

VALENCIA COMMUNITY COLLEGE
Student Affairs Department Unit Plan

Active Cycle (academic year): 2014 - 2015

Area (Department/Program): Transitions Planning

Person Responsible: Niurka Ferrer

	Plan
1. Goal -principal purpose of plan (include how this relates to serving students or increasing student success or supporting LifeMap)	Strengthen existing programs and outreach initiatives and establish community partnerships that incorporate best practices in recruitment and student transition from high school to college in Orange and Osceola counties.
2. Objectives -what will be accomplished and measured	<ul style="list-style-type: none"> ▪ Develop and implement a coordinated communication plan targeting high school students in collaboration with Marketing & Enrollment Services. ▪ Create and implement standardized procedures for Middle and High School outreach. ▪ Incorporate the use of technology and latest innovative means of information delivery, collaboration and presentation methods into the work of the Transitions Team. ▪ Connect to campus leadership, faculty and Career Program Advisors for targeted recruitment and outreach priorities and promote collaboration/participation in Signature Events ▪ Develop the Transitions Planning Identity and supporting materials to identify services, programs and initiatives. ▪ Build and foster community relationships through involvement and partnerships that promote college access and success. ▪ Coordinated and aligned promotion of Signature Events with school and community partners.
3. Measures and Findings – How specifically measures will be conducted. How will we know the objective has been achieved?	Through a comprehensive evaluation of current programs, partnerships and cooperative relationships, the Transitions Planning priorities will be defined and continue to be redesigned as necessary. Programs and Signature Events' 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?	<ul style="list-style-type: none"> ▪ Perform a strategic environmental scan of schools and community agencies to assess prospective student needs and target populations ▪ Define touch points and messaging targeting target populations. ▪ Create target communication tracks for follow up after outreach events ▪ Visit each school at least once during each term ▪ Identify lead contacts for each school ▪ Collaborate with Transitions Coaches to create outreach plans for each school ▪ Develop standardized event management processes

<p>5. Achievement Summary/Analysis-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>6. General Education Learning Outcome</p>	
<p>7. Strategic Plan Outcome</p>	<p>Goal 1 Building Pathways, Objective 1.1 Transition to College</p>