



## Divisional Strategic Planning Brief – Credit Programs

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### Campus 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.

### Department Outcome:

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

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## 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 two Dual Enrollment Information Session events (“Donuts and DE”) to attract interested high school students from area feeder schools. Our fall event took place October 3, 2018 and the spring event took place February 26, 2019. For the spring event, we added an application session in the computer lab, and modified our event title to reflect the added application session element.

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

*Planning:* We selected dates and times that 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. Dual enrollment disseminated the event information to the schools through their contacts. Eventbrite was used to accept and track event registration.

*Execution:* The information sessions 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. Afterward, students and parents were encouraged to attend a small resource fair in an adjacent classroom where they could learn about clubs, organizations, learning support, and other services available to them. The spring event also included an application session in the computer lab.

*Follow-up:* Students who attended will be tracked through the fall 2019 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 2019 registration closes and the dual enrollment numbers are reported. Attendees from the March 2019 session will be tracked to see whether they followed through with dual enrollment registration at Valencia for summer 2019, fall 2019, and spring 2020 terms.

## **STRATEGIC RESULTS**

As a result of our recruitment efforts, approximately 40 attended our spring Dual Enrollment Information Session, but only fewer than 10 attended our fall 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 was disappointing, may be explained by recent changes to the Dual Enrollment office’s protocol surrounding their contact with and visits to area high schools. Our second event was better advertised. For future events, we will reach out to schools directly through connections that we hope to establish in the upcoming weeks, and will take greater control over advertising and recruiting for these

events.

### **NEXT STEPS**

We must engage school leaders in determining ways that Valencia can support their efforts and strengthen pathways to college. We plan to establish a College Connections Collaborative that will engage leaders from our feeder public high schools (Apopka, Boone, Edgewater, Wekiva, and Winter Park) and private high schools (Bishop Moore, Orangewood Christian School, and Orlando Science Academy). The composition of this collaborative will consist of members of our campus team (including representatives from the campus administrative team, faculty, and student services staff), as well as school leaders (from school administration and guidance) from our feeder high schools. Our first meeting is tentatively scheduled for July 17, 2019. Our goals for this meeting are to (1) strategize ways that Valencia – Winter Park can support the work that our feeder high schools do to prepare students for graduation and academic transfer to post-secondary and/or career programs, as well as strengthen pathways to Valencia College; and (2) to establish defined lines of communication and points of contact for each of the feeder schools leadership teams. We envision that each of our campus-based team members will be paired with a specific school for the purposes of communication, planning, and on-campus promotion of our initiatives. Consistent and regular contact with schools through identified contact persons will help to facilitate the flow of information between our campus team and the feeder schools, and should help to build interest and cooperation.