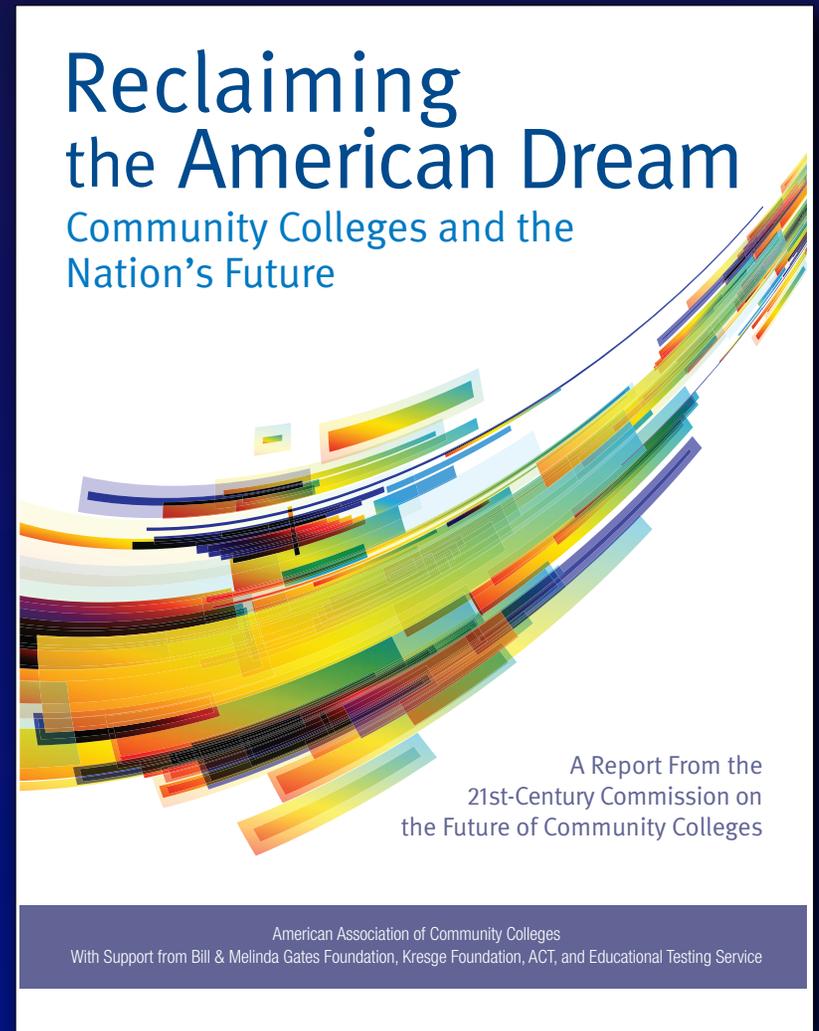
# What Research Tells Us About Student Success

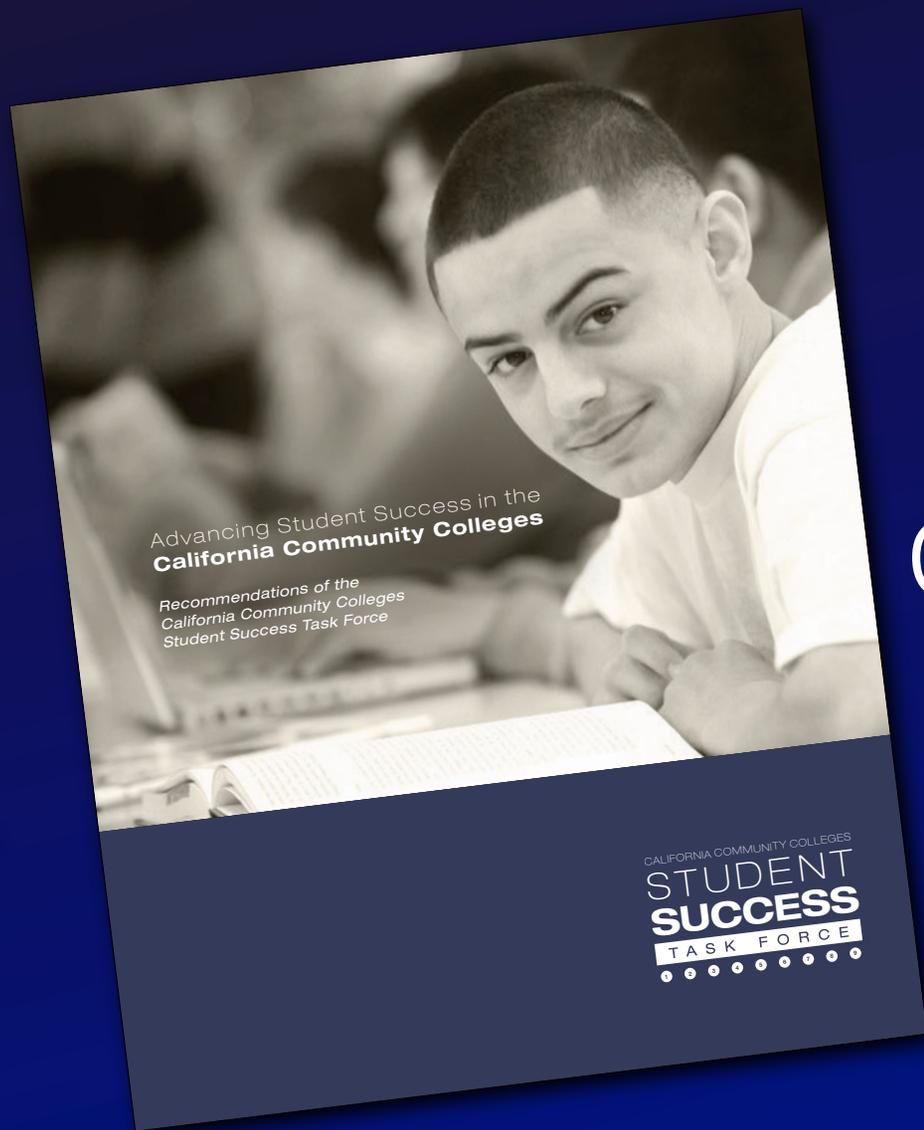


Report from the  
21st-Century Commission  
on the Future of  
Community Colleges

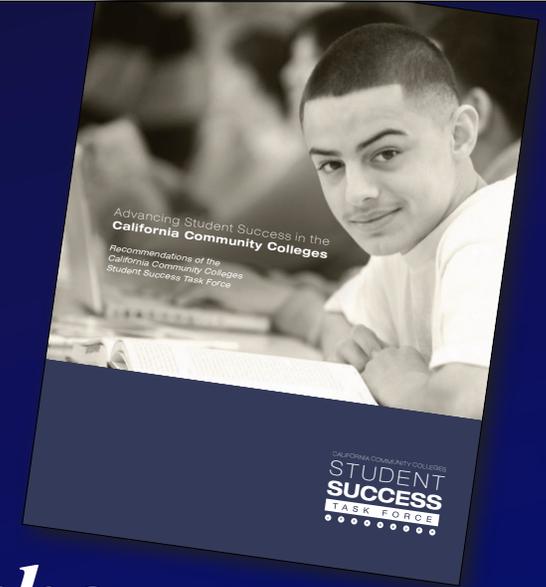
American Association of  
Community Colleges

April 2012





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



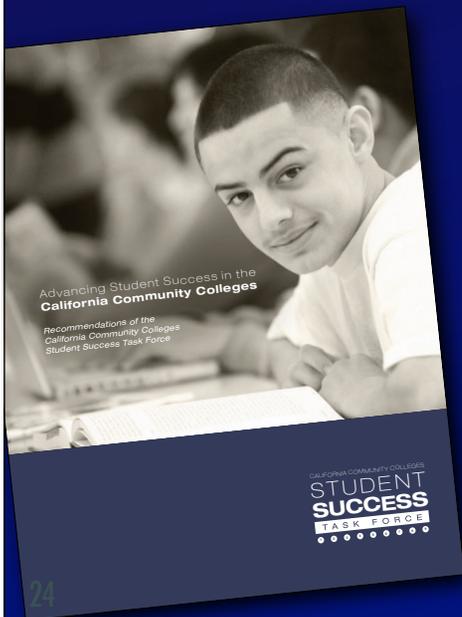
*“Research from the Institute for Higher Education Leadership and Policy shows that students who entered a program [of study] in their first year were twice as likely to complete a certificate, degree or transfer as students who entered a program after their first year.”*

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

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.*

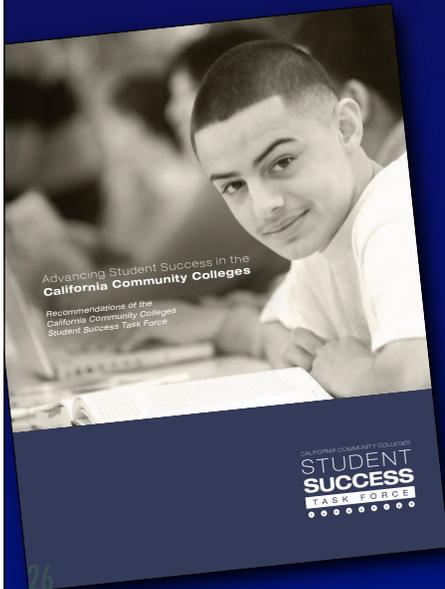
*Helping students make **informed** choices about their education is a critical strategy to help increase student success in the California Community Colleges.”*



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*

Current model  
that taxes  
guidance  
departments and  
underserves  
students



Model with a  
comprehensive  
guidance course  
culminating with a  
10-year Plan



“Student to counselor ratios range from 800 to 1 to more than 1,800 to 1 in the community colleges.”

*Advancing Student Success in the California Community Colleges: Recommendation of the California Community Colleges Student Success Task Force*

average student to counselor ratio = 1,300 to 1

### Crunch the Guidance Numbers FOR ONE STUDENT



### A STUDENT SUCCESS COURSE Supports Your Campus' Counseling Goals



A partial view of the Space Shuttle Columbia, showing the white orbiter with the letters 'S' and 'A' in red, and the orange external tank with the letter 'B' in white. The shuttle is set against a dark blue background.

# 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

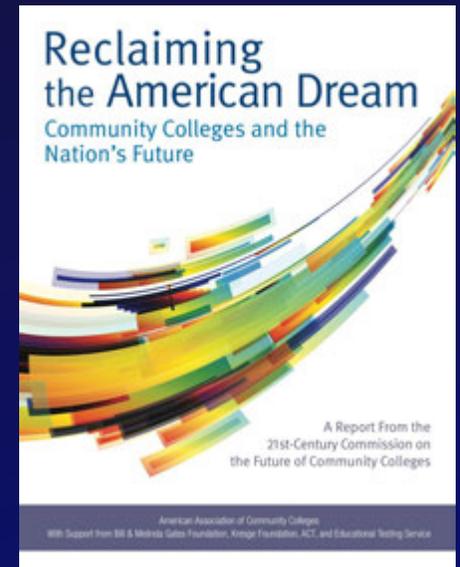
*A new model  
for delivery of guidance:*

**Comprehensive Guidance  
in the Classroom**

# Redesign for Colleges

*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.*

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...**

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

**Get Stay Focused!**<sup>TM</sup>

Step 1:  
**Students**  
**GET FOCUSED**



# 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)**

# Dual Enrollment Freshman Transition



*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.



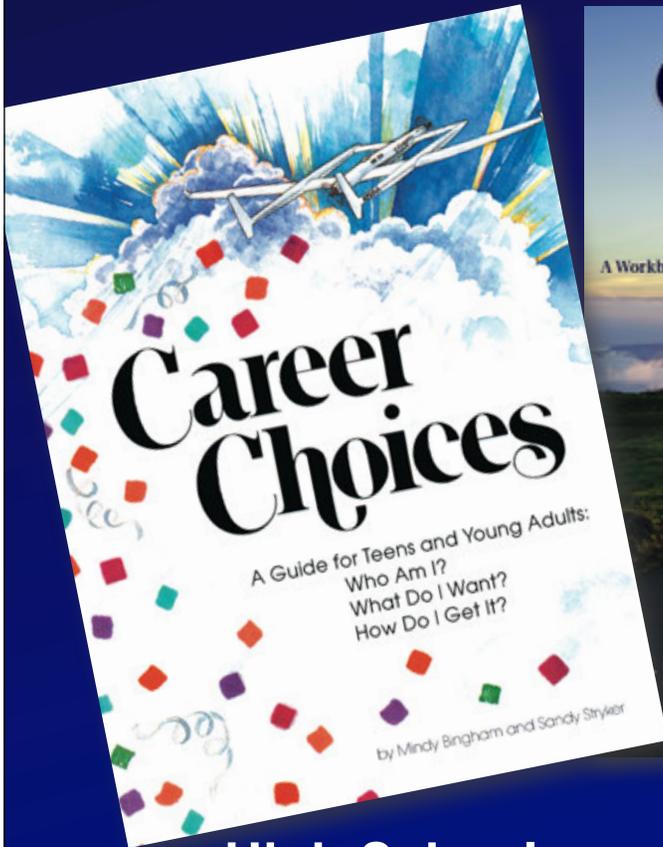
For Student Motivation

**Get Stay™ Focused!**

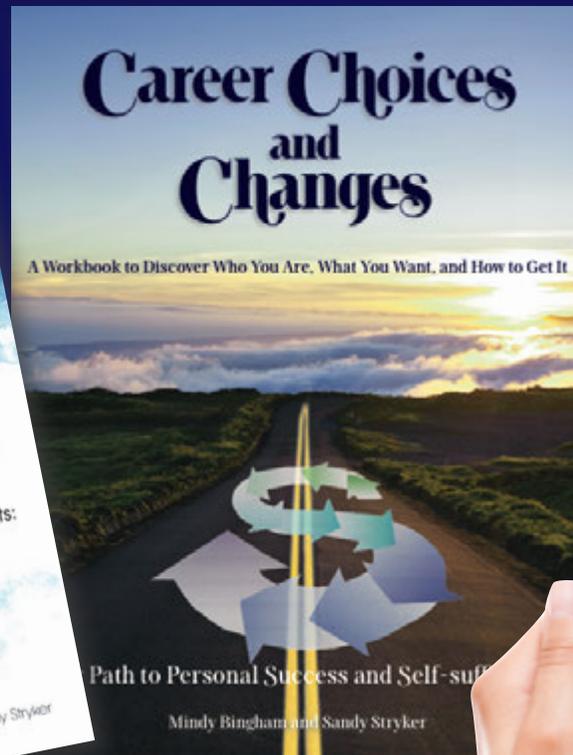


The much-needed launch course  
students take prior to choosing a  
career pathway

# “Get Focused...”



High School



College

Online 10-year Plan



# *“Stay Focused!”*



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

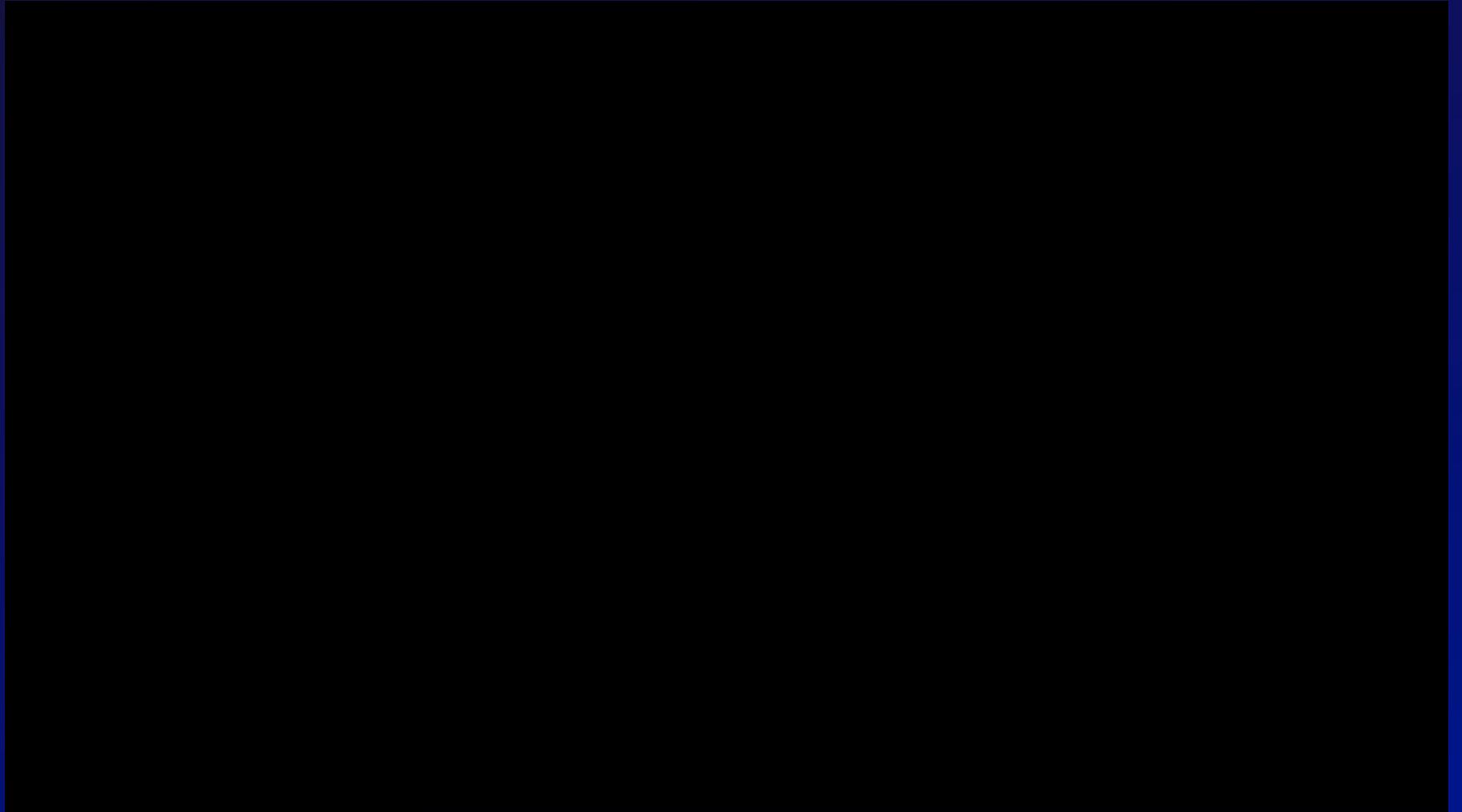
to promote...

# College Completion

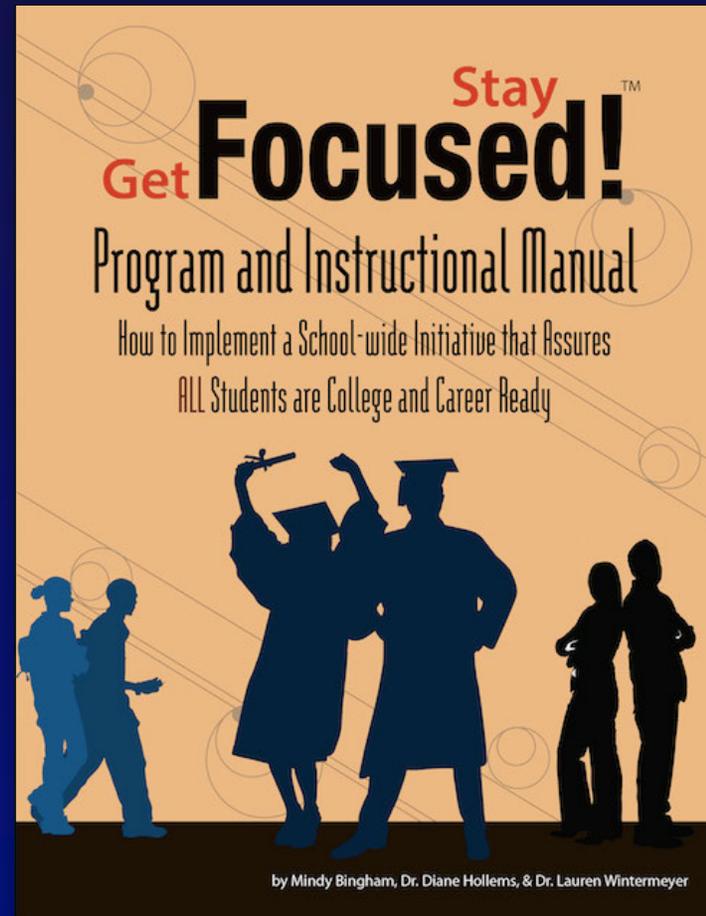
has become a **national priority**



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



Easy to  
implement with  
the tools to get  
the job done



You don't have to reinvent the wheel!

**In answer to the question,**

*“In a **Get Focused...Stay Focused!**™  
Initiative.*

**is dual enrollment required for  
the Freshman Transition  
course?”**

**No, but...**

# *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).



# Outcomes for Schools

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





What is the bottom line?

**Economic  
Self-Sufficiency**

# Economic Self-Sufficiency

Preparing all students for their decade of transition with a career-inclusive 10-year plan

Annual updating of students' 10-year plans

## Workforce entry

Workforce entry at a level that matches or exceeds students' educational preparation.

## Post-secondary entry & completion

Every student completes post-secondary education or training with the skills or degree that matches their lifestyle and career expectations.

## High school: 10<sup>th</sup>-12<sup>th</sup> grades

Each student's academic preparation and achievement matches their personal career goals.

## Entering Freshman

Completion of a Freshman Transition Course based on The George Washington University's Freshman Transition Standards.



**Dr. David Cash**

Superintendent, Santa Barbara Unified School District



To easily to share the videos in  
this presentation, visit

[GetFocusedStayFocused.org/meeting](http://GetFocusedStayFocused.org/meeting)

You can copy and paste the links into emails.



# GetFocusedStayFocused.org

Get **Stay Focused!**<sup>TM</sup>

***Initiative Goals for High School Graduates:***

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

*Get Focused...Stay Focused!™*

# QUESTIONS?

My phone number and email address:

If you would like a DVD of the videos and this powerpoint, so you can share it with your team back at your campus, give me your name, phone number and email address

