

**VALENCIA COMMUNITY COLLEGE**  
**Student Affairs Department Unit Plan**

**Active Cycle** (academic year): **2016 - 2017**

**Area** (Department/Program): **Transitions Planning**

**Person Responsible:** **Niurka Ferrer**

	<b>Plan</b>
<p><b>1. Goal</b>-principal purpose of plan (include how this relates to serving students or increasing student success or supporting LifeMap)</p>	<p>Continue to strengthen and redesign existing programs and outreach initiatives and establish partnerships that incorporate best practices in recruitment and student transition from high school to college specific to Orange and Osceola counties. Redesign Campus Tours and Group Visits by creating new Campus Outreach Experiences to connect Valencia programs to future students and incorporate new AS Recruitment Programming.</p>
<p><b>2. Objectives</b>-what will be accomplished and measured</p>	<ul style="list-style-type: none"> <li>▪ Develop and implement a coordinated communication plan targeting high school students and populations in which we connect with in preparation for the launch of the CRM.</li> <li>▪ Create and implement standardized procedures for data collection for all events and outreach through the CRM.</li> <li>▪ Continue to incorporate the use of technology and latest innovative means of information delivery, collaboration and presentation methods into the work of the Transitions Team.</li> <li>▪ Focus on outreach initiatives in recruitment that target <b>high school seniors</b>.</li> <li>▪ Develop the Transitions Planning Identity and supporting materials to identify services, programs and initiatives.</li> <li>▪ Continue to build and foster community relationships through involvement and partnerships that promote college access and success.</li> <li>▪ Continue the coordinated and aligned promotion of Signature Events with school and community partners.</li> <li>▪ Continued outreach collaboration with the College Transition Coaches/Counselors in Orange and Osceola Counties.</li> <li>▪ Transition all Campus Tours/Intros: Launch the Ambassadors Program in alignment with the Welcome Team student leaders in partnership with Valencia LIVE (Student Development).</li> <li>▪ Develop new on-campus experiences and group visits through the work of the new Coordinators of AS Recruitment and Programming (Perkins Funded).</li> <li>▪ Seek opportunities for team growth and professional development, present at the CIVSA conference in 2017.</li> <li>▪ Welcome, train and develop new staffing plans under currently-funded Title V positions in 2017, seek out opportunities for staffing at the Poinciana Campus, and propose future staffing plans that will allow Valencia to have a wider reach in our service areas and have more impact in recruitment and enrollment.</li> </ul>
<p><b>3. Measures and Findings</b> – How specifically measures will be conducted. How will we know the</p>	<p>CRM Data will be used to track prospects and programming attendance and communication plans. Event management data will also be used from ticketed events to track attendance and effectiveness. Programs and Signature Events’ effectiveness and level of impact will be measured through survey data and reporting tools tracking student contact and response.</p>

objective has been achieved?	
<b>4. Action Plan</b> – what is the implementation plan?	<ul style="list-style-type: none"><li>▪ Realignment of Recruitment Territories by county through a strategic environmental scan of schools and community agencies to assess prospective student needs and target populations</li><li>▪ Evaluate and define touch points and messaging targeting target populations.</li><li>▪ Continue to build communication tracks for follow up after outreach events</li><li>▪ Visit each school at least once during each term, providing Valencia Lab Experiences as well as referral process to Coaches/Counselors.</li><li>▪ Incorporate the College and Career Specialist as a lead contact for each school in our work</li><li>▪ Collaborate with Transitions Coaches to create outreach plans for each school, target populations and a solid, trackable referral process for students we reach.</li><li>▪ Continue to support standardized and efficient event management processes</li><li>▪ Implement the use of the College Transitions Timeline as the foundation for all work with the Coaches/Counselors</li><li>▪ Collaborate with Marketing and Enrollment Services in creating standardized communication plans and resources that will be used in the CRM, presentations and outreach communications.</li><li>▪ Develop new content and outreach material/media/resources to support recruitment initiatives.</li></ul>

<p><b>5. Achievement</b>  <b>Summary/Analysis-</b>What was learned from the assessment results? What changes will you make in your initiative for the year to come?</p>	<p>This year we learned that we have many systemic challenges to overcome in order to meet our goals. Through the implementation of the CRM, we will be able to meet the goals around a communication plan. What we have accomplished is to define the themes for all the messaging and programming for elementary, middle and high school outreach. We have been able to standardize procedures for outreach. We have incorporated the use of the technology in our work, and will continue to do so further when the CRM is implemented. We are still facing challenges in connecting to campus leadership for events like Open House. We have been able to coordinate an aligned promotion of Signature Events. We continue to work with College Transitions Coaches to maximize exposure to Valencia at the high schools. We have also been able to start the process of aligning initiatives by County, including recruitment territories, in order to be more effective in our work. This will allow the team to do more with less and maximize our reach/impact through the work we do.</p>
<p><b>6. General Education Learning Outcome</b></p>	
<p><b>7. Strategic Plan Outcome</b></p>	<p><b>Goal 1 Building Pathways, Objective 1.1 Transition to College</b></p>