



# IVC Visioning 2010 Update

Final Meeting: San Pasqual: August 16, 2010

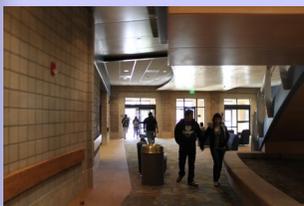
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About 90 people participated in 10 meetings around the Valley in June and July.

Primary issues and comments centered on:

1. Outreach
2. More Community Involvement
3. Problems in outlying areas
4. Perceptions and misperceptions
5. Praise and potential
6. Customer Service
7. Access to classes
8. Facilities



## IVC Visioning Results

### OUTREACH

- IVC is doing a lot but could improve on the way it tells its story to communities served
- Career counseling is a needed addition to the course scheduling services offered by counselors. Some suggested faculty advisors work with counselors.
- IVC should promote its successful graduates.
- IVC needs better student orientation. Could coordinate more with high schools to help students understand realities of college life.
- Early outreach needed in middle schools.

### MORE COMMUNITY INVOLVEMENT

- There is a desire to have IVC become the cultural hub of the Valley with community cultural, visual, and performing arts programs available.
- Take industry advisory committees more seriously; meet more frequently than once a year
- Open Planetarium to the public
- Community wants more campus events

### PROBLEMS IN OUTLYING AREAS

- While bus transportation has improved, it is still difficult for night students who live in remote communities.
- IVC should establish regular counseling hours or other presence in small

communities (i.e., Calipatria)

- Many small communities are underserved by technology which prevents students living there from accessing IVC.
- Bus schedules and class schedules should be coordinated.

### PERCEPTIONS AND MISPERCEPTIONS

- Campus is crowded and "feels like a high school."
- Mexicali residents improperly get classes.
- Financial aid is abused

### PRAISE AND POTENTIAL

- The nursing program and public safety programs were touted as "shining stars" and the groups would like to see all IVC programs and new workforce development programs become equally as strong.
- Online classes were mentioned as excellent and more should be offered. Degree programs online would be popular.
- IVC should have a job placement service for its students that rivals any in the area.
- IVC is an economical way to begin a college career and is a backstop to those who go away and then return.

- IVC should develop more short term business courses (i.e. OSHA, Customer Service training)

### CUSTOMER SERVICE

- The online registration system could be improved

and be more user friendly.

- IVC has to tell students how they can matriculate to other schools better.
- Make IVC more friendly to older adults who are returning to school.
- Customer service can be improved be less automation, more personal contact.
- IVC's Website needs improvement. It is very difficult to find information on it.
- Short term parking passes are difficult to find (locations to purchase them)

### ACCESS TO CLASSES

- There are not enough courses. Access is becoming a problem. Classes are filling up much too quickly and more sections should be added to accommodate demand.
- Develop survey or foundational course in Alternative Energy that can apply to all forms of alternative energy generation
- Review priority registration policies. Why are EOPS students eligible when others are excluded?

### FACILITIES

- IVC needs a larger and more modern book store and student services area.
- Counseling Center is too crowded. It needs to be much larger.
- The new science building, the inviting new Xeriscape grounds and, the improved parking facilities are improvements.



**IVC could benefit from periodic “office hours” in Calipatria where residents could receive assistance without having to travel to the main campus.**

## IVC Image Enhancement Topic of Visioning

The Visioning Focus Groups observed that IVC should improve its ability to tell its story.

- The IV Press has not carried many IVC stories and some of the images they portray paints a negative picture of IVC and its leaders.
- IVC would benefit from creating its own radio and possibly its own TV productions to get the IVC story in the news. Several community colleges have radio stations. Others produce shows for airing on cable and local TV stations.
- Social media is just one venue to get the word out. The college was praised on its use of Twitter and Facebook and on the improvements in the website, but it has been pointed out that online registration could be much easier.
- A video marquis like San Diego State’s would provide much more visibility of activities to the internal student market that does not always know what events are taking place at the college.
- One participant suggested that IVC consider having a booth at the mall and another felt we should have more written material on what jobs specific majors lead to in the workforce.
- More community oriented events particularly in the visual and performing arts would lead to IVC becoming the cultural hub of the community .
- Our educational planning sessions should be more friendly and informative.

## Activities, Athletics and Events Desired by the Community

Visual and performing arts, community activity classes and events, and athletics were mentioned as important part of college life.

- Many participants felt that IVC did an admirable job with its educational programs for students and probably provided great academic programs and student services information to students, but could better inform and involve the community at large in campus activities.
- Performing arts would be a great addition to the IVC program. Concern was expressed that the only venues for performing arts were at Southwest High School, Palmer Auditorium and Rodney Auditorium. This leaves IVC students and the community out of the performing arts .
- Participants also felt that the college should use its students more as ambassadors telling their story to the community.
- Athletes could be used as ambassadors into the community.

## User Friendliness Desired by Visioning Participants

Imperial Valley College’s outreach to the communities provides invaluable information to continuously improve services to students and the community. Community members provided useful information that will make IVC a friendly and customer oriented college.

- Make the IVC online registration process simple and user friendly. Excessive steps cause confusion.
- Ensure counseling staff has enough time to provide comprehensive career and academic counseling and advisement. Sessions are so brief that students get suggested plans but many would like to have specific career counseling or advice from a faculty member from the discipline of the major.
- Academic advising from faculty , counseling from professional counselors and scheduling from technicians would help.
- Make sure all phones are answered in a customer friendly way with less automation.
- Older students need to be considered both in terms of course offerings and classroom comfort.



## College Responds to Visioning Comments

According to Superintendent/President Ed Gould, it appears the Visioning Groups have been looking over the shoulders of those engaged in planning discussions at IVC.

- In the 10 year facilities plan, IVC has a new Applied Sciences Building and Student Services area as well as Technology Center and Library that will be available to the public.
- A new Campus Center equipped with community rooms is planned to bring community organizations to the college to see and use the college facilities. Recently-held Rotary Conferences and a large Kiwanis fundraiser and Music Fest At Freedom Fest are typical of events of the future. The college would like to develop rooms that community service organizations and non-profit groups could use.
- In the Fall of 2009 IVC created its first communications/Public and Government Relations Department. This department has initiatives to improve both internal and external publications and information, so that the community, the students and the campus community have a better understanding of activities, events, and the direction and education that take

place on campus.

- The Imperial Valley lacks a performing arts venue for local events such as the Master Chorale, Pacific Fire, and locally produced theater and shows. The planned Performing Arts Center along with the New Art Gallery that breaks ground in October will fill a void. A lawn concert facility is being considered as well as better use of the gym for these purposes.
- An Adopt A School program will be instituted for small communities.
- More computer outposts will be installed in partnership with agencies and businesses.

### Suggestions made On IVC Strategic Goals.

- Consider goals that strengthen the business community and tell that story. More partnerships should be created with local businesses.
- Work with High Schools and Elementary to ready students for college to improve college success rates.
- Spell out plans to improve completion rates of our students.
- While approximately 60% of all HS Graduates attend IVC annually they would like to see IVC focus on a greater number of completions.

## Tours and Community Opportunities Available at IVC

The Community members have called for campus tours for elementary schools and for the community and in Imperial, more Middle School Outreach was mentioned.

In the spring semester 2010 the IVC Foundation and the IVC Communications department experimented very successfully with campus tours.

The following activities have taken place:

- Middle School and High School students have participated in career fairs, math contests, writing contests, magic shows, and tours of the science building.
- About 500 High School and Elementary students—including St. Mary's, McCabe and others — toured IVC in May, saw shows in the new Planetar-

ium and have benefitted by demonstrations on campus by IVC faculty and students.

- The IVC Foundation has led several tours called IVC 101 for community leaders and local residents.
- A student ambassador program is being formed to promote college events and activities. Watch for this in the Fall.

## Cultural Activities, Athletics In Danger of State Cuts

The Imperial Valley is in need of much more from IVC than academic and vocational education according to the community. People would like to see IVC become the cultural and athletic center of the Imperial Valley.

IVC would like to honor their request; however, the State of California is attacking the funding for non academic and work-

force preparation programs. In the future the community members through the IVC Foundation may have to support cultural arts and athletic programs.

In current proposed California State legislation, Physical Education classes are proposed to be funded at 1.2 the FTES amount currently funded and athletics may receive no finan-

cial support from the State.

In the past two years the California Legislature and Governor have virtually stripped funding for community services, including cultural arts and athletics.

IVC; however, is committed to providing community activities and a new events schedule is planned for 2010-11.

- Jobs in the future are going to require more education and IVC will be instrumental in producing the educated workforce

### CRITICAL NEEDS IN SMALL COMMUNITIES

The unincorporated communities of the Valley have critical needs that prevent students and potential students from accessing opportunities at IVC.

- They have limited access to public computers and DSL.
- While transportation has improved, it is still lacking, especially for evening hours.
- Bus schedules and course schedule start and end times need to be better coordinated.
- There is a feeling of disconnection with IVC and these communities.

## “IVC Empowered” Campaign

IVC has been rolling out a new campaign for students and alumni, focusing on the empowering ability of education to impact our Valley.

This campaign is part of IVC's effort to attack what county studies have called a local “inferiority complex based on historic factors including low educational attainment...”

This inferiority complex has been exacerbated during the current recession after national media has focused upon Imperial County due to its top national ranking in unemployment.

As the primary higher educational institution in Imperial County, Imperial Valley College has the resources and the reach to help turn these attitudes (and the economy) around by advocating for education as the solution to these woes.

## What is “IVC Empowered?”

- Being **empowered** means **our students and grads have built** upon their backgrounds.
- Being **empowered** means **our students and grads are independent**.
- **Being empowered** means **our students and grads are decision makers** and are **accountable** for those decisions
- Being **empowered** means **our students and grads have changed** themselves, our community, our region, our nation.
- Being **empowered** means **our students and grads have developed** their intellect, their character and their abilities.

**Imperial Valley College.** We specialize in empowerment.

## Empowered Campaign Vehicles

- **Student and Alumni Testimonials on radio and television**
- **Billboards**
- **An “Empowered” IVC Logo**
- **Social media interaction (IVC Web, Facebook, IVC student portal, etc)**
- **Theme incorporation in campus events, such as First Step, Fair displays, Business Showcase, October open house**
- **Cooperation with alumni businesses to post an “IVC Empowered logo” in their business**
- **Theme incorporation in course schedules and upcoming newsletters and other printed material**

## Visioning and Planning Schedule: Next Steps

Material that has been gathered will be incorporated into IVC's strategic planning process.

There also will be immediate action taken on some of the issues discussed, while others will be evaluated based upon broader institutional needs and funding availability.

All participants will be invited back to campus Saturday, October 30, 2010 for a campus wide open house and briefing on how we are incorporating the community insights into our new Strategic Plan.

*For additional information on upcoming meetings, contact Bill Gay, Director of Media and Community Relations: [bill.gay@imperial.edu](mailto:bill.gay@imperial.edu) . Phone 355-6124*

