

**Black/African American Student (Revised Draft 7/15/2024)**  
**Full-Year Cycle Recruitment and Retention Plan**

**Collaborative efforts**, which encompasses General Outreach and Recruitment, Specialized Student Services Programs (EOPS/CARE, Umoja-Tumaini, DSPS, CalWORKs, STEM, MESA, etc.), and various campus (and community) organizations (SBCCD BFSA, BROTHERS/A2MEND Student Charter, Umoja-Tumaini, etc.)...while continuing to keep BFSA involved accordingly. Intent is to remain aware AND/OR provide input as it relates to the community connections and leverage existing relationships many members have.

**Goals:** 1) establish and capitalize on “meaningful relationships” with K-12 partners/stakeholders, as well as various Community Organizations (Resource and Service Providers) with intentional reflections of and connections to targeted demographics.  
 2) continue to foster relationships and create/maintain a climate/culture of “welcoming success” a community within the community.

| Quarter 1<br>(Q1) | Event/Activity  | Responsible/Notes:  | Planning<br>Timeline/Deadline   |
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| JULY              | a. Potential “ <b>Summer Bridge</b> ” Program; <b>events, and/or activities</b><br>b. <b>Community outreach events</b> (back to school/backpack giveaways, Educational/Resource Fairs, SB Pastor’s Association, Assemblymember and State Senator sponsored events, etc.)<br>c. <b>Applications will be open</b> for EOPS, Valley Bound Commitment, Umoja-Tumaini and others (contingent upon funding)<br>d. <b>Order recruitment materials</b> for this fiscal year | a. Umoja/Tumaini can offer a Summer Bridge based on the staffing capacity.<br>b. These community outreach events are generally attended by the various Outreach Coordinators, however, BFSA would/SHOULD be welcome to volunteer at any of the events listed.<br>c. Applications for specific programs are released by each specific area | a. Outreach is available to assist with Umoja-Tumaini Summer Bridge.<br>b. SBCUSD & Community Orgs -Back to school events and back pack giveaways; “Outreach” will provide backpacks, school supplies, and information at various |

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|  |  | <p>on the dates that they are open.</p> <p>d. Outreach orders each year and other areas order items for their specific areas.</p> | <p>member of collaborative “outreach” efforts will need regular meetings to discuss community needs and efforts taken to not duplicate/isolate services and activities.</p> <p>c. Applications open per department overview. Outreach will continue to communicate with SBVC Student Services Department to ensure we have most current program info, application dates and deadlines.</p> <p>d. Orders are able to placed beginning July 15; can</p> |
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|        |  |   | work in conjunction with BFSA and/or Specialized Program offices for printed materials/promotional items.  |
| AUGUST | <ul style="list-style-type: none"> <li>a. <b>Rialto, Colton, and San Bernardino school districts</b> will begin the school year early in the month</li> <li>b. <b>Back-to-school nights and other district level events/activities (District Advisory Committees, District African American Advisory Committees, Parent Resource Centers)</b></li> <li>c. <b>SBVC/Wolverine Welcome Day</b> (for new students) an additional opportunity to expose matriculated students to BROTHERS, Umoja Tumaini and EOPS, etc.</li> <li>d. <b>Specialized Programs (BROTHERS, Umoja-Tumaini, etc)</b> can start the club/chartering process and meet with existing students; <i>"Specialized Info Sessions"</i></li> </ul> | <ul style="list-style-type: none"> <li>a. Outreach Coordinators connect with individual schools and districts to and create calendar of events that they would like a SBVC presence at. Other events can be added as needed.</li> <li>b. This is a part of the above the conversation.</li> <li>c. Wolverine Welcome Day is open participation for the entire campus.</li> <li>d. Implementation is completed through the OSL.</li> </ul> | <ul style="list-style-type: none"> <li>a. Outreach will connect with various K-12 staff members (and Community Orgs) high school to develop a working calendar with room to make changes based on district/school site needs. Connect Specialized Programs with appropriate contacts.</li> <li>b. Outreach will continue to</li> </ul> |

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|  |  |  | <p>provide/attend application workshops, back to school nights, college and career fairs throughout the fall semester. Collection of program materials for distribution can also take place at this time. Members of the outreach team will engage with community organizations and centers such as the Garcia Center for Arts and the Akoma Unity Center to foster our community relationships; and continue to serve on SBCCD advisory</p> |
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|  |  |  | <p>committees as well as community advisory committees and action groups such as the Inland Empire Black Student Success Coalition, etc.</p> <p>c. Wolverine Welcome Day is typically scheduled for early August. It is a campuswide event and open to all for participation; BFSA members would participate as an organization and/or from their respective role(s) on campus.</p> <p>d. Creation and maintenance of</p> |
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|  |  |  | BROTHERS Club/A2Mend Student Charter can take place immediately, upon identifying students interested in roles within ASG.   |
| SEPTEMBER<br>(peak recruitment month - <i>historically</i> ) | <ul style="list-style-type: none"> <li>a. <b>College Fairs</b> and <b>Senior Workshops</b> begin; underclassmen can also be targeted for <b>dual enrollment</b> opportunities</li> <li>b. Bring EOPS, Umoja Tumaini and other specialized program recruitment materials to <b>general outreach events</b> (<i>if/when not participating exclusively</i>)</li> <li>c. <b>On campus events/activities</b>; “<b>BLACK -to-School Night</b>” “<b>Each One, Teach One</b>”, EOPS and Guided Pathways Presents: “<b>Sharing OUR Stories</b>” (SOS) discussions and presentations</li> <li>d. <b>K-12 District level events and activities</b></li> </ul> | <ul style="list-style-type: none"> <li>a. These are ongoing events that BFSA members can attend/collaborate on</li> <li>b. General Outreach invites/collabs when appropriate w/ Specialized Program Outreach Coordinators, keeping BFSA in the loop when attending events w/ likelihood of high Black Student/Community attendance.</li> <li>c. BFSA and Umoja Tumaini ,, and/or respective programs and individuals are able to do this at any</li> </ul> | <ul style="list-style-type: none"> <li>a. Outreach will continue to attend college fairs, serving as initial contact point for potential SBVC students (Seniors and underclassmen) BFSA, Umoja-Tumaini and/or Specialized Programs collaborate and attend these events accordingly. These events generally take place</li> </ul> |

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|  |  | <p>time; planning and appropriate procedures apply.</p> <p>d. K-12 Educational Partners</p> | <p>weekly/monthly throughout the fall semester.</p> <p>b. Outreach can collect this material and also assist in ordering additional program printed materials throughout the academic year.</p> <p>c. Outreach will continue to support campus in-reaching events. And will continue to host annual events (Senior Day, WWD).</p> <p>d. Outreach and SBVC Collab Partners will continue to support k-12 district events throughout the academic year.</p> |
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| Quarter 2<br>(Q2)   | Event/Activity   | Responsible/Notes:  | Planning<br>Timeline/Deadline   |
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| OCTOBER<br>(peak<br>recruitment<br>month -<br>historically) | <ul style="list-style-type: none"> <li>a. <b>Valley application opens</b> - <i>emphasis does not HAVE TO be on Community College bound student at this point (no need to complete w/ University Bound and CSU/UC App period), but exposure to opportunities that exist here is important.</i></li> <li>b. <b>Specialized Programs application</b> period (if not open) and <b>Info Sessions</b></li> <li>c. <b>CSUs open application</b></li> <li>d. <b>Application workshops</b> will be in full swing</li> <li>e. <b>Ongoing college fairs day, night, and weekend</b></li> <li>f. <b>Potential hosting of “regional” BSU/Umoja event(s)</b></li> <li>g. <b>“Registration Block Party”</b></li> <li>h. <b>K-12 District level events and activities</b></li> </ul> | <ul style="list-style-type: none"> <li>a. Application workshops are ongoing and are supported in conjunction with A&amp;R classified staff.</li> <li>b. This is based on each individual area.</li> <li>c. Transfer Center.</li> <li>d. Please see “a” above.</li> <li>e. Ongoing Outreach events.</li> <li>f. Umoja Tumaini and BSU are always able to host these events.</li> <li>g. Counseling and Matriculation have historically rolled out Fast Track and Super Saturdays.</li> </ul> | <ul style="list-style-type: none"> <li>a. Outreach will continue to host application workshops at local feeder high schools and charters schools beginning in October and again in April.</li> <li>b. This is based on each individual area. Outreach will connect with individual areas for application information.</li> <li>c. Transfer Center.</li> <li>d. Please see “a”.</li> <li>e. Outreach will begin attending these events in October. Historically this has been the peak K-12 outreach season, including evening and weekend events.</li> <li>f. Outreach will support and collaborate with</li> </ul> |

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|   |   |  | <p>Umoja-Tumaini and BFSA team.</p> <p>g. Outreach will support and collaborate with Counseling Department to host registration events in the Spring semester.</p>   |
| NOVEMBER<br>(peak recruitment month - <i>historically</i> ) | <p>a. <b>UC applications open</b></p> <p>b. <b>Application workshops continue</b></p> <p>c. <b>College Fairs continue</b></p> <p>d. Some <b>on-site matriculation</b> begins</p> <p>e. <b>K-12 District level events and activities</b></p>   | <p>a. Transfer Center.</p> <p>b. Ongoing with A&amp;R</p> <p>c. Ongoing with Outreach</p> <p>d. Ongoing with Counseling and Matriculation</p>          | <p>a. Transfer Center.</p> <p>b. Outreach will continue to collaborate with A&amp;R to visit K-12 campuses to host application workshops.</p> <p>c. Outreach will continue to attend college fairs throughout academic year.</p> |
| DECEMBER  | <p>a. Activity level dies down</p> <p>b. <b>CSU and UC application typically closes</b> for first-time freshmen and transfer students</p> <p>c. Able to do tours and on-campus events for potential students in the first half of the month</p> <p>d. <b>Community organizations</b> typically do toy drives and holiday events</p> <p>e. <b>On campus events</b> ("Study Jams", Kwanzaa, Family Night, etc)</p> <p>f. <b>K-12 District level events and activities</b></p> | <p>a. N/A</p> <p>b. Transfer Center</p> <p>c. Tours are ongoing through Outreach and/or the Welcome Center.</p> <p>d. Campus wide community events</p> | <p>a. N/A</p> <p>b. Transfer Center</p> <p>c. Will continue to schedule tours. K-12 schools shut down second week of December. Outreach will continue to support Day of Service which</p>  |

|                |   | e. Varios Departments host “Study Jams”, Family Nights, Kwanzaa (Umoja-Tumaini) and/or Holiday Celebrations.  | takes place in December.<br>d. N/A<br>e. Outreach is able to table at on campus community events to provide SBVC information.  |
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| Quarter 3 (Q3) | Event/Activity  | Responsible/Notes:  | Planning Timeline/Deadline   |
| JANUARY        | a. Both the local high schools and Valley <b>reopen and start the Spring semester</b> early/mid-month<br>b. Additional <b>application workshops, on-site matriculation</b><br>c. Almost no college fairs<br>d. <b>On-campus tours and events</b> continue<br>e. Start <b>promoting/recruiting for A<sup>2</sup>MEND conference</b> in March through existing relationships (BROTHERS, Umoja Tumaini, EOPS, etc.)<br>f. <b>K-12 District level events and activities</b> | a. N/A<br>b. Ongoing through Counseling and Matriculation and Outreach.<br>c. N/A<br>d. Ongoing through Welcome Center and Outreach.<br>e. Collaborative efforts with BROTHERS, BFSa, Umoja-Tumaini, SSSP Coordinators, Deans and VPSS. | a. N/A<br>b. Outreach will continue to host application workshops as needed to k-12 and charter schools. Umoja/Tumaini counselor can also attend to assist with matriculation steps and program application.<br>c. N/A<br>d. Outreach will continue to schedule campus tours for k-12 schools.<br>e. TBD |

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| FEBRUARY | <ul style="list-style-type: none"> <li>a. <b>Spring Targeted Recruitment</b></li> <li>b. <b>Black History Month</b> – various community and school site <b>events dedicated to Black culture, HBCUs, college promotion, scholarships, etc.</b></li> <li>c. There should be <b>on-campus events that can involve current students, community members and potential students</b></li> <li>d. <b>K-12 District level events and activities</b></li> <li>e. Leading up to this, <b>continue to attend Colton, Rialto and San Bernardino school districts’ African American Parent Council meetings.</b> They will likely sponsor events in addition to those offered at the school sites.</li> </ul>   | <ul style="list-style-type: none"> <li>a. Ongoing through Outreach and collaborative partners.</li> <li>b. BFSA has historically hosted events throughout the month along with AL&amp;D and support from “Equity”.</li> <li>c. Any faculty or staff can book community events on campus.</li> <li>d. N/A</li> <li>e. Reengage and ongoing.</li> </ul> | <ul style="list-style-type: none"> <li>a. Outreach will collaborate with Umoja/Tumaini, EOPS, and other Specialized Programs to target population during Spring Semester.</li> <li>b. Outreach continues to work collaboratively with various individuals and groups to cross promote activities/events.</li> </ul> |
| MARCH    | <ul style="list-style-type: none"> <li>a. <b>Spring Targeted Recruitment</b></li> <li>b. <b>A<sup>2</sup>MEND Conference (<i>BROTHERS participants are priority</i>)</b></li> <li>c. <b>Spring college and career fairs</b></li> <li>d. Ongoing <b>application and matriculation visits</b> in addition to program applications that may be closing soon</li> <li>e. Mid-semester Refuel, “<b>SOS</b>” <b>event(s)</b></li> <li>f. Ongoing <b>community events</b></li> <li>g. <b>Senior Day preparation</b></li> <li>h. <b>Specialized Programs application</b> and Info Sessions</li> <li>i. SBVC/SBCCD and K-12 Districts’ <b>Spring Break</b> (at various times)</li> <li>j. <b>K-12 District level events and activities</b></li> </ul> | <ul style="list-style-type: none"> <li>a. Ongoing</li> <li>b. N/A</li> <li>c. Ongoing</li> <li>d. Ongoing</li> <li>e. Various</li> <li>f. Ongoing</li> <li>g. Senior Day is planned in the Fall for April event.</li> <li>h. Specialized Programs.</li> <li>i. N/A</li> </ul>   | <ul style="list-style-type: none"> <li>a. Outreach and collaborative Partners will continue to target students during Spring Semester</li> <li>b. N/A</li> <li>c. Outreach and Collaborative Partners will continue to attend spring college and career fairs accordingly.</li> </ul>                               |

|                |   |  | d. Preparation for Senior Day begins in the fall semester. Outreach will include BFSA, Umoja/Tumaini and others in planning.   |
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| Quarter 4 (Q4) | Event/Activity  | Responsible/Notes:   | Planning Timeline/Deadline   |
| APRIL          | <ul style="list-style-type: none"> <li>a. <b>Spring Targeted Recruitment</b></li> <li>b. <b>Senior Day</b> (typically)</li> <li>c. <b>Black Excellence and Black Student Success Week</b> and event(s) on-campus</li> <li>d. <b>Priority registration</b> for Fall; <b>"Registration Block Party"</b></li> <li>e. <b>Spring college fair(s)</b></li> <li>f. <b>Tours and on campus events</b> in moderation</li> <li>g. <b>K-12 District level events and activities</b></li> </ul> | <ul style="list-style-type: none"> <li>a. Ongoing</li> <li>b. Senior Day is open to the campus.</li> <li>c. Black Excellence for high school students from the feeder high schools, Black Student Success Week is geared towards current CC students.</li> <li>d. Specialized Programs, Counseling Department and SBVC Student Services</li> <li>e. Ongoing</li> <li>f. Ongoing</li> </ul> | <ul style="list-style-type: none"> <li>g. Outreach will continue to plan Senior Day, it is a campus wide event and open to all for participation.</li> <li>h. Outreach will support Black Excellence week with funding, materials and staff support for Black Excellence event.</li> </ul> |

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| MAY  | <ul style="list-style-type: none"> <li>a. <b>“Study Jams” and Finals Prep</b></li> <li>b. Both SBVC and <b>local high schools have graduation ceremonies (National Black Grad - Regional High Schools)</b></li> <li>c. <b>SBCCD Black Grad</b> at SBVC</li> <li>d. <b>Ongoing application and matriculation events</b></li> <li>e. <b>K-12 District level events and activities</b></li> </ul>               | <ul style="list-style-type: none"> <li>a. Welcome Center</li> <li>b. IE National Black Grad <i>(not a function of SBVC, but great outreach potential).</i></li> <li>c. BFSA has historically hosted Black Grad at SBVC.</li> <li>d. Ongoing</li> </ul>        | <ul style="list-style-type: none"> <li>a. Various.</li> <li>b. N/A</li> <li>c. Outreach can support SBVC black grad with funding and staff support.</li> </ul>   |
| JUNE | <ul style="list-style-type: none"> <li>a. Potential <b>Summer Bridge Program; events and activities</b></li> <li>b. Local high schools either not in session or doing summer sessions...<b>encourage underclassmen to take advantage of Dual Enrollment/ Advance Courses</b></li> <li>c. Some <b>community events</b> (Juneteenth Celebration)</li> <li>d. <b>application workshops as needed</b></li> </ul> | <ul style="list-style-type: none"> <li>a. Umoja Tumaini can host Summer Bridge programs. VBC have historically hosted Summer Bridge in July</li> <li>b. This is a function of Dual Enrollment/Vall ey Now.</li> <li>c. Various</li> <li>d. Ongoing</li> </ul> | <ul style="list-style-type: none"> <li>a. Outreach and collab partners can provide support to the Umoja/Tumaini summer bridge as requested.</li> <li>b. Outreach will continue to provide information at summer community events on dual enrollment</li> <li>c. Outreach will continue to support and attend Juneteenth community events.</li> </ul> |

### **Ongoing and EVENTUALLY**

- Provide opportunities for more “**Community Engagement**” as it relates to the local Black population. **Virtual and in-person activities for all ages.**
- Develop/explore the “**Academic Success Teams**”, (comprised of Faculty/Staff, Mentors, Professional Experts, Student Worker, etc.) to assist with follow through and follow up
- Establish means/culture of **continuous PROACTIVE contact** to identify challenges, provide necessary services and resources, and motivate toward success
- Periodic **reports of Black students who did not complete matriculation process**, and/or did not persist beyond initial term(s)
- RE-establish a **designated space/centralized location** that is specific to the the Black Student experience (“Black Student Success Center), when relocation from LA takes place.
- Establish and Maintain relationships with organizations that serve “Non-Traditional Students”, ie parole/probation...
- Collaborate with Campus Administration, District HR, local Universities, and K-12 partners to **actively recruit more African American/Black employees** and establish a “**Pipeline to Education**”.
- Consistent conversation and identification of “**Funding Sources**” as it relates to the sustainability of various programs and services for the target population

### **Partnerships (On-Campus and Off-Campus) and Resources:**

| Name | Title | Contact Information | Resource Area/Primary Responsibility |
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