

**Continuing Education Department
Annual Unit Plan for Academic Year 2017-2018
October 2016**

Describe Department/Unit

Mission/Connection to College Mission

The Continuing Education Department at Cerro Coso Community College offers innovative educational and cultural opportunities for our community and offers customized training solutions for our service area. This department actively seeks to identify community interests and training needs and to be acknowledged as the provider of choice for high quality training and professional development programs. This department directly supports the college mission by serving our clients and communities with relevance, timeliness, and excellence.

Report on Improvements Made and Gaps Identified in the Prior Year

Student Equity

Outcomes Assessment: Overall Report

Training with the SLO coordinator to develop program outcomes and assessment plans for the Continuing Education Department is ongoing.

Outcomes Assessment: Gaps Identified in Prior Year's Assessments

Type:

AUO

Target Missed/Gap Detected:

Type of Gap:

Analysis and Plan:

Progress Made on Program Review

Continuing Education

Year of Last Program Review:

The first program review is currently in progress.

Progress in the last year on two-year strategies:

N/A

Progress in the last year on five-year strategies:

N/A

Progress Made on Prior Year Initiatives

Do a Program Review of Continuing Education Programs

There were unforeseen delays in completing the Program Review, but focus has returned to finalizing it. Progress was made in identifying better use of assessments in training courses, developing more targeted response surveys (online and in person), and developing a clear plan on the direction that Contract and Community Education needs to grow individually to help the Continuing Education department as a whole.

Develop Learning Outcomes for Continuing Education Programs

In meeting with the SLO Coordinator there is better understanding on how to write Student Learning Outcomes for Community Education courses and Learning Outcomes for Contract Education training. New assessment tools and surveys for Contract Education trainings have been developed and updated Community Education surveys have been produced. With new updates to the department's online registration system, ASAP, more data will be captured to drive more specific courses and outcomes.

Implementing the new learning outcomes is in progress.

Identify Gaps in Continuing Education Programs

In some ways, this initiative will always be in progress as the needs of our service area grows and the interests of our communities change. There is currently a database of employers in the IWW and Eastern Kern service area. Contact has been made with many of the employers through direct calls and advisory committee meetings. new Independent Contractors are working with the Continuing Education department to design and deliver relevant training. Through workshops, conferences and webinars, many new tools, training curriculum and best practices were identified. Many of these have been implemented and others are being adapted to address our service areas. New marketing material is being created to better reflect the message of the Continuing Education Department.

There was not revenue growth in Contract Education. The focus of this department was pulled in another direction for six months and is just now recovering.

The online presence of Community Education has been implemented and is growing. Through the use of ASAP, an online registration program that provides course descriptions, dates and times, community course offerings have seen more enrollments than in previous years. Direct, target marketing and blanket marketing is available through this program. Emails and flyers can be sent to all current and previous participants, which has shown to be an affective tool. Two new courses were added this year, and interest from community members to teach new courses throughout our service area has grown.

Plan Initiatives for Next Year

Initiatives for Next Academic Year

Procure Independant Contractors and Professional Experts

Action Plan:

Procure Professional Experts and Independent Contractors that are content experts with the correct skill set to match the needs of our service area. These individuals will facilitate Contract and Community Education courses.

Measure of Success:

There will be more Professional Expert and Independent Contractor Agreement for Services executed and approved by the Board of Trustees.

Person Responsible:

Continuing Education Manager

It **directly** addresses a college Strategic Goal or Objective

Strategic Goal #4

Collaborate with the Career Technical Education Dean and Faculty

Action Plan:

Help the CTE faculty track students once they leave Cerro Coso Community College by developing a LinkedIn department page, tracking through certification agencies, and/or having a survey inquiring about employment.

Collect data on current CTE students to determine why the students are taking CTE classes.

Measure of Success:

Keeping the method or methods we employee active and current.

Have a better representation of students to help with Core Indicators.

Person Responsible:

Continuing Education Manager

It **directly** addresses a college Strategic Goal or Objective

Strategic Goals #1 and #4.

Evaluate Resource Needs

Facilities

None at this time.

Information Technology

None at this time.

Marketing

With the development of specialized Community Education courses and a more diverse training program (Contract Education), the Continuing Education Department will need to utilize marketing avenues more in the coming year. The use of inserts, advertisements (newspapers, Facebook, Cerro Coso Homepage), catalogs, brochures and direct marketing through ASAP will be beneficial and aid the progress of the program.

Professional Development

In the past year, as Contract and Community Education programs gain popularity, professional development opportunities have become more abundant. The two main conferences the College Campus Manager of Continuing Education attends every year

is the California Community College Association of Occupational Education (CCCAOE) and the Central/Mother Lode (Region 5) Regional Consortium. These conferences provide valuable networking and the ability to share ideas on market and program trends. Throughout the year various Train-the-Trainer, Contract Education program enhancement, and regional and state collaborative opportunities become available. These opportunities provide program enhancement, best practice models and curriculum/program sharing which broadens the Continuing Education Department.

Staffing Requests

1000 Category - Certificated Positions

2000 Category - Classified Staff