

# Strategic Plan 2021-2024

Start Here. Go Anywhere. Do Anything.

"We strive to develop goals that correspond to the four pillars of Guided Pathways and the California Community Colleges Vision for Success."

Primavera Arvizu, Vice President of Student Services



#### **California Community College Vision for Success**



1. Over five years, increase by at least 20 percent the number of California Community College students annually who acquire associate degrees, credentials, certificates, or specific skill sets that prepare them for an in-demand job.

2. Over five years, increase by 35 percent the number of California Community College students transferring annually to a UC or CSU.



3. Over five years, decrease the average number of units accumulated by California Community College students earning associate degrees.



4. Over five years, increase the percent of exiting CTE students who report being employed in their field of study.



 Reduce equity gaps across all of the above measures through faster improvements among traditionally underrepresented student groups.



6. Over five years, reduce regional achievement gaps across all of the above measures through faster improvements among colleges located in regions with the lowest educational attainment of adults, with the ultimate goal of closing regional achievement gaps for good within 10 years.

### CONTENTS

SECTION 01 President's Message	03
SECTION 02 Committees	04
SECTION 03 Mission, Vision, Values	05
SECTION 04 Our Community	06
SECTION 05 Our Students	09
SECTION 06 Goals and Objectives	12
SECTION 07 Notes on Data Sources	22

**NOTE:** This document displays icons next to each objective representing which of the **4 Pillars of Guided Pathways** and which **California Community College Vision for Success** goal each objective corresponds with. See the graphics to the left for a key to these icons.





Dr. Claudia Habib PC President

### **President's Message**

The 2021 Porterville College Strategic Plan is a result of a tremendous amount of work. The Strategic Planning Committee spent more than a year investigating, collecting input from various campus and community constituencies, and establishing goals and objectives for the college going forward. Data Team contributed with an analysis of the college's equity gaps. The draft document was reviewed, discussed, and approved by College Council, the broad-based college committee that serves to collaborate, plan, and advise the president on policy.

This plan reflects the commitment of the college to the twin goals of improving student success and advancing equity throughout the institution. The success metrics included here reflect the student's progression through their college journey, from onboarding, to engagement, to achievement of key momentum points, to finally, the completion of degrees, certificates, transfer, and improvement in economic outcomes. The data included here reflects both the progress already made, and the commitment of the college to continually improve how it serves students and the broader community. Moreover, these objectives are linked to the college's work on the four Guided Pathway Pillars and with the goals of the statewide Vision for Success for California Community Colleges.

In addition to the twin pillars of improving student success and closing equity gaps, this plan includes additional goals and objectives, measuring how we reflect and interact with the communities we serve and our organizational effectiveness, additional areas of concern that we always want to improve.

Ultimately, this Strategic Plan sets out the vision for the next few years of the college. As we approach a century of serving Porterville and the rest of southeastern Tulare County, we want the people of our region to choose Porterville College as the first step toward their future.

#### Start Here. Go Anywhere. Do Anything.

### **COMMITTEE MEMBERSHIP**



#### **College Council**

**Thad Russell** VP, Instruction (co-chair)

**Elizabeth Buchanan** Division Chair, Language Arts (co-chair)

**Vern Butler** CSEA President (co-chair)

Errin Sullivan Arcos Coordinator, Disability Resource Center

**Primavera Arvizu** VP, Student Services

**Rebecca Baird** CCA Representative

Kim Behrens Associate Dean, RN/Allied Health

Karen Bishop Division Chair, Social Sciences

Sherie Burgess Division Chair, Mathematics

**Michael Carley** Director, Institutional Research

James Carson Division Chair, Career & Technical Education

Joseph Cascio Athletic Director

**Osvaldo Del Valle** Dean of Instruction

Vickie Dugan Division Chair, Kinesiology

Chris Ebert Librarian

**Johanna Fisher** Manager, Human Resources

Claudia Habib President

Kendra Haney Division Chair, Natural Sciences

Jay Hargis CCA Chair

**Tiffany Haynes** Director, Financial Aid

Elizabeth Keele Division Chair, Health Careers

Melissa Long Outcomes Coordinator

Michelle Miller-Galaz Dean of Instruction Jonathan Miranda Interim Director, Enrollment Services

Jay Navarrette Director, Information Technology

Jasmin Quiñones Program Manager, Student Life & Leadership

Frank Ramirez Director, Student Services

Patricia Serrato Division Chair, Student Learning Services

**Robert Simpkins** Academic Senate President

James Thompson Division Chair, Fine & Applied Arts

Julian West Director, Student Equity & Success

Shauna Williams CSEA Vice President

Arlitha Williams-Harmon VP, Finance & Administrative Services

**Erin Wingfield** Dean, Student Success & Counseling

John Word Director, Maintenance & Operations

#### **Strategic Planning Committee**

**Primavera Arvizu** VP, Student Services

Michael Carley Institutional Research

Joseph Cascio Athletic Director

Nora Figueroa Classified

Anja Goebel Classified

Kendra Haney Faculty

Catherine Hodges Faculty

Jodie Logan Classified

Melissa Long Faculty

Esmerelda Rodriguez Student

### **MISSION/VISION**



**OUR MISSION:** With students as our focus, Porterville College provides our local and diverse communities quality education that promotes intellectual curiosity, personal growth, and lifelong learning, while preparing students for career and academic success.

In support of our values and philosophy, Porterville College will

- Provide quality academic programs to all students who are capable of benefiting from community college instruction.
- Provide comprehensive support services to help students achieve their personal, career and academic potential.
- Prepare students for transfer and success at four-year institutions.
- Provide courses and training to prepare students for employment or to enhance skills within their current careers.
- Provide developmental education to students who need to enhance their knowledge and understanding of basic skills.
- Recognize student achievement through awarding degrees, certificates, grants, and scholarships.
- **OUR VALUES:** Porterville College's core values define the character of the institution and are active ingredients in all that the college does. Through our commitment to these values, the college can better serve and be more responsive to its students, staff, and community:
  - Collaboration working together to encourage input and dialogue in a collegial and cooperative manner.
  - Respect treating each other with respect, trust, and dignity.
  - Innovation nurturing and supporting exploration of new ideas, programs, and services to enhance our service to the community.
  - Accountability continuously assessing where we are as a college and to assume responsibility for all that we do.
  - Equity reducing achievement gaps between demographic groups.
  - Participation fostering and encouraging the involvement of staff and students in campus activities and the various aspects of the college decision-making process.

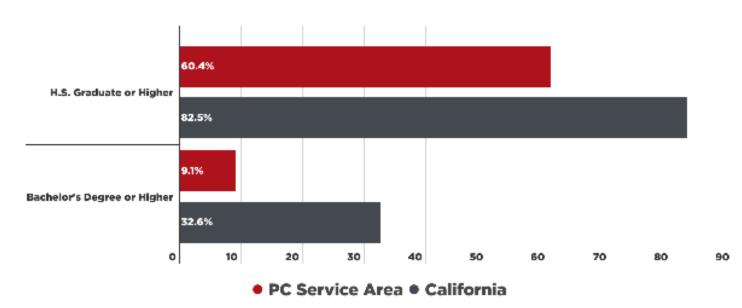
### **OUR PHILOSOPHY:** In support of our mission and values, Porterville College will base its decisions and actions upon the following beliefs:

- All students at Porterville College will be treated with respect and dignity regardless of who they are or the goals they have established for themselves.
- The College staff will provide the best service possible to its students in order for them to meet their individual academic or vocational goals.
- The College will encourage innovation, creativity, and new ideas and will support professional development opportunities.
- As an integral part of the community, the College will develop and enhance partnerships with schools, colleges, universities, businesses and community-based organizations to respond to the educational, workforce, and economic development needs of the region.
- As an integral part of the Kern Community College District, the College will participate in and be actively involved with all district-wide committees and governance structures.

# OUR COMMUNITY

#### **EDUCATIONAL ATTAINMENT**

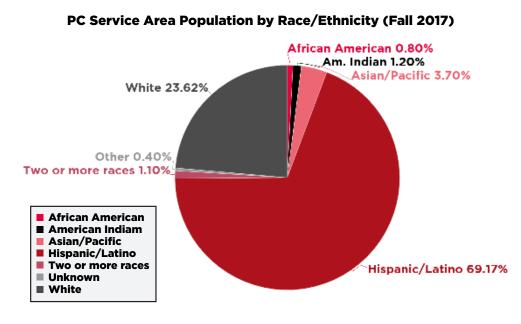
As of 2017, just over three in five residents of the Porterville College service area had at least a high school diploma and only 9 percent had a bachelor's degree or higher. Both are well below the state as a whole.



### Educational Attainment - 25 Years and Over (2017)

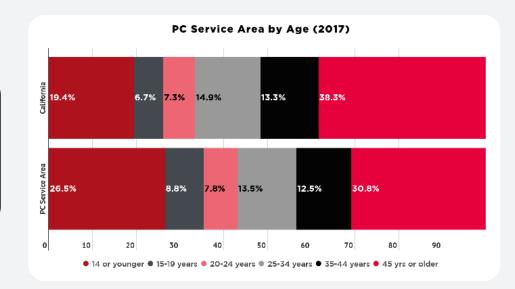
### **OUR COMMUNITY**





#### RACE AND ETHNICITY

More than two-thirds of people in the PC service area are Hispanic and just under a quarter are White.

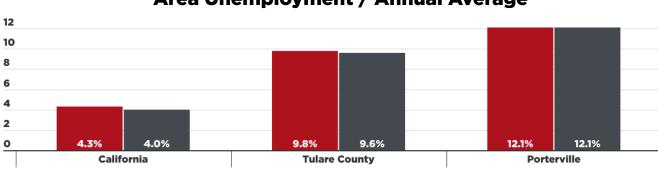


#### Age

Residents of the PC service area are younger, on average, than statewide, with those under 20 representing more than a third of the population.

#### **UNEMPLOYMENT RATES**

The unemployment rate in Tulare County is consistently higher than the state average and the rate for the PC service area higher still.



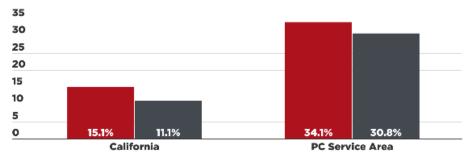
#### Area Unemployment / Annual Average

• 2018 • 2019

### **OUR COMMUNITY**



#### Porterville Income Below Poverty Level (2017 Estimate)



All People • All Families

**Median Household income** 

#### **Poverty Level**

The percent of the population in the PC service area living below the poverty level is more than twice the statewide rate.

#### Income

The median household income in the PC service area is roughly half the statewide median.

 70,000

 60,000

 50,000

 40,000

 30,000

 20,000

 10,000

 0
 \$67,169

 \$33,881

 California
 PC Service Area



### **OUR STUDENTS**





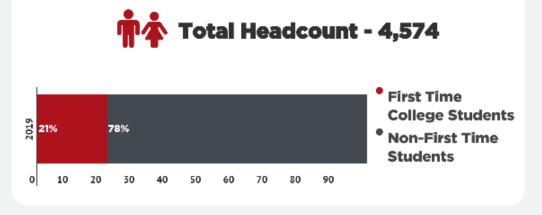
### **OUR STUDENTS**



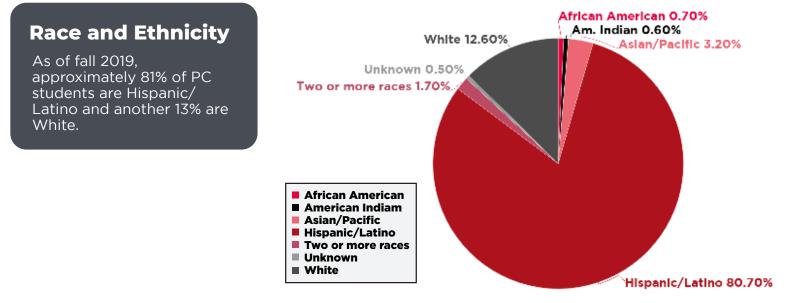


#### First-Time College Students

Of the 4,574 students enrolled in the fall 2019 term, 21% were first-time college students.

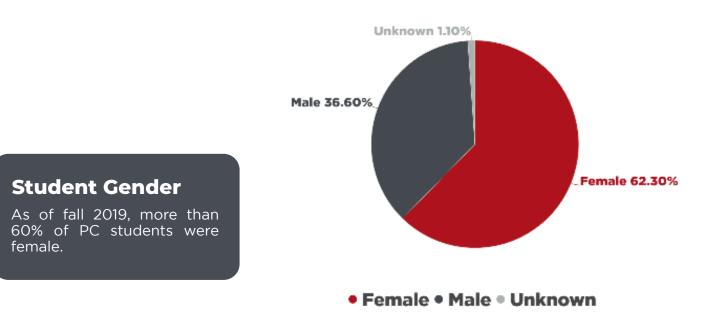


#### Porterville College Population by Race/Ethnicity (Fall 2019)



### **OUR STUDENTS**

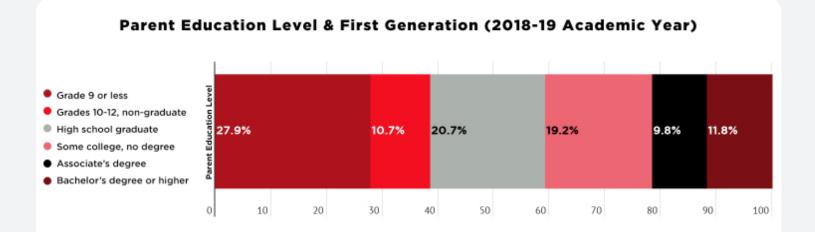




#### Porterville College Student Population by Gender

#### **Parent Educational Level**

This chart shows the highest education level of either parent for PC students enrolled in the 2018-19 academic year. Those whose parents have no additional education beyond high school (59.3%) are considered first-generation college students.



### **Strategic Goal 1 MAXIMIZE STUDENT SUCCESS**

### Objective 1: Improve Onboarding of Students 🤘

	2016-17	2019-20	2021-22 Goal
% of students fully matriculated in first year	61%	66%	70%
% of students who take 15+ units in their first term	17%	28%	35%
% of students who take 30+ units in their first year	14%	21%	30%
% of students who enrolled in college-level English in first year	53%	78%	90%
% of students who enrolled in college-level math in first year	44%	59%	80%
% of students who enrolled in college-level English & math in first year	35%	54%	72%

### Objective 2: Increase Student Engagement 🖽

CCSSE Benchmark Scores	2014	2017	2022 Goal
Active & Collaborative Learning	53.6	49.8	52.0
Student Effort	55.1	54.1	No Goal Set
Academic Challenge	55.6	55.2	No Goal Set
Student-Faculty Interaction	49.7	50.7	52.0
Support for Learners	57.6	56.2	No Goal Set

Specific CCSSE Questions	2014	2017	2022 Goal
Asked questions in class/contributed to class discussions	54.3%	54.6%	60.0%
Number of books read on your own	18.0%	18.6%	20.0%

Extracurricular Activities	2019-20	2021-22 Goal
# of active clubs	10	11
Total sports offered	8	10
Total unique student-athletes	99	150

NOTE: This document displays icons next to each objective representing which of the 4 Pillars of Guided Pathways and which California Community College Vision for Success goal each objective corresponds with. See page 2 for a key to these icons.











### Objective 3: Improve Completion of Momentum Points 🖽

	20	16-17	2019-20	2021-22 goal
Fall-to-spring persistence		76%	78%	No Goal Set
Fall-to-fall persistence		59%	54%	No Goal Set
Completion of college-level English in first year		38%	48%	60%
Completion of college-level math in first year		28%	37%	50%
Completion of college-level English & math in first year		21%	29%	40%

### Objective 4: Improve Completion Rates 🖒 😗 💮 💿

	2016-17	2019-20	2021-22 Goal
# students receiving associate's degrees	372	622	684
# students receiving certificates of achievement	65	79	88
Average # units per associate's degree recipient	90	83	79

	Fall 2013	Fall 2016	Fall 2019
1st-time student cohort award within 3 years	12%	22%	25%
1st-time student cohort transfer within 3 years	14%	19%	22%
1st-time student cohort award or transfer within 3 years	20%	26%	30%





## REDUCE EQUITY GAPS

**Strategic Goal 2** 



#### Objective 1: Improve Onboarding of Students 🚯

We are committed to narrowing equity gaps wherever they exist. For this plan, we focused on the data items from goal 1, objectives 1, 3, and 4. We examined equity data for each of the items coming from our Student Success Dashboards, with a focus on gender, ethnicity, First Generation status, and where data were sufficient, DSPS participation. In some cases, equity gaps were small, inconsistent, or nonexistent, so no goals were set. In most others, we set a target of reducing existing gaps by approximately half. So, if there is an existing gap of 10 percentage points, we would usually set a target of 5 percentage points by the time the next plan is created. What you see below is a list of metrics examined, the percentage point gap existing in the most recently available data, and the target set for improvement.

Gender		2019-20	2021-22 Goal
Data show the percentage point	% of students who take 15+ units in their first term	NA	NA
gap between women and men,	% of students who take 30+ units in their first year	5	2
where women have the higher	% of students who enrolled in college-level English in first year	5	2
rates for each metric.	% of students who enrolled in college-level math in first year	4	2
	% of students who enrolled in college-level English & math in first year	4	2
Ethnicity			
Data show the percentage point	% of students who take 15+ units in their first term	NA	NA
gap between White and	% of students who take 30+ units in their first year	NA	NA
Hispanic students, where White	% of students who enrolled in college-level English in first year	NA	NA
students have the higher rates for	% of students who enrolled in college-level math in first year	4	2
each metric.	% of students who enrolled in college-level English & math in first year	NA	NA
First Generation			
Data show the percentage point	% of students who take 15+ units in their first term	12	3
gap between non-First Generation and	% of students who take 30+ units in their first year	7	3
First Generation students,	% of students who enrolled in college-level English in first year	NA	NA
where non- First Generation students have the	% of students who enrolled in college-level math in first year	6	3
higher rates for each metric.	% of students who enrolled in college-level English & math in first year	4	2
DSPS			
Data show the percentage point	% of students who take 15+ units in their first term	11	5
gap between non-DSPS	% of students who take 30+ units in their first year	10	5
participants and DSPS participants, where non-DSPS	% of students who enrolled in college-level English in first year	5	2
participants have the higher rates for	% of students who enrolled in college-level math in first year	26	13
each metric.	% of students who enrolled in college-level English & math in first year	21	10



### **Objective 3: Improve Completion of Momentum Points**

Gender		2019-20	2021-22 Goal
Data show the percentage point	Fall-to-fall persistence	13	5
gap between women and men, where women have the higher rates for each metric.	Completion of college-level English in first year	9	4
	Completion of college-level math in first year	8	4
	Completion of college-level English & math in first year	6	3
Ethnicity			
Data show the percentage point gap between	Fall-to-fall persistence	NA	NA
White and Hispanic students, where White	Completion of college-level English in first year	6	3
students have the higher rates for each metric.	Completion of college-level math in first year	NA	NA
First Generation			
Data show the percentage point gap between	Fall-to-fall persistence	7	3
non-First Generation and First Generation	Completion of college-level English in first year	9	4
students, where non- First Generation	Completion of college-level math in first year	8	4
students have the higher rates for each metric.	Completion of college-level English & math in first year	7	3
DSPS			
Data show the percentage point	Fall-to-fall persistence	NA	NA
gap between non-DSPS participants and DSPS participants, where non-DSPS participants have	Completion of college-level English in first year	14	7
	Completion of college-level math in first year	17	8
the higher rates for each metric.	Completion of college-level English & math in first year	11	5







### **Objective 4: Improve Completion Rates**

Gender		2016 cohort	2019 cohort Goal
Data show the percentage point gap between	1st-time student cohort award within 3 years	10	5
women and men, where women have the higher	1st-time student cohort transfer within 3 years	9	4
rates for each metric.	1st-time student cohort award or transfer within 3 years	10	5
Ethnicity			
Data show the percentage point gap between	1st-time student cohort award within 3 years	NA	NA
White and Hispanic students, where whites have	1st-time student cohort transfer within 3 years	NA	NA
the higher rates for each metric.	1st-time student cohort award or transfer within 3 years	NA	NA
First Generation			
Data show the percentage point gap between non-First	1st-time student cohort award within 3 years	NA	NA
Generation and First Generation students, where non- First Generation	1st-time student cohort transfer within 3 years	5	2
students have the higher rates for each metric.	1st-time student cohort award or transfer within 3 years	5	2
DSPS			
Data show the percentage point gap between	1st-time student cohort award within 3 years	10	5
non-DSPS participants and DSPS participants, where non-DSPS	1st-time student cohort transfer within 3 years	16	8
participants have the higher rates for each metric.	1st-time student cohort award or transfer within 3 years	14	7

### Strategic Goal 3 ENHANCE COMMUNITY CONNECTIONS

#### Objective 1: Provide Workforce Programs That Respond to Local Needs

	2016-17	2019-20	2021-22 goal
# of unique students receiving CTE degrees	148	214	220
# of unique students receiving CTE certificates of achievement	58	57	60
% of CTE programs with advisory committees	NA	NA	100%

SSM Employment Metrics	2014-15	2017-18	2021-22 Goal
% Unemployed non-transfer students who became employed	62%	68%	No Goal Set
Median annual earnings, non-transfer exiting students	\$20,811	\$22,774	No Goal Set
Median change in earnings, non-transfer exiting students	21%	35%	No Goal Set
% of non-transfer exiting students who attained the living wage	53%	57%	No Goal Set

2014-15	2016-17	2018-19	2021-22 Goal
% Students in CTE Outcomes Survey who are working in job closely related to field of study	59%	71%	76%

#### **Objective 2: Reflect and Interact with Communities We Serve**

	2016	2019	2022 Goal
% of employees who attend community meetings or events	45%	27%	No Goal Set







### Strategic Goal 4 STRENGTHEN ORGANIZATIONAL EFFECTIVENESS

#### **Objective 1: Meet & Exceed External Standards**

	2016-17	2019-20	2021-22 goal
% accreditation institution-set standards met	77%	100%	100%
Full-time faculty percentage	No Data	59.75%	No Goal Set

	2017-18	2018-19	2019-20	2021-22 goal
College reserve %	38%	32%	31%	No Goal Set

#### **Objective 2: Optimize Enrollment**

	2015-16	2018-19	2021-22 goal
Annual FTES	2,980.3	3,234.4	3,432.4

	2016-17	2019-20	2021-22 goal
# dual enrollment sections	41	52	56
# annual dual/concurrent enrollments	870	1,353	1,463

	Fall 2016	Fall 2019	Fall 2022 goal
High school enrollment yield	40.7%	42.7%	45.0%









### **Objective 3: Improve Trust & Collaboration**

#### Climate Survey Trust Questions

	2016	2019	2022 Goal
Trust between classified & faculty	75%	71%	80%
Trust between classfied & management	76%	48%	76%
Trust between faculty & management	67%	49%	67%
Trust between colleges & district office	51%	41%	51%
Trust between colleges	41%	35%	45%

#### Climate Survey Communication Questions

	2016	2019	2022 Goal
Relevant information communicated throughout district	66%	49%	66%
Relevant information communicated at location	79%	60%	79%
Have sufficient information to do my job	92%	81%	92%
Representatives on governance committees adequately inform me	76%	66%	76%
Representatives on governance committees ask for my input	72%	60%	72%
Information flows upward through organizational structure	69%	42%	69%
Information flows downward through organizational structure	59%	38%	59%
Immediate supervisor keeps me informed	80%	75%	80%
Immediate supervisor asks for my input	76%	67%	76%



### **Objective 4: Provide Professional Development Oportunities**

Climate Survey Professional Development Questions

	2016	2019	2022 Goal
% Employees who attend staff development activities once a semester or more	51%	23%	75%
% Employees who feel they have adequate training	84%	59%	84%
% Employees who feel they have opportunities to learn and grow	75%	58%	75%
% Employees who feel encouraged and supported	75%	62%	75%

#### **Objective 5: Improve Facilities, Maintenance, & Safety**

**Climate Facilities Questions** 

	2016	2019	2022 Goal
% Employees who feel facilities are adequately maintained	81%	84%	90%
% Employees who feel they are provided adequate technology	84%	77%	90%

Student Satisfaction Survey Questions (% who answered 'excellent' or 'good')

	2015	2018	2022 Goal
Classroom facilities	68%	75%	80%
Computer labs	83%	86%	90%
Science lab facilities	68%	70%	75%
Studio & practice facilities (art, music, sports)	58%	56%	60%
Campus & parking lot lighting	43%	49%	55%
Campus security	44%	45%	55%

	2016-17	2019-20	2021-22 Goal
Percent work orders completed	93%	92%	No Goal Set

	2016	2019	2022
Criminal offenses on Porterville campus and vicinity	8	4	8

"Education is for improving the lives of others and for leaving your community and world better than you found it."

**TERVILLE COL** 

**Marian Wright Edelman** 

### **NOTES ON DATA SOURCES**



#### Notes on Data Sources

Below are a list of the data sources used for each of the objectives discussed above. For most of our student success and equity metrics, our sources are mostly KCCD Student Success and program review dashboards. We also use survey data, and in some cases, data from a particular department related to one or more of the objectives.

Goal One: Maximize Student Success	Data Source(s)
Objective 1: Improve Onboarding of Students	These data come from Student Success dashboards, except matriculation metric, which comes from program review dashboards.
Objective 2: Increase Student Engagement	CCSSE data come from Community College Survey of Student Engagement reports and raw data, conducted every three years. The benchmark scores are compared to ones for the entire CCSSE cohort, standardized to a mean of 50 for each cohort, meaning the PC benchmark scores above 50 are above the national average. We also set percentage-based targets, focusing on two specific CCSSE questions. Data on clubs and athletes come from student programs and Director of Athletics.
Objective 3: Improve Completion of Momentum Points	All data come from Student Success dashboards.
Objective 4: Improve Completion Rates	Degree and certificate data come from program review dashboards. Units per associate's degree comes from the Chancellor's Office Student Success Metrics. Award or transfer within three years comes from student success dashboards.

#### Goal Two: Reduce Equity Gaps

#### Data Source(s)

Objective 1: Improve Onboarding of Students	All data comes from Student Success dashboards.
Objective 3: Improve Completion of Momentum Points	All data comes from Student Success dashboards.
Objective 4: Improve Completion Rates	All data comes from Student Success dashboards.

### **NOTES ON DATA SOURCES**



Goal Three: Enhance Community Connections	Data Source(s)
Objective 1: Provide Workforce Programs That Respond to Local Needs	CTE degree and certificate data come from program review dashboards.
	Data on advisory committees came from CTE dean; baseline data was unavailable.
	Data on employment, earnings, and students working in a job related to their field of study come from the Chancellor's Office Student Success Metrics.
Objective 2: Reflect and Interact with Communities We Serve	Data on employees attending meetings come from the KCCD Climate Survey.

Goal Four: Strengthen Organizational Effectiveness	Data Source(s)
Objective 1: Meet & Exceed External Standards	Accreditation data come from ACCJC annual reports, compiled by the Vice President of Instruction.
	Information on full-time faculty percentage comes from KCCD Human Resources.
Objective 2: Optimize Enrollment	Data on FTES come from Cognos FTES reports.
	Dual enrollment data comes from program review dashboards.
	High school enrollment yield data are compiled annually by the KCCD Office of Institutional Research.
Objective 3: Improve Trust and Collaboration	Trust and communication questions come from the KCCD Climate Survey.
Objective 4: Provide Professional Development Opportunities	Professional development questions come from the KCCD Climate Survey.
Objective 5: Improve Facilities, Maintenance, & Safety	Survey questions here are from the KCCD Climate Survey and the Student Satisfaction Survey.
	Work order data comes from SchoolDude software.
	Data on criminal offenses comes from annual Clery reports.



# PORTERVILLE

Porterville College 100 East College Avenue Porterville, CA 95236

PORTEF

(559) 791-2200 www.PortervilleCollege.edu