

# Caring Campus Staff Professional Development

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**INSTITUTE *for* EVIDENCE-BASED CHANGE**  
Informing Decisions · Improving Practice · Increasing Student Success



Welcome

# Overview of Our Time Together

- 30 minutes together today
- Get to know one another
- Overview of the work: Why are staff so critical to Caring Campus?
- Cross departmental awareness
- First week greetings
- Name tags
- Ten-foot rule
- Warm referrals
- What is the Working Group and what have they done?
- Next steps?



# Staff are Essential to Student Success

If increased student success is to be realized, America's colleges and universities need to involve staff more intentionally.

- Often the first people students contact
- Assist in times of crisis
- Knowledgeable about the college
- Know the local community
- Can create a sense of belonging and caring



# Improving the Impact of Major Community College Initiatives

Caring Campus brings the human component to all the initiatives, programs, and procedures at your college

FOUR PILLARS OF GUIDED PATHWAYS



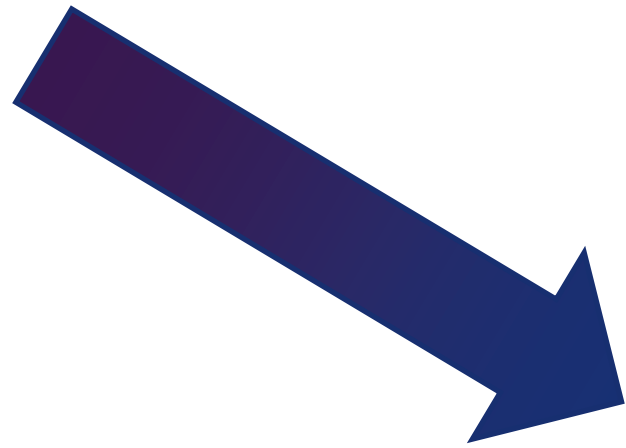
# What is Caring Campus for Staff?

- An intentional effort to make students feel welcome and a sense of connectedness to your college
- Engages all staff in student success efforts
- Helps staff connect with one another and with other employee groups to create a positive college environment
- Creates behavior change that influences culture change across campus
- Causes the college to reexamine policy barriers to student success
- Currently in more 140 colleges nationwide



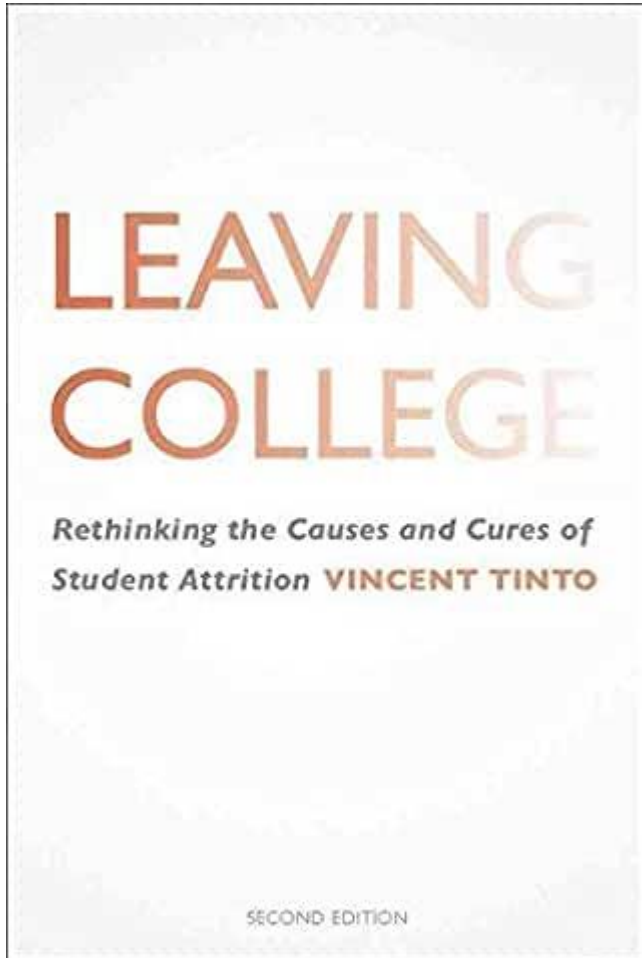
## What is Caring Campus?

# Transactional

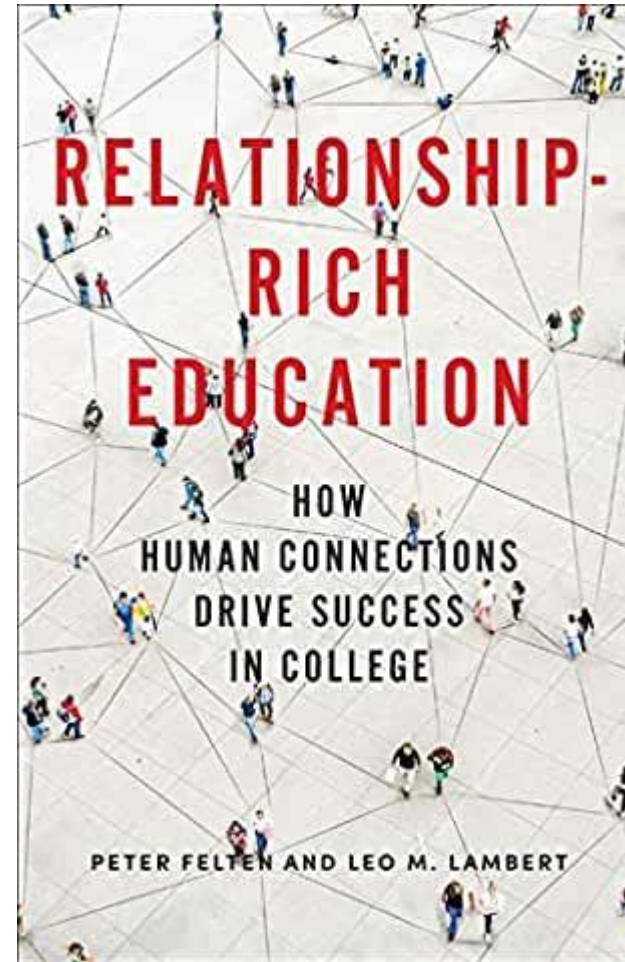


# Relational

# Research on Retention



“...the secret of effective retention lies not in the types of programs institutions construct for their students, but in the underlying commitment to students that inspires these programs” (1993)



“Decades of research demonstrate that peer-to-peer, student-faculty, and student-staff relationships are the foundation of learning. Belonging and achieving in college...effects are particularly strong for students of color and first-generation students.” (2020)



# Every Interaction Counts

Please reflect on the statement above



# Behavioral Commitments

- Common campus-wide behaviors that all staff commit to
- Communicate sense of belonging and create a sense of connectedness
- Easy to implement
- Few or no resources needed
- Easy to monitor
- Derived from Caring Campus experience at more than 140 colleges
- Include both face-to-face and virtual interactions



Caring Campus

# Behavioral Commitments



# Behavioral Commitments

- Face-to-face (on campus)
- Virtual (remote, online)



# Behavioral Commitments

## Cross-department awareness

- Learn about other departments so you know where to send students. Maintain accurate, up-to-date, detailed directories.
- Coffee Chats will be another featured way to learn about other departments. Look for more information on these events soon.



# Behavioral Commitments

## Cross-department awareness

Department	Basic Functions	FAQ

# Behavioral Commitments

## First Week Greetings

- During the first week of classes set up information tables and meet students in the parking lot, welcome students to the college.



# Behavioral Commitments

## Name Badges

- Wear name badges or lanyards with the college name on them so that students will know who to approach with questions.
- If you are online, provide your name and department.
- Top five reasons to wear a name badge:
  - An invitation for friendliness
  - Is a disarming gesture
  - Personalizes & humanizes someone
  - Reduces psychological distance
  - Creates a connection

### Caring Campus Name Badges

**What:**

- Name badges identify you as an El Camino College employee.

**Who:**

- All staff and managers are encouraged to wear their name badge.

**Where & When:**

- The magnetic badges can be worn during work hours and easily attach to a lanyard or shirt.  
*\*Pro Tip: Put your badge near your coffee cup or computer to make it easy to remember to put it on and take it off at the beginning and end of each day!*

**Why:**

- Allows students to know who they can ask for help and approach with questions
- Promotes friendliness and encourages more personalized interactions



El Camino College



# Sample Name Badge

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**Laurie Dawdy**

**Athletics Equipment Attendant**  
**Athletics**

 **El Camino College**

# Behavioral Commitments

## Ten-Foot Rule

- Whenever a student is within 10' and seems to need assistance take the initiative to approach them. Say hello, smile, and use a positive tone



# Behavioral Commitments

## Warm Referrals

- Call ahead or walk student to the office they need to get to. Follow-up to ensure the student got there.



# Behavioral Commitments



# Questions about Caring Campus



# Working Group Charge

- The expectation is that members of this group, along with other interested staff, will form a working group to implement the behavioral commitments and engage in other activities.
- Working groups at a college need to define who they are, what they do, and how they connect to other groups.
- Your Working Group Charge describes these aspects.



# Communication Plan

- How will you communicate about Caring Campus?
- What methods will you use and what are the key messages you want to present?
- Are different methods or messages relevant to faculty, students, leadership, or your colleagues?
- What is the timing for communications (e.g., link to events or academic calendar)?



# Implementation Drafts

- Your Working Group created an implementation draft for each of the seven behavioral commitments
- Some items required further research or conversations to complete
- Obtained feedback





# 90-Day Plan

- Your Working Group built a 90-day plan to help guide working group activities
- Based on Implementation Drafts
- Set priorities
- Set completion dates



# Leadership Support

- Leadership support is essential for Caring Campus to be successfully implemented and institutionalized.
- Leadership includes your president, executive team (vice presidents, deans, et al.), and department leadership.
- Think of behaviors for leadership to engage in.



# Leadership Support: Examples

- Allow time for staff working group to meet and conduct the work
- Provide resources
- Be a positive advocate
- Put Caring Campus on meeting agendas
- Encourage all staff to engage
- Address concerns about leadership support



# How Colleges Are Institutionalizing and Sustaining the Effort

- Built Caring Campus into new hire orientation
- Provided resources for ongoing implementation (nametags, warm referral forms, etc.)
- Monitored implementation to support sustainability and institutionalization
- Agendized Caring Campus into their meetings
- Supported the Working Group who meet regularly to implement and institutionalize



# Leadership and Implementation

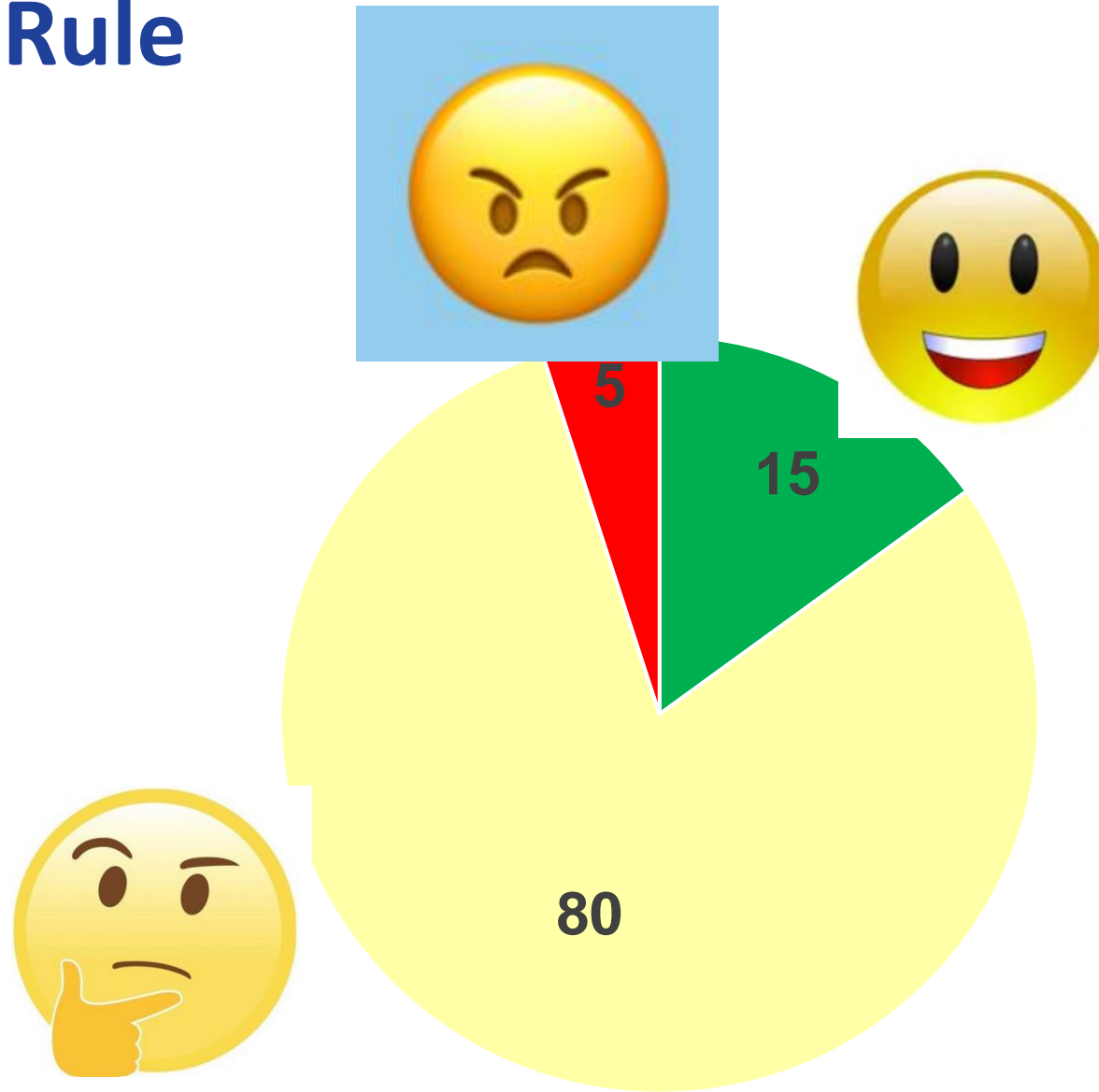
Now, we will work together to consider how you, as leaders, can:

- Support implementation
- Monitor implementation
- Celebrate and reinforce implementation

What can you do to reinforce the importance of Caring Campus, a caring culture, and student connectedness at your college?



# The 15, 80, 5 Rule



# Homework

- The Caring Campus staff liaisons at your college are Crystle Martin and Jeffrey Stephenson.
- The Caring Campus Working Group members are: **Andres Orozco, Carl Turano, Erica Soohoo, Guadalupe Capistran, Jasmine Ramirez-Barba, Kristen Gabourel, Gema Perez**
- Look up the information about your department that is on the college's website. Does the information seem complete? Clear? Current?
- Note your findings. Share any discrepancies with the Working Group or liaisons.



# Next

- You are going to go through each of the behavioral commitments in more detail
- Your Working Group has prepared information and experiences for you to better engage with the material I just shared
- You will have a better sense of how you can participate in the Caring Campus process.
- This process is for EVERYONE.
- I am available as a resource to you going forward if you have any questions or ideas.
- Thank you for inviting me to speak with you today!





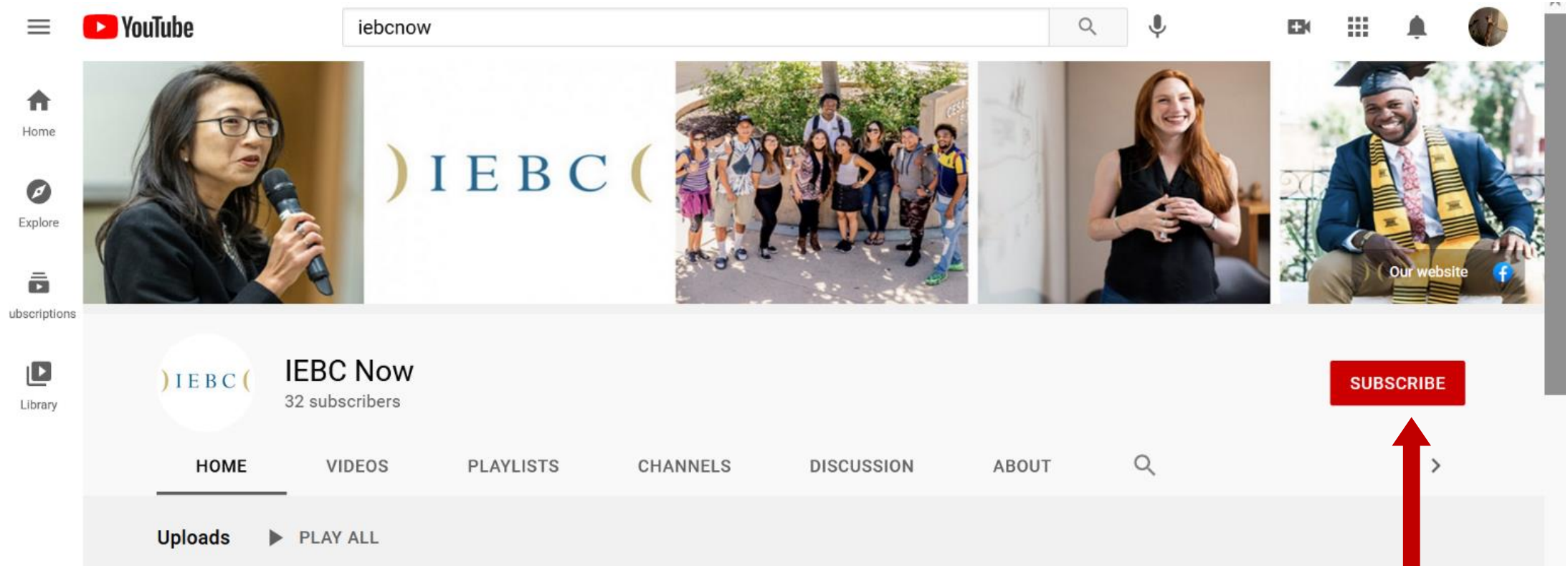
# Closing Activity

What is your one major takeaway from today's Caring Campus session?



# IEBC's YouTube Channel

<https://www.youtube.com/iebcnow>



**Please subscribe**

# Contact Information

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## What Now?

- . Split into groups for an activity
- . Group discussion
- . Find out how to get involved

# Breakout Activity – Next Steps

Count off from 1 to 4. You'll be going to rooms based on your number.

1 – go to SOCS 118

2 – go to SOCS 119

3 – go to SOCS 120

4 – go to SOCS 122

