



1920 - 2020

*Celebrating*  
**100** YEARS

# Creating a Culture of Care- Wrap-around Services

Arizona Community College Administrators' Conference  
October 4, 2022

Presenters:

Dr. Heather Kruse, Vice President, Student Affairs  
Ms. Cindy Ramos, Dean, Student Affairs  
Dr. Anika Hutchinson, Associate Dean, Student Affairs



**PHOENIX COLLEGE**

A MARICOPA COMMUNITY COLLEGE



# Learning Outcomes

Through participation in this session, participants will learn how Phoenix College expanded partnerships and leveraged grant funding to create a comprehensive program of services and resources to meet students' basic needs, improve student well-being and engagement, and foster a culture of care and community on campus.

Participants will gain specific strategies for ensuring a welcoming environment that fosters a sense of belonging as well as holistic support for students.



**PHOENIX COLLEGE**

A MARICOPA COMMUNITY COLLEGE



# About PC

Fall 2022 Headcount - 9,778

58% Hispanic - HSI

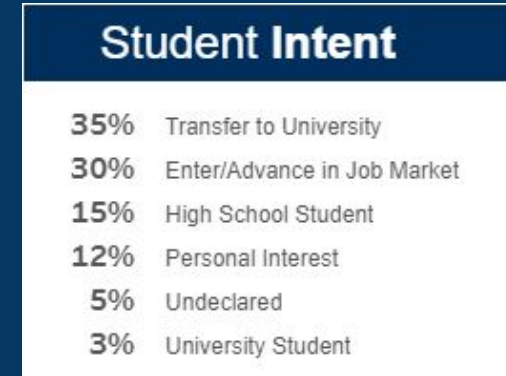
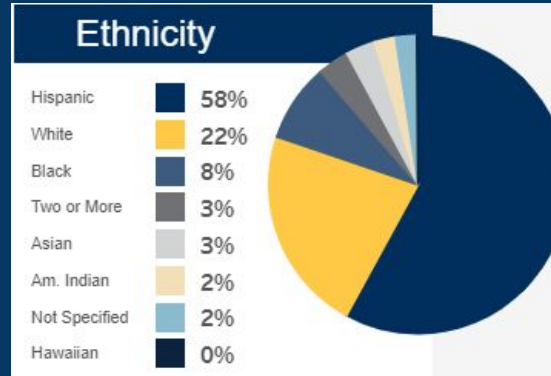
67% First Generation

75% Part-Time

57% Receive Aid (44% Pell)

Average Age 26

65% Female



Academic Load	Averages	Prior Education
<p>Full-time <b>25%</b></p> <p>Part-time <b>75%</b></p>	<p>Age <b>26</b></p> <p>Credit Hours <b>7.8</b></p> <p>Class Size <b>13.7</b></p>	<p>37% No College or University</p> <p>29% Some College or Univ., No Degree</p> <p>15% Undeclared</p> <p>6% Bachelor's Degree</p> <p>6% Associate's Degree</p> <p>5% Some College while in High School</p> <p>3% Master's Degree or higher</p>
Gender	Residency	First Generation
<p>65% </p> <p>34% </p> <p>1% Undeclared</p>	<p>90% Maricopa County Resident</p> <p>3% Out-of-County</p> <p>7% Out-of-State</p>	<p><b>67%</b> First Generation</p> <p><b>33%</b> Not First Gen</p>



PHOENIX COLLEGE

A MARICOPA COMMUNITY COLLEGE



# Culture of Care

## VISION

A diverse, evolving community working together to **advance equity and ensure learning** so that everyone achieves their dreams.

## MISSION

Phoenix College delivers a quality education that cultivates multicultural understanding and critical thinking skills as **we provide the personalized support, care, and learning experiences** needed for students to reach their goals.

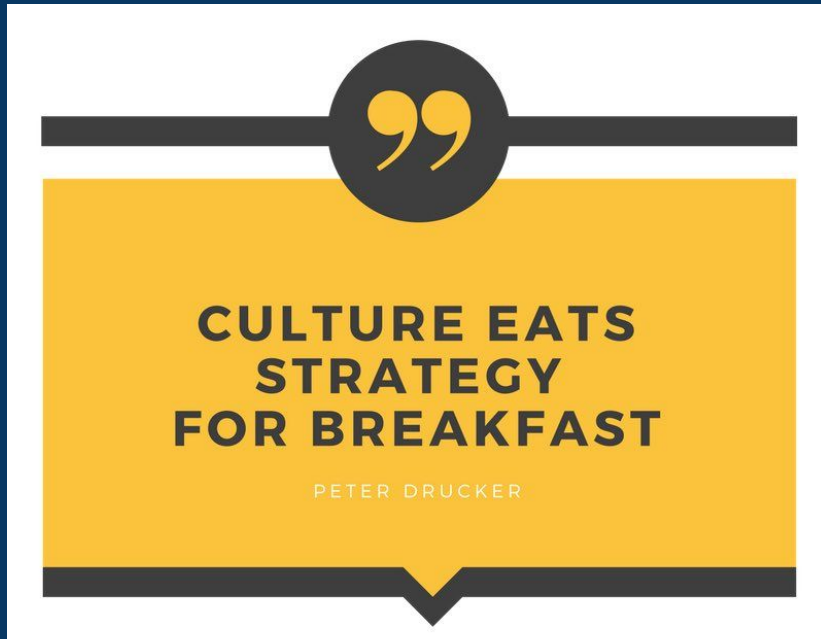


PHOENIX COLLEGE

A MARICOPA COMMUNITY COLLEGE



# Focus on Culture



**PHOENIX COLLEGE**

A MARICOPA COMMUNITY COLLEGE



# Re-engagement & Retention

## HEERF Funds

- Three FT employees

## Outreach (3 months)

- 616 phone calls
- 3747 emails

## Results

- 56 academic advising appointments
- 74 students brought back!



PHOENIX COLLEGE

A MARICOPA COMMUNITY COLLEGE



# Single Stop / Social Worker

Help resolving  
**basic needs**  
challenges

Available to **all**  
students

## BENEFITS SCREENING

SNAP, healthcare, tax credits,  
and more.

## COMMUNITY RESOURCES

Mental health, housing,  
childcare, and more.



## NAVIGATION

Supporting students through  
the process.

## EMERGENCY ASSISTANCE

Emergency funding for basic needs.



**PHOENIX COLLEGE**

A MARICOPA COMMUNITY COLLEGE





# Set for Success/Housing

Emergency Housing Grants - \$698 (rent) & \$64 (bus pass) = \$100,000 to-date

In order for students to be eligible for these funds they have to meet the following criteria:

- Be currently enrolled in the current semester at Phoenix College and meet with PC counseling faculty.
- Complete an application and action plan with counseling faculty.
- Attend at least 1 financial coaching session with a PC financial literacy specialist to assist in future budgeting and relevant financial literacy assistance.
- Demonstrate urgent and short-term financial emergency needs.



PC has partnered with College Pads to offer students a brand new way to find housing.

Go to [housing.phoenixcollege.edu](https://housing.phoenixcollege.edu)

- Find apartments
- Get connected to roommates
- Find or list subleases
- Receive tips for living off-campus



**PHOENIX COLLEGE**

A MARICOPA COMMUNITY COLLEGE



# Togetherall

## Need a safe place to talk?

Did you know that you have **FREE** access to a safe and confidential peer community to get support when you are feeling low?



### Community

We offer an anonymous community to share how you're feeling, listen and be heard.



### Courses

Find courses specific to your concerns and learn techniques to manage your mental health.



### Resources

Tools, self-assessments and articles that help you understand how you're feeling and track your progress.

16+



SCAN TO JOIN FOR  
FREE TODAY

  
togetherall



**PHOENIX COLLEGE**

A MARICOPA COMMUNITY COLLEGE



# Bumstead's Resource Room/St. Mary's

2021-2022 DATA

**39,490.46  
lbs/food**

## MOBILE PANTRY

In partnership with St. Mary's Food Bank, PC operates a mobile food pantry to address food insecurity in the communities connected to our campus.

- 1,373 households served
- 4,452 individuals served
- 182 volunteers

**348 people  
served**

## ON-SITE PANTRY

For several years, PC has operated an on-site pantry within our Student Union, to address food insecurity among PC students.

- 1,073 lbs of food served
- 150 appointments completed



- Opening in October '22
- Store-like facility stocked with non-perishable food items
- School supplies/resources



**PHOENIX COLLEGE**

A MARICOPA COMMUNITY COLLEGE



# Whataburger and St. Mary's Partnerships



**PHOENIX COLLEGE**  
A MARICOPA COMMUNITY COLLEGE



# Bear's Closet



- A service of our Career Services unit
- Opened in March 2022
- An on-campus boutique where students can select quality professional clothing - **FREE**
- Casual wear is also provided in our Student Union
- Goal of operating in co-op model



PHOENIX COLLEGE

A MARICOPA COMMUNITY COLLEGE



# Special Populations

## *Women Rising*

Designed to improve retention and completion of minority female students.

- Empowerment, Leadership & Sisterhood
- Opportunities to connect with academic, career & professional resources
- Peer-to peer support
- Social/bonding experiences

## Male Empowerment Network (M.E.N.)

Created to improve retention and completion of minority male students.

- A “brotherhood” to develop pride in leadership abilities
- Connect with successful role models
- A culture of success and empowerment

## Bridging Success for Foster Youth

Comprehensive support for students who've experienced foster care.

- Provided champions and coaches to support the enrollment process
- Coach students in overcoming academic and life challenges
- Provide campus & resources



**PHOENIX COLLEGE**

A MARICOPA COMMUNITY COLLEGE



# Culture of Care... Results



Increase referrals to resources  
Increase utilization by students of resources  
Increase in enrollment  
Increase in student persistence  
Increase in student engagement  
Increase in student satisfaction  
Positive employee morale & culture for all



**PHOENIX COLLEGE**

A MARICOPA COMMUNITY COLLEGE



# Questions?

Dr. Heather Kruse, Vice President, Student Affairs  
[heather.kruse@phoenixcollege.edu](mailto:heather.kruse@phoenixcollege.edu)

Ms. Cindy Ramos, Dean, Student Affairs  
[cynthia.ramos@phoenixcollege.edu](mailto:cynthia.ramos@phoenixcollege.edu)

Dr. Anika Hutchinson, Associate Dean, Student Affairs  
[anika.hutchinson@phoenixcollege.edu](mailto:anika.hutchinson@phoenixcollege.edu)



**PHOENIX COLLEGE**

A MARICOPA COMMUNITY COLLEGE

