

Goal 1: Increase student retention, persistence, and success

1. RCC Norco Campus will reduce its first-semester attrition rate from 48% to 42% in three years; and to 38% in five years;

Year 1-Fall 06 to Spring 07 Attrition: 40.3%
Year 2-Fall 07 to Spring 08 Attrition: 39.5%
Year 3-Fall 08 to Spring 09 Attrition: 33.3%
Year 4-Fall 09 to Spring 10 Attrition: 39.1%
Year 5-Fall 10 to Spring 11 Attrition: 30.3%
Year 6-Fall 11 to Spring 12 Attrition: 27.6%

*Attrition rate is based on first time college students enrolled in fall semester.

2. RCC Norco Campus will reduce its first-year attrition rate from 64% to 58% in three years; and to 52% in five years;

Year 1-Fall 06 to Fall 07 Attrition: 53.7%
Year 2-Fall 07 to Fall 08 Attrition: 53.2%
Year 3-Fall 08 to Fall 09 Attrition: 50.8%
Year 4-Fall 09 to Fall 10 Attrition: 52.9%
Year 5-Fall 10 to Fall 11 Attrition: 46.5%

*Attrition rate is based on first time college students enrolled in fall semester.

3. RCC Norco Campus will increase the percentage of students who declare degree and/or transfer as their educational goal that complete a Student Educational Plan (SEP) to 25% in three years and 50% in five years.

Fall 06- SEP Completion Rate: 2.2% (122 out of 5,393 students)
Fall 07- SEP Completion Rate: 19.6% (979 out of 4985 students)
Fall 08- SEP Completion Rate: 25.9% (1,765 out of 6812 students)
Fall 09- SEP Completion Rate: 36.6% (2,811 out of 7671 students)
Fall 10- SEP Completion Rate: 40.4% (3110 out of 7695 students)
Fall 11- SEP Completion Rate:

* This is the rate for all enrolled students who declared an educational goal of degree or transfer. In Fall 07, the State Chancellor's Office implemented modifications to MIS reporting procedure that impacted how SEPs and Informed Educational Goal were reported.

Goal 2: Improve the quality of student life

In spring 2010 Norco College discontinued the use of the CCSEQ and adopted the Community College Survey of Student Engagement (CCSSE). In an effort to continue the longitudinal study of student life that began with the CCSEQ, questions pertaining to the objectives below were included in a supplemental survey along with the CCSSE.

Objectives 2 & 3 were covered by the CCSSE and objectives 1, & 4-6 were addressed in the supplemental survey.

1. RCC Norco Campus will increase the number of students who report spending more than 6 hours per week on campus (as reported on the CCSEQ) from 13.6% to 20% by 2010 and to 25% by 2012;

18.1% of students responding to the supplemental survey reported spending more than 6 hours per week on campus outside of class time.

2. RCC Norco Campus will increase attendance at student club or organization meetings (as reported on the CCSEQ) from 29.1% to 35% by 2010 and to 40% by 2012;

29.2% of students responding to the CCSSE reported some participation in student organizations

3. RCC Norco Campus will increase the rate of participation in a campus project or event sponsored by a student organization or club (as reported on the CCSEQ) from 22.1% to 28% by 2010 and to 34% by 2012;

18.2% of students responding to the CCSSE reported some participation in an event sponsored by a student organization.

Possible explanation of decrease: the question on the CCSSE was phrased in terms of how many hours in a typical week do you participate in... The CCSEQ asked how often in the current school year did you participate in... This difference in phrasing may account for the lower percentage since a respondent who rarely participates in one of these events may mark 'None' in terms of a typical week, but may mark 'Occasionally' in terms of the current school year.

4. RCC Norco Campus will increase the rate of attendance at school plays, dances, concerts, and theatre productions (as reported on the CCSEQ) from 31.3% to 36% by 2010 and to 41% by 2012;

38% of students responding to the supplemental survey reported talking about, attending or participating in activities related to arts, music or theatre.

5. RCC Norco Campus will increase the rate of participation in athletics and recreation (as reported on the CCSEQ) from 16.2% to 21% by 2010 and to 26% by 2012;

24.2% of students responding to the supplemental survey reported some participation in athletic activities or events on campus.

6. RCC Norco Campus will increase the rate of participation in a student group or club-sponsored project or event off-campus (as reported on the CCSEQ) from 18.6% to 24% by 2010 and to 29% by 2012;

28.5% of students responding to the supplemental survey reported some participation in off-campus activities related to college.

Goal #3: Increase student access

1. RCC Norco Campus will achieve an enrollment growth target of 3.8% annually until 2024 and then 3% thereafter until 2038.

Year	Unduplicated Headcount	% Growth
2006-07	13837	
2007-08	14525	5.0%
2008-09	16384	12.8%
2009-10	16627	1.5%
2010-11	15757	-5.2%
2011-12	13323	-15.4%

*Annual includes all terms in the academic year (summer, fall, winter, spring)

2. RCC Norco Campus will work toward achieving and maintaining the racial/ethnic distribution of faculty, staff, and students that is representative of the population of the Riverside Community College District service area.

Ethnicity	Norco Faculty*	Norco Students**	Norco/Corona/Riverside Area***
White	64.7%	29.2%	35.3%
Black	4.7%	6.6%	6.5%
Hispanic	15.1%	47.4%	45.7%
Native American	0.0%	0.4%	0.4%
Asian/Pac Is	12.4%	8.8%	9.7%
Other/Unknown	0.0%	4.4%	0.2%
Multiracial	3.1%	3.2%	2.3%

*Based on fall 11 fact book referential files

**From Data Mart

***Based on 2010 Census data

3. RCC Norco Campus will maintain its current student-faculty ratio.

2007-08 faculty/student ratio – 1:24

2008-09 faculty/student ratio – 1:27

2009-10 faculty/student ratio – 1:37

Goal 4: Enhance academic programs and the learning environment to meet student and community needs

1. Eighty percent of the programs at RCC Norco Campus will be self sufficient — with students being able to complete them by taking courses only at the Norco campus — in 3 years; and 100% will be self-sufficient in 5 years.

	Self-Sufficient	Not Self-Sufficient
Certificates	13/24	11/24
AA/AS Degree	20/30	10/30
Total %	61%	39%

2. Norco will make steady progress — through adding courses in current programs; through carefully adding additional programs; through more aggressive marketing; and through having more students complete Student Educational Plans— in closing the gap between its current student profile, as defined by students’ educational goals, and the 40%-40%-20% distribution.

Degrees/Certificates:	10.0%
Transfer:	59.4%
Personal Development:	30.6%

3. RCC Norco Campus will place the enhancement of its library as a top priority. By 2012, 20% of the collection will be made up of materials published after 2000, and 50% of the volumes will have been selected by Norco faculty. Additional space shall be made available within the existing library for library uses by 2010. A new library should be considered for construction in 2014 to 2018.

In 2010, 59% of the collection will be made up of materials published after 2000, and 36% of the volumes will have been selected by Norco faculty.

4. Program-level SLOs will be identified for 100% of Norco programs by 2009.
5. One hundred percent of RCC Norco Campus academic programs will be reviewed in 3 years, and ongoing program reviews will be conducted each academic year.

Goal 5: Enhance institutional effectiveness

1. RCC Norco Campus will develop and activate an independent website by the beginning of the fall 2008 enrollment period.
2. RCC Norco Campus will publish its own College catalog by September 2009.
3. RCC Norco Campus will create a marketing plan by September 2009.