

# Outreach & Advancement



"Working together during the first year of the Canyon Country campus, we began fulfilling the promise of creating new opportunities for our students and community. From 700 new classes and innovative services for student success, to new partnerships with community groups and resources for businesses, this campus has come to life! With the imagination and energy of the community behind us, this campus will ensure that thousands of future students achieve their dreams."

— DR. DENA MALONEY  
Founding Dean, Canyon Country campus

## COMMUNITY OUTREACH

Some of the community activities and relationships formed in this first year include:

- Canyon Country campus ribbon-cutting celebration
- Oct. 6, 2007 community celebration
- Canyon Country Campus Advisory Committee meetings and strategic plan development
- Canyon Country Cub Scout Den 2 Pack 48 flag-raising ceremony
- Santa Clarita Valley Chamber of Commerce Business After Hours event
- Santa Clarita Valley Artists Association "Plein Air Paint Out"
- American Red Cross blood drives
- Golden Valley and Canyon high schools counselor tours
- Golden Valley High School and Canyon High School open house at the Canyon Country campus

## CAMPUS ADVANCEMENT

The College of the Canyons Foundation established the Canyon Country Campus Innovation Fund and assisted in securing a Weyerhaeuser Foundation grant for a campus-beautification project that helped create student gathering spaces and a sense of place on the campus. The foundation created numerous naming opportunities at the campus and secured support for the naming of benches and amphitheater stones.

The most exciting development was the naming of the Canyon Country campus amphitheater by **Larry and Peggy Rasmussen** (right) in honor of Larry's father, Carl. A plaque at the amphitheater features one of Carl's favorite sayings, "Don't confuse where you're going with who you're going with." As future students and community members visit the **Carl A. Rasmussen Amphitheater**, they'll be gently reminded of the respect a simple farmer had for the value of education – and a son's love for his departed father.



## BENCH NAMING

Bob & Jill McCarty  
Chris & Sue Hoefflin  
The Maloney Family  
Diana & Gary Cusumano  
Dianne & Roger Van Hook  
Paul & Jane Doyle  
Scott Schauer  
Steve & Doris Marie Zimmer  
Tom & Jeff Asher  
Weyerhaeuser Foundation

## FOUNDER CIRCLE STONES

Tom & Jeff Asher  
The Maloney Family  
Dianne Van Hook  
The Takeda Family - Don, Cindee, Cameron & Phoebe  
The Biology Department  
GRANDMAISON



College of the Canyons  
26455 Rockwell Canyon Road  
Santa Clarita, CA 91355

Non-Profit  
Organization  
U.S. POSTAGE  
PAID  
Santa Clarita, CA  
91355  
PERMIT 56

SANTA CLARITA COMMUNITY COLLEGE DISTRICT BOARD OF TRUSTEES  
Ernest L. Tichenor • Joan W. MacGregor • Scott Wilk • Bruce D. Fortine • Michele R. Jenkins

## 2007-08 ACCOMPLISHMENTS

- Hosted the Canyon Country campus opening celebration on Oct. 6, 2007.
- Offered nearly 700 classes and enrolled more than 1,300 full-time-equivalent students.
- Opened the student lounge, the staff and faculty technology center, the Student Health Center, a large classroom, science labs, the library and TLC, and an early childhood education classroom.
- Hosted events such as a Santa Clarita Valley Chamber of Commerce business mixer, the SCV Artists Association's "Plein Air Paint Out," and a high school open house.
- Launched a campus shuttle offering evening service from the classrooms to the parking lots.
- Expanded counseling and financial aid services to include full-time staff.
- Reached out to Crystal Springs, Sand Canyon and Sunset Heights homeowner associations.
- Launched a campus newsletter distributed throughout the community.
- Completed the Canyon Country Campus Advisory Committee Strategic Plan and the 2007-12 Educational and Facilities Master Plan.
- Received a Weyerhaeuser grant for our campus beautification project.
- Hosted the campus' first job and career fair on Oct. 8, 2008.



An architectural rendering depicts a plaza and some of the permanent buildings planned at the Canyon Country campus.

## UPCOMING PLANS

As we look toward the future, we plan to:

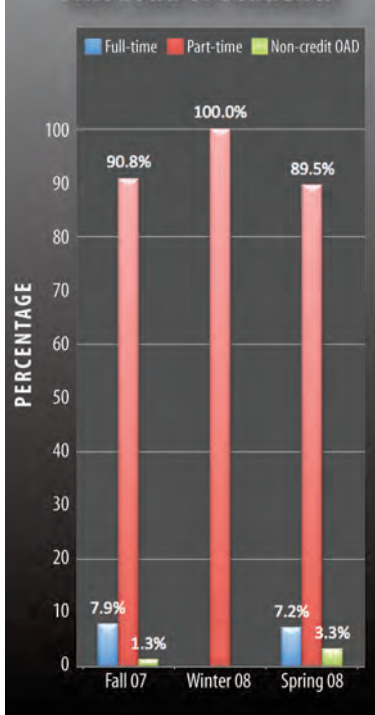
- Install campus monument signs and an entryway arch at Sierra Highway and Campus Drive;
- Offer Small Business Development Center services;
- Expand the tutoring lab;
- Complete the second parking lot with 450 additional stalls;
- Install solar panels over the parking lot (summer 2009);
- Build the Career/Technical Education Building for career and construction trade fields;
- Launch instructional programs in the automotive program, construction management and technologies, and other career programs;
- Complete the Early Childhood Education Center and open the Children's Center;
- Plan construction of the first permanent building.



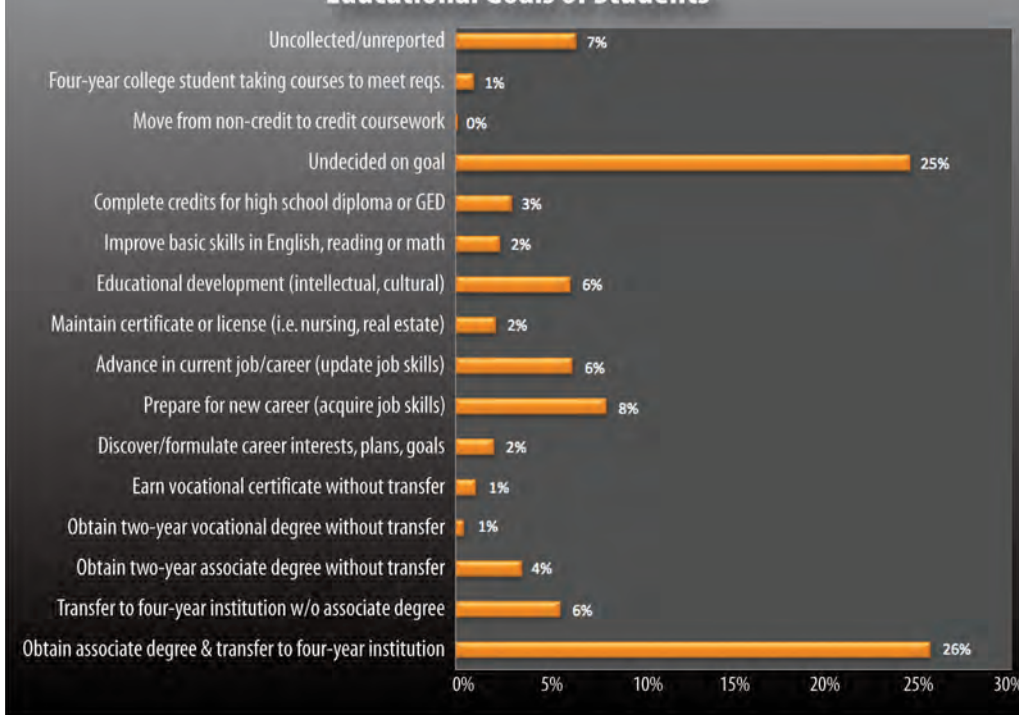
## KEY INFO

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(661) 476-3979  
INTERNET  
canyoncountrycampus.com  
ADDRESS  
17200 Sierra Highway  
Canyon Country, CA 91351

## Unit Load of Students



## Educational Goals of Students





# Message from the Chancellor



Dear Community Member:

What a tremendous first year we've had at the College of the Canyons Canyon Country campus! In less than 12 months, we have offered 700 classes and enrolled nearly 1,300 full-time-equivalent students. By way of comparison, these numbers make the campus about as large as five full-fledged community college districts in the state and were far higher than the number of students we predicted we would serve in the first year.

In fact, nearly every facet of the campus' opening and operation exceeded our expectations. Did we think we would find 70 acres of open land close to State Route 14, major roadways and existing neighborhoods? No, we expected to secure a much smaller space, but the property we have gives us the ability to grow with the community and provide even greater access to education than we envisioned.

Did we think 3,400 students would enroll in classes during the first semester? Definitely not! In fact, when we began designing the campus layout some years ago and projecting the number of classrooms we would need, we planned space for 1,500 students. We double-checked our estimates before we started building and found that things had changed. The valley's population growth, combined with more students commuting to the Valencia campus from the eastern Santa Clarita Valley, rendered our earlier estimates obsolete. The new projections indicated 3,000 students could be expected at the new campus. And we even exceeded that estimate by 13 percent when we finally opened!

Did we think we could take raw land and transform it into a campus in 13 months? Absolutely! Instead of spending time devising contingency plans, we pushed forward with making the dream a reality. Our contractors supported our vision and went above and beyond to meet our aggressive schedule. The parking lot was paved the weekend before we opened, and on Monday morning, Aug. 27, 2007, we welcomed thousands of students to a brand-new campus.

Did we think the community of Canyon Country would embrace the new campus? We did, but we've been overwhelmed by the excitement, appreciation and warm welcome we have received this past year. Hundreds of people turned out on a Saturday in October for our day-long Opening Celebration, seizing the opportunity to see the campus firsthand, meet faculty and staff, and learn how they could take advantage of the classes and services we have available. Hundreds more joined us in March for a "Business After Hours" event co-sponsored with the Santa Clarita Valley Chamber of Commerce.

The strongest support we have received from the community came from the members of the Canyon Country Campus Advisory Committee. Many from this dedicated group of volunteers have been with us since we began looking for a suitable site more than six years ago. They accompanied us on field trips along bumpy, dusty canyon roads, patiently listened to pitches and presentations from land developers, and helped us make connections in the community. We wouldn't be where we are today without their belief in what we can do, their good ideas and their enthusiastic support.

Finally, do we expect to continue exceeding our expectations in the future? Yes! It has been seven years since we first started offering classes in the eastern Santa Clarita Valley at the Canyon Country ACCESS Center in the newly established public library on Soledad Canyon Road. Our goal then was to provide access to education for those who might not otherwise have it. The new campus is a symbol of our commitment to Canyon Country. We wanted to offer not only classes, but also provide a network of services that students need and a place that would be a resource for businesses in the area. We have done that, but what you see today represents the beginning. The campus will evolve as we add new majors and programs, expand the facilities and continue striving to meet the community's needs. We're off to a great start. And, if the past is a good indicator of the future, the Canyon Country campus will become a resource whose reach and impact far surpass what we can imagine today.

**Dr. Dianne G. Van Hook**  
CHANCELLOR

SANTA CLARITA COMMUNITY COLLEGE DISTRICT / COLLEGE OF THE CANYONS

# Instructional Programs & Services

## Degrees & Certificates

Through an extensive planning process using current and future enrollment data, community needs and labor market information, the Canyon Country campus opened with an initial offering of 13 degrees and 10 certificates of achievement.

### ASSOCIATE DEGREES OFFERED

Business: Accounting Technician  
Business: Accounting (Transfer)  
Business: Human Resource Management  
Business: Marketing  
Business: Small Business Management  
CIT: Administrative Assistant  
CIT: Computer Applications  
English  
French  
History  
Real Estate  
Social Science  
Transfer Studies

### CERTIFICATES OFFERED

Business: Accounting Technician  
Business: Accounting (Transfer)  
Business: Human Resource Management  
Business: Marketing  
Business: Small Business Management  
Computer Info Tech: Admin. Assistant  
Computer Info Tech: Computer Applications  
Early Childhood Education-Core  
Real Estate  
Sociology

The Canyon Country campus, now housed in 28 modular buildings covering approximately 40,000 square feet, has dramatically improved access to higher education in the Canyon Country area. The college has laid the foundation for the future with a campus that, when fully built, will serve up to 10,000 students with seven permanent buildings spanning 240,000 square feet.

## STUDENT SUPPORT

Before the campus opened, students taking classes at the Canyon Country ACCESS Center at the Jo Anne Darcy Library had to travel to the Valencia campus for many services. The Canyon Country campus now has the following resources readily available:

**STUDENT SERVICES** – The campus offers a full range of student services including admissions, assessment, counseling, financial aid, student health and other specialized services. In the first year of operation, 560 placement tests were given to new students at the Canyon Country campus, and more than 1,300 students received counseling services.

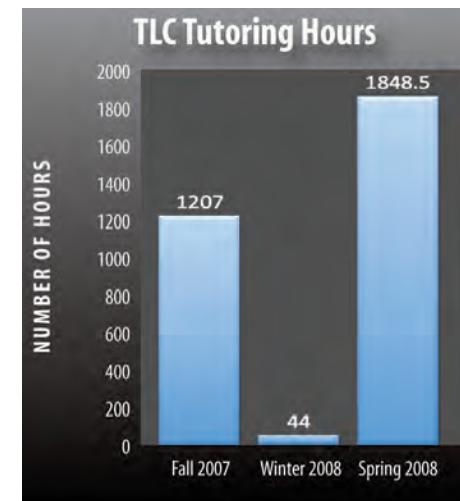
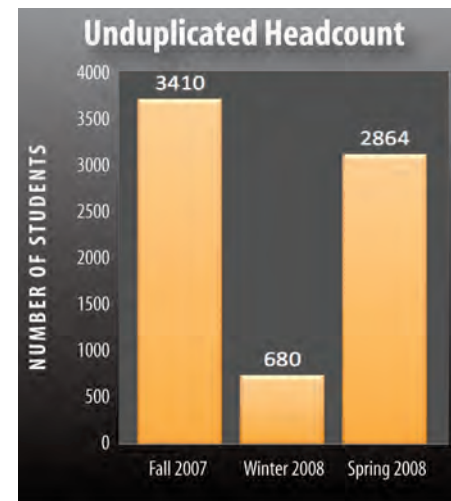
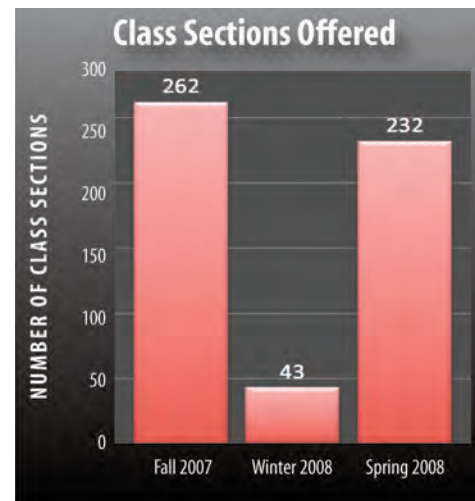
**LIBRARY AND TUTORING LAB** – The Canyon Country campus library, staffed by a certificated librarian, provides reference materials and online databases such as Pro-Quest. Reference materials, books and other resources are



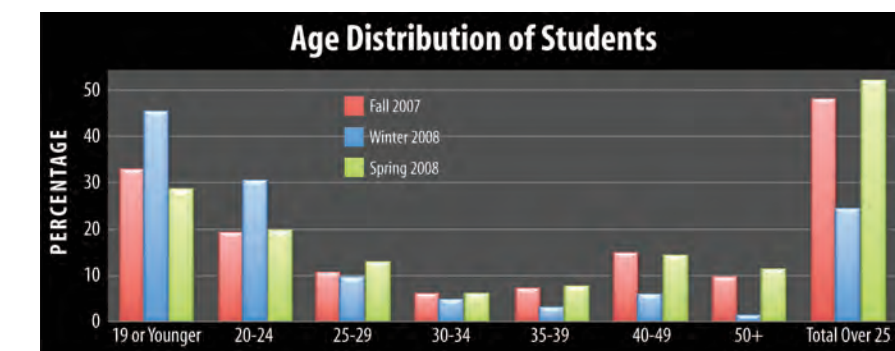
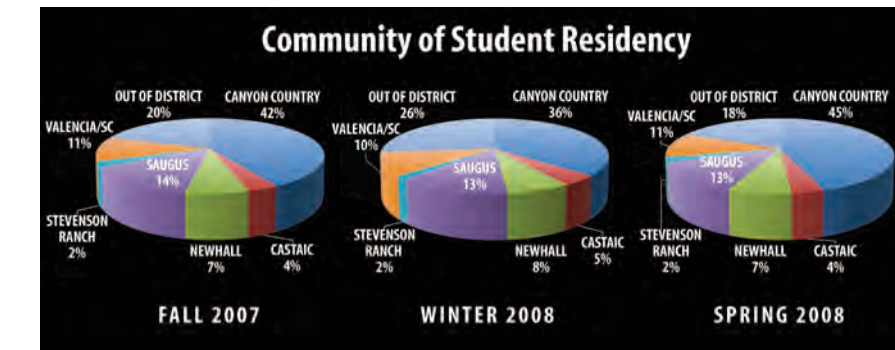
Canyon Country campus students head to classes, fall 2008.

delivered daily from the Valencia campus to the Canyon Country campus. The Tutoring Lab provides tutoring in computer information technology, English, Spanish and math.

**CAMPUS TECHNOLOGY** – The campus offers the latest technology for teaching and learning. Each classroom is equipped with a computer, projection system, DVD/VHS combo, document camera (digital overhead) and speaker system. The campus has wireless network capability that extends to the far reaches of each parking lot. There are two fully-equipped computer classrooms and computer lab, and computers are available for use in both the Library and the Tutoring, Learning, Computing Lab.



An aerial view of the campus in March 2008, looking in a southerly direction.



# Student Information

## HAVE MORE QUESTIONS?

Visit [www.canyoncountrycampus.com/about.html](http://www.canyoncountrycampus.com/about.html) for answers to the most common questions about the Canyon Country campus.

## ENROLLMENT TRENDS

The Canyon Country campus was created to respond to the growing demand for access to education in the eastern Santa Clarita Valley. To learn more about the interests, needs and goals of the student population, the college analyzed first-year enrollment data for students who took classes exclusively at the Canyon Country campus (CCC). Interestingly, the study showed that CCC students are somewhat older than students at the Valencia campus, with more than 50 percent of the spring 2008 students older than 25.

More than 40 percent of students taking classes exclusively at the CCC live in Canyon Country. Students from Saugus made up about 14 percent of the students enrolled exclusively at the CCC. The majority of students taking classes exclusively at the CCC are part-time students. This is a significant difference from students enrolled exclusively at the Valencia campus. Ninety-one percent of students enrolled at the CCC only in fall 2007 were part-time students, compared to 62 percent enrolled at the Valencia campus only. The pattern was similar for spring 2008. Ninety percent of students enrolled at the CCC only in spring 2008 were part-time, compared to 64 percent at Valencia only. More than 25 percent of students taking classes only at the CCC reported pursuing an associate degree and transfer to a four-year institution. Nearly the same percentage of students taking classes exclusively at the CCC indicated they are undecided about their educational goals.



SERVICE	WEEKLY SERVICE HOURS
Admissions & Records	52
Testing Center	42
EOPS	3
Career Services	7
Counseling & Advisement	33.5
DSPS	6
Financial Aid	24
Student Business Office	52
Student Development	3
Service Learning	2