



17 May 2021

Community Survey Memo

Salutations, VC Family!

Throughout the last half of Spring 2021, VC released an anonymous, digital survey to our community across our seven county service area. In a first for VC, we released this survey in both English and Spanish – translated in-house by VC employees.

The survey was shared throughout our service area in several ways to increase access, awareness, and participation. Firstly, VC employees sent to organizations, clubs, groups, and people; engagement from a trusted friend increases survey completion. Secondly, VC's IERA department contacted key community leaders and decision makers (e.g., county judges and commissioners, city mayors and councilmembers, school principals and counselors, librarians, and civic/private organization leaders); these 'force multipliers' could both schedule a one-on-one meeting and were asked to share the survey with their constituents. Lastly, a digital outreach campaign put the survey in front of over 37,000 English readers and 16,000 Spanish readers; this led to over 1400 English language clicks and over 800 Spanish language clicks. In total, 236 submissions were recorded in our secure survey solution, representing 33 pages of written feedback from our community.

Our college president and the president's cabinet (aka 'admin council') are reading those pages of heartfelt, honest feedback to categorize and understand the information shared. This helps VC develop our strategic plan. **VC deeply appreciates our community for sharing their feedback and will work hard to understand and act on what we learn.**

For the latest news, please visit our website:

<https://www.victoriacollege.edu/Explore/AboutVC/StrategicPlan>

As always, if you have additional thoughts to share about VC's strategic plan and process, please contact Rachel Winkenwerder or myself at IERA@victoriacollege.edu or at x2515.

Sincerely,

Matt Wiley, MBA, MS
Director

Institutional Effectiveness,
Research, & Assessment

Our Community, Our College