### Plan

| 1. Goal | Develop a comprehensive communication plan targeting 9th – 12th grade high school students that considers the student experience and needs as a whole as they transition from high school to college. The plan will incorporate practices in outreach and development that support the information and communications sent to prospective students through the course of their exploration of Valencia as an option through the process of decision to attend the college and complete an application for enrollment. |
| 2. Objectives | Through this initiative, we will evaluate and redesign current signature events led by the Transitions Team (College Night, Counselor Day, College Prep Day, Open Houses, Application Days) and supporting communication channels (print, online, on/off site outreach). We will measure the impact and the effectiveness of Transitions Initiatives in the context of internal and external stakeholders. A timeline of key messages designed for specific touch points during each year of the high school cycle will include links to resources that support college readiness, transition, academic and career planning. |
| 3. Measures and Findings | Through the use of SWOT analysis of current programs, partnership sand cooperative relationships, the Transitions Planning priorities will be defined and redesigned. Supporting program effectiveness and level of impact will be measured through survey data and reporting tools tracking student contact and response. |
| 4. Action Plan | **Communication Plan**  
- 9th-12th grade Target and Tracking  
- New tools and strategies incorporating web/media/mail and in-person communication  
- Collaboration with Enrollment Services and Admissions for seamless transition & unified message  

**Outreach Opportunities**  
- Foster existing partnerships  
- Increase relevant community visibility and involvement directly linking to enrollment, secondary focus on public relations.  
- Connect to faculty and Career Program Advisors for targeted recruitment and outreach  

**Marketing & Messaging**  
- Consistent Message: “Make the Moment”  
- Incorporation of Valencia brand and message  
- Working tools for data collection and student tracking  
- Social media targeted messaging  
- Valencia Events  

**Communication Tools & Channels**  
- Website redesign |
- Complete redesign to correspond with the “Future Students” page
- Updated tools and resources for HS Counselors
- Parent information
- Visit Valencia – Shift to “The Valencia Experience” (collaboration with Student Development)
  - Defined Communication Channels (in-house and out)
  - Outreach Revamp
  - Presentations for Outreach-new media, interactive format, LifeMap

**Strategies**
- Visit each school at least once during each term
- Follow up communication after each presentation and group visits
- Strategic environmental scan of current schools and prospective student needs
- Implementation of strategies relevant to needs and target populations
- Building and fostering community relationships through involvement and partnerships that promote college access and success

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<tr>
<th>5. Achievement Summary/Analysis</th>
<th>What was learned from the assessment results? What changes will you make in your initiative for the year to come?</th>
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<tr>
<td><strong>6. General Education</strong></td>
<td><strong>Learning Outcome</strong></td>
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<td><strong>7. Strategic Plan Outcome</strong></td>
<td><strong>Goal 1 Building Pathways, Objective 1.1 Transition to College</strong></td>
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