Ventura College
Partnership Resource Team (PRT) Process Summary Report
Institutional Effectiveness Partnership Initiative

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(Lead)

Areas of Focus

A.   Expand VCEC and build into a Center
   i.   How can we best promote Dual Enrollment in our region and community with a targeted approach?
   ii.   ii) What marketing strategies are most effective in advertising our VCEC programs with social media? Other forms of media and press?
   iii.   iii) What retention strategies have proven successful for these specialized programs?
   iv.   iv) How do we go about partnering with businesses within the Santa Clara River Valley to ensure that our instructional programs meet the industry needs of the community and promote services?
   v.   v) How do we market effectively to our non-traditionally aged students regarding our specialized programs?
   vi.   vi) What strategies prove most effective when working with local grassroots organizations that can provide resources like childcare and legal services for our most vulnerable population?
B.   Developing a practical orientation and onboarding process for new employees to support diversity and stability among our crew.
C.   Determine Best Practices in Onboarding of New Employees
D.   Determine Best Practices in Orientation Programs for New Employees

Summary by Area of Focus

A.   Expand VCEC and build into a Center

Ventura College had eight objectives in their Innovation and Effectiveness Plan:

1. Establish basis for growing programs.
2. Apply for Strategic Enrollment Management program with CCCCO for 2023-24.
3. Increase availability of wet labs location options.
4. Review East campus distance education offerings, and adjust to meet student needs.
5. Expand programs at East campus.
6. Build out pathways for more popular 4-year Programs.
7. Create child development education center to partner with local Isabela project.
8. Implement full-time Student Services for the East Campus (Admissions, Basic Needs, Financial Aid, Student Health).

Progress

The college has made *significant* inroads with six of these objectives. Most importantly, they have successfully applied for next year's SEM program, which will provide them a solid basis for expanding on this work. Objectives 7 and 8 require broader support from educational partners and from the college as a whole, and so those are longer-term objectives.

Suggestions for Sustaining Progress

- Continue the excellent momentum by continuing to develop the Pathways implementation and by institutionalizing a comprehensive SEM plan.
- Use student survey results to monitor the success of balancing modality offerings at the East Campus.

A.i.   How can we best promote Dual Enrollment in our region and community with a targeted approach?

Ventura College had six objectives in their Innovation and Effectiveness Plan:

1. Synchronize with local high school district on program scheduling to create pathway.
2. Promote and provide outreach through high school counselors.
3. Establish community outreach assisted by *Promotoras*, small businesses, Churches.
4. Incorporate VC staff into high school culture/fabric.
5. Conduct Open Houses for Dual Enrollment *(Conferencias).*
6. Identify and apply commonly used Best Practices in dual enrollment programs.

Progress

a. The college is in the process of hiring a Counseling Services Specialist to place at the high schools to promote Dual Enrollment and build a bridge between their current classes and East Campus, and that person should be on board by June. (A.i.1)
b. The college is working with high school partners to have Dual Enrollment classes become part of their career academies that align with career educational programs at East Campus and Ventura College. Conversations and partnerships will be created by the Counseling Services Specialist, starting in June. (A.i.2)
c. The college is working with East Campus Advisory team to identify and train *Promotoras*—that advisory team in itself acts as a strong group of trusted community leaders representing the East Campus. (A.i.3)
d. The college is developing the *Conferencias* open house program for Fall 2023, in cooperation with the local high schools. (A.i.5)
e. The college has contacted Bakersfield College for advice, and a site visit to Bakersfield is planned for Fall 2023. The college also has joined the discussion boards on the Vision Resource Center's Dual Education Community. (A.i.6)

Suggestions for Sustaining Progress

- An effective set of high school programs, including but not limited to Dual Enrollment, requires buy-in and close cooperation from every level in the local school districts and high schools. The principals are key players, but close and constant contact with counselors and teachers will make pathways possible and will ensure that students understand how those pathways work. And teachers and counselors will motivate students to take the classes and help them to be successful. The college has all the elements to make this work, as listed above. Implementation will require constant interaction between VCEC's dean, staff and faculty and the high schools across the area (A.i.4).
- This effort will work best if it is integrated into the college SEM plan.

A.ii.   What marketing strategies are most effective in advertising our VCEC programs with social media? Other forms of media and press?

Ventura College had four objectives in their Innovation and Effectiveness Plan:

1. Engage on social media to highlight programs available at East campus.
2. Increase opportunities to tour the campus.
3. Deploy Bilingual Radio Ads, Street Banners, postcards, infographics, promotional items.
4. Increase partnership and awareness of VCEC programs and services with community and K12 school districts.

Progress

a. The college has successfully increased their presence on social media for low enrolled classes and in general. ESL classes have doubled in enrollment and sections have been added. (A.ii.1)
b. The college has plans in place for tours during Fall Open Houses. (A.ii.2)
c. The college has identified funding sources to increase marketing and leveraged sources with multiple departments to collaborate on ads. (A.ii.3)
d. The college has developed a position description and is looking for funding for a marketing and outreach staff member. (A.ii.4)

Suggestions for Sustaining Progress

- Clearly the college has found success through social media. Build on that success and also integrate this marketing campaign with the *Promotoras* connections developed in A.i.3.

A.iii. What retention strategies have proven successful for these specialized programs?

Ventura College had two objectives in their Innovation and Effectiveness Plan:

1. Provide in-person tutoring access or embedded tutoring into classes.
2. Hold Pirate Day Follow Up for Fillmore, Piru and Santa Paula students.

Progress

a. The college has not yet identified funding source to hire East Campus-specific tutors. This is part of the overall college budget process. (A.iii.1)
b. The college has set the schedule and made arrangements for "Set Sail Days" (following up on Pirate Day contacts), and targeted outreach to local students will begin May 2nd-May 5th. (A.iii.2)

Suggestions for Sustaining Progress

- These are proven strategies and the college should continue to look for ways to establish and maintain this good work. Equity funds might be a good resource (continue to look under every rock for ways to support students' success in specialized programs).

A.iv. How do we go about partnering with businesses within the Santa Clara River Valley to ensure that our instructional programs meet the industry needs of the community and promote services?

Ventura College had three objectives in their Innovation and Effectiveness Plan:

1. Conduct *Conferencias* for Community.
2. Meet with employers and other community organizations to share about current programs and seek input on future programs to meet local industry needs.

3. Create stackable certificate programs to meet industry demands.

Progress

a. The college is working with high school district staff to offer ESL courses on their campuses. *Conferencias* will be a key element in developing community support for those courses. (A.iv.1)
b. The college has become a member of Chamber of Commerce and hosted a Chamber Mixer at the East Campus. (A.iv.2)
c. Business Administration and Child Development programs are working on curriculum development. Also, the Veterinarian program is growing and considering options at the East Campus. (A.iv.3)

Suggestions for Sustaining Progress

- Continue this solid work at connecting with community needs.

A.v. **How do we market effectively to our non-traditionally aged students regarding our specialized programs?**

Ventura College had two objectives in their Innovation and Effectiveness Plan:

1. Create concentrated programs (e.g., 8-week courses, PACE).
2. Conduct open house orientations for the East campus.

Progress

a. The college created a PACE Program for 8-week courses (pilot). District is in discussion about compressed calendar. (A.v.1)
b. ESL Orientations took place on April 12, 2023, with great turn out and increased interest from community members. (A.v.2)

Suggestions for Sustaining Progress

- Continue the scheduling revisions and new options. Be patient—these scheduling changes can take two years to establish, advertise, and prove out.

A.vi. **What strategies prove most effective when working with local grassroots organizations that can provide resources like childcare and legal services for our most vulnerable population?**

Ventura College had five objectives in their Innovation and Effectiveness Plan:

1. Continue to Partner with United Farm Workers Foundation to provide legal services.
2. Continue to partner with Free Tax Service Preparations.
3. Strengthen relationship with Mexican Consulate to provide services at the East Campus.
4. Establish Social Services partnerships with Ventura County.
5. Offer Citizenship Classes/GED classes.

Progress

a. The college extended its MOU with the UFW through June 2024. (A.vi.1)
b. Free Tax Preparation Services continued. VITA provided tax services for the current tax season. (A.vi.2)

c. The college is researching opportunities to offer Citizenship and GED classes, and working with local high schools to see who offers GED and Citizenship classes (with reference to AB86 and AB 104). (A.vi.5)

Suggestions for Sustaining Progress

- Continue these solid efforts at connecting local communities, and continue to look for new opportunities.

B. Developing a practical orientation and onboarding process for new employees to support diversity and stability among our crew.

Ventura College had four objectives in their Innovation and Effectiveness Plan:

1. Establish an onboarding point of contact at District HR and IT.
2. Create a flowchart to onboard employees' access to systems.
3. Establish expectations of timelines for onboarding processes from HR.
4. Establish an expectation of communication for district HR-to-college "hand-off" when district processes are complete.

Progress

a. The college met with district HR, and devised a game plan to communicate better. They have not yet met with I.T. (B.1)

Suggestions for Sustaining Progress

- Consider engaging a consultant (in addition to the graphic artist) for assistance in pulling together resources and helping work with district HR and IT to build a clear, agreed upon process, including the flowchart and expectations.

C. Determine Best Practices in Onboarding of New Employees

Ventura College had three objectives in their Innovation and Effectiveness Plan:

1. Create a mentor program to support new employees.
2. Streamline new hire orientation to include staff, administrators, and faculty.
3. Offer employee group meetups to build community.

Progress

a. The college has begun work establishing a routine policy for providing mentors. (C.1)
b. The college is working on new hire programs for faculty, staff, and managers. This work is still at an early stage for all constituencies. (C.2)
c. The college has started a program for new faculty. Attendance is spotty and this is an area where they are looking to improve for faculty and staff. (C.2 and 3)
d. The college's commitment to combining staff, faculty, and management development, where possible, is impressive. (C.3)

Suggestions for Sustaining Progress

- The college can build from the current early efforts at staff development. Culture change will be

key as you seek to engage greater participation from all groups (especially faculty).

D. Determine Best Practices in Orientation Programs for New Employees

Ventura College had three objectives in their Innovation and Effectiveness Plan:

1. Offer additional ways to complete required orientation training.
2. Evaluate each event.
3. Have central location for ideas and feedback to be submitted.

Progress

The college has a dynamic professional development director and advisory team in place. They have established a core development program and they have credibility at the college.

Suggestions for Sustaining Progress

- This is an area where the consultant the college has specified will provide valuable perspective and resources and can serve as liaison among the colleges.
- Survey participants after each event.
- Continue the admirable effort at providing shared professional development activities for all constituency groups. This is especially important for building equity into all the policies, processes and procedures around the college.

Conclusion

The PRT was impressed by the great progress made by Ventura College faculty, staff, and administrators. The East Campus work, especially, has shown a renewed connection with community needs and support, and is showing marked progress. The work on on-boarding and orientation will gain a significant boost when the college is able to bring on consultants to help with concrete suggestions for processes, procedures, and schedules. The PRT witnessed a tangible positive change in culture and attitude, visit to visit. The college has done great work and established foundations for change in many different areas to support employees, involve community, and to promote and ensure student success.