

■ **INTRODUCTION**

This report presents data associated with individuals who received services from the Ventura College **Welcome Center (WC)** between **February 1, 2014** and **September 30, 2014**. The table below provides highlights of the study. Detailed data are presented in the sections that follow.

SARS–GRID/GradesFirst	Number	Explanation / Description
Services Provided	5,329	Count of all Reason Codes (<i>excluding</i> Phone)
Individual Contacts	4,935	Total of <u>daily</u> unduplicated individual contacts
Unduplicated Individuals	3,570	Each individual counted once, even if <u>multiple contacts</u> were made
DEMOGRAPHICS	Number	Explanation / Interpretation
Matched to Banner record	2,970	Individuals for whom demographic data were able to be obtained
Hispanic/Latino	1,869	60% of the 3,102 * (Note: 57% of <u>fall 2014</u> students are Hispanic)
Females	1,494	50% of the 2,970 (Note: 55% of <u>fall 2014</u> students were female)
17 to 24 years of age	1,967	66% of the 2,970
City of Ventura	1,034	35% of the 2,970 reside in the City of Ventura
High School in Ventura	478	16% of the 2,970 attended Ventura or Buena high schools
New to a VCCCD college	742	25% of the 2,970 were <u>new</u> VCCCD students in <u>fall 2014</u>

Data related to individuals receiving services at the Welcome Center were obtained from SARS-GRID and GradesFirst. On July 2, 2014, GradesFirst replaced SARS-GRID as the computer software used to collect contact information. Contact data from both software systems were combined in an Access database at the Institutional Research Office.

Demographic data were obtained by matching Student IDs to Banner records (**2,970** of the **3,570** IDs were matched to one/more Banner records).

* Because GradesFirst also includes **ethnicity**, there are an additional **132** individuals with ethnic information – a total of **3,102**.

■ **CONTENTS**

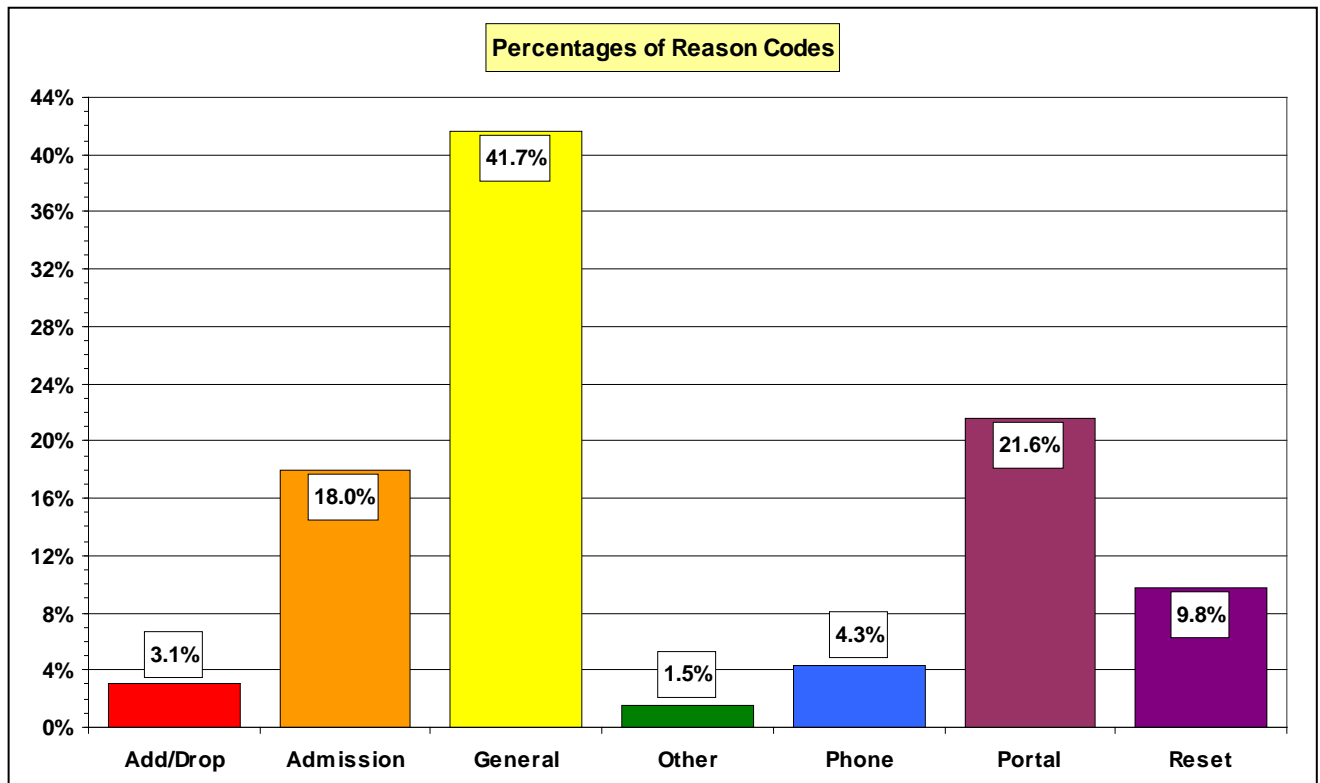
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• **Reason Codes**

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 2014** through **September 2014**, there were a total of **5,568** WC Reason Codes entered into SARS–GRID or GradesFirst. Since multiple Reason Codes can be entered for each contact, the number of WC contacts is **less** than **5,568**. 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, 42%**), help with portal issues (**Portal, 22%**) or admission applications (**Admission, 18%**).



Total	Add/Drop	Admission	General	Other	Phone	Portal	Reset
5,568	171	1,004	2,322	84	239	1,205	543

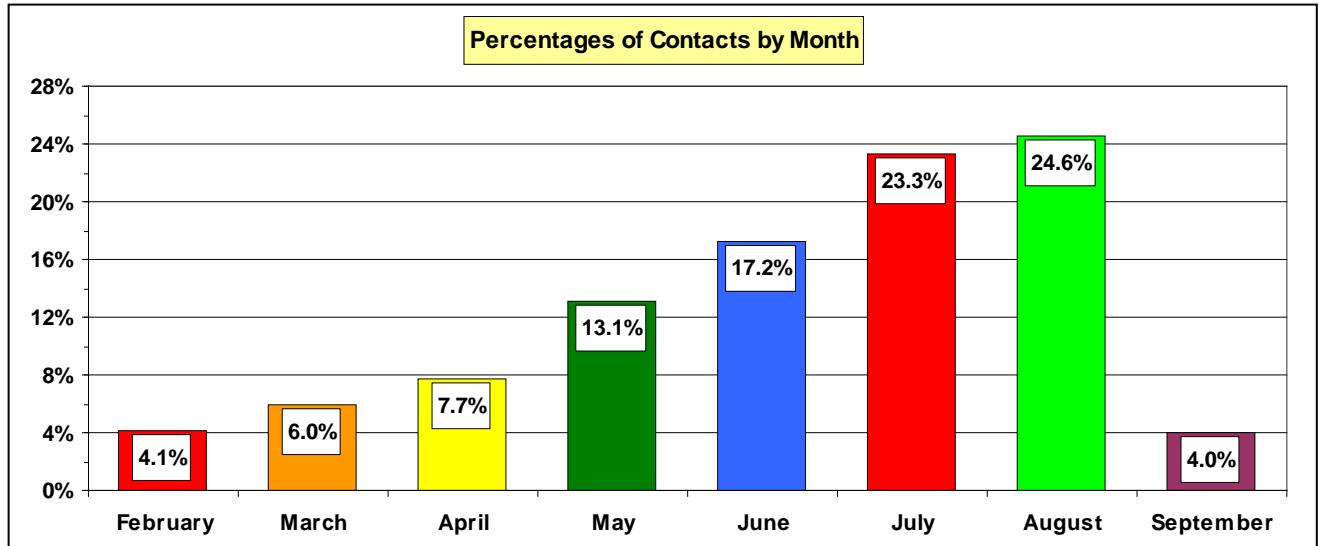
Reason Code	Description of Reason Code
Add/Drop	Registering for classes; adding or dropping classes
Admission	Admissions Application
General	General information about the college, e.g., Financial Aid, BOGW Application, Campus Tour
Other	Any services that are not Add/Drop, Admissions, General, Phone, 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

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● **Individual Contacts by Month**

The total number of WC Reason Codes recorded during the February 2014 – September 2014 period was **5,568** (see previous section for details). These **5,568** Reason Codes were associated with **4,935 individual** contacts.

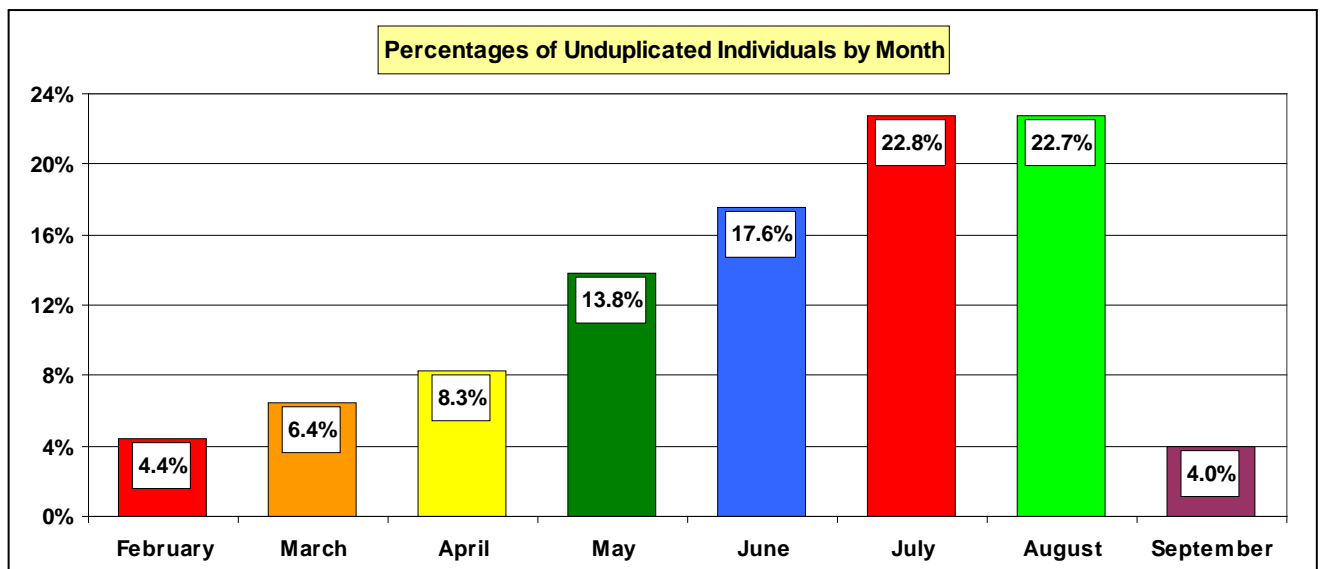
In the chart below, the percentage distribution of WC contacts are graphically portrayed. August was the month with the most contacts (**1,216** or **25%**) followed by July with **1,151** or **23%**.



Total	February	March	April	May	June	July	August	September
4,935	201	293	381	645	849	1,151	1,216	199

● **Unduplicated Individual Contacts by Month**

The total number of contacts by month was **4,935** (see previous section). Many of those **4,935** contacts were multiple visits/calls to the WC by the same individual. The total number of unduplicated individuals contacting the WC each month was **4,316**. As expected, July and August had the highest contact rates.

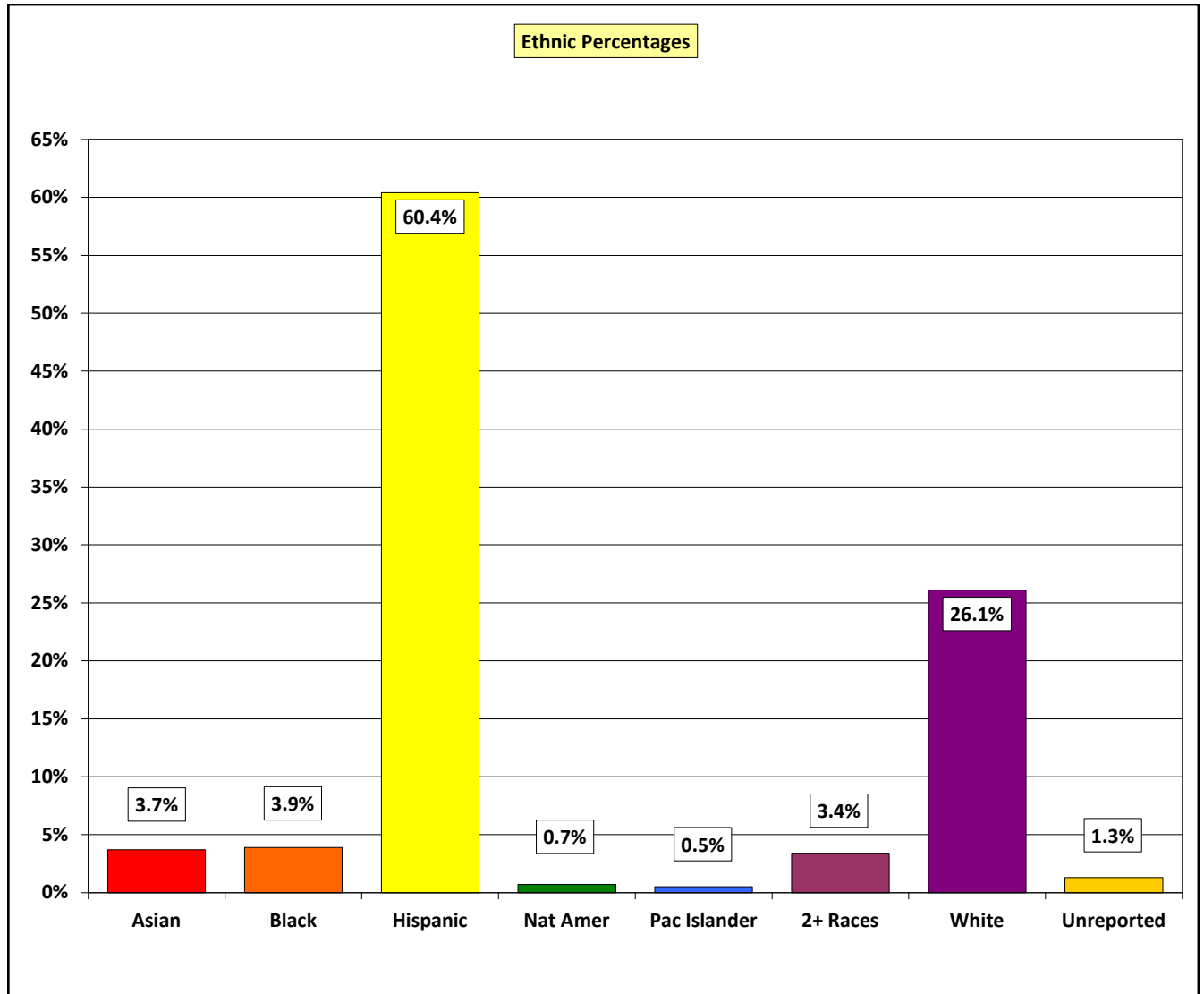


Total	February	March	April	May	June	July	August	September
4,316	188	276	360	596	758	984	981	173

▪ **DEMOGRAPHICS**

• **Ethnicity**

The majority of individuals receiving services from the Welcome Center were Hispanic (**60%**) with Whites a distant second at **26%** (see chart below). In **fall 2014**, Hispanic students account for **57%** of the Ventura College student body and White students account for **31%**.



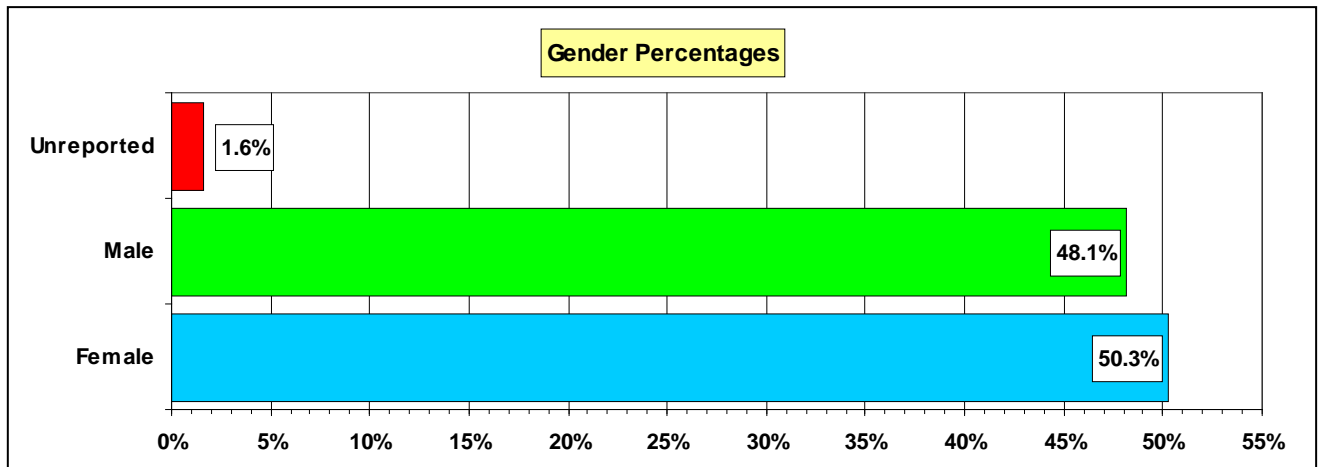
Total	Asian	Black	Hispanic	Nat Amer	Pac Island	2 + Races	White	Unreported
3,102	114	122	1,869	23	15	107	811	41

Note: As mentioned in the Introduction, demographic information for **2,970** individuals was obtained from matching Student IDs to Banner records. **Ethnicity** data for an additional **132** individuals were available via GradesFirst, yielding a total of **3,102** individuals who were disaggregated by ethnicity.

Student IDs which were not matched to Banner records were either (a) incorrect, i.e., SARS-GRID IDs or Social Security numbers; or (b) related to individuals whose last VCCCD enrollment was prior to spring 2014 or whose CCC Apply application was prior to spring 2014.

• **Gender**

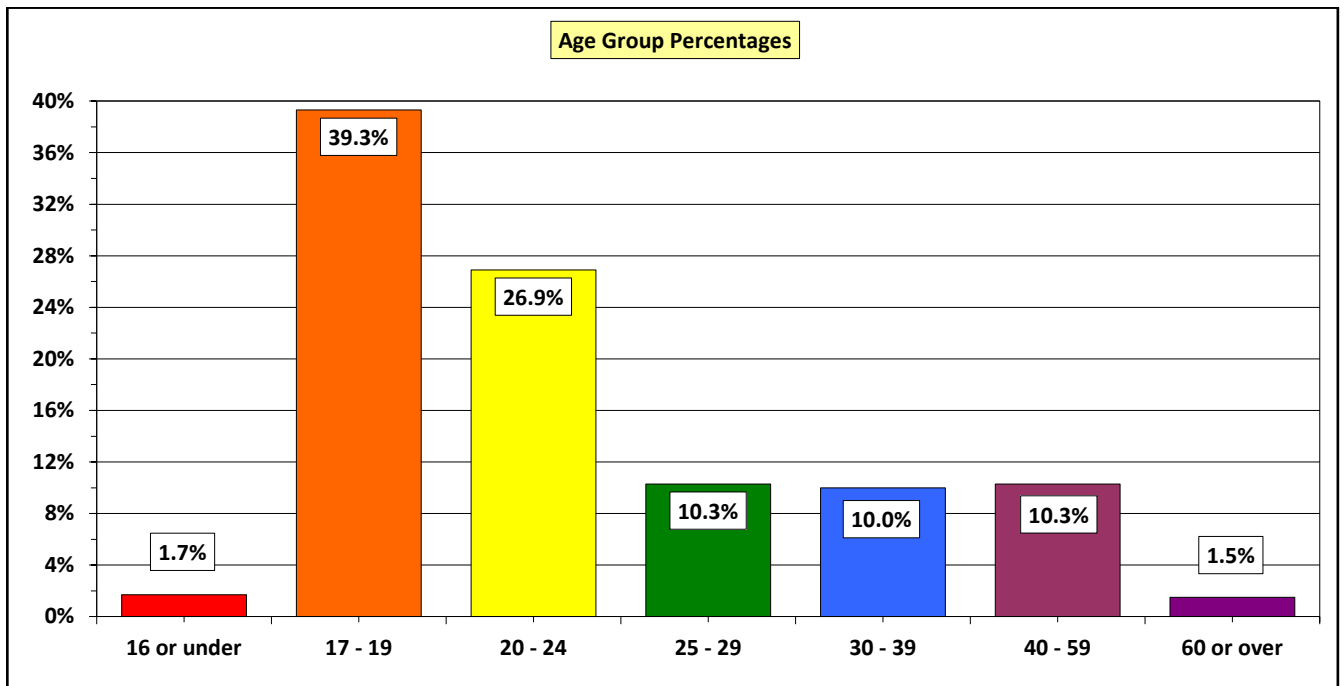
Females accounted for **50%** of individuals contacting the Welcome Center between February 2014 and September 2014; males accounted for **48%**.



Total	Female	Male	Unreported
2,970	1,494	1,428	48

• **Age**

Individuals in the traditional freshman/sophomore age range (17–19 years of age) accounted for **39%** of persons contacting the WC. Individuals in the 20–24 year age group accounted for **27%** of persons who received services from the WC and **10%** of contacts were by 25–29 year old individuals.

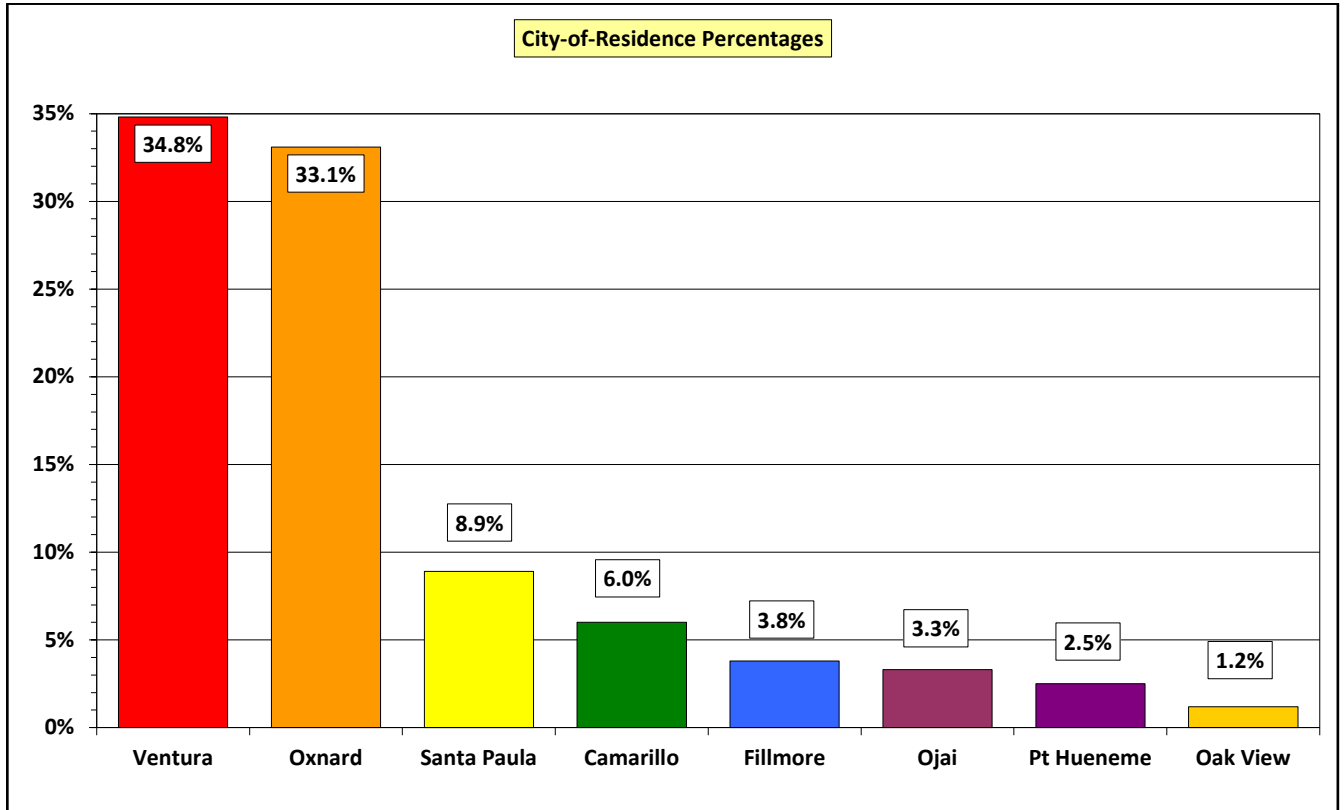


Total	16 or less	17 - 19	20 - 24	25 - 29	30 - 39	40 - 59	60 or more
2,970	50	1,168	799	303	298	306	46

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• **City of Residence**

Almost **96%** of individuals receiving services at the Welcome Center between February 2014 and September 2014 resided in **Ventura County** (see data below). Ventura is the city with the highest percentage of individuals contacting the WC (**35%**) followed by Oxnard at **33%** and Santa Paula at **9%**. The chart depicts percentages for the eight Ventura County cities with the most individuals contacting the Welcome Center.



City of Residence	Individuals	Percent
Ventura	1,034	34.8%
Oxnard	982	33.1%
Santa Paula	263	8.9%
Camarillo	179	6.0%
Fillmore	114	3.8%
Ojai	99	3.3%
Port Hueneme	75	2.5%
Oak View	36	1.2%
Thousand Oaks	19	0.6%
Somis	15	0.5%
Newbury Park	13	0.5%
Simi Valley	11	0.4%
Sub-total: Ventura County Cities *	2,840	95.6%
All Other Cities/Areas	130	4.4%
Total Cities and Areas	2,970	100.0%

* Ventura County cities from which ten or more individuals visited the VC Welcome Center.

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• **High Schools Attended**

Almost 25% of individuals receiving services at the Welcome Center between February 2014 and September 2014 had attended Oxnard, Ventura, or Buena high schools.

High School	Students	Percent
Oxnard High School	253	8.5%
Ventura High School	241	8.1%
Buena High School	237	8.0%
Pacifica High School, Oxnard	205	6.9%
Santa Paula Union High School	197	6.6%
Rio Mesa High School	159	5.4%
<i>Unknown CA high schools</i>	133	4.5%
Camarillo (Adolfo) High School	95	3.2%
Channel Islands High School	92	3.1%
Hueneme High School	88	3.0%
Foothill Tech High School	79	2.7%
Fillmore Senior High School	78	2.6%
<i>Out of country high schools</i>	70	2.4%
El Camino High School	67	2.3%
Nordhoff High School	67	2.3%
Frontier High School	38	1.3%
Pacific HS (Continuation) Ventura	32	1.1%
Santa Clara High School	26	0.9%
Ventura Adult School	25	0.8%
Renaissance High School	20	0.7%
St. Bonaventure High School	39	1.3%
Vista Real Charter High School	18	0.6%
Newbury Park High School	17	0.6%
Santa Barbara Senior High School	17	0.6%
Chaparral High School	17	0.6%
<i>Other Ventura County high schools</i>	17	0.6%
Carpinteria Senior High School	13	0.4%
Thousand Oaks High School	12	0.4%
Westlake High School	10	0.3%
Royal High School	10	0.3%
Mar Vista Continuation/Opportunity HS	10	0.3%
Oxnard Adult School	9	0.3%
San Marcos Senior High School	9	0.3%
Conejo Valley High School	8	0.3%
Dos Pueblos Senior High	7	0.2%
Moorpark High School	6	0.2%
Sierra High School	6	0.2%
Sub-Total: Listed High Schools *	2,609	87.8%
All Other High Schools	361	12.2%
Total High Schools	2,970	100.0%

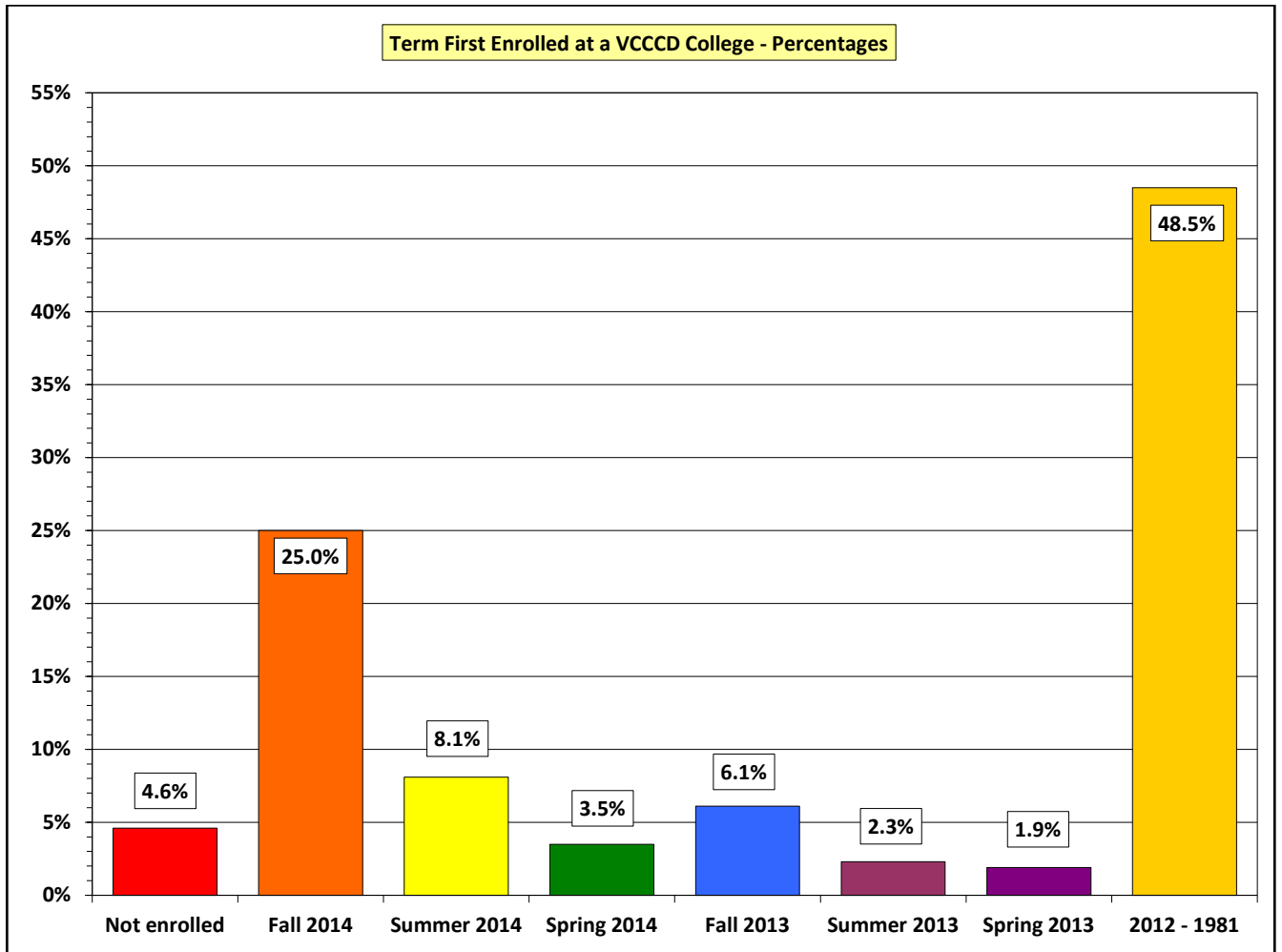
* High schools from which five or more individuals visited the VC Welcome Center.

Ventura College
Office of Research and Evaluation
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● **Term First Enrolled at a VCCCD College**

Most (**70%**) of the individuals who contacted the Welcome Center between February 2014 and September 2014 had been enrolled at a VCCCD college **prior** to **fall 2014**.

Fall 2014 was the **first term** at a VCCCD college for **25%** of the individuals contacting the Welcome Center between February 2014 and September 2014.



Term First Enrolled in VCCCD	Individuals	Percentage
No enrollment	137	4.6%
Fall 2014	742	25.0%
Summer 2014	242	8.1%
Spring 2014	104	3.5%
Fall 2013	181	6.1%
Summer 2013	67	2.3%
Spring 2013	57	1.9%
Sub-total	1,530	51.5%
Fall 2012 to Fall 1981	1,440	48.5%
Totals	2,970	100.0%