

# ACCE Journal

Journal of the  
Association of  
Community and  
Continuing Education

Fall 2012

## From the President

*by Erica LeBlanc – ACCE President*

ACCE members and colleagues:

While I am excited to start my tenure as the president of ACCE, I am feeling (as I am sure others may be) more than a little overwhelmed by the challenges we are facing in these increasingly troubled times. Thank goodness we have ACCE as an organization to advocate for our programs. This organization, operated entirely by volunteers, stays abreast of these changes, bringing a voice to the various tables where critical issues are being discussed, which in turn contributes to the continued quality and strength of our respective programs.

I look forward to maintaining an active role in dealing with the changes that will affect our colleges and programs and I encourage all of you to do the same. ACCE is the best advocate for our programs but our strength is dependent on you, our members, to stay involved. You can do that by running for open positions on the ACCE board, presenting at ACCE conferences and workshops, renewing your membership, posting to the listservs, contributing articles to the ACCE Journal and participating in the many discussions taking place throughout the state as new initiatives are drafted and implemented. If you are concerned that you are “too new” to serve in some capacity, becoming involved in ACCE activities is the very best way to learn about how our different programs work. I welcome your suggestions and ideas; please feel free to call me anytime (310.434.4227) or email me at [leblanc\\_erica@smc.edu](mailto:leblanc_erica@smc.edu).

Last year, members of ACCE were actively involved in a variety of initiatives and

activities. In addition to organizing informative workshops and conferences, ACCE members participated in the development of accountability measures for noncredit programs, represented ACCE at statewide meetings including, among others, the System Advisory Committee on Curriculum, the CIO Executive Board and the CCLC’s Advisory Committee on Legislation. We also ensured that ACCE is represented on the various statewide task forces being formed to address aspects of the Student Success Act and title 5 changes that affect us.

Last spring and summer, a group of dedicated ACCE members developed a statewide survey on Community Education programs and used the findings to deliver an informative workshop at the statewide Academic Senate’s Curriculum Institute. A special shout-out to Donna Burns (Mt. San Antonio College), George Boodrookas (Modesto Junior College), Terry Newman (Gavilan College), Linda Kurokawa (MiraCosta College), Betty Sedor (El Camino College), Joanne Vorhies (CCC Chancellor’s Office), and Cyndi Pardee (Riverside Community College District) for their hard work and dedication on both the survey and the resulting workshop. I was unable to attend the session but heard it was “standing room only” and very well received.

Thanks also to the newest member of the Chancellor’s Office Academic Affairs staff, Jacqueline Escajeda, who literally hit the ground running this summer, replacing Joanne Vorhies whom we will greatly miss. Without a moment of “learning curve” delay, Jackie used the information from the survey to write draft guidelines which are now under final review.

I want to personally thank Jackie for being so proactive and efficient and take a moment to thank Joanne Vorhies for her service to our programs and wish her well in her new position with the nursing programs.

The board is also pleased to welcome a new member: Jack Bailey from Santa Barbara Community College, who has agreed to serve as the noncredit council leader. Jack replaces Mary Walker who (I am grateful to say) is serving on the board as the secretary/historian. We also are bidding a sad goodbye to Leslie Smith, who has faithfully served as our ACCE legislative analyst for many years. Leslie is truly a champion of our programs and her presence will be sorely missed. Space limitations do not allow me to adequately express the board's deep gratitude but I do want to express my profound thanks to Leslie for all that she's done over her 30+ years of service to our programs. Leslie, you are irreplaceable.

Looking forward, we have the upcoming Fall One-Day Workshop, scheduled for November 8, right after the critical elections. We'll be at the North Orange County School of Continuing Education in Anaheim. (You may have heard that we were going to piggyback on the CCLC conference but we are trying to keep the costs of our events reasonable and the parking and venue costs would have resulted in a much higher registration rate.) This will be a must-attend workshop as the results of the election will be in and we have invited Scott Lay of the CCLC to help us understand the ramifications of whatever the outcome proves to be. We'll also have Patrick Perry of the CCCCCO address accountability measures and other policy

changes that affect our programs. Additional breakout sessions are being planned for both Community Education and Continuing Education programs to provide an information-packed day. Stay tuned for more news on this not-to-be-missed event!

The board spent considerable time at our retreat in Riverside this summer analyzing the previous year's achievements and developing goals and plans for next year and beyond. We discussed what's been working and what we could do to ensure that our members are informed and empowered to respond to whatever curve balls are thrown our way. Our goals include establishing a social media presence and increasing the awareness of best practices regarding community education offerings and high school diploma programs.

We're also planning for the Northern and Southern conferences this spring (February 27th in the North at the Chancellor's Office, where we'll have ready access to CCCCCO staff and other important government agencies and March 14th in the South at the historic (and really boss) Mission Inn in Riverside). If you have ideas for potential topics or wish to make a presentation yourself, please get in touch with your council leaders (Jack Bailey for noncredit programs and Betty Sedor for community education).

Again, I am honored and humbled to serve as the president of this amazing organization. Please stay in touch as we navigate the rough waters ahead.

Erica LeBlanc, Santa Monica College

## ACCE Membership Spotlight

by Donna Burns – ACCE Board Member



*Donna Burns at the ACCE Board retreat in August, 2012*

As the fall semester begins, we can celebrate 64 membership renewals so far! Members represent 22 colleges. Thanks to so many of you for following up so quickly with renewals once the new fiscal year began! As the year progresses, our social media experts (who are digital natives, unlike the membership VP!) will be working on new ways to stay connected, including Facebook and LinkedIn.

We are also happy to welcome back the following vendors as Affiliate Members (and hope to hear from others): ACEware Systems ([www.aceware.com](http://www.aceware.com)) offering “class management and student registration software”, and Augusoft ([www.augusoft.net](http://www.augusoft.net)) offering “enrollment management software for continuing education.”

### National Voter Registration Day Celebrated on September 25, 2012

Colleges throughout the state celebrated National Voter Registration Day on September 25 by setting up booths, passing out information, and encouraging students to exercise their right to vote, and assisting them

with the registration process. The mood was festive, but the issues are urgent. Colleges passed out information on Proposition 30 and its effects on community college funding. The faculty associations and classified groups also passed out information on the effects of Proposition 32 on their ability to participate in the democratic process.

ACCE has posted information on Proposition 30 on our website, [acceonline.org](http://acceonline.org), including a comparative memo prepared by Community College League of California as well as a PowerPoint presentation from the Chancellor’s Office. They may be shared by colleges as information items. Public resources may not be used for campaigning, but sharing of information is allowed.

### Chancellor’s Office “Doing What Matters” Framework Shared Statewide

Van Ton-Quinlivan, Vice-Chancellor of Workforce and Economic Development, has been introducing a new framework for addressing a persistent statewide skills gap between what employers need and what workers have. Called “Doing What Matters for Jobs and the Economy,” the framework is the basis of a series of “critical conversations” that are being held in each of the state’s community college regions. As of late September, these conversation events had occurred in Los Angeles, Santa Cruz, Monterey, Inland Empire, East Bay, Central Valley, Mother Lode, Greater Sacramento, and Orange County, with further events scheduled in Orange County, Greater Sacramento, Northern Inland, Greater Coastal, San Diego/Imperial, Silicon Valley, Peninsula, and Central regions.

The stated goals of Doing What Matters for Jobs and the Economy are to supply in-demand skills

for employers, create relevant career pathways and stackable credentials, promote student success and get Californians into open jobs.

The Doing What MATTERS strategic framework consists of four prongs:

- Give Priority for jobs and the economy
- Make Room for jobs and the economy
- Promote Student Success
- Innovate for jobs and the economy

The strategy will focus on priority/emergent sectors and industry, taking effective practices to scale; integrating and leveraging programming between career funding streams, promoting common metrics for student success, and removing structural barriers to execution.

The Doing What MATTERS strategy emphasizes a regional, collaborative approach among employers, education providers, and funding streams to make the most of opportunities and resources. ALL education providers and models are considered as options, including noncredit, fee-based, and contract training.

Continuing and Community Education providers can play a vital role as the Doing What MATTERS strategy is implemented throughout the state. In particular, our flexibility, short time-frames, and responsiveness can meet some needs that can't be met within more traditional credit structures. We are being welcomed and included in the new framework.

For more information on Doing What MATTERS for Jobs and the Economy as well as upcoming critical conversations, go to [doingwhatmatters.cccco.edu](http://doingwhatmatters.cccco.edu).

## Noncredit News

*by Mary Walker, ACCE Board Member*



*Mary Walker at the ACCE Board retreat in Riverside, CA on August 16, 2012*

Last year, Continuing Education folks were pulling together to advocate for their specific programs which were in jeopardy of losing funding. Because of their efforts, threatened programs maintained their eligible status as state-supported noncredit courses and programs. This was a huge effort on the part of many dedicated people, and the results were definitely worth the effort. But we are not out of the woods and as the budget woes continue to plague the state, we need to continue to voice our support for noncredit programs. In addition to advocating for our programs, we are also awaiting the final specific decisions regarding the Student Success Act of 2012 and how these may affect our noncredit classes and programs.

One of the major changes in the works is how the success of Continuing Education students will be recorded and documented. The state-wide Scorecard Workgroup has responded positively to recommendations from representatives drawn from the Noncredit Accountability Task Force to revise how data is

reported in the ARCC Report. These recommendations include changing the definition of the cohort of students to be tracked and broadening the definitions of success to a more realistic rubric for noncredit. This will be discussed at our Fall One Day Workshop at North Orange Community College District on November 8th, so make sure you attend to hear the latest details!

Other topics include noncredit high school diploma programs, which may gain greater relevance as new federal regulations prohibit non-high school graduates from accessing federal financial aid. And of course, the election results will have a huge impact on all of our colleges and our noncredit programs if Proposition 30 does not pass, and this will be discussed in the morning keynote session with Scott Lay from the Community College League of California.

So....lots of good stuff is going on, so be sure to come to the November 8th One-Day Workshop where you will be briefed on all these important updates!

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### ACCE Social Media Sites *by Betty Sedor, ACCE Board Member*



ACCE is modernizing ... With social networking sites like Facebook boasting some 800 million

global users including 150 million in the U.S., now more than ever is the time for ACCE to begin engaging our guests and members through social media.

While ACCE will continue to communicate through traditional electronic formats including our website and our email ListServ, we're encouraging a convergence of various communication styles including social networking in order to increase a sense of connectedness amongst our ACCE members.

Whether you're on Facebook, Twitter, Linkin or all of the above, ACCE invites you to join in for some social networking! We will be managing the content of our Facebook and Twitter sites by linking them so that when we update a status on one site, it will automatically post to the other—so you'll never miss out if you're only on one form of Social Media.

ACCE will use Facebook for posting info about ACCE events including event photos and videos, as well as article links on topics related to Community and Continuing education. Our Twitter postings will provide short alerts regarding new items we've posted on Facebook and LinkedIn. Our LinkedIn group will be for ACCE members only and will encourage valuable discussions and polls related to our field. Begin interacting with us today on one of our social networking sites!

Like ACCE on Facebook!

<http://www.facebook.com/ACCEAssociationCommunityContinuingEd>

We're on Twitter and LinkedIn too!



## Pictures from the field:



*Student Voter Registration at Mt. San Antonio College*



*Information about Proposition 30 was distributed during the event and 24 people registered to vote. Students asked questions about the voting process, propositions on this year's ballot and local elections.*

## STEM Innovation at MiraCosta College For Kids Summer Program

*by Linda Kurokawa, Director of Community Services and Business Development.*

In July 2012, MiraCosta College Community Services successfully completed 4 weeks of College for Kids programming. This summer program serves approximately 1,100 children, offering 42 different classes and 72 sessions for students 1<sup>st</sup> grade through 11<sup>th</sup>. Classes included such popular topics as Robotics, Top Chef, At the Scene of a Crime, Hogwarts, Sewing Techniques for Teens, and Computer Game Development, just to name just a few. As we all move to an age of electronics and high level technology, we have started to focus our attention on offering more and more STEM types of classes. Therefore, this past summer, 37 classes were Science, Technology, Engineering or Math (STEM) focused. We enrolled 555 of students in those specific classes.



*Student recharging solar panels for use with Lego Architecture to create a model of sustainable city*

One of our STEM camp instructors, Scott Young, taught a very innovative curriculum using Lego Architecture bricks to impart concepts for green energy and sustainability in futuristic planned communities. The class was entitled "Build-it with Lego Architecture". The idea for the class started two years ago with a grant from MiraCosta College's Foundation to purchase the Lego Architecture kits. We had already been gifted money from a local Solar company to purchase the Lego Green Energy add-ons. By combining the two types of kits, we created a course whereby children could build a historic building, and then determine how to transform it into something sustainable using water conservation, solar energy, wind energy, and sustainable agricultural considerations. Our enthusiastic instructors is simply phenomenal at whipping up excitement from his classes of 5<sup>th</sup> – 7<sup>th</sup> grade students and teaching them to incorporate all of the newest green energy and sustainable building concepts within all of their Lego building designs. The students accomplished this with only rudimentary instruction in each area of conservation and sustainability. Clearly, teaching children these concepts early on and then allowing them to implement the concepts in design is a powerful way to instill much needed training towards a sustainable future. Each child worked on their own building, then partnered with others to create more advanced building concepts. At the end of the week, parents were invited to come and

view an entire city that the students had created with their inventive sustainable designs incorporated.



*A group of 5 – 7<sup>th</sup> grade students working together to design their energy efficient city using Lego Architecture bricks*

MiraCosta College is so fortunate to have Scott as one of our College for Kids instructors. He has a way of bringing out the very best in every child. To highlight this point, one of the parents of the children in the class came to the instructor at the end of the week and explained that her son was absolutely fascinated with what he had learned during the week. In fact, she mentioned that he was considered a "poor student" and a "problem child" in his regular classes at school, but that he had found only a positive experience, encouragement, and a new level of interest in working towards an environmentally sustainable future by his attendance at the



College for Kids "Build-It with Lego Architecture" class.

The mother was delighted to see him turned-on by education rather than his past experience of being turned off.



*Parents are fascinated as the instructor explains the advanced environmental concepts the students learned throughout the week.*

We are honored to have just been awarded a \$30,000 Oceanside Charitable Foundation Grant that will allow us to expand our STEM classes next year and offer them at a very reduced rate. We're delighted that the grant will allow us to reach students who would not otherwise be able to afford our College for Kids program. We have learned through our experience with STEM that teaching children about Science, Technology, Engineering and Math can actually be the inspiration for a renewed interest in education and the motivator for great achievement, not just a set of numbers or formulas to memorize! STEM can be as creative as there are imaginations to think up the ideas!

## From the field:



Outreach team from the Santa Ana College School of Continuing Education: Julio Serratos and Herminia Kindelan participating in Fiestas Patrias community event on September 16, 2012 in downtown Santa Ana.



Outreach team distributing information about the School of Continuing Education at Santa Ana College.



According to the City of Santa Ana the event was attended by over 200,000 people and Santa Ana College was a part of it. Great work!

## Community Education Program Creates Mobile App to Extend Reach of Publication

*by Michael Heggland, Program Director Community Education, Foothill-De Anza Community College District.*

We can all attest to the importance of the printed catalog. In an age of all-things-mobile, it is still the primary mechanism many of our programs use to promote our fee-based courses and drive enrollment. As our programs continue to be challenged by rising costs, shrinking budgets, and external competition, new cost-effective approaches to expanding the reach of our publications are critical.

This past fall Foothill-De Anza Community Education created an app to allow their customers to receive the program's publications on the most widely used of mobile devices, including iPad, iPhone, iTouch, Kindle Fire, and Android-based phones and tablets. While the app is essentially a dynamic, feature-rich version of their printed publication, Foothill-De Anza is most interested in the possibility of using the app as a long-term delivery channel to stay in contact with new and returning customers. Once customers download the app, they will receive push notifications when new publications are ready for viewing.

Whether we realize it or not, the publications our respective programs produce are full of compelling content - such as useful reference material, course titles, and descriptions - and customers often refer back to them when making decisions or coming to campus for a

class. To entice customers even further, Foothill-De Anza plans to eventually create bonus content to encourage students to download the app as well. With no real page limits in a digital issue, bonus items might include full color picture galleries, videos, RSS feeds, in-app purchases, and learning tools to supplement a specific class. The goal, of course, is to align the digital issue app in a way that will add value to the customer's overall experience and, ultimately, to be able to take our classes and programs with them everywhere.

**Did you know that:** *85% of magazines and newspapers in North America offer mobile content for e-readers, smartphones, or tablets* - ABC, "Going Mobile: How Publishers Are Maturing and Monetizing Their Offerings," November 2011

*Tablet sales will double in 2012* - Gartner, April 2012

*iPad and Android tablet users will average over 31 downloads per year over the next 5 years* - ABI Research report, April 2012

*71% of tablet owners say they're interested in reading digital magazines on their devices* - GfK MRI, January 2012

### Mobile App Publication Features:

Brilliant replica format; text-formatted descriptions designed for mobile readability; download each issue, then return anytime for offline reading; bookmark/share your favorite classes; dynamic linking to program website and online content; exclusive content not found in the print version; receive notifications of our latest catalogs and never miss out on any of our classes again.

To view the app and download to your mobile device, go to the Apple or Amazon App Stores, or Google Play/Android Market and search for:

## FHDA COMMUNITY EDUCATION.



GROSSMONT-CUYAMACA  
COMMUNITY COLLEGE DISTRICT

## Building a Successful College for Kids Program

*by Erin Roberts-Hall, contributed by Continuing Education & Workforce Training  
at the Grossmont-Cuyamaca Community College District*

The 2012 College for Kids program, part of the Continuing Education & Workforce Training (CEWT) Division at the Grossmont-Cuyamaca Community College District, experienced many achievements, challenges, and learning opportunities this summer. College for Kids is a summer enrichment program for children between ages 8-14, committed to teaching new and meaningful skills as students participate in classes such as art, dance, fitness, science, media, and more. The program serves parents and children alike by providing safe, fun and educational activities with the added benefit of introducing kids to the college environment. Courses are taught by experienced and motivated instructors who challenge students in an atmosphere that is fun and supports inquiry and exploration.

Class topics are unique and skill-oriented. A few courses include:

- Cake Decorating
- CSI: Forensics for Kids
- Egyptian Art: Hieroglyphics & Pyramids
- En Garde, Ready, Fence!
- Inventor's Workshop
- Get Animated: Flash Animation



Students decorating their cakes

During the summer 2012 season of College for Kids, huge progress was made in terms of program development, revenue and participation growth, and community recognition. Compared to 2011, CEWT doubled the number of courses offered, tripled the number of students in attendance, and quadrupled gross revenue!

Efforts that contributed to growth included building a larger variety of courses, tapping into expert faculty (K-12 and Community College) to teach interesting and intriguing topics, a strong marketing push that utilized new online and social media avenues, cooperation with local K-12 schools, a rebirth of internal college excitement, and office-wide participation in coordination by all CEWT staff members. In looking ahead to summer 2013, CEWT hopes to continue improving the program by streamlining internal processes, preparing in advance for unexpected issues such as injuries or last minute supply changes, and improving customer service and parental communications. Templates were created and new processes implemented, but gaps were identified that will be addressed next summer.

The Youth Boost Career Institute, a new and distinctive division of the College for Kids program, was developed during summer 2012 with a mission to introduce and foster interest in careers related to Health and Medicine, Youth Entrepreneurship (Green), and Science and Engineering. Students going into 7<sup>th</sup> and 8<sup>th</sup> grades had the chance to work with industry experts and create career-based projects related to their class topic. 68 students participated, entirely funded by grants from the Health and Science Initiative Pipeline, the Workforce Innovations Partnership with Green Ventures, and the Career Technical Teacher Prep Pipeline. The application process was based on written essays detailing students' interest in health related, entrepreneurial, or science and engineering career.

Aligning with the Community College District's mission to stay on top of trends by promoting programs of all kinds through social media outlets, College for Kids has a Facebook page where students, parents, instructors and administrators have been able to connect and share their positive experiences.



Theatre workshop student doing a vocal/musical demonstration

See our page at <http://www.facebook.com/gcccd.cfk>.

College for Kids at Cuyamaca College, Continuing Education and Workforce Training. 900 Rancho San Diego Parkway, El Cajon, CA 92019 (619) 660-4350

## **Save the date: Community Education Pow Wow October 10, 2012**

Sacramento Community Ed Pow Wow for Northern California  
from 10:00AM-2:00PM at the Chancellor's Office in Sacramento, CA .

Don't miss this fun-filled informative event for Community Education practitioners  
Pre-Registration required: only \$15 includes lunch and snacks! (Registration form below)

Southern CA Community Ed Practitioners: the same event will take place on Thursday,  
November 8, 2012 at North Orange Community College District in Anaheim.

### Agenda

**10:00AM Welcome by ACCE Community Ed Council Leader, Betty Sedor**

**10:10-11:00AM Guidelines for Community Services Offering--Ed Code Section 78300 Update**

At last year's Northern ACCE Conference, Dr. Barry Russell engaged the audience in a conversation regarding Ed Code Section 78300, a section that directs the Chancellor's Office to prepare guidelines for districts in establishing community education programs and collecting data about those programs. In a follow-up meeting with Dr. Russell, he asked ACCE to assist in the content of and development of these guidelines. In this session we'll share with you the status and results of the work of a special ACCE 78300 CommunityEd group that was formed to present at the Curriculum Institute in July and assisted with developing the CA Community Colleges Guidelines for Community Services Offering document that is to be adopted by the Board of Governors. Presented by Cyndi Pardee

**11:00AM-11:10AM Break**

**11:10AM-11:30AM ACCE Social Media Sites**

ACCE is modernizing and looking to improve the way we interact with our ACCE colleagues/members. We're on Facebook, Twitter and LinkedIn now! Presented by Betty Sedor

**11:30AM-12:15PM Lunch Networking,**

beverages, and boxed lunches that include a sandwich, bag of chips, salad, and house-baked cookie

**12:15PM-12:45PM Civic Intimacy - Community Partnerships in Community Education Programs** Presented by Betty Sedor

**12:45PM-12:55PM Break**

**12:55PM-2:00PM What's Hot in the Fee-Based World? What's Not?**

A brief report of the top 5 enrichment classes, Kid's college classes and professional development classes as polled (anonymously) from our Community Ed colleagues followed by an informal and lively round table "Pow Wow" discussion amongst our Community Ed colleagues regarding the status of our programs. Facilitated by *Cyndi Pardee & Betty Sedor*



**POW WOW REGISTRATION FORM****Register by Monday, October 8, 2012!****Name:** \_\_\_\_\_**Phone:** \_\_\_\_\_**Title:** \_\_\_\_\_**Email:** \_\_\_\_\_**College:** \_\_\_\_\_**Mail this form with a check for \$15.00 payable to "ACCE" to:**

**Bob Parker,**  
**San Diego Continuing Education 4343 Ocean View Blvd. San Diego, CA 92113**  
**Phone: 619-388-4894 Fax: 619-388-4980**

If you have any questions, please direct them to:

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ACCE Board at the retreat in Riverside, CA on August 16, 2012  
Standing from the left: Elaine Chapman, Donna Burns, Mary Walker, Erica LeBlanc,  
Cyndi Pardee, Bob Parker, Valentina Purtell.  
Sitting in the front: Betty Sedor and Jarek Janio

ACCE is dedicated to develop and promote desirable policies, practices, and support for the educational constituencies within the Association and to promote professional growth of the membership.

Membership information: <http://acceonline.org/membership.cfm>

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