



www.UniversityCulture.org

Serving over 4,500 Ventura County high school and community college students and 1,000 parents in 2013-2015!

About University Culture at CI

University Culture, a Hispanic-Serving Institution project of California State University Channel Islands (CI) aims to improve the university readiness of Ventura County's future university students by providing outreach services to public high schools and community colleges. The goal is to increase direct access to baccalaureate granting institutions for historically underserved student groups. Core strategies and major accomplishments in academic year 2013-14 are as follows.

1) Infusing a university-going culture in the region.

- **Fall 2013 University Prep Academy:** Collaborating with three community-based organizations, a 1-day conference at CI focused on university readiness reaching more than 200 students/parents. Outreach Mentors facilitated University Culture workshops to motivate and guide participants through the college preparation and application process. As a result, 97% of parents undecided about higher education now plan to encourage their children to attend a university and 77% of parents indicated that the Academy was the only college readiness event they attended.
- **Spring 2014 College Making it Happen:** A 1-day conference focused on making college possible reached over 225 students and parents in the Oxnard Union High School District. This conference hosted at CI fostered broad support through community-university partnerships to facilitate workshops on the college planning process, financial aid literacy, and navigating university life.
- **Fall 2014 Oxnard Youth Day:** 1-day conference hosted by Oxnard College which provided a field trip opportunity to over 700 underserved students from Oxnard Union High School District. CI partnered with Oxnard College and other community organizations to provide educational and career preparation information through CI student-led workshops and career panels.
- **Spring 2015 Migrant/EL Family Conference (upcoming):** In collaboration with Santa Paula High School, CI's University Culture will provide resources about AB540, Financial Aid and 4-year College Preparation through workshops on the Santa Paula campus for students and their families.



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2) Facilitating access to culturally relevant outreach information using technology.

- **Virtual Outreach Tools:** Students, families and educators accessed college preparation resources virtually using the University Culture regional outreach website (www.universityculture.org). Additionally, University Culture workshops facilitated by Outreach Mentors were broadcast on the UniversityCulture805 YouTube Channel.
- **Bilingual Outreach Tools:** University Culture and Financial Aid resources were developed to support outreach to bilingual families at regional high schools, community colleges, and in the community.

3) Improving university readiness, preparation, and guidance.

- **University Culture Workshops:** Outreach Mentors provided workshops to over 3,000 high school and community college students and parents through partner organizations in classrooms and at local community events.
- **Leveraging Internal Collaborations:** Strategic cross-institutional partnerships increased capacity to provide outreach services to reach more Ventura County students and families by offering workshops on pathways to STEM degrees/majors and graduate studies. These cross-institutional partnerships included the Financial Aid office, other Hispanic Serving Institute Title V Projects, faculty, and student leaders.

4) Promoting Community Collaboration:

- **Community Partners:** Successful partnerships with key community-based and educational organizations resulted in two well-attended conferences on the CI campus, an inter-segmental initiative to host Oxnard Youth Day as well as a successful University Culture workshop series at the Boys & Girls Club Teen Center, Many Mansions Affordable Housing, and Prototypes Women's Center.
- **Spring 2015 Noche de Familia:** CI welcomed 230 current and potential students and their families to meet with professors, staff, and peer mentors to support them in their successful journey at CI.
- **Community Visits:** CI Students serving as Peer Mentors give visitors a peak into college life on campus and answer questions about their college journey and transition.



Channel Islands
CALIFORNIA STATE UNIVERSITY



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School Partners

Oxnard Union High School District
Conejo Valley Unified School District
Ventura High School
Santa Paula High School
Oxnard College
English Learner Advisory (ELAC) Parent Groups

Community Partners

Boys & Girls Club Teen Center
Future Leaders of America
The United Way Young Leaders Society
Many Mansions
Cabrillo Economic Development Corporation

As a result of our parent Outreach:

98%

When learned the difference between 2 and 4-year schools, planned to encourage their child to attend a 4-year university.

97%

Previously undecided about higher education, now plan to encourage their children to attend a university.

77%

ISLAS Outreach was the only college information event they attended that year.

“ Thanks for thinking of us parents so that we can be aware of every step in the road to college for our children. ”

-Parent, 2014

“ The financial aid and resources available for students and parents helps lighten the burden of educating a student. ”

-Parent, 2013

For More Information

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