VALENCIA COMMUNITY COLLEGE  
Student Affairs Department Unit Plan

Active Cycle (academic year): 2013 - 2014  
Area (Department/Program): Transitions Planning  
Person Responsible: Niurka Ferrer

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| **1. Goal**-principal purpose of plan (include how this relates to serving students or increasing student success or supporting LifeMap) | 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**-what will be accomplished and measured | 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 –** How specifically measures will be conducted. How will we know the objective has been achieved? | 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** – what is the implementation 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 |
5. Achievement Summary/Analysis-What was learned from the assessment results? What changes will you make in your initiative for the year to come?

The development of the communication plan is still underway, now with collaboration efforts with Enrollment Services, our departments will be able to more effectively define the needs of prospective student communication and tracking. Planning and exploration of options is currently underway to make this happen. The signature events have been reviewed and updated for improvement, and new content is being created. Timeline of key messages is being aligned to newly appointed College Transitions Coaches in the school districts in both counties to support unified and intentional messaging and strategies for the transition of high school students to college. Program effectiveness and evaluation is well underway, and many of our programs have been improved through the use of web technologies multi-media. Event management systems now provide necessary data collection for future student tracking and for survey and evaluation. A focus on effectiveness and maximization of resources has been the priority along with team development and training. Initiatives still continue to focus on more community outreach and involvement, and identifying community partnerships. Through the Local College Access Network, Valencia is represented and the leads in developing a charter with the Heart of Florida United Way and the Lumina Foundation focusing on community impact in access to college and retention. Through collaborative efforts with Marketing, Transitions Planning has been part of the initiatives involving the “Future Students” webpage. We have also collaborated with others in targeted initiatives for Enrollment, (Freshman Freebie), and College Transitions Coaches Advisory Groups. The Enrollment Checklist (Steps to Enroll) was developed and a new Recruitment Brochure was produced. We will continue to seek out opportunities for community outreach and involvement and hope to implement a systemic process to track and communicate with prospective students. We will focus upgraded event experiences and tracking. We will continue to work with the College Transitions Coaches to ensure that a comprehensive approach to our efforts is strategic and measurable. We will also work on website content, resources and interactive information/data collection methods to track the impact of our initiatives and continue to be the source for schools and community for outreach and recruitment through high school visits, hosting group visits, and on-campus events.

6. General Education Learning Outcome

7. Strategic Plan Outcome Goal 1 Building Pathways, Objective 1.1 Transition to College