

February 1998 Journal

A Message from ACCE President Lynda Lee

Can it be the beginning of the holiday season already, just when most of us have chosen the last graphic for our spring schedules and are ready for a rest? Now, we need to choose the perfect gift for Uncle Ned. How do you feed your creativity?

Jordan Ayan, author of *Aha! 10 Ways to Free Your Creative Spirit and Find Your Great Ideas*, suggests the key lies within our creative C.O.R.E. - Curiosity, Openness, Risk tolerance, and Energy. Just to give you a taste: about Openness he says, "It is often easy to think that our way is the way, and we close our minds to other options. Ironically, many people often have a harder time being open than curious...that is why in many organizations it only takes an average of ten seconds after someone presents a new idea for someone else to start presenting all the reasons the idea won't work. A poster I saw in my children's school sums it up well: "A mind is like a parachute...it works best if it's open."

If you want to know more about this book or others on personal creativity, go to <http://www.thinksmart.com/bookpages/aha.html>. You must might find a book there that would be the perfect gift for Uncle Ned. Thinksmart also has a free listserv that sends weekly "brain wake-up" messages.

Now that we're talking this web surfin' talk, it seems an appropriate time to remind you to mark you calendars for our spring drive-in conference. The one-day workshop will be held in Sacramento, April 28, and will focus on online courses. One highlight will be the criteria for evaluating online courses that ACCE members Sandy Rickner and Gary Hubbard are developing. Details and registration forms will be arriving via "snailmail."

Also arriving via "snailmail" will be the application for noncredit matriculation dollars. Karen Meyers and I have been representing ACCE on the Chancellor's Office Task Force that is determining allocation methodology and application process. The task force hasn't yet completed its work; we meet again on December 21 to review the application. I can tell you, however, that the ten million dollars that were included in the welfare reform legislation for noncredit matriculation will be distributed based on noncredit FTES. I can also tell you that the application process will not be complicated and that the one-for-one match won't all have to be made with Student Services dollars.

Happy Holidays!

Training and Economic Development Council News

by George Blanc, Orange Coast College

What's new in Contract Education? Interestingly enough, most practitioners in Contract Education are facing the same challenges. At the recent ACCE Conference, many attendees shared similar contract education stories. It seems we have lots of competition from both the private and public sectors who also offer customized training. In many instances, these competitors are more sophisticated than we are, have a large staff, and have a good sized budget. These "slick" operators, as I call them, have also focused their attention on large firms. In other words, many of us are focusing our attention on the big companies and forgetting the small firms.

The nine community colleges in Orange County have been trying to find a way to better

serve our small business community of more than 90,000 firms. What an opportunity!

In the last issue of the Journal, if you recall, I mentioned that OC4 (Orange County four community college districts) were unofficially organized to provide, among other services, customized training to all businesses, large or small. Ideally, businesses would only need to call one "800" number and one of the nine colleges would immediately respond to the business in need of our services. Unfortunately, OC4 is currently facing some bureaucratic challenges. Soon, we hope, these challenges will be resolved and the "800" number will be in service.

Community Education Council News

by Tom Travis, Napa Valley College

The Community Education (fee-based) break-out session at the October ACCE Conference in Costa Mesa was a gold mine of information, especially for those programs trying to position themselves as players in welfare reform training. Of particular assistance was Karen Meyers of Mt. San Antonio College. Karen has a firm knowledge of the role of community education and a number of programs and procedures in place for welfare reform training.

In a brainstorming and sharing session, participants identified a number of challenges related to the welfare reform task: Getting our colleges to see our role in welfare reform, educating the key players on campus as to who we are and what we can do, identifying fee-based programs which can address the short-term training requirements, and funding these fee-based classes/programs through user fees or referral agencies. One fact, which was initially misunderstood by many at the conference, was that the Chancellor's Office TANF dollars soon to be distributed will not actually pay for any training. Those funds will pay for planning, curriculum, coordination, research, etc., related to the provision of education and related student services for the target population. The funding for actual instruction, however, is to be covered within credit and noncredit apportionment. The Federal welfare reform training dollars, however, will probably be channeled through PICs (Private Industry Councils) or some other designated agencies who will have to contract for training services with education service providers. Community Education programs will be prime targets for these kinds of referrals. It is my understanding that a college must register as a provider and get on the approved vendor list by a certain deadline. Karen Meyers stated that the deadline in her area is Jan. 31. The Federal dollars are supposed to begin flowing some time next year.

Federal training funds will be county-driven, so it will be important to become part of the county delivery system. Training must be very focused and short term with high employment potential and clearly identified skills outcomes. Studies outlining the projected jobs in your area are available through your college vocational administrator. While it is important not to duplicate credit programs, there are models (Mt. Sac) where credit, noncredit, and fee-based are combined. Participants at the ACCE conference brainstormed a list of existing programs within community education programs in the state: supervisory certificate, bank teller training, computer training, food sanitation and safety, cooking school, business accounting on professional categories, truck driver schools, pharmacy tech, human resources tech, retail floristry, purchasing management, production and inventory control, and ESL institutes, to name a few.

In order to provide mutual support, the ACCE members suggested that we: 1) work together to share information and develop programs; 2) share course outlines for successful courses, 3) explore ways of jointly offering programs (Orange County model), and 4) use ACCE to keep the membership informed of developments and successes. For suggestions,

questions, or information, please contact the ACCE Community Services Council chaired by yours truly. I can be reached at the following email address: ttravis@admin.nvc.cc.ca.us.

Noncredit and Adult Education Council

by Lani DeVincentis, Glendale College

On Tuesday, October 21, a group of adult educators met at the Board Room of the Los Angeles Unified School District to once again address the Joint Board Task Force on Noncredit and Adult Education. James Figueroa from LAUSD spoke on behalf of the K-12 adult schools, and I spoke for the community college non-credit practitioners. Then testimony from the field was solicited and a group of speakers from both sides gave brief statements on the issues from their perspectives.

The amazing thing from my point of view was that the overwhelming majority of the testimony was in support of both segments continuing their involvement in delivery. I didn't notice any strong movement to choose up sides and draw lines in the sand. I believe we echoed each other's sentiments on the need for increased funding, lifting the cap in strategic areas, and the need for coordination at the state level.

The next meeting will be in San Diego February 26 at the Education Cultural Complex, 4343 Ocean View Blvd. There will be one major presentation from each side, and time permitting, an opportunity for people from the field to give input. As usual, we need to be visible. In San Diego, because most of the program is offered through the college, there should be great support. I encourage any of you who can be there to attend.

My real concern is with the last two meetings: March 30, at De Anza College in Cupertino, and May 5, at the Diagnostic Center-Central, 1818 W. Ashlan, in Fresno. There aren't many programs in these areas that are college-based and lasting impressions are important. I hope Bob Points from Merced and his staff can be available for a presentation at the last meeting. Hopefully, the San Francisco Centers can pack the house and make their presence known at the Cupertino meeting.

It's Time To Become a Member!

by Pam Beauer, ACCE Membership

The annual ACCE membership drive is open and your college should be receiving its "Membership-by-Fax" transmission during the early part of December. If you have not yet joined ACCE, it is important that you fill out the membership request fully and request payment from your college so that the ACCE Directory can be properly updated. Conference attendees remember...if you did not pay the \$35 fee in addition to the \$150 Conference fee, then you have not yet joined or updated your membership. If you wish to send personal checks for membership, you can mail them to:

College of the Canyons
Pam Beauer, ACCE Membership
26455 Rockwell Canyon Road |
Valencia, CA 91355

Make checks payable to ACCE and include your office FAX number on the check. I will fax the information form separately as needed

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