

# Impact: Results & Use of Results Reported by Goal



## Annual Program Plan Veterans Center

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Strategic Direction 1 - Student-Centered Curriculum

**There are no Data Analysis and Suggested Actions for this Strategic Direction**

## Strategic Direction 2 - Student Access

### Annual Program Plan Veterans Center

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#### *Analysis of Data*

**Reporting Year:** 2021 - 2022

**Conclusion:** Inconclusive Data

**Analysis of Data:** Over the past few years our veteran population has grown approximately 10% (30-50 new veterans each term) due to many veterans being discharged from the military, having two naval bases located about 25 miles from campus and veteran students interested in earning a degree and/or transferring from Moorpark College. However, with the current COVID 19 pandemic required the college to transition to online remote learning in March 2020. This impacted veteran students just like all students learning to adjust to instruction online, in addition; dealing and coping with effects on COVID 19. Our enrollment numbers were significantly lower in summer 2020 and fall 2021 as previous semesters. we have an opportunity to increase enrollment by partnering with outreach and marketing department.

**Entered By:** Johnny Conley

**Analysis Dates:** 06/28/2019

#### *Suggested Actions*

**Suggested Action:** With collaboration with the Outreach Office, Dual Enrollment, and community organizations, the VRC has the following primary points of recruitment interests:

- Community Outreach Booths
- Outreach to Military-Connected Community Organizations and Businesses
- High School visits (Veteran Dependent focused)
- Campus Visits, Tours and Orientations
- Linking Academic and Recruitment Programs (increase faculty involvement in outreach activities)
- Veterans Conferences/Workshops/Student Support
- Tracking and Assessing Outreach Activities

#### Community Outreach Booths

The Outreach Office and VRC will staff outreach booths at several locations throughout the district. Locations range from transit stations, Simi Valley Mall, Walmart, swap meets, CA DMV, and other sites where we can interact with large populations of adults between the ages of 18-35. We will staff outreach booths from July-June of each year.

Monthly Projected Contacts: 100-200

#### Outreach to Military-Connected Community Organizations and Businesses

The Outreach Office and VRC will continue to add additional community organizations and businesses to our growing list of agencies that we visit on a normal basis. We plan to begin targeting group homes, senior citizen homes/organizations, local shelters, and businesses that have clients and employees that may need to enroll in continuing education courses in Student Development. Additionally, we plan to have a staff member make a visit to a new local church (during Sunday Services) on a bi-weekly basis. The goal is to continue to flood the community with information and keep district residents informed about the progress of the Moorpark College and upcoming yield programs. Monthly Projected Contacts: 100-350

#### High School Visits/ZOOM workshops (Veteran Dependent focused)

Outreach and VRC staff will continue to make weekly and bi-weekly visits to local high schools as targeted recruitment for dependent students. The goal is to develop prospective dependent students to begin offering campus visits and onsite admission sessions. Additionally, Outreach and VRC staff will begin attending parent workshops, PTA meetings and other events. Monthly Projected Contacts: 250

## Strategic Direction 2 - Student Access

### Campus Visits and Tours

The Outreach Office will begin aggressively targeting key groups, schools, and organizations to invite to experience a campus visit. We must start bringing more prospective students to campus to showcase our educational programs and student support services.

The goal is to host a minimum of one campus visit per week. These efforts will begin immediately. Monthly Projected Contacts: 50-150

### Linking Academic and Recruitment Programs (increase faculty involvement in outreach activities)

The Outreach Office and VRC will work with Academic Departments to ensure that programs offerings are presented to prospective veteran, dependent, and service member students. Students prospective and needs will always be kept in the forefront when developing and offering services, launching new programs and initiatives, and evaluating recruitment plans. In addition to marketing the College's programs, The Recruitment Plan focuses on creating the best learning and teaching environment for students. Therefore, the College needs to balance such factors as academic program development, faculty development, academic policy formulation, recruitment policies and procedures, student life programs, as well as developing functional retention policies and procedures that keep students in school.

The Outreach Office and VRC will work with faculty and department chairs to update existing publications and other recruitment tools. Various Instructional or Student Services departments will work with the Outreach Coordinator to provide pertinent information about their departments (i.e., names, phone numbers, hours, location, brief description of programs and benefits, etc.). The Outreach Coordinator will provide faculty members with a Faculty Profile Sheet (FPS) to gather data to be used to assist in placing faculty in existing outreach opportunities. Faculty will be provided with a Visit Report Form (VRF) to evaluate the activities and effectiveness of the program(s). A VRF will be due in the Outreach Office one week after the completion of an Outreach/Recruitment activity. Faculty will be asked to complete a VRF whether the outreach/recruitment activity was initiated by the Outreach Office.

Academic Department Chairs will be asked to provide yearly presentations (during the summer) to outreach staff. Department presentations should highlight key programs and messages that outreach staff can use to help market the department programs. The Outreach Coordinator will be contacting Department Chairs to schedule presentations prior to the start of the recruitment season.

### Key Objectives for Department Presentations:

1. Establish a uniform message.
2. Increase program awareness.
3. Update new and exciting opportunities.
4. Increase interaction between faculty and outreach staff.
5. Identify opportunities for recruitment partnerships.

Additionally, departments and programs will be asked to assist in the creation of a campus tours program. Departments and programs will be asked to provide one page info sheets for student tour guides to highlight key programs within the department. The Outreach Office will work with department chairs to establish a Campus Tours Committee to evaluate the effectiveness of the tours program.

(09/17/2018)

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## Strategic Direction 2 - Student Access

### *Analysis of Data*

**Reporting Year:** 2021 - 2022

**Conclusion:** Trending Down

**Analysis of Data:** Since Fall 2018 until Fall 2020 our veteran population had steady decreased approximately 1-3% (11-50) veterans each term) due to many variables veterans experience such as transitioning a civilian, financial and family obligation, or coping with mental health. Additionally, with the COVID 19 pandemic required the college to transition to online remote learning in March 2020. This impacted veteran students just like all students learning to adjust to instruction online, in addition, dealing and coping with effects of COVID 19. Our enrollment numbers were significantly lower in summer 2020 and fall 2020 as compared to previous semesters. Specifically, our women veteran student's enrollment dropped significantly lower than our male veterans.

As we compare our unduplicated head count enrollment numbers to other community colleges since 2018 in Southern California such as Pasadena Community College, we conclude that the impact is very similar results for pre/post pandemic. Fall 2018

MC: 217; PCC: 379

Fall 2019

MC: 204; PCC: 355

Fall 2020: MC: 158; PCC: 327

As we have steadily returned to campus, a vaccine available to the public and unemployment benefits expiring, there is some signs of a trend going up to increase veteran student enrollment, particularly female veterans. With unemployment benefits expiring and veterans discharging from the military we are projecting that veterans will attend college at greater rates.

**Entered By:** Johnny Conley

**Analysis Dates:** 09/28/2021

### *Suggested Actions*

**Suggested Action:** With collaboration with the Outreach Office, Dual Enrollment, and community organizations, the VRC has the following primary points of recruitment interests to increase the overall enrollment of veteran students but specifically women veteran students. Explore connecting veteran students to the PACE program to their completion of their ed goal quicker and still be able to utilize their GI Bill at 100%.

- Community Outreach Booths
- Outreach to Military-Connected Community Organizations and Businesses
- High School visits (Veteran Dependent focused)
- Campus Visits, Tours and Orientations
- Linking Academic and Recruitment Programs (increase faculty involvement in outreach activities)
- Veterans Conferences/Workshops/Student Support
- College Recon (military specific platform)
- Tracking and Assessing Outreach Activities
- Outreach Booths

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## Strategic Direction 2 - Student Access

CA DMV, and other sites where we can interact with large populations of adults between the ages of 18-35. We will staff outreach booths from July-June of each year.  
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Outreach and VRC staff will continue to make weekly and bi-weekly visits to local high schools as targeted recruitment for dependent students. The goal is to develop prospective dependent students to begin offering campus visits and onsite admission sessions. Additionally, Outreach and VRC staff will begin attending parent workshops, PTA meetings and other events. Monthly Projected Contacts: 250

### Campus Visits and Tours

The Outreach Office will begin aggressively targeting key groups, schools, and organizations to invite to experience a campus visit. We must start bringing more prospective students to campus to showcase our educational programs and student support services.

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### Linking Academic and Recruitment Programs (increase faculty involvement in outreach activities)

The Outreach Office and VRC will work with Academic Departments to ensure that programs offerings are presented to prospective veteran, dependent, and service member students. Students prospective and needs will always be kept in the forefront when developing and offering services, launching new programs and initiatives, and evaluating recruitment plans. In addition to marketing the College's programs, The Recruitment Plan focuses on creating the best learning and teaching environment for students. Therefore, the College needs to balance such factors as academic program development, faculty development, academic policy formulation, recruitment policies and procedures, student life programs, as well as developing functional retention policies and procedures that keep students in school.

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### Key Objectives for Department Presentations:

1. Establish a uniform message.

## Strategic Direction 2 - Student Access

2. Increase program awareness.
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4. Increase interaction between faculty and outreach staff.
5. Identify opportunities for recruitment partnerships.

Additionally, departments and programs will be asked to assist in the creation of a campus tours program. Departments and programs will be asked to provide one page info sheets for student tour guides to highlight key programs within the department. The Outreach Office will work with department chairs to establish a Campus Tours Committee to evaluate the effectiveness of the tours program.

### Veterans Conference/Yield Outreach Programs/Workshops/Student Support:

The plan is to partner with campus departments to bring more prospective veteran, dependent and service member students to campus to showcase the College's programs, faculty and student services. The overshadowing goal is to increase the College's yield rate of prospective students. Increasing the number of Campus Yield Programs will allow the College to add a personal approach to the admissions process, thus walking prospective students through the process to register for classes. Projected contacts for each program range from 100-1,000

### Tracking and Assessing Outreach Activities

The Outreach Office is participating in a year-long strategic planning process, which will result in a program review each spring semester. The Outreach Plan serves as a framework for prioritizing and accomplishing outreach goals. The goals presented in this plan are written broadly and allow for the plan to be implemented both realistically and creatively.

The Outreach Plan will serve as baseline for assessing whether the Outreach Office and VRC have successfully accomplished its stated goals. In spring of 2023, Student Services will conduct its first assessment of outreach activities by formally reviewing the impact of stated outreach activities on increasing enrollment. Measures to assess the outreach plan will include surveys, reports, and feedback from district residents.

(09/28/2021)

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Strategic Direction 3 - Student Success

**There are no Data Analysis and Suggested Actions for this Strategic Direction**

Strategic Direction 4 - Campus Safety and Wellness

**There are no Data Analysis and Suggested Actions for this Strategic Direction**



Strategic Direction 5 - Organizational Effectiveness

**There are no Data Analysis and Suggested Actions for this Strategic Direction**

Dean Signature - Dean Signature indicates review.

**There are no Data Analysis and Suggested Actions for this Strategic Direction**

# Assessment: Program Overview (SWOT)



## Annual Program Plan Veterans Center

**Program Description:** The Moorpark College Veterans Resource Center (VRC) provides support services focused on the special needs and requirements of today's military veterans, service members and dependents to assist students in transitioning to the college environment and in achieving their academic and personal development goals.

**Dean/Manager:** Amanuel Gebru

### 2021 - 2022

**Strengths:** The VRC is a welcoming and comfortable space for our veterans, dependents and other students that is open 5 days a week. The function of the VRC is a student success center that onboards and assists students using the GI Bill, offers over 25 hours of academic counseling weekly, connects students to academic and student support services such as tutorial services, Raider Central Basic Needs Center, mental health services, and disabled student services. The VRC collaborates with Admission and Records to conduct the VA GI Bill Certifying Officials, three veteran students to aid the VRC team to build relationships with fellow veteran students as a peer mentoring program. Establishment of the Veterans Club that focuses on veteran student life and partnerships with our general student body.

**Weaknesses:** With a Director of Student Equity that oversees multiple areas, the VRC 's weakness is not having a permanent student services assistant II to recruit and monitor our veteran students and coordinate programming and events.

**Opportunities:** We have an opportunity to implement a case management model that includes a 100% classified student services assistant II in the VRC would increase veteran access, retention, and success. This is a model that our FYE program follows as many fellow community colleges as possible in the state have student success coaches to keep track of students. This is a best practice that can yield higher retention and success rates.

The staff member would be the point of contact for veteran students by tracking and monitoring their success. This would include revamping the tracking of the usage of the VRC with technology, provide more awareness and access to our veterans with upgraded signage, VRC staff shirts, tabling for outreach and in reach events and being more viable to the campus community. Additionally, there is an opportunity to target dependents at our feeder high schools to inform them about the GI Bill (Post 9/11) or Cal Vet Fee Waiver that will grow our program and FTES by partnering with the Outreach department.

**Threats:** The main threat of our veteran students is if there is another war that may require many of our veterans to reenlist as well enter in the reserves that would hinder them completing their educational goal. Additionally, in the past many of veterans received their GI Bill housing allowance late largely due to their certification being delayed or students not coming in to get certified. The case management model with a student services assistant II would ensure to follow up with the students and identify wrap around services to increase success. Also, with the current climate with COVID 19, many students do not want to be vaccinated or have landed decent paying jobs with so many job openings available that would prevent them to enroll in college.

# Program Plan



## Annual Program Plan Veterans Center

**Program Description:** The Moorpark College Veterans Resource Center (VRC) provides support services focused on the special needs and requirements of today's military veterans, service members and dependents to assist students in transitioning to the college environment and in achieving their academic and personal development goals.

**Dean/Manager:** Amanuel Gebru

### Initiative: Hire Student Services Assistant II to recruit, tracking, monitor, and engaging Students

Hiring classified staff: Identify and track all military-related student populations, including veterans, active duty military, and veterans' dependents in terms of student completion, student contact, and center usage.

Purpose: To hire a student services assistant II to create a case management system that includes follow-up services, informational sessions about the VRC and GI Bill, connect students to other student support services on campus, and access to Moorpark College.

Goal: To have 90-100% contact rate of all military-related student populations and 85-95% of VRC usage rate.

Engaging: Offer veteran related activities and programming to build and strengthen community among our veterans; identify professional development training and conferences for faculty and staff to better serve veteran students.

Purpose: To coordinate activities and programming for veteran students and professional development opportunities for faculty and staff (Vet Net Ally, NASPA Symposium on Military-Connected Students, WAVES, and Veteran Conference)

Goal: To provide three annual events per academic year for veteran students: Veteran's Week, Memorial Day and Faculty/Staff/Veteran event; offer 2-3 trainings annually for faculty and staff.

**Initiative Status:** Active

**Initiative Year(s):** 2017 - 2018, 2018 - 2019, 2019 - 2020, 2021 - 2022

**Start Date:** 06/01/2022

**Completed Date:** 07/01/2022

### Resource Requests

**(A) Active Request** - Funding for on-campus faculty, staff, and student professional development events related to veterans that includes advertising resources, guest speakers, and events (Engagement) (Active)

**Justification:** Find appropriate professional development opportunities for MC leadership, Veterans' Counselors, and Veterans' Certifying Officials, and instructional faculty to attend. In addition, secure funding to host workshops, guest speakers, and other events to educate the MC community about the veteran student population.

**Contact Person for Request:** Johnny Conley

**Resource Category - Where does this request belong?:** (F) Other

**Funding Source:** Categorical Fund

**What specific grant opportunities could help fund your request?:** Veteran Grant and Student Equity

**Priority:** High

**Overall / Aggregate Cost:** 0

**Replacement Item:** No

# Annual Program Plan Veterans Center

**Building and Room #:** SSA 108

**(A) Active Request** - Funding for VRC staff and 2-3 veteran students to attend the annual NASPA Symposium on Military-Connected Students, WAVES, Veteran Conference. (Engagement) (Active)

**Justification:** To connect with other universities and colleges on the best practices to better support our veteran students. Additionally, provide networking opportunities for our veteran students.

**Contact Person for Request:** Johnny Conley

**Resource Category - Where does this request belong?:** (F) Other

**Funding Source:** Categorical Fund

**What specific grant opportunities could help fund your request?:** Veteran grant and Student Equity

**Priority:** High

**Overall / Aggregate Cost:** 0

**Replacement Item:** No

**Building and Room #:** SSA 108

**(A) Active Request** - Student Services Assistant I (Tracking and Engagement) (Active)

**Justification:** There is an extreme need to have a full-time 100% Student Services Assistant I or Office Assistant I to provide assistance with the day to day operations, student tracking and follow up, programming, provide administrative duties office assistance, GI Bill certification.

**Contact Person for Request:** Johnny Conley

**Resource Category - Where does this request belong?:** (B) Classified Request

**Funding Source:** General Fund

**What specific grant opportunities could help fund your request?:** Veteran Grant and Student Equity

**Priority:** High

**Overall / Aggregate Cost:** 95000

**Replacement Item:** No

**Building and Room #:** SSA 108

**(A) Active Request** - Industrial grade copy, printer, scanner, and in all the professional staff/faculty offices (Tracking)\_ (Active)

**Justification:** To increase confidentiality of student's records. At this time, all the staff must print student records from printers that are in public spaces. There is risk of violating FERPA.

**Contact Person for Request:** Johnny Conley

**Resource Category - Where does this request belong?:** (D) Technology Need

**Funding Source:** Categorical Fund

**What specific grant opportunities could help fund your request?:** Veteran Grant and Student Equity

**Priority:** High

**Overall / Aggregate Cost:** 0

**Replacement Item:** No

**Building and Room #:** SSA Room#108

## Work Plan

**Accreditation/Regulatory Input** - Moorpark College's Strategic Plan, Action Step 4.1 states the need to enhance professional development in support of strategic goals.

Data Analysis: Professional development is needed for faculty and staff that work with veterans and foster youth.

Notes (Optional): --Funding must be secured for on-campus, district, and off-campus professional development opportunities for VRC staff and those who work with veterans and foster youth

Data Source Details:

[http://www.moorparkcollege.edu/sites/default/files/imported/assets/pdf/president/MC\\_Strategic\\_Plan\\_2013-2016\\_FINAL.pdf](http://www.moorparkcollege.edu/sites/default/files/imported/assets/pdf/president/MC_Strategic_Plan_2013-2016_FINAL.pdf)

**Banner - SPAIDEN** - There is a population of military-connected students (including veterans, active duty military, and dependents) and former foster youth that are not showing up on Banner-run reports.

# Annual Program Plan Veterans Center

Data Analysis: Since these students are not appearing on reports, they are not receiving communications from the college nor are they appearing on rosters used to determine eligibility for additional resources (such as book vouchers and bus passes). When these students are looked up through the SPAIDEN search query on Banner, they are identified as "Not a Veteran," which means these students are not being properly identified by the system.

Notes (Optional): --Find ways to tag students in Banner and/or Grades First

--Update Moorpark College, online application to include other military-connected designations including active duty, reservists, military dependents, and former foster youth

**California Community College Chancellor's Office (CCCCO)** - According to the California Community College Chancellor's Office (CCCCO), Veterans Resource Centers (VRCs) are "programs to watch."

Notes (Optional): --As "programs to watch" within the CCCCCO, it is imperative leadership and VRC staff attend professional development events as a way to learn best practices for veteran student success.

Data Source Details: <http://californiacommunitycolleges.cccco.edu/ProgramstoWatch/MoreProgramstoWatch/VeteransResourceCenters.aspx>

With more than 44,000 veterans and active duty service members enrolled in California community colleges, the California Community Chancellor's Office (CCCCO) recognizes the need to focus on and support veteran students.

Data Analysis: In order to support the mission of the CCCCCO, Moorpark College must provide sufficient opportunities for professional development related to supporting student veterans.

Notes (Optional): --More and consistent funding is needed for professional development opportunities

Data Source Details: <http://extranet.cccco.edu/Portals/1/SSSP/AboutSSSP/Programs/Fact%20Sheet%20Veterans%205-14.pdf>

**Institutional Effectiveness Report** - Banner data from the MC Fall 2015 Institutional Effectiveness Report shows there was 160 veterans enrolled in MC during Fall 2014. This total matches the numbers reported by the CCCCCO data but does not include the 76 active duty military also reported in CCCCCO data. In addition, the number of foster youth reported by both MC and CCCCCO in Fall 2014 was 75 students, however, the data does not specify whether it also includes former foster youth.

Data Analysis: When combined, the CCCCCO reported "Unduplicated Head Count" of veterans and active duty military students on campus totaled 236 in Fall 2014, while the number of foster youth was 75 students. These numbers do not include veterans' and active duty military dependents or former foster youth which may significantly increase the number of military connected students and total current and former foster youth we serve.

Notes (Optional): --Work with Technology, Institutional Research, and the Registrar to find better ways to identify and tag veterans, active duty military, and their dependents, as well as current and former foster youth in Banner and Grades First  
--Program CI Track software to include these subcategories for VRC usage statistics

Data Source Details: [http://www.moorparkcollege.edu/sites/default/files/files/departments/administrative/institutional-research/reports/2015\\_institutional\\_effectiveness\\_report.pdf](http://www.moorparkcollege.edu/sites/default/files/files/departments/administrative/institutional-research/reports/2015_institutional_effectiveness_report.pdf)