

Date: April 12, 2012  
To: Sanford Shugart  
From: Lucy Boudet  
RE: A Report on Advertising and Publicity Targeting Hispanics

The explosive growth of the Hispanic population in Central Florida is reflected in the college's enrollment. More than 31 percent of the college's credit enrollment is made up of Hispanics.

The college conducts many community outreach efforts, primarily through Student Affairs and the Transitions team which partners with high schools and local agencies, such as the "Hispanic Scholarship Fund" or the "Puerto Rican Day Parade Expo." Person-to-person efforts have reached more than 25,000 people so far this year, through information sessions, high school visits, campus tours, parent night presentations, community events, application days, and many more. In addition, campus presidents are actively engaged with community groups and minority initiatives.

Advertising and publicity support those efforts by communicating to a mass audience and are managed by the Marketing and Strategic Communications office.

The Orlando area is the 19<sup>th</sup> largest media market in the nation and advertising can be expensive relative to smaller media markets. Allocating limited advertising dollars responsibly and most efficiently is a major goal of the marketing team. Independent research, analysis of demographic data, as well as focus group research informs all the college's advertising decisions and strategy.

The attached report includes some of the research upon which we base advertising strategy, samples of ads in Spanish, ad campaign plans with detailed lists of advertisers, and more. Some publicity and media relations outreach is also included in this report. I am happy to share this report with you in person.

While we are confident in our advertising strategy, *we can always improve* and are open to all insights and creative ideas to increase awareness of Valencia's offerings and communicate our promise to prospective students that... "We Say You Can" or "Tu Puedes."

# VALENCIA

## A Report on Advertising and Publicity Targeting Hispanics April 2013

Lucy Boudet  
Vice President for Marketing and Strategic Communications

**Advertising and Publicity to Reach Hispanic Audiences**  
**An Overview**  
**April 2013**

- Valencia has five advertising campaigns, currently or planned, targeting Hispanics:
  1. Credit Enrollment Campaign—targeting 18-34 year olds
  2. Continuing Education—targeting working managerial-level professionals, 18-60 years old
  3. Continuing Education International (Languages)— targeting individuals needing to learn English, Spanish and Portuguese
  4. Influencers—targeting political and business leaders
  5. Osceola Campaign—targeting Osceola County 18-34 year olds and their parents/families
  
- In addition to mainstream media which most effectively targets 18-34 year olds, Valencia also advertises (or has plans to advertise) on Spanish language media including: WRUM, WNUE, WHKQ, *Univision TV*, *Telefutura*, *La Prensa*, *El Sentinel*, *El Osceola Star* – all totaling \$100,200 in fiscal year 2012-2013.
  
- Valencia contracted with a niche Hispanic ad agency, The Group Advertising, in March 2013, to “trans create” the new Osceola Campaign into Spanish and the college’s tagline “We Say You Can” is the empowering: “Tu Puedes.”
  
- Valencia’s Osceola campaign targeting Hispanics is designed to also reach parents and will include media vehicles that skew slightly older, such as community newspapers *La Prensa* and *El Osceola Star*.
  
- Valencia has run Spanish language radio and print advertising for many years and will have billboards, bus shelter ads, newspaper ads radio ads, and direct mail in Spanish to promote Fall 2013 enrollment in Osceola County.
  
- All news releases issued by the Public Relations staff are distributed to Spanish language media, which translate them. Occasionally, we issue news releases in Spanish (see Osceola Building 4 dedication release.)
  
- The Public Relations staff routinely seeks opportunities to arrange interviews on Spanish language radio and television.

## **Key Facts/Insights Hispanic Target Audience**

- 31.5 percent of Valencia's total credit enrollment is made up of Hispanics a very slight increase in an otherwise overall enrollment decline (Total Spring Term enrollment: 40,099).
- East Campus has the largest number of enrolled Hispanics with 5,097 or 32% of its enrollment.
- Hispanics are the majority ethnic group at Osceola Campus with 47.1 % compared to 22% Caucasian, reflecting the large Hispanic population in Osceola County and in the City of Kissimmee.
- 64.3% of Valencia students are 18-24 years old.
- 25.5% of Valencia students are 25-39 years old.
- Valencia's primary target audience for credit enrollment advertising is potential students, 18-34 years old.
- Scarborough Research (2012) indicates top media channels with the greatest potential for reaching Hispanics 18-34 are: WFTV (ABC) TV; WKMG (CBS) TV; WOFL (FOX) TV; WPYO FM Radio; WHKQ FM Radio; WRUM FM Radio; movie theaters such as The Loop and Waterford Lakes, The Orlando Sentinel; and digital channels like Google, Facebook and Yahoo.
- Spanish language TV and print (newspapers) deliver a smaller share of the Hispanic 18-34 year old audience than mainstream media
- Focus groups with young Hispanics (June 2006) confirmed research data and found that "only a small number said they read newspapers, with *The Orlando Sentinel* the paper of choice."
- Focus groups also found that "music preferences included party, hip hop/rap, and rock" and that "ties to Spanish-language music seemed to represent only a small part of their music interests."
- Informal discussions (March 2013) with Osceola Campus Reach Hispanic students revealed that ads in Spanish would be considered "welcoming" and "speaking to the heart if not the head" as they do not necessarily read Spanish fluently but would appreciate the effort if the college advertised in Spanish.
- Professional independent focus groups with Osceola County prospective students and parents (including Hispanics) will be conducted in April 2013.
- Approximately 60 percent of Hispanic households own at least one video- and Internet-enabled cell phone, compared to 43 percent of the general market. Hispanics spend 68 percent more time watching video on the Internet and 20 percent more time watching video on their mobile phones compared to non- Hispanic Whites. (2012 State of the Hispanic Consumer: The Hispanic Market Imperative.)
- Families play a central role for Hispanics and are a significant aspect of major decision-making.

### Hispanic Media Buy for 2012-2013

Venue	Name	Dates	Campaign	Amount
<b>Radio</b>	WRUM	10/29/12-12/16/12	Credit	\$ 2,554.47
	WRUM	7/2/12-8/26/12	Credit	\$ 11,931.32
	WRUM	8/13/12-11/18/12	CE	\$ 3,936.80
	WRUM	7/9/12-9/30/12	CEI	\$ 5,234.21
	WRUM	4/22/13-6/16/13	Osceola	\$ 11,608.95
	WRUM	1/28/13-4/21/13	CE	\$ 1,556.01
	WRUM	12/10/12-12/16/12	CEI	\$ 952.83
	WRUM	1/7/13-5/26/13	CEI	\$ 7,229.47
	WNUE	12/10/12-12/16/12	CEI	\$ 662.12
	WNUE	1/7/13-5/26/13	CEI	\$ 5,296.84
	WHKQ	6/3/13-6/30/13	Credit	\$ 2,881.05
	WHKQ	3/4/13-4/21/13	Credit	\$ 6,039.47
	WHKQ	12/10/12-12/16/12	CEI	\$ 885.78
	WHKQ	1/7/13-5/26/13	CEI	\$ 7,466.58
<b>Television</b>	Univision	7/9/12-9/16/12	CEI	\$ 6,737.37
	Telefutura	7/9/12-9/16/12	CEI	\$ 948.42
<b>Newspaper</b>	La Prensa	10/1/12-12/30/12	Influencer	\$ 605.26
	La Prensa	1/1/13-3/31/13	Influencer	\$ 605.26
	La Prensa	4/1/13-6/30/13	Influencer	\$ 1,210.52
	La Prensa	4/25/13-6/30/13	Osceola	\$ 3,026.30
	La Prensa	7/30/12-9/30/12	Influencer	\$ 1,210.52
	El Sentinel	10/1/12-12/30/12	CE	\$ 947.36
	El Sentinel	1/5/13-5/25/13	CEI	\$ 4,263.12
	El Sentinel	12/31/12-3/31/13	CE	\$ 1,894.72
	El Sentinel	4/1/13-6/30/13	CE	\$ 947.36
	El Sentinel	7/30/12-9/30/12	CE	\$ 842.10
	Brasileiras & Brasileiros	7/1/12-9/30/12	CEI	\$ 732.64
	Brasileiras & Brasileiros	1/1/13-5/31/13	CEI	\$ 1,098.96
	El Osceola Star	4/25/13-6/30/13	Osceola	\$ 1,928.44
<b>Other</b>	Facebook translated to Spanish, Portuguese	7/2/12-9/30/12	CEI	\$ 2,000.00
	Facebook translated to Spanish, Portuguese	12/31/12-5/26/13	CEI	\$ 3,000.00

**Total Hispanic Media Purchases for July 1, 2012-June 30, 2013**

**\$ 100,234.25**

**Minority Media Release Distribution  
Through April 2013**



<b>Media Outlet</b>	<b>Type</b>	<b>Name</b>
El Osceola Star	Newspaper	Bill Hansen, Jessica Ruiz
The Orlando Times	Newspaper	Calvin Collins, Kevin Collins
Florida Sun	Newspaper	Linda Walters, Roger Caldwell, Rhetta Peoples, James Madison
Brasileiras & Brasileiros	Newspaper	Maida Manes
El Sentinel	Newspaper	Rafael Palacio
The Advocate	Newspaper	Tahmin Dixon, Louise Seraaj, Frank Butler, Lela Salter, Amyrah Huzzie
WLAZ-FM	Radio	Agne Feliciano
WOTS-AM	Radio	John Torrado
WUNA-AM	Radio	John Torrado
WSDO-AM	Radio	John Torrado
WRLZ-AM	Radio	Jonell Colon
WONQ-AM	Radio	Mae Ann Bornacelli
WRMQ-AM	Radio	Mae Ann Bornacelli
WRUM-FM	Radio	Raymond Torres
WNUE-FM	Radio	Tony Guernica
Noticias Univision Florida Central	TV	Ana Pereira
WDSC3-TV	TV	Jacqui Van Kirk
WKMG2-TV	TV	Tracy Richardson
Infomas (News 13)	TV	

Data/Research







## Demographic Profiles

Adults 18-34, Orlando Metro Coverage

	Race is White	Race is black/African American	Race is Asian	Race is Other	Hispanic/Race is Hispanic
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### PRINT

Orlando Sentinel (SUN)	49.4%	41.2%	48.4%	26.1%	45.9%
<i>La Prensa (6 mos)</i>	5.4%	0.0%	0.0%	3.6%	13.6%

### RADIO

WCFB-FM	4.7%	59.2%	5.4%	22.6%	13.3%
WHKQ-FM	15.4%	14.6%	43.1%	25.8%	47.4%
WJHM-FM	38.4%	66.1%	0.0%	51.0%	46.3%
WJRR-FM	40.2%	5.2%	0.0%	0.0%	17.4%
WMMO-FM	26.8%	0.0%	0.0%	0.0%	0.0%
WOMX-FM	58.8%	1.9%	16.5%	3.6%	12.2%
WPYO-FM	48.7%	77.2%	10.5%	60.9%	51.7%
WRUM-FM	18.2%	13.0%	0.0%	8.0%	46.5%
WWKA-FM	30.2%	0.0%	0.0%	19.9%	3.8%
WXXL-FM	64.8%	20.5%	57.9%	55.0%	46.5%
<i>WNUE-FM</i>	7.1%	0.0%	0.0%	10.2%	19.9%

### TELEVISION

WFTV(ABC)	54.8%	78.0%	57.2%	50.3%	51.4%
WKMG(CBS)	61.0%	47.7%	57.2%	43.1%	50.7%
WOFL(FOX)	62.6%	68.0%	82.6%	53.9%	42.6%
WKCF(CW)	16.2%	21.7%	0.0%	3.6%	11.5%
WESH(NBC)	48.7%	31.0%	55.6%	55.9%	36.6%
WRBW(My Network)	4.3%	6.7%	0.0%	0.0%	1.1%
WRDQ(Ind)	6.2%	10.8%	0.0%	0.0%	1.1%
<i>Univision</i>	10.5%	10.6%	0.0%	8.0%	28.6%
<i>Telemundo</i>	10.5%	0.0%	0.0%	8.0%	26.5%

### CABLE

Comedy Central	26.1%	41.0%	41.9%	48.6%	27.6%
MTV	33.7%	30.7%	16.5%	27.5%	31.6%
Style	2.3%	0.0%	0.0%	12.0%	1.4%
Cartoon Net	11.0%	3.2%	25.4%	25.3%	13.1%
TruTV	6.4%	34.7%	0.0%	9.8%	6.9%
VH1	18.7%	24.0%	0.0%	15.6%	20.5%
Spike	20.0%	22.2%	0.0%	19.3%	27.3%
Oxygen	28.6%	41.4%	10.5%	12.0%	35.0%
OWN	2.8%	25.3%	0.0%	0.0%	5.0%
BET	15.0%	51.8%	0.0%	7.2%	26.7%
USA	17.2%	39.6%	16.5%	5.4%	12.1%
Bravo	14.0%	6.9%	10.5%	5.1%	17.6%

CNBC	4.6%	10.8%	25.4%	7.6%	10.7%
MSNBC	5.6%	6.8%	0.0%	0.0%	5.9%
NBC Sports	3.6%	0.0%	0.0%	0.0%	5.9%

**DIGITAL**

Yahoo! (wk)	53.0%	58.6%	57.2%	56.2%	53.8%
Google (wk)	84.1%	82.9%	52.1%	58.7%	77.1%
Facebook (mo)	93.7%	72.9%	94.6%	78.7%	79.8%

<b>Race is black/African American</b>	<b>Race is Asian</b>	<b>Hispanic/Race is Hispanic</b>
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**CINEMA\***

Wekiva	23.3%	4.4%	27.1%
The Loop	13.2%	8.1%	65.2%
Waterford Lakes	12.0%	8.0%	40.3%
West Oaks	42.4%	6.8%	22.2%
Winter Park	20.1%	4.2%	21.2%
Plaza Cinema Café	33.6%	3.6%	26.2%

**OUT OF HOME**

By using a combination of digital billboards and poster size billboards evenly distributed throughout Orange and Osceola county, we are confident we are reaching ethnic groups proportionate to the population.

**Source(s);**

Print, Radio, Television, Cable, Yahoo, Google, Facebook - Scarborough, Release 2 2012 Aug11-Jul12

Cinema - provided by NCM based on census and doublebase data

\* Cinema data is percentage of cinema attendees (composition)

Advertising Plans  
Targeting Hispanics  
2012-2013

Credit  
Continuing Education  
Continuing Education (Language Programs)  
Influencers  
Osceola County

Push.

Valencia College - 2012/2013 Media Calendar



CREDIT			2012												2013																																																																												
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Push.

Valencia College - 2012/2013 Media Calendar

VALENCIA COLLEGE

CONTINUING EDUCATION INTERNATIONAL

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		July				August				September				October				November				December				January				February				March				April				May				June								
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Study in the USA Latin America/Spain Portuguese, Northeast Asia Southeast Asia, Japanese Middle East ~ Also includes digital in: English Arabic, Brazilian Portuguese Japanese, Korean, Spanish Chinese(simplified), Vietnamese	Full pg - Horz - Full Color																																																					
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<b>RADIO/TELEVISION</b>																																																						
Univision / Telefutura Possible programming may include: Univision Despierta Univision CFL News ROS Univision- Edicion Nocturna Telefutura El Chavo La Pola Dona Bella	:15																																																					
WRUM/WNUE/WHKQ	:30																																																					
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Facebook Spanish & Portuguese		1.3MM Imp								1.3MM Imp												1.3MM Imp								1.3MM Imp								1.3MM Imp																
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Push.

Valencia College - 2012/2013 Media Calendar



INFLUENCERS

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Newsweek (Florida Only) <i>Best American Colleges</i>	70,000	<div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <p>M</p> <p>Sp 7/18, M 7/24</p> </div> </div>																																																				
MNI Thought Leader Network (Orlando) <i>Bloomberg Businessweek, Forbes, Fortune Newsweek, Smithsonian, The Week, Time</i>	71,640	<div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <p>October</p> <p>Sp &amp; Mat 8/6</p> </div> <div style="width: 20%;"> <p>April</p> <p>Sp &amp; Mat 2/4</p> </div> <div style="width: 20%;"> <p>May</p> <p>Sp &amp; Mat 3/4</p> </div> </div>																																																				
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Poster Showing 19 locations		<div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <p>19 Locations</p> </div> </div>																																																				
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Broadcast Radio WBBO-AM	:15/:30/:60																																																					
WMFE (NPR)	13 week sponsorship 5 - :10 spots per wk 5 - :20 spots per wk	<div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <p>Red bar</p> </div> <div style="width: 20%;"> <p>Red bar</p> </div> <div style="width: 20%;"> <p>Red bar</p> </div> <div style="width: 20%;"> <p>Red bar</p> </div> </div>																																																				
<b>DIGITAL</b>																																																						
Orlando Business Journal Email Newsletter - Upper Banner	69,460 M-F	728 x 90																																																				
		<div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <p>Mat 7/31</p> </div> <div style="width: 20%;"> <p>Mat 9/11</p> </div> <div style="width: 20%;"> <p>Mat 10/30</p> </div> <div style="width: 20%;"> <p>Mat 1/29</p> </div> <div style="width: 20%;"> <p>Mat 4/2</p> </div> <div style="width: 20%;"> <p>Mat 5/28</p> </div> </div>																																																				
<b>CONTINGENCY</b>																																																						



Push.

Valencia College - 2013 Osceola Campus Media Calendar



OSCEOLA CAMPUS

			2013																									
			January				February				March				April				May				June					
			31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24
<b>PRINT</b>																												
Osceola News Gazette	50,000	3 col x 10.5" - 4/c																										
El Osceola Star		1/2p - 4/c																										
Orlando Sentinel - Osceola County Section		3 col x 10.5" - 4/c																										
La Prensa	70,000 readers	1/4 p H - b/w																										
<b>RADIO</b>																												
WRUM-FM		:30																										
<b>OUTDOOR</b>																												
Outdoor Billboards Production		5 Locations																										
Bus Shelters 10 locations Production		10 locations																										
<b>CINEMA</b>																												
The Loop Stadium 16 On-Screen + LEN <i>includes media services fee</i>		:15 <i>run dates 4/26-6/20</i>																										
<b>DIGITAL</b>																												
Yahoo! Network <i>(pending availability)</i>	A 18-34 Osceola County 100,000 impressions	728x90, 300x250																										
COX Ad Network	A 16-34 Osceola County 630,000 impressions	728x90, 300x250, 160x600																										
Facebook	A 16-19 Osceola County A 18-34 Osceola County	300,000 impressions 600,000 impressions																										
<b>CONTINGENCY</b>																												

## Osceola Campaign 2013 Enrollment

		Begin ad campaign April 22		Marketing campaign in market		Marketing campaign in market			
Tactic	Type	Mar	Apr	May	Jun	July	Aug	Nov	Dec
				Open House 5/2/13			Classes Start Aug 26		
Print ads	Newspaper ads- Osceola News Gazette		4/25	5/2 and 5/9 and 5/30	6/13				
	Newspaper ads-El Osceola Star			5/3, 5/24	6/7 and 6/21				
	Newspaper ads-Orl. Sent. Osceola section			5/5, 5/26	6/16 and 6/30				
	Newspaper ads-La Prensa		4/25	5/2, 5/16	6/6 and 6/20				
Radio	:30 radio spots			4/22- 6/30					
	Van promo from Open House			5/2					
Outdoor billboards	Poster billboards: 3 in English, 2 in Spanish			4/22-6/16					
Cinema	:15 second spot before previews			4/26-6/20					
	:15 spot in Lobby			4/26-6/20					
Digital	Yahoo banners			4/22-6/30					
	Cox Ad banners			4/22-6/30					
	Facebook			4/22-6/30					
Bus shelters	10 total (8 in English, 2 Spanish)			4/22-6/16					
UCF/Valencia light pole banners				installed 1/13-12/13					
UCF/Valencia building banners				installed 1/13-12/13					
Part-time enrollment advisor				April -Aug					
Staff support for more info sessions				April -Aug					
Direct Mail in Spanish				drop April					
Website	Landing page (both languages)			Live April (ongoing)					
Home page banner ad, Osceola campus update, Open House website				Live April (ongoing)					
Open House Direct mail (communicating all 3)			Dropped end of March						
Open House Posters in High schools (communicating all 3)			Dropped end of March						
News release	Open House		sent beg of April						
Facebook posts	Ongoing posts throughout campaign						ongoing		

Sample Ads  
&  
Direct Mail



## El mejor regalo que puedes darle a una hija: unas cuantas puertas

Darle a una hija una carrera con muchas salidas es lo mejor que puedes hacer por ella. Y es algo que te llenará de orgullo. Valencia College se ha unido a UCF para que ella pueda estudiar aquí. En tu comunidad. Sin ir más lejos.

Para más información, llámanos hoy al **(407) 582-1507, ext. 6** o visítanos en **[valenciacollege.edu/ayuda](http://valenciacollege.edu/ayuda)**

**VALENCIA**COLLEGE

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**Marca tu futuro: (407) 582-1507**

**VALENCIA COLLEGE**

**Tú puedes.**

**Llama a tu consejero personal en Osceola**



**Estudia cerca de tu familia.**

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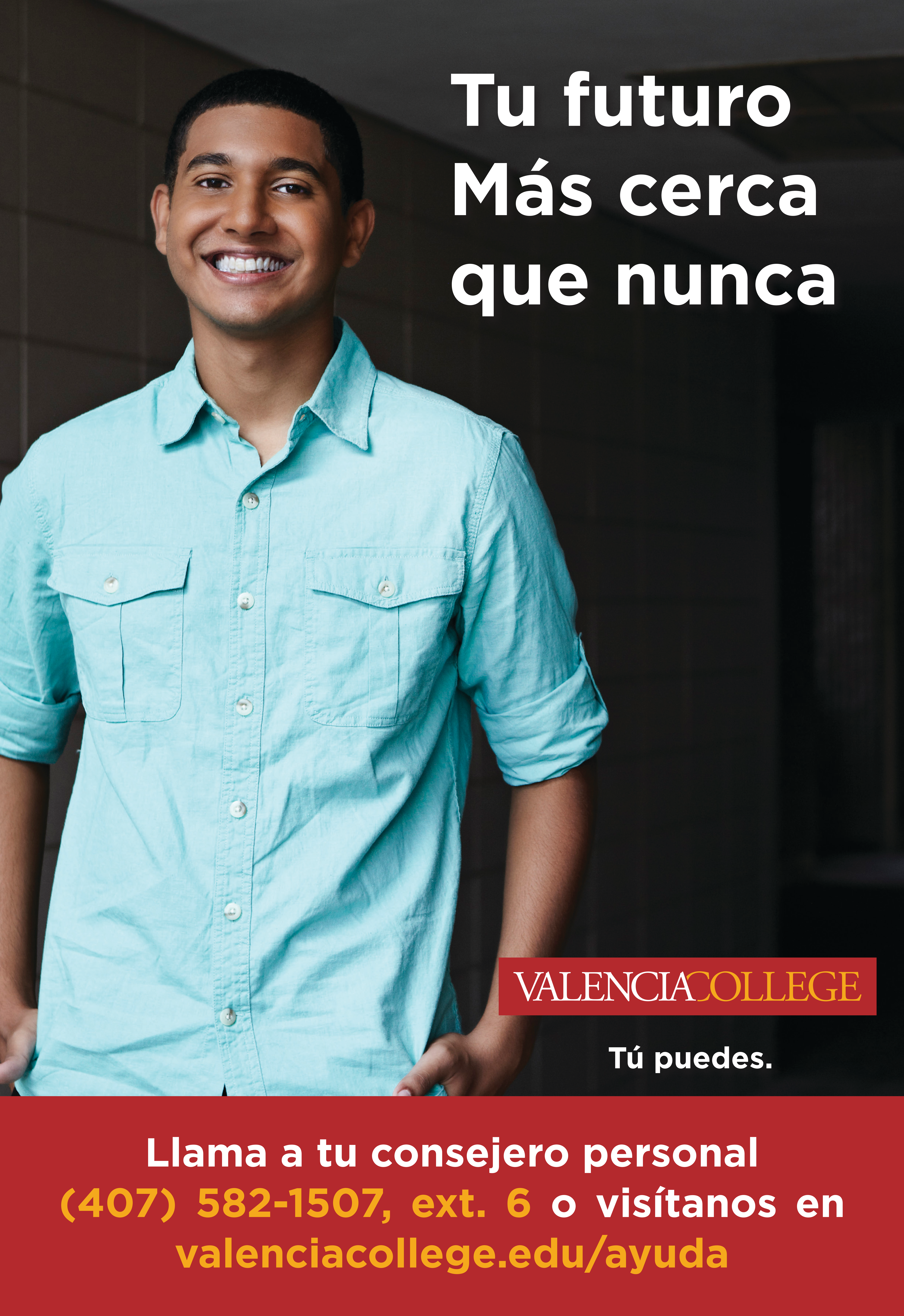
# El mejor regalo que puedes darle a una hija: **unas cuantas puertas**

Darle a una hija una carrera con muchas salidas es lo mejor que puedes hacer por ella. Y es algo que te llenará de orgullo. Valencia College se ha unido a UCF para que ella pueda estudiar aquí. En tu comunidad. Sin ir más lejos.

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**VALENCIA**COLLEGE

Tú puedes.

A young man with short dark hair, smiling broadly, wearing a light blue button-down shirt with two chest pockets. He is standing against a dark, textured background.

**Tu futuro  
Más cerca  
que nunca**

**VALENCIA**COLLEGE

**Tú puedes.**

**Llama a tu consejero personal  
(407) 582-1507, ext. 6 o visítanos en  
[valenciacollege.edu/ayuda](http://valenciacollege.edu/ayuda)**





# Estudia cerca de tu familia

VALENCIA COLLEGE

Tú puedes.

Llama a tu consejero personal  
(407) 582-1507, ext. 6 o visítanos en  
[valenciacollege.edu/ayuda](http://valenciacollege.edu/ayuda)



VALENCIA COLLEGE

Tú puedes.

El mejor regalo que  
puedes darle a tus hijos:  
**unas cuantas puertas**

Gran sorteo: **dos Becas de \$500\***  
como ayuda para los estudios

\*Sólo para nuevos estudiantes

Valencia College abre sus puertas con un OPEN HOUSE para padres y alumnos. Un evento en el que te informaremos sobre todos los programas de estudios, el proceso de inscripción y cualquier pregunta sobre la universidad. Además, sortearemos DOS BECAS DE \$500 COMO AYUDA PARA LOS ESTUDIOS.\*

Y si no puedes asistir, llama a tu consejero personal para obtener ayuda al **(407) 582-1507, ext. 6.**

**RSVP: [valenciacollege.edu/ayuda](http://valenciacollege.edu/ayuda)  
Osceola Campus: 1800 Denn John Lane, Kissimmee, FL**



**OPEN HOUSE**  
2 de mayo,  
6pm - 8pm  
Osceola Campus,  
Bldg. 4

***Infórmate sobre:***

- Ayuda financiera
- Cursos generales de educación
- DirectConnect to UCF
- Estudiar en el extranjero
- Clubs de Estudiantes y Organizaciones
- Y mucho más...

**Programas específicos del Osceola Campus**

Diseño Gráfico, Enfermería, Servicios Médicos de Emergencia,  
Negocios, Administración de Oficinas, Ingeniería de Computación

\*Sólo para nuevos estudiantes

# WE'RE NOT BRAGGING. OKAY, MAYBE A LITTLE.

## Cesar Calvet

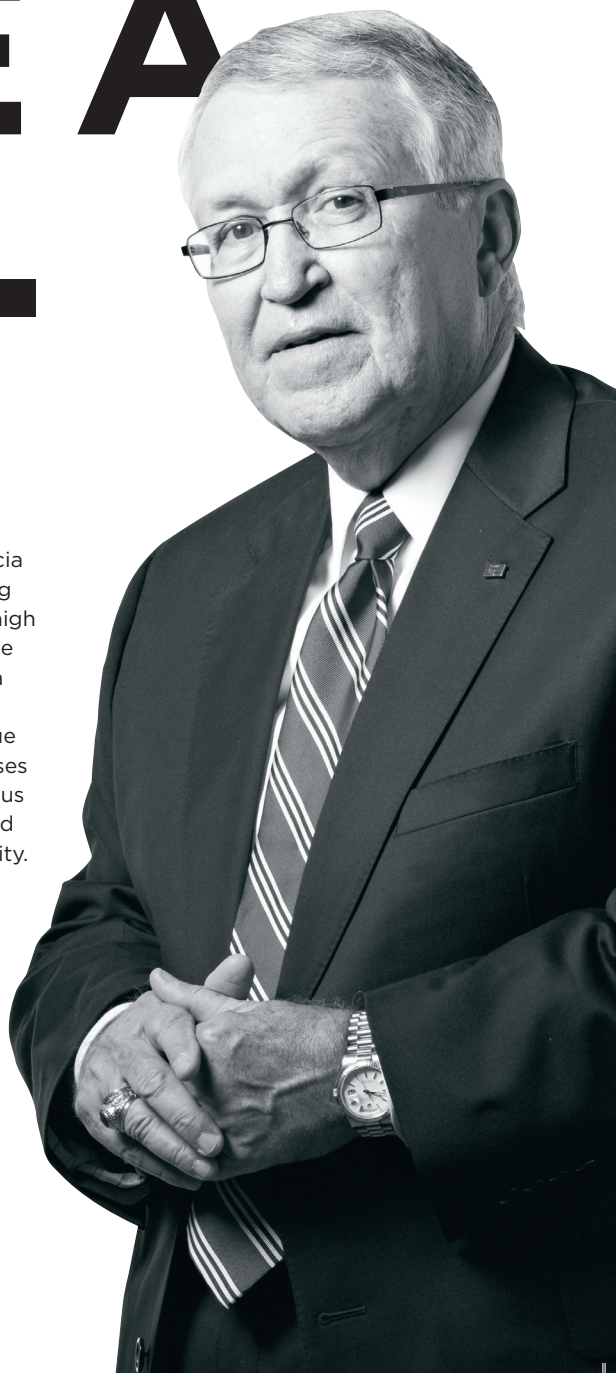
*President of CNLBank Banco Latino. Class of '70.*

Cesar Calvet is the epitome of the American Dream. And Valencia College is proud to have been a part of his journey. After coming to Florida during Cuba's revolution, Mr. Calvet graduated from high school and landed a job as a bank teller. But he needed a college degree to advance his career. Mr. Calvet chose to go to Valencia because it was more affordable, it had a hassle-free registration process, and its flexible course schedule enabled him to continue working. Now President of CNLBank Banco Latino, Mr. Calvet uses his success to benefit the community. He has served on numerous foundations, boards and committees, including a term as elected Chairman of the Board for the Greater Orlando Aviation Authority. As an investment banker, people trust Mr. Calvet with millions of dollars. Mr. Calvet trusted Valencia with his education and continues to be an advocate for the college to this day.

[valenciacollege.edu/together](http://valenciacollege.edu/together)

**VALENCIA COLLEGE**

Together we're better.



# Sí, puedes hablar inglés con fluidez.

Valencia College Continuing Education ofrece una gran variedad de cursos para ayudarte a mejorar tu capacidad de hablar, leer, escribir y entender inglés.

**Inscríbete hoy. 407-582-6688. [valenciacollege.edu/esl](http://valenciacollege.edu/esl)**

**VALENCIA COLLEGE**

Sabemos que sí puedes.

**Los cursos empiezan la semana del 8 de octubre. Para más información, llama al 407-582-6688.**

# Sí, puedes aprender inglés en un horario conveniente.

Valencia College Continuing Education te ofrece clases nocturnas y durante los sábados, para que puedas aprender inglés sin interrumpir tu rutina.

**Inscríbete hoy. 407-582-6688. [valenciacollege.edu/esl](http://valenciacollege.edu/esl)**

**VALENCIA COLLEGE**

Sabemos que sí puedes.

**Los cursos empiezan la semana del 28 de enero. Para más información, llama al 407-582-6688.**

# Sí, puedes mejorar tu inglés.

Valencia College Continuing Education ofrece una gran variedad de cursos de inglés en todos los niveles.

**¡Inscríbete hoy! 407-582-6688. [valenciacollege.edu/esl](http://valenciacollege.edu/esl)**

**VALENCIA COLLEGE**

Sabemos que sí puedes.

**Los cursos que empiezan la semana del 6 de agosto.**

# Sí, puedes hablar inglés como si fuera tu primer idioma.

Valencia College Continuing Education ofrece cursos de inglés  
para personas en todos los niveles.

**Inscríbete hoy. 407-582-6688. [valenciacollege.edu/esl](http://valenciacollege.edu/esl)**

**VALENCIA COLLEGE**

Sabemos que sí puedes.

Los cursos empiezan la semana del 1 de abril. Para más información, llama al 407-582-6688.



# Sí, puedes aprender inglés en un horario conveniente.

Valencia College Continuing Education te ofrece clases nocturnas y durante los sábados.

**Inscríbete hoy. 407-582-6688. [valenciacollege.edu/esl](http://valenciacollege.edu/esl)**

**VALENCIA COLLEGE**

Sabemos que sí puedes.

**Regístrate antes del 12 de enero y recibe un descuento.**

Sample News Release  
&  
Coverage

# VALENCIA

Para Transmitir: El 3 de abril del 2013

Fuente de Contacto: Linda Shrieves Beaty

Tel.: 407-582-5661

Email: [lbeaty2@valenciacollege.edu](mailto:lbeaty2@valenciacollege.edu)

## **Los Funcionarios de Valencia y UCF, Oficialmente Anuncian la Apertura del Nuevo Edificio en el Recinto de Osceola**

Orlando, FL – Los funcionarios de Valencia College juntos con los de la Universidad de la Florida Central, presentarán una ceremonia en honor de la dedicación del flamante edificio en el recinto de Valencia en Osceola, este 11 de abril a las 8:45 de la mañana. El público está invitado a asistir a la ceremonia en el Edificio 4 y habrá excursiones después de la ceremonia.

El Edificio 4, es el edificio más grande que consta cualquier recinto de Valencia con unos mil quinientos (150.000) pies cuadrados de superficie, y muy probablemente se convertirá en el foco de la vida estudiantil para los doce mil estudiantes que atienden clases en el recinto de Kissimmee. Además de las dieciocho aulas, este edificio de cuarto pisos consta con una biblioteca, una librería, diez laboratorios ciencias, un laboratorio para matemáticas y computación, una cafetería y un café.

La construcción del Edificio 4 costó \$35 millones. El diseño fue creado por la firma de arquitectos de Hunton-Brady y la edificación fue hecha por los contratistas de la compañía, Clancy & Theys.

El edificio será compartido con UCF, que la Universidad contribuyó \$7,5 millones para la construcción del mismo. Además de usar las aulas, UCF también tendrá unas dieciocho oficinas para sus profesores y personal administrativo.

UCF, tiene sus operaciones regionales establecidas y funcionando dentro del recinto de Osceola en Valencia, ofreciendo algunos de los títulos universitarios en el recinto de Kissimmee, que abarcan títulos de comerciante hasta las ciencias políticas. Constando con esta extensa presencia en Osceola, la Universidad de la Florida Central (UCF) planea agregar un vasta selección de títulos de bachillerato para el otoño del 2013, que incluirá títulos en los campos de ciencia bioquímica, justicia criminal, psicología, administración pública y la administración de los servicios para la salud.

Estamos en una época donde los funcionarios estatales están incitando que más alumnos estudien STEM, o sea—las ciencias exactas en tecnología, matemáticas e ingeniería— lo cual el nuevo edificio de Valencia en Osceola, permitirá a los funcionarios universitarios a promocionar más clases de biología, química, y física. Los nuevos laboratorios incluirán tres de fisiología, tres de biología, dos de química, uno de microbiología y un laboratorio de física.

Entre los dignitarios y funcionarios que asistirán al evento de cortar la cinta estarán: el presidente de UCF, Dr. John Hitt; el presidente de Valencia College, Dr. Sanford Shugart; la recaudadora de impuestos del Condado de Osceola, Sra. Patsy Heffner; el gerente del Condado de Osceola, Sr. Don Fisher; el alcalde de Kissimmee, Sr. Jim Swan; la vice-alcalde de Kissimmee, Sra. Cheryl Grieb; los comisarios, Sr. José Álvarez y Sra. Sara Shaw; el gerente de la Ciudad de Kissimmee, Sr. Mike Steigerwald; y la diputada y gerenta de la Ciudad de Kissimmee, Sra. Desiree Matthews. Entre otros funcionarios, estará la Sra. Susan Fernández, de la oficina estadounidense del Senador Marco Rubio.

Además de este nuevo edificio, los funcionarios de Valencia, este año, revelarán un nuevo programa para los alumnos de honor en el recinto de Osceola. Comenzando en el año escolar de 2012-2013, el recinto de Osceola se convertirá en el líder de los estudios para los cursos de honor del James M. y Dayle L. Seneff Honors College de Valencia.

Para más información , por favor vaya a la página de [www.valenciacollege.edu/news](http://www.valenciacollege.edu/news)

MJONES21

E-EDITION HOME DELIVERY DIGITAL MEMBERSHIPS PLACE AN AD JOBS CARS REAL ESTATE RENTALS CLASSIFIEDS



83° F Friday, April 12, 2013  
4:16 PM EDT



EL SENTINEL PARQUES DEPORTES PATRIA NEGOCIOS CONTÁCTENOS ORLANDOSENTINEL.COM VIVELO HOY



WEEKLY ADS **hgregg** TRENDING | North Korea | Matt Lauer | Bob Seger | Anthony Weiner | Octomom | Vehicle Airbag Recall

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## Valencia inaugura edificio en Osceola

Comments 0 Email Share 0 Tweet 0 Ohh 3 0

Autoridades del Colegio Estatal Valencia y de la Universidad de la Florida Central (UCF, siglas en inglés) encabezarán una ceremonia con motivo de la inauguración de un moderno edificio en el recinto de Valencia en Osceola el próximo 11 de abril, a las 8:45 a.m.

El público está invitado a asistir a la ceremonia en el Edificio 4 y habrá recorridos después de la ceremonia.

El Edificio 4 es el edificio más grande de que consta cualquier recinto de Valencia con unos 150,000 pies cuadrados de superficie, y muy probablemente se convertirá en el foco de la vida estudiantil para los 12,000 estudiantes que asisten a clases en el recinto de **Kissimmee**.

Además de las 18 aulas, este edificio de cuatro pisos tiene una biblioteca, una librería, 10 laboratorios de ciencias, un laboratorio para matemáticas y computación, una cafetería y un café.

La construcción del Edificio 4 costó \$35 millones. El diseño es original de la firma de arquitectos Hunton-Brady

y la edificación fue construida por los contratistas de la compañía Clancy & Theys.

### Topics

- Kissimmee

**Presione aquí para recibir gratis su ejemplar de El Sentinel en casa**

El edificio será compartido con UCF, ya que la universidad aportó \$7.5 millones para la construcción del mismo. Además de usar las aulas, UCF también tendrá unas 18 oficinas para sus profesores y personal administrativo.

UCF tiene sus operaciones regionales establecidas y funcionando dentro del recinto de Osceola en Valencia, ofreciendo algunos de los títulos universitarios en el recinto de Kissimmee, desde diplomas en carreras de negocios hasta ciencias políticas.

Contando con esta extensa presencia en Osceola, UCF planea agregar una vasta selección de títulos de licenciatura para el otoño de 2013, que incluirá diplomas en los campos de bioquímica, justicia criminal, psicología, administración pública y administración de los servicios para la salud.

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### Las historias más leídas

1. **Rusia advierte a Estados Unidos sobre ley de derechos humanos**



## Valencia's 6th Brazilian Film Festival Presents Five Films in Seven Days

Monday, April 1, 2013

Valencia College will kick off its 6<sup>th</sup> Brazilian Film Festival on April 5 with "Gonzaga," the dramatic, complicated story of Brazilian pop hero Gonzaga and his son, pop star Gonzaguinha. During the weeklong festival, the college will show five films, concluding on April 12 with the U.S. premiere of "Margaret Mee and the Moonflower," a documentary based on the life of a botanical illustrator who spent 30 years working in the Amazon.



Admission to the film series is free. All films will be shown in Portuguese with English subtitles. Each showing will be held at 7 p.m., and will be preceded by a reception at 6:30 p.m.

Most of the films will be shown on Valencia's West Campus, located at 1800 S. Kirkman Road, Orlando. One film will be shown on Valencia's Osceola Campus, located at 1800 Denn John Lane in Kissimee.

Launched in 2008 by Valencia Professor Richard Sansone, who teaches Portuguese and English as a Second Language, the film festival is one of only two Brazilian film festivals in Florida (the other is in Miami). The festival is presented in partnership with the Central Florida Brazilian American Chamber of Commerce and the University of Florida Center for Latin American Studies.

The films in the series were selected by Sansone and renowned Brazilian filmmaker Elisa Tolomelli, who will moderate each showing and answer questions afterward.

**"Gonzaga: From Father to Son" (De Pai pra Filho): 7 p.m., Friday, April 5, West Campus, Building 3, Room 111**

In this 2012 drama, filmmaker Breno Silveira tells the complicated tale of two of Brazil's most popular pop music icons – Luiz Gonzaga, the King of the Baião, and his son, Gonzaguinha. The film details the human drama between father and son and the wreckage that their careers make of their family lives.

The film is rated as appropriate for audience members 12 years and up.

**"Heleno": 7 p.m., Monday, April 8, Osceola Campus, Building 1 Auditorium**

This 2011 biography paints a portrait of the tragic life of one of Brazil's greatest soccer players, Heleno de Freitas. A lawyer by training, the arrogant, explosive Heleno, scion of a prosperous family, was addicted to both women and drugs. His amazing talent, prowess and determination on the field, however, could not balance the excesses of his lifestyle off the field, ending a brilliant career much too soon.

Directed by Jose Fonseca, the movie stars actor Rodrigo Santoro, whose portrayal won Best Actor awards from the Havana Film Festival, the Lima Latin American Film Festival and the Premio Contigo Cinema of Brazil. The film is rated appropriate for audience members ages 17 and up.

**“The Clown (O Palhaco)”**: 7 p.m., Tuesday, April 9, West Campus, Building 3, Room 111



performers.

**Brazil's** submission for the 2011 Academy Award for Best Foreign film, The Clown tells the comedic adventures of a father and son who work as clowns in a vaudevillian circus that tours the Brazilian countryside until son Benjamin, the unhappy clown, decides to abandon his family in favor of a more stable path. Viewers are treated to exquisite cinematography that contrasts starkly with the extreme poverty of the locations visited by the rag-tag group of

The film, directed by and starring Selton Mello, has won 28 awards at international film festivals. The film is rated appropriate for audience members ages 14 and up.

**“Two Rabbits (Dois Coelhos)”**: 7 p.m., Thursday, April 11, West Campus, Building 3, Room 111



This refreshingly hip action thriller stars Fernando Pinto as the protagonist Edgar, who, approaching his 30th birthday and the end of his patience, concocts a vigilante solution which pits a criminal gangster against a corrupt politician. His brilliant plot to get the forces of evil to face off with one another takes the audience on an adrenaline-pumping roller coaster ride.

Directed by Afonso Poyart, this high-tension action film is rated appropriate for audience members ages 16 and up.

**“Margaret Mee and the Moonflower”**: 7 p.m., Friday, April 12, West Campus, Building 3, Room 111

**Join** Producer Elisa Tolomelli as she takes filmgoers on a trip up the Rio Negro to meet one of the pioneering champions of Amazon forest preservation, the famed British botanical artist, Margaret Mee. Directed by Malu De Martino, the film takes viewers on a sumptuously rich visual and auditory sojourn to the Amazon forest in the company of the diminutive yet courageous Mee.

Much of the footage was taken during Mee's last trip to the Amazon, after a hiatus of 15 years. Mee's odyssey to observe and to paint the elusive moonflower — which only opens one night of the year — is one of the many visual delights captured for the viewer. Through her diaries, interviews and narratives encompassing 36 years in Brazil, this documentary reveals a tireless advocate for the preservation of Brazilian flora, whose love of nature reminds us of the need to preserve our environment.

This film is not yet rated, but is deemed appropriate for all ages.

To view trailers, get directions and learn more about the films, please visit: <http://valenciabrazilianfilmfest.com/>

orlandosentinel.com/entertainment/arts-and-theater/os-brazil-film-festival-valencia-20130403,0,6600398.story

## OrlandoSentinel.com

THE ARTISTIC TYPE: A BLOG OF THEATER, ARTS AND CULTURE

### Valencia College hosts 6th free Brazilian Film Festival

By [Matthew J. Palm](#), Orlando Sentinel Arts Writer

3:48 PM EDT, April 3, 2013

Valencia College will kick off its 6th Brazilian Film Festival this Friday, April 5, with "Gonzaga," the dramatic, complicated story of Brazilian pop hero Gonzaga and his son, pop star Gonzaguinha. During the weeklong festival, the college will show five films, concluding on April 12 with the U.S. premiere of "Margaret Mee and the Moonflower," a documentary based on the life of a botanical illustrator who spent 30 years working in the Amazon.

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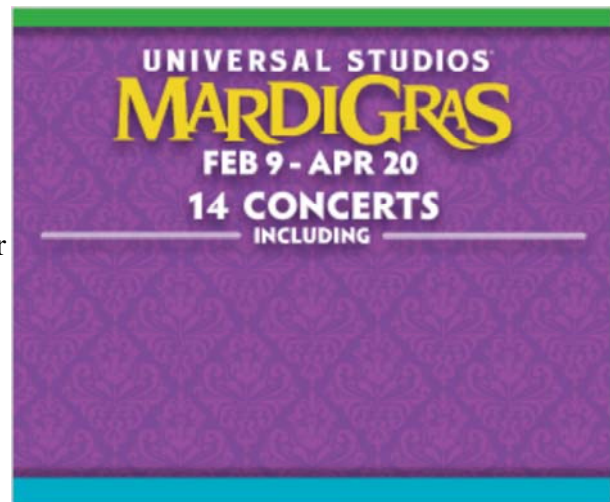
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Here's the lineup:

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Directed by Jose Fonseca, the movie stars actor Rodrigo Santoro, whose portrayal won Best Actor awards from the Havana Film Festival, the Lima Latin American Film Festival and the Premio Contigo Cinema of Brazil. The film is rated appropriate for audience members ages 17 and up.

**"The Clown (O Palhaco)":** 7 p.m., Tuesday, April 9, West Campus, Building 3, Room 111

Brazil's submission for the 2011 Academy Award for Best Foreign film, "The Clown" tells the comedic adventures of a father and son who work as clowns in a vaudevillian circus that tours the Brazilian countryside until son Benjamin, the unhappy clown, decides to abandon his family in favor of a more stable path. Viewers are treated to exquisite cinematography that contrasts starkly with the extreme poverty of the locations visited by the rag-tag group of performers.

The film, directed by and starring Selton Mello, has won 28 awards at international film festivals. The film is rated appropriate for audience members ages 14 and up.

**"Two Rabbits (Dois Coelhos)":** 7 p.m., Thursday, April 11, West Campus, Building 3, Room 111

This refreshingly hip action thriller stars Fernando Pinto as Edgar, who, approaching his 30th birthday and the end of his patience, concocts a vigilante solution which pits a criminal gangster against a corrupt politician. His brilliant plot to get the forces of evil to face off with one another takes the audience on an adrenaline-pumping roller coaster ride.

Directed by Afonso Poyart, this high-tension action film is rated appropriate for audience members ages 16 and up.

**"Margaret Mee and the Moonflower":** 7 p.m., Friday, April 12, West Campus, Building 3, Room 111

Join Producer Elisa Tolomelli as she takes filmgoers on a trip up the Rio Negro to meet one of the pioneering champions of Amazon forest preservation, famed British botanical artist, Margaret Mee. Directed by Malu De Martino, the film takes viewers on a sumptuously rich visual and auditory sojourn to the Amazon forest in the company of the diminutive yet courageous Mee.

Much of the footage was taken during Mee's last trip to the Amazon, after a hiatus of 15 years. Mee's odyssey to observe and to paint the elusive moonflower — which only opens one night of the year — is one of the many visual delights captured for the viewer. Through her diaries, interviews and narratives encompassing 36 years in Brazil, this documentary reveals a tireless advocate for the

preservation of Brazilian flora, whose love of nature reminds us of the need to preserve our environment.

This film is not yet rated, but is deemed appropriate for all ages.

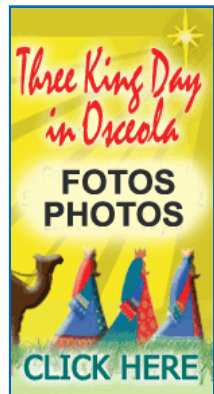
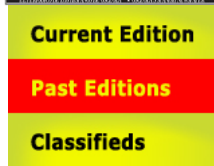
To view trailers, get directions and learn more about the films, go to [valenciabrazilianfilmfest.com](http://valenciabrazilianfilmfest.com).

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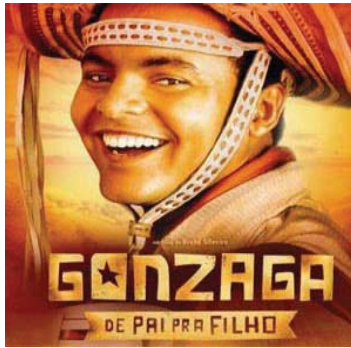
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## Comienza el Festival de Cine Brasileño de Valencia



**Orlando, FL** - Valencia College dio inicio a su 6to Festival de Cine de Brasil el 5 de abril con "Gonzaga", la historia dramática y complicada del héroe del pop brasileño Gonzaga y su hijo, la estrella del pop Gonzaguinha. Durante el festival de una semana, el colegio mostrará cinco películas, concluyendo el estreno en los EU de "Margaret Mee y el Moonflower", un documental basado en la vida de un ilustrador botánico que pasó 30 años trabajando en el Amazonas, el 12 de abril.



La admisión a la serie de películas es gratuita. Todas las películas se proyectarán en portugués con subtítulos en inglés. Las proyecciones se llevarán a cabo a las 7 p.m., precedidas por una recepción a las 6:30 p.m. La mayoría de las películas se proyectarán en el Campus de Valencia West, ubicado en 1800 S. Kirkman carretera, de Orlando. Una película se proyectará en Osceola Campus de Valencia, situada a 1800 Denn John Lane, en Kissimmee.

"Heleno": 7 p.m., lunes, 8 de abril en el campo de Osceola, en el Auditorio Edificio 1 - Miembros de la audiencia de 17 años en adelante.

"El Payaso (O palhaço)": 7 pm, martes, 9 de abril en el West Campus, Edificio 3, Salon 111 - Miembros de la audiencia entre 14 en adelante.

"Dos Conejos (Dois Coelho)": 7:00 p.m., jueves, 11 de abril, West Campus, Edificio 3, Oficina 111 -Película de acción de alta tensión es para las edades de 16 en adelante.



"Margaret Mee y el Moonflower": 7 p.m., el viernes, 12 de abril en West Campus, Edificio 3, Salon 111 - Únete a la productora Elisa Tolomelli cuando ella lleve a los espectadores en un viaje por el Río Negro para conocer a uno de los campeones pioneros de la preservación de la selva amazónica, la famosa artista botánica británica, Margaret Mee. La película es apropiada para todas las edades.

Para los remolques, obtener direcciones y aprender más acerca de las películas,

visite: <http://valenciabrazilianfilmfest.com/>



## Valencia's Brazilian Film Festival Begins

**Orlando, FL** - Valencia College will kick off its 6th Brazilian Film Festival on April 5 with "Gonzaga," the dramatic, complicated story of Brazilian pop hero Gonzaga and

his son, pop star Gonzaguinha. During the weeklong festival, the college will show five films, concluding on April 12 with the U.S. premiere of "Margaret Mee and the Moonflower," a documentary based on the life of a botanical illustrator who spent 30 years working in the Amazon.

Admission to the film series is free. All films will be shown in Portuguese with English subtitles. Showings will be held at 7 p.m., preceded by a reception at 6:30 p.m. Most of the films will be shown on Valencia's West Campus, located at 1800 S. Kirkman Road, Orlando. One film will be shown on Valencia's Osceola Campus, located at 1800 Denn John Lane in Kissimmee.

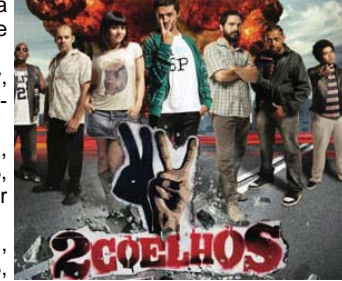
"Heleno": 7 p.m., Monday, April 8, Osceola Campus, Building 1 Auditorium - Audience members ages 17 and up.

"The Clown (O Palhaco)": 7 p.m., Tuesday, April 9, West Campus, Building 3, Room 111 - Audience members ages 14 and up.

"Two Rabbits (Dois Coelhos)": 7 p.m., Thursday, April 11, West Campus, Building 3, Room 111 - this high-tension action film is for audience ages 16 and up.

"Margaret Mee and the Moonflower": 7 p.m., Friday, April 12, West Campus, Building 3, Room 111 - Join Producer Elisa Tolomelli as she takes filmgoers on a trip up the Rio Negro to meet one of the pioneering champions of Amazon forest preservation, the famed British botanical artist, Margaret Mee. Film is appropriate for all ages.

For trailers, get directions and learn more about the films, visit: <http://valenciabrazilianfilmfest.com/>



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# DirectConnect at Valencia Wins National Excelencia Award

Wednesday, October 3, 2012

By Carol Traynor

Valencia College's DirectConnect to UCF program has been selected by Excelencia in Education, a Washington, D.C.-based organization, as America's top program for increasing academic opportunities and success for Latino students at the associate level. Valencia was one of three honorees at a gala on Oct. 2 in Washington, D.C. Top honors also went to programs run by California State University Bakersfield and the University of Texas, El Paso.

All honorees had to demonstrate that they effectively boost Latino enrollment, performance and graduation. The DirectConnect to UCF program was introduced in 2006 to expand students' access to higher education. The program offers guaranteed admission to the University of Central Florida for graduates of Valencia and three other Central Florida colleges. Today, nearly a quarter of the baccalaureate graduates of UCF, the nation's second largest university, are transfer students from Valencia.

"Valencia College is at the forefront of meeting the challenge of improving higher educational achievement for Latino students," said Sarita Brown, president of Excelencia in Education.

Dr. Joyce Romano, vice president of Student Affairs, accepted the award and a \$5,000 check on behalf of the college. "This honor is recognition of Valencia's commitment to Latino student success by building pathways for students to complete a bachelor's degree," she said.

Valencia's service to the Hispanic community is noteworthy in the following ways:

- Hispanics account for almost 31 percent of the 60,770 degree-seeking students at Valencia.
- Because enrollment exceeds 25 percent Hispanic, with at least half coming from lower-income families, Valencia is a federally designated Hispanic Serving Institution.
- Valencia ranks 5th among the nation's colleges and universities in the number of associate degrees awarded to Hispanic students. (Community College Week Top 100, 2012)
- Last December, Valencia was named the nation's top community college as winner of the prestigious Aspen Prize. The Aspen Institute chose Valencia as the inaugural winner based on the strength of its graduation and transfer rates, particularly among minority students, as well as its workforce training programs which boast high job placement rates.

The practices used by the 2012 honorees and finalists were compiled in an Excelencia in Education report titled, "What Works for Latino Student Success in Higher Education." To download the report, visit <http://www.EdExcelencia.org>.

## NBC Latino Website – Education

<http://nbclatino.com/2012/10/02/top-three-college-programs-for-latino-student-success/>



(Getty)

### Top three college programs for Latino student success

by Alessandra Hickson

1:39 pm on 10/02/2012

When it comes to education, we often hear about the failures. But at the *Celebracion de Excelencia* in Washington D.C., elected officials and higher education leaders celebrated today the evidence-based best practices of three top programs devoted to Latino college success. The three honorees are:

**The DirectConnect program at Valencia College** – Introduced in 2006 as a partnership between the University of Central Florida and four Central Florida colleges, this transfer initiative smoothly transitions students from college to the university.

**The School of Natural Sciences, Mathematics, and Engineering at California State University Bakersfield** – This program’s focus has been to increase the number of science, technology, engineering and mathematics degrees, especially for Latinos. Forty percent of their STEM students are now Latino.

**Master of Business Administration program at the University of Texas, El Paso** – This program has increased degree completion by creating an accessible program format for full-time students and working professionals.

The top three honorees represented educational distinction at the associate, baccalaureate and graduate level.

All honorees had to demonstrate a boost in Latino student enrollment, performance and graduation rates. The practices used by the 2012 honorees and finalists were compiled in [Excelencia in Education’s](#) “What Works for Latino Student Success in Higher Education.” The hope is for their practices to inspire public policy and programs at other institutions to increase Latino student success.

**StateImpact A reporting project of local public media and NPR**  
<http://stateimpact.npr.org/florida/jp/valencia-college-transfer-program-works-for-latino-students/>

## Valencia College Transfer Program Works For Latino Students

October 3, 2012 | 4:14 PM

A Washington, D.C.-based Latino advocacy group applauds a Valencia College program which helps students smoothly transfer to the University of Central Florida.

- Source: [NBCLATINO](#)



*All honorees had to demonstrate a boost in Latino student enrollment, performance and graduation rates. The practices used by the 2012 honorees and finalists were compiled in Excelencia in Education's "What Works for Latino Student Success in Higher Education." The hope is for their practices to inspire public policy and programs at other institutions to increase Latino student success.*

Read more at: [nbclatino.com](http://nbclatino.com)

## Educación / Education

### Reconocen programa DirectConnect de Valencia por el aumento de logros académicos en latinos



**Orlando, FL** – El programa de Valencia, DirectConnect a UCF, programa que facilita y logra una conexión directa entre Valencia con UCF, ha sido seleccionado por la organización Excelencia in Education (Excelencia en la Educación), con sede en Washington, D.C., como uno de los mejores programas de América por incrementar las oportunidades y logros académicos entre los estudiantes latinos a nivel de grado asociado. Valencia fue uno de los colegios que recibieron Mención de Honor en la Gala celebrada el 2 de Octubre en Washington, D.C. Otros que recibieron Mención de Honor fue California State University Bakersfield y University of Texas, El Paso.

Todos los que recibieron menciones tenían que demostrar el aumento en la matrícula entre los latinos, su rendimiento y sus logros. El programa DirectConnect a UCF se introdujo en el 2006 para expandir el acceso de los estudiantes a carreras universitarias. El programa ofrece una admisión garantizada a la Universidad de la Florida Central (UCF) para los graduados de Valencia y a tres otras universidades de la Florida Central. Hoy día casi una cuarta parte de los graduados de bachillerato de UCF, la segunda universidad más grande de la

nación, son transferidos de Valencia.

"Valencia College esta a la vanguardia y trabaja fuertemente para mejorar los logros universitarios de los estudiantes latinos," dijo Sarita Brown, presidente de Excelencia in Education.

Dr. Joyce Romano, vice presidente de asuntos académicos, aceptó el premio y un cheque por \$5,000 para el colegio. "Este honor es un reconocimiento al compromiso de Valencia en ayudar a los estudiantes latinos a progresar y superarse a través de estudios universitarios y logrando bachilleratos," comentó.

Valencia sirve a la comunidad hispana de las siguientes maneras:

-Los hispanos son casi el 36 por ciento de 60,770 estudiantes que buscan obtener su educación en Valencia.

-Debido a la matrícula de 25 por ciento de hispanos, con al menos la mitad siendo de familias de bajos ingresos, Valencia es una institución federal designada a servir a los hispanos.

-Valencia se posiciona número 5 en el número de grados asociados alcanzados por estudiantes hispanos entre los colegios y universidades de la nación.

CONTINÚA EN LA PÁG. 12 >>>

### DirectConnect Program at Valencia Recognized as One of the Nation's Best for Increasing Latino College Success

**Orlando, FL** – Valencia College's DirectConnect to UCF program has been selected by Excelencia in Education, a Washington, D.C.-based organization, as America's top program for increasing academic opportunities and success for Latino students at the associate level. Valencia was one of three honorees at a gala on Oct. 2 in Washington, D.C. Top honors also went to programs run by California State University Bakersfield and the University of Texas, El Paso.

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CONTINUES ON PAGE 12 >>>



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VOL. 21 - No. 989 BILINGUAL WEEKLY NEWSPAPER ☆ PERIODICO SEMANAL BILINGUE MAY 11 - 17, 2012.

## Valencia College

- Rompe récord de graduados
- Breaks grad record



**Kissimmee, FL** - El sábado, 5 de mayo, un número récord de 1,260 estudiantes recibieron sus grados asociados cuando el Valencia College celebró su 43ra ceremonia de graduación de primavera en el Silver Spurs Arena en Kissimmee.

Shardeh Berry, de veinticuatro años, quien fue nombrada Graduada Distinguida del 2011-12 por la Asociación de Alumnos de Valencia, fue quien ofreció el discurso de graduación de este año. Además de ser estudiante de honor a tiempo completo y madre soltera de dos niños pequeños,

Berry ha encontrado tiempo para servir a sus compañeros estudiantes. Ella es la Vicepresidenta de la Asociación Gubernamental de Estudiantes del Recinto del Oeste representando casi 20,000 estudiantes, y ha ocupado puestos de liderazgo en numerosos clubes y organizaciones.

“Los estudiantes de Valencias no son personas que tienen vidas fáciles,” dijo Shardeh, quien se graduó con honores. “Nosotros tenemos trabajos, hijos o personas que dependen de nosotros. Pero lo único que quiero que los estudiantes sepan es que

VEÁ PAG. 2 >>>

**Kissimmee, FL** - On Saturday, May 5, an estimated 1,260 graduates received their associate degrees as Valencia College celebrates its 43rd spring commencement at the Silver Spurs Arena in Kissimmee.

Twenty-four-year-old Shardeh Berry, who was named the 2011-12 Distinguished Graduate by the Valencia Alumni Association, gave the year's commencement address. In addition to being a full-time honors

student and single mom to two small children, Berry has found the time to serve her fellow students. She is vice president of the West Campus Student Government Association representing almost 20,000 students, and has held leadership roles with numerous clubs and organizations.

“Valencia students are not people who have carefree lives,” says Shardeh, who graduated with an honors certificate.

SEE PAGE 2 >>>

### Celebrando Celebrating

# 5 de Mayo

VEÁ / SEE PAG. 10 >>>



Photos by: Dilia Castillo - El Osceola Star Newspaper

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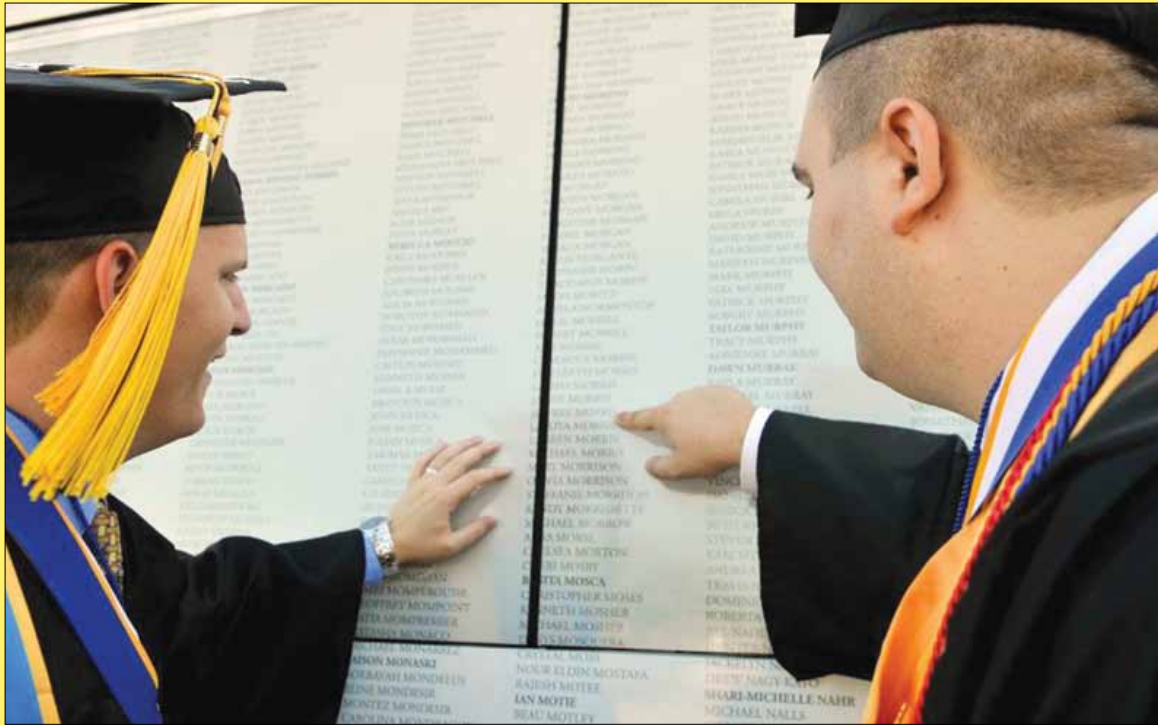


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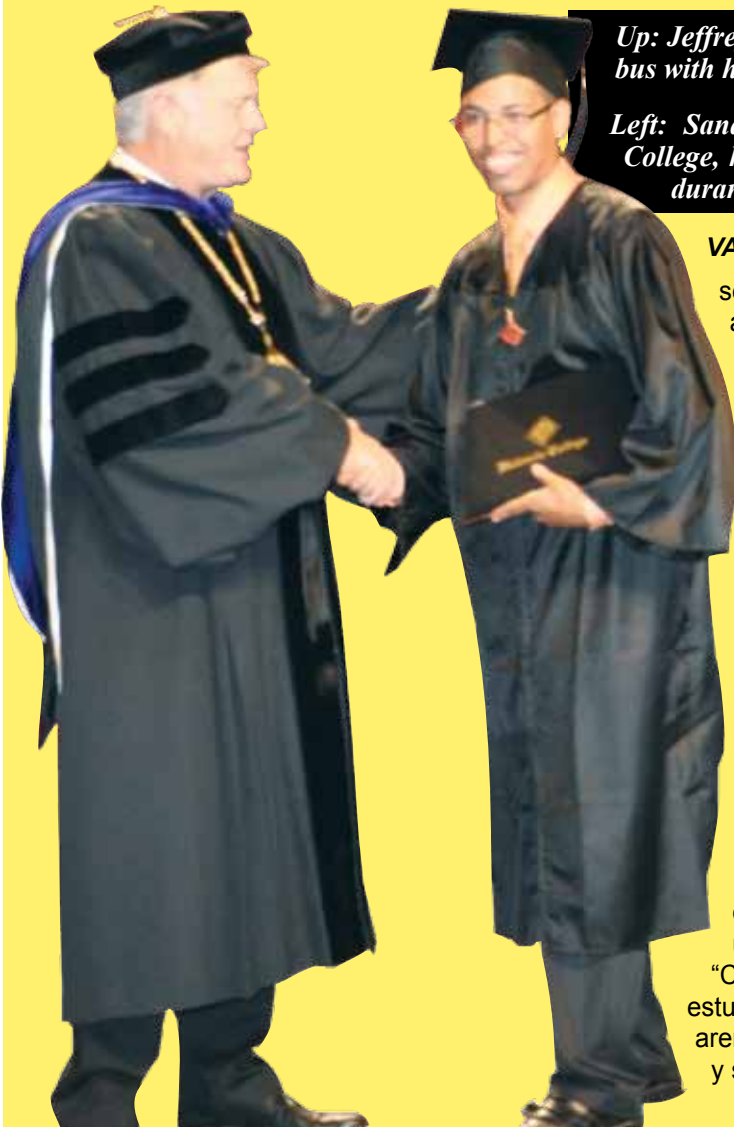
# Valencia College Graduación / Graduation



Up: Jeffrey Morris found his name on the Lynx bus with help from friend Tony Hall.



Shardeh Berry, 2011-12 Distinguished Graduate, giving the year's commencement address.



Left: Sandy Shugart, Presidente de Valencia College, hace entrega de diploma a estudiante durante la ceremonia de graduación.



### VALENCIA >>> Viene de portada

se pueden involucrar y formar parte va a cambiar su vida. Ahora soy una mejor oradora y manejo mi tiempo mejor de lo que lo hacia. Además he hecho amistades que me durarán para siempre."

Berry planifica asistir a la Universidad de la Florida Central, donde desea estudiar relaciones internacionales y finalmente trabajar para las Naciones Unidas enfocándose en derechos humanos.

Esta será la primera ceremonia del recinto como Valencia College, ya que su antiguo nombre, Valencia Community College, fue cambiado el pasado julio. Para honrar la ocasión y a los graduados, el recinto publicó los nombres de más de 8,900 estudiantes que se graduaron este año escolar en un autobús de Lynx con el mensaje "Congrats Class of 2012." El autobús estuvo estacionado en las afueras de la arena para que los estudiantes graduados y sus familias se tomarán fotos.

Valencia está catalogado como el primero de la nación, entre todos los recintos comunitarios, por el número de grados asociados que otorga, el segundo en el número de grados asociados otorgados a hispanos y el tercero en el número otorgado a Afro americanos.

La tasa de graduación general de Valencia es cerca de tres veces la de un recinto similar, según la definición del Departamento de Educación de los E.U. de un recinto universitario público grande. En la última década la tasa de graduación para estudiantes listos para ir a la universidad aumentó en Valencia por casi un 10 por ciento al 44.8 por ciento del 35.9 por ciento luego de cuatro años.



### VALENCIA >>> From front page

"We have jobs, children or people who are depending on us. But I want all students to know that you can be involved and being involved will change your life. I'm a better speaker and I'm better at time management than I used to be. And I have made friendships that will last forever."

Berry plans to attend the University of Central Florida, where she wants to study international relations and ultimately work at the United Nations, focusing on human rights.

This will be the college's first commencement as Valencia College, having changed its name from Valencia Community College last July. To honor the occasion and the graduates, the college posted the names of more than 8,900 students who graduated this school year on a Lynx bus with the message: "Congrats Class of 2012." The bus was parked just outside the arena for graduation photos of the students and their families.

Valencia is ranked first in the nation among all community colleges in the number of associate degrees awarded, second in the number

of associate degrees awarded to Hispanics and third in the number awarded to African Americans.

Valencia's overall graduation rate is nearly three times that of similar, large urban public community colleges as defined by the U.S. Department of Education. In the last decade, graduation rates for college ready students increased at Valencia by almost ten percent to 44.8 percent from 35.9 percent after four years.





# VALENCIA COLLEGE, No. 1 NATIONWIDE, ALL ABOUT “STUDENT EXPERIENCE”

by Michelle Adam

**T**welve years ago, Dr. Sanford Shugart took the helm at Valencia College. This school of 70,000-plus students in Orlando, Fla., might have seemed like any other community college nationwide. But Shugart’s reason for being there, and the change this college was about to undergo, was anything but ordinary.

Shugart became president of Valencia College at a crucial time in its history. Before his arrival, the school had begun a process called “Campus Conversations” whereby individuals gathered at hundreds of meetings campuswide to determine how to renew their college culture and vision.

“When I arrived, I noticed about 150 people were deeply involved in this process of change, but they were at the margins of the institution. My job was to bring them into the center of the college,” explained Shugart. “They created a fertile ground for change. The goal was to capture that energy for change and funnel it into systems for everything students experienced. It’s the reason I came here.”

That very reason became the push that Valencia needed to achieve top community college status. Last year the school was selected among 120 “top” colleges in the nation by Aspen Institute, an institute dedicated to annually honoring the best community college for its achievements in student performance and graduation, based on data collected by the U.S. Department of Education (This year was the first year for the prize). Valencia College received the Aspen Prize for Community College Excellence, and \$600,000, at the National Press Club in Washington, D.C., in the presence of such notables as second lady Jill Biden and Secretary of Education Arne Duncan.

“A lot of people have admired our work over the years, but we’ve taken everything in stride. Then, when Aspen selected us at first, we thought that was great,” said Shugart. “I didn’t know we were a winner, though, until everyone else knew in Washington, D.C. It was thrilling! We have big TV screens on our campuses and students gathered throughout campus cheering.”

What exactly made Valencia College stand out among all other community colleges this past year? What had Shugart and many others on his six campuses done to achieve such success?

Valencia’s achievements, recognized by Aspen Institute, have been numerous. First of all, more than half of the school’s full-time students graduate or transfer within three years of entering Valencia, a rate substantially higher than the national average (51 percent compared to 39 percent). Also, the college has experienced rising graduation rates among all students, including minorities, despite data showing an increasing number of students nationwide unprepared for college-level work and the U.S. dropping to 12th globally in the percentage of young adults with at least a bachelor’s degree.

These graduation successes have been especially evident among Hispanics and African-Americans, who, among other minorities, make up almost half of Valencia’s population (and many are low-income). Graduation rates for college-ready Hispanic students have jumped from 38.7 percent to 45.5 percent in the past decade at the school, and from 15.4 percent to 44.3 percent for African-Americans during the same time period. These numbers compare to the national average of under 40 percent at most community colleges (Hispanics make up 41 percent of the school’s Osceola Campus, 27 percent of its East Campus, 23 percent of its West Campus and 19 percent of its Winter Park Campus.)

Beyond graduation rates, Aspen judges also recognized that Valencia graduates “are employed at rates higher than graduates from any of the other 10 Aspen Prize finalists. This is especially impressive given the region’s unusually high unemployment rate and low job growth rate.” (For example, 95 percent of Valencia’s Associate of Science and certificate graduates were placed in jobs, according to the latest data from FETPIP.)

All of these accomplishments exist despite the fact that a large percentage of Valencia students arrive on campus in need of remedial work, and a significant number come from low-income households. These students adjust well to campus life. Two-thirds return for their second year of school, greatly increasing the odds of their graduation and postgraduation successes.

In addition to the Aspen Prize, Valencia has achieved other accolades. The Carnegie Foundation for the Advancement of Teaching named its ESL professor James May the 2011 Florida Professor of the Year. He was select-

ed among 27 state professors to represent the most outstanding undergraduate instructors in the country.

In 2009, the college won the inaugural Leah Meyer Austin Institutional Student Success Leadership Award for helping minorities succeed. In 2007, *The New York Times* named Valencia one of the nation's leading community colleges. In addition, Valencia was chosen in 2001 by *Time* magazine as one of the nation's best schools at helping first-year students excel, and it is second in the number of associate degrees awarded to Hispanics nationwide (first for all students).

For all of Valencia's achievements, whether most recently or in the past 10 years, little has been accomplished without vision or effort. For every student success, there's a program, an intention and a commitment that has made that possible. And much of this happened after Shugart took the helm and implemented grand changes.

In 2000, he and his college created a strategy that listed the first of seven goals as that of "Learning First." "The most important first idea was that anyone can learn anything under the right conditions. The key is finding with them the right conditions for learning. We needed to think about what conditions were right for every learner and create those conditions and partner with the learners, because they're the ones that create the conditions," said the president. "If what we did didn't improve student learning, we weren't interested in it."

As part of this first goal, Valencia decided to ensure that every one of its 70,000-plus students had a "connection and a direction" at the onset of their college life. The school had already developed Life Map, a program that touches upon everything the students do once they enter school, but now could expand it further.

"From their first contact with us until graduation," said Shugart, "Life Map is a part of this. Before, a lot of students came and left without connecting with anyone or knowing why they were there to begin with. We needed to lead our students."

Launched in 1998, Life Map was created to help students charter their own path through college to achieve career and life goals, through connections with advisors, faculty, staff and interactive tools. This program became a part of the school's second major goal in its strategic planning: to "Start Right."

"Almost all of the failure begins for students at the front door. So, where we needed to invest our energy was at the front door," said Shugart.

That front door begins with the enrollment process, one that Valencia changed so it would improve student success in the long run.

"Most colleges drive decision-making around enrollment and maximizing enrollment, and not around student success. So we created a real application deadline and enforced it. This gave time for students to be accessed, advised and oriented before their first class," said the president. "We did away with late registration, and now we don't add a course once the class numbers have been met. The students who show up last minute don't succeed – they fail – so we created new Flex Start Classes, which

start a month later. Now even these students get a Right Start experience [with assessment, advising and orientation before class]."

"We've created a lot of structure for incoming students, and we've given real clarity about prerequisite courses," said Shugart. "If a person doesn't place in college-level reading, most colleges will still allow students to take a social studies course (which requires a lot of reading!). Out of fear of losing enrollment, they don't require prerequisite courses. But we do."

Students who need additional support during the beginning of college also participate in the school's Bridges to Success program. Through this program, about 500 disadvantaged high school students annually are offered free tuition if they enroll in Valencia immediately after high school graduation, keep their grades up, and participate in Bridges activities.

Once students have been properly oriented and Valencia knows what courses they need to take, the next step is making sure they do well in their classes.

"We came to believe that the most powerful predictor of student graduation was success on first attempt at the first five classes. So we began to look at gateway courses that had high failure and withdrawal rates," said Shugart. "We teach over 700 courses and reforming all of them is a Herculean task. But 20 classes make up the front-door classes. And we had at least five math courses that were critical and had high failure rates. Now we are having success here."

While Shugart and his team determined where gateway courses failed students, they had to take specific measures to turn these courses around. This is where the third strategic plan, "Learning by Design," was enacted. "At that time, it meant we needed to continue to invest in lots and lots of faculty development that is peer-driven," said the president. "This meant widespread adoption of high-engagement teaching (teaching methods proven to be effective). It meant a lot less lecture than before, and a lot more problem-solving, clinical learning, group work and experimental work."

According to Shugart, "A lot of colleges underestimate the value of having a culture in their faculty that is learning centered – where my job teaching isn't to cover the material, but to cause learning to occur. The faculty here really lead us on that and tell us what we need to do to keep practices going."

Revamping gateway courses was only the beginning of an ongoing process of faculty development and improvement. Another important step was developing assessment measures and gathering evidence of what students had learned in a meaningful way. "We continue to look at evidence and see how to close the gaps that we see," said Shugart.

In response to this evidence, Valencia has invested in supplemental instruction and rich tutorials. "For minority students, we've offered a lot of supplemental instruction (where peers take a course again in order to coach other students in how to be successful in it). We pay them a stipend. They are a coach to other students to make sure they show up every day, help with studying, with taking tests, etc.," said Shugart. "We have 7,000 to 8,000 students doing this in gateway courses."



Dr. Sanford Shugart, president, Valencia College, accepting Aspen Award

Valencia has also created learning in communities. A content area course is paired up with a student success course, and faculty integrate the content. This approach includes team teaching in which faculty work more closely with students.

When it came to changing classroom teaching, Valencia especially addressed the needs of Hispanics and other minority students (one of Valencia's campuses, Osceola, is a Hispanic-Serving Institution, with 41 percent Hispanics on campus).

"We want to be able to show success rates in gateway courses for Hispanics, African-Americans, Asians and other minority groups. That meant when we were choosing criteria to implement change, we needed to look at these students first," explained Shugart. "Many of these students come from high-context cultures (especially Hispanics and African-Americans), where learning in communities is especially impactful. So we chose strategies that would be effective for minority students."

Due to changes targeting minority students, gaps between majority and minority students have virtually disappeared in five of Valencia's six gateway courses. Hispanics are the highest-performing group in two of these classes. "I am still not as encouraged as I'd like to be with Black males, but with Hispanics and Black females, the success has been enormous," said Shugart.

While diverse groups of students are graduating Valencia with two-year degrees in greater numbers than ever before, many more are continuing their education at four-year-institutions. Uniquely, students who graduate from this community college are guaranteed entrance into the University of Central Florida (UCF). They benefit from an agreement called DirectConnect made in 2005 between Valencia and UCF, a highly selective university with a site on Valencia's campus.

"We finally recognized that very few people wake up in the morning thinking, 'I'd love to get an AA from Valencia.' They really want a bachelor's degree. So we decided to be the best bridge in the world and guarantee students get to the other side instead of trying to be the end all," said Shugart.

"Now Valencia is the largest producer of transfer students in the world, and UCF is the largest receiver. We tell our students, 'you will be admitted if you graduate from here.'"

Beyond higher education agreements, Valencia's outreach and enrollment efforts in its surrounding communities are equally great. "We are high in terms of the number of students that enroll at Valencia, compared to those that enroll at other colleges," said Jessica Morales, director of transition and enrollment services. "The 2010 Market Share Data show that for the entire service area, we get 31.2 percent of graduates. It's huge!"

Valencia goes into high schools and middle schools and begins by "sending out the message that college is a possibility."

"Our community has a lot of first-generation students and people who have not received degrees for the workforce. So, our primary objective is to increase enrollment to postsecondary education," explained Morales. "We work within Orange and Osceola counties, where there is a diverse community. We have pockets of African-American populations, and within Osceola we have a higher Hispanic population. Most of the events we do

target high populations of Hispanics."

When it comes to Hispanic recruitment, Morales has discovered it's a true family affair. "We do find that with the recruitment of Hispanics in general, many of their family members are involved in the recruiting process. Students definitely rely on their family input, and when they come on campus they come with their families in larger rates than other ethnicities," said Morales. "We have done bilingual presentations and provide parent nights. They need to know that college is an option for their child, because many times these parents don't see it as an option. Many of them are low-income students, and some of them don't know financial aid is an option for them" and that Valencia College costs 40 percent less than a university tuition.

These Hispanic, low-income, or first generation students do finally embark on the Valencia experience, and achieve much more than they could have imagined. They graduate with university options and often find work, thanks to the school's excellent relationship with local industry.

Two Hispanic students, Kristian Ocasio and Pamela García, both graduated from Valencia and are currently working at local companies. Ocasio, who graduated with an associate degree in electronic engineering technologies in 2010, is currently working at Gooch and Housego, a company that makes medical instruments for measuring light. García is now a laser technician for Northrup Grumman after graduating in 2008.

"Valencia gave me exactly what I needed. It gave me the education I needed for the workforce," said Ocasio, who joined the military after high school so he could afford his college education. "The only reason I got hired was the fact that I got my education from Valencia and because of my military background. It shows I have the discipline to learn the job."

Ocasio expected Valencia to be like so many colleges – a party center. But he was pleasantly surprised to find that students there were more focused on their classes. "The focus was on the academic. And the teachers were great there. I had one teacher who got me into the laser field. He helped me step by step get the classes I needed," he said. "The counselors also made

sure that whatever degree I had in mind, they'd help me create a degree plan. That way I didn't miss a class or waste time."

García also graduated with the tools needed to work in the laser technology field. She moved to Florida from Puerto Rico during her high school years and chose to go to the Valencia because it was close to home. Now she's working and taking classes at UCF, thanks to the transfer agreement between her community college and the university.

García and Ocasio are definite success stories from a school that has graduated an increasing number of Hispanic students. But, as Shugart put it, "There are no silver bullets in how this works. Many people ask us to tell them three things that they can do that we have done. But that's like taking a palm tree from Florida and trying to replant it in Michigan."

The key to achieving these kinds of results requires much more comprehensive change and work. "We have had to change our culture, and now we have fostered a culture committed to student success," said Shugart. "It's about genuine learning. The college is about what the students experience, and that is all."



Pamela García, recent Valencia graduate, is now a laser technician and UCF student.