- **SUMMARY**

This report presents data associated with individuals who received services from the Ventura College **Welcome Center** (**WC**) between **October 1, 2012** and **January 31, 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	3,128	Count of all SARS–GRID Reason Codes (excluding Phone)
Individual Contacts	2,997	Each contact counted once, even if multiple services were provided
Unduplicated Individuals	2,045	Each individual counted once, even if multiple contacts were made
DEMOGRAPHICS	Number	Explanation / Description
Matched to Banner record	1,771	Individuals for whom demographic data were able to be obtained
Females	912	51% of the 1,771 (55% of fall 2012 students were female)
Hispanic	945	53% of the 1,771 (54% of fall 2012 students were Hispanic)
17 to 24 years of age	962	54% of the 1,771
City of Ventura	663	37% of the 1,771 reside in the City of Ventura
HS in Ventura County	1,140	64% of the 1,771 attended a high school located in Ventura County
Attended a VCCCD college	1,606	91% of the 1,771 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 telephone, the student's contact data are entered into **SARS–GRID**. Contact data include Individual's Full Name, Identification Number (preferably VCCCD Student ID), Age, Reason for the Contact, and Date of the Contact.

● **Reason Codes**

Reason Codes are used to record services provided to individuals who have contacted the **WC**. There are **seven** Reason Codes and 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 **October 2012** to **January 2013**, there were a total of **3,563** 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 **3,563**. 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 – 18%**) or portal issues (**Portal – 18%**) followed by help with resetting Student Portal passwords (**Reset – 17%**).

Percentages of Reason Codes
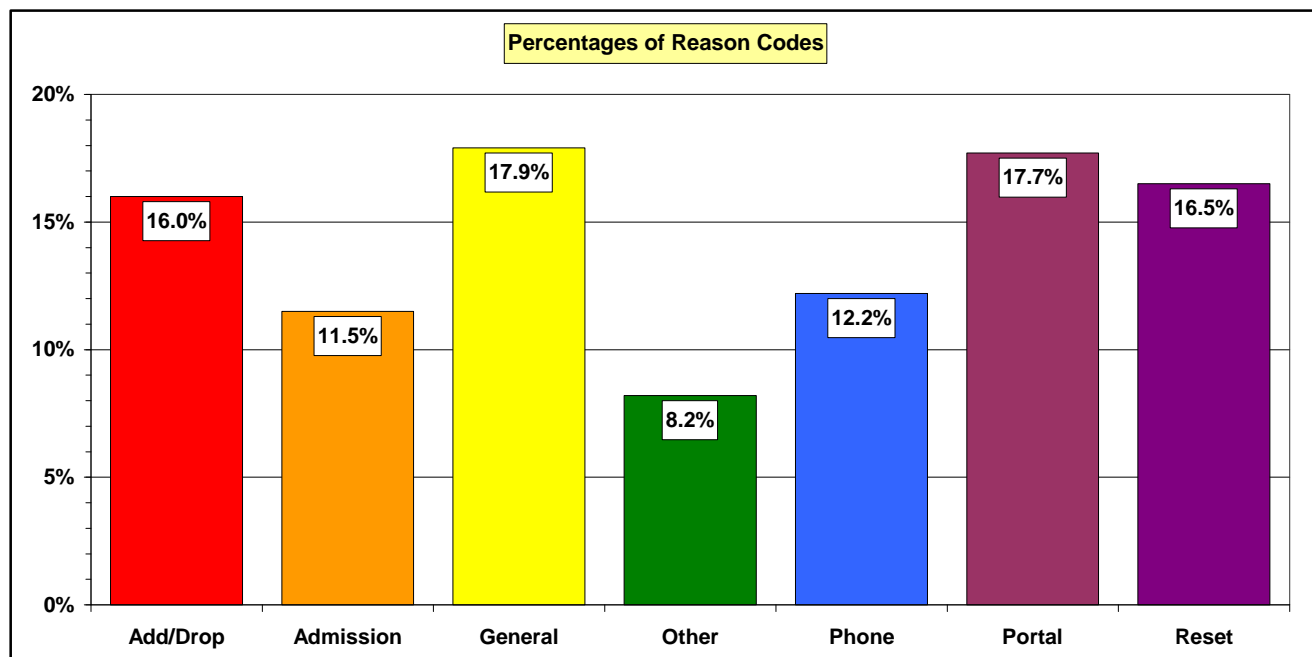
Total	Add/Drop	Admission	General	Other	Phone	Portal	Reset
3,563	571	411	636	290	435	632	588

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 October 2012 – January 2013 period was **3,563** (see previous section for details). These **3,563** Reason Codes were associated with **2,997 individua**l contacts. (SARS–GRID uses <u>unique</u> History Codes to connect <u>all</u> Reason Codes associated with a specific contact – counting History Codes, yields the number of individual contacts.

In the chart below, the percentage distribution of WC contacts are graphically portrayed. January was the month with the most contacts (**1,220** or **41%**) followed by November with **731** or **24%**.

Percentages of Contacts by Month
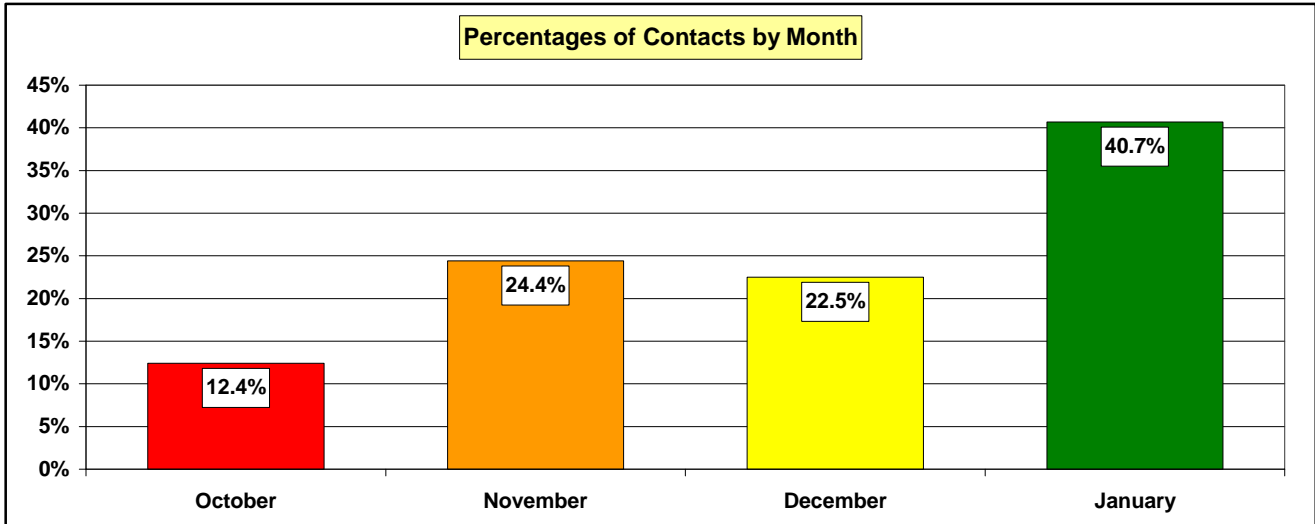
Total	October	November	December	January
2,997	371	731	675	1,220

● Unduplicated Individuals by Month

The total number of contacts by month was **2,997** (see previous section). Many of those **2,997** 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 **2,391**. Again, January and November had the highest contact rates.

Percentages of Unduplicated Individuals by Month
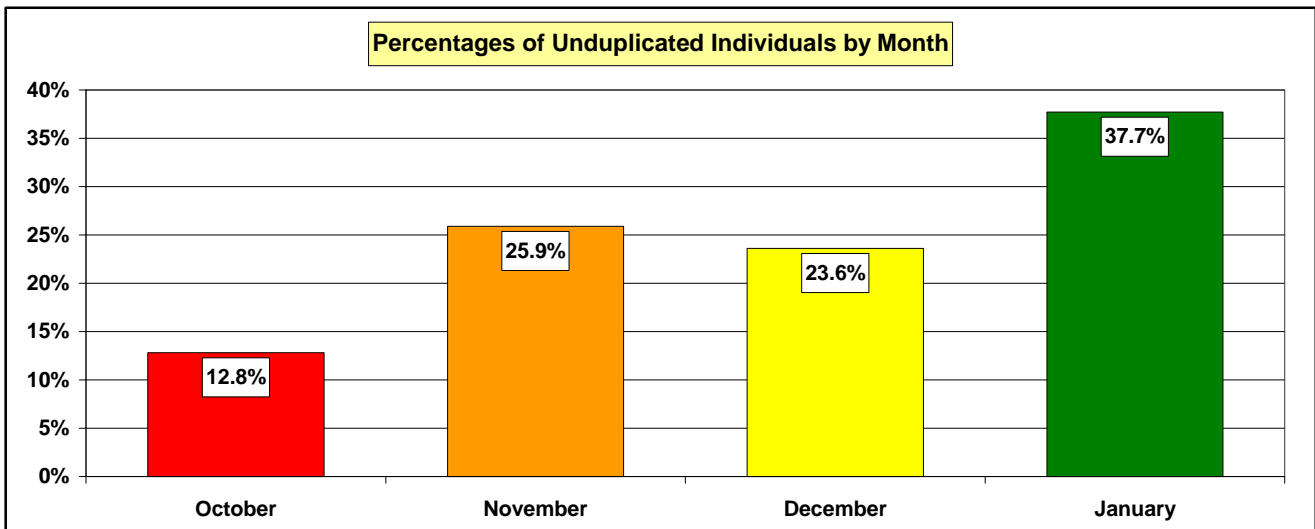
Total	October	November	December	January
2,391	307	618	565	901

■ **DEMOGRAPHICS**

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

The total number of unduplicated individuals who received services from the WC each month between October 2012 and January 2013 was **2,391** (see previous section). Many of these individuals were in contact with the Welcome Center in two or more months. For the **four** month period, the unduplicated number of individuals receiving services through the Welcome Center is **2,045**.

● **Matching Student IDs to Banner Records**

To obtain demographic information regarding these **2,045** individuals, their VCCCD Student ID (or SSN) had to be matched to a record in the Banner System using the "Admission Applications View" or the "Student Term View." Of the **2,045** individuals, **1,771** were matched to a Banner record. For the reasons listed below, the other **274** (**13.4%**) individuals were not able to be matched to a Banner record.

 (1) **90** of the individuals did not have a VCCCD Student ID or an SSN:

   a. SSNs were entered in SARS–GRID:

     When SSNs were used in lieu of a VCCCD Student ID, the IR Office attempted to match the SSNs to the SSN field in Banner and thereby obtain demographic data for these individuals (47 SSNs were matched Banner records).

   b. No VCCCD Student ID or SSN:

     For individuals without a VCCCD Student ID or SSN, WC staff pressed the F7 key and SARS–GRID assigned a unique nine-character code (starting with SG0) to each of the individuals.

 (2) **184** of VCCCD Student IDs or SSNs were unable to be matched to a Banner record because of one of the following reasons:

   a. Individual's VCCCD Application was filed before spring 2013

   b. Individual wasn't enrolled at VC, MC, or OC in spring 2012, fall 2012, or spring 2013

   c. Individual's VCCCD Student ID was entered incorrectly

Note: There were instances where individuals had multiple SARS–GRID records and the records had different ID Numbers, e.g., one record with a Student ID and one record with an SG0 ID.

● **Gender**

As explained above, **1,771** individuals were matched to Banner records. Of these 1,771 individuals, females account for **51.2%** and males account for **47.7%** (see chart below).
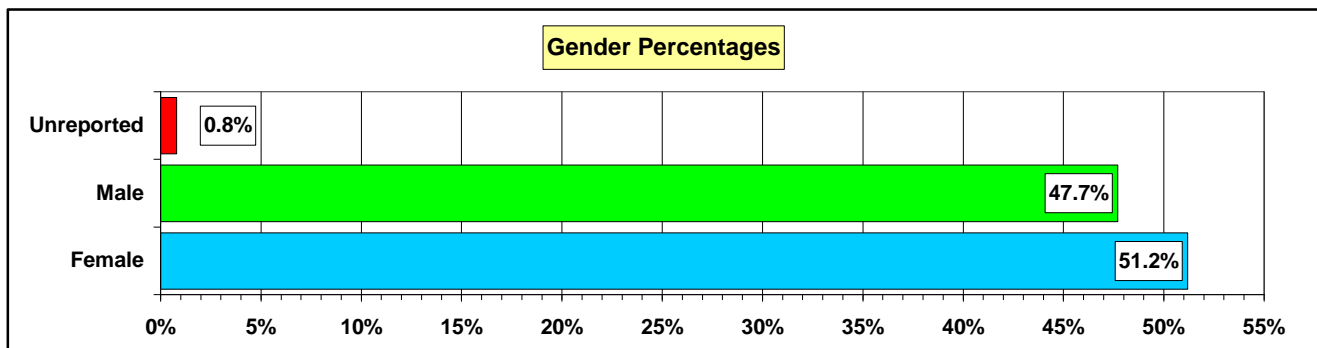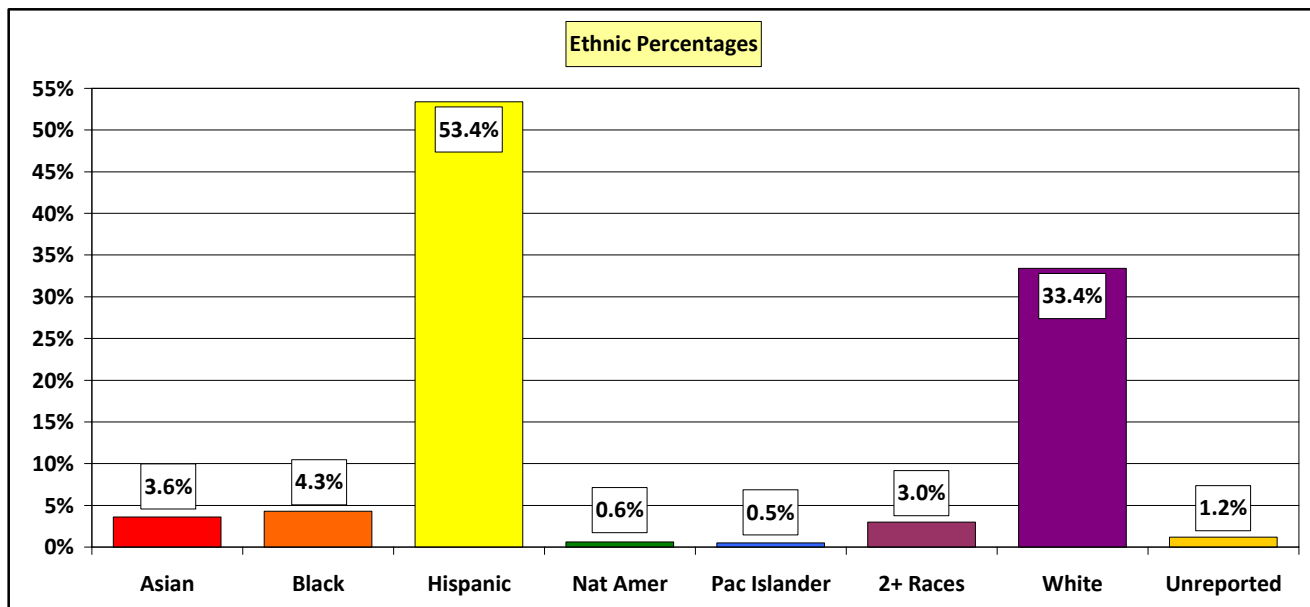

Number of Students by Gender

Total	Female	Male	Unreported
1,771	912	845	14

● Ethnicity

The majority of individuals receiving services from the Welcome Center were Hispanic (**53.4%**) with Whites a distant second at **33.4%** (see chart below). Last **fall** (**2012**), Hispanic students accounted for **53.6%** of the student body and Whites accounted for **33.8%**.

Ethnic Percentages

Total	Asian	Black	Hispanic	Nat Amer	Pac Island	2 + Races	White	Unreported
1,771	64	77	945	10	9	53	592	21

● Age

Individuals in the traditional freshman/sophomore age range (17–19 years of age) accounted for **27.1%** of persons contacting the WC. Individuals in the 20 – 24 year age group accounted for **27.2%** of persons who received services from the WC, and 25 – 29 year olds were in third place at **13.6%**.

Age Group Percentages
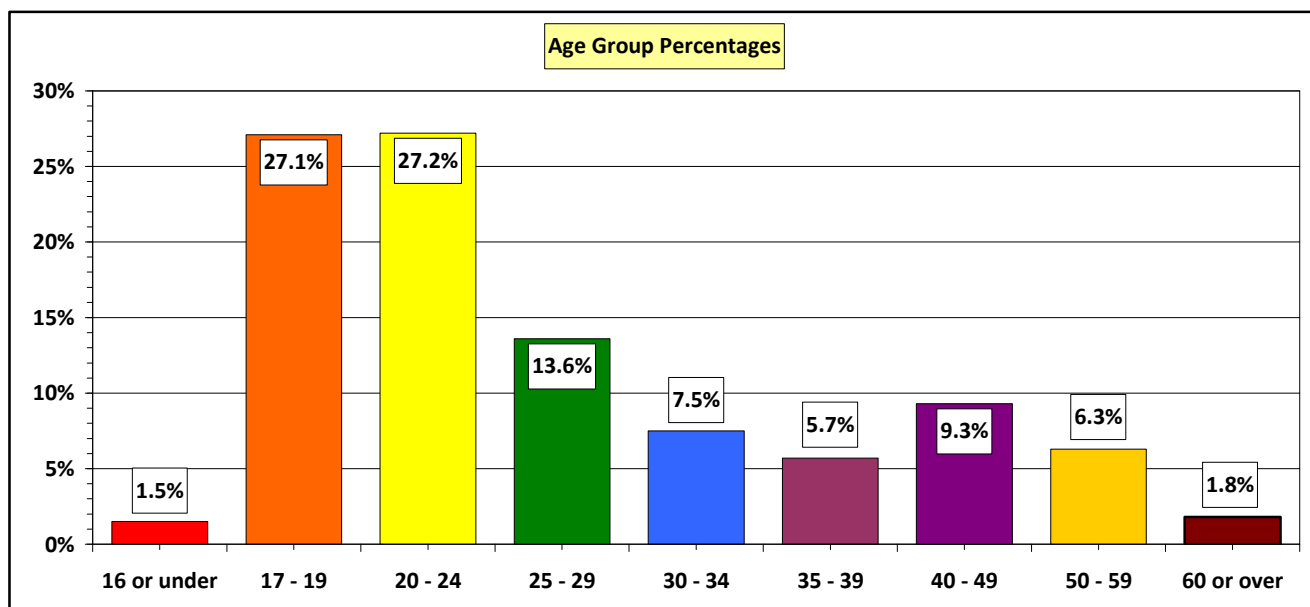
Total	<= 16	17 – 19	20 – 24	25 – 29	30 – 34	35 – 39	40 – 49	50 – 59	>= 60
1,771	27	480	482	240	133	101	165	111	32

● City of Residence

Almost **94%** of individuals receiving services at the Welcome Center between October 2012 and January 2013 resided in Ventura County (see data table below). Ventura is the city with the highest percentage of individuals contacting the WC (**37.4%**) followed by Oxnard at **28.1%** and Santa Paula at **8.5%**. The chart depicts percentages for the eight cities with the most individuals contacting the WC.

City-of-Residence Percentages
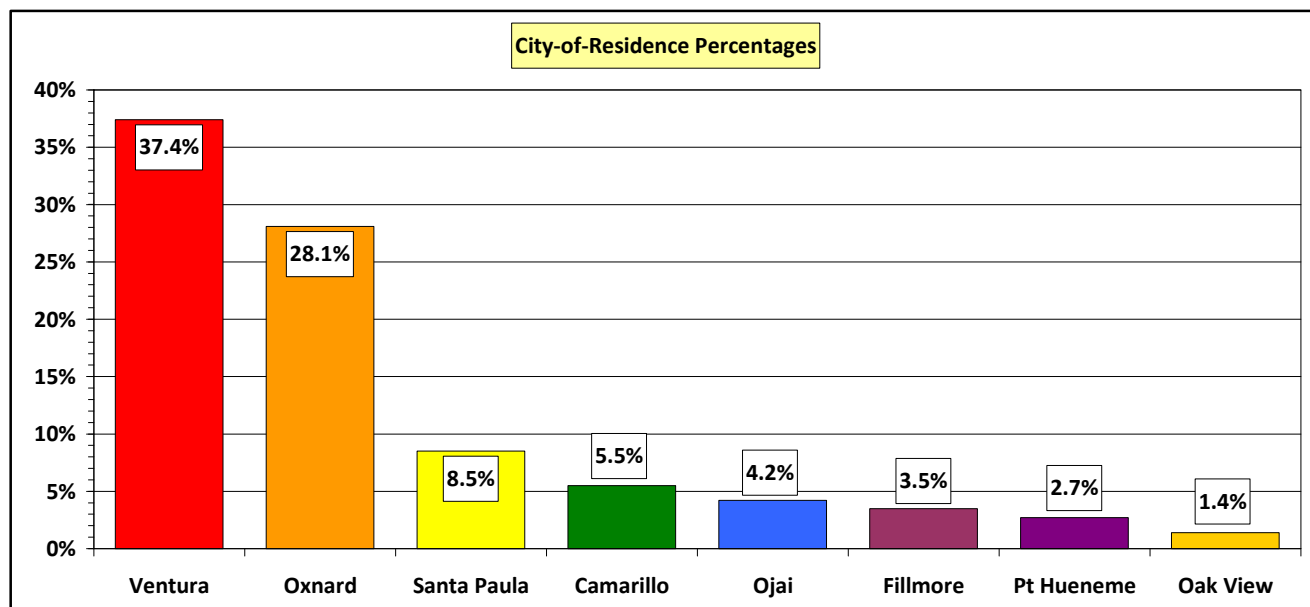
City of Residence	Students	Percent
Ventura	663	37.4%
Oxnard	498	28.1%
Santa Paula	150	8.5%
Camarillo	98	5.5%
Ojai	74	4.2%
Fillmore	62	3.5%
Port Hueneme	48	2.7%
Oak View	25	1.4%
Simi Valley	10	0.6%
Newbury Park	9	0.5%
Thousand Oaks	8	0.5%
Somis	7	0.4%
Piru	4	0.2%
Westlake Village	4	0.2%
Moorpark	3	0.2%
Sub-total: Ventura County Cities	**1,663**	**93.9%**
Santa Barbara	14	0.8%
Carpinteria	5	0.3%
Bakersfield	5	0.3%
All Other Cities	84	4.7%
Totals	**1,771**	**100.0%**

● <u>**High Schools Attended**</u>

Over **64%** of the students receiving services at the Welcome Center between October 2012 and January 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.
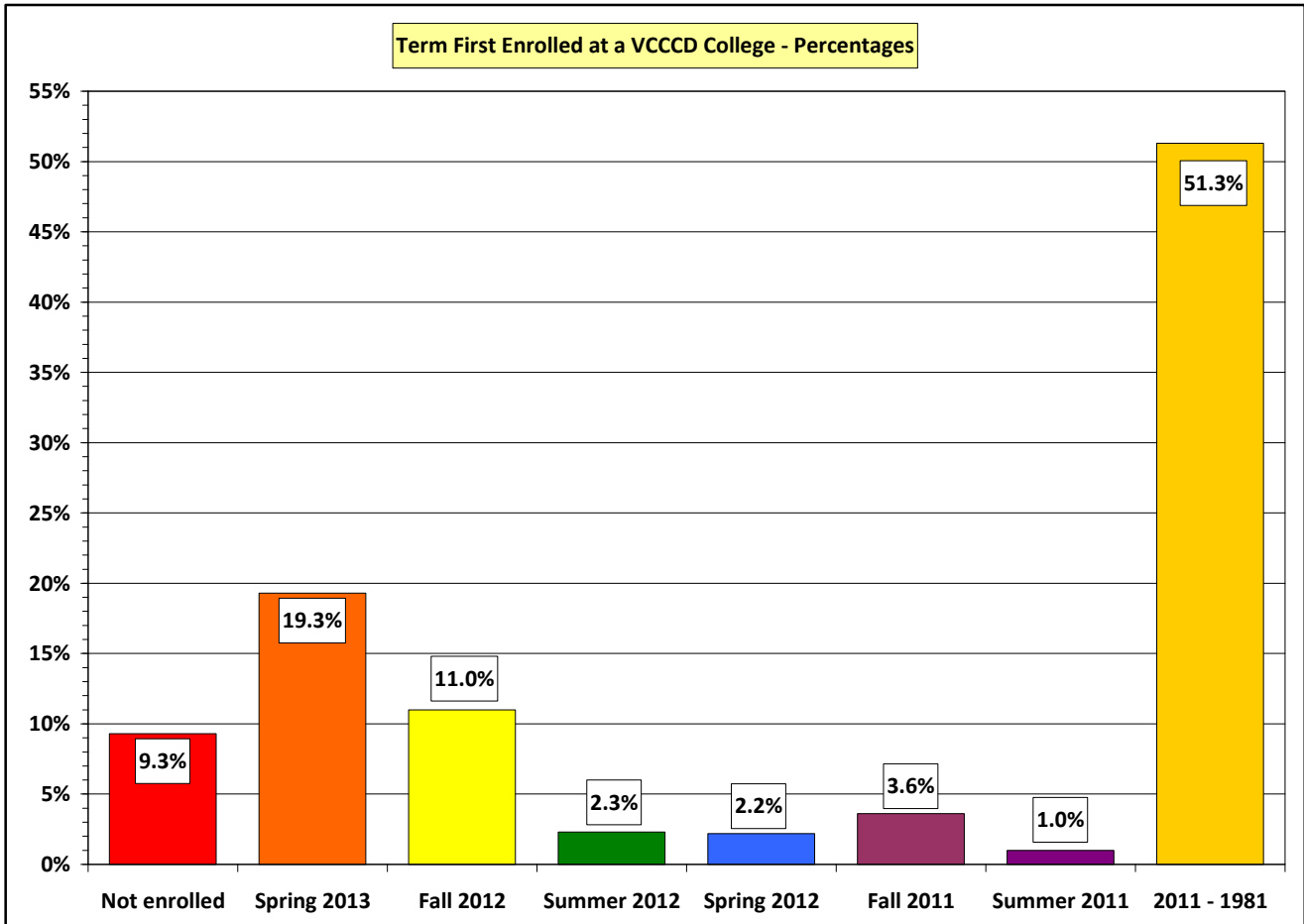
High School	Students	Percent
Ventura High	125	7.1%
Buena High	123	6.9%
Oxnard High	100	5.6%
Santa Paula Union High	87	4.9%
Rio Mesa High	81	4.6%
Pacifica High School, Oxnard	70	4.0%
Hueneme High	61	3.4%
Channel Islands High	57	3.2%
Fillmore Senior High	49	2.8%
El Camino High School	49	2.8%
Camarillo (Adolfo) High	44	2.5%
Nordhoff High	35	2.0%
Other Ventura County H.S.	18	1.0%
Foothill Tech High School	18	1.0%
St. Bonaventure High	17	1.0%
Mar Vista Continuation	15	0.8%
Santa Clara High	14	0.8%
Chaparral High	14	0.8%
Thousand Oaks High	12	0.7%
Ventura High School	12	0.7%
Frontier High	11	0.6%
Oxnard High School	11	0.6%
Buena High School	10	0.6%
Santa Paula High School	8	0.5%
Hueneme High School	8	0.5%
Pacific High School	5	0.3%
Rio Mesa High School	5	0.3%
Royal High	5	0.3%
Newbury Park High	5	0.3%
All Other Ventura County High Schools	71	4.0%
Sub-Total: Ventura County High Schools	**1,140**	**64.4%**
Out-of-County California High Schools	408	23.0%
Out-of-State High Schools	121	6.8%
Out-of-Country High Schools	78	4.4%
Unreported High Schools	24	1.4%
Total	**1,771**	**100.0%**

● <u>**Term First Enrolled at a VCCCD College**</u>

Most (**91.3%**) of the individuals who contacted the Welcome Center between October 2012 and January 2013 were current or former students, only **9.3%** were never enrolled at a VCCCD college.

For over **39%** of the individuals, their first term enrolled in the VCCCD was between summer 2011 and spring 2013 (see table below).

Term First Enrolled at a VCCCD College - Percentages

Category	Percentage
Not enrolled	9.3%
Spring 2013	19.3%
Fall 2012	11.0%
Summer 2012	2.3%
Spring 2012	2.2%
Fall 2011	3.6%
Summer 2011	1.0%
2011 - 1981	51.3%

Term First Enrolled in VCCCD	Students	Percent
No enrollment	165	9.3%
Spring 2013	341	19.3%
Fall 2012	194	11.0%
Summer 2012	41	2.3%
Spring 2012	40	2.2%
Fall 2011	64	3.6%
Summer 2011	17	1.0%
Sub-total	**862**	**48.7%**
Summer 2010 to Fall 1981	909	51.3%
Totals	**1,771**	**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
October	465	13.1%	11	67	108	74	69	77	59
November	860	24.1%	106	112	143	54	99	179	167
December	823	23.1%	175	112	94	42	110	166	124
January	1,415	39.7%	279	120	291	120	157	210	238
Totals	**3,563**	**100.0%**	**571**	**411**	**636**	**290**	**435**	**632**	**588**
Percents	**3,563**	**100.0%**	**16.0%**	**11.5%**	**17.9%**	**8.2%**	**12.2%**	**17.7%**	**16.5%**

Table B. Individual Contacts by Month

Month	Contacts	Percent
October	371	12.4%
November	731	24.4%
December	675	22.5%
January	1,220	40.7%
Totals	**2,997**	**100.0%**

Table C. Unduplicated Individuals by Month

Month	Students	Percent
October	307	12.8%
November	618	25.9%
December	565	23.6%
January	901	37.7%
Totals	**2,391**	**100.0%**

Table D. Unduplicated Individuals – October 1, 2012 through January 31, 2013

Category	Count	Percent
Total Unduplicated Individuals	**2,045**	**100.0%**
Less: No VCCCD Student ID or SSN	- 90	4.4%
Have VCCCD Student ID or SSN	1,955	95.6%
Less: VCCCD Student ID or SSN was not matched to Banner	184	9.0%
VCCCD Student ID or SSN was matched to a record in Banner	**1,771**	**86.6%**

Table E. Ethnicity and Gender

Ethnicity	Number of Students	Percentage	Gender		
			Female	Male	Unreported
Asian	64	3.6%	32	25	
Black	77	4.3%	26	50	1
Hispanic	945	53.4%	5	2	
Native American	10	0.6%	480	456	9
Pacific Islander	9	0.5%	5	5	
Two/more Races	53	3.0%	3	6	
White	592	33.4%	31	22	
Unreported	21	1.2%	315	273	4
Totals	**1,771**	**100.0%**	**912**	**845**	**14**
Percentage by Gender			**51.5%**	**47.7%**	**0.8%**