

Continuing Education Department

Annual Unit Plan for Academic Year 2018-2019

November 2017

Describe Department/Unit

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 the employers in 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: Actions Taken

The Continuing Education Department strives to offer a variety of personal and professional, not-for-credit, class offerings to community members and employers in Cerro Coso's service area. This department works closely with employers to create customized, relevant training that will meet the diverse backgrounds of their employees. Trainers, facilitators and instructors with experience leading diverse classes are utilized in workforce training, and in the teaching of community interest classes. Both workforce development/training and community education programs are designed, developed and offered to meet the needs and appeal to our diverse service area.

The Continuing Education Department's on-line registration program captures the age and gender of participants enrolling in community education classes.

Student Equity: Gaps to be Addressed

Ethnicity: Not Reported

Gap Identified:

Equity gaps are more difficult to identify within the Continuing Education Department due to the nature of how classes are offered. On the Contract Education side, classes are requested by an employer for their employees and on the Community Education side, community members sign up for a class that has personal interest to them. By working with the College Institutional Researcher, tools will be developed to capture data that will help identify equity gaps in the communities throughout our service area. The Continuing Education Department does not have any previously identified equity gaps.

Outcomes Assessment: Actions Taken

Actions taken in the prior academic year

The Continuing Education Department continues to evolve and adapt to industry trends, employer needs and community interest. By meeting with employers and attending advisory committee meetings and community outreach events, the department has identified relevant needs.

The department has developed and implemented new training programs. Since Cerro Coso has become a CompTIA school, the department has been able to offer Security+ boot camps and other information technology trainings. Professional experts became NCCER (National Center for Construction Education & Research) certified instructors and can facilitate this nationally recognized

construction, maintenance and miscellaneous craft areas program.

In Spring of 2017 the department held its first Lunch and Learn for IWV. There were twenty-nine employers, community members and Cerro Coso employees that attended. The event was successful in informing and bringing more awareness to employers and the community about the programs, training capabilities, and classes available through the department. Promising leads were generated and meetings scheduled with employers to further explore training options. Community members started a dialogue to offer new community education classes, as well.

Assessments completed in the prior academic year

There have been no assessments made to measure prior year gaps.

Working with the College Institutional Researcher, the Continuing Education Department will be implementing assessments and evaluation tools in Fall 2017 for data collection and departmental growth. Below are the types of surveys being explored.

1. Student Experience Survey/class evaluation
2. Training Experience Survey (being updated)
3. Community Education Facilitator/Instructor Survey
4. Contracting Employer-Lead Manager Survey
5. Employer and Community Climate Survey

Outcomes Assessment: Gaps to be Addressed

Increase Marketing Efforts

Type:

AUO

Target Missed/Gap Detected:

Progress was not made on creating a marketing campaign or increasing the amount of advertising specifically targeted to employers to promote new and existing training programs/services.

Type of Gap:

Need to improve operational processes.

Analysis and Plan for Improvement:

The overall message for contract education/employer training was not defined well. There is a need to focus on one message and then highlight the training options/programs, clearly explain what those training options/programs are and how Cerro Coso can provide those trainings. Moving forward, the department is developing the message and the material to support the message and will solicit feedback from select employers and community leaders.

Anticipated Semester for Implementing Planned Improvements:

Spring 2018

Anticipated Semester of Next Assessment:

Fall 2018

Program Review: Actions Taken

Continuing Education Program

Year of Last Program Review:

There has not been a program review completed for this department.

Actions Taken in the Prior Year to Address Strategies:

Continued to work on program review.

Strategies Still to be Addressed:

The Program Review will be presented to the committee on February 9, 2018.

Annual Planning: Actions Taken

Strengthen Contract Education programs and services.

Since Cerro Coso has become a CompTIA school, the department has been able to offer Security+ boot camps and other information technology trainings. Professional experts became NCCER (National Center for Construction Education & Research) certified instructors and can facilitate this nationally recognized construction, maintenance and miscellaneous craft areas program. The department continue to work with third party vendors to provide unique, specialized training.

Strengthening contract and community education programs and services will continuously be in progress. New training needs, programs and industry requirements are constantly changing and evolving. For the Continuing Education Department to stay relevant, programs and services offered will need to be evaluated and updated. New technology, jobs and the climate of workforce development changes consistently and the department will need to change and grow with the demand. By meeting with employers and attending advisory committee meetings, the department has identified current contract education needs.

Identify grant opportunities for the Continuing Education Department

The identification of grant opportunities will be on going. Since department needs change, new opportunities present themselves and new grants come available consistently, the department will need to continue to explore grant opportunities.

The Continuing Education Department and the Dean, Career Technical Education partnered with the Region 5 Small Business Deputy Sector Navigator on a mini grant to develop curriculum for an Entrepreneurship Class to be ran through Community Education.

The CTE Dean and the department are exploring other grant opportunities through the California Community Colleges Economic and Workforce Development (EWD) Program, Small Business Sector.

The department is also working with the Economic and Workforce Development Programs/21st Century Energy Center at the District Office to identify grants that could benefit the department.

Review of Current Year Initiatives

Reminder of Initiatives for the Current Year

Procure Independant Contractors and Professional Experts

Collaborate with the Career Technical Education Dean and Faculty

Plan Initiatives for Next Year

Initiatives for Next Academic Year

Community Calendar of Events

Is this part of a multiyear initiative?

No

Specific Action Steps to be Taken:

- Create standing personal and professional development classes, special interest and community education classes.
- Develop stand alone or multiple class offerings and events for our service area communities.
- Work with Professional Experts and Instructors to set a schedule for classes at least six months in advance. Put these classes, programs and community events on a calendar that is accessible from the Community Education website.
- Advertise the classes early and frequently for our service area communities to have time to register and/or plan ahead based off of upcoming events.

Lead Measure of Success:

- Class Enrollment
- Traffic on the website

Are any of the lead measures identified above lacking assessment instruments?

Yes

Does the department request help to develop these instruments?

Yes

Lag Measure of Success:

- Class completion rates
- Increased class enrollments
- Increased number of class, program and event offerings

Person Responsible:

Continuing Education Manager

It addresses a gap in outcomes assessment

Which strategic goal does this initiative address?

Goal 3: Ensure Student Access, Goal 4: Enhance Community Connections, Goal 5: Strengthen Organizational Effectiveness

Increase Marketing Efforts

Is this part of a multiyear initiative?

No

Specific Action Steps to be Taken:

The Continuing Education Department will develop a more comprehensive marketing strategy. The strategy will define the customers, the most effective way to reach them and ensure the marketing message resonates with the diversity of the Cerro Coso customer. This will be accomplished by:

- Focus on an overall message that is clear and concise

- Highlight training and community offerings
- Clearly define and explain the departments training and community offerings

The use of social media, direct marketing, events and traditional advertising (newspapers, catalogs, brochures) will be beneficial and aid the progress of the program.

Lead Measure of Success:

- Solicit feedback from select employers and community leaders
- Increased website traffic
- Increased enrollment in community offerings
- Event attendance
- Increased request for proposals (RFPs) from employers
- Increased training for service area employers

Are any of the lead measures identified above lacking assessment instruments?

Yes

Does the department request help to develop these instruments?

Yes

Lag Measure of Success:

- Increased website traffic
- Increased enrollment in community offerings
- Event attendance
- Increased request for proposals (RFPs) from employers
- Increased training for service area employers

Person Responsible:

Continuing Education Manager

It addresses a gap in outcomes assessment

Which strategic goal does this initiative address?

Goal 4: Enhance Community Connections, Goal 5: Strengthen Organizational Effectiveness

Evaluate Resource Needs

Facilities

None at this time.

Information Technology

None at this time.

Marketing

With the ongoing development of specialized Community Education courses and more diverse training program offerings (Contract Education), the Continuing Education Department will develop a more comprehensive marketing strategy. The strategy will define

the customers, the most effective way to reach them and ensure the marketing message resonates with the diversity of the Cerro Coso customer. The use of social media, direct marketing, events and traditional advertising (newspapers, catalogs, brochures) will be beneficial and aid the progress of the program.

Professional Development

The College Campus Manager of Continuing Education will attend the Central/Mother Lode Regional Consortium and should attend the California Community College Association of Occupational Education (CCCAOE) conference. These conferences provide valuable networking and the ability to share ideas on market and program trends.

The National Association of Community College Entrepreneurs (NACCE) conference is engaging and innovative. It has recently created a breakout track specifically designed for community partnerships and contract education.

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