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Elevating Black Student Success: The BAASE Program at Clovis Community College

By: Akyia Ervin, Sasha Fisher, Caryss Johnson- Franklin and Clarke-Lauren Richard



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BAASE

BLACK & AFRICAN AMERICAN STUDENT ENGAGEMENT

CLOVIS COMMUNITY COLLEGE



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"Let's Hear from You: The Path to Black Student Success"



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AASI to BAASE



EST. Spring
2021



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EST. Fall
2024

Establishing the African American Success Initiative (AASI)

- Data Review
- Inquiry into established support services for African American students
- Consultation with local stakeholders and administration
- Initiative Proposal and Implementation
- AASI established in Spring 2021





What is BAASE?



Introduction to BAASE

Purpose of BAASE

The purpose of the Black/African-American Student Engagement Program (BAASE) is to ensure ALL Black/African-American students thrive while attending Clovis Community College. This initiative focuses directly on **supporting and uplifting students** by providing the necessary resources that help students **achieve their educational goals**. BAASE hosts events and activities throughout the academic year to help **build a sense of community**



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- ***Focus areas include:***

- Student Education Plans (SEPs)
- Regular check-ins with counselors and success coaches
- Cultural enrichment and community-building opportunities



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Core Components of BAASE

- **Personalized Academic Support:** Tailored Student Education Plans (SEPs) to guide students through their educational journey.
- **Regular Check-Ins:** Ensuring consistent support with success coaches and counselors.
- **Cultural Enrichment:** Events, workshops, and college tours to promote identity empowerment and belonging.
- **Community Engagement:** Opportunities for students to connect with peers, faculty, and staff through events and mentorship.



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Black/African American Student Data @ Clovis Community College

Enrollment			
Year	Undup. Count	Change	%
19-20	386		
20-21	448	62	16%
21-22	393	-55	-12%
22-23	446	53	13%
23-24	578	132	30%

Retention	
21-22	89%
22-23	91%
23-24	92%

Addressing the Equity Gaps

Student Success and Equity Data Metrics: Successful Enrollment, Completion of Math and English, Persistence, Degree Completion, Transfer

- 2015 - 2018 Plan: AA Students identified in 4 of 5 metrics
- 2019 - 2022 Plan: AA Students identified in 2 metrics, Access + Completion
- 2022 - 2025 Plan: AA Students identified in 1 metric, Successful Enrollment

Addressing the Equity Gaps for Black Students

- **Key friction points identified in the Student Equity Plan:**
 - Lack of connection with feeder high schools and middle schools.
 - Insufficient race-conscious student services and events.
 - Underrepresentation of Black faculty and staff.
 - Lack of acknowledgement of the history and impact of racism in Clovis and the Central Valley
- **BAASE takes action through:**
 - Partnerships with feeder schools.
 - Offering tailored student services and events.
 - Establishment and monthly African American Community Advisory meetings and increased community partnerships, including FMBCC, Central Valley Scholars, transfer partners (HBCU/CCC), local churches, etc.

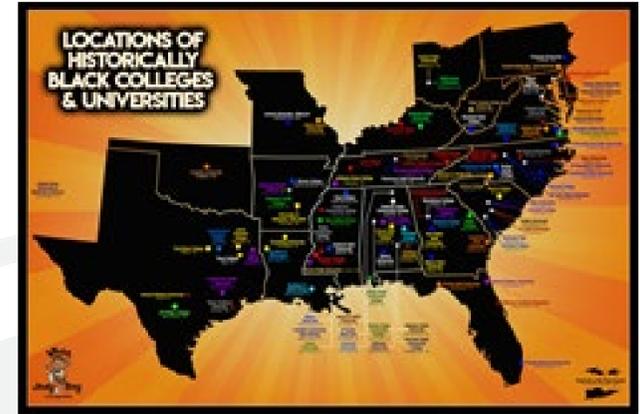
HBCU Tour: Empowering Students

In Fall 2023 and Fall 2024, over 40 students within SCCCD embarked on an unforgettable HBCU Tour experience to Washington D.C. and Atlanta, Georgia.

The purpose of HBCU Tours is to prepare community college students to have qualified options to transfer into a four (4) year university to help students pursue their advanced degree. Students were also inspired to excel in their academics and successfully meet their educational goals at SCCCD.

HBCU Campuses included:

Howard University, Morgan State, Bowie State University, Delaware State University, Clark Atlanta University, Spelman College, Alabama State University, Morris Brown, Morehouse College, and Tuskegee University.



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HBCU Tour: Student Voices



“Just the culture. I have never experienced something like this before!”

“What I appreciate most about the HBCU experience is the sense of community and belonging inside of the campus.

“I got to ask questions and get them answered in real time. I especially liked that I got to experience this with other students”

“What I appreciated most about the HBCU experience was the strong sense of community and cultural pride that permeated each campus. The nurturing environment, combined with a focus on academic excellence and leadership development, made it clear how these institutions empower their students to succeed. I was also impressed by the deep-rooted history and traditions that each HBCU upholds, creating a unique and supportive atmosphere for learning and personal growth”.

“It gave me the experience of being immersed into the culture that I would have missed out of. I got to network and build meaningful connections with the people I had met. This tour also gave me the will to pursue higher education and make myself proud”.

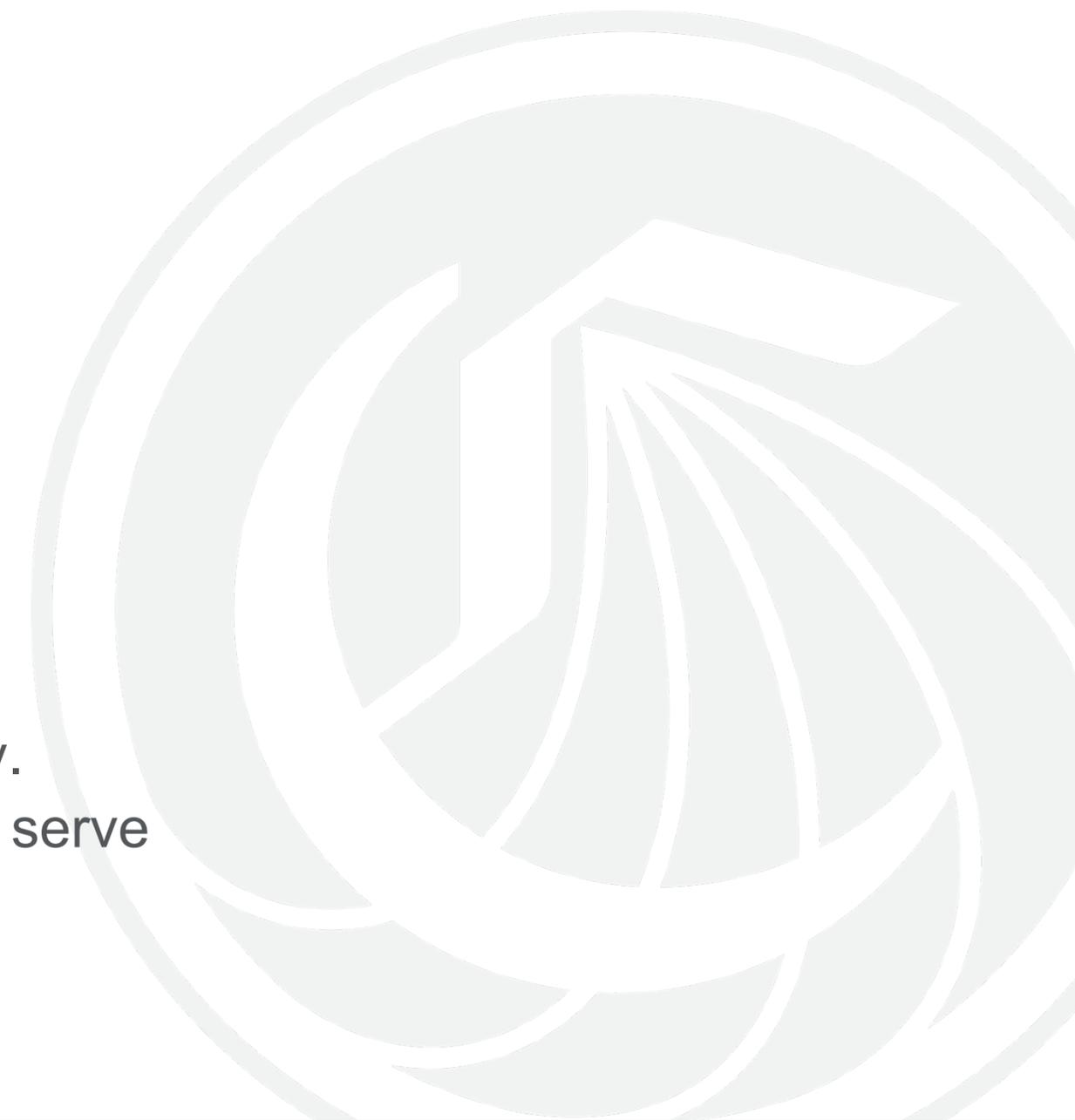
HBCU Tour Data at Glance

- 66.7% Female participants
- 33.3% Male participants
- 100% of participants believe that the creation of HBCUs was to benefit African Americans.
- Prior to the HBCU Tour experience 37.5% of participants did not think about applying to an HBCU.
- 100% of participants are considering applying/attending an HBCU after the trip.
- 91.7% would recommend the HBCU Tour experience to other students.



Progress in Black Student Enrollment and Retention

- **Friction Points Addressed:**
 - Lack of community connection with feeder schools.
 - Disconnection from cultural identity.
- **Actions Taken:**
 - Increased focus on outreach and mentorship.
 - Support for African American Studies courses.
- **Future Plans:**
 - Further institutionalizing BAASE's support and advocacy.
 - Expanding community and faculty engagement to better serve Black students.



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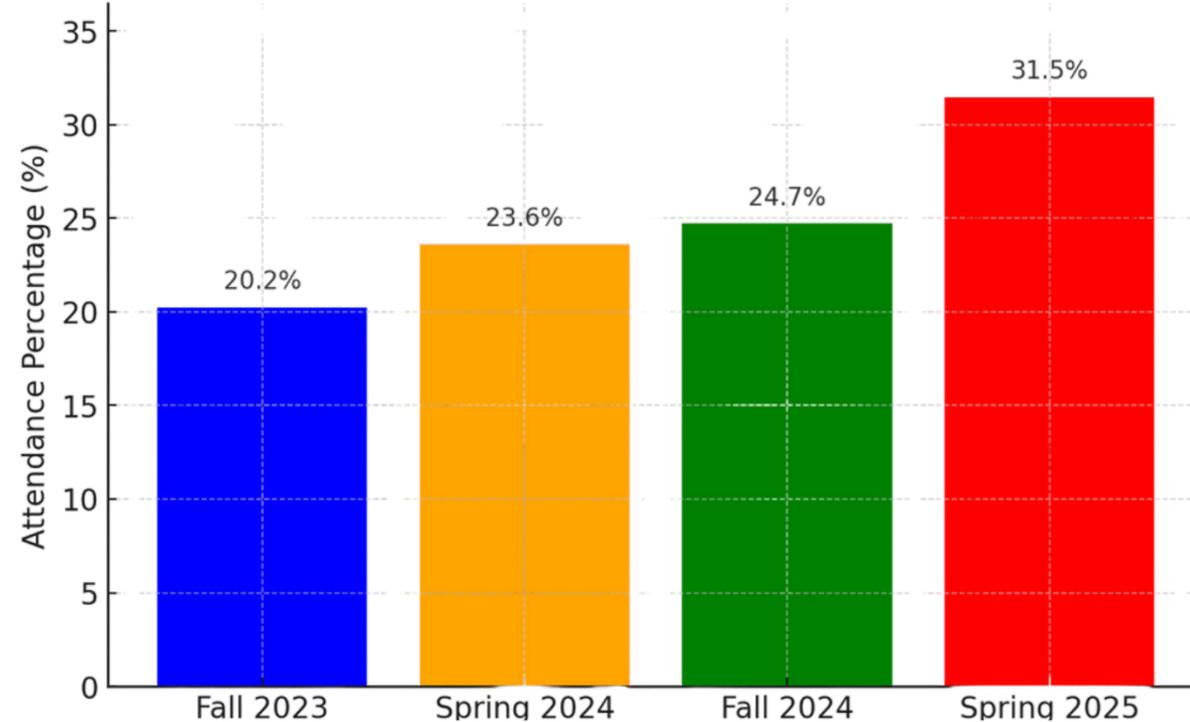


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Progress in Black Student Attendance

Welcome Black Attendance Trends- Clovis Community College

African American & Black Student Attendance at Welcome Black (Clovis Community College)



- Fall 2023: 18 students
- Spring 2024: Estimated 21 students
- Fall 2024: 22 students
- Spring 2025: 28 students

Key Insights:

- Attendance has steadily increased over time.
- A notable rise in participation from Fall 2023 to Spring 2025.
- Continued growth highlights the importance and impact of Welcome Black events.

Student Voices: Impact of BAASE

- **Quotes from Students:**

- “I appreciate how BAASE wants us to succeed.”
- “It’s great to meet other Black students and faculty.”
- “BAASE events help build a sense of belonging.”

- **Feedback on Welcome Black Event:**

- 86% of students found the event helpful in connecting with resources and peers.
- 71% wanted more events to continue building connections



Student Voices: Impact of BAASE

Kassandra Tate
BAASE Student
Clovis Community College



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Looking Ahead: Strengthening BAASE

- Expand Programming and Community Outreach
- Enhance Support Services
- BAASE - Black Resource Center
- Advocate for Faculty and Staff Diversity
- Funding Stability



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Navigating Challenges in Strengthening BAASE Amid Attacks on DEI

Frame DEI as Core to Student Success:

- DEI initiatives ensure equitable access to resources for all students, promoting a sense of belonging and academic success.
- Highlight that race-conscious support programs are essential, not special treatment.

Advocacy for Faculty and Staff Diversity:

- Increased representation of Black faculty/staff is vital for an inclusive campus culture.
- Diverse faculty bring critical perspectives that enhance the educational experience.

Data-Driven Advocacy:

- Use student testimonials and success metrics to show the tangible impact of DEI programs.
- Showcase how race-conscious resources improve retention and graduation rates for all students.

Building Alliances:

- Engage with campus leaders and faculty to explain the value of DEI programs.
- Foster support through data, personal stories, and success outcomes.



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