

**EDUCATIONAL MASTER PLAN UPDATE
LOS ANGELES VALLEY COLLEGE
MAY 13, 2008**

Los Angeles Valley College (LAVC) is in the process of developing a comprehensive Educational Master Planning (EMP) to be completed in summer 2008. This response to the Chancellor's September 7, 2007 request is drawn from that larger process.

Question 1: Estimate of Future Capacity Needs

The future capacity needs (i.e., facilities) are largely a function of enrollment and program offerings. Historically, 75% of LAVC's enrollment has come from the College's Immediate Service Area (ISA): Burbank; North Hills, North Hollywood; Pacoima; Sherman Oaks; Studio City; Sun Valley; Valley Glen; Valley Village; Universal City; and Van Nuys.

Factors to consider in projecting LAVC enrollments:

- The number of 15-35 year olds in the ISA is on a strong upward trend.
- Educational attainment and annual family income in the ISA are relatively low: 29% of adults have less than a high school diploma as compared to 23% in the San Fernando Valley. Family income is \$42,100 as compared to \$51,400 in the San Fernando Valley – a 20% difference.
- Over the last 35 years the ISA's Caucasian population has dropped from 80% to 40% while the Hispanic population has grown from 20% to 60%. LAVC's Caucasian enrollment has dropped similarly over the same period, but Hispanic enrollment has grown to just 40%.

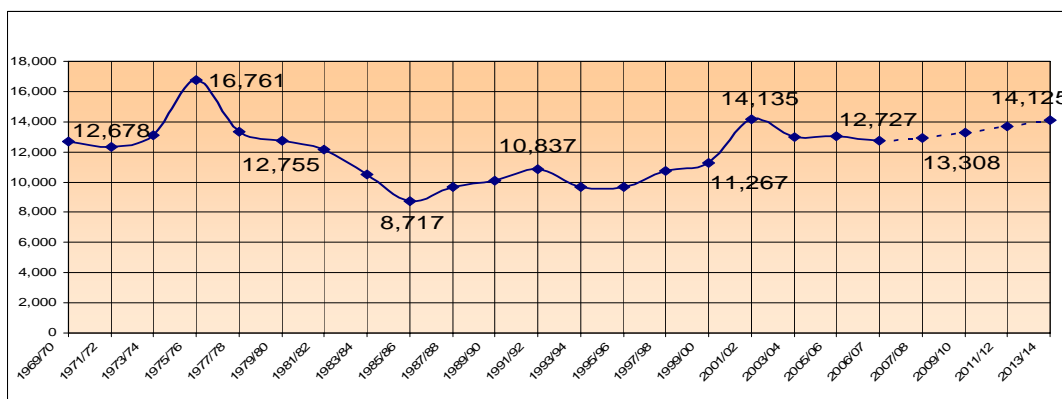
Based on these trends, LA Valley College will place greater emphasis on outreach to the local schools, basic skills, and programs to attract and support underrepresented and/or first generation students.

LAVC Enrollment Target

LAVC has set a steady 1.5% growth target -- to 14,125 FTES in 2013-14, based on the following:

- A desire to grow and an increase in headcount enrollment the last two years.
- A stronger emphasis on outreach, basic skills and enhancing programs.
- Past growth has correlated to economic recessions like the one being entered.

The following graph shows LAVC's FTES enrollment since 1969-70 and growth at a rate of 1.5% per year, which would place enrollment close to its last peak in 2001-02.



Question 2: 5 – 10 Occupation and General Education Identified for New or Enhanced Occupational & Program Areas

Data published by the California Department of Employee Development cite the following as the 15 highest growth jobs requiring an Associates Degree or Certificate (existing LAVC programs are highlighted):

Occupations for AA/Certificate Holders	Job Openings (2004-2014)	Yearly Job Openings
Registered Nurses	30,240	3,024
Automotive Service Technicians and Mechanics	7,470	747
Licensed Practical and Licensed Vocational Nurses	6,060	606
Preschool Teachers, Except Special Education	4,870	487
Medical Secretaries	4,710	471
Legal Secretaries	3,930	393
Computer Support Specialists	3,180	318
Hairdressers, Hairstylists, and Cosmetologists	2,800	280
Paralegals and Legal Assistants	2,790	279
Fitness Trainers and Aerobics Instructors	2,590	259
Dental Hygienists	2,540	254
Welders, Cutters, Solderers, and Brazers	2,410	241
Bus and Truck Mechanics and Diesel Engine Specialists	2,360	236
Massage Therapists	2,320	232
Chefs and Head Cooks	2,030	203

Following are the 15 highest growth jobs requiring a bachelor's degree:

Occupations for BS/BA Holders	Job Openings (2004-2014)	Yearly Job Openings
Elementary School Teachers, Except Special Education	22,460	2,246
General and Operations Managers	19,150	1,915
Secondary School Teachers, Except Special and Vocational Education	15,320	1,532
Business Operations Specialists, All Other	14,990	1,499
Accountants and Auditors	13,880	1,388
Property, Real Estate, and Community Association Managers	8,270	827
Teachers and Instructors, All Other	7,220	722
Computer Software Engineers, Applications	5,590	559
Special Education Teachers, Preschool, Kindergarten, and Elementary School	4,850	485
Sales Managers	4,750	475
Financial Managers	4,730	473
Management Analysts	4,710	471
Computer Systems Analysts	4,120	412
Producers and Directors	3,980	398
Network Systems and Data Communications Analysts	3,360	336

A cluster analysis of the above charts indicates the most jobs for AA/Certificate holders are in healthcare, especially nursing; personal wellness services; and administrative services. The most jobs for BS/BA holders are in K–12 Education, business, especially finance and accounting; and information technology.

LAVC New and Enhanced Programs

Based on the above, interviews with faculty and other sources, the following are proposed areas where programs could be initiated or enhanced (* denotes existing program):

- Business*
- Child Development*
- Computer Science/Information Technology*
- Environmental Science*
- Health Management
- Legal Services*
- Media Arts & Technology*
- Teacher Education
- One-Stop Workforce Development Center*
- Personal Wellness Services

LAVC will also develop more 2+2 programs with local colleges and universities.

Question 3: New Goals and Objectives Reflecting College Basic Skills Initiative “Action Plan” (including response to Basic Skills Self Assessment Process)

LA Valley College’s Basic Skills Initiative Action Plan contains four primary goals:

1. Offer a coordinated program reflected in the College’s organizational structure and aimed at student success (Organizational & Administrative Practices).
2. Systematize assessment, orientation, counseling, and financial aid to address needs of Basic Skills students (Program Components).
3. Establish and fund a Teaching and Learning Center (Faculty & Staff Development).
4. Focus curriculum on learner-centered instruction and student success (Instructional Practices).

The plan includes many strategies to move the College toward achieving these goals, including:

Immediate Strategies

1. Provide professional development in the use of Classroom Assessment Techniques.
2. Provide incentives for faculty.
3. Enhance communication for foundational skills (e.g., Brochures; website; mission statement; catalog).
4. Establish a Math Tutor Infusion Program.
5. Obtain CRLA certification for The Writing Center.
6. Evaluate composition and reporting structure for developing a Basic Skills Advisory Committee.
7. Assign a counselor to coordinate and assist in Basic Skills effort.
8. Visits to other colleges to experience effective practices.
9. Establish a Math Tutor Infusion Program (TIP) to enhance tutoring.
10. Track the success and retention rates of a cohort group of Basic Skills students to evaluate the effectiveness of the college’s Basic Skills Action Plan.

Ongoing Strategies

1. Continue STARS syllabus sharing and best practices workshop.
2. Have a Counseling Office Liaison provide information, make appointments, and gather data.
3. Target developmental education classes for visits by financial aid representatives.
4. Develop professional development workshops on Basic Skills: e.g., ESL, Math, etc.
5. Assess which entry/exit skills need to be aligned for noncredit, credit, ESL, English, Communication, Learning Skills, Math and speech; and revise and increase course offerings.

Question 4: New Goals & Objectives for Student Success in Response to District Strategic Plan, AARC/AB 1417 Measures, and Strategic Assessment of Technology

Goals and Objectives for Student Success

The Los Angeles County Community College District (LACCD) Strategic Plan contains the following goal: “Enhance all measures of student success,” with the desired outcome being to “Help students identify and achieve their educational goals – including transfer to four-year institutions, job and career preparation & placement, basic skills improvement & life-long learning.” During the ongoing EMP process, LAVC has proposed the following goal with objectives similar to those of the LACCD:

Goal: Increase student retention, persistence and success

Objectives

1. Increase in-course retention rate, first-term and first-year persistence rates, and success rate by 5% in 3 years and by 10% in 5 years.

2. Increase the number of transfer-degree-certificates awarded by 5% in 3 years and by 10% in 5 years.
3. Increase number of students successfully transitioning from basic skills to college-level courses by 3% in 3 years; by 5% in 5 years.
4. Show steady progress in achieving equity across all student groups in in-course retention rate; first-term and first-year persistence rate; success rate and degree-completion rates over next 5 years.

ARCC/AB1417 Performance Measures

A comparison of LAVC's record on the nine ARCC/A1417 performance measures indicates that it is on a par with peers. Moreover, LAVC's student success goal and objectives in the prior section will have a positive impact on ARCC/ AB1417 performance measures.

Strategic Assessment of Technology

Technology has been a high priority for LAVC. The College is in the process of updating the 2004 – 2009 Technology Plan, has received a Title V grant in support of technology, and initiated other efforts.

Current technology goals (many of which are ongoing) include:

1. Training faculty and staff in the use of software and hardware in both the classroom setting and in online teaching. This includes programs such as PowerPoint, Word, Excel, Blogs, Photoshop, Podcasting, and the college learning management system, Etudes.
2. Assessing the quantity and quality of computer lab assistants and IT staff.
3. Addressing disability access compliance.
4. Addressing emergency and security issues.
5. Increasing the number of smart classrooms.
6. Expanding online education, to include an online associate's degree, the prerequisites for nursing and the ability to complete specific certificates online.
7. Expanding student support services available online (e.g., orientation, tutoring).
8. Updating the college's webpage to be more usable and student-friendly.
9. Creating student and faculty portals.

Los Angeles Valley College Capacity/Facility Needs

As part of this process, LAVC is considering the facilities implications. The new Education Master Plan suggests several new facilities including a Media Arts Building, Workforce Development Center, Business Technology Building, New Environment Center, and Student Support Services. This process would also involve much needed campus modernization, general campus upgrades and a parking structure to allow room for new facilities. Also under consideration is a Valley Satellite in the Burbank area with targeted programs to meet the needs of LAVC's Immediate Service Area.