

March 2000 Journal

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Continuing Education Council News

The Continuing Ed Council met as part of the recent ACCE Conference in Santa Barbara, which I believe was a tremendous success. During the Council meeting, we discussed the issue of the recent Budget Change Proposal (BCP) introduced by the Chancellor's Office. This proposal is designed to increase apportionment in "selected" areas by approximately \$320 per full-time equivalent. The definition of "selected" is to be determined but most likely will include basic skills, vocational offerings, and many other funded categories deemed to be in the State's interest. The estimated cost of the BCP to the State is about \$15M.

After discussion regarding the BCP, the group, by consensus, agreed to support the proposal in lieu of any other funding improvements designed to assist our programs as a whole. Some concern was expressed that it might be divisive to fund categories within our Noncredit programs differently. The concept of "second class citizenry" is at issue. There was also a concern that this type of funding proposal might move the Noncredit program statewide further from our counterparts in K-12 Adult Schools and be in opposition to the recommendations of the Joint Boards Task Force Report.

The group also discussed the work of the Joint Boards Committee and expressed support for continued cooperation with K-12/Adult educators to improve the delivery of Adult and Noncredit Education throughout the State.

Management Information System data was also discussed with regard to the growing importance of submitting accurate Noncredit information. Due to the statewide wage/data match report conducted annually by the Chancellor's Office, it is essential that Noncredit programs collect and submit student Social Security numbers. It is only through the match of these numbers with wage data that we can demonstrate our program success to the Legislature.

Economic Development Council News

The Economic Development Council also met at the end of the fabulous conference at the Miramar Hotel in Santa Barbara. For many attendees, this was their first conference and they expressed appreciation for the opportunity to link with others at the conference in similar roles. They found it valuable to hear how to better leverage the resources of all units and departments on a campus. They supported the shift they've been observing from departmental and functional independence to inter-dependence, collaboration, and partnership building within the colleges and the community at large. One specific example is the sharing of instructors/trainers between community education and contract education.

Three sessions were offered for the Economic Development track at the conference. **Synergy by the Sea: The South Coastal Regional Approach to Economic Development:** Three different colleges with three different business demographics and economic variables shared successful approaches to serving their area with contract and community education programs and services. Their common approach was to listen and respond to the needs of their own communities. The need drove the solutions offered; they didn't try to force an approach on their service area. Thanks to Luann Swanberg, Ventura College; Tim Debellis, Antelope Valley; and Genene Boldt, Cuesta College!

What's Good for the Goose? Making Professional Development Part of the

Solution: Michael Ward, Director of the Professional Development Institute at the Institute for Business Performance (San Jose/Evergreen), presented programs offered to enhance the professional development of practitioners. He gave an excellent summary of all of the components of the Business and Workforce Performance Improvement Initiative of ED>Net as well as an overview comparing the traditional and performance approaches to serving the training needs of business clients. Thanks Michael!

Creating a Partnership Between Contract Ed and Community Education: Paul Hischar presented Mt. San Antonio's model for partnership and mutual program development to respond to local business and individual needs. Working closely together has enhanced both departments and provided options to individuals and businesses that may have been overlooked previously. Careful planning and a process that looked inwardly at various particulars such as goals, strengths, weaknesses, demand, relationships, and resources have led to continuous improvement in the service offerings of both areas. Thanks Paul!

Thanks to all those who helped make this conference a great success!

-Scott Hammer, ED>Net

Community Services Council News

Facilitator Tom Travis began by sharing his program's successful partnership with Alcar Personnel Services. Napa Valley College, as a co-sponsor, was able to use a new computer lab purchased by Alcor. The partnership enabled them to better serve the community and was also a public relations tool of benefit to both the college and this new business.

Mary Kay Lim (Ohlone College) shared her program's experience partnering with a PIC-sponsored one-stop career center at a local middle school. It was a win-win-situation for all concerned particularly in terms of the students served. Enrollment in January consisted of 65 people who had never come to the center. The PIC did not charge fees to the college for use of the lab.

Allen Hancock College assisted the local school district in their efforts to pass a bond. Allen Hancock now has the use of district facilities for senior computer classes.

Michael Burris (Long Beach City College) has a partnership with a proprietary company, Dale Carnegie, in which the college is paid \$200 per student. The company does all the promotion for the program. The proceeds generated for Michael's program totaled \$40,000.

Michael also discussed selling advertisements in the college's schedule to not-for-profit entities. By limiting the sale to not-for-profits, they are able to mail at the lower rate. He also sells advertising in smaller marketing pieces to for-profits, knowing that postage must

be first-class. These are primarily flyers targeted to businesses.

Lynne Towle (City College of San Francisco) partners with San Francisco State University by exchanging pages in their respective schedules of classes. Jan Powers allows USF (non-profit) to advertise in her Community Education schedule. Tom Travis partners with his local SBDC in trading advertising space as well.

Cyndy Pardee (Riverside Community College) has partnered with WYNCOM, Steven Covey's Professional Development Program. The college receives free tickets for public relations purposes and as incentives for on-site program volunteers. Cyndy partnered with local Toastmasters groups for the volunteers. RCC made \$2,000; now her Dean sits on the WYNCOM board and another successful partnership has developed.

It was stressed that partnerships with outside entities must be presented in a manner in which administrators see the ultimate benefits to the college and the community. Internal marketing in these cases may be more important than external marketing, because without buy-in from the college, there is little chance for success.

Last, but not least, DeLoise King (Mt. San Jacinto College) volunteered to Chair the Community Services Council in the absence of Sandra Rickner. For those of you who don't know, Sandra is recuperating from a minor heart attack (doing well, we are happy to say.)

Thanks to Barbara Louis and Santa Barbara City College for arranging such a great conference!

-Submitted by Lori Chan Luna, College of the Sequoias

President's Letter

We just concluded our annual conference held in Santa Barbara and it was a huge success! The conference planning, program, and beautiful location all contributed to an outstanding experience for ACCE members and others. I want to take the time here to publicly thank Dr. Barbra Louis, ACCE 1st vice president and 2000-conference chair, for a truly outstanding effort!

During the conference luncheon and business meeting, the memberships voted on formal amendments to the constitution and bylaws. I am happy to report that the vote to accept was unanimous--they are now official! (See www.acceonline.org for a complete copy.)

Also, during the meeting we announced the awardees in the various categories including the prestigious Mariann Loniello award. As we presented the awards, I made the difficult decision to omit the comments of the nominators. I did this only reluctantly in the interest of the time remaining, so I am devoting the rest of my "President's message" to listing the awards, the awardees, and their accomplishments. We as an association are very proud of the achievements of these individuals.

Be sure to mark your calendar and attend the April 25 Drive-In workshop in Sacramento. Hope to see you there.

-Ray Ramirez, San Diego College District

Mariann Loniello Award

Dr. Tom Travis, Dean, Upper Valley Campus & Community Education, Napa Valley College

Tom has devoted many years of dedicated service to ACCE and to the cause of Community and Continuing Education in the State of California. He served as ACCE Treasurer, Vice-President, President, Past-President, and Community Education Council Chair.

Tom provided important State leadership for ACCE during the difficult period of the Orange County lawsuit which threatened the right of community colleges to continue providing Noncredit programs. He and other ACCE board members worked hard to pass a bill which protected those rights. The bill was passed by both houses of the state assembly, but was vetoed by the governor. The bill was, however, instrumental in increasing awareness of and support for community college noncredit programs among community college Chancellor's Office staff, CEO's, and state legislators.

Tom initiated the first ACCE newsletter, the ACCE web page, the position of ACCE Legislative Analyst, the practice of contracting with lobbyists during periods of difficult legal challenges, and the concept of ACCE constituent councils including noncredit, community education, and economic development.

-Nominated by Jenny Sercu, Napa Valley College

Continuing Ed Person of the Year

Lorraine Wicks, Coordinator Older Adults Program, North Orange County Community College District/School of Continuing Education

Lorraine Wicks has developed what may be the largest Older Adults Program in the State of California. Annually enrolling 15,000 students (2,000 FTES) at 180 community sites, the program developed by Lorraine is unique. Recently, Lorraine developed several new diverse classes including a vocational program for "re-engineering" adults and a "Balance & Mobility" class aimed at helping older adults reduce injuries from falls.

Lorraine has been actively involved at the State level in establishing Older Adults Program Standards. Locally, she is active in Older Adults organizations and chaired the Annual Orange County Older Adults Career Fair. She has also mentored many of her peers at other colleges as they have worked to establish similar programs.

At our school, Lorraine is known as a creative manager. She has used the availability of categorical funds to enhance the OAP by adding additional program development staff and by increasing the management effectiveness of her programs.

-W. Gary McGuire, Provost, N. Orange County

Community Ed Person of the Year

Roberta Dunham, Director, Community Education, Santa Rosa Jr. College

I have served as Roberta's supervisor since 1988. She is one of the College's more innovative and hard-working administrators and certainly deserving of statewide recognition. She was hired in 1983 as Community Services Assist., was promoted to Manager in 1987, and to Director in 1993. During her 17-year career at SRJC, she has continually sought new challenges and created many new programs.

Roberta supervises a staff of four full-time classified employees and approximately 100 part-time instructors. Her community education short courses attract over 6,000 annually. Additionally, over 7,000 people attend Planetarium shows, and over 10,000 attend traffic school. She also coordinated the SRJC Arts and Lectures Program, the Chamber of Concert series, and the rental of college facilities.

Innovation and creativity seem to come natural for Roberta. She created an extremely successful College for Kids program several summers ago that brings hundred of elementary age children to the campus for their first college experience. She creates 25 to 30 new short courses each to ensure the vitality of her program. Partnerships have flourished under Roberta's leadership including joint ventures with Contract Education, the Small Business Development Center, and many academic departments. She is a respected and active member of the SRJC Management Team with a willingness to share her knowledge and experience with others.

I know I speak for the entire college when I say that we are very pleased to have Roberta on our team and appreciate all she has done to make the college an outstanding place to work and learn.

-Steve Olson, Dean of Instruction, SRJC

Most Innovative and Original Regional Program or Class Award

Sandra Mellor, Dean, Corporate & Community Education, San Mateo County Community College District

The San Mateo Information and Learning Enterprise Information Technologists (SMILE-IT) Program is a collaborative, nonprofit effort started in 1998 to enable all members of the San Mateo Community to contribute to the rapidly growing information-based economy. The SMILE-IT program provides individuals exploring new careers, seniors in retirement, and disadvantaged youth with both technical and customer services skills necessary for entry-level employment opportunities in the San Francisco Bay Area.

The program was designed to respond to employers' difficulty in finding technically skilled employees within the region. It provides short-term, intensive, tuition-free training. The twelve-week training program has been a success because of the partnerships with businesses and organizations that have invested either through financial contributions, donations of equipment, or partnering as business customers for employee recruitment.

This special intensive course requires self-financing. As a result of grants and financial contributions from businesses and organizations, three successful programs have been completed since March 1998 and some fifty students have received high school or college credit, certificates of completion, as well as a completion bonus. Some are currently employed as technical support staff in local libraries, school districts, and private businesses and others are continuing their education. The senior students, headed for retirement or a career change, have jumped into the world of high tech as computer technicians.

*-Karen J. Hampton, Community Ed Program Coordinator, San Mateo County Community
College District*