

Updates on Student Communication

College Council 04/27/20

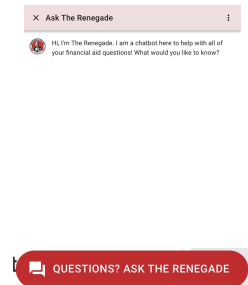
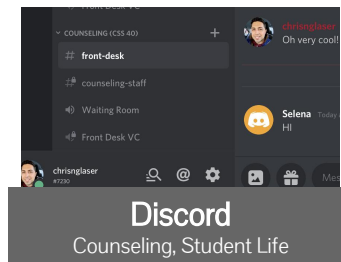
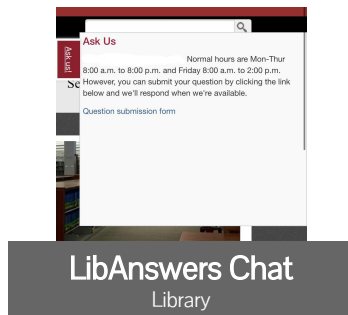
Marisa Marquez — Director, Counseling & Student Success
Chris Glaser — Executive Secretary, College Safety

The way students communicate with BC has changed. Once, the department phone number was the way in. Then it was the email address.

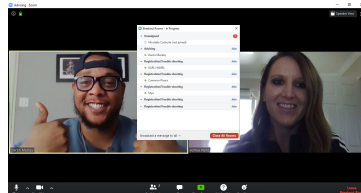
Our institutional adjustments to the COVID-19 pandemic have changed communication again. Who do you call when the department number isn't the best option? Email takes longer with recent influxes. Face-to-face is not an option.

Life is different now. But even before the pandemic, technology had evolved beyond phone and email. So, what are we doing?

A team is evaluating how BC can bring communication to students. BC does not wait for a hiccup to become a problem. Over the last weeks and days, several solutions have been implemented and piloted to bring communication to the places students already are. **That is the BC Way.**



Starfish Notifications



Zoom

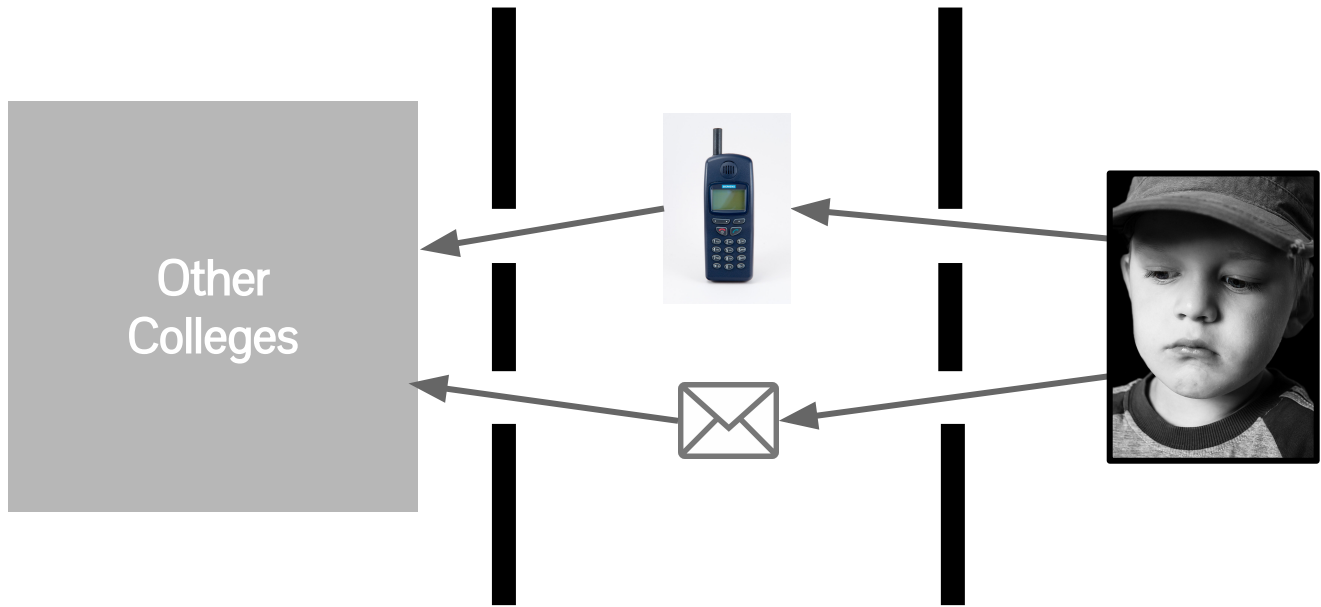
Welcome Center, Financial Aid

**High Touch, High Tech
Meeting Students Where They Are**

Next Ideas???

How do we continue to remove traditional barriers with communication? Things are evolving rapidly and there is likely not one solution. However, the team is exploring maybe an overarching solution that can work in concert with several other tools.

- Beef up our chatbots
- Explore an institutional live chat
- One-size does not fit all
- ...More to come!



Traditional barriers to communication access, with few options.

**Bakersfield
College**

A collection of images representing modern communication methods and diverse students. On the left side of the block are four icons: a smartphone with various app icons, a tablet displaying an email icon, a hand holding a smartphone with a chat bubble and a robot icon, and a person wearing a headset working at a laptop. On the right side are three photographs of diverse individuals: a smiling woman with curly hair and glasses, a young man in a red and black plaid shirt, and an older man resting his chin on his hands.

Meeting our students where they are; bringing communication to them.