



Silicon Valley Higher Education Roundtable Asset Mapping Project

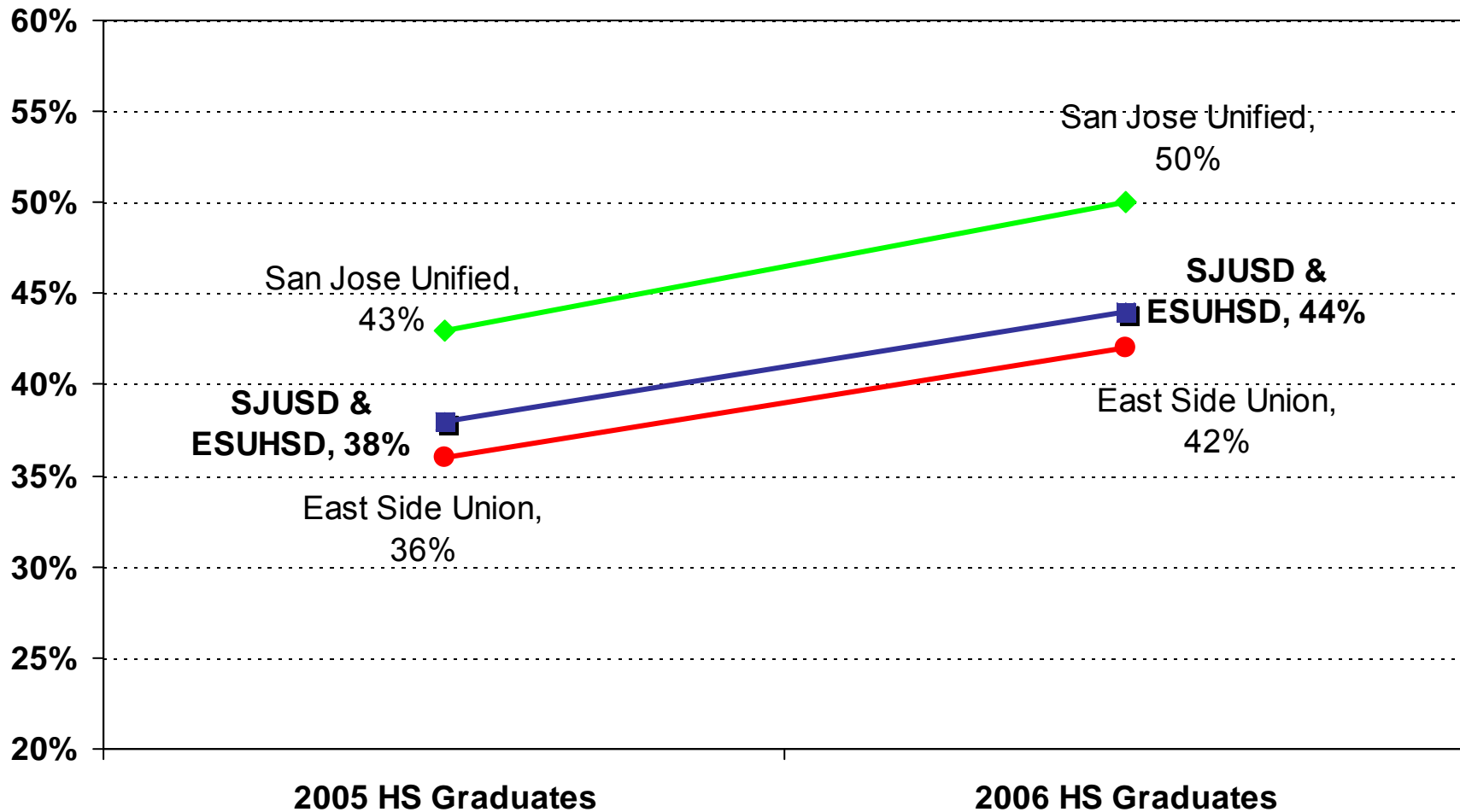
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SilVHER charge to Educational Partnership Center

- Provide data on college going and transfer in the SilVHER region.
- Create an asset map of the programs currently engaged in providing support to increase college going rates and transfer in the SilVHER region
- Provide an analysis of the data collected and recommend possible next steps for SilVHER

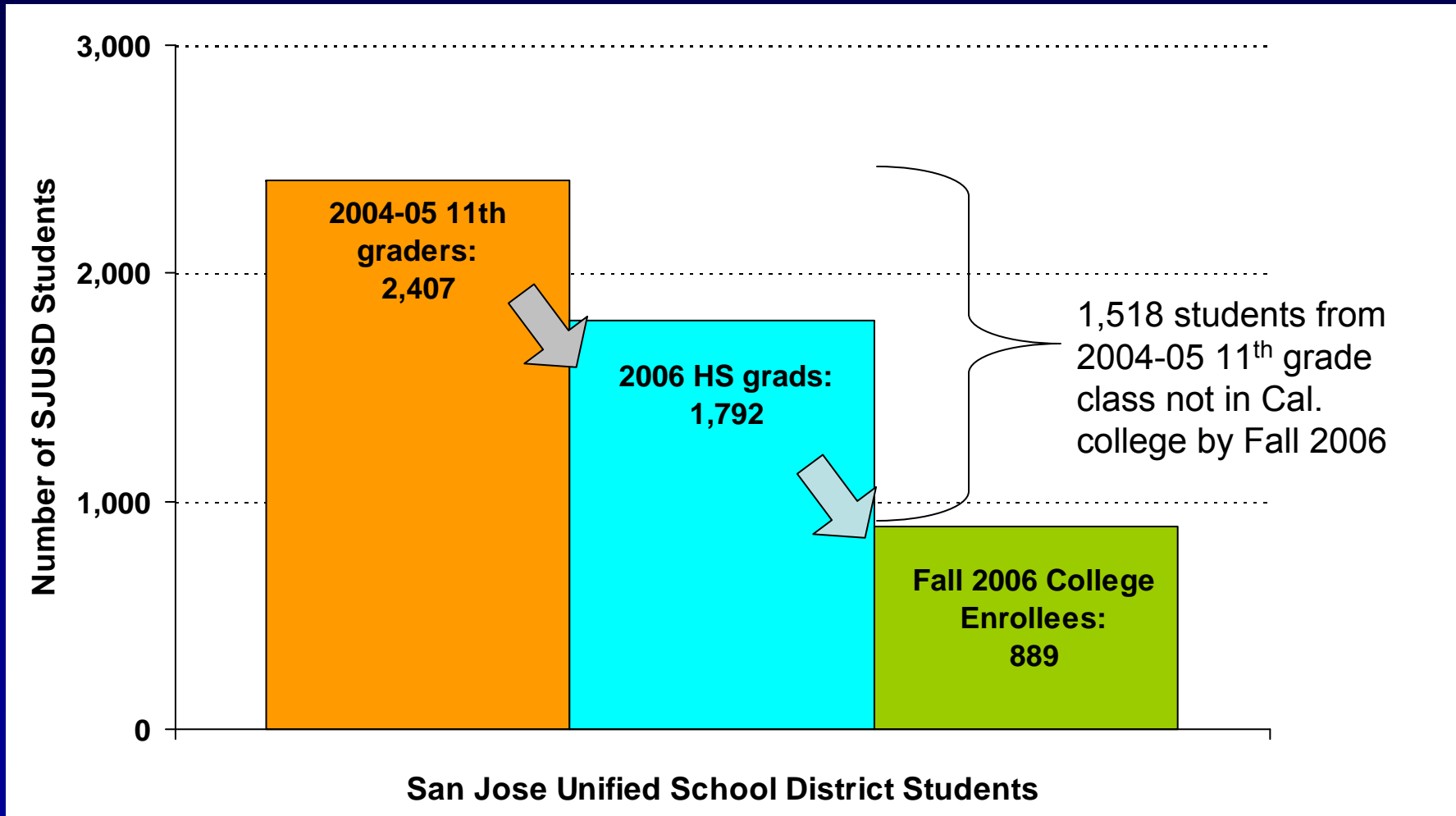
College Enrollment Rates: East Side Union & San Jose Unified School Districts



Note: Percentages represent fall in-state enrollment at CCC, CSU, or UC.

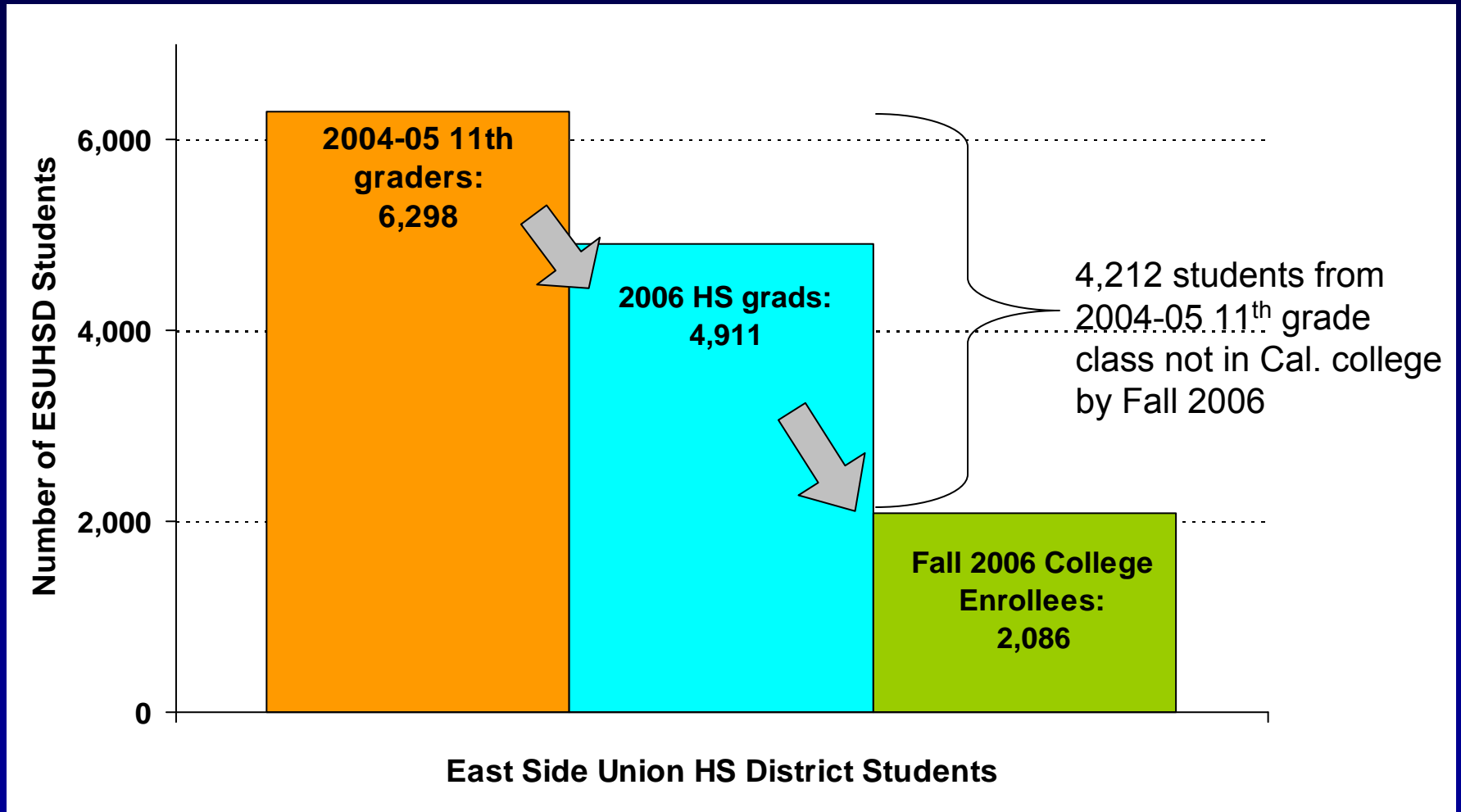
Source: California Postsecondary Education Commission

How many students from San Jose Unified did NOT go to college?



Note: College enrollment includes CC, CSU, and UC
Source: California Postsecondary Education Commission

How many students from East Side Union did NOT go to college?



Note: College enrollment includes CC, CSU, and UC
Source: California Postsecondary Education Commission

Transfers from SiVHER CC to UC/CSU, 2006-07 To 2007-08

Seven SiVHER Comm. Colleges	Pct. of Total Enrollment that Transferred to UC/CSU	Number Transferred to UC/CSU
Highest Transfer Rate	4.50%	1,826
Median Rate	2.11%	688
Lowest Transfer Rate	1.50%	288
Average / Overall	2.80%	4,379

SILVHER Asset Mapping Data

Results and Conclusions

Methodology

1. Develop the data collection template; share it with the Working Council.
2. Coordinate on-campus meetings through campus V.P.
3. Collect program data and build the database.
4. Notify V.P. or other campus representatives of receipt of data to confirm completion.
5. Create asset mapping Web tools and data summary report.
6. Present the data and Web site tools to SiVHER.
7. Provide analysis and recommendations.

SiVHER Institutions Represented in Asset Map Database

College	Num. Programs in Database
De Anza College	6
Foothill College	8
Mission College	6
West Valley College	6
San Jose City College	2
National Hispanic University	2
San Jose State University	19
UC Santa Cruz	3
Total	52

Services Provided by Programs

Most Common Service Areas	Pct. of Programs
College Applications & Admissions Process	60%
Financial Aid Process	50%
Academic Advising & Counseling	48%
College/Career Exploration & Advising	48%
Parent Outreach	46%
College Campus Visits	46%
College Transfer Process	44%

Services Provided by Programs

Other Service Areas	Pct of Programs
Non-Academic Support (e.g., housing, cult. activities, transition to college)	12%
Test Preparation (e.g., SAT, GED)	12%
Summer Programs	15%
Guest Speakers	29%
Academic Prep/Tutoring	33%

Number of Services Provided, By School Type and Service Area (Most Common Services)

<i>Type of Schools Where Services Are Provided:</i>						
<i>Most Common Service Areas</i>	<i>Elem. or Middle (any)</i>	<i>High Schools (any)</i>	<i>East Side Union HS District</i>	<i>San Jose Unified School District</i>	<i>Two-year colleges</i>	<i>Four-year colleges</i>
College Applications & Admissions Process	0	203	107	50	20	4
Financial Aid Process	0	153	72	40	18	2
College/career exploration and advising	0	118	48	18	30	6
Parent Outreach	4	112	55	12	4	1
College Campus Visits	0	111	50	16	34	6

Number of Services Provided, By School Type and Service Area (Least Common Services)

Least Common Service Areas	<i>Type of Schools Where Services Are Provided:</i>					
	<i>Elem. or Middle (any)</i>	<i>High Schools (any)</i>	<i>East Side Union HS District</i>	<i>San Jose Unified School District</i>	<i>Two-year colleges</i>	<i>Four-year colleges</i>
College Transfer Process	0	63	19	8	29	7
Academic Advising & Counseling	3	41	22	7	26	8
Academic prep/ tutoring	9	45	26	8	5	7
Guest Speakers	0	64	29	9	9	0
Non-academic support	0	26	8	1	6	4
Summer Program(s)	0	26	17	1	0	2
Test Preparation (e.g., SAT, GED)	0	14	13	0	10	0

Transfer Services

- ▶ 23 transfer-related programs were reported.
- ▶ Examples of Transfer-Related Programs/Offices:
 - De Anza – *Articulation and Transfer Services*
 - Foothill – *Articulation*
 - Mission – *Transfer Center*
 - National Hispanic Univ. – *Student Success Program*
 - San Jose City – *Career Transfer Center*
 - San Jose State – *EVC to SJSU Transfer Program*
 - UC Santa Cruz – *Transfer Partnerships Program*
 - West Valley – *Transfer Center*

Services for College Knowledge

Type of College Knowledge Service Provided	<i>Number of Programs that Provide College Knowledge Support to:</i>		
	HS Students	Two-year college students	Four-year college students
College Application and Admissions Process	20	9	4
Campus Visits	13	11	4
College/ Career Exploration & Advising	13	11	2



Types of Schools That Receive Program Services

Schools/Institution Types	Pct. of programs that serve this type
Middle school or elementary school	6%
High Schools (any)	52%
East Side Union HS District	40%
San Jose Unified School District	29%
Two-year colleges	37%
Four-year colleges	23%
Other K-12 schools not in ESUHSD or SJUSD, including private schools	29%

Populations Served by the Programs

Population Served	Pct. of Programs
Pre-K – 5 th grade students	10%
Middle school students	17%
High school students	58%
Pre-transfer college students	63%
Post-transfer college students	37%
Any College Student (including pre/post transfer)	69%
Parents	46%

Conclusions

To Meet the Needs of Students:

1. Improve outreach to underrepresented students
2. Develop a seamless flow of information
3. Career-to-college focus, and build from your strengths

Ideas to Consider from the data

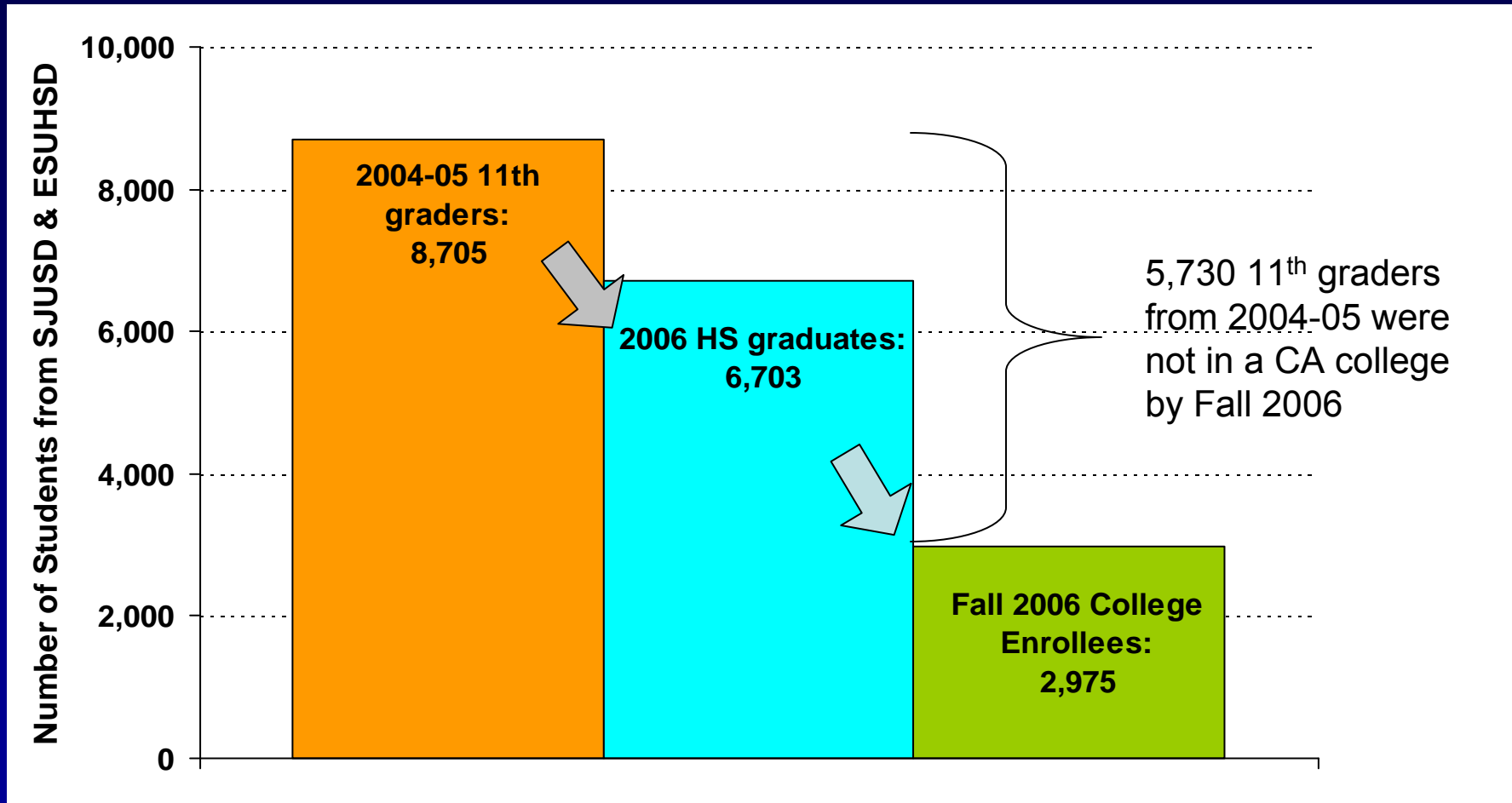
- ▶ Target middle schools where few programs are currently working for counseling, academic support, parent outreach
- ▶ Provide more support in San Jose Unified High Schools
- ▶ Half of the programs attempt to reach parents--there is a perceived need to do more in depth work with parents, build on the synergy of working collaboratively.
- ▶ Create common outreach materials with the target market of middle school families

- ▶ Continued...

Ideas to Consider (cont.)

- ▶ Provide cross-institutional planning of seamless pathways through common materials
- ▶ Take a data-driven approach in high school to target students for community college and get them into a community college class during high school.
- ▶ Create a focused going-to-college week/month that gives a focus to bring all agencies and media together at a certain time around the different efforts all are engaged in.

How many students from San Jose Unified and East Side Union did NOT go to college?



Note: College enrollment includes CC, CSU, and UC
Source: California Postsecondary Education Commission

Recovery of these students in financial terms:

High Schools

- ▶ ~2,000 students lost between 11th grade and HS graduation
- ▶ 2,000 Students X \$7,740* =
- ▶ **\$15,480,000 loss for one year**

- ▶ If we could help 50% of these students (1,000) through 12th grade...
- ▶ Additional revenue equals
- ▶ **= \$23,220,000 (per graduating class)**
- ▶ *http://www.greatschools.net/cgi-bin/ca/district_profile/655/#fina

Community Colleges

- ▶ ~5,000 students lost 11-CC
- ▶ If we recovered 50% of 5,000 (2,500) students X \$5200* per year X 2 years

- ▶ **= \$26,000,000 per additional entering class**

*<http://www.berkeleydailyplanet.com/issue/2008-01-29/article/29054>

What would it take to create a structure to support this work?

- 1) Committed, talented full time leader (1FTE)
- 2) Clear partnership commitments among universities, community colleges and K-12
- 3) Designated staff time at schools to participate in the coordination
- 4) Dedicated staff at school sites to implement the approaches
- 5) Resources to make this happen - recommend minimum \$300,000 per year for at least three years
- 6) Tie the effort into an existing infrastructure.