

Student Equity and Achievement Project Teams

2021-22 Final Report

PROJECT NAME: Success Network

DESCRIPTION:

The Success Network GP Project Team is responsible for developing, implementing, and institutionalizing a cross-functional network for students of experienced peers and professionals to enhance their knowledge and connection to educational and career pathways. The overall goal of the Success Network is to provide resources and knowledge to students based on their academic and career goals with the intent of closing equity gaps and fostering student success.

TEAM LEAD(S): Brady Kerr, Assistant Professor (Faculty)
Elizabeth Lopez, Counseling Clerk II (Classified Professional)
Jethro Midgett, Associate Professor (Faculty)
David Schlanger, Program Manager, Title V Grant (Administrator)

DATE: May 3, 2022

SUMMARY:

Given that previous work already established identities of mentor groups, defined the scope of mentoring relationships, developed and launched an online platform, presented to campus groups, and designed a Norco College Success Network webpage, this Success Network GP Project Team focused on:

Marketing

- Continuing to recruit new mentors
- Raising awareness to create buy-in with students, staff, faculty, and the community
- Incorporating information about the network into onboarding
- Discussing possible strategies for marketing
- Developing a Norco College Success Network tag line

Logistics

- Determining how to make use of mentors who are in multiple roles
- Developing a plan to reach out to professional mentors in the community
- Researching possibilities for advanced mentoring software platforms
- Cultivating ideas for tracking mentor relationships
- Establishing measurements for program effectiveness

DELIVERABLES:

Marketing

- **Recruit new mentors/guides and raise awareness:**
 - Established the difference between mentors (traditional long-term relationships) and guides (short-term connections to answer direct questions).
 - Developed a plan to move existing guides to the new platform and create opportunities to demonstrate the platform such as FLEX.
 - Discussed the desire to incorporate all employee groups into the network, including faculty, administrators, student employees (Peer Advisors), and classified professionals.
- **New student onboarding:**
 - Discussed incorporating the Success Network into the online orientation and onboarding process.
- **Marketing strategies:**
 - Developed a plan to work with campus and district marketing to create a campaign using business cards, flyers, infographics, videos, and social media.
- **Success Network tag line:**
 - Selected: *Put your future first!*

Logistics

- **Mentors/Guides with multiple roles:**
 - The new platform will allow people to serve as both mentors and guides.
 - Refined the types of guides by eliminating “alumni guides” and just having faculty guides, transfer guides, professional guides, and peer guides.
- **Outreach to professional mentors and guides:**
 - Developed a plan to reach out to professional guides in the community, including, but not limited to: local chambers of commerce, elected officials, advisory committee members, foundation board members, planning and development leadership, humanitarian service organizations, LinkedIn outreach, community events, commencement ceremonies, and local employer representatives.
- **Mentoring software, relationship tracking, and effectiveness measurements:**
 - Selected Xinspire as the college’s new mentoring and online community platform. This platform provides a keyword-searchable directory of guides and mentors, facilitates connection requests, and monitors relationship statuses. It also tracks e-mail communications, discussion board posts, appointments, and video chats.
 - Developed effectiveness measurements using Xinspire to evaluate system usage, mentee/mentor/guide engagement and satisfaction, and to eventually assess long-term success metric attainment.

RECOMMENDATIONS:

- Complete Xinspire setup and launch the platform by the end of Spring 2022.
- Embed Success Network information into the online orientation and encourage onboarding conversations between counselors/ed advisors and students.
- Develop QR code once new Success Network link is active to use in marketing and work with campus and district marketing teams to increase participation.
- Establish ongoing funding for the Xinspire platform to ensure service continuity.

APPENDIX:

Suggested questions to measure effectiveness:

- Student question: “Did your participation in the Success Network result in gathering information that you could not have received through other methods?”
- Student question: “Did your participation in the Success Network lead to more professional contacts within your personal network?”
- Student question: “Was the information you received valuable to your future?”
- Guide question: “Did your participation in the Success Network lead to more interactions with students?”
- Guide question: “Did your participation in the Success Network lead to more interactions with professionals in your field?”