



Partner Profiles: Engaging Faculty and
Creating Culture Change with Starfish at
Moorpark College

CONNECTED**21**



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Background



A large two-year college
in southern California



14,275 undergraduate
students in 2019



Part of the Ventura CCD
with Oxnard College and
Ventura College

Challenge

Starfish and early alerts/kudos were being underutilized at the college for several reasons, including ease of access, clarity of purpose, and lack of champions.

The team needed to figure out how to engage faculty and instructors, so that they would understand and help communicate about student success.

Shifting Goals and Plans into Action

1

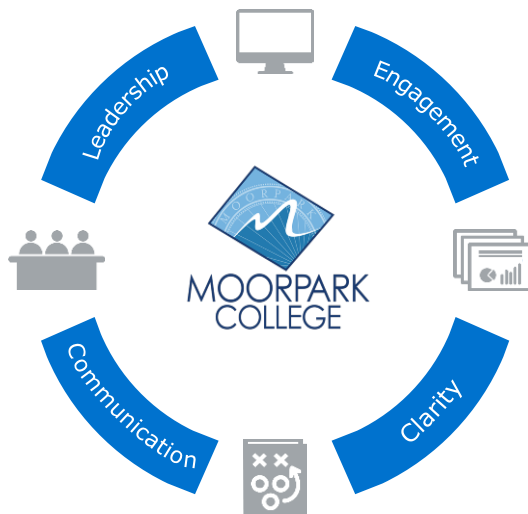
Mission & Values

“Grounded in equity, social justice, and a students first philosophy, Moorpark College values diverse communities...Through the integration of innovative instruction and customized student support, our programs are designed to achieve equitable outcomes.”

4

Student Equity Plan

Key activities for Diversity and Inclusion workgroups, including specific strategies for retention and completion



2

Strategic Plan

Five Strategic Directions, including Student Success and Organizational Effectiveness, along with goals and metrics to improve outcomes and to close gaps

3

Master Plans (District, College, IT)

Guided application of EAB's diagnostics and practice implementation templates

“

Now, more than ever, students need to be quickly connected to the resources available to them on campus without falling through the cracks. Starfish Connect lets us do that without putting yet another huge burden on the faculty member.

-Faculty Workgroup member



Faculty Workgroup as Change Agent



Faculty Workgroup

- Established in Spring 2021
- 19 Faculty members, 1 Counselor, 3 Success Coaches
- Participants were asked:
 - What do you know about Starfish?
 - Why are you not using it? What can we adjust to make it more usable?
 - Are you available to meet 2x per month?
- College demonstrated support with funds for participants
- Groundwork was also laid with Deans and Chairs, who were also supportive
- Represented each division (and now we have contact persons and inside experts across the college)
- Represented a mix of understanding of Starfish— but looking for both users and those interested in learning more

Intentionality and Change: Alerts and Kudos (Part 1)

What is not working? How can we address the issue?



1

Integrating our LMS and Starfish

- Worked with IT to add Starfish to Canvas and not just campus portal
- Ask had been made previously, but request was valued differently when coming from Faculty Workgroup

2

Understanding Workflows

- Participants did not universally understand what happened when a flag was raised
- Worked with Student Services, Counselors, and Success Coaches to clarify workflows— who's copied, who responds, what outreach happens, etc.
- Ensured that internal processes were updated and fully aligned

Intentionality and Change: Alerts and Kudos (Part 2)

What is not working? How can we address the issue?

3

4



Increased Active Outreach

- Previously, students had to receive 3 flags *before* active outreach
- Team identified and created new flags that prompt interaction from a Success Coach
- Validated and activated referral roles to ensure follow-up

Communication Planning

- Shifted language and brand from “Early Alert” to “Starfish Connect”
- Developed a communication plan based in wraparound support with messages that are:
 - Short and simple
 - Repeated on purpose
- Created paper and electronic communications
- Engaged VPAA to raise profile
- Linked all materials to District resources



High Quality (and Pretty) Materials Are Important

ONLINE CONNECTION TO IMMEDIATE SUPPORT

STARFISH CONNECT

WHAT IS STARFISH CONNECT?

Your online tool linked in Canvas that makes it quick and easy for students to access college support and services.

WHY USE STARFISH CONNECT?

Schedule counseling appointments, connect with services, and receive messages from instructors to help students be more successful.

YOU CAN USE STARFISH CONNECT ANYTIME!

It's located on your Canvas dashboard. You can view counselors' availability and schedule appointments within a time frame that works for you. Instructors may post progress reports for your classes mid-semester, but messages may occur more often. You'll also receive emails in your my.vcccd.edu account when these correspondences occur.

- SCHEDULE APPOINTMENTS with individual counselors. General out & admission specialists, or any support needed.
- CHOOSE A TIME FRAME that works for you.
- ENTER THE VIRTUAL WAITING ROOM when you want counselor help. We are here!

RESOURCES

- ACCESS YOUR MY SUCCESS NETWORK: A list of services that are part of your support team.
- FIND NAMES AND CONTACT INFO: Team Specialists that we have to help you.
- ACCESS YOUR SUPPORT TEAM: Mental Health Counselors, Career Transfer Center, Library, Tutoring, & more.

RECEIVE MESSAGES FROM INSTRUCTORS

Starfish is all about helping you be successful. Messages are intended to keep you on track, but also in touch with resources and team members that will accelerate your progress. Your support team members may also reach out to you when prompted by an instructor.

PROGRESS REPORTS

Track important team members may also reach out to you when prompted by an instructor.

ALERTS

Only if you are falling behind. AND as a courtesy to YOU.

KUDOS

Encouragement to keep up the good work or when showing improvement.

Find out more at MoorparkCollege.edu/starfish-student

WHY USE Starfish Connect?

Schedule counseling appointments, connect with services, and receive messages from instructors to help students be more successful.

You can use Starfish Connect anytime!

You can access Starfish in two ways:
- Your my.vcccd.edu portal
- Your Canvas dashboard

Once in Starfish, you can view counselors' availability and schedule appointments within a time frame that works for you. Instructors may post progress reports for your classes mid-semester, but messages may occur more often. You'll also receive emails in your my.vcccd.edu account when these correspondences occur.

- ENROLL**
- SUPPORT**
- FINANCIAL AID**
- COUNSELING**

SCHEDULING

Schedule appointments
With individual counselors, success coaches, financial aid & scholarship specialists, or any support needed.

Choose a time frame
That works for you.
www.thevirtualwaitingroom.com
When you want immediate help, we are there.

RESOURCES

Find names and contact info
Team Specialists that are here to help you.
Access your Support Services
[Mental Health Counselors](http://MentalHealthCounselors), [Career Transfer Center](http://CareerTransferCenter), Library, Tutoring, & more.

MESSAGES

Receive messages from instructors
Starfish is all about helping you be successful. Messages are intended to keep you on track, but also in touch with resources and team members that will accelerate your progress. Your support team members may also reach out to you when prompted by an instructor.

Progress reports

Overall attendance and engagement to keep you informed, as a courtesy to YOU.

Alerts

Only if you are falling behind. AND as a courtesy to YOU.

Kudos

Encouragement to keep up the good work or when showing improvement.

RAIDER CENTRAL ESSENTIAL NEEDS

THE CENTER FOR IMMEDIATE SUPPORT

STARFISH CONNECT

WHY USE STARFISH CONNECT?

You can connect students individually or collectively with campus services, share a concern with a student or recognize great behavior.

WHAT IS STARFISH CONNECT?

Starfish Connect is an online tool linked in Canvas that makes a quick and easy to provide support and feedback for your students.

YOU CAN USE STARFISH CONNECT ANYTIME!

It's located on your Canvas dashboard. You'll receive reminders about Starfish Connect twice a semester. You will be prompted to complete a student progress survey for each of your classes mid-semester. The progress survey makes it quick and easy for you to "raise flags or kudos" for multiple students simultaneously. It's so easy so clicking boxes need to be done from your course roster.

- ALERTS**
For at risk of falling, description needed, or any flags or more flags raised, virtual waiting room will contact the student to get an immediate student alert.
- REFERRALS**
For referrals, the campus support services will receive a notification and will email the student with information.
- ALERT A STUDENT WHEN**
 - Absentee/Participation Concern
 - Low Quiz/Test Scores
 - Not engaged in Online Learning
- ALERT A STUDENT SUCCESS COACH WHEN**
 - Student at Risk of Dropping
 - Insufficient Grades
 - And more...
- KEEP UP THE GOOD WORK**
 - Outstanding Academic Performance
 - Showing Improvement
 - And more...
- REFER YOUR STUDENT FOR EXTRA HELP**
 - Counselor Referral for the Writing Center or Math and Science Center
 - Counselor Aid for emergency grants, FAFSA, and other financial aid
 - Paraprofessional or mental health support services
 - And more...
- RECEIVE COUNSELING**
 - For a single flag or folder, the student will receive an email notification. The semester will lower the flag when a student raises an item.

Find out more at MoorparkCollege.edu/starfish
District Web Resources: vcccd.edu/departments/information-tech

Intentional Planning Equals Impact

Fall 20
"Baseline"

19

surveys submitted

345

tracked students

372

items raised

Spring 21
"Workgroup Uptick"

+84%

surveys submitted

+61%

tracked students

+66%

items raised

Fall 21
"Relaunch"

preliminary data based on first week of survey response

+163%

surveys submitted over baseline

+33%

tracked students over baseline

+25%

items raised over baseline



Phase Two = Continuous Improvement in Fall 2021



What *else* is not optimal? How can we address *those* issues?

Support & Training

Leveraging the support of Instructional Technologists, who have been great supporters to date; engaging faculty during Fall Flex sessions

Expand Closure Reasons

Allows us to look at the data in more detail—and then to refine our plan



(More) Communication

Additional planning and outreach to faculty and staff



Template Refinement

Requires support from IT and agreement across the Community College District



Advice on Culture and Change Management

Faculty and instructors will not use a tool if they don't believe it is working!



Leadership

Requires a leader that understands campus structures and who can access appropriate actors across the campuses and departmental silos (e.g., administrative leaders, records, student services, counseling, marketing, etc.).



Proactive Outreach and Foreshadowing

Share what's coming and proactively get appropriate input—especially to hear the concerns from any impacted parties or staff.



Craft Your Team Intentionally

Group make up is very important—representation, size (~20 was our sweet spot), and appropriate planning time to spread out planning (meetings and terms).



Communicate and Market!

Multiple levels and kinds of messaging to combat our limitations to take in messages we hear for the first time or from all sources.



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