



Barstow College Positions Itself as a Leader in Student Innovation & Entrepreneurship.

Client Challenge

Located in an under-resourced desert community, Barstow Community College sought to help students successfully prepare to enter the workforce and to increase their economic prospects. The college was also looking to foster an atmosphere of entrepreneurship across campus and to be an engine of growth for the surrounding business community.

Why Summery

By leveraging machine learning and Natural Language Process (NLP) technology, Summery measures both individual students' values and campus culture. Most importantly, the company's AI-driven tools enable the college to quantify or "score" the alignment between values & culture, setting a baseline in which to measure and monitor the progress of the school's innovation-focused programming.

Deployment Plan

Summery instituted a two-pronged approach to assess the diversity of values between staff, faculty, and students: first, measure the values of college professionals, including staff, administration, and faculty; second, measure the values of students via a new Kind Quiz: Education edition that was designed specifically for students.

Once we had ascertained the cultural alignment within the college, the Summery team curated online activities to build upon the college's collective strengths. For instance, we curated TED Talks on shared interests, volunteer activities with local organizations, and readings to enhance knowledge. We also activated each cohort's unique profile with a donation to nonprofit organizations reflecting these values.

In addition, Summery data scientists analyzed the data to understand the alignment between the college's stated mission and the values of college stakeholders. We also looked at the congruence between Barstow College culture and four similar community colleges, as well as the diversity between community college values and corporate culture.