



Strategies for Fostering Connections with Students

Mr. Bobby Cubriel | Director of Advising, Counseling, & Support Services

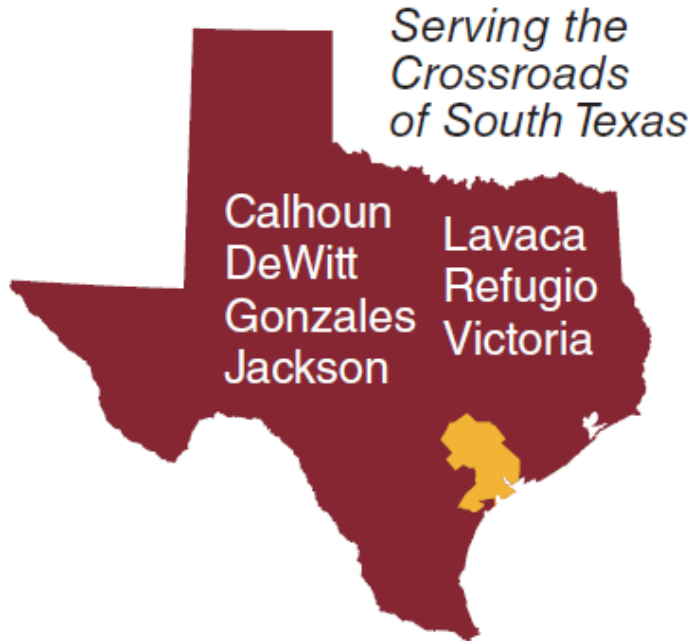
Mr. Darin Kazmir | Director of Marketing & Communications

Ms. Sabrina Romo | Director of Enrollment Services



VICTORIA COLLEGE

at a glance



7,000+
students served
annually through
education
and training





VICTORIA COLLEGE

at a glance

AVERAGE AGE

26

for students pursuing
a traditional degree,
certificate, or transfer
to a university

39

for students pursuing
a workforce and
continuing education
credential



Welcome to a... **CARING CAMPUS!**



A CARING CAMPUS

- » One of the first five institutions in Texas
- » Core benefits:
 - » Student connection
 - » Student engagement
 - » Student success



Caring Campus

) I E B C (

INSTITUTE *for* EVIDENCE-BASED CHANGE

CARING CAMPUS

OUR 5 COMMITMENTS



Ten-Foot
Rule



Cross
Department
Awareness



Welcoming
Students



Warm
Referrals



Nametags



Every employee has a leadership role in educating students and enabling them to be well supported at every step of their journey.

Victoria College
September 26 · 🌐

VC is a **Caring Campus**.

Have a question or need help? Be sure to look for the name tag. On campus, you will find the VC family wearing their name tags with a smile!

Victoria College was recently recognized by the nonprofit Institute for Evidence-Based Change (IEBC) for its dedication to student success by improving students' sense of connectedness through the Caring Campus initiative.

VC is one of five Texas colleges selected to begin implementing the Caring Campus program last fall through a grant awarded to IEBC by the Greater Texas Foundation.

Learn more about the Caring Campus Executive Committee's work to better connect with students and support their educational goals. Visit VictoriaCollege.edu/News to read the full VC news release.



Victoria College
August 14 · 🌐

🔴 Here's your Monday morning reminder!

Stop doubting yourself. Start focusing on reasons to succeed, and you'll attract the necessary resources to make it a reality.

We are all a "work in progress," and VC is here to help. **We've got your back.** Start your path or come back to class and upgrade your skills. Classes begin Monday, Aug. 21. There's still time to register!

Speaking of works in progress.... The VC Facilities Master Plan work continues.

Gas lines are being recoated by CITGO prior to construction of a new parking lot in preparation for our new Student Success Center.

[#mondaymotivation](#) [#mondaymood](#) [#VCPirates](#) [#VictoriaCollege](#) [#liveatV](#) [#piratenation](#)



Victoria College is in Victoria, TX.
September 19, 2022 · 🌐

😊 "Your day will go the way the corners of your mouth turn." - W. Churchill

Remember, we've got your back through it all.

[#CaringCampus](#) [#VCPirates](#) [#communitycollege](#) [#endCCstigma](#) [#collegelife](#) [#pathways](#) [#studentlife](#)





From waxing the floors to manicuring the grounds, dedicated VC employees keep the campus a welcoming environment for our students and community. Pictured are Rudy Maldonado, Andy Sparks, Esther Ross, and Martina Sartuche.

CAUGHT CARING!



A Caring Campus Indeed!

I was in line at the Cove checkout behind a visually impaired student. After Mary Fuentes-Velasquez checked out the student, she said, "I'll be right back." She proceeded to guide him to his next path and returned to my transaction. Kudos to Mary for going the extra mile!

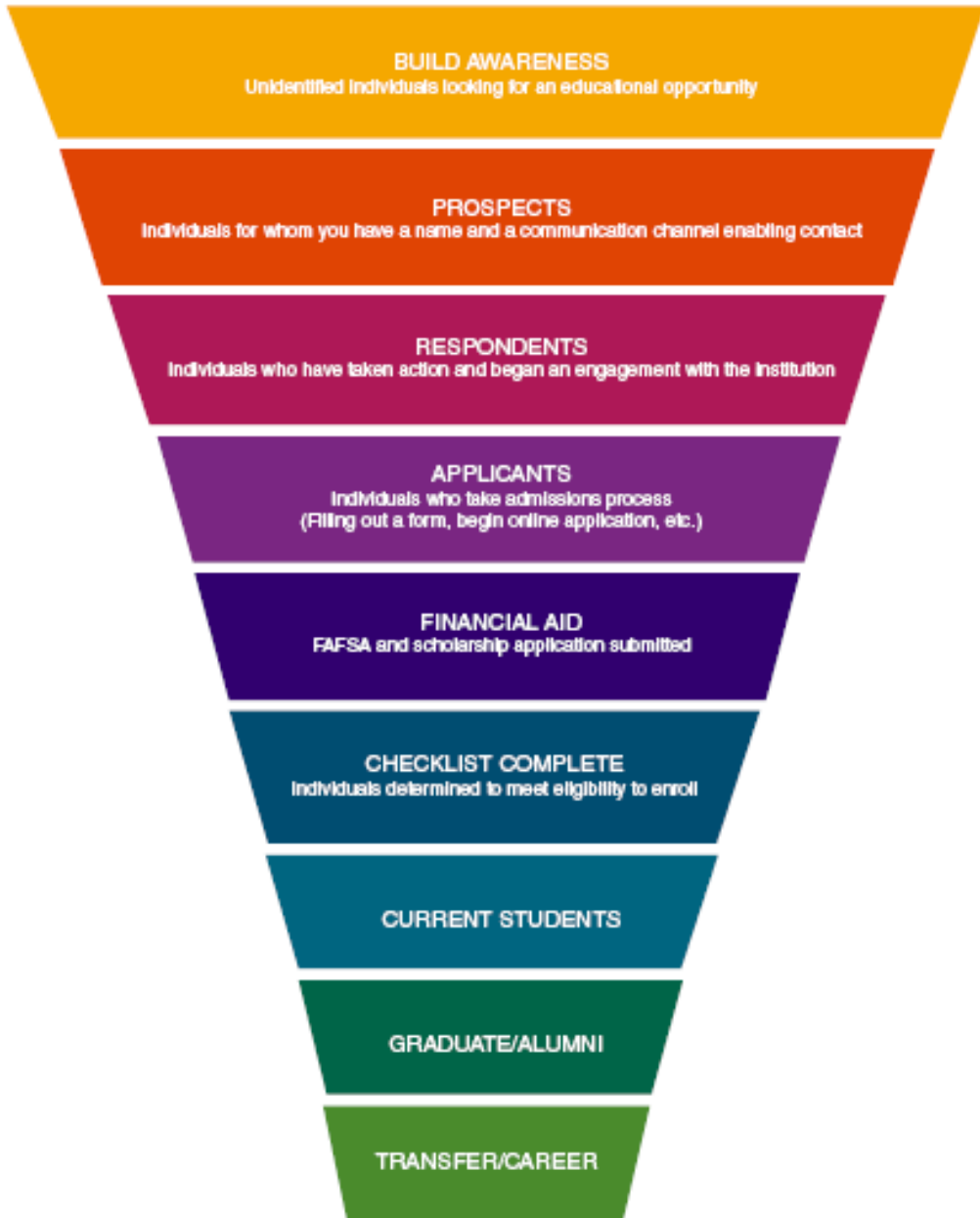
— Tisha Sternadel

LISTENING *to our students' needs*

insidetrack®

- » On-site visit with students and front-line employees
- » Developed seven key recommendations
- » Five of the seven recommendations are driving our student journey mapping efforts

1. Continue to streamline and unify the enrollment process.
2. Invest in additional change management resources.
3. Weave equity conversations into each stage of the enrollment process.
4. Restructure roles to improve efficiency and student focus.
5. Create a financial-literacy outreach plan for new and current students.
6. Promote role clarity across the enrollment journey.
7. Promote greater awareness and utilization of campus resources.



PATHWAYS, ADVISING, & MILESTONE HOLDS

Choose a path that fits you and *your* interests.



[Business & Technology](#)



[Health Careers](#)



[Industrial Trades](#)



[Public Service](#)



[Science, Engineering, & Math](#)



[Liberal Arts](#)

+ 0-Hr Credit Advising Hold

+ 15-Hr Credit Advising Hold

+ 15-Hr Credit Pre-College Hold

+ 30-Hr Credit Advising Hold

+ 45-Hr Credit Advising Hold

+ 60-Hr Credit Advising Hold

[Home](#) > [Getting Started](#) > [Advising & Counseling](#) > [Academic Advising](#)

Academic Advising

You're more likely to succeed in college if you have a plan for what you want to accomplish. Our academic advisors will help you choose a career pathway based on your interests and determine which courses you need to meet your academic and career goals.

You will be paired with an advisor based on your chosen career pathway. At key points during your time at Victoria College, you will meet one-on-one with your advisor to make sure you're on track towards earning your degree, certificate, or credential.

VC Pathways



BUSINESS &
TECHNOLOGY



HEALTH
CAREERS



INDUSTRIAL
TRADES



PUBLIC
SERVICE



SCIENCE,
ENGINEERING,
& MATH



LIBERAL
ARTS

+ Not sure which pathway is right for you?

+ Schedule an appointment with your advisor.

CONNECTING STUDENTS WITH THEIR ADVISOR

- » Meet Your Advisor events & social media posts
- » Advising Hold gift card promotions
- » Targeted emails & text messages



Mary: Meet with your VC advisor by Oct. 20 to take care of your Advising Hold (and score a \$20 gift card!). Book an appt now: <http://kipsu.co/7qnQ>

VC VICTORIA COLLEGE

Hey, Darin: Register Today and Walk Away With a VC Gift Card!

You have the opportunity to **score a \$20 VC gift card** that can be used at the VC Bookstore, Payments Office, and other campus locations. Interested?

Schedule a meeting with your advisor, Kevin Madrid, now through Nov. 16 to remove your Advising Hold, register for Spring 2024 classes, and claim your reward.

During your advising session now through Nov. 16, show your advisor a copy of this email or the corresponding text message to get your \$20 VC gift card.

While supplies last, first-come, first-served

DON'T MISS OUT!

Let's stay connected.



An Equal-Opportunity Institution

Making Connections before students step foot on campus



**MAKE YOUR
FUTURE SELF
PROUD.**



LET'S TALK

Let's talk
about the education
and training pathways,
financial assistance,
and student support
services at VC.

I'm here to help!

IDA SANDERS
Community Outreach Specialist

VC VICTORIA COLLEGE

Scan the QR code
to meet with me!



Or contact me
via phone or email:

IDA SANDERS
(361) 573-3291 ext. 3240
Ida.Sanders@VictoriaCollege.edu

*Hablantes de
español disponibles*

1

High School Juniors,
Seniors, & Parents

DATES

March 2-June 1, 2023

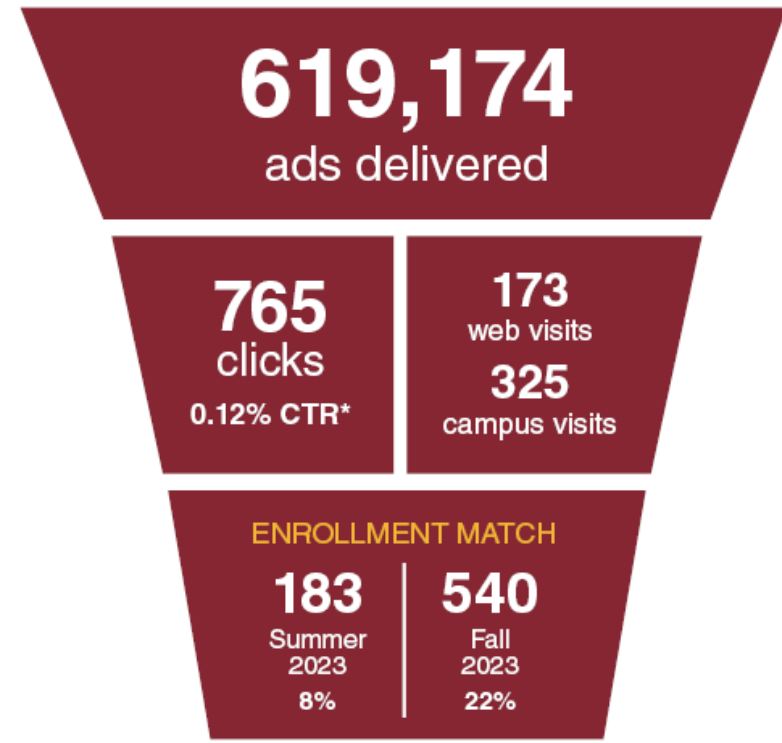
TARGET

- High school juniors (about 1,200)
- High school seniors (about 1,249)
- Parents of juniors and seniors

Your future is
WAITING.

APPLY NOW

VC VICTORIA COLLEGE
Est. 1925



Get a
JUMPSTART
to college.

**ARE YOU
READY?**

VC VICTORIA COLLEGE
Est. 1925

A SMART
Investment

VC VICTORIA COLLEGE
Est. 1925

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Never-Enrolled Applicants

DATES

April 4-May 15, 2023

TARGET

- Fall 2020-Spring 2023 applicants
- Never enrolled
- About 3,220



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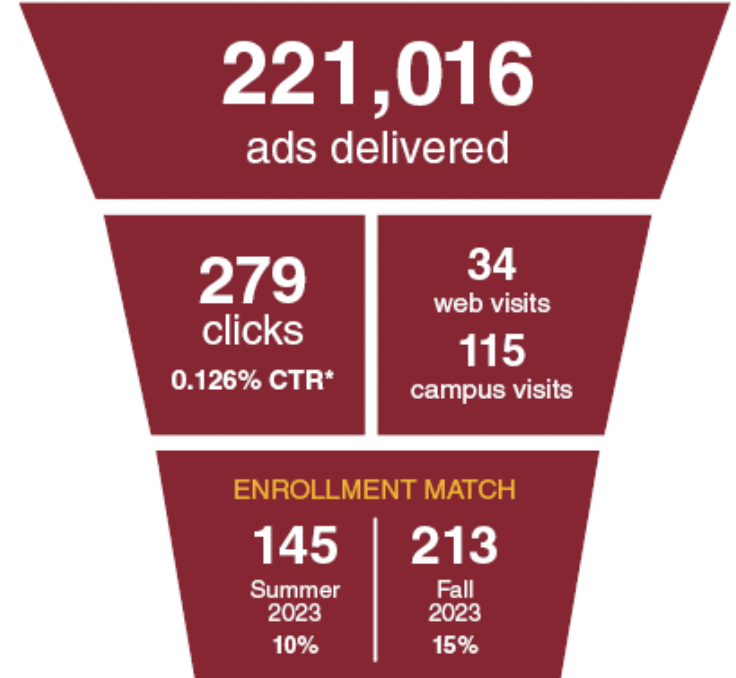
Stop-outs

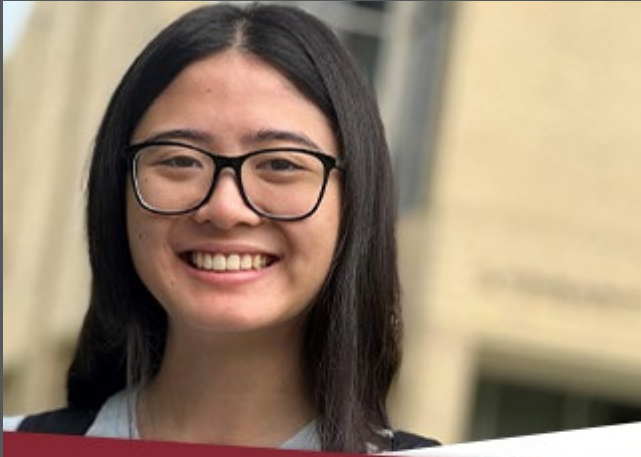
DATES

April 4-May 15, 2023

TARGET

- Enrolled Fall 2020-Fall 2022
- Never enrolled
- About 1,450





GREAT CAREERS
start at



LEARN MORE.



GREAT BACHELOR'S DEGREES
start at



LEARN MORE.

AA & AS Degrees - General Studies & Transfer



[Mire el video de Múltiples programas en español.](#)

With our General Studies & Transfer Pathways, you can take steps towards a high-paying career that fits you and your interests. Save money by completing courses you need at Victoria College before transferring to a university to earn a bachelor's degree.

Science, Engineering, & Math	Liberal Arts
<i>Earn an Associate of Science degree</i>	<i>Earn an Associate of Arts degree</i>
<i>Transfer to a university to earn a bachelor's degree in:</i>	<i>Transfer to a university to earn a bachelor's degree in:</i>
<ul style="list-style-type: none"> Engineering Information Science Biotechnology Chemical Engineering Electrical Engineering Computer Engineering Therapist Healthcare Assistant Veterinarian 	<ul style="list-style-type: none"> Anthropology Archeology Art Communication Creative Writing Education Government History Hospitality Interior Design Philosophy Political Science Psychology Music Social Work Sociology Spanish Speech Therapy Theatre

Request Info

Is this path right for you?
Schedule an [appointment](#) to meet with the pathway advisor.

Ready to get started?

- [Apply Now](#)



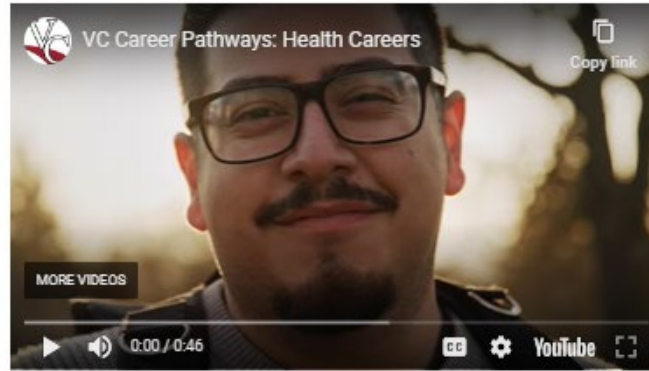
LEARN MORE



LEARN MORE



Health Careers



[Mire el video de Carreras de salud en español.](#)

If you have a strong desire to help others feel better, consider a career in healthcare. Victoria College offers associate degrees, certificates, and workforce training courses that lead to a number of rewarding health careers, including:

Health Careers	VC Offers:
Medical Assisting	Job Training Class
Medical Coding	Job Training Class
Medical Laboratory Technology	AAS Degree <i>In partnership with Del Mar College</i>
Medication Aide for Nurse Aide	Job Training Class
Mental Health Technician	Job Training Class
Nurse Aide	Job Training Class
Nursing - Professional	AAS Degree
Nursing - Vocational	Vocational Nursing Certificate
Pharmacy Technician	Job Training Class
Phlebotomy	Job Training Class
Physical Therapist Assistant	AAS Degree
Respiratory Care	AAS Degree
Veterinary Assistant	Job Training Class

You can also complete core courses at Victoria College and then transfer to a four-year university to earn a bachelor's degree in a healthcare field. If you plan to transfer to a university, [meet with your academic advisor](#) to create a customized plan to fit the requirements of your chosen university.

Request Info

Is this path right for you?

Schedule an [appointment](#) to meet with the pathway advisor.

Ready to get started?

Apply Now for:

- [Degrees, Certificates, & Transfer](#)
- [Job Training Classes](#)



**WE'VE GOT
YOUR
BACK**



STUDENT SUCCESS IS OUR #1 PRIORITY.

- ✓ **Tutoring**
- ✓ **Success Coaching**
- ✓ **Library**
(WiFi and study spaces)
- ✓ **Academic Advising**
- ✓ **Career Counseling**
- ✓ **Disability Services**
- ✓ **Transfer Assistance**
- ✓ **Veterans Services**
- ✓ **Financial Assistance**
- ✓ **Childcare Assistance**
- ✓ **Food & Clothing**
- ✓ **Housing & Utilities**
- ✓ **Medical & Medication Needs**
- ✓ **Counseling**
- ✓ **Personal Hygiene Resources**
- ✓ **Transportation**

Awareness Campaign



WE'VE GOT YOUR BACK

College and life can be challenging.
Need help? *Let's connect.*



Support Services

We've Got Your Back!

We will connect students to every possible resource.

No matter what hurdles you face in or outside of class, help may be available if you just ask. Not sure where to start? Stop by Support Services (Suite 103A in the Student Services Building) or [let us know which services would benefit you most.](#)

Available Support Services:

+ Academic

+ Wellbeing

+ Financial

+ Community

We've Got Your Back

Balancing college and everyday life can be challenging. No matter what hurdles you face, help may be available. Let us know if you want to learn more about assistance available in any of the following areas, and our Support Services Coordinator will reach out and connect you to support services available to VC students.

Check here if submitting on behalf of a student

Yes

Student Information

Name*

First Name

Last Name

Student V#*

Please include full student ID including the V ex: V12345678

Phone Number*

Email Address*

Student Support Services

I'm interested in learning more about assistance available in the following area(s):*

- Childcare
- Food & clothing
- Medical & medication needs
- Mental health counseling
- Personal hygiene resources
- Transportation
- Victimization counseling
- Financial assistance
- Other:

Support Services Challenge

Get a FREE “We’ve Got Your Back” T-shirt



Good Morning VC Family!

As we welcome students to campus Monday, it’s a great time to let students know about the many support services available to them. We invite you to:

1. Wear your **We’ve Got Your Back** T-shirt on Monday, Aug. 22 for **Maroon Monday**.
2. Refer to the “We’ve Got Your Back” messaging that students will see around campus.
3. Encourage students to visit VictoriaCollege.edu/SupportServices or drop by Room 103A in the Student Services Building so I can help connect them to resources available to them.

If you do not have a “We’ve Got Your Back” T-shirt, you can get your free shirt by completing our [Student Support Services Challenge](#) and then coming by my office in Student Services Building, Rm. 103A, to claim your shirt.

I also invite you to join us for our Student Support Services presentation at 10:30 a.m. Friday in HSC 132 to become more familiar with the many ways we are able to assist students.

VC Student Support Services

1. Which of the following are support services offered to VC students?

Childcare Assistance

2. V

3. V

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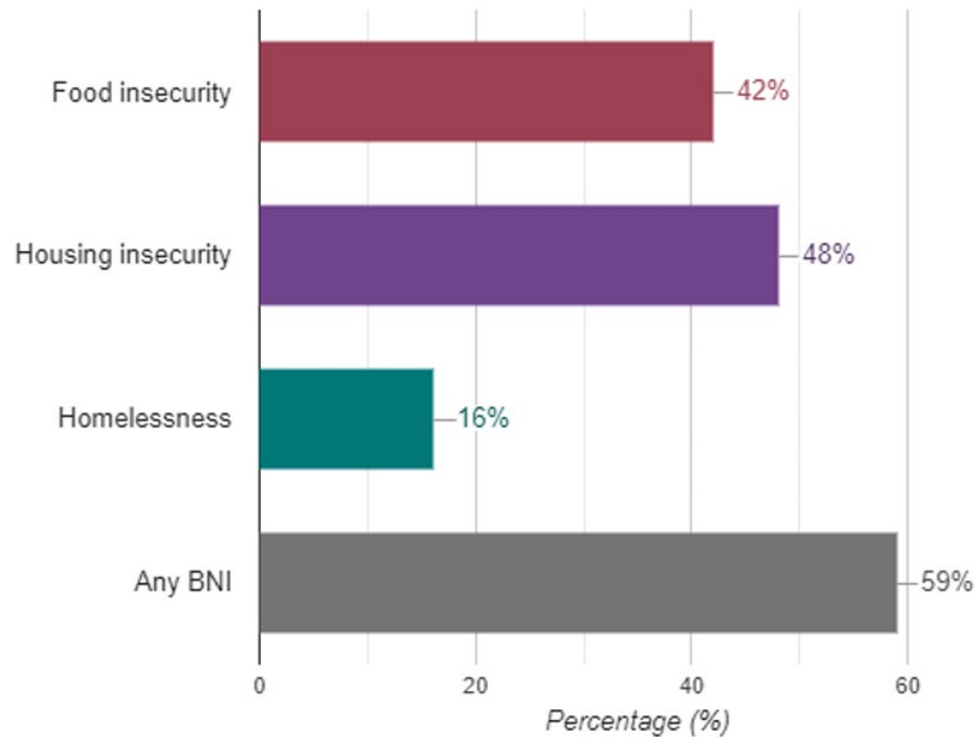
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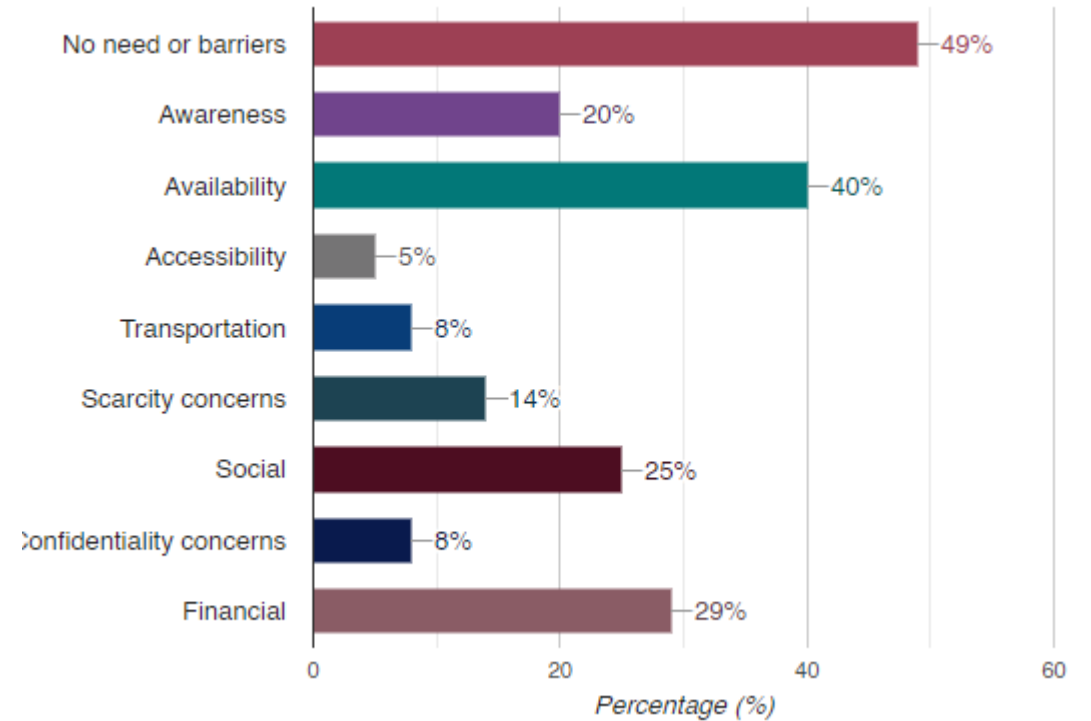
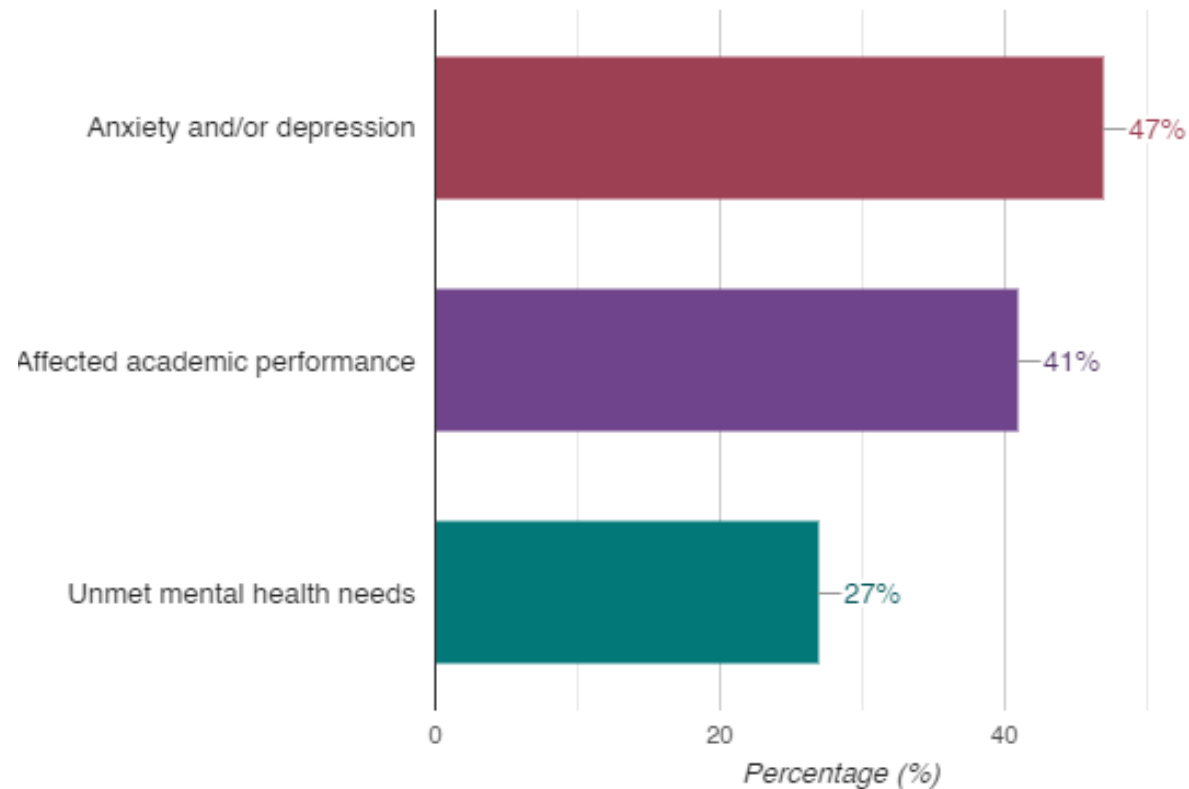


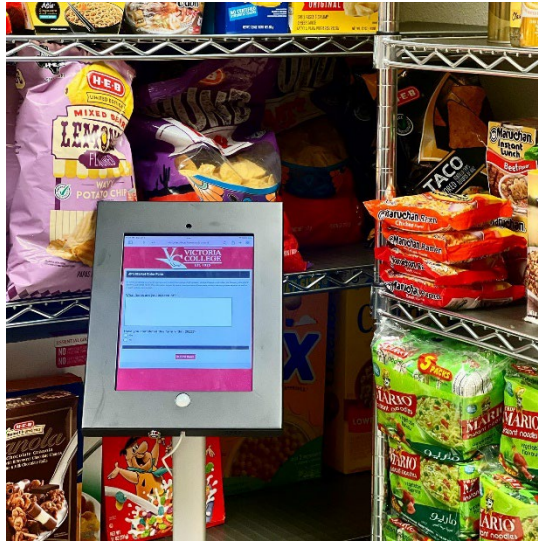
LISTENING *to our students' needs*

EXPERIENCES WITH BASIC NEEDS INSECURITY: VICTORIA COLLEGE



LISTENING *to our students' needs*





Challenge: Connecting Through Technology

- Students interface with **numerous systems**
- But... not all students can **access** *all systems*
- Student **data** lives in different systems that do not “talk to each other”
- Communications being sent from separate systems result in **inconsistent messaging**

Challenge: Student Services Tech Stack



Kelly Klimpt, VP of Information Technology, Alvin Community College



Constituent Relationship Management

Receive and manage inquiries, build list views and targets, create automated communication plans, and view communication logs (from inquiry, to admissions, financial aid, registration, engagement, retention, and graduation).

1-Yr Term ends July 2024



Text Messaging & Live Chat

About 50 users participate in 2-way text messaging and live chat communications to answer questions and provide assistance to prospective and current students.

1-Yr Term ends November 2023



Appointments

Students can make appointments with advisors / career coaches and receive reminders.

Early Alerts & Case Management

Faculty submit early alerts, and then academic coaches use case management to follow up with the students.

5-Yr Term ends January 2027



Student Portal

Provides authenticated users targeted info and direct links to Banner systems

Password Management

Provides multifactor authentication and single-sign-on access to other services

5-Yr Term ends November 2026

THE QUESTION: Is there ONE system that can replace all these systems?

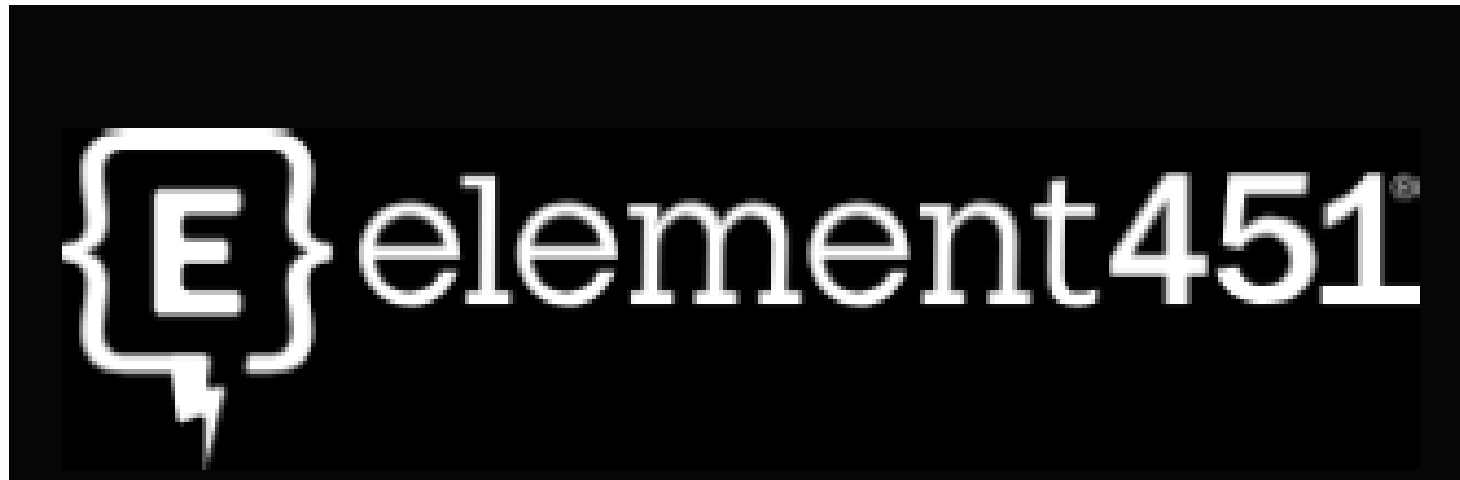
EXPLORE: Is there one system that offers... ?

- A **seamless experience** for students and employees
- A more **holistic view** of the student
 - Info collected at all touchpoints
 - Case history
 - Communication logs
- More **cohesive communications**
- Potential **cost savings**

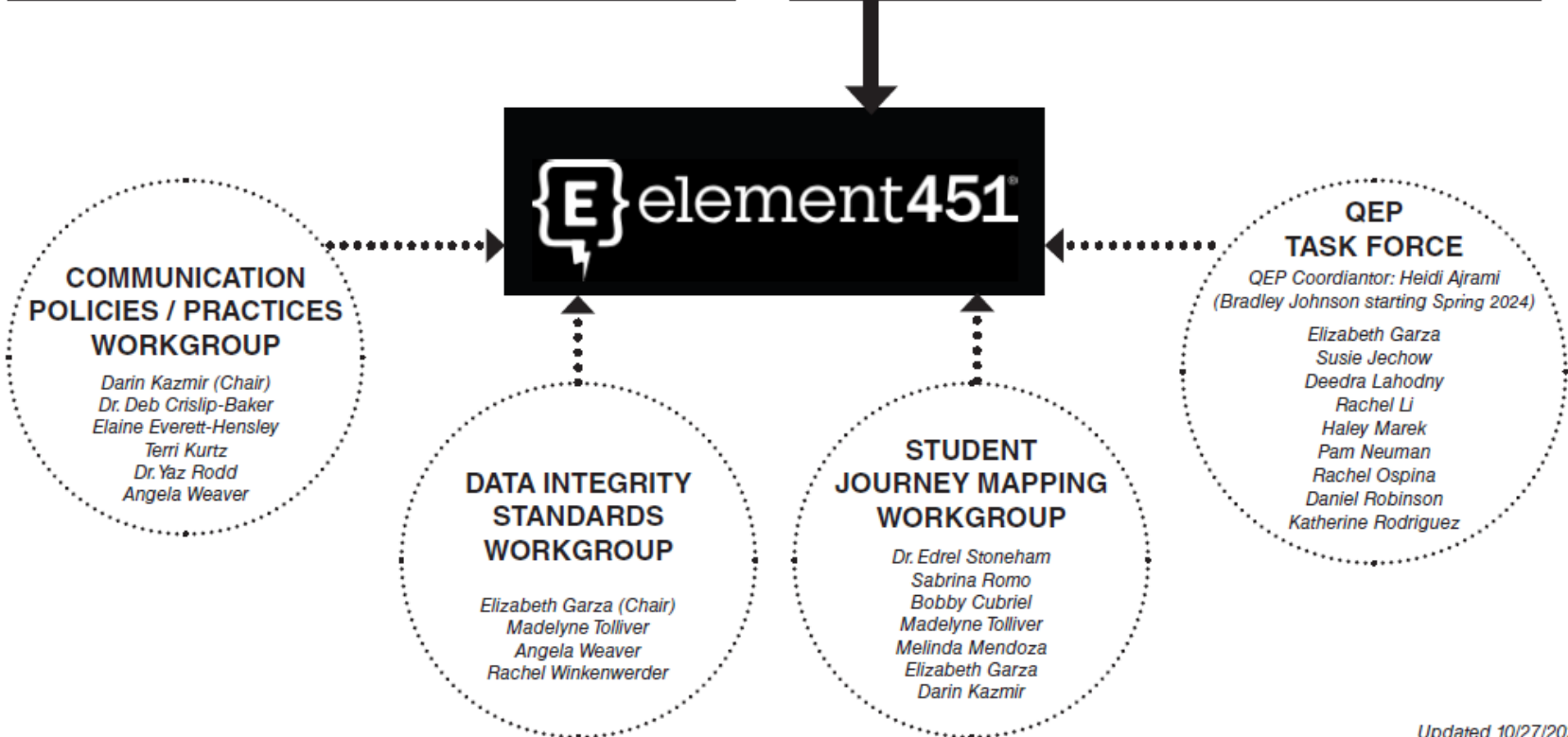
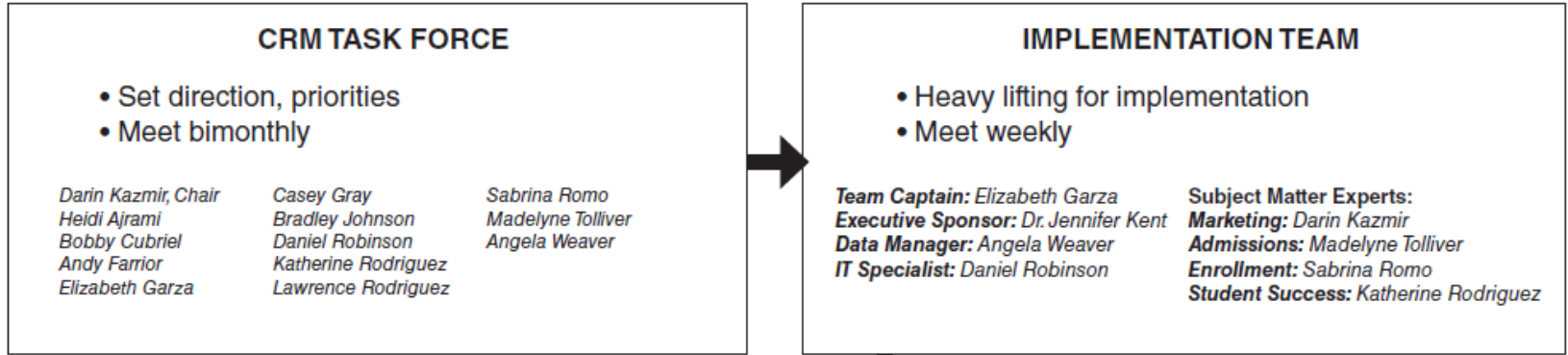


Received GEER SAAP grant to purchase a Comprehensive Student Engagement / Enterprise CRM System

Began implementation in Sept. 2023



Element451 Implementation



Becoming a Student-Centered College

STRATEGIC PLAN 2020-2025





Questions / Suggestions?