

Calipatria Notes  
September 24, 2003

**Host: Victor Jaime**  
**Facilitator: Sue Higgins**  
**Recorder: Laurie Franks**  
**Transcriber: Elise**

- Relationship with Imperial Valley w/ IVC
  - IVC has less of a role in Imperial Valley
  - Recommended it be a stepping stone to a 4-year institution
  - Insure completion of AA coursework in 2 years
  - Ag Program – has weakened, not enough courses
  - High school students can't be sent to IVC for Ag, have to go elsewhere.
  - Scheduling inconvenient
  - Afternoon hours inconvenient
  - Basic: 2 offers, ethanol and mechanical
  - Not enough classes to meet demand
  - Consider advantage of solar energy here
  - Dairies
  - Need Ag advisor/ committee with farmers
  - Bio-technology needed
  - Geothermal training & programs – possibly off-campus
  - Need more 2 + 2 articulation between IVC & HS
  - No relationship between IVC & community
  - Students choose alternative community colleges due to scarcity of class/majors completion.
- Registration policy/ financial aid policy
  - Taking advantage of \$ opportunity
  - Resources going more to non-4 year bound students
  - More GE classes
  - GE classes should be offered off main-campus. AKA Local High Schools
  - Community needs more data/ info/ articulation/ communication related to GE requirements
- Assess students objectives/ needs / motivations
  - Is IVC trying to be all things to all people?
  - IVC needs to communicate what it offers, in other words, service & classes
  - Problem w/ “no-shows” students/ wait list issues
  - Calipatria correctional officers
- Reputation of IVC
  - Can't get in/ get classes makes students DISCOURAGED
  - Need to change perception of IVC as a glorified high school
  - Perception that IVC is educating Mexicali
  - Want staff verification of who's coming to IVC
  - (Reason for bond not passing)

- # of non-resident paying students? Public thinks # is high
- Newspaper coverage of IVC staff/ negative
  - Need staff as part of facility/ vision, increase reputation
  - Perception of divisiveness within IVC
  - Suggestion: profile including students, disseminate information
  - IVC doesn't have staff buy-in/ takes time to work on
  - First day class sizes/ address lack of accessibility
  - Distance – have classes at high schools
  - Distance learning? Computer? Tie other programs to Internet?
  - Need to return to past stature as College
- SDSU/ IVC Connection
  - Roles: 2 + 2 or 4 yr. Options
  - Remedial needs: ESL, Math
  - Distinguish between remedial & other needs: classes
- Can local high school facilities be shared w/ IVC facilities?
- Coordination of local transit (gas costs)
- Hold students accountable for their role/ attitude
- Need to change image or perception of IVC to link as benefit to community
- Community
  - Address community issues/ WATER
  - High-tech/ applications
  - Change curriculum to meet current reality
  - Develop partnerships w/ local schools
- Slogan
  - Need to develop keyword in slogan
  - (Pamphlets) not enough
  - Negative = phone system, registration
  - IVC culture is we're here, come to us vs. this is yours, be a leader!
  - New and experimental endeavors: NAFTA, Ag Management, Water
  - Contact farmers – locations
- Strengths
  - Nursing program
  - Plus w/ its outreach
  - No competition/ if used right can overcome complacency
  - Future? Previously named areas: business & industry
  - Alignment w/ economy, curriculum shifts
  - Construction, engineering, surveying, tap NAFTA potential
- Calipat re. Economic services
  - Minimal revenue sharing
  - Not treated as part of county as a whole
  - Improve networking
  - IVC can help provide leadership
- Online classes
  - \$ plus resources can be scarce, school usually only source for equipment for students
  - Fiber optics availability

- Potential of online teaching
  - Cable services systems/ community cable station
  - Online more beneficial for adults vs. youth
- Regarding Economic Development
  - Calipatria City Council is interested in progressive . . .
  - Tap local resources projects
  - AC certificate program & vocational coursework
  - Sports talent local = plus arts interest in theater, band
  - IVC outreach regarding extra-curricular community etc.
  - Classes vs. GE classes
  - Gardening, landscaping, short-term training offer to community
  - Service agencies
  - Sports – they'll go if we have wrestling
- IVC relation to IV business & alumni
- Make access easier
  - Residents first
  - Transportation takes 3 hours each way
  - Schedule classes so can be taken in adequate time
  - Change whole IVC culture
  - No one on foundation membership from Niland or Calipatria
  - Community filled with non-believers
  - Need to insure follow-up implementation
- Communication/ articulation
  - Better outreach
  - Access to classes poor
- Facilities
  - Science out of date, rooms going unused
  - Parking tickets, negative idea
  - Nursing, library, & early childhood facilities a plus
  - Community Day – come see us at IVC
  - Tour services
  - Counselors need to communicate more w/ communities
  - Career Day – IVC to be at local schools
  - More parking spaces
  - Short-term permits vs. permanent permits
  - # of tickets issued - \$?
- Website
  - Include alumni for reunions
- Needs improvement
  - Bookstore
  - Metal building
  - Autotech
- Information
  - Get into high school bulletins
  - Schedule of classes
  - Word of mouth

- Media - KXO
- Post in public places
- Distribution – timing of materials
- Post Office
- Central district office
- Newsletters
- Chambers
- City Hall
- All Stores
- Insure that English –proficient representatives be sent into communities for Career Day