

WHCCD SCORE CARD

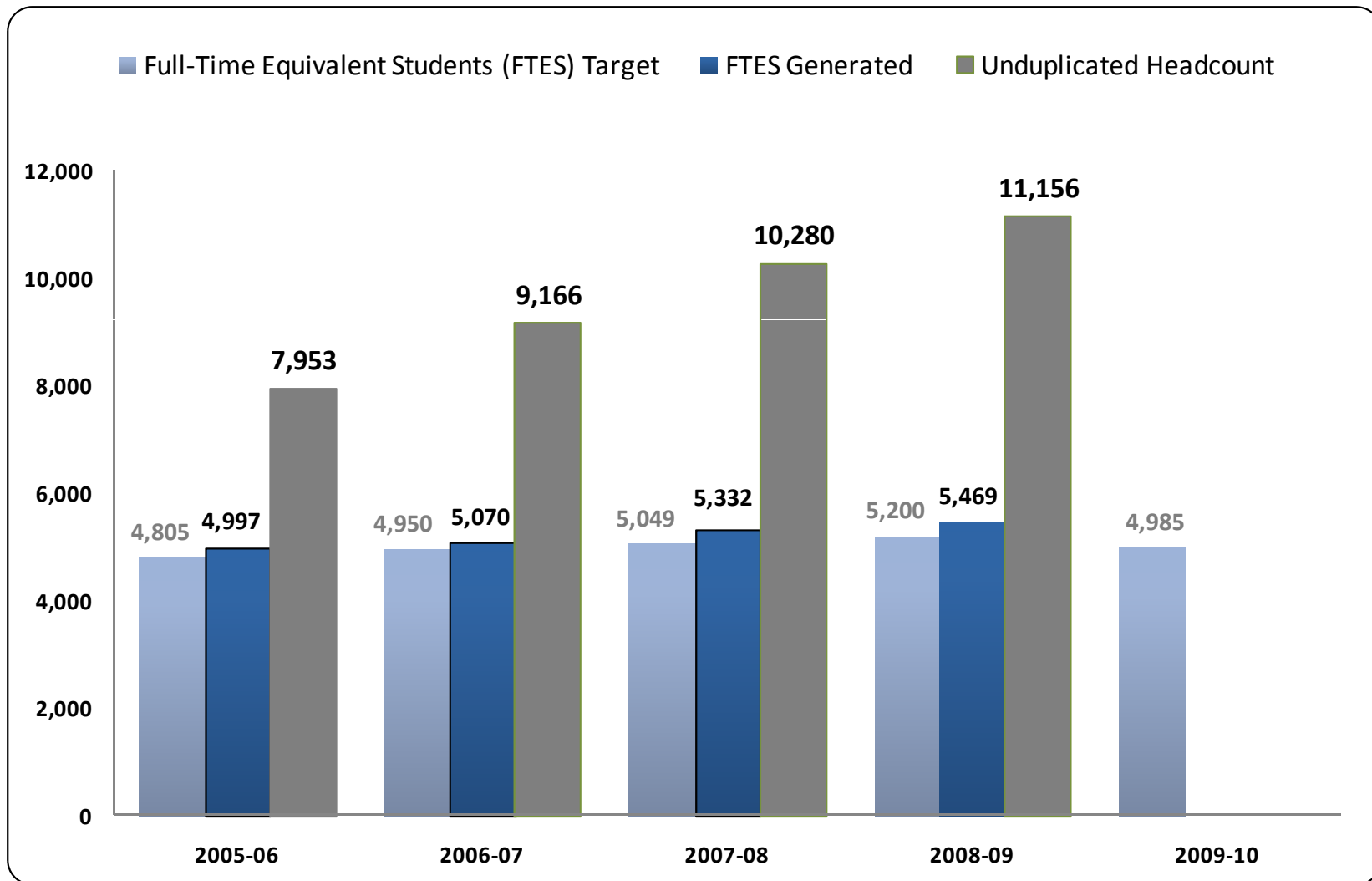


| WHCCD Performance Indicators | 2005-2006 | 2006-2007 | 2007-2008 | 2008-2009 |
|-------------------------------------|---------------------|-----------|-----------|-----------|
| 1. Meet FTES Growth Target | | | | |
| 2. Marketing | Developing Baseline | | | |
| 3. Community Participation Rates | | | | |
| 4.1 Face-to-Face Success Rates | | | | |
| 4.1 Online Success Rates | | | | |
| 4.2 Student Transfer Rates* | | | | |
| 4.3 Student Graduation Rates* | | | | |
| 5. High School Participation Rates* | | | | |

* Based on student cohorts

- Exceeds Benchmark
- Meets Benchmark
- Slightly Below Benchmark
- Below Benchmark
- Increasing Trend
- Steady Trend
- Declining Trend

Goal 1 – Meet or Exceed FTES Growth Targets



Source: WHCCD Data Warehouse

Goal 2 – Focus Marketing Efforts on District-Wide Stories



Dialogue

| Year | 2006 | 2007 | 2008 |
|--------------|-------|--------|--------|
| Frequency | 4 | 6 | 4 |
| Distribution | 3,000 | 82,000 | 82,000 |



| Year | 2007 | 2008 |
|-------------------|------|------|
| Published Stories | 293 | 275 |

Goal 3 – WHCCD Will Annually Increase Community Participation Rates



Percent of Population Enrolled at WHCCD

| City | 2007-2008 | 2008-2009 |
|----------------------|-------------|-------------|
| San Joaquin | 3.25 | 2.60 |
| Kettleman City | 2.50 | 3.20 |
| Mendota | 2.71 | 3.28 |
| Huron | 3.18 | 3.36 |
| Tranquillity | 3.40 | 3.73 |
| Avenal** | 3.78 | 4.13 |
| Hanford | 4.42 | 4.78 |
| Cantua Creek | 7.08 | 5.18 |
| Armona | 5.22 | 5.55 |
| Riverdale | 4.84 | 5.76 |
| Stratford | 6.14 | 6.35 |
| WHCCD Average | 5.94 | 6.53 |
| Laton | 5.70 | 6.64 |
| CCC Statewide | 7.19 | 7.49 |
| Firebaugh | 7.32 | 8.25 |
| Coalinga** | 10.75 | 12.33 |
| Lemoore | 10.00 | 10.92 |

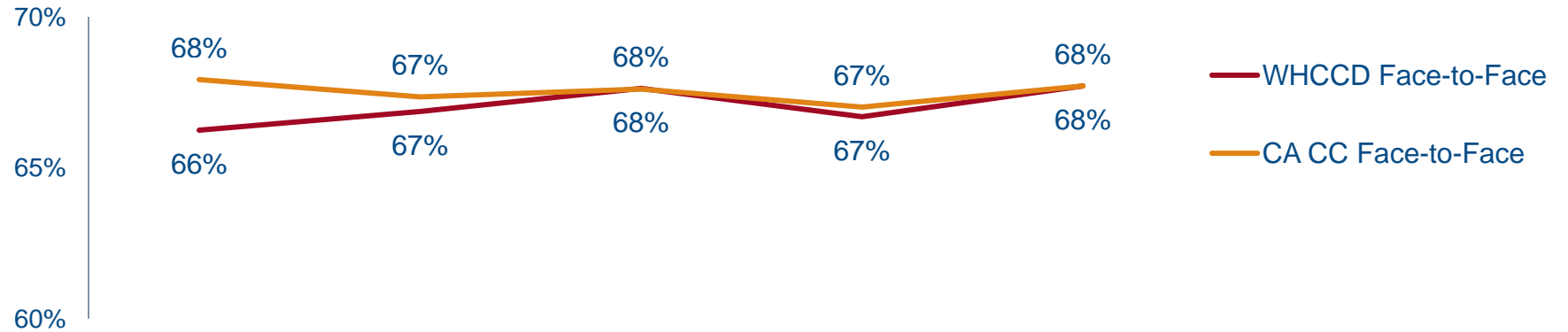
** Removed inmate population

Sources: WHCCD Data Warehouse; Department of Finance Population Growth Estimate; CityData.com

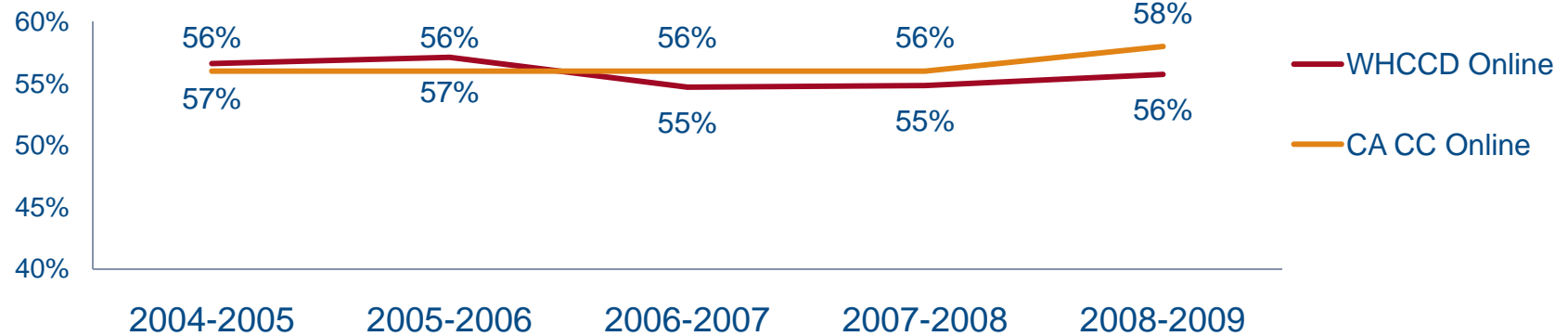
Goal 4.1 – Maintain Success Rates Within the CA CC Statewide Average



WHCCD Face-to-Face Success Rates



WHCCD Online Success Rates

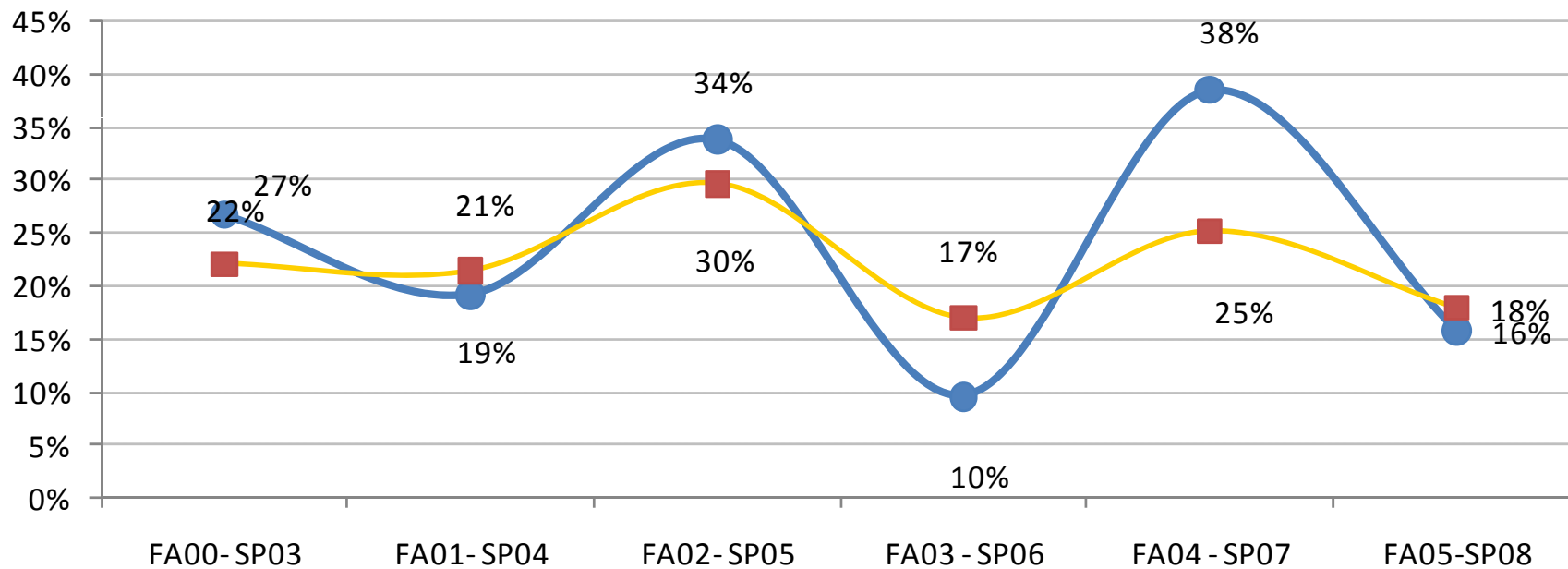


Source: WHCCD Data Warehouse; CA Chancellor's Office Data Mart

Goal 4.2 – Maintain Transfer Rates Within the CA CC Average

WHCCD First-Term Students Cohort Transfer Rates

● WHCCD Transfer Rates ■ CCC Statewide Transfer Rates (Benchmark)

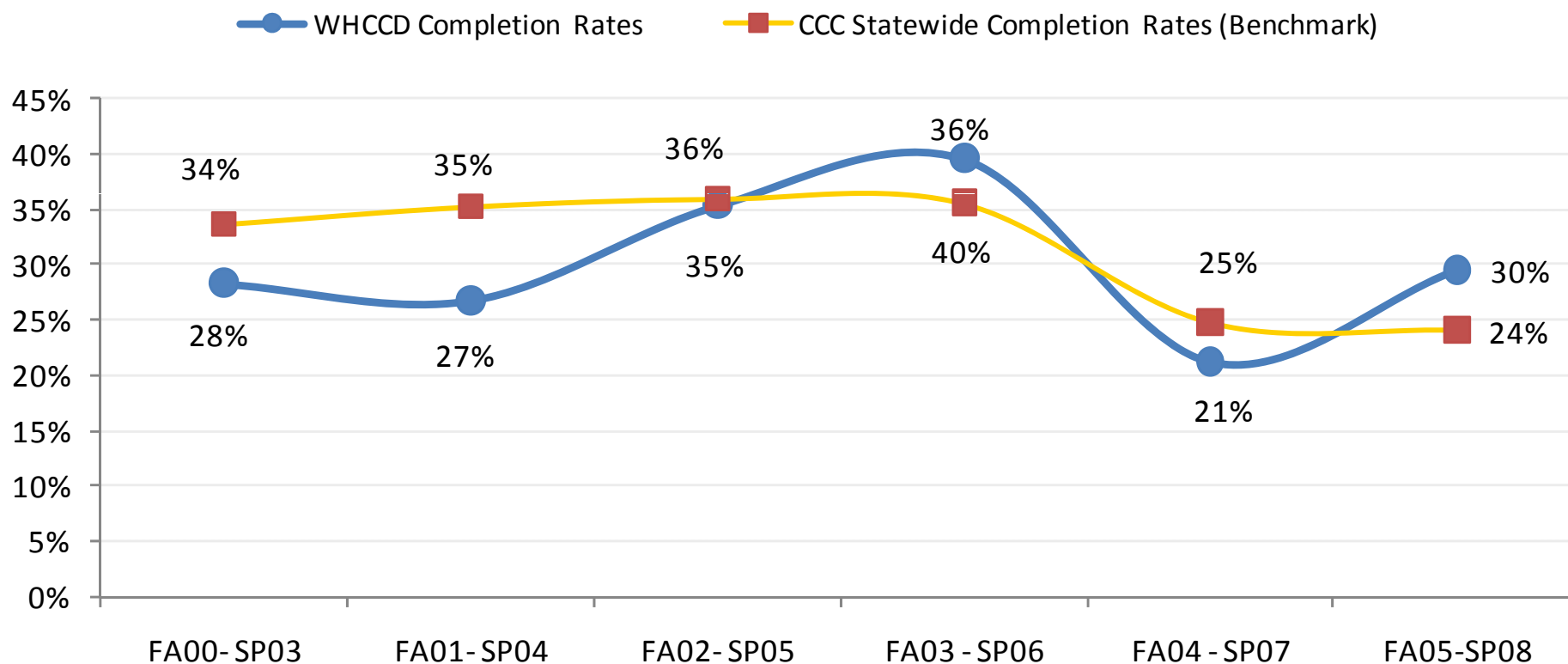


Source: California Community College Systems Office Student Right to Know

Note: Cohort based on a group of first time freshmen who are enrolled full-time in a fall term and are seeking transfer. The tracking period of the cohorts is three years.

Goal 4.3 – Maintain Graduation Rates Within the CA CC Average

Degree & Certificate Completion Rates by Freshmen Cohorts



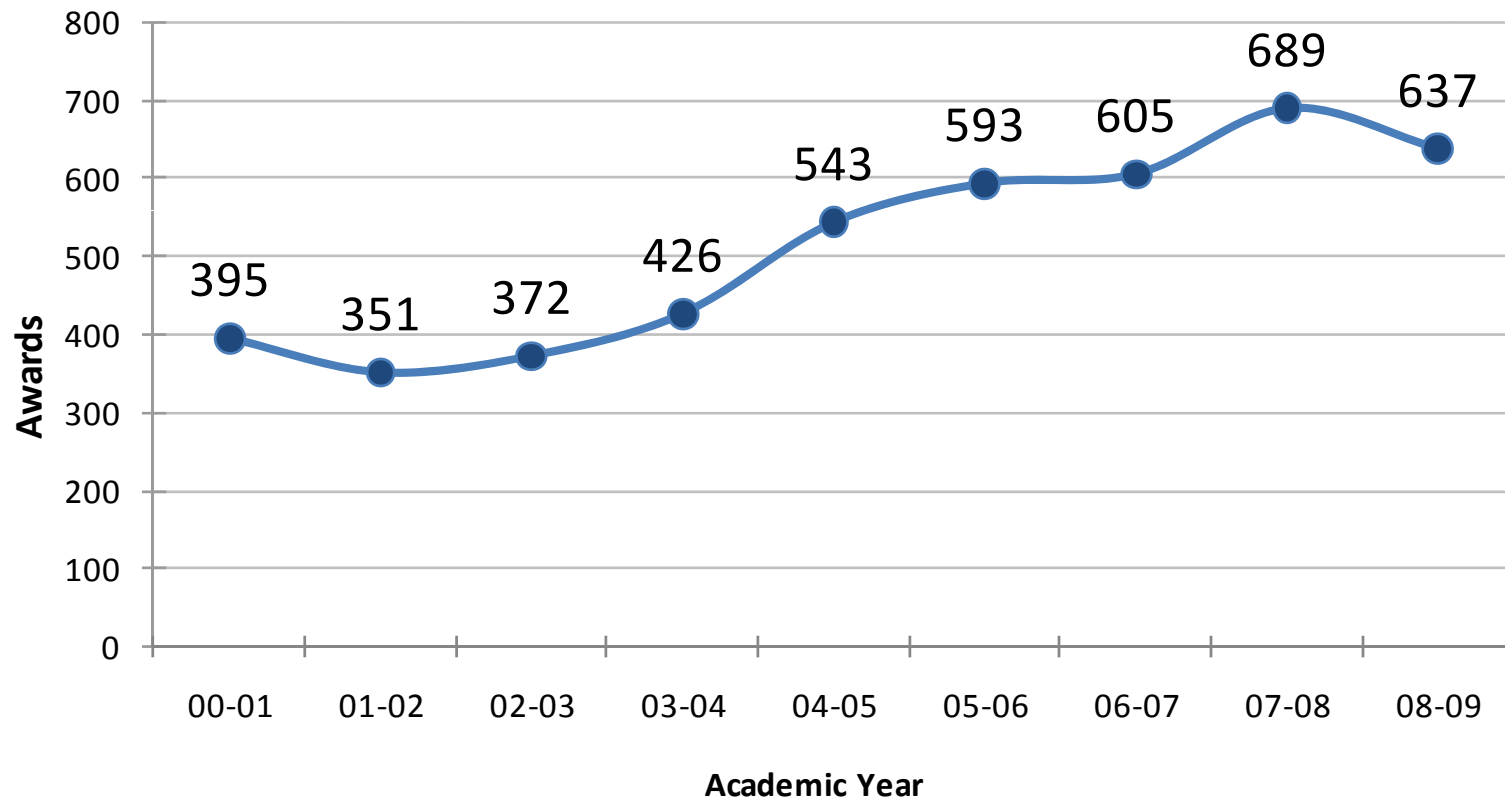
Source: California Community College Systems Office Student Right to Know

Note: Cohort based on group of students who are first-time freshmen, who are enrolled full-time in a fall term, and are seeking a degree. The tracking period of cohorts is three years.

WHCCD Degrees & Certificates



Total Degrees and Certificates Awarded



Source: CA Chancellor's Office Data Mart

Goal 5 – Become the Preferred Choice of Students Through Ongoing and Active Recruitment



Percent of High School Graduates Enrolled at WHCCD

| High School | Fall 2005 | Fall 2006 | Fall 2007 | Fall 2008 |
|-------------------------------|------------|------------|------------|------------|
| Tranquillity | 17% | 13% | 6.0% | 5.6% |
| Laton | 30% | 9% | 15.0% | 7.3% |
| Riverdale | 9% | 18% | 23.7% | 8.9% |
| Hanford West | 22% | 15% | 19.0% | 12.0% |
| Hanford | 19% | 30% | 31.0% | 16.6% |
| Lemoore | 35% | 39% | 44.0% | 22.9% |
| Firebaugh | 33% | 32% | 32.5% | 24.8% |
| State Rate (Benchmark) | | | | 30% |
| Mendota | 25% | 28% | 25.8% | 31.3% |
| Avenal | 36% | 69% | 39.6% | 38.5% |
| Coalinga | 39% | 52% | 42.7% | 38.6% |
| WHCCD Total | 27% | 32% | 31% | 21% |

Source: California Department of Education; WHCCD Data Warehouse; Local HS Data