

Refining the Intake/Interviewing Process to Achieve Desired Outcomes

NEWN May 7, 2021

Milissa Daniels

Career Development Counselor

Kermit Dunkelberg

Assistant Vice President for Adult Education & Workforce Development

HCC - Refining the Intake/Interviewing Process to Achieve Desired Outcomes, NEWN May 7 2021

**HOLYOKE
COMMUNITY
COLLEGE**

POLL QUESTION

(Please put your answer in the Chat)

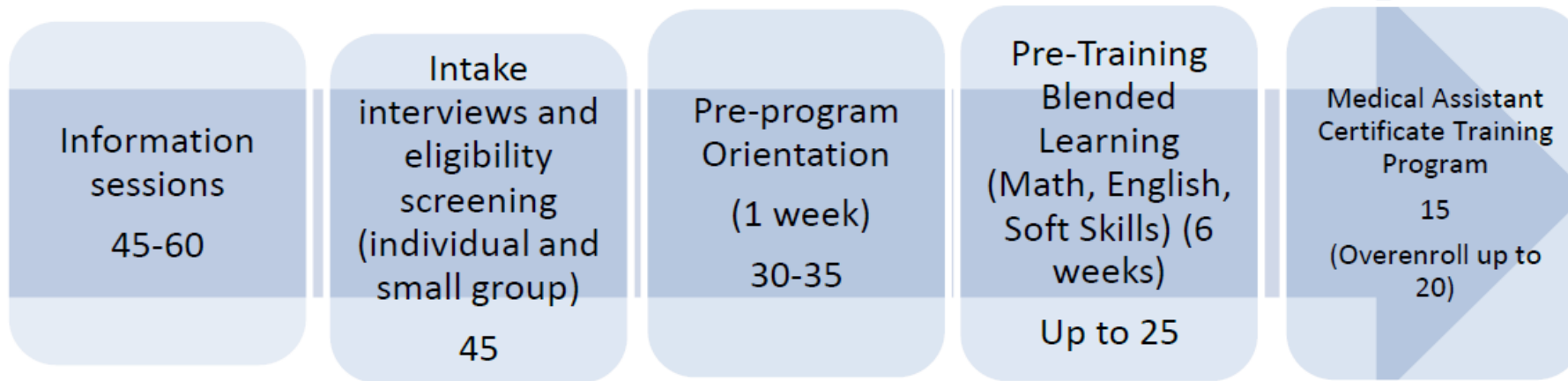
Which of the following is the most significant enrollment/recruitment issue for you?

- a. Overall enrollment
- b. Recruitment and enrollment of diverse candidates
- c. Overall retention
- d. Retention of diverse students

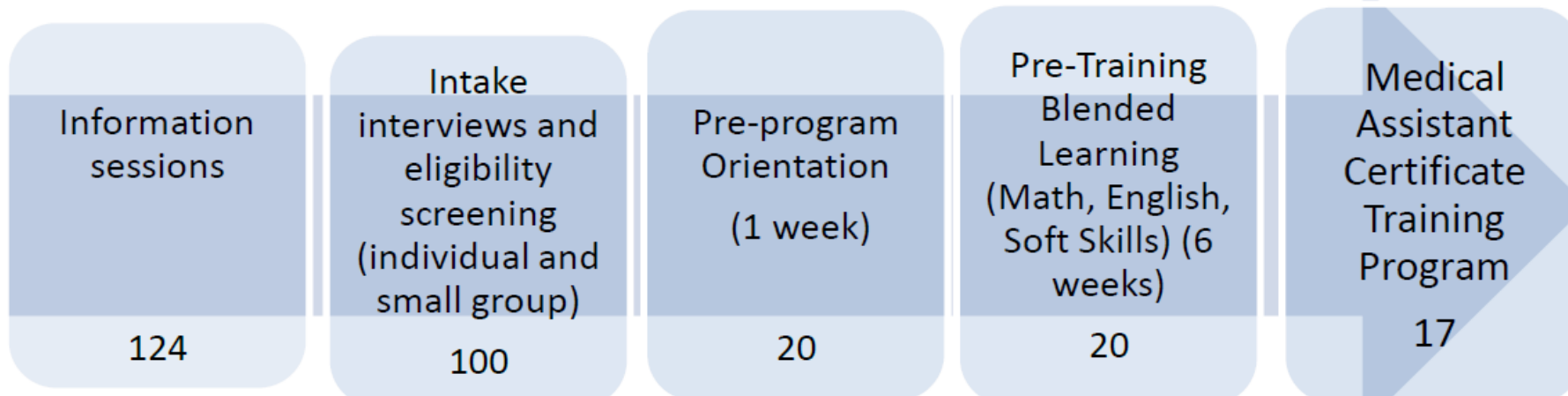
HCC-GCC Learn to Earn Medical Assistant Training Program, 2018-2020

- ▶ Learn to Earn Target Population:
 - ▶ Un- or underemployed
 - ▶ Facing multiple barriers to employment, including
 - ▶ Childcare, Housing, Food Supports, income, Benefit Cliff Effects, etc.
 - ▶ Lacking in basic skills necessary for Employment
 - ▶ Emphasis on Latinx and African-African participants

Proposed



Actual



KEY PROGRAM FEATURES

- ▶ Point Person (Milissa) - Recruitment, Intake, Case Management, Placement, Followup
- ▶ Pre-Training Contextualized English and Math
- ▶ Program Flexibility
- ▶ Upfront Needs Assessment
- ▶ Robust student support system
- ▶ Strong referral networks

Outcomes

MEASURE	TARGET	ACTUAL	% OF TARGET
Enrollment	30	35	117%
Completion	24	31	129%
Industry Certification	24	23	96%
Employment in Sector (80% pre-COVID)	22	18	82%

Class Demographics

- ▶ 29% of Class had a first language other than English (Spanish, Arabic, Thai, and Russian)
- ▶ Class had student ages 18-60 with the average age being 32
- ▶ 26% of Class identified as having a disability
- ▶ 26% of Class Identified as Black/African American 26% Described themselves as Other or Multiple 40% of Class described themselves as White and 3% of Class as Asian

Where Are You Recruiting?

- ▶ Multiple Mass Hire Career Centers
- ▶ Community Based Organization and NGO's
- ▶ Public Entities: DTA, Mass Rehab, WayFinders, Libraries
- ▶ Public Schools Parents of Children K-5 and Students in Health Related Programs
- ▶ Free Community Newspapers, MassLive, Craigslist, Facebook, Linked In
- ▶ ESOL, High School Equivalency and other Adult learning Programs

Intake/Interview: Clear Purpose, Identify Needs and Obstacles

- ▶ Be clear about the purpose of the project, expected outcomes for participants, and the impact it will have on others receiving similar assistance. Explain why it's important they are forthright and honest with you and the assistance you can offer. Student buy-in is critical.
- ▶ Expect issues with testing, childcare, finances (back rent, utilities, defaulted student loans), homelessness, domestic abuse, mental and other health issues, disability, cultural differences, and technology.
- ▶ Have connections to agencies who can help with the issues above. Secure grant funding to mitigate crises, and understand your own internal process to get payments out to students and third parties.

Be Inclusive, Create a Plan with Prospective Student, Implement and Follow Through

- ▶ **Test Prep** Offer training pre-test and after a failed test, to prepare student to qualify for the next cohort.
- ▶ **Accommodations** Work with outside agencies and college services before program start, to provide resources students needs to be successful.
- ▶ **Flexibility** Recognize when something isn't working and be willing to make necessary changes.
- ▶ **Problem solve** Anticipate problems that students will face and be prepared with solutions. Be creative. Some times students don't know what they don't know! Work through solutions together.
- ▶ **Understand and implement Trauma Informed Practices.**

THANK YOU!!!

kdunkelberg@hcc.edu

mdaniels@hcc.edu