

The Eighth Annual

# Get **Stay Focused!** Conference

December 14-15, 2017

Santa Barbara City College (SBCC) West Campus

**(Abridged Conference Program)**



The organizers wish to thank the following for their support:

*The James Irvine Foundation*  
*Santa Barbara City College (SBCC)*  
*Dr. Anthony E. Beebe*  
*Dr. Paul Jarrell*  
*Dr. Rob Johnstone*  
*Dr. Linda Rose*  
*Dain Blanton*  
*SBCC's Dual Enrollment Office*  
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*SBCC's A/V & Tech Support Teams*  
*Breakout Session Presenters (see page 4)*  
*Academic Innovations' Staff*

Dear Participant:

Welcome to the eighth annual *Get Focused...Stay Focused!*<sup>®</sup> Conference. We are thrilled to have you with us in Santa Barbara. Our goal is to give you as much information and help as possible to support your own successful *Get Focused...Stay Focused!*<sup>®</sup> program.

*Get Focused...Stay Focused!*<sup>®</sup> began in 2009, right here in Santa Barbara with our local school districts. Since then, it has grown throughout California and has spread to many other states.

Malcolm Gladwell's book *The Tipping Point* is subtitled "How Little Things Can Make a Big Difference." The *Get Focused...Stay Focused!*<sup>®</sup> movement is one of those little things that continues to grow in order to make a big difference in the lives of our students. What began with the launch of The George Washington University's Freshman Transition Initiative 12 years ago has now evolved into *Get Focused...Stay Focused!*<sup>®</sup>, a mature, award-winning educational program for secondary and postsecondary students.

And, as you'll experience over the next two days, a cadre of educational professionals who believe in the goals and methodology of the *Get Focused...Stay Focused!*<sup>®</sup> program continues to grow. They come from programs across the country and will share their experiences, challenges, and triumphs.

So, as the scales tip and you expand upon and enhance all of the little things that *Get Focused...Stay Focused!*<sup>®</sup> has accomplished, we look forward to working with you and impacting the futures of tens of thousands of students striving to achieve their own goals and dreams.

Sincerely,

Diane Hollems, Ph.D.  
Lauren Wintermeyer, Ed.D.

*Many thanks to Santa Barbara City College  
and staff for their support of the*

**Get Stay Focused!**<sup>®</sup>  
*Conference*

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# Speakers and Presenters

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The Eighth Annual  
**Get Focused...Stay Focused!® Conference**  
 December 14-15, 2017 • Santa Barbara City College (SBCC) West Campus

## CONFERENCE AGENDA

<b>Thursday, December 14</b>	
7:30 AM to 8:30 AM	Check In
8:30 AM to 10:15 AM	Opening Session in the Garvin Theater <i>Featured Speaker: Dr. Rob Johnstone</i>
10:15 AM to 10:30 AM	Break <i>If you were unable to check in prior to the General Session, please do so during this break.</i>
10:30 AM to 11:30 AM	Breakout Session #1 <i>Session descriptions start on page 10</i>
11:40 AM to 12:40 PM	Breakout Session #2 <i>Session descriptions start on page 11</i>
12:45 PM to 1:20 PM	Lunch
1:30 PM to 2:30 PM	Breakout Session #3 <i>Session descriptions start on page 12</i>
2:40 PM to 3:40 PM	Breakout Session #4 <i>Session descriptions start on page 13</i>
<b>Friday, December 15</b>	
8:30 AM to 9:30 AM	General Session in the Garvin Theater <i>Featured Speaker: Dr. Linda Rose</i>
9:30 AM to 9:45 AM	Break
9:45 AM to 12:00 PM	Panel Discussions and Student Perspectives in the Garvin Theater <i>Featured Speaker: Olympic Gold Medalist Dain Blanton</i>
12:00 PM to 1:00 PM	Lunch <i>Dain Blanton will be available during lunch on the Garvin Theater Patio.</i>
1:00 PM to 2:00 PM	Starting Your Action Plans— <i>A mentored work session</i> <i>See your conference name badge for your action planning room assignment.</i>

# Opening Session

Garvin Theater : Thursday, December 14

8:30 AM to 10:15 AM

## Introductions

Dr. Diane Hollems, Co-founder, *Get Focused...Stay Focused!*®

## Welcome

Dr. Anthony E. Beebe, President, Santa Barbara City College

## General Session Overview

Dr. Lauren Wintermeyer, Co-founder, *Get Focused...Stay Focused!*®

## Keynote Address

### **Dr. Rob Johnstone**

Rob works to help two- and four-year colleges create structures and processes that increase student completion, learning, and labor market outcomes. His unique and engaging approach to inquiry and improvement fuses the world of foundations, initiatives, and system-level policy changes with the ground-level work of college practitioners and college senior leaders.

Rob has worked on the ground with more than 350 colleges around the country both directly and on initiatives such as the American Association of Community Colleges Pathways Institutes, the Aspen Prize for Community College Excellence, the California Guided Pathways Initiative, Jobs for the Future's work with the statewide centers in the national Student Success Center Network, Gates' Completion by Design, Lumina's Beyond Financial Aid, and a variety of state-level and local college projects.

Rob served as a director, dean, and provost in the California community college system for more than a decade, and he worked as a strategic consultant in industry prior to shifting to higher education. With more than 20 years of consulting experience in industry and higher education, he has a unique dual perspective on this work. He also brings an energy and passion for authentic change to improve outcomes.

## Watch for Raffle Prizes on Day Two!

You received a raffle ticket with your name badge when you checked in. You have the opportunity to earn 1 additional raffle ticket by returning your completed Day One conference feedback form to the information table in the IDC Building after session 4. Winning tickets will be drawn before lunch on Day Two.

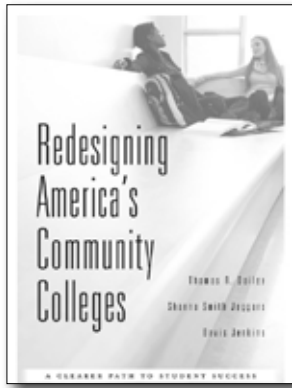
### Raffle Prizes

*Redesigning America's Community Colleges* by Thomas R. Bailey, Shanna Smith Jagers, and Davis Jenkins

4 The Coffee Bean Gift Cards—\$25 each

Samsung Galaxy A Tablet (10", 16 GB, 32 GB card included)

EcoSlate Waterproof Bluetooth Speaker



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Resources from the  
presentations will be available  
online after the conference

[bit.ly/GFSFconf2017](http://bit.ly/GFSFconf2017)

# General Sessions

Garvin Theater : Friday, January 5

8:30 AM to 12:00 PM

## Welcome

Dr. Melissa Moreno, Interim Vice President, Santa Barbara City College

## Keynote Address

### Dr. Linda Rose, President, Santa Ana College

As a product of the community college system, Dr. Linda Rose has dedicated her career to community college education. She began her career at Cerritos College as a part time English instructor, earning a tenured faculty position, serving as the college's Puente Program co-coordinator helping to serve educationally underrepresented students, and coordinating Cerritos College's Program for Adult College Education (PACE). She also served as English Department Chair and later was named Dean of the Liberal Arts Division.

Dr. Rose served as vice president of academic affairs of Santa Ana College from 2011 to 2014, president of Los Angeles Southwest College from 2014 to 2016, and was appointed president of Santa Ana College in July 2016.

Dr. Rose served on the Los Angeles Southwest College Foundation Board of Directors and the Taller San Jose Board of Directors. She was also an appointed member of the California Community College Chancellors Office, Workforce and Economic Development Program Action Committee. Among her honors and awards are: the Cerritos College Outstanding Administrator Award; the Cerritos College Outstanding Faculty Award for the Liberal Arts Division; Who's Who Among America's Teachers, Fifth Edition; and the National Institute for Staff and Organizational Development Teaching Excellence Award. Awarded her doctorate in Educational Leadership from the University of California, Los Angeles, Dr. Rose also holds a Master of Arts in English and Bachelor of Arts in Interdisciplinary Studies from California State University, Dominguez Hills and an associate degree in Liberal Arts from West Los Angeles Community College.

## ***Get Focused...Stay Focused!*<sup>®</sup> and the Link to Guided Pathways**

Dr. Lauren Wintermeyer, Co-founder, *Get Focused...Stay Focused!*<sup>®</sup>

## Break

## Guided Pathways Panel Discussion

Moderator: Dr. Lauren Wintermeyer

## Student Perspectives

Hear from students who have been impacted by the *Get Focused...Stay Focused!*<sup>®</sup> program.



## Keynote Address



### **Dain Blanton, Olympic Gold Medalist and Student Success Advocate**

Dain Blanton has traveled the world representing the United States in beach volleyball. He became the first African American to win an AVP Beach Volleyball tournament in 1997. In 2000, Dain and his volleyball partner Eric Fonoimoana struck gold at the Olympic Games in Sydney, Australia, and in 2004, Dain became Team USA's first two-time male beach volleyball Olympian. In 2016, Dain returned to the Olympic Games, this time as an NBC Olympics commentator, adding to a growing list of impressive sports broadcasting credits.

After achieving gold, Dain found himself in a unique position to lead and inspire. After making a presentation at the Focus on Freshmen Conference in Los Angeles, Dain became excited about the possibilities offered by this type of program. The *Get Focused...Stay Focused!*<sup>®</sup> ethos matched his passion for helping young people realize their dreams. Since that time, he has carried an important message—make solid choices, create a plan of action, and go for YOUR gold—to students at campuses across the country.

## RAFFLE

### Lunch

Limited Availability—Join Dain Blanton during lunch on the Garvin Theater Patio for an extended conversation.

## **Starting Your Action Plans—A mentored work session**

IDC Building : Friday, December 15

1:00 PM to 2:00 PM

Time to review, brainstorm, and strategize what you are going to do with what you've learned at the conference. Join together with members of your team or participants from similar schools/colleges to explore next-step strategies and start conceptualizing how a *Get Focused...Stay Focused!*<sup>®</sup> program would work on your campus or in your region.

Participants have been pre-assigned a meeting room in an attempt to accommodate the teams or regions attending together. For those traveling solo or in pairs, you'll find yourselves in a room with others of similar interests.

**See your conference name badge for your action planning room in the IDC Building.**

# 10:30 AM to 11:30 AM | Breakout Session #1

IDC 111

Dual Enrollment and Early College Access Strand

## **The Dual Enrollment Toolkit: What is It and What's New in CA?**

*Naomi Castro, Career Ladders Project*

The DE Toolkit was commissioned by the Chancellor's Office in 2016 and created by the RP Group and Career Ladders Project. It contains all Ed Code references to DE as well as other legislation, including AB288. There is a robust FAQ section as well as templates for required MOU's and Agreements. There will be an update on AB288 and the number of existing CCAP Agreements.

IDC 209

GET FOCUSED Strand

## **Get Focused: Launching a Freshman Transition Course for All High School Freshmen**

*Dr. Lauren Wintermeyer*

Learn the ins and outs of training your best faculty to teach the 9th grade course as well as details about the course itself which guides students to answer the questions: Who Am I? What Do I Want? and How Do I Get It?

IDC 206

STAY FOCUSED Strand

## **Stay Focused: Strategies for Implementing the GFSF Follow-up Modules for 10th, 11th, and 12th Grades**

*Erin Hansen*

Learn how to effectively integrate these 16-lesson Follow-up Modules in an existing class. This session will be an overview of each of the three modules.

IDC 211

*Get Focused...Stay Focused!*® as the Onramp to Guided Pathways Strand

## **The Key to Collaboration: Establishing K-16 Relationships**

*Dr. Diane Hollems, Dr. Melissa Moreno, Diego Ochoa, and Rudy Ramirez*

This session's presenters will describe how they have developed key relationships in educational systems as well as reached out to the community and parents to inculcate GFSF as a relevant and inclusive program

IDC 215

*My10yearPlan.com*®: Student Support Perspectives Strand

## **Utilizing the 10-year Plan Across the High School Campus for Academic Coaching**

*Rachelle Fast and Dr. Rebecca Dedmond*

This session will detail successful use of the student's 10-year Plan, begun in 9th grade and updated through the GFSF Follow-up Modules in 10th, 11th, and 12th grades, by teachers, counselors, administrators, and even parents.

IDC 217

Middle School Bridge Curriculum Strand

## **Career Development in Middle Schools/High Schools**

*Karen Miles*

Participants will learn how the *Building a Bridge to Your Future* curriculum helps students to get excited to engage in career planning in high school and how the GFSF curriculum will move them from a direction to a destination. The session will also explore the importance of non-cognitive factors, career self-efficacy, and relevant research.



IDC 220

Ramp Up Your GFSF Program Strand

## Launching Your GFSF Initiative with a Thematic Approach

Jennifer Crerar

Hear from GFSF schools that have found creative and impactful ways to launch their initiative with a school-wide theme that builds enthusiasm, community, and vision.

BC Forum

Guided Pathways Strand

## Crosswalk Showing how GFSF Meets the Guided Pathways Pillars

Dr. Rob Johnstone and Kathy Booth

During this session, we will explore how to build on our past efforts and evolve our thinking about how students are recruited to, enter, and progress through our colleges so they complete their goals at markedly higher rates. We will begin by exploring a story of one college's journey to increase outcomes, and will set the table for an exploration of guided pathways by focusing on the issues of economic mobility and equity, and intersegmental alignment. This session will integrate Dr. Johnstone's work on the AACC Pathways Initiative, A2I2, the Aspen Prize for Community College Excellence, Completion by Design, Beyond Financial Aid, JFF's Student Success Centers, and numerous other national, state, and college-level projects.

# 11:40 AM to 12:40 PM | Breakout Session #2

IDC 111

Dual Enrollment and Early College Access Strand

## Dual Enrollment: Navigating the Waters of Two Educational Systems

Dr. Diane Hollems

Beginning a DE program must start with building the critical relationships between the secondary school and community college. Other groups must be included, such as bargaining units and academic senates. With the right approach, healthy and sustained relationships can be built which lead to benefits for the respective schools and students.

IDC 209

GET FOCUSED Strand

## Get Focused: Implementing a First-Year Experience/Student Success Course at the College Level

Dr. Lauren Wintermeyer

Hear how the GFSF college curriculum is being used as a first-year experience course that covers career exploration, decision-making and student success. Students finish the course with a well-researched 10-year career and life plan and a skills-based Education Plan.

IDC 206

STAY FOCUSED Strand

## Stay Focused: GFSF Follow-up Module 1: In-depth Curriculum Training

Erin Hansen

Participants will explore the 10th grade follow-up module and be given pacing guides and other resources. The 10th grade module has students research high-wage, high-demand careers as well as update their 10-year Plan

IDC 211

Get Focused...Stay Focused!® as the Onramp to Guided Pathways Strand

## Nurturing, Sustaining, and Expanding the Collaboration

Team from CSU Long Beach and LBCC

Learn how Long Beach is building GFSF as a student pipeline with a strong partnership between CSU Long Beach, Long Beach City College, and Long Beach Unified School District.



IDC 215

My10yearPlan.com®: Student Support Perspectives Strand

## **The High School Counselor's use of My10yearPlan**

*Diego Ochoa, Jennifer Crerar, and Dr. Rebecca Dedmond*

Learn how several high schools have trained counselors and inculcated the 10-year Plan in counseling and advising sessions and have made it the “go-to” advising tool.

IDC 220

Ramp Up Your GFSF Program Strand

## **Whole School Buy-in: Changing the School Culture through Family and Community Involvement**

*Rachelle Fast and Steve Clark*

This session will explore the powerful impact of a GFSF community effort. Learn how involving families and local industry can enhance your GFSF efforts.

BC Forum

Guided Pathways Strand

## **From Braiding to Building: Concrete Ideas for Integrating Initiatives Under the Guided Pathways Framework**

*Kathy Booth and Dr. Matthew Roberts*

Guided pathways provide a means for linking diverse improvement efforts across your campus, and for bridging silos between CTE, general education, instruction, and student services. But what does that really look like? This session will share specific examples of how you can leverage funding and work already underway through CCPT, SSSP, Equity, Basic Skills, and Strong Workforce to advance guided pathways.

# **1:30 PM to 2:30 PM | Breakout Session #3**

IDC 111

Dual Enrollment and Early College Access Strand

## **Dual Enrollment: Program Logistics and Open Enrollment**

*Claudia Johnson, Dr. Melissa Moreno, and Sabrina Robertson*

Santa Barbara City College has built a robust DE program since 1998. Learn the ins and outs of developing and sustaining a successful DE program that withstands changes in policy, leadership, and evolving initiatives.

IDC 209

GET FOCUSED Strand

## **(Re)designing Intake: Mapping Out Ideal Elements for Guided Pathways Implementation**

*Kathy Booth*

In order to clarify pathways and get students onto these pathways, colleges and their high school partners have the opportunity to jointly rethink matriculation and educational planning. This session will offer a facilitated structure for defining an idealized process, examine how current efforts can reflect these goals, and identify resources that can help support redesign.

IDC 206

STAY FOCUSED Strand

## **Stay Focused: GFSF Follow-up Module 2: In-depth Curriculum Training**

*Erin Hansen*

Participants will explore the 11th grade follow-up module and be given pacing guides and other resources. The 11th grade module helps students research STEM careers as well as learn about how to select an appropriate college major and update their 10-year Plan.



IDC 211

Get Focused...Stay Focused!® as the Onramp to Guided Pathways Strand

## **GFSF: Industry and Community Involvement in Guided Pathways**

*Tiffany Morse from VC Innovates, South Central Coast Regional Consortium DSN*

This session will detail how the Ventura County Community College District & Career Pathways Trust Grant have built relationships between GFSF high schools (and now middle schools) to community college. Learn how work-based learning is a key element in a student's pathway and also learn how one northern California community is embracing GFSF through business and civic relationships.

IDC 215

My10yearPlan.com®: Student Support Perspectives Strand

## **Supporting Student Transitions from K-12 to Postsecondary through Intersegmental Alignment and Intentional Counseling**

*Dr. Lauren Wintermeyer, Lynell Wiggins, and Charlie Ramirez*

Three community college counselors will describe the importance of students entering college well-informed and with a plan for success.

IDC 220

Ramp Up Your GFSF Program Strand

## **Leading the Vision: The Role of the Lead Teacher**

*Rachelle Fast, Amy Gil, Brian Slotnick-Lastrico, and Jennifer Crerar*

Learn how successful GFSF Lead Teachers implement the program and guide their colleagues and school community to a shared GFSF vision through on-going professional development.

BC Forum

Guided Pathways Strand

## **Guided Pathways: A Case Study Model**

*Bakersfield College Team*

Bakersfield College's success agenda relies on a high-tech, high-touch model to ensure support at scale for 30,000+ students. By engaging an agile, cross-functional implementation team, BC has embedded the guided pathways framework in all major committee work, technology implementation projects, hiring practices, and more. Attendees will learn about BC's integrated planning model, as well as specific examples of guided pathways work across the four pillars.

# **2:40 AM to 3:40 PM | Breakout Session #4**

IDC 111

Dual Enrollment and Early College Access Strand

## **Dual Enrollment for the Get Focused Course and Stay Focused Modules**

*Claudia Johnson and Sabrina Robertson*

Learn about how SBCC and Cuesta College grant DE credit for the GFSF 9th grade course and how Cuesta is now awarding dual enrollment credit for the GFSF Follow-up Modules for 10th, 11th, and 12th grades.

IDC 209

GET FOCUSED Strand

## **Get Focused: Professional Development Options to Get Your Entire Team Trained to Implement GFSF**

*Dawn O'Bar and Bob Hawkes*

This session will detail workshops, webinars, conferences, online training, and training for counselors in how to use the student's 10-year Plans. Learn about the plethora of training opportunities for K-12 and college faculty, counselors, and administrators.



**Stay Focused: GFSF Follow-up Module 3: In-depth Curriculum Training***Erin Hansen*

Participants will explore the 12th grade follow-up module and be given pacing guides and other resources. The 12th grade module guides students to learn about college support systems, financial aid, college applications, mock interviewing, and update their 10-year Plans as well as build a Skills-based Education Plan.

**Using the 10-year Planning Process to Develop Guided Pathways***Dr. Lauren Wintermeyer, Lynell Wiggins, and Charles Ramirez*

In this interactive session, participants will hear how the 10-year planning process with students is used to achieve a well-informed pathway decision. In addition, participants will hear about how this can be integrated into the overall college Guided Pathway effort.

**Overview of the *Building a Bridge to Your Future* Curriculum***Karen Miles*

This session will provide an overview of the scope and sequence of the *Building a Bridge to Your Future* curriculum. Participants will be provided with pacing guides, instructional resources, best practice tips for implementation, and an overview of the instructor's guide.

**Meet the Pro's: A Conversation with Mentor Teachers***Rachelle Fast, Amy Gil, Rudy Ramirez, Steve Clark, Brian Slotnick-Lastrico, Jennifer Crerar, and Diego Ochoa*

This session will be a round table discussion where participants will have the opportunity to move to each table and learn from the best and most experienced GFSF high school teachers and administrators.

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and Guided Pathways Strand

**Fostering Data Conversations that Support Guided Pathways Planning***Dr. Rob Johnstone and Kathy Booth*

Guided pathways present the opportunity to improve many aspects of college practice, culture, and structures, but how do you decide where to start? This session will walk you through several free data dashboards that provide data on students' outcomes in high school, transition to college, and college success. Then, you will learn ways to use these data points to support local planning and prioritization, including hearing examples of how other colleges have used data to focus their efforts.



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**May 1 to June 8, 2018**

# General Information

## for the *Get Focused...Stay Focused!*<sup>®</sup> Conference

### West Campus of Santa Barbara City College (SBCC)

#### Getting digital directions to SBCC - West Campus

For your GPS: **800 Block of Cliff Drive, Santa Barbara, CA**

For your browser: [goo.gl/maps/AVMU3](http://goo.gl/maps/AVMU3)

### Parking

Because classes at SBCC are not in session at the time of the conference, there is plenty of parking on the West Campus. It's only a short walk (approximately 200 yards) from the parking area to the Garvin Theater or BC Building.

#### Directions:

Enter the parking lot from the Cliff Drive, **West Campus entrance**. From the beach hotels, head north on Cabrillo Blvd. (running along the beach with the ocean on your left) to Castillo Street. Go **right** on Castillo Street. After about 3 blocks, turn **left** at the traffic light onto Cliff Drive. Head up Cliff Drive and pass the main entrance to SBCC on your left. Pass through Loma Alta Street and continue up  $\frac{1}{4}$  mile, taking a **left** at the **SBCC West Campus sign**. Once on campus, continue straight (staying right at the fork); you will find plenty of tiered parking and you'll see the Garvin Theater straight ahead.

### Wi-Fi

You can connect to the **SBCC-Guest** wi-fi network.

You will be prompted to enter your name and email address. Once you accept the terms of use and click "Register," a password will be sent to you via email. Use your smartphone to retrieve your username and password, which will give you access to the SBCC-Guest network for 12 hours.

### Breaks

Coffee and tea will be available each morning.

### Lunch

Each day of the conference, a box lunch will be served outside the IDC Building. Lunch will include a choice of sandwiches served with fruit, chips, and a drink. There will be vegan, vegetarian, and gluten-free options.

Lunch seating is available outside the Garvin Theater and BC Building.

In the event of rain, lunch will be eaten on the ground floor of the parking structure by the IDC Building.

### Campus Rules on Food

There can be **no** food or drinks (aside from water) in the Garvin Theater or the computer labs at any time. This will be strictly monitored. We also request that you leave all food and drink outside the classrooms.

### Curriculum and Conference Materials

Each participant will receive a complimentary set of the curriculum used in the *Get Focused...Stay Focused!*<sup>®</sup> program at check-in. If you are traveling by air, you'll want to save space in your luggage; we are not set up to ship your books to you.