

**HIGHER EDUCATION WORKFORCE DEVELOPMENT WORK GROUP - HIGHER EDUCATION (HEWD)**

Lead Organization: Central Valley Higher Education Consortium, California State University, Fresno

<b>ACTIONS</b>	<b>STATUS</b>	<b>2009 - FINAL REPORT ACTIVITIES</b>
<b>GOALS AND OBJECTIVES OF CENTRAL VALLEY HIGHER EDUCATION CONSORTIUM</b>		
<p>Thanks to the California Partnership for the San Joaquin Valley, the Central Valley Higher Education Consortium (CVHEC) has become a regional educational resource to 27 colleges and universities in the Central Valley. Since inception, we have provided valuable services in helping improve college going rates in the region and built solid educational partnerships amongst participants which include the University of California, California State University system, California Community Colleges, and private universities and colleges.</p>	<p>O N G O I N G</p>	<p>CVHEC continues to identify and recruit low-income students who have the perception that college is "out of reach." With the support of the Partnership, CVHEC has informed, recruited and assisted many of our targeted student population to navigate the college registration system and financial aid application process, as well as provided counseling, academic assessments, educational planning and mentoring services.</p>
<p>Goal 1: Provide services to 1,000 targeted students</p>	<p>Complete</p>	<p>One thousand youth received college going information and completed intake services through CVHEC's outreach efforts at The College Place Center located in Manchester Mall, high schools in the region and consortium sites, as well as through referrals and contacts from community-based organizations familiar with CVHEC. Through these efforts, CVHEC was able to build its database and share information with consortium partners.</p>
<p>Goal 2: Provide counseling, career coaching, and academic planning.</p>	<p>Complete</p>	<p>Of the 1,000 targeted youth, 725 students completed a full regimen of counseling services, career coaching, and academic planning. Targeted students received the benefit of having opportunities to interface directly with career counselors, peer mentors, and student role models. This interaction has been a key strategy in helping demystify and clarify many questions students have about attending college and who otherwise would not have had the opportunity to walk onto a college campus or into their high school counselor's office to seek assistance because of their lack of basic understanding about how to enroll in college. The vast majority of students CVHEC serves are the first in their families to attend college and whose parents have basic education at best and never attended college.</p>

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<p>Goal 3: Ensure students receive academic assessment plans and understand their interest areas and potential.</p>	<p>Complete</p>	<p>CVHEC provided 365 follow-up sessions with targeted students that participated in completing detailed assessments identifying fields of interest and career options. Career counselors worked one-on-one with students to help identify various fields of interest and educational career options students could pursue based on particular individualized interests and aptitudes. Assessments given to students were provided in culturally and linguistically appropriate means as many targeted students are from non-English speaking families whose dominant language is something other than English. Those completing assessments gained the benefit of written plans to help direct and clarify goals and objectives related to their education.</p>
<p>Goal 4: Direct assistance to students with college applications</p>	<p>Complete</p>	<p>Throughout the grant period, CVHEC helped 550 students complete college applications to 2- and 4-year institutions. CVHEC assistance provided included the use of in-house computers for registration and FAFSA applications. Counselors and peer mentors provide one-on-one assistance to many of the students that otherwise may have been overwhelmed by the process of applying to college using online registration they were not familiar with. One of the characteristics of our targeted population is a reduced incidence of computers and internet access in student households. One of the main causes of this situation is related to lower average annual income for families whose financial position prohibits much other than basic household amenities.</p>
<p>Goal 5: Increase college enrollments</p>	<p>Complete</p>	<p>Of the 550 completed student enrollment applications 400 students are attending college. CVHEC is tracking enrollment via national college enrollment websites. As the organization grows, it is anticipated that this figure will increase based on increased capacity for the organization. The challenge for the immediate future is to maintain current organizational capacity and expand on a regional basis by strategically placing additional satellite centers in the Central Valley.</p>

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Goal 6: Monitoring and Evaluation	Ongoing	Through the use of online databases that track student enrollment, our goal is to continue to track and document the success of our targeted student population. Ensuring access is a primary goal for CVHEC as an organization however, just as important as access and recruitment is retention and matriculation. It is our plan to continue monitoring and evaluative efforts in order to gain insight and document lessons learned regarding how students fare in academic environments. Our hope is to continue to build partnerships within the organization promoting retention and academic support services needed in educational institutions to ensure student success at every level. Data gathered regarding success of the program may provide a basis to work closer with other organizations dedicated to ensuring educational access to colleges and universities.
Goal 7: Develop a college-going culture in the San Joaquin Valley	Ongoing	Continue to focus CVHEC activity on creating a knowledge base of information that is user friendly and that gains the reputation of being the number one resource for community based college education information services and assistance. CVHEC's fundamental focus would be centered around continued interaction with parents as well as potential students interested in attending the region's colleges and universities. CVHEC's activities would be to continue to provide information regarding educational access, including application information and assistance, financial aid application assistance (FAFSA applications), counseling, skills assessments, peer mentoring, and information dissemination within the region about college opportunities available in the Central Valley.

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Objective A: Improving educational access	Ongoing	Organize a series of workshops on an ongoing basis designed for parents and students sharing information about college opportunities. Use local electronic, print, and internet based outlets to assist in outreach and information sharing with communities in the region to advertise workshops. Develop a plan to create a pilot walk in Higher Education Walk-in Educational Center with hotline telephones connecting to College Place staff.
Objective B: Increase availability of financial aid information	Ongoing	Provide seminars for students and parents on how to apply for financial aid and what information is necessary to complete FAFSA applications. Provide staff training to counselors and peer mentors to better inform targeted population on financial aid availability. Work with region's colleges and universities to provide financial aid counselors to the College Place to provide information and service to students applying to their educational institutions.
Objective C: Organizational Development	Ongoing	Continue to build organizational capacity in order to effectively increase the number of students served. CVHEC will focus on expanding its efforts in building an organization reflective of the make-up of the region and is dedicated to ensuring educational access for students of the Central Valley
Objective D: Continue building and maintaining an effective governing board.	Ongoing	CVHEC is fortunate to have a governing board composed of recognized educational professionals representing the region's colleges and universities. This board is charged with the responsibility of maintaining the integrity of the organization, providing governance, and working closely with it's Executive Director in fulfilling its organizational mission. Together with it's Executive Director, the board has created its strategic plan and worked to provide direction and support as needed. A listing of CVHEC's governing board is attached for your review.

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Objective E: Strategic Plan: Implementation and refinement	Ongoing	<p>In order to help build and maintain an effectively managed organization, CVHEC engaged in a strategic planning effort resulting in a working document designed to focus the organization's efforts. CVHEC's strategic plan provides an operational framework which states mission, vision, and provides a set to goals and objectives for the organization. Board and staff will continually work to refine and maintain a current strategic plan in place and revise it as necessary in order to adjust to changing needs within the organization as well as changing dynamics in the field which over time will help the organization respond to challenges and capitalize on new opportunities. A copy of our strategic plan is attached for your review.</p>
Objective F: Sustainability	Ongoing	<p>Over the past several years CVHEC has been fortunate to have earned the support of major funding sources that include the Stuart Foundation, Walter S. Johnson Foundation, the City of Fresno, and our plans are to continue to reach out to other educational funding sources for additional support. Our development plan includes soliciting support from private individuals, government sources, private foundations, and corporate giving programs. We currently have proposals pending at the Fresno Regional Foundation, Ed Excelencia, and the Starbucks Corporation. CVHEC has also submitted letters of interest to the Blackie Foundation, Arrillaga Foundation, College Access Fund, William and Flora Hewlett Foundation, Castellanos Foundation, and has plans to actively solicit proposal opportunities on an ongoing basis. The organization has been actively engaged in also pursuing FIPSE grant opportunities and TREO funding as well. CVHEC works closely with several local grant writers and development consultants in helping surface funding as well as pursuing leads developed by its board members.</p>