

Current Employee

District

OBJECTIVE 1

HR services related to payroll, benefits, and other tasks.

OBJECTIVE 2

Minutes & agendas for different committees, senates, and boards.

OBJECTIVE 3

Employee directory to contact district & college personnel.

Summary:

District employees view the website more as a resource hub rather than as a marketing device. They visit for content that is relevant to their job responsibilities (board meetings, policies, handbooks, etc.) as well as content that is relevant to their employment status at the District (salary schedule, benefits, etc.)

- Most employees need to contact their colleagues at the District, but many also frequently collaborate with employees at the colleges.
- District employees interact less with students than employees at the individual colleges.



“Our organization consists of so many moving parts, it can be a challenge trying to account for every resource & department on the site.”

Prospective Employee

District

OBJECTIVE 1

Employment opportunities with clearly defined application requirements.

OBJECTIVE 2

Benefits & offerings; understanding what working for VCCCD is like.

OBJECTIVE 3

General information about the district & colleges; similarities & differences.

Summary:

Prospective Employees will need a comprehensive understanding of what working at the District is like and the scope of benefits & offerings. The site should be able to illustrate why VCCCD is a great place to work.

- Employment opportunities need to clearly define expectations, whether a job is full-time or part-time, for the District or an individual college, etc.
- Prospects who are maybe not from Ventura County—or aren't aware of what the District does—should be able to understand the District's story, history, and vision for the future.



"I have been interested in working in Higher Ed for a while and I think that there is a lot of opportunity at the community college level."

Ventura County Resident

District

OBJECTIVE 1

Newsroom for stories & developments that are relevant to the public.

OBJECTIVE 2

Information for vendors & individuals looking to do business with the District.

OBJECTIVE 3

Calendar for public events, such as athletics games & performing arts shows.

Summary:

Given VCCCD's presence in Ventura County, community members & residents will be interested in how the district serves the public. This persona should be able to see what the district can offer them without having to enroll as a student.

- Some residents might be interested in doing business with VCCCD and will need clear instructions on how to inquire and who to contact.
- Others might have more recreational interests, wanting to support the athletic teams or performing arts programs of a particular college.



“The community college district has such a large presence in Ventura County and as a long-time resident, I am interested in seeing it’s growth.”

Prospective Degree for Transfer Student

College

OBJECTIVE 1

Academic offerings, specifically AD-T programs & articulation agreements.

OBJECTIVE 2

Affordability & financial aid compared to starting at a 4-year vs. transferring in.

OBJECTIVE 3

Student life opportunities; getting involved on campus.

Summary:

A large population of prospective students will be enrolling at VCCCD with the intention of later transferring to a 4-year college or university. Taking transferable courses at a community college can be advantageous in many ways and those benefits should be clearly promoted on the sites.

- Prospects will mostly care about what they can study and how they can afford it.
- Students applying to community college may not be aware of student life offerings & campus organizations; having that content prominently featured may entice a student to enroll & get involved.



“While I hope to transfer to a 4-year after taking the classes I need, I still want to make the best of my time here, however long it may be.”

Prospective Career Education Student

College

OBJECTIVE 1

A look at available CTE programs.

OBJECTIVE 2

CTE benefits, ranging from career outcomes to industry partnerships.

OBJECTIVE 3

Affordability and financial aid for non-credit students.

Summary:

Considered a non-traditional student type, the career education prospect is not interested in transferring to a 4-year college or university, rather they are looking to gain skills for a new career and are hoping that their program can help them with job placement.

- Prospects will need to be able to differentiate between credit & non-credit courses, along with degrees & certificates.
- The website should illustrate why VCCCD is the right place for career education, from job placement to financial aid, as well as other relevant services.



"I want to change careers but I currently don't have enough experience. I'd like to take some courses that can help me make the switch."

Parent of Dual Enrollment Student

College

OBJECTIVE 1

How to apply for admission into Dual Enrollment program.

OBJECTIVE 2

Schedule & flexibility of classes.

OBJECTIVE 3

Campus info & safety (maps, contact info, etc.)

Summary:

Parents of K–12 students may be interested in having their child apply for Dual Enrollment to earn college credit for the future. The site should make admissions steps & requirements clear so as not to confuse with adult applicants & high school graduates.

- Will be interested in night, summer, or online courses that can accommodate the schedule of a grade 12 or below student.
- When dropping their child off for class, parents will want to be reassured that the campus is safe. Maps, parking, emergency information, and more should be easy to find if needed.



“I want my child to be able to get a head start on college; earning credits outside of school sounds like a smart investment for the future.”

Industry Partner

College

OBJECTIVE 1

Overview of CTE programs & info on certificates that are specific to their industry.

OBJECTIVE 2

Job placement for recent CTE grads and/or current VCCCD students.

OBJECTIVE 3

Economic and Workforce Development for training & apprenticeships.

Summary:

Industry partners in Ventura County can look to any of the colleges for collaborative opportunities with specific programs or departments. As employers, partners can easily recruit CTE students who perform well in training courses & workshops.

- Some partners may be interested in registered apprenticeships amongst other programs for their *current* employees through Economic and Workforce Development.
- Industries include Automotive Technology (Ford Motor Co., Toyota USA, etc.), Biotechnology (Amgen, Ceres, etc.), and many more.



“There’s so much talent in Ventura County and I think it’s important for students to get hands-on industry experience while they are still in school.”

International Student

College

OBJECTIVE 1

Specific admissions requirements for international students.

OBJECTIVE 2

International student advising & counseling.

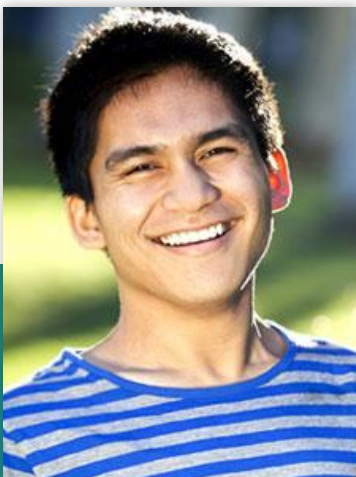
OBJECTIVE 3

Housing opportunities & assistance.

Summary:

International students have a unique set of needs that distinguish them from other current & prospective students. They will have to take extra steps in their application process and will need to find clear instructions & requirements on the website.

- They will also need to understand what services & aid they are entitled to depending on their visa type or immigration status.
- Because Oxnard does not currently enroll international students, prospects should be redirected to one of the other two colleges.



“I’m nervous about going to school in a foreign country, but am also eager to learn and have new experiences.”

K-12 Partners

College

OBJECTIVE 1

Find necessary admissions info to relay to high school students.

OBJECTIVE 2

Increase awareness of programs & scholarships for K-12 students.

OBJECTIVE 3

Identify opportunities for students while they are still in grades 12 & below.

Summary:

A majority of K-12 partners work as Academic Counselors or Administrators who will be assisting their students with preparing for college. They want to be able to promote & relay useful information related to academic offerings & support to their respective communities.

- It's important for partners to see what the colleges are doing to make their services more accessible to students – for example: promise programs, high school MOU's, financial aid, amongst others.
- Asides from college admission & aid, partners are also interested in what the colleges can offer younger students, such as dual enrollment.



“My job is to help students at all grade levels feel prepared for college. I want to help make the process easier and more affordable.”

Visiting College/University Student

College

OBJECTIVE 1

Upcoming schedule & availability of classes.

OBJECTIVE 2

How to transfer earned credits to their college or university.

OBJECTIVE 3

Online vs. on-campus education.

Summary:

While thousands of full-time & part-time students register for classes every term, a notable percentage of applicants are actually already enrolled at other colleges or universities. These students are most often transient and are looking to take a specific course or two that will satisfy their respective schools' degree requirements.

- If these students are living further from campus than other VCCCD students, they might be interested in learning about distance education as a flexible option.
- Visiting students will be less inclined to show interest in campus life.



"I'm interested in taking summer classes at a community college so that I can have a lighter course load at my university in the fall."