

Ventura College
Office of Research and Evaluation
WELCOME CENTER CONTACTS – OCTOBER 2013 THROUGH JANUARY 2014

■ **SUMMARY**

This report presents data associated with individuals who received services from the Ventura College **Welcome Center (WC)** between **October 1, 2013** and **January 31, 2014**. The table below provides highlights of the study. Detailed data are presented in the sections that follow.

SARS–GRID	Number	Explanation / Description
Services Provided	2,933	Count of all SARS–GRID Reason Codes (<i>excluding</i> Phone)
Individual Contacts	2,754	Each contact counted once, even if <u>multiple services</u> were provided
Unduplicated Individuals	2,021	Each individual counted once, even if <u>multiple contacts</u> were made
DEMOGRAPHICS	Number	Explanation / Interpretation
Matched to Banner record	1,510	Individuals for whom demographic data were able to be obtained
Females	790	52% of the 1,510 (Note: 54% of <u>fall 2013</u> students were female)
Hispanic	839	56% of the 1,510 (Note: 55% of <u>fall 2013</u> students were Hispanic)
17 to 24 years of age	866	57% of the 1,510
City of Ventura	545	36% of the 1,510 resided in the City of Ventura
HS in Ventura County	1,019	67% of the 1,510 attended a high school located in Ventura County
New to a VCCCD college	309	20% of the 1,510 were <u>new</u> VCCCD students in spring 2014

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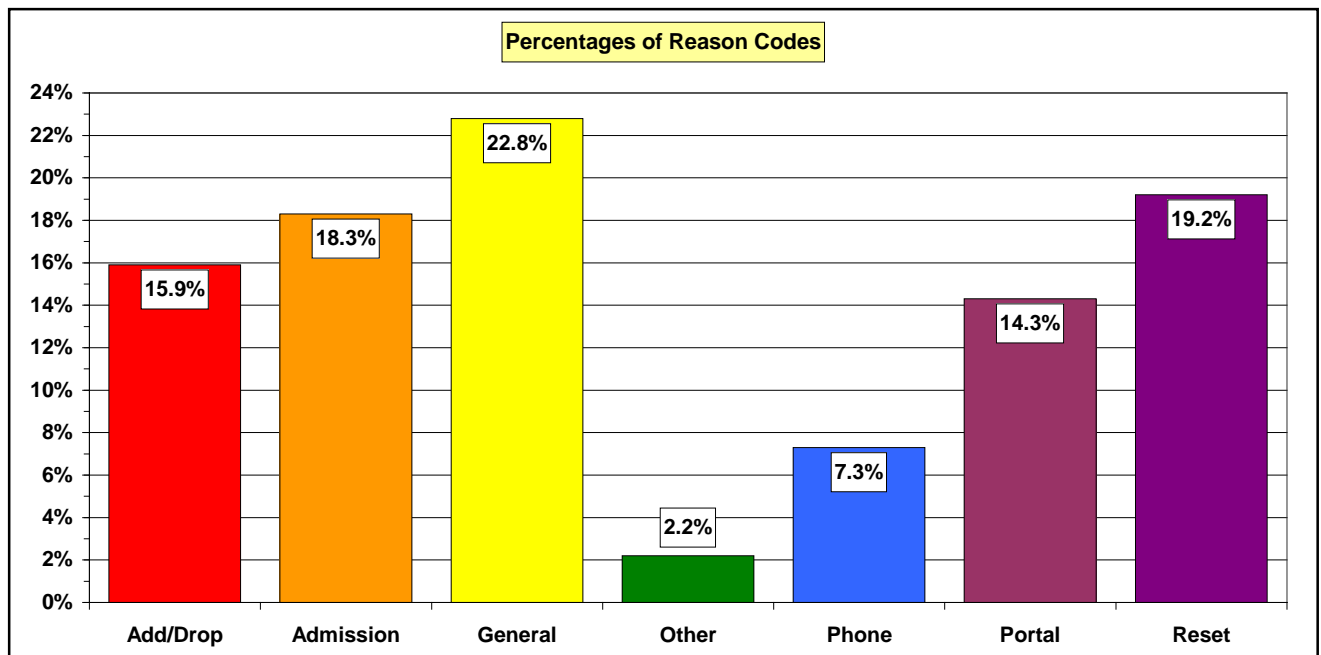
■ **SARS–GRID**

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 **October 2013** through **January 2014**, there were a total of **3,164** 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 **3,164**. 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, 23%**), help with resetting portal passwords (**Reset, 19%**) or portal issues (**Portal, 14%**).



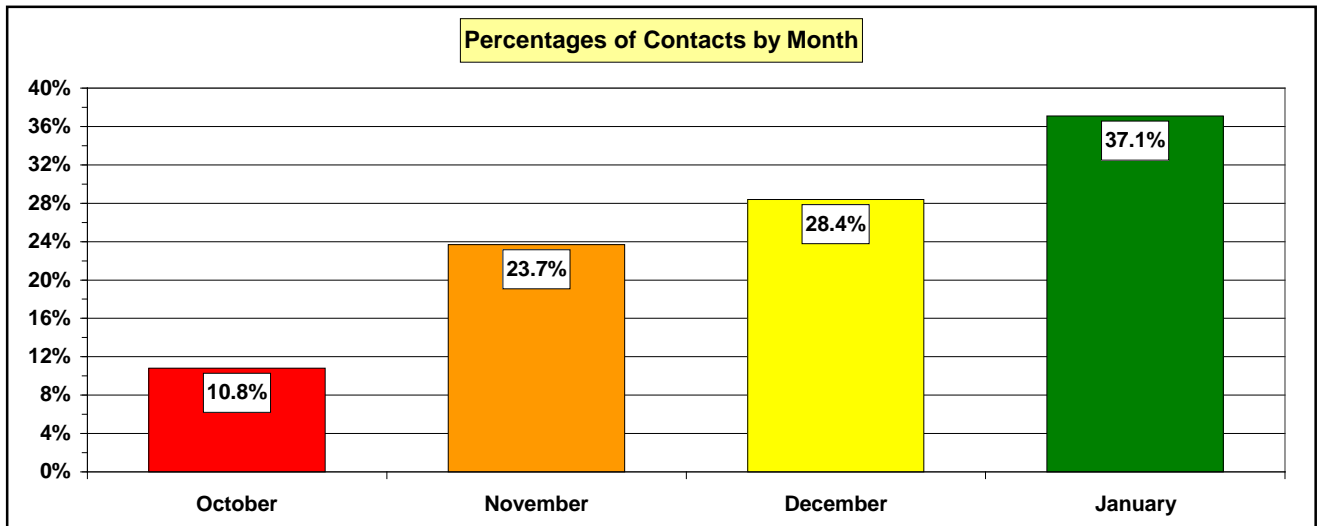
Total	Add/Drop	Admission	General	Other	Phone	Portal	Reset
3,164	501	579	722	70	231	453	608

<u>Reason Code</u>	<u>Description of Reason Code</u>
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 2013 – January 2014 period was **3,164** (see previous section for details). These **3,164** Reason Codes were associated with **2,754 individual** contacts. (SARS–GRID uses unique History Codes to link all Reason Codes associated with a specific contact; by counting History Codes, the number of individual contacts is determined.)

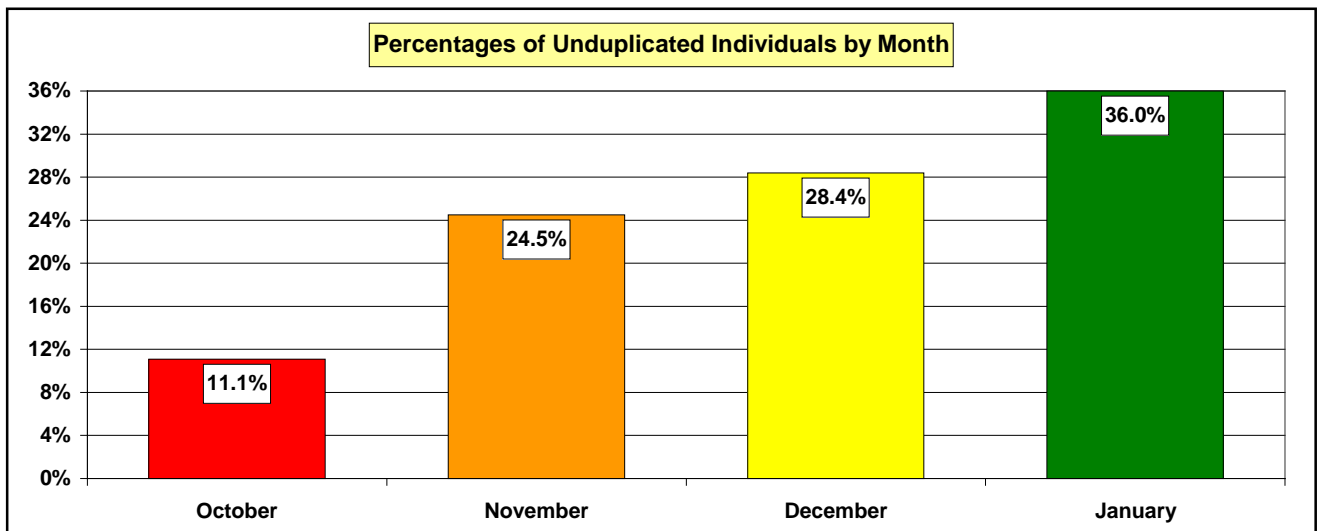
In the chart below, the percentage distribution of WC contacts are graphically portrayed. January was the month with the most contacts (**1,022** or **37%**) followed by December with **782** or **28%**.



Total	October	November	December	January
2,754	296	654	782	1,022

● **Unduplicated Individuals by Month**

The total number of contacts by month was **2,754** (see previous section). Many of those **2,754** contacts were multiple visits/calls to the WC by the same individual. The total number of unduplicated individuals contacting the WC each month was **2,300**. As expected, January had the highest contact rate.



Total	October	November	December	January
2,300	256	563	652	829

▪ **DEMOGRAPHICS**

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

The number of unduplicated individuals who received services from the WC each month between October 2013 and January 2014 was **2,300** (see previous section). Many of these individuals had contact with the Welcome Center in multiple months. Over the four month period (October 2013 to January 2014), the unduplicated number of individuals contacting the Welcome Center was **2,021**.

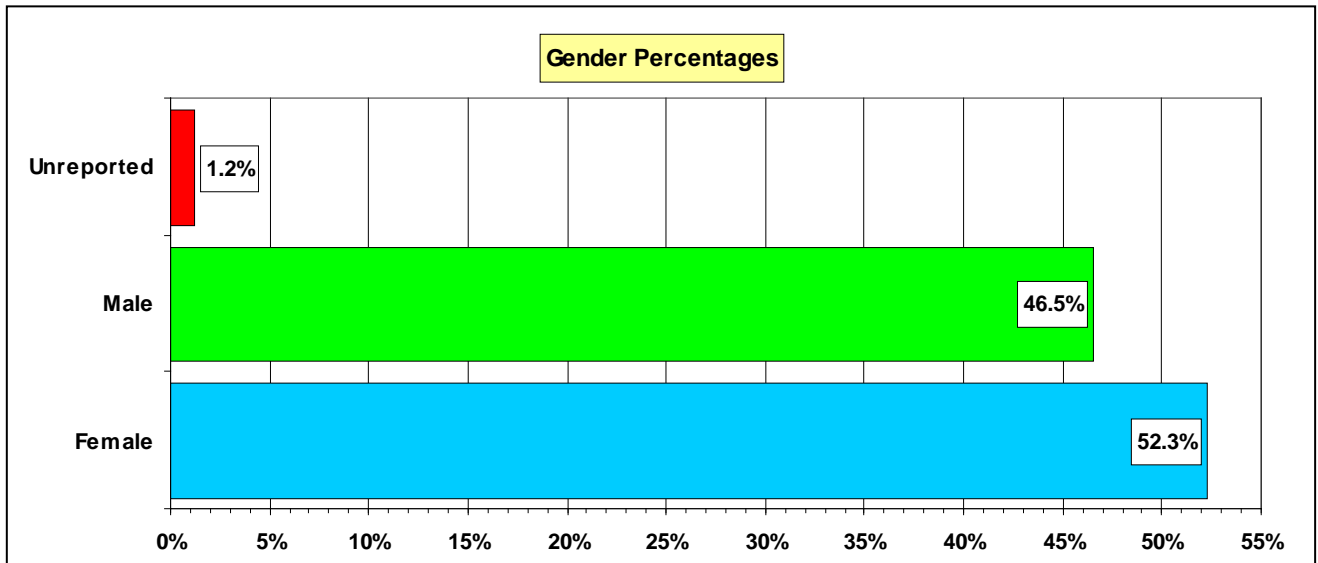
• **Matching Student IDs to Banner Records**

To obtain demographic information regarding these **2,021** 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 **2,021** individuals, **1,510** were matched to a Banner record. For the reasons listed below, the other **511 (25%)** individuals were not matched to a Banner record.

- (1) **134** of the individuals did not have a VCCCD Student ID or SSN
- (2) **377** of VCCCD Student IDs were unable to be matched to a Banner record because of one of the following reasons:
 - a. The individual’s VCCCD Application was filed before fall 2013
 - b. The individual wasn’t enrolled at a VCCCD college in fall 2013 or spring 2014
 - c. The individual’s VCCCD Student ID was entered incorrectly

• **Gender**

As explained above, **1,510** individuals were matched to Banner records. Of these 1,510 individuals, females accounted for **52.3%** and males accounted for **46.5%** (see chart below).

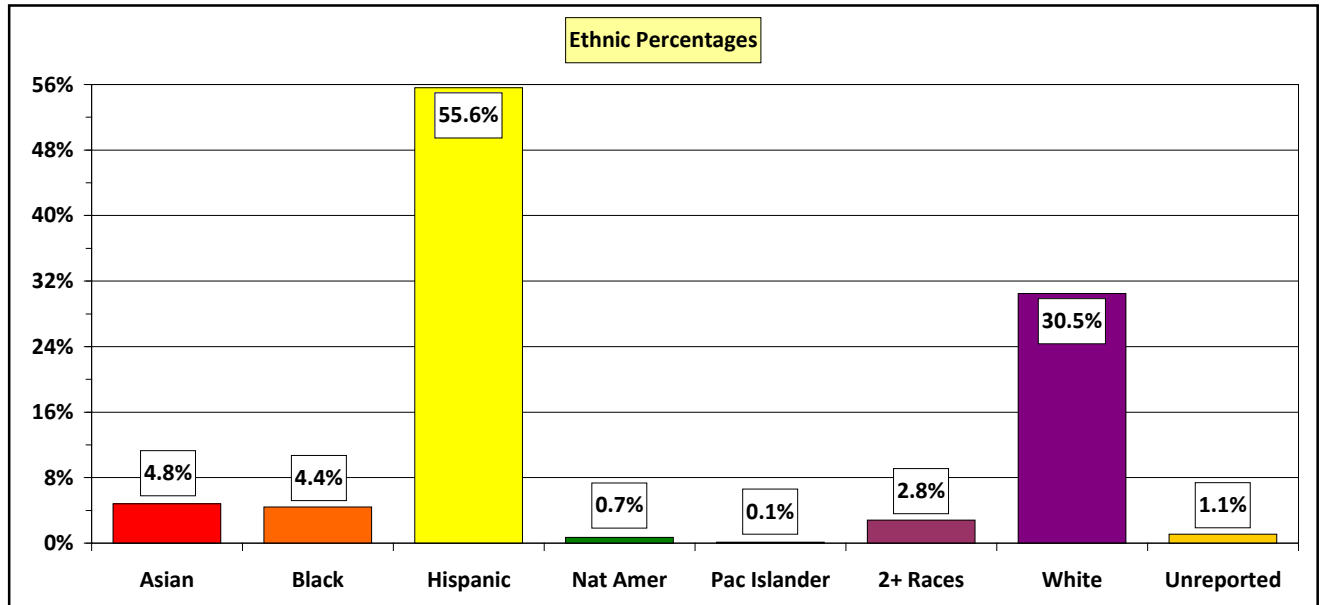


Number of Students by Gender

Total	Female	Male	Unreported
1,510	790	702	18

• **Ethnicity**

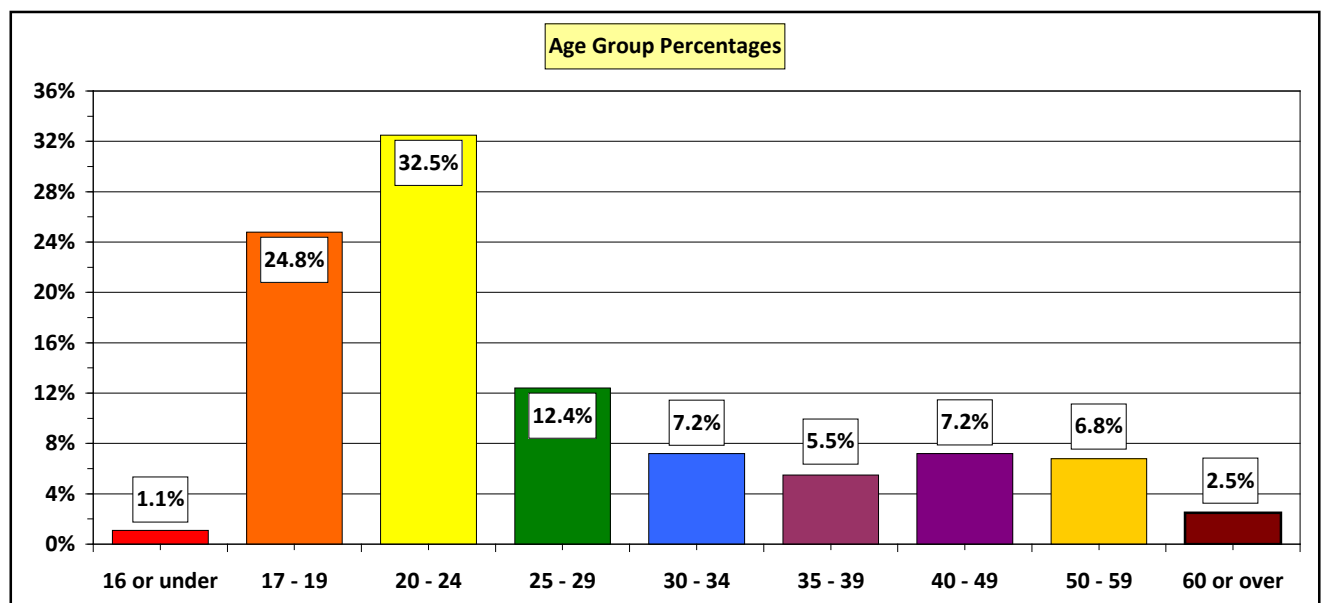
The majority of individuals receiving services from the Welcome Center were Hispanic (**56%**) with Whites a distant second at **31%** (see chart below). In **fall (2013)**, Hispanic students accounted for **55%** of the Ventura College student body; White students accounted for **32%**.



Total	Asian	Black	Hispanic	Nat Amer	Pac Island	2 + Races	White	Unreported
1,510	73	66	839	11	2	43	460	16

• **Age**

Individuals in the traditional freshman/sophomore age range (17–19 years of age) accounted for **25%** of persons contacting the WC. Individuals in the 20–24 year age group accounted for **33%** of persons who received services from the WC; **12%** of contacts were by 25–29 year old individuals.

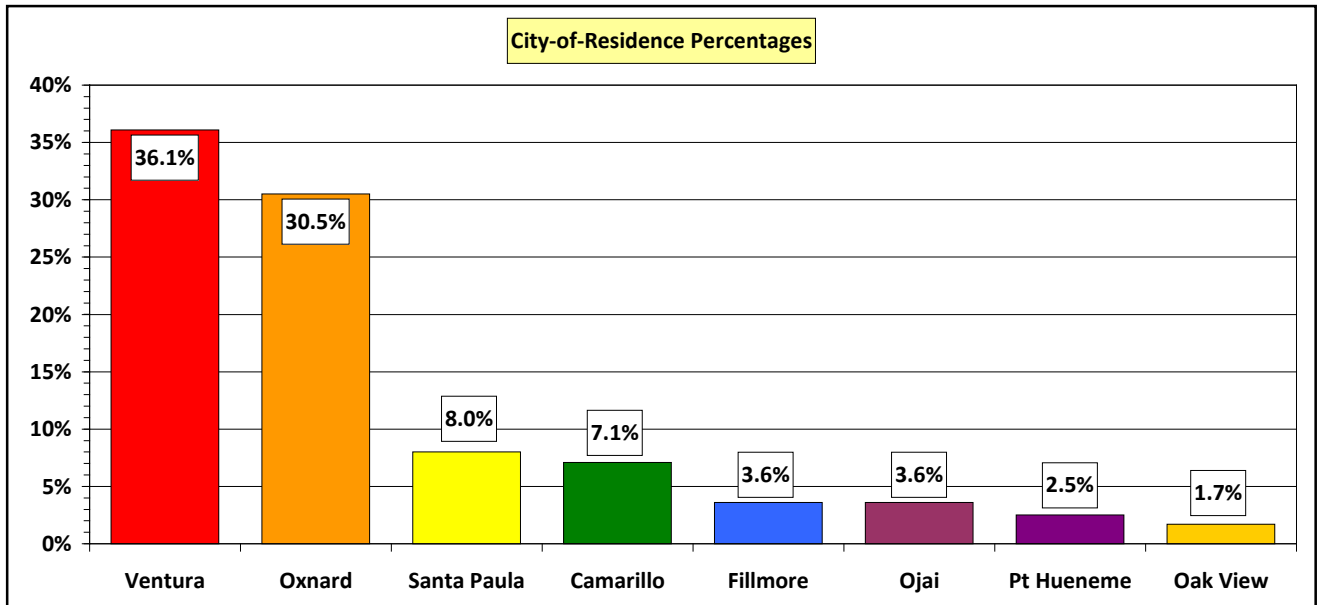


Total	<= 16	17 – 19	20 – 24	25 – 29	30 – 34	35 – 39	40 – 49	50 – 59	>= 60
1,510	17	375	491	188	108	83	108	103	37

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• **City of Residence**

Over **96%** of individuals receiving services at the Welcome Center between October 2013 and January 2014 resided in **Ventura County** (see data below). Ventura is the city with the highest percentage of individuals contacting the WC (**36%**) followed by Oxnard at **31%** and Santa Paula at **8%**. The chart depicts percentages for the eight Ventura County cities with the most individuals contacting the WC.



City of Residence	Students	Percent
Ventura	545	36.09%
Oxnard	461	30.53%
Santa Paula	121	8.01%
Camarillo	107	7.09%
Fillmore	54	3.58%
Ojai	54	3.58%
Port Hueneme	38	2.52%
Oak View	25	1.66%
Thousand Oaks	11	0.73%
Moorpark	10	0.66%
Newbury Park	9	0.60%
Simi Valley	6	0.40%
Somis	6	0.40%
Piru	3	0.20%
Sub-total: Ventura County Cities	1,450	96.03%
Santa Barbara	11	0.73%
Carpinteria	5	0.33%
Agoura Hills	3	0.20%
Santa Rosa Valley	3	0.20%
All Other Cities	38	2.51%
Totals	1,510	100.00%

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• **High Schools Attended**

Nearly **68%** of individuals receiving services at the Welcome Center between October 2013 and January 2014 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.

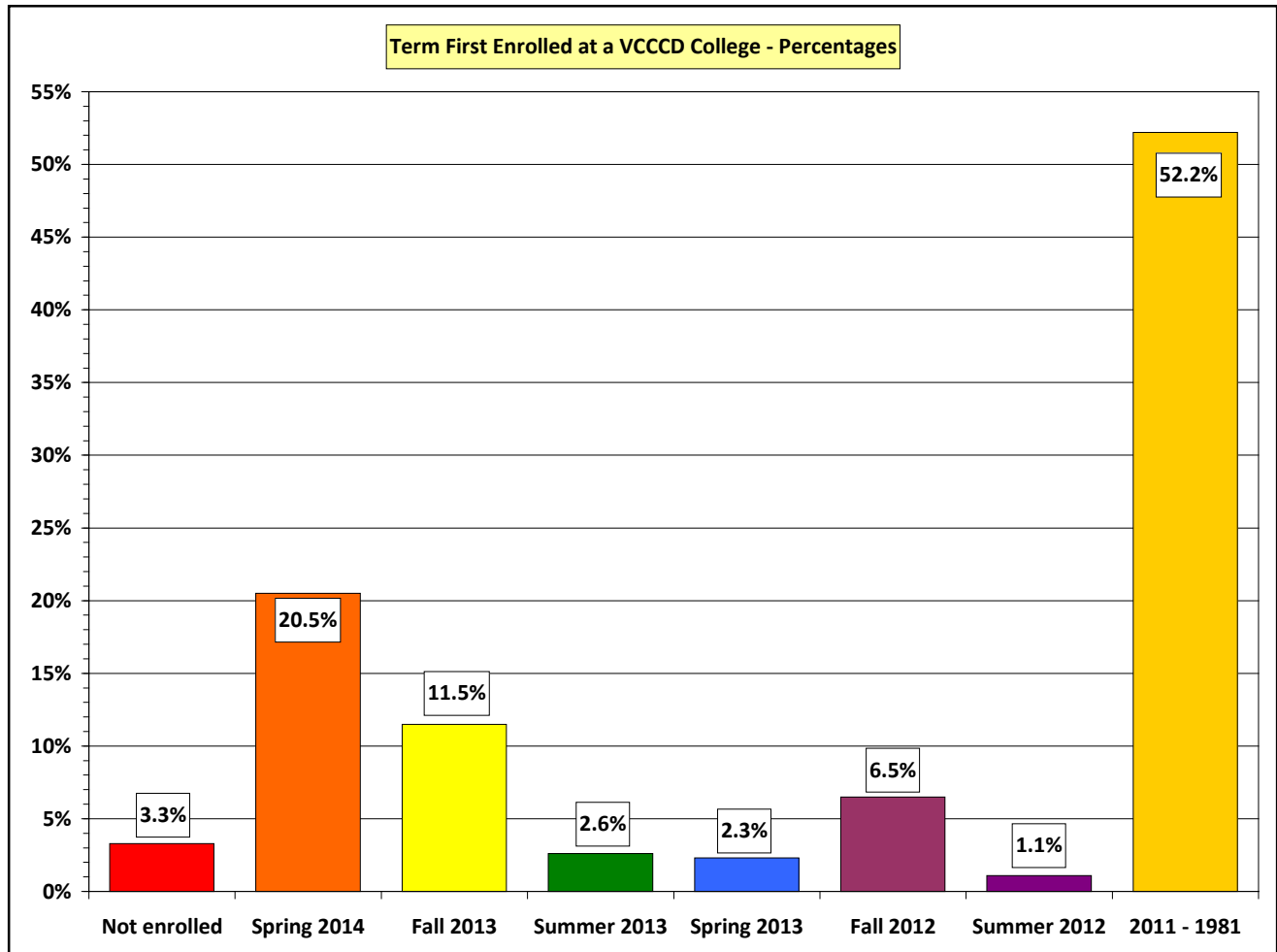
High School	Students	Percent
Oxnard High School	108	7.15%
Buena High School	100	6.62%
Ventura High School	90	5.96%
Rio Mesa High School	84	5.56%
Santa Paula Union High School	83	5.50%
Pacifica High School, Oxnard	67	4.44%
Channel Islands High School	62	4.11%
Hueneme High School	58	3.84%
Camarillo (Adolfo) High School	52	3.44%
El Camino High School	51	3.38%
Fillmore Senior High School	38	2.52%
Nordhoff High School	32	2.12%
St. Bonaventure High School	21	1.39%
Frontier High School	21	1.39%
Foothill Tech High School	17	1.13%
Pacific HS (continuation), Ventura	16	1.06%
Mar Vista Continuation/Opportunity HS	13	0.86%
St. Bonaventure High School	11	0.73%
Thousand Oaks High School	10	0.66%
Ventura Adult High School	10	0.66%
Oxnard Adult High School	9	0.60%
All Other Ventura County High Schools	66	4.37%
Sub-Total: Ventura County High Schools	1,019	67.48%
All Other High Schools	491	32.52%
Total	1,510	100.00%

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

Most (**76%**) of the individuals who contacted the Welcome Center between October 2013 and January 2014 had been enrolled at a VCCCD college **prior to spring 2014**.

Spring 2014 was the **first term** at a VCCCD college for **20%** of the individuals contacting the WC between October 2013 and January 2014.



Term First Enrolled in VCCCD	Students	Percent
No enrollment	50	3.3%
Spring 2014	309	20.5%
Fall 2013	174	11.5%
Summer 2013	39	2.6%
Spring 2013	35	2.3%
Fall 2012	98	6.5%
Summer 2012	16	1.06%
Sub-total	721	47.8%
Spring 2012 to Fall 1981	789	52.2%
Totals	1,510	100.0%

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■ **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 '13	351	11.1%	11	79	70	16	38	66	71
November '13	810	25.6%	99	155	161	16	75	113	191
December '13	883	27.9%	182	179	157	14	66	113	172
January '14	1,120	35.4%	209	166	334	24	52	161	174
Totals	3,164	100.0%	501	579	722	70	231	453	608
Percents	3,164	100.0%	15.9%	18.3%	22.8%	2.2%	7.3%	14.3%	19.2%

Table B. Individual Contacts by Month

Month	Contacts	Percent
October 2013	296	10.8%
November 2013	654	23.7%
December 2013	782	28.4%
January 2014	1,022	37.1%
Totals	2,754	100.0%

Table C. Unduplicated Individuals by Month

Month	Students	Percent
October 2013	256	11.1%
November 2013	563	24.5%
December 2013	652	28.4%
January 2014	829	36.0%
Totals	2,300	100.0%

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

Category	Count	Percent
Total Unduplicated Individuals	2,021	100.0%
Less: <u>No</u> VCCCD Student ID or SSN	- 134	- 6.6%
Have VCCCD Student ID or SSN	1,887	93.4%
Less: VCCCD Student ID or SSN was <u>not</u> matched to a Banner record	- 377	- 18.7%
VCCCD Student ID or SSN was matched to a record in Banner	1,510	74.7%

Table E. Ethnicity and Gender

Ethnicity	Number of Students	Percentage	Gender		
			Female	Male	Unreported
Asian	73	4.8%	44	29	
Black	66	4.4%	26	40	
Hispanic	839	55.6%	436	395	8
Native American	11	0.7%	6	5	
Pacific Islander	2	0.1%	1	1	
Two/more Races	43	2.8%	21	20	2
White	460	30.5%	249	203	8
Unreported	16	1.1%	7	9	
Totals	1,510	100.0%	790	702	18
Percentage by Gender		100.0%	52.3%	46.5%	1.2%