



## Divisional Strategic Planning Brief – Winter Park Credit Programs

### **Campus Outcome:**

Research and develop a plan to .....Improve Dual Enrollment student enrollment rate in coordination with the Dual Enrollment office.

### **Department Outcome:**

Build pathways – facilitate Dual Enrollment pathways to Valencia College

Partner with the community – Engage feeder high schools in promoting dual enrollment through campus information sessions and high school visits.

### **BACKGROUND & DESCRIPTION**

The Winter Park Campus administration team recognizes the value of making connections to high school students before they make decisions about college attendance. This event was conceived during a discussion on building pathways into Valencia – and specifically, to the Winter Park Campus. We presently have a hearty and growing dual enrollment population, but acknowledge that many students are unaware of our presence in the community. This fact is evidenced in conversations the Executive Dean has had with current student leaders, as well as anecdotal reports from faculty/staff encounters with students that indicate the same. Evidence suggests that students become aware of the campus’s presence only after they begin attending Valencia.

Dual enrollment provides college-bound high school students with an opportunity to earn college credit and acclimate to college culture while still attending high school. Promoting the Winter Park Campus as an option for area high school students may aid in increasing awareness of the campus, dual enrollment at the campus, as well as post-high school attendance at Winter Park. Thus, dual enrollment may be a win-win for building pathways into Valencia, assuring learning, and increasing access to higher education for students in this service area.

Furthermore, this event provides interested students an opportunity to make personal connections to advisors, campus staff, and administration, and become familiar with our location and facilities. Both parents and students are provided with ample opportunity to ask questions about the program, learning and student support resources, and the campus. At present, there no other organized events at the college designed specifically around providing

dual enrollment information to interested high school students.

### **INTERVENTION**

In collaboration with the Dual Enrollment office, we planned and hosted a Dual Enrollment Information Session event (“Donuts and DE”) to attract interested high school students from area feeder schools. Our first event took place on March 7 and was attended by approximately 80 students and parents.

This event involved multiple steps: Planning, advertising and recruitment, execution, and follow-up.

*Planning:* We selected a date and time would provide ample time for interested students to meet DE application deadlines. The Winter Park Campus and DE teams collaborated on the agenda and presentations.

*Advertising and recruitment:* The Winter Park Campus team designed and printed the marketing materials. In collaboration with Student Services, we paired a campus-based advisor with DE staff on visits to the feeder high schools. The campus-based advisor promoted the event during their visits and distributed flyers to interested students. Eventbrite was used to accept and track event registration.

*Execution:* The information session included a welcome from the Executive Dean, tour of the facilities, overview of student services, testimonials from previous successful DE students, and an overview of Dual Enrollment at Valencia (including the application process). Time at the end was reserved for questions and answers.

*Follow-up:* Students who attended will be tracked through the fall 2018 term to determine whether they followed through on their interest in dual enrollment. Students will also be surveyed regarding their experience and their plans to attend college. This data will be used to help focus future efforts.

The impact on our dual enrollment student enrollment may be measured after fall 2018 registration closes and the dual enrollment numbers are reported. Attendees from the March 2018 session will be tracked to see whether they followed through with dual enrollment registration at Valencia for summer 2018, fall 2018, and spring 2019 terms.

### **STRATEGIC RESULTS**

As a result of our recruitment efforts, 35 students (plus around 55 family and friends) attended our first Dual Enrollment Information Session. The impact on dual enrollment attendance cannot be measured until fall registration has ended and student follow-through can be tracked. Attendance at the first event exceeded our expectations, and a second event is planned for late September/early November.

### **NEXT STEPS**

Students who attended the first dual enrollment information session will be tracked through

the fall 2018 term to see whether they followed through with their interest at Valencia. Attendees will be sent a survey designed to gather information regarding their plans for dual enrollment and college attendance fall 2018 term. The results will be analyzed and reported at the end of the term.

A second information session is planned for late September/early October. Similar post-session tracking and surveying will follow.

We plan to offer at least one session each Fall/Spring, and will assess the need to offer additional sessions.

Finally, we wish to strengthen our relationships with area high schools for the purpose of building pathways. As a result of our dual enrollment outreach, we will strengthen direct relationships with the high school advisors and administrators who can provide access to students and aid them in their journey to post-secondary education.