Bunker Hill Community College and CampusWorks Partner for Student Success

Overview

Serving more than 14,000 students annually, Bunker Hill Community College (BHCC) is the largest community college in Massachusetts and ranks among the 25 fastest growing public two-year colleges in the United States. Since its founding in 1973, BHCC has been committed to supporting students in achieving their educational, career, and life goals. In 2011, following a period of significant enrollment growth, the College doubled down on this commitment by re-imagining the student experience to enable learners to develop individualized pathways to reach their goals.

Assessing the Situation

Following a period of significant enrollment growth, the College continued to serve its students’ needs, but its business processes struggled to keep up. In response to the academic challenges of an expanding student body, BHCC undertook a college-wide student success initiative known as LifeMap. The goals of the initiative were extensive, strategic, and covered a five-year span of activities and results defined under a Title III grant.

What is LifeMap?

LifeMap helps students understand what needs to be done and when in order to achieve their educational, career, and personal goals. It’s based on the premise that integrating learning opportunities that promote the development of life skills into the student’s experience will facilitate success. It serves as a roadmap and contains a series of guideposts, support systems, activities, and growth opportunities. LifeMap begins at pre-enrollment and continues throughout the college experience, resulting in the accumulation of knowledge and skills that will serve students throughout their lives.

From the outset, BHCC was committed to unifying enrollment services as well as selecting and implementing the best technology to support the LifeMap initiative. A consensual understanding of the student’s “journey” from inquiry to graduation (and beyond) became the model for discussion and ultimately informed the redesign of the College’s business processes. CampusWorks provided experienced recommendations to guide the College in meeting its first year Title III goals by realigning enrollment services, maximizing functional tools, and implementing stronger business practices.
Challenges

A thorough review of the College’s business processes, in relation to the Title III goals, identified several key challenges. For example, while academic advising had a strong stake in directing the pathway and providing appropriate services for a student’s success, the primary tool for guiding and tracking this information was unclear, manual at times, and prone to misadvising the student. In addition, there were concerns about data integrity, which required a thorough cleanup. There were also insufficiencies in enrollment reporting. The lack of ongoing and/or historical comparison reports meant there were no internal metrics, as required by the Title III grant. CampusWorks performed a thorough IT capacity audit, which uncovered significant performance issues with the College’s IT infrastructure, revealing that it could not support the Title III initiative as it was.

Following this thorough analysis, an aggressive timeline was established to review all business processes that make up the entire student experience, integrating support, enrollment services, and the technology implementation. CampusWorks helped guide the institution by augmenting staff and enhancing and strengthening the system architecture, processes, and performance of the IT systems, which increased speed and system uptime.

What initially appeared to be a daunting task of data cleanup and rebuilding the technology infrastructure became more aspirational as CampusWorks helped the College move forward with goal setting. This fundamental change clarified institutional priorities and created a centering activity for staff focused on a common goal.

CampusWorks is pleased to have partnered with BHCC to help ensure the successful implementation of their LifeMap student learning plans in accordance with the Title III grant timeline and outcomes.

Want to change the game at your institution? CampusWorks can help. Contact us today for a free, no-strings-attached consultation.