



YCCD/WCC Community Forum
Woodland Community College
February 5, 2021

Agenda

- Welcome
- Overview of Strategic Planning Process- President A. Pimentel
- YCCD Strategic Planning 2021 to 2030- Chancellor D. Houston
- College Update- President A. Pimentel
- Impact of Covid & Future of Teaching and Learning -
Academic Senate President C. Howerton
- Presentation of Community Perceptions Data, Themes from Flex & Key YCCD Survey Results-
Dr. L. Brazil-Cruz
- Facilitated Discussion- J. Bruno & J. Terry
- Q &A
- Closing

Strategic Planning Timelines..

YCCD STRATEGIC PLAN 2030	
Mission	Why does YCCD exist? What does YCCD do and what is our competitive advantage? How does YCCD transform the lives of our students and the futures of the communities YCCD serves?
Vision	
Values	
Strategic Goals	

DATA INPUTS FOR STRATEGIC PLANNING		
ACTIVITY	PURPOSE	OUTCOME
Community Focus Groups	Collaboration with key leaders from each of our communities to create forecasts that describe those communities in 2030 through 2050	Four scenarios that describe the future states of YCCD's communities and the region
College/District Constituent Flex Workshops	Conversations with students, faculty and staff to describe the learners of 2030 and how we can prepare to serve those students	2030 student and employee profiles and the 2030 workforce and community needs; all to inform the 2020 SWOT analysis
YCCD Foresight Community of Practice	A district-wide group convened to explore future perspectives and consider what the future may hold for higher education and our community	1) Create a space for faculty, staff, administrators and students to engage with foresight practices and image and co-create a vision of the future 2) Prepare members of the community of practice to be foresight coaches and ambassadors 3) Develop an anticipatory Foresight System at YCCD 4) Support the planning of the Community Focus Groups and Constituent Workshops
Data Collection and Forecasting	Data collection and analysis to inform the YCCD strategic planning process	1) Center of Excellence Labor Market Profiles 2) Community Needs Survey and Brand Perception Analysis (Hanover Research) 3) Departing Student Survey & Analysis (Hanover Research) 4) Potential Student Survey & Analysis (Hanover Research) 5) Internal Data Analysis (IE Team)

Strategic Planning Steering Committee	Coordinate the planning of the strategic planning development process and events	1) Develop an anticipatory Foresight System at YCCD 2) Support the planning of the Community Focus Groups and Constituent Workshops 3) Manage the strategic plan development process
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Jan-Feb 2021:

- Hosting District/Campus Strategic Planning Workshops
- Hosting Community Forums

Feb-July 2021:

- Strategic Planning Teams will meet and develop the 2030 plan using all feedback provided at the various events.

August 2021:

- Present to YCCD Board of Trustees

September 2021:

- Approval from YCCD BOT
- Share plan with our constituents
 - Continue to work with our partners (internal & external) to develop & implement this plan.

YCCCD Strategic Planning *2021 to 2030*

Doug Houston
YCCCD Chancellor



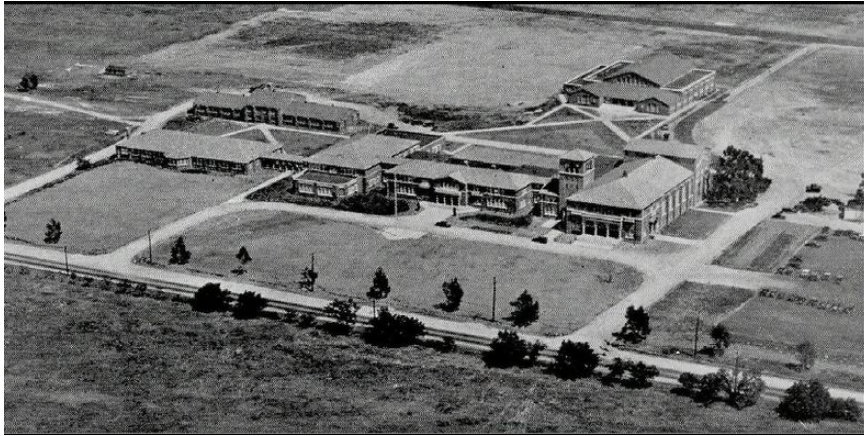


- Established in 1927; first “county-wide” college district in 1938
- Became “multi-college” in 2008
- Eight Counties = 4,200 sq miles
Yuba, Sutter, Yolo, Colusa, Lake, Butte, Glenn, Placer
- 13,800+ students/ 7,150+ FTES (FY 19-20)
- Governing Board: 7 elected trustees; & 2 student trustees
- 2 colleges and 1 centers / 1 outreach site
 - Yuba College (Yuba County)
Sutter County Campus
 - Woodland College (Yolo County)
Lake County Campus
Colusa County Campus



Yuba College

1927 to 1970



1911 - Marysville Jr College launched

1927 - Yuba County Community
College District established
(*1st county-wide College
District*)

1937 - Yuba College built in Marysville

1938 - YCCD separated from
Marysville HS District

1959 - Voters approve bond
for new YC campus

1962 - New Yuba College
campus opened on N Beale Rd.

1962 to 1966 - campus growth;
inc. residence halls





YUBA COMMUNITY COLLEGE DISTRICT

1970 to 2020 = Strategic Growth





YUBA COMMUNITY COLLEGE DISTRICT

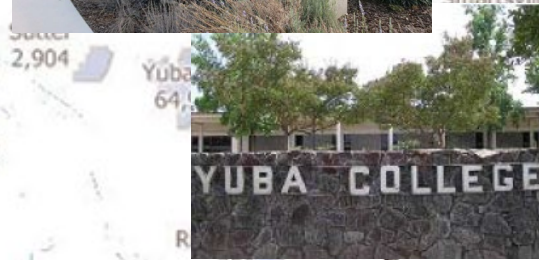
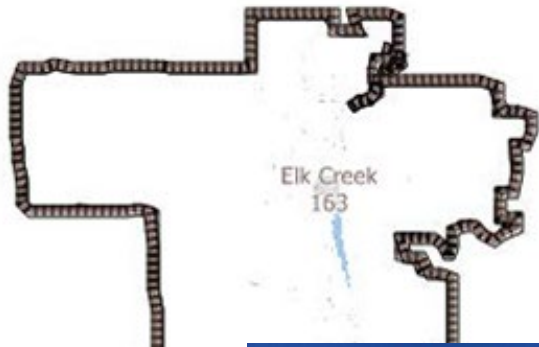
1970 to 2020 = Strategic Growth





YUBA COMMUNITY COLLEGE DISTRICT

1970 to 2020 = Strategic Growth



Contemplating the Next Decade

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This is the most significant
transformational period for
Community Colleges since
the 1950s post-WWII
expansion

Higher Education is changing

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Long-range planning?

The Choluteca Bridge in
Honduras.

Originally constructed in 1930s.

Rebuilt in 1996 to be “hurricane-
proof.”



Disruption!

In 1998, Category 5 Hurricane Mitch hit Honduras.

Every other bridge in Honduras was destroyed.

The Choluteca Bridge survived in near perfect condition.

With only one minor problem ...



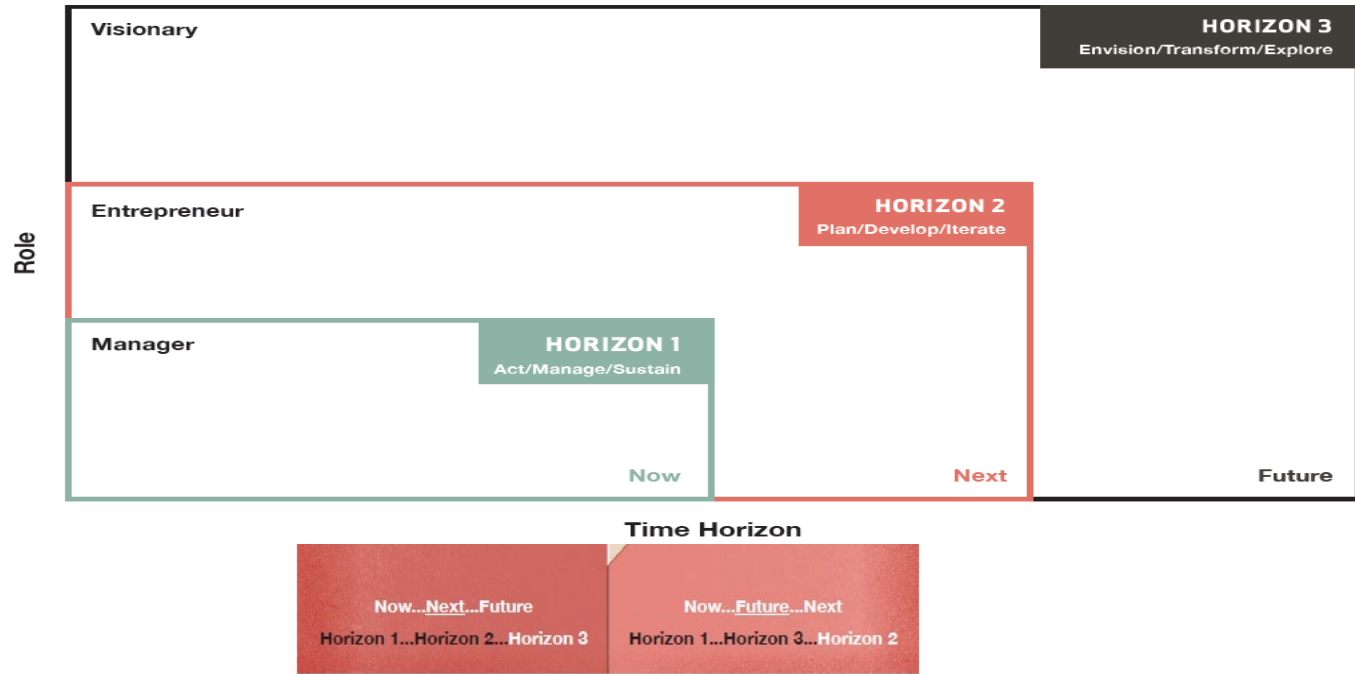
YCCD 2030

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YCCD Strategic Plan 2030: Future-Facing, Community- Oriented & Leverage Partnerships



YCCD Strategic Plan 2030 Future-Facing



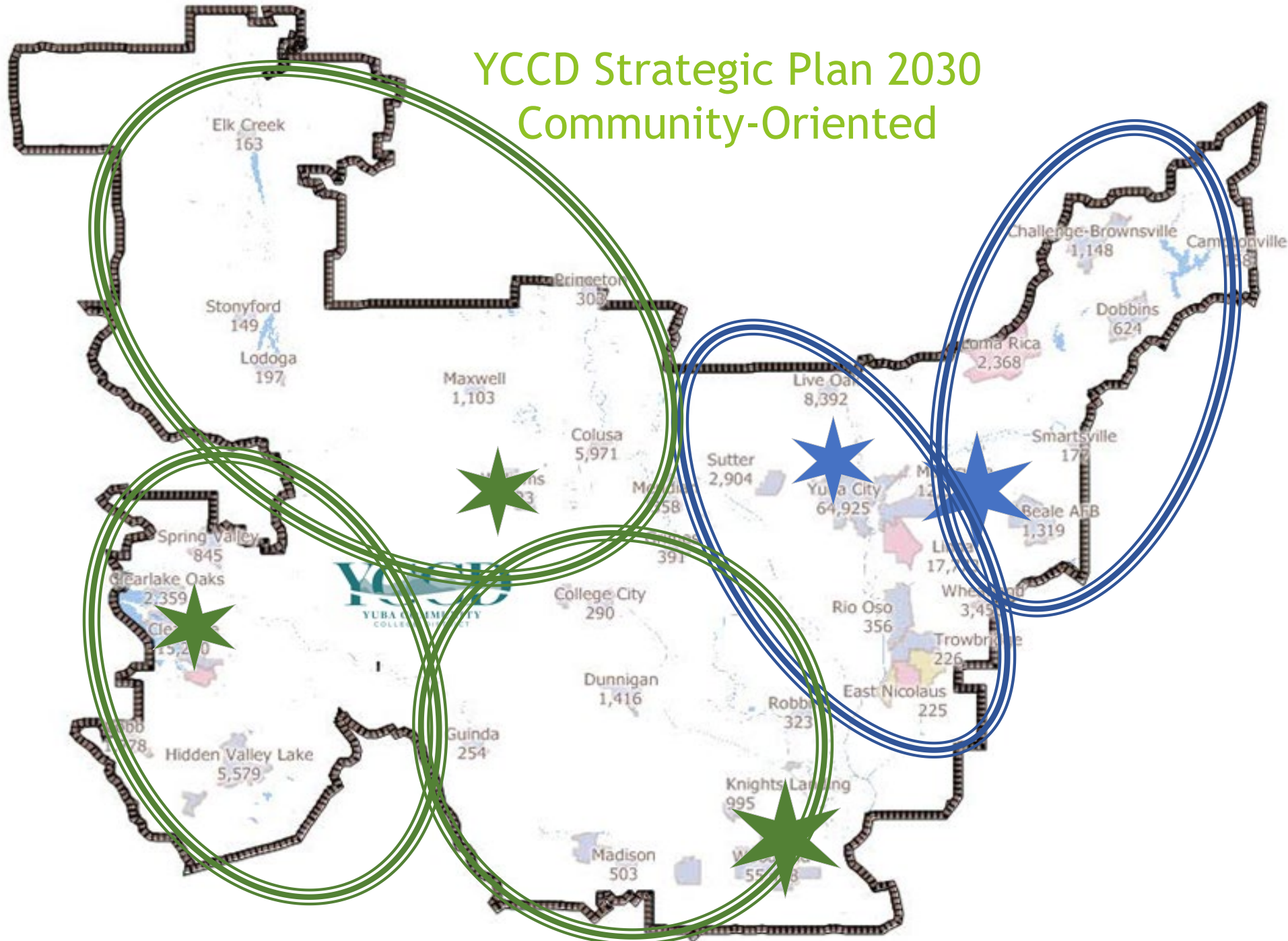
HUMBOLDT STATE UNIVERSITY



WILLIAM
JESSUP
UNIVERSITY

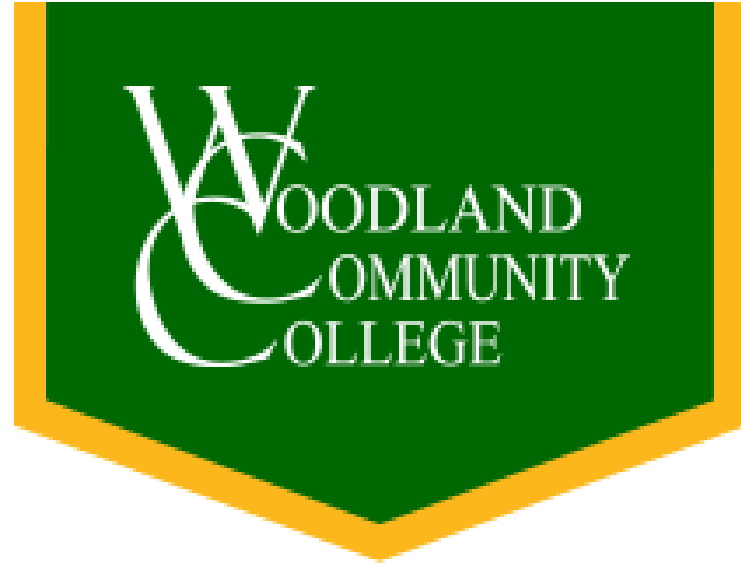


YCCD Strategic Plan 2030 Community-Oriented





Q & A



Woodland Community College

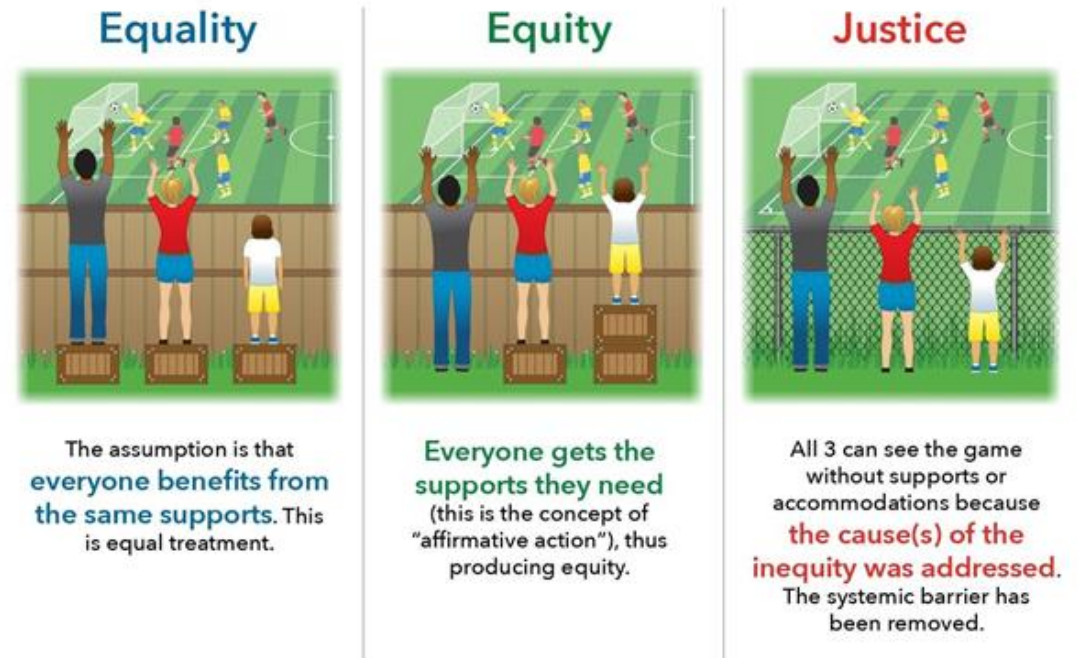
President Dr. Artemio Pimentel

Our Mission

The mission of Woodland Community College is to provide high quality, student-centered education and lifelong learning opportunities for the communities we serve. At WCC, students pursue their educational goals in an environment that values diversity, individuality, mutual respect, civic responsibility, and the free exchange of ideas.

➤ We need to continue our Equity work:

- Seek Professional Development Opportunities
- Guided Pathways
- Student Equity and Achievement Program (SEAP)
- Consider Retention and Student Success Strategies
- Hiring Diversity and Best Practices
- Collaborating with our Communities



Adjusting to the impacts of COVID-19 on instruction and campus life

Addressing needs with a holistic approach:

- Expanding and reinforcing our support services to our students and faculty (including Dual Enrollment partners)
 - In person & remote

- 75% Distance Ed /25% F2F Ratio for Fall 2021
 - *Adhering to COVID-19 social distancing and health protocols.*

- Partnerships with Yolo Food Bank & WCC Ag Department
 - Food Pantry on site
 - Food Distributions open to students & community
 - Woodland (FA 2019-Present)
 - Colusa (SP 2021)
 - Lake (SP 2021)
- Partnership with County of Yolo - Health & Human Services Agency (Communicare)
 - With funding from HHSA & YCCD will be able to provide access to behavioral & physical health care services to enrolled students.
 - Includes extended evening hours & Telehealth services.

Campus Projects

- Reinforcing technology infrastructure with installation of additional hotspots - All 3 sites
- Roofing project completed for building 600.
- Community Room reflooring completed.
- Performing Arts & Culinary Arts Project
 - New programs available starting Fall 2023
 - Working with faculty, staff and community members.
 - Groundbreaking- Summer 2021



Academic Senate

Professor Christopher Howerton
Language Arts Faculty
Academic Senate President

Academic Senate Update- WCC

- Professional Development for faculty and Staff on anti-racism in curriculum/teaching and efforts to recruit diverse faculty and administration
- Credit for prior learning
- Student assessment and placement (AB 705)
- Impact of pandemic on student access and success
- Guided Pathways - greater structure, program cohesion, and support
 - Whole-college redesign to increase efficiency and access, leading to higher rates of completion
- Online Learning and teaching
 - Pedagogy/andragogy - specialized teaching credentials (CVC-OEI, ACUE)
 - Communities of practice - professional development, curriculum development, student support
 - Tech that works

A quick snapshot of Higher Education with WCC

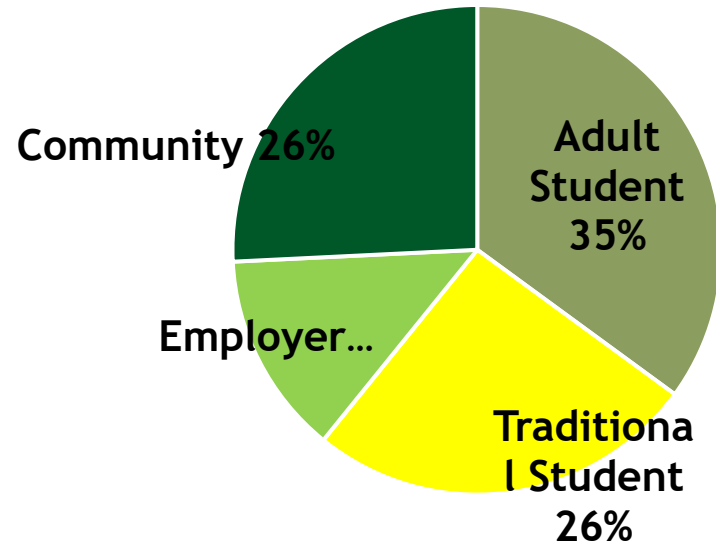
- Offer a wide range of curriculum that support various student goals
 - e.g. various certificates, AA/AS AA-T/AS-T degrees, Bachelor's Degrees in Child Development (Sac State) and Business Administration (Sonoma State)
- Allied Health (Pre-reqs for nursing programs, Medical Office Specialist)
- Developmental Education (Basic Skills, ESOL)
- Non-credit Workforce Development
- Dual-Enrollment opportunity for HS students
- *Culinary, *Welding, *Water Treatment, Early Childhood Education, Human Services, Business, Administration of Justice, and Agriculture

Community Perceptions and Key Themes

Dr. Lisceth Brazil-Cruz

Interim Dean of Student Success & Institutional Effectiveness

Respondent Profile

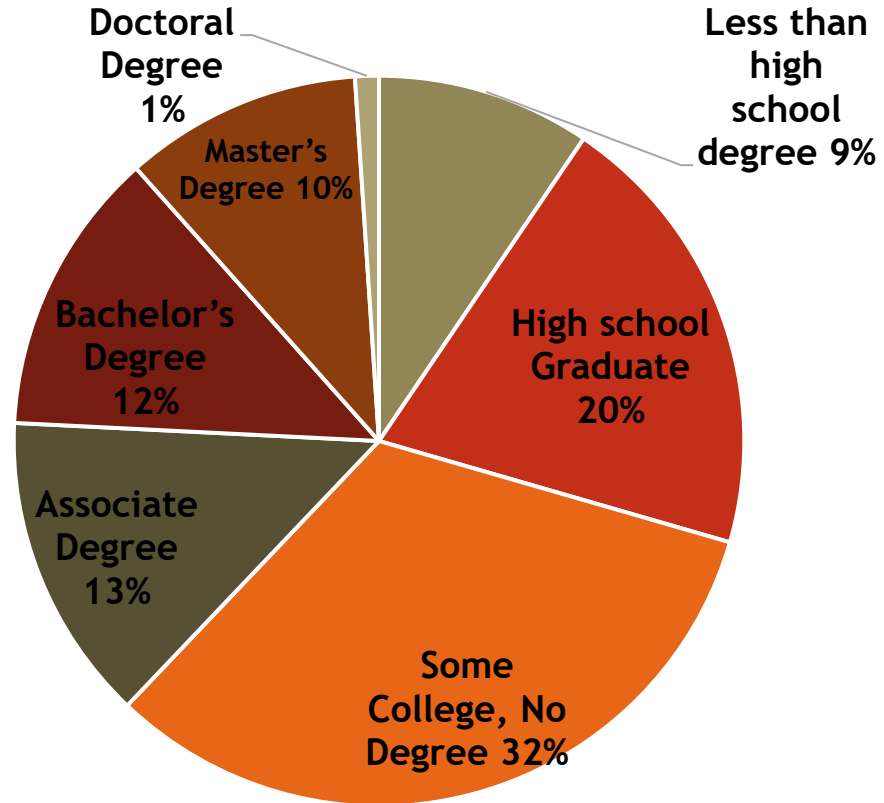


Total Respondents = 291
Woodland Community College
Respondents = 97

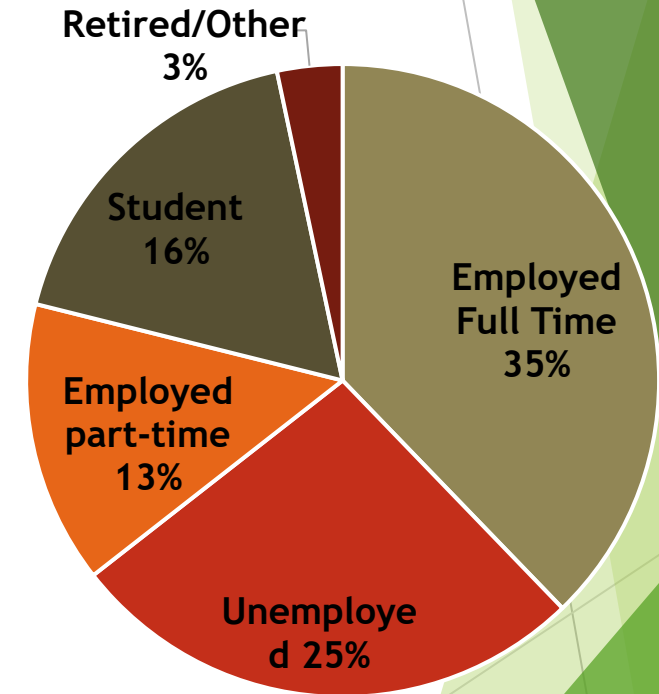
- Top Counties Represented
 - Yolo County = 38%
 - Placer County = 21%
 - Lake County = 16%
 - Butte County = 11%

Respondent Profile

Educational Attainment



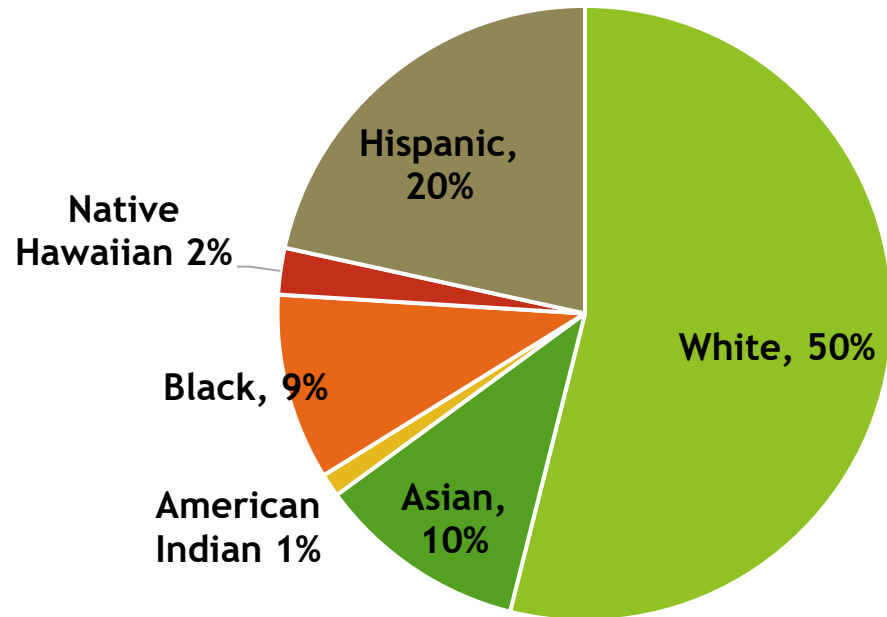
Employment Status



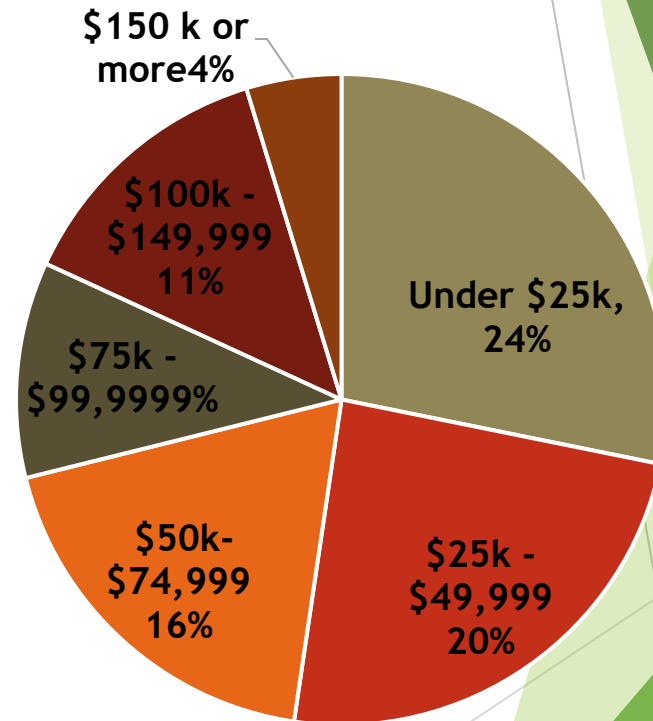
Source: Hanover Yuba Community College District Community Needs Assessment (2020)

Respondent Profile

Race/ Ethnicity



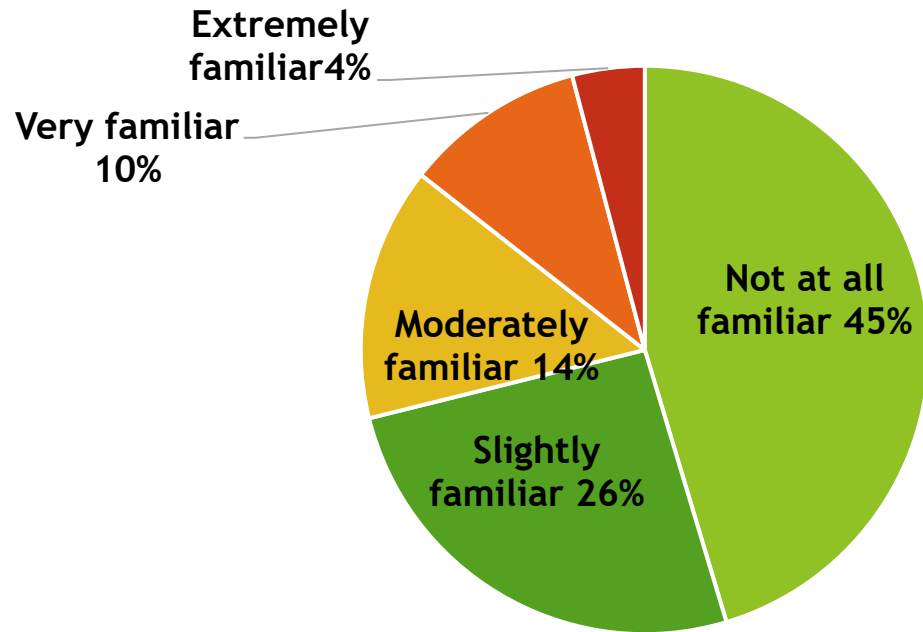
Household Income



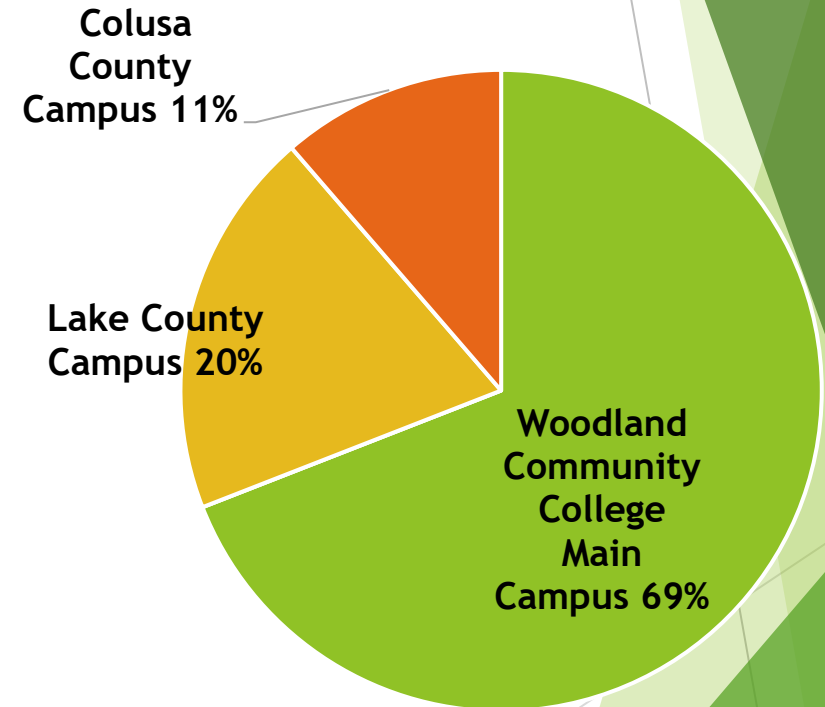
Source: Hanover Yuba Community College District Community Needs Assessment (2020)

Respondent Profile

Familiarity with YCCD



Most Familiar Woodland Community College Campus



Source: Hanover Yuba Community College District Community Needs Assessment (2020)

Top Areas of Study

- 47% Social Sciences (Sociology, Psychology, History, ECE)
- 36% STEM (Science, Technology, Engineering & Math)
- 22% Business and Accounting
- 22% Career and Technical Education
- 20% Allied Health
- 14% Language Arts

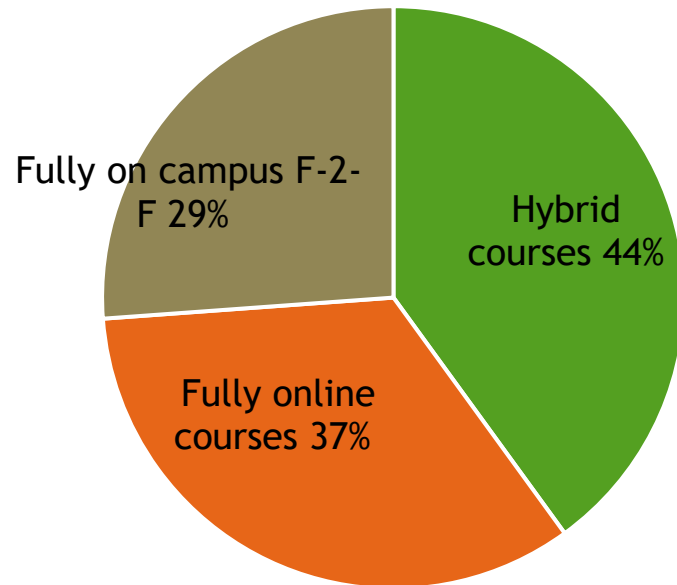
Source: Hanover Yuba Community College District Community Needs Assessment (2020)

Coursework Preferences

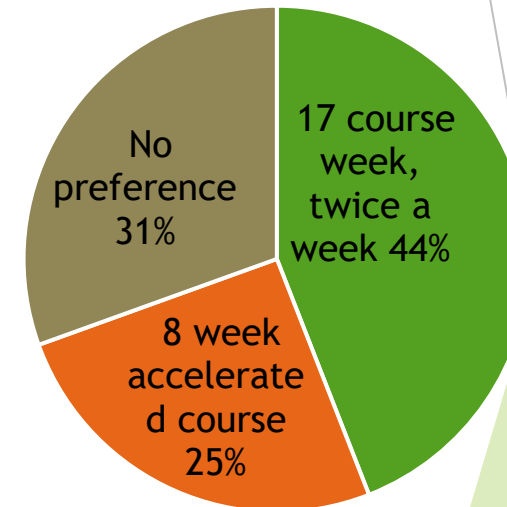
- 31% Courses that could lead to an associate degree
- 36% Courses that could lead to a certificate
- 29% Courses taken for professional development
- 33% Dual enrollment classes

Preferred Course Delivery Method

Modality



Length



Source: Hanover Yuba Community College District Community Needs Assessment (2020)

Most important Factors in Deciding to Apply

- **59%** - Affordability (*38% Rated WCC Fair/Excellent*)
- **56%** - Flexible Course Schedule (*36% Rated WCC Fair/Excellent*)
- **42%** - Financial Aid Availability (*22% Rated WCC Fair/Excellent*)
- **37%** - Ability to Take Courses Online (*41% Rated WCC Fair/Excellent*)
- **25%** - Location (*33% Rated WCC Fair/Excellent*)
- **25%** - High-Quality Professors (*41% Rated WCC Fair/Excellent*)
- **22%** - Getting a Good Job (*27% Rated WCC Fair/Excellent*)
- **19%** - Tuition Assistance (*10% Rated WCC Fair/Excellent*)

Source: Hanover Yuba Community College District Community Needs Assessment (2020)



Campus and Service Ratings

- **74%** - Available Technology
- **71%** - Campus Safety
- **86%** - Appearance of Campus Facilities
- **75%** - Appearance of Campus Grounds
- **68%** - Overall campus attractiveness

Note: Respondents chose Good or Excellent as the rating of the identified category.

Source: Hanover Yuba Community College District Community Needs Assessment (2020)

Most Valued Aspects of a Local College

- **43%** - The opportunity to take courses.
- **43%** - Continuing Education Resources
- **24%** - It fosters an overall sense of connection to the community
- **22%** - It supports our community's economy and/or infrastructure
- **17%** - The opportunity to attend seminars and/or workshops
- **14%** - Access to its Library
- **14%** - It is a hub for community connections and partnerships.

Source: Hanover Yuba Community College District Community Needs Assessment (2020)

Community Quotes

Brings jobs and talent to the community.

Give people the opportunity to achieve a good education in their town.

We a rural and impoverished area that needs to advance our education and competency.

Community colleges are an important option to have to make higher education more accessible for everyone. They also bring business and arts and culture to the community.

We are a mostly low income community so it's important we have the resources available to get a proper equal education.

Local people can further their education and increase their skills while continuing to work locally.

Most Likely Areas of Engagement

- **32%** - Attending Seminars or Workshops
- **27%** - Using the Library
- **20%** - Attending Cultural Events and Festivals
- **19%** - Attending Concerts or plays
- **16%**- Attending speaking engagements
- **14%** - Obtaining employment at the College
- **13%** - Using meeting spaces

Source: Hanover Yuba Community College District Community Needs Assessment (2020)

Most Important Skills/Knowledge

- **91%** - Critical Thinking Skills
- **91%** - Application of Knowledge or Skills in Real-World Settings
- **83%** - Ability to demonstrate complex problem solving-skills
- **83%** - Ability to analyze and interpret data
- **80%** - Ethical Judgement and Reasoning
- **77%** - Civic Skills / Civic engagement
- **75%** - Creative thinking
- **75%** - Ability to Communicate and Work with People from Different Cultural Backgrounds

Note: Respondents chose Very or Extremely Important as the rating of the identified skill or knowledge.

Top Concerns in Light of COVID-19

- 70% - Reduced Income
- 66% - Financial impact of COVID 19 on my community
- 57% - Ability to pay for education
- 55% - Job security
- 55% - My mental and emotional health
- 52% - Loss of scholarship
- 47% - My physical health
- 42% - Housing security

Note: Respondents chose Very or Extremely Concerned as the rating of the identified issue.
Source: Hanover Yuba Community College District Community Needs Assessment (2020)

Other Key Themes and Findings

- Residents in the college's service area tend to be younger than their counterparts across the North region. Nearly 50% of the resident population is under the age of 30 years old.
- Residents of the service area tend to have educational attainment levels consistent with community college offerings. Between 2014 and 2018, 30% of service area residents have attended some college or earned an associate's degree.
- The K-12 student population in the service area is expected to decline over the next decade.
- The number of jobs is projected to increase by 7% in the service area, adding 10,000 new jobs by 2024. About half of that job growth will happen in the government and healthcare sectors.
- Important industries in the college's service area include government, health care, agriculture, transportation and warehousing, and wholesale trade.

Source: Woodland Community College Labor Market Profile from the Centers of Excellence (2020)



Q & A



Community Forum

Facilitated Discussion
February 5, 2021

Facilitators: Julie Bruno and Johnnie Terry

Preview of our discussion

- ▶ Outcome of the Community Forums
- ▶ Group Discussion
 - ▶ Breakouts
 - ▶ Report back
 - ▶ Debrief
- ▶ "Aha" moments and Insights
- ▶ Contact Information

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What happens to the
information we gather today?



Discussion topics:

What are the Present, Existing Weaknesses?
What are the Future Opportunities?

What are the present weaknesses?

- ▶ What could Woodland Community College do to improve the way it serves its students?
- ▶ Who, in terms of community demographics, is Woodland Community College not serving?
- ▶ In terms of reputation, what do other higher education institutions do better than Woodland Community College?
- ▶ What business, industry, or community needs are not being met?

Debrief: Group Responses

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What are the future opportunities?

- ▶ What/where are areas of growth or change?
- ▶ What opportunities exist to serve groups or communities we are not yet serving at Woodland Community College?
- ▶ What trends or issues are being experienced by Yolo County that Woodland Community College should address?

Debrief: Group Responses

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What are the future opportunities?

- ▶ What industries do you expect to attract or grow in the Yolo County?
 - ▶ Some labor market research suggests for the WCC service area:
 - ▶ Investing in new programs in construction, engineering, architecture, transportation/warehousing, and allied health.
 - ▶ Expanding programs in agriculture and information and communication technologies.
- ▶ What types of academic or educational programs should Woodland Community College offer in Yolo County in the future?

Debrief: Group Responses

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“Aha” Moments and Insights...

Please feel free to contact us with additional responses, comments, ideas, or thoughts.

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