The Habits of Mind Campaign

Cerritos College

2008-Infinity and Beyond
Agenda for Student Success

The Initiatives . . .

**Learning Services/Support**
Nurture, enhance and develop services which offer direct benefit to the learning processes at Cerritos College.

**Academic Infrastructure**
Provide superior facilities and systems to support learning at Cerritos College.

**Student Work**
Affect students’ time on task—time spent on educationally meaningful activities.

**Teaching Expertise**
Share, sustain and develop teaching expertise across the entire faculty.

**Instructional Program Excellence**
Promote excellence across all instructional programs.
Agenda for Student Success

The Programs . . .

Learning Services/Support
- Non-Instructional Program Review
- Academic Leadership Assessment
- Strategic and Education Plans
- Development Education Plan
- State of Education Address

Student Work
- Academic Excellence Awards
- Habits of Mind
- Transfer Push

Teaching Expertise
- Body of Teaching Practices/FIGs
- Outstanding Faculty Awards
- Part-Time Hiring Processes

Academic Infrastructure
- Instructional Spaces
- Academic IT Resources
- Campus Master Plan

Instructional Program Excellence
- Instructional Program Review
- Student Learning Outcomes
Student Work Initiative
- Affect students’ time on task—time spent on educationally meaningful activities.
- Habits of Mind is one of the projects under this initiative.

Habits of Mind
- Habits of Mind are the skills that students need to succeed in college.
- The Habits of Mind campaign is one of the ways we propose to teach these skills to students.
Habits of Mind (Overview)

The Need

• Many Cerritos College students struggle academically because they do not have the practices, behaviors, or skills that are needed for a successful college experience.

• A major reason for this is lack of awareness. Many students are unaware of the practices that lead to successful learning because they are first-generation-students.

Development

• Agenda for Student Success
• Over two years in development
• Comprehensive literature review
• Campus-wide involvement

• Faculty Senate
• Associated Students (ASCC)
• Dev Ed Committee
• Instruction Office
• Student Services
• Graphics/Web Design
• Academic Affairs Committee
• Student Focus Groups
• General Faculty Meeting 2008
Goals and Objectives

Primary Goals of Campaign

• Raise awareness of the habits of mind across the entire student body (all 24,000 students)
• Increase the number of students that incorporate practices which lead to academic success.

Objectives of Campaign

• Introduce students to practices, behaviors, and attitudes that lead to success.
• Invite students to join the academic community.
• Prompt students to succeed with specific and proven approaches.
• Assimilate students into a lifestyle centered around learning.
## Six Core Habits/Skills

The habits of mind are summarized around the FALCON acronym.

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| **F**OCUS | • Successful students focus on the work to be done.  
• They are academically self-disciplined, spending appropriate amounts of time studying. They come to class on time and prepared. They complete all assignments and turn them in on time. They finish their programs. |
| **A**DVANCE | • Successful students advance by always improving.  
• They embrace life-long learning. They understand that subject expertise requires a long-term commitment, and commit to ongoing development of thinking skills and learning skills. |
| **L**INK UP | • Successful students link up with the academic community.  
• They get involved. They get to know their professors, study in groups, surrounding themselves with focused students and mentors. They use College resources and programs to help with their learning. |
| **C**OMPREHEND | • Successful students study for comprehension.  
• They seek to understand course content rather than simply complete requirements. They ask questions to gain understanding, reflect on what they are learning as well as if they are learning. |
| **O**RGANIZE | • Successful students are organized.  
• They plan to succeed. They have an educational goal. They focus on their educational purposes, maintain a specific education plan, and choose classes with an intentional learning purpose in mind. |
| **N**EW IDEAS | • Successful students embrace new ideas.  
• They are curious, seeking out new perspectives and skills. They transfer concepts to new contexts in order to solve problems. They integrate concepts and knowledge to form a greater personal understanding. |
The habits of mind are presented through two coordinated campaigns.

**In-Class Campaign**

- Main Goal: Teach the Habits of Mind at Detail Level
- Website is Main Resource for Content
- Faculty Driven (Voluntary)
- 14 Week Campaign Cycle (1 per Semester)

**General Campus Campaign**

- Main Goal: Raise General Awareness and Curiosity About the Campaign throughout Student Body
- Message Delivered Via Banners, Posters, Digital Media and Cards.
- Student Driven
- 1 Year Cycle

14 Week Cycle

- Wks 1-2…… Intro to Habits of Mind
- Wks 3-4…… Focus
- Wks 5-6…… Advance
- Wks 7-8…… Link Up
- Wks 9-10…… Comprehend
- Wks 11-12…. Organize
- Wks 13-14…. New Ideas
### Slogan/Hook

- Do you falcon? iFalcon.
- Treats “falcon” as a verb.
- “To falcon” is to practice the habits of mind.

### Logo

![iFalcon Logo](image1.png)  
**iFalcon**  
Do you falcon?  

![iFalcon Logo](image2.png)  
**iFalcon.com**  
Do you falcon?
Campaign Theme

Silhouettes of Cerritos Students
Featured on Banners, Posters, Websites, etc.
Campaign Card

Habits of Mind Cards Distributed Over the Counter Vendors and Student Services

Do you falcon?
Who is this?
www.ifalcon.com

Do you falcon?

Do you falcon?
Who is this?
www.ifalcon.com

iFalcon
Cerritos College

iFalcon
Cerritos College

iFalcon
Cerritos College
Website

Message from Coordinator

Text text text text text text text text text text text text text text text text
text text text text text text text text text text text text text text text text
text text text text teasd;lkj asdlk;fj asdflk;jasdasd;lkfj aslifj xt
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Featured Student Interview

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- Comments/suggestions box
- Contact information
- Campaign/communications calendar and schedule
- Archive of weekly/monthly video messages
- Highlights features that are deeper in the site.
Website

Overview

1. Overview
2. Identifying Model Student Practices that Lead to Student Success
3. Raising Student Awareness of Successful Learning Practices
4. Developing and Supporting Resources which Teach Students to Be Successful
5. Celebrating Students that Are Successful
6. Assessing Student Success and Student Learning Practices
7. Managing and Implementing the Program

Many Cerritos College students struggle academically because they don’t apply themselves the way that many of our successful students do. They often do not have the same set of practices, behaviors, or attitudes. There are several reasons these practices are in short supply and many of them are beyond our range of influence. For example, full-time jobs and family commitments pose real limits on students’ study time and there is very little we can do to mitigate these hurdles. But many of our students are simply unaware of the practices that lead to successful learning, principally because of their first-generation-student status. These students enter Cerritos College with almost no knowledge of how to succeed in college, and this IS something we can address.

The Cerritos College Student Learning Plan is designed to 1) raise student awareness and understanding of what they need to do to succeed, and 2) assimilate students into a lifestyle centered around learning. Through this plan, we believe that we can raise awareness with nearly all Cerritos College students and dramatically expand the number of students that incorporate practices which lead to academic success.

To achieve these goals, we will need to accomplish the following objectives:

- Objective 1: Identify model student practices that lead to student success.
- Objective 2: Raise student awareness of successful learning practices.
- Objective 3: Develop/support resources which teach students to be successful.
- Objective 4: Celebrate students that are successful.
- Objective 5: Monitor student success and student learning practices.
Successful students focus on the work to be done. They are academically self-disciplined, spending appropriate amounts of time studying. They come to class on time and prepared. They complete all assignments and turn them in on time. They finish their programs.

**FOCUS**

**Student Videos**
There should be 3-4 videos on this topic. Each video is 1-2 minutes in length.

**Quiz**
The quiz is designed to help students think about this topic. It may help dispel myths, reveal what students already know, ID knowledge gaps, etc.

**College Resources**
This section promotes college resources/programs that are related to this topic.

**For Faculty**
This section lists ideas for how faculty can present this topic to students in class. Some of the ideas are 1-2 minute ideas. Other ideas are more extended. This section also lists homework /out-of-class assignment ideas. The homework ideas include downloadable examples.
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Silhouettes
Come this page to find out who the silhouettes are on the posters and cards. Each student will have brief bio information.

President’s List and Dean’s List
Each semester, students that maintain a 4.0 GPA are placed on the President’s List and students that maintain a 3.5 GPA are placed on the Dean’s List. We need to announce/promote these students. We need to make a big deal out of this accomplishment.

Academic Excellence Awards
The Academic Excellence Awards ceremony is held in March each year. The event honors students that have demonstrated excellence in learning by naming an outstanding student for each academic program. Again, we need to announce/promote these students. We need to make a big deal out of these accomplishments.

Other Academic Achievements
Throughout the year, students achieve extraordinarily. They present papers at conferences, win awards, transfer, attain impressive jobs, etc. We need to capture, celebrate and promote these accomplishments more thoroughly.
Making it Happen

**on Faculty**

- When you teach study skills, use the FALCON frame
- Work FALCON into your courses and syllabi
- Start teaching the Habits of Mind in the spring semester
- Help develop content for iFalcon website
- Encourage colleagues to support this campaign

**on Students**

- Help develop campaign materials
- Help promote the campaign
- Encourage other students to adopt the Habits of Mind
- Help recruit other students for videos and silhouette photos
- Help identify and secure resources to launch and sustain the campaign
Making it Happen

**on Staff**

- If you come in contact with students, work this campaign into your routine—simple message
- Encourage colleagues to support this effort
- Develop a “counter” strategy for distributing cards
- Contribute to the iFalcon website content

**on Managers**

- Keep this on your agenda. Discuss it at meetings.
- Contribute to the web content
- Encourage your colleagues and programs to incorporate this effort
- Help find resources to launch and sustain the program
- Work the campaign into your exchanges with students
• Encourage the entire college to support this effort
• Contribute to the iFalcon website content
• Work the campaign into your exchanges with students
• Keep this effort at the forefront of the College agenda
• Help find resources to launch and sustain the program
Habits of Mind Survey

We are recommending a 14-week cycle for the in-class campaign. Does this timeframe seem appropriate to you? Should it be shorter? Longer?

What do you think about the iFalcon website. Is there anything missing? Features you particularly like?

What are your general impressions about the Habits of Mind program?

Would you like to help develop/write content for the iFalcon Website? If yes, please provide your contact information.