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# College History and Institutional Identity

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## History of Victor Valley College, 1961 – 2020

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Established in 1961 by and for the residents of the High Desert, Victor Valley College (VVC) has served as the region's primary provider of higher education for nearly 60 years. Before VVC had its permanent campus, the first classes were held at Victor Valley High School, the only feeder school in the area at the time. In 1964, local voters passed a \$2.5 million bond to fund construction of the first VVC buildings on a portion of the former Kalin Ranch site, chosen because it is central to the three largest nearby communities of Victorville, Hesperia, and Apple Valley. With each new expansion since, VVC has more closely matched its founders' vision of an institution that enriches the burgeoning community and helps students build a brighter future.

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## Vision

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*Committed to equity and social justice, Victor Valley College will be the model of an innovative community college through exceptional student experiences that drive success, promote civic engagement, and meet community needs.*

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## Mission

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Victor Valley College, in partnership with the community, is dedicated to providing opportunities for student learning and success through academic advancement, workforce development, and personal growth.

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## Values

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As a student-centered learning organization, VVC will uphold the following core values:

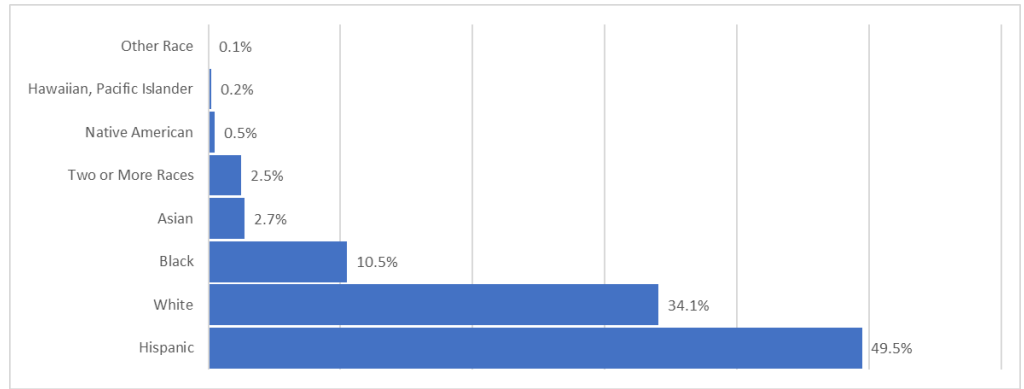
- ▲ Excellence – providing superior service and educational learning opportunities.
  - ▲ Integrity – guiding the college's actions with an internally consistent framework of principles.
  - ▲ Accessibility – facilitating access to the college's programs from other locations.
  - ▲ Diversity – valuing inclusion and different points of view and contributions of all groups..
  - ▲ Collaboration – encouraging recursive interaction of knowledge experience and mutual learning of people who are working together toward a common creative goal.
  - ▲ Innovation – providing creative approaches to learning, problem solving, and growth.
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## Victor Valley College Service Area Demographics - High Desert Communities

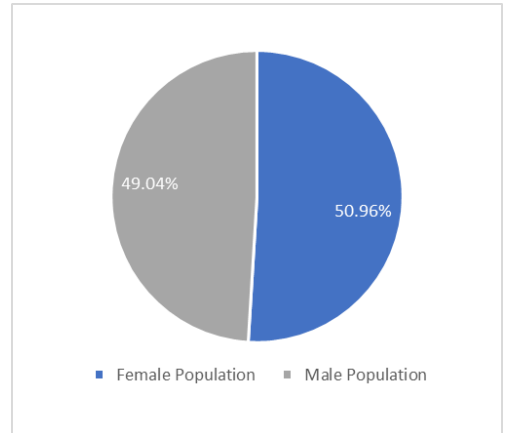
Victor Valley College serves many communities throughout the California High Desert region, the largest and primary community being Victorville. The remaining, largest communities in the service area include Adelanto, Apple Valley, Barstow, Hesperia, Lucerne Valley, Oak Hills, Phelan, and Wrightwood.

VVC’s service area is demographically diverse with 65.9% of the population being racial/ethnic minorities. The population is mostly Hispanic (49.5%). The remaining racial/ethnic composition of the service area population is White (34.1%); Black/African American (10.5%); Asian (2.7%); and Native American, Hawaiian/Pacific Islander, and Other Races each comprising less than 1% of the population. The largest Hispanic populations reside in Adelanto (62.30%) and Hesperia (56.60%).<sup>1</sup>



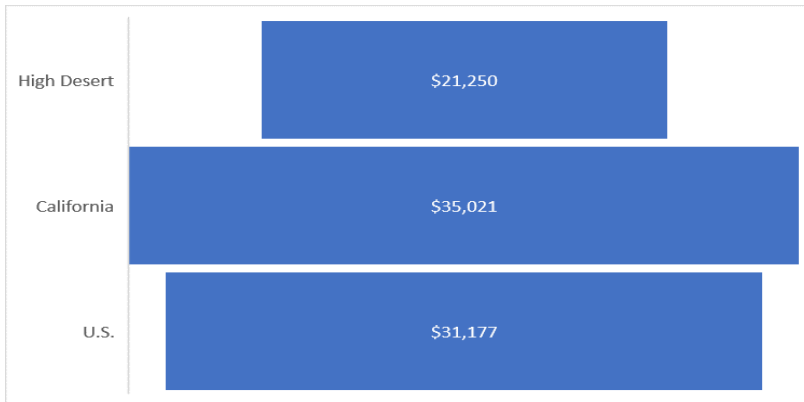
Victor Valley College Service Area Population by Race/Ethnicity

The male population (50.96%) in VVC’s service area is slightly higher than the female population (49.04%).<sup>1</sup>



Victor Valley College Service Area Population by Gender

### Per Capita Income of High Desert, California, U.S.



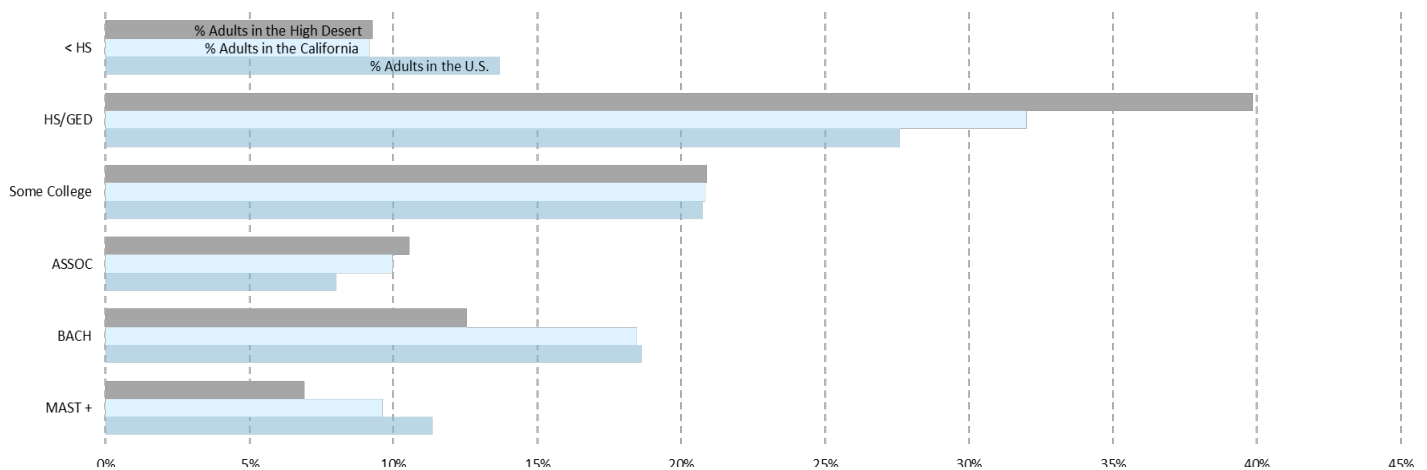
The average per capita income in VVC’s service area is \$21,250 which is more than 40% lower than California’s per capita income of \$35,021. The per capita income in the largest populated communities in the High Desert ranges from a low of \$11,788 in Adelanto to a high of \$32,884 in Wrightwood. The per capita income in Victorville is \$17,497.<sup>1</sup> The average family median income in the High Desert (\$55,043) is more than 30% below California’s which is \$71,228.

<sup>1</sup> American Community Survey, 2018. U.S. Census Bureau.

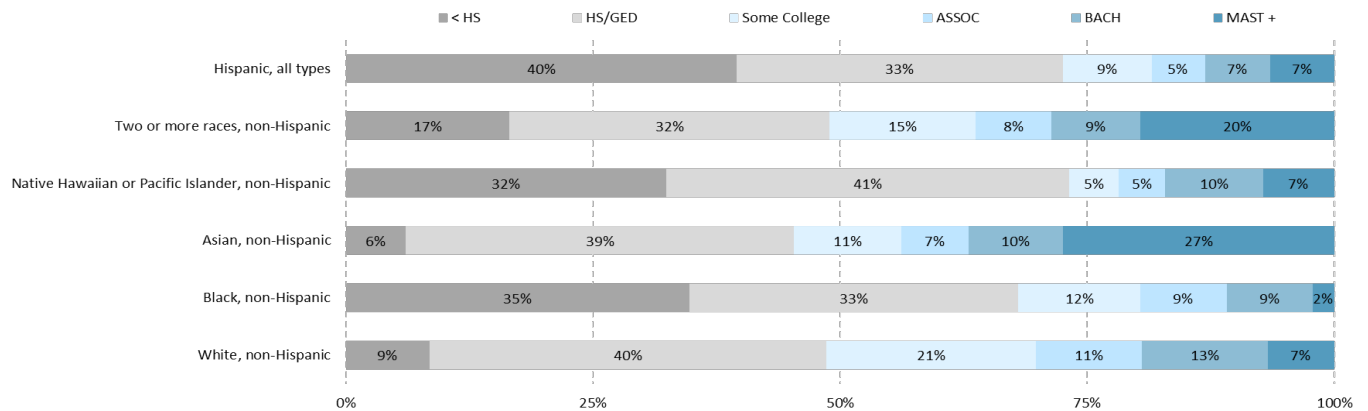


Regarding the educational attainment of the adult population (ages 25 and older) in the High Desert, 9% have as their highest level of education less than a high school education, 40% a high school diploma or equivalent, 21% some college, 11% an associate degree, and 20% a bachelor's degree or higher. In comparison to California educational attainment rates, adults living in the High Desert are 12% more likely to have as their highest educational attainment a high school diploma or equivalent. Most Hispanic (77%) and Black (68%) adults have a high school diploma/equivalent or less as their highest educational attainment. Moreover, Hispanic and Black adults are more likely than any other race/ethnicity to have less than a high school diploma as their highest educational attainment level, 40% and 35% respectively.<sup>2</sup> (Refer to the tables below.)

These data demonstrate Victor Valley College's critical role for increasing the economic and social mobility of the residents in the High Desert region by fostering higher educational attainment levels.



*Highest Educational Attainments of Adults in the High Desert, California, and U.S.*



*Highest Educational Attainments of Adults in the High Desert by Race/Ethnicity*

<sup>2</sup> Emsj, 2019. Victor Valley College Environmental Scan.



## Victor Valley College Enrollment and Student Demographics

Victor Valley College served 18,100 students in the last academic year (2019-20). The average VVC student is 24.5 years old and part-time (attempting 12.2 units per year). Both the average age and the annual units attempted have decreased in the past five years (see tables below).

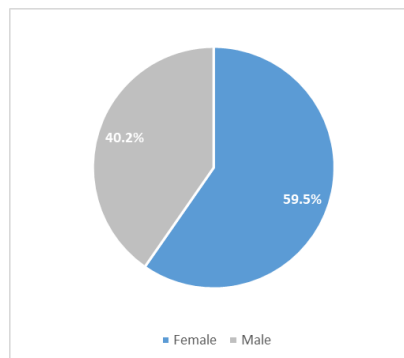
	2015-16	2016-17	2017-18	2018-19	2019-20
< 18	5.6%	7.3%	9.8%	12.5%	14.9%
18-20	34.9%	34.3%	34.3%	33.2%	32.9%
21-25	25.2%	24.9%	23.9%	23.4%	22.2%
26-30	11.8%	11.6%	11.3%	11.3%	10.9%
31-40	12.3%	12.1%	11.5%	11.5%	11.2%
41-50	5.7%	5.9%	5.6%	5.1%	4.9%
51-60	3.4%	2.9%	2.5%	2.3%	2.1%
>60	1.1%	1.0%	1.1%	0.9%	0.9%

	Headcount	Average Age	Annual Units Attempted
2015-16	15,379	26.0	14.2
2016-17	16,633	25.7	14.8
2017-18	17,166	25.2	14.5
2018-19	17,181	24.8	14.3
2019-20	18,100	24.5	12.2

In 2019-20, almost one-half of VVC students (47.8%) were ages 20 or less. These Generation Z learners (born from 1995-2005) are digital natives who are indoctrinated to fast delivery of content, data, and images from computers, video games, and the Internet. Research shows Generation Z learners want hands-on options and practical skills with employer internships; have a preference for digital learning; dislike lecture-test classrooms; want their education customized; expect to be able to work, learn, and study wherever and whenever they want; and love to explore using their own routes such as designing their own courses of study. Generation Z students spend an average of 15.4 hours per week on their smartphones, 10.6 hours on a laptop, and 13.2 hours watching television content, including streaming content. Preferences of Generation Z students are significantly different from past generations of students.<sup>3, 4, 5</sup>

Most students at VVC are female (59.5%) and their proportion of total enrollment has increased 2% over the past 5 years.

	Female	Male
2015-16	57.4%	42.4%
2016-17	57.4%	42.4%
2017-18	58.5%	41.3%
2018-19	58.8%	41.0%
2019-20	59.5%	40.2%

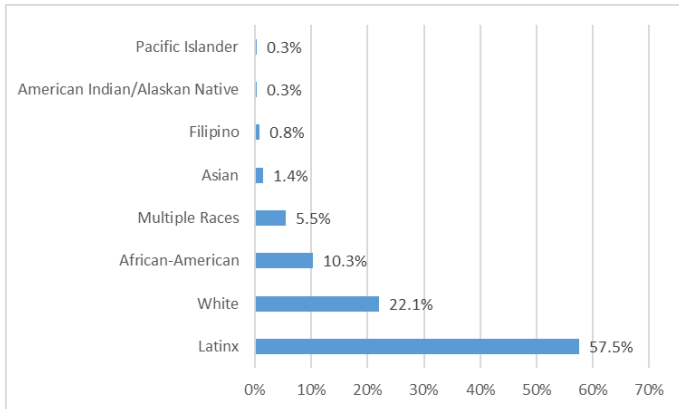


Victor Valley College Student Population by Gender

<sup>3</sup> Renfro, A. (2012, December 5). *Getting Smart*. Retrieved January 6, 2015, from Meet Generation Z: <http://gettingsmart.com/2012/12/meet-generation-z/>

<sup>4</sup> Northeastern University. (2014, November 18). *Innovation Imperative: Meet Generation Z*. *Innovation Imperative Series*. Retrieved from [http://www.northeastern.edu/innovationsurvey/pdfs/Innovation\\_Summit\\_GenZ\\_PollRes\\_KeyMess.pdf](http://www.northeastern.edu/innovationsurvey/pdfs/Innovation_Summit_GenZ_PollRes_KeyMess.pdf)

<sup>5</sup> Who is Gen Z Diagram Source: Hanover Research (2018). *Trends in Higher Education 2018*. <https://www.hanoverresearch.com/reports-and-briefs/trends-in-higher-education-2018/>.



	2015-16	2016-17	2017-18	2018-19	2019-20
Latinx	50.4%	52.3%	54.9%	56.6%	57.5%
White	28.3%	27.3%	25.6%	23.7%	22.1%
African-American	12.4%	11.5%	10.9%	10.7%	10.3%
Multiple Races	5.7%	5.5%	5.3%	5.5%	5.5%
Asian	1.3%	1.4%	1.4%	1.4%	1.4%
Filipino	0.9%	0.9%	0.9%	0.8%	0.8%
American Indian/Alaskan Native					
Native	0.2%	0.4%	0.4%	0.5%	0.3%
Pacific Islander	0.2%	0.2%	0.2%	0.2%	0.3%

*Victor Valley College Student Population by Race/Ethnicity*

Latinx students comprise 57.5% of the VVC student population. The proportion of the Latinx student population has increased a little more than 7% in the past five years. Similarly, U.S. undergraduate enrollment growth has primarily come from an increase in Hispanic enrollment and mostly at community colleges. It is further projected that U.S. higher education enrollment growth (to the year 2025) will continue to be from under-represented minority high school graduates.<sup>6, 7</sup>

Given this enrollment trend and the High Desert population demographics (described previously), the proportion of Latinx students (as a percentage of all student enrollment at VVC) is likely to increase.

## Victor Valley College Environmental Scan

In addition to data collected and provided above, several environmental scanning methods and resources were also utilized in the educational master planning process. A regional analysis was conducted by Emsi and reported in *Victor Valley College Environmental Scan and Program Demand Gap Analysis*. This report is included with the supporting planning documents available online at <http://www.vvc.edu/offices/oie/edmasterplan/emp.shtml>. Utilizing Emsi environmental scan findings VVC’s planning team identified essential opportunities, threats, and planning recommendations mostly related to demographics, instructional programs, infrastructure and operations, and organizational structure. The team’s recommendations are threaded throughout this plan.

Additionally, Eduvators LLC analyzed over 100 global, national, state, and regional trends that will potentially impact postsecondary education and, more specifically, may impact VVC’s programs and services. These trends were synthesized, and their implications were considered by each academic department and institutional service/support area in the development of their plans. Findings and implications that apply to all areas of the college and to each academic department are provided in the supporting documents.

## Victor Valley College Economic Value

A recent economic impact and investment analysis, also conducted by Emsi<sup>8</sup>, found “*Victor Valley College (VVC) creates value in many ways. The value of VVC influences both the lives of students and the county economy. The college serves a*

<sup>6</sup> CES 2016 Digest of Education Statistics. Table 302.60 and 306.50

<sup>7</sup> Bransberger, Peace. (July 24, 2018). Knocking at the college door: Demographics, high school graduates, and higher education demand. WICHE. WICHE estimates from ACS 5-year PUMA data, 2010-14.

<sup>8</sup> Emsi. (May 2018). *Analysis of the economic impact and return on investment of education: The economic value of Victor Valley College*.



*range of industries in San Bernardino County, supports local businesses, and benefits society as a whole in California from an expanded economy and improved quality of life. The benefits created by VVC even extend to the state and local government through increased tax revenues and public sector savings.”* The analysis further reported that VVC economic impact, in one year (fiscal year 2016-17), was \$627.5 million and 8,426 jobs from operations, construction, and student spending and from alumni impact. Further, the analysis revealed the rate of return for students’ and taxpayers’ investment in VVC education was 17.9% and 7.6%; respectively. VVC recognizes its critical role in the High Desert economic health and, through the successful implementation of this educational master plan, hopes to increase its impact on the social and economic mobility of the students and community it serves.

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## Poised for Excellence

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Through a \$297.5 million bond measure approved by voters in 2008, VVC has continued its trajectory of growth in recent years. The Regional Public Safety Training Center opened in 2012 to serve students pursuing careers in administration of justice, emergency medical services, and fire technology, while an aviation program was established at Southern California Logistics Airport. A new Student Services Center, which is the point of entry for new students and improves the experience of those enrolled, opened in January 2020. VVC is accredited by the Accrediting Commission for Community and Junior Colleges (ACCJC). Between 2011 and 2015, the commission recommended changes which helped the college improve its fiscal planning and student learning outcomes. ACCJC last confirmed VVC’s accreditation in January 2019. A Midterm Report will be due to the Commission on March 15, 2021, followed by a comprehensive review in the spring of 2024.

Having satisfied all accreditation recommendations, VVC is poised to move beyond mere compliance with the educational standards set forth by ACCJC and take hold of its future as the High Desert’s first choice for an excellent postsecondary experience.

# Alignment with District Goals and California Community College’s Vision for Success

This educational master plan was developed in alignment with the three Victor Valley Community College District Goals (below) and with the California Community College’s Vision for Success goals. Goals established by each academic program were explicitly linked to the District Goals (refer to Academic Affairs and Academic Program Plans section). Additionally, specific references to District and Vision for Success goals are included throughout this plan.

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## District Goal 1 - Student Experience and Success

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VVC will empower students and cultivate excellence in student learning and achievement, transfer-level course completion, engagement, retention, persistence, graduation, transfer, and job placement for its graduates. VVC will champion an equity-minded frame that fosters responsible attitudes toward cultural diversity, personal responsibility, community engagement, inclusivity, and cultural humility.

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