■ **SUMMARY**

This report presents data associated with individuals who received services from the Ventura College **Welcome Center** (**WC**) between **February 1, 2013** and **September 30, 2013**. The table below provides highlights of the study. Detailed data are presented in the sections that follow.

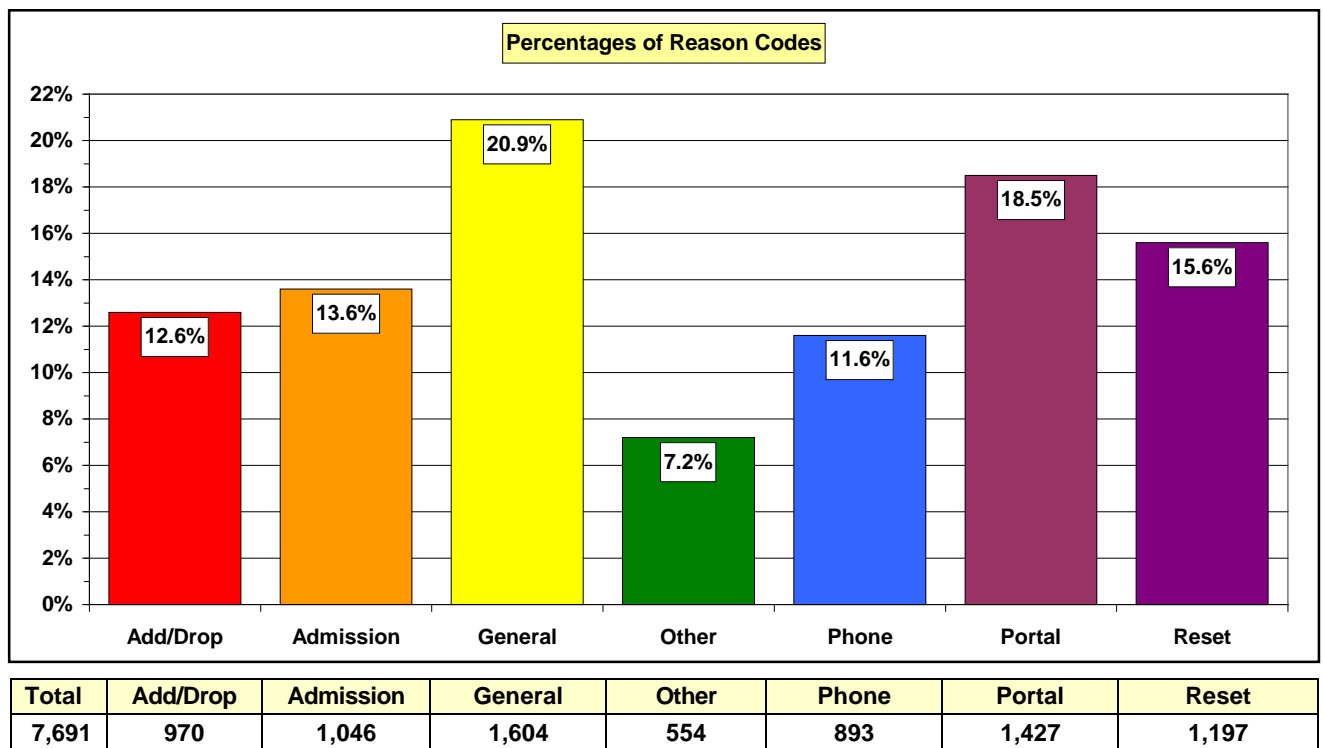| SARS–GRID	Number	Explanation / Description
Services Provided	6,798	Count of all SARS–GRID Reason Codes (excluding Phone)
Individual Contacts	6,155	Each contact counted once, even if multiple services were provided
Unduplicated Individuals	4,049	Each individual counted once, even if multiple contacts were made
DEMOGRAPHICS	**Number**	**Explanation / Interpretation**
Matched to Banner record	3,521	Individuals for whom demographic data were able to be obtained
Females	1,817	**52%** of the 3,521 (Note: 54% of fall 2013 students are female)
Hispanic	1,968	**56%** of the 3,521 (Note: 55% of fall 2013 students are Hispanic)
17 to 24 years of age	2,255	**64%** of the 3,521
City of Ventura	1,200	**34%** of the 3,521 reside in the City of Ventura
HS in Ventura County	2,534	**72%** of the 3,521 attended a high school located in Ventura County
Attended a VCCCD college	3,234	**92%** of the 3,521 have attended/are attending a VCCCD college

■ **CONTENTS**

■ **SARS–GRID**

When a student physically **visits** the Welcome Center *or speaks* to Welcome Center staff by phone, the student's contact data are entered into **SARS–GRID**. Contact data include the individual's Full Name, Identification Number (preferably Student ID), Reason for Contact, and Date of Contact.

● **Reason Codes**

Reason Codes are used to record services provided to individuals who have contacted the **WC**. There are **seven** Reason Codes; for each WC contact, multiple Reason Codes may be used. An example would be a student who calls the Welcome Center to inquire about the way to drop a class and for help in resetting her Student Portal password. In this case, three Reason Codes would be used: Phone, Add/Drop, and Reset. Descriptions of Reason Codes appear below the chart.

From **February 2013** through **September 2013**, there were a total of **7,691** WC Reason Codes entered into SARS–GRID. Since multiple Reason Codes can be entered for each contact, the number of WC contacts is *less* than **7,691**. In the chart that follows, the percentage distribution of Reason Codes are graphically displayed. The most frequent reasons that individuals contacted the WC were related to obtaining general information (**General, 21%**) or portal issues (**Portal, 19%**) followed by help with resetting Student Portal passwords (**Reset, 16%**).

Total	Add/Drop	Admission	General	Other	Phone	Portal	Reset
7,691	970	1,046	1,604	554	893	1,427	1,197

Reason Code	Description of Reason Code
Add/Drop	Registering for classes; adding or dropping classes
Admission	Admissions Application
General	General information about the college, e.g., Financial Aid, BOGW Application, Campus Tour
Other	Any services that are not Add/Drop, Admissions, General, Phone, Portal, or Reset
Phone	Contact with student was by telephone
Portal	Setting up account on the MyVCCCD Student Portal
Reset	Resetting MyVCCCD Student Portal password

● Individual Contacts by Month

The total number of WC Reason Codes recorded during the February 2013 – September 2013 period was **7,691** (see previous section for details). These **7,691** Reason Codes were associat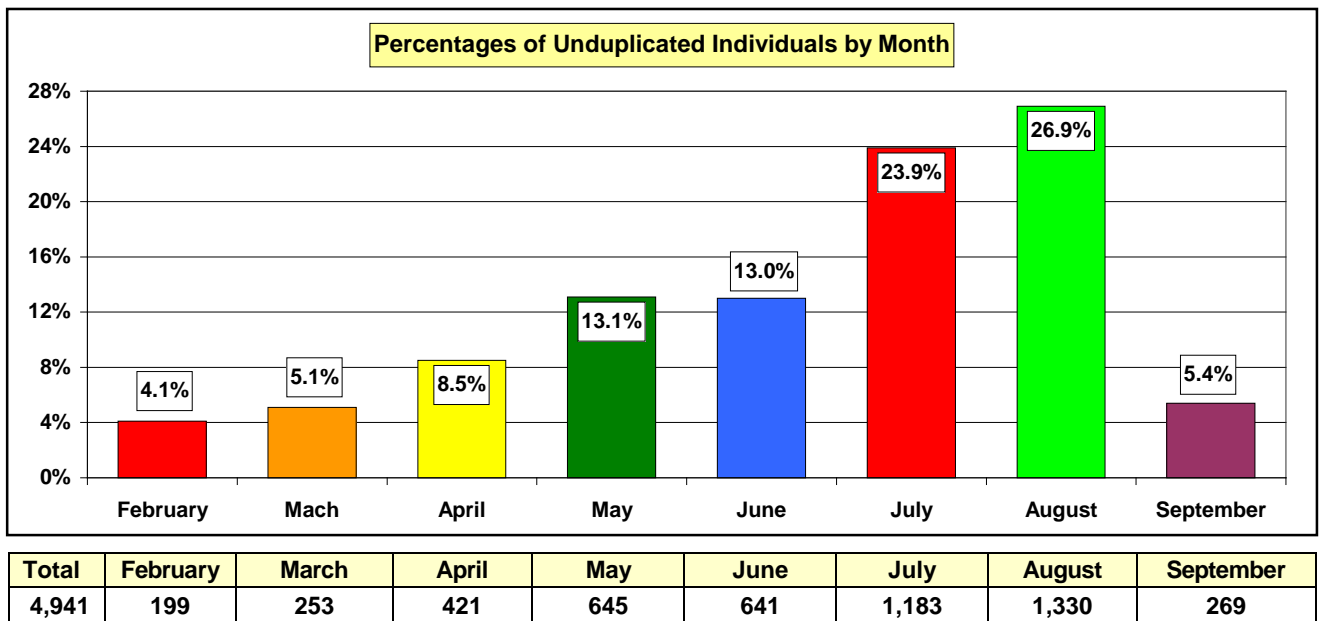ed with **6,155 individual** contacts. (SARS–GRID uses <u>unique</u> History Codes to link <u>all</u> Reason Codes associated with a specific contact; by counting History Codes, the number of individual contacts is determined.)

In the chart below, the percentage distribution of WC contacts are graphically portrayed. August was the month with the most contacts (**1,869** or **30%**) followed by July with **1,515** or **25%**.

Percentages of Contacts by Month

February	March	April	May	June	July	August	September
3.7%	4.5%	7.4%	12.1%	12.0%	24.6%	30.4%	5.3%

Total	February	March	April	May	June	July	August	September
6,155	228	278	458	745	738	1,515	1,869	324
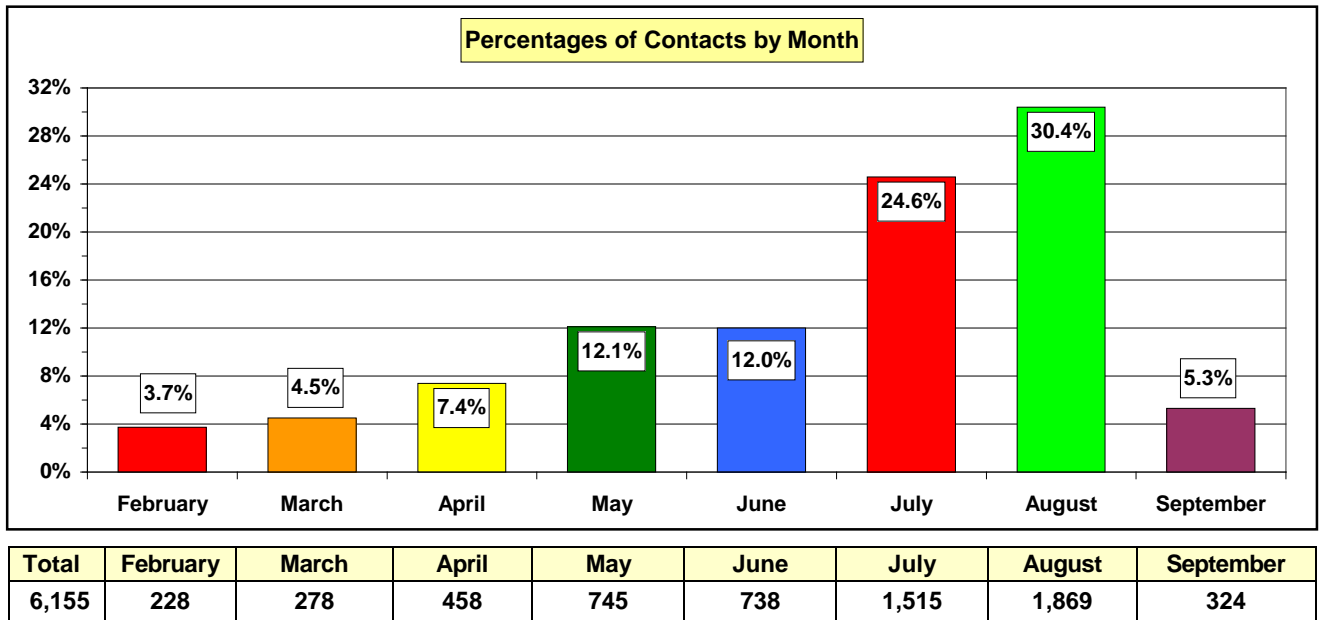
● Unduplicated Individuals by Month

The total number of contacts by month was **6,155** (see previous section). Many of those **6,155** contacts were <u>multiple</u> visits/calls to the WC by the same individual. The total number of <u>unduplicated</u> individuals contacting the WC <u>each</u> <u>month</u> was **4,941**. As expected, August and July had the highest contact rates.

Percentages of Unduplicated Individuals by Month

February	Mach	April	May	June	July	August	September
4.1%	5.1%	8.5%	13.1%	13.0%	23.9%	26.9%	5.4%

Total	February	March	April	May	June	July	August	September
4,941	199	253	421	645	641	1,183	1,330	269

■ **DEMOGRAPHICS**

● **Unduplicated Individuals over the Eight Month Period**

The total number of <u>unduplicated</u> individuals who received services from the WC <u>each</u> <u>month</u> between February 2013 and September 2013 was **4,941** (see previous section). Because many of these individuals were in contact with the Welcome Center in <u>two</u> or <u>more</u> months, the <u>unduplicated</u> number of individuals receiving services through the Welcome Center is **4,049**.

● **Matching Student IDs to Banner Records**

To obtain demographic information regarding these **4,049** individuals, their VCCCD Student ID had to be matched to a record in the Banner System using the "Admission Applications View" or the "Student Term View." Of the **4,049** individuals, **3,521** were matched to a Banner record. For the reasons listed below, the other **528** (**13%**) individuals were not able to be matched to a Banner record.

(1) **243** of the individuals did not have a VCCCD Student ID

(2) **285** of VCCCD Student IDs were unable to be matched to a Banner record because of <u>one</u> of the following reasons:

    a. The individual's VCCCD Application was filed <u>before</u> summer 2013

    b. The individual wasn't enrolled at a VCCCD college in spring 2013, summer 2013, or fall 2013

    c. The individual's VCCCD Student ID was entered <u>incorrectly</u>

Note: There were instances where individuals had multiple SARS–GRID records <u>and</u> the records had <u>different</u> ID Numbers.

● **Gender**

As explained above, **3,521** individuals were matched to Banner records. Of these 3,521 individuals, females account for **51.6%** and males account for **47.2%** (see chart below).
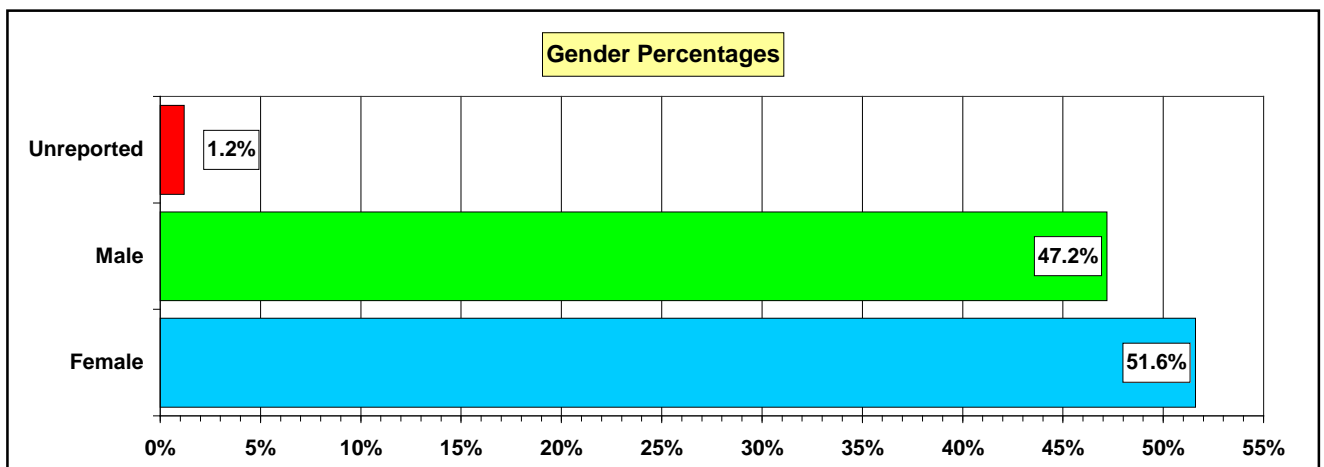

Number of Students by Gender

| Total	Female	Male	Unreported
3,521	1,817	1,663	41

● **Ethnicity**

The majority of individuals receiving services from the Welcome Center were Hispanic (**56%**) with Whites a distant second at **29%** (see chart below). This **fall** (**2013**), Hispanic students account for **55%** of the Ventura College student body; White students accounted for **32%**.

Ethnic Percentages
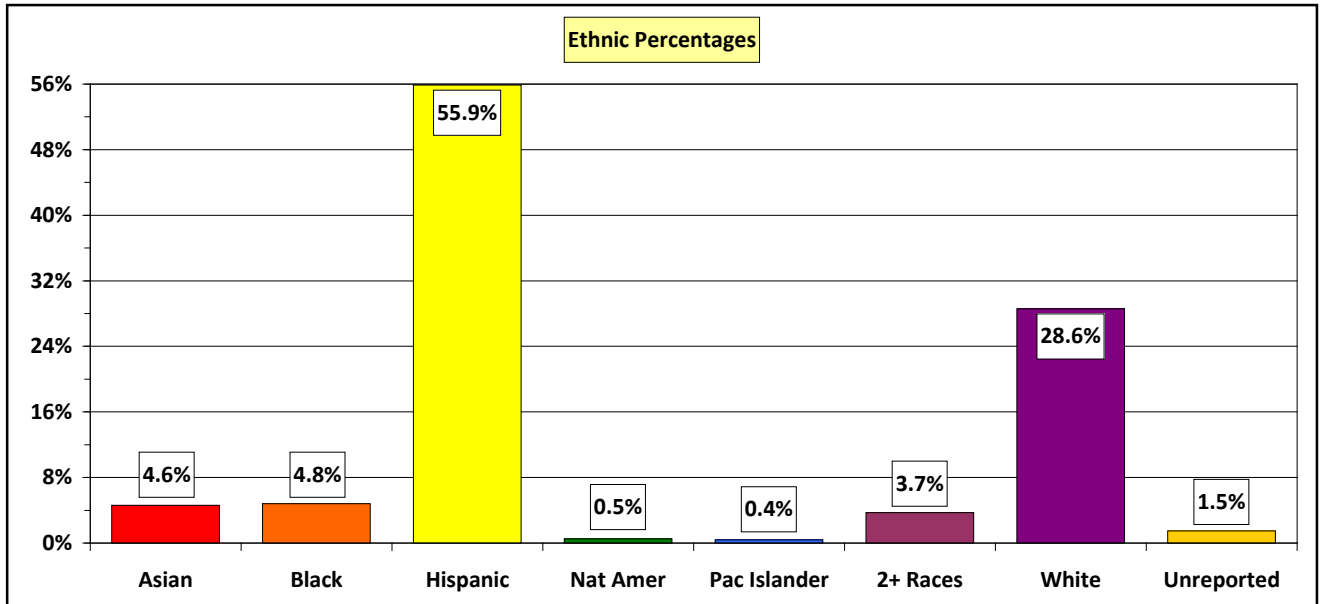
Total	Asian	Black	Hispanic	Nat Amer	Pac Island	2 + Races	White	Unreported
3,521	161	168	1,968	17	15	131	1,008	53

● **Age**

Individuals in the traditional freshman/sophomore age range (17–19 years of age) accounted for **41%** of persons contacting the WC. Individuals in the 20–24 year age group accounted for **23%** of persons who received services from the WC; 25–29 year olds were in third place at **10%**.

Age Group Percentages
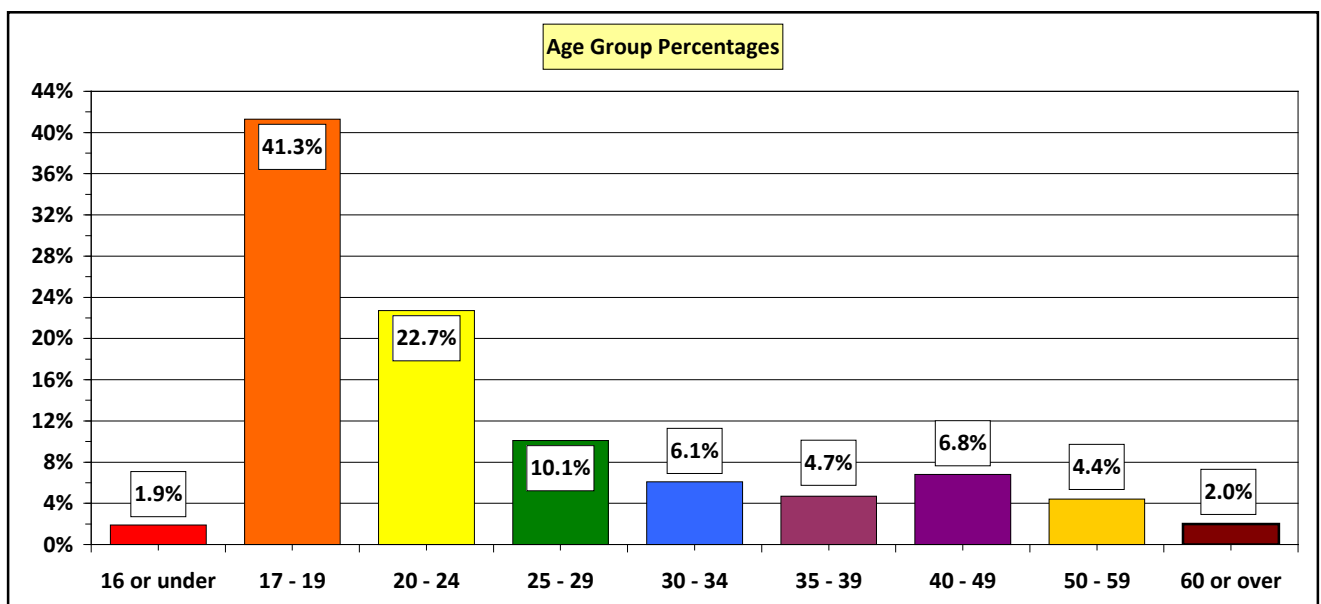
| Total	<= 16	17 – 19	20 – 24	25 – 29	30 – 34	35 – 39	40 – 49	50 – 59	>= 60
3,521	65	1,454	801	356	216	165	241	153	70

● <u>City of Residence</u>

Almost **95%** of individuals receiving services at the Welcome Center between February 2013 and September 2013 <u>resided</u> in **Ventura County** (see data below). Ventura is the city with the highest percentage of individuals contacting the WC (**34%**) followed by Oxnard at **31%** and Santa Paula at **9%**. The chart depicts percentages for the eight cities with the most individuals contacting the WC.
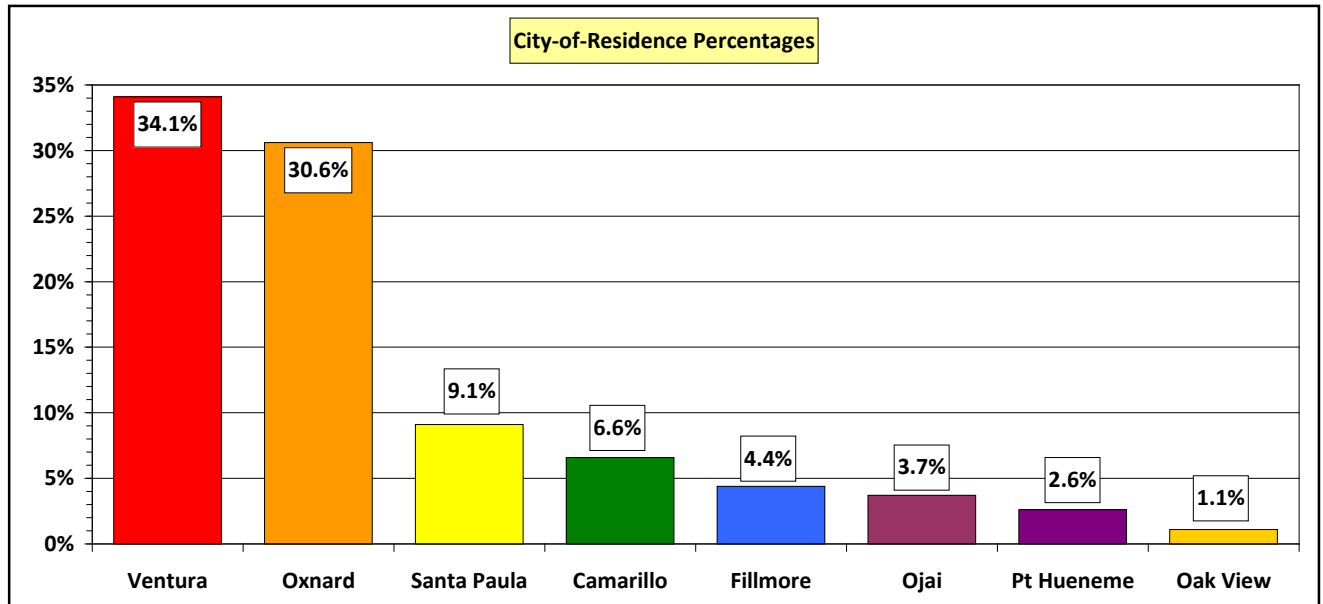
City of Residence	Students	Percent
Ventura	1,200	34.1%
Oxnard	1,078	30.6%
Santa Paula	319	9.1%
Camarillo	234	6.6%
Fillmore	156	4.4%
Ojai	130	3.7%
Port Hueneme	91	2.6%
Oak View	39	1.1%
Simi Valley	18	0.5%
Newbury Park	18	0.5%
Thousand Oaks	17	0.5%
Moorpark	10	0.3%
Piru	10	0.3%
Somis	7	0.2%
Oak Park	5	0.1%
Sub-total: Ventura County Cities	**3,332**	**94.6%**
Santa Barbara	30	0.9%
Carpinteria	11	0.3%
Santa Rosa Valley	7	0.2%
Westlake Village	6	0.2%
All Other Cities	135	3.8%
Totals	**3,521**	**100.0%**

● High Schools Attended

Nearly **72%** of individuals receiving services at the Welcome Center between February 2013 and September 2013 attended a Ventura County high school. In the table below, Ventura County high schools are listed according to the number of students/alumni that received Welcome Center services.
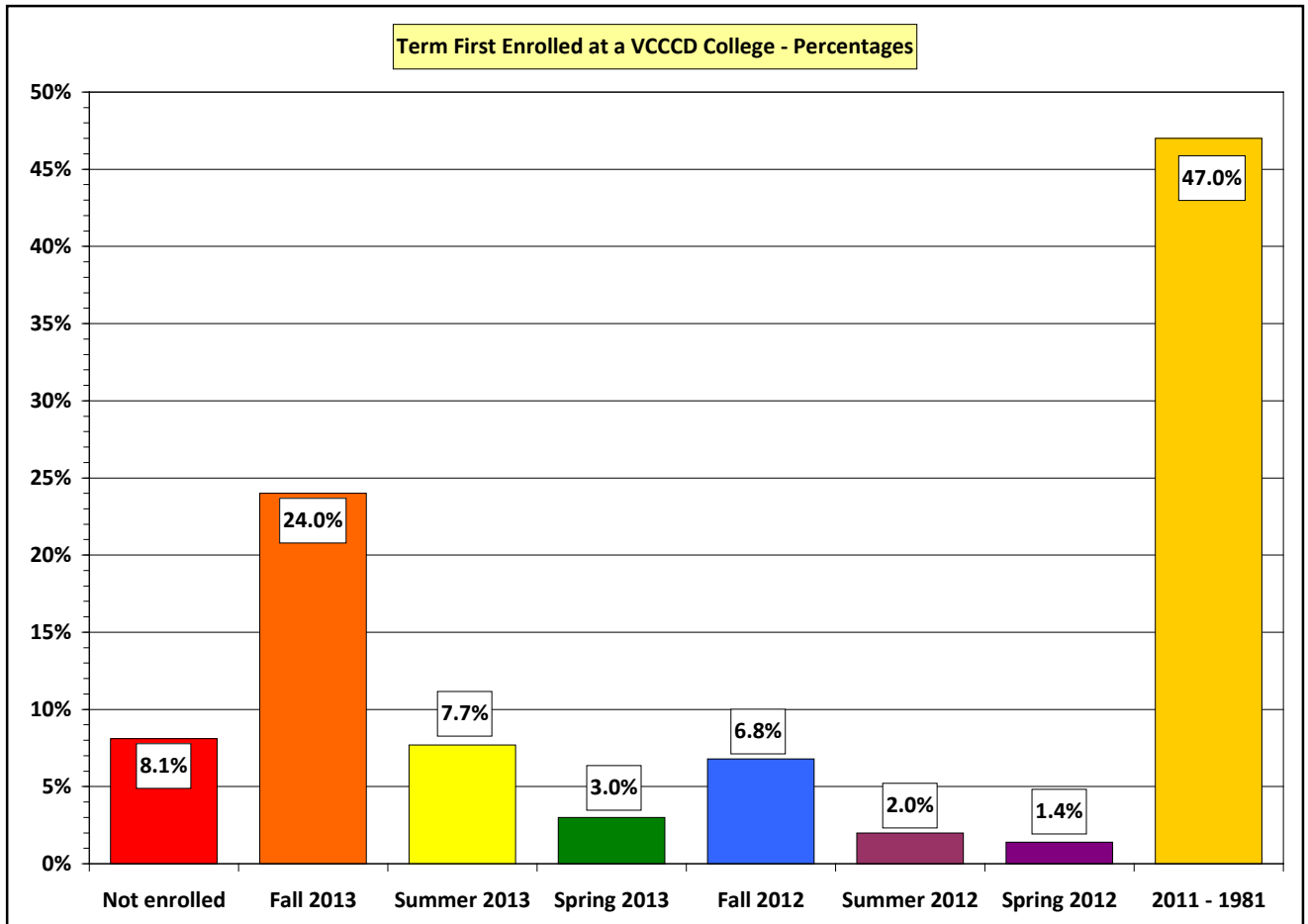
High School	Students	Percent
Ventura High	276	7.84%
Buena High	263	7.47%
Oxnard High	262	7.44%
Santa Paula Union High	223	6.33%
Pacifica High School, Oxnard	217	6.16%
Rio Mesa High	185	5.25%
Fillmore Senior High	138	3.92%
Channel Islands High	130	3.69%
Hueneme High	125	3.55%
Camarillo (Adolfo) High	124	3.52%
El Camino High School	100	2.84%
Nordhoff High	91	2.58%
Foothill Tech High School	59	1.68%
St. Bonaventure High	37	1.05%
Frontier High	37	1.05%
Santa Clara High	25	0.71%
Newbury Park High	25	0.71%
Other Ventura County H.S.	25	0.71%
Mar Vista Continuation/Opportunity	23	0.65%
Pacific High (Continuation), Ventura	21	0.60%
Chaparral High	19	0.54%
Renaissance High	18	0.51%
Thousand Oaks High	17	0.48%
Moorpark Memorial High	16	0.45%
Ventura Adult High	10	0.28%
Simi Valley High	9	0.26%
Westlake High	9	0.26%
Royal High	8	0.23%
Oxnard Adult	6	0.17%
Conejo Valley High	6	0.17%
Gateway County Community	5	0.14%
Oak Park High	5	0.14%
All Other Ventura County High Schools	20	0.57%
Sub-Total: Ventura County High Schools	**2,534**	**71.97%**
Out-of-County California High Schools	622	17.67%
Out-of-State High Schools	225	6.39%
Out-of-Country High Schools	110	3.12%
Unreported High Schools	30	0.85%
Total	**3,521**	**100.0%**

● **Term First Enrolled at a VCCCD College**

Most (**92%**) of the individuals who contacted the Welcome Center between February 2013 and September 2013 were current or former students, only **8%** were <u>never</u> enrolled at a VCCCD college.

For almost **45%** of the individuals, the **first** term that they were enrolled in the VCCCD was between spring 2012 and fall 2013 (see table below).

Term First Enrolled at a VCCCD College - Percentages

Term	Percentage
Not enrolled	8.1%
Fall 2013	24.0%
Summer 2013	7.7%
Spring 2013	3.0%
Fall 2012	6.8%
Summer 2012	2.0%
Spring 2012	1.4%
2011 - 1981	47.0%

Term First Enrolled in VCCCD	Students	Percent
No enrollment	287	8.1%
Fall 2013	845	24.0%
Summer 2013	271	7.7%
Spring 2013	107	3.0%
Fall 2012	240	6.8%
Summer 2012	69	2.0%
Spring 2012	48	1.4%
Sub-total	**1,867**	**53.0%**
Fall 2011 to Fall 1981	1,654	47.0%
Totals	**3,521**	**100.0%**

▪ DATA TABLES

Table A. **Number of Reason Codes by Month**

Month	Total Count	Percent	SARS–GRID Reason Codes						
			Add/Drop	Admission	General	Other	Phone	Portal	Reset
February	275	3.6%	11	43	65	36	22	30	68
March	334	4.4%	2	64	73	18	68	57	52
April	578	7.5%	5	98	71	19	143	137	105
May	991	12.9%	74	131	116	67	188	212	203
June	971	12.6%	92	144	167	86	128	238	116
July	1,863	24.2%	302	293	260	161	241	299	307
August	2,287	29.7%	452	247	685	134	82	394	293
September	392	5.1%	32	26	167	33	21	60	53
Totals	**7,691**	**100.0%**	**970**	**1,046**	**1,604**	**554**	**893**	**1,427**	**1,197**
Percents	**7,691**	**100.0%**	**12.6%**	**13.6%**	**20.9%**	**7.2%**	**11.6%**	**18.5%**	**15.6%**

Table B. **Individual Contacts by Month**

Month	Contacts	Percent
February	228	3.7%
March	278	4.5%
April	458	7.4%
May	745	12.1%
June	738	12.0%
July	1,515	24.6%
August	1,869	30.4%
September	324	5.3%
Totals	**6,155**	**100.0%**

Table C. **Unduplicated Individuals by Month**

Month	Students	Percent
February	199	4.1%
March	253	5.1%
April	421	8.5%
May	645	13.1%
June	641	13.0%
July	1,183	23.9%
August	1,330	26.9%
September	269	5.4%
Totals	**4,941**	**100.0%**

Table D. **Unduplicated Individuals – February 1, 2013 through September 30, 2013**

Category	Count	Percent
Total Unduplicated Individuals	**4,049**	**100.0%**
Less: No VCCCD Student ID	243	6.0%
Have VCCCD Student ID	3,806	94.0%
Less: VCCCD Student IDs which were not matched to a Banner record	285	7.0%
VCCCD Student IDs which were matched to a record in Banner	**3,521**	**87.0%**

Table E. **Ethnicity and Gender**

Ethnicity	Number of Students	Percentage	Gender		
			Female	Male	Unreported
Asian	161	4.6%	81	80	
Black	168	4.8%	57	111	
Hispanic	1,968	55.9%	1,071	874	23
Native American	17	0.5%	12	5	
Pacific Islander	15	0.4%	5	10	
Two/more Races	131	3.7%	69	58	4
White	1,008	28.6%	498	499	11
Unreported	53	1.5%	24	26	3
Totals	**3,521**	**100.0%**	**1,817**	**1,663**	**41**
Percentage by Gender		**100.0%**	**51.6%**	**47.2%**	**1.2%**