

ACCE Journal

March 2006

A PUBLICATION OF THE ASSOCIATION OF COMMUNITY AND CONTINUING EDUCATION

Letter from the President

San Diego was awesome and our conference was even better than the weather! We were so honored that so many of you chose to join us and stay throughout the entire conference. Many of you gave up valuable time with family and loved ones and it didn't go unnoticed. Special thanks and congratulations goes out to Jan Roecks, your ACCE First Vice President, President-Elect for her efforts and work leading the fabulous team of conference planners and Board members. This exceptional team's work resulted in one of our most successful conferences yet.

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Inside This Issue:

- Highlights from the ACCE Statewide Conference
- New Law Affects College for Youth
- ACCE Awardees
- 150th Anniversary of Adult Education in California

Ahhhhhhh...Spring time in Sacramento



Join us April 27 for the Spring One Day Workshop at the Chancellor's Office

Community College Adult Education Students Recognized at ACCE Conference

This year California celebrates the 150th anniversary of adult education. The first classes for adults were held in the basement of St. Mary's Cathedral in San Francisco in 1856. As a part of the sesquicentennial celebration, the Outreach and Technical Assistance Network (OTAN) is sponsoring *The California Adult Education Students Succeed* project which honors learners who have reached their life goals as a result of their participation education as adults and are now active contributors to their community.

Currently, seven community college students have been selected, four from City College San Francisco, one from San Diego Community College District's Educational Cultural Complex, and one from MiraCosta College. You can read about the awardees and find out how to nominate your students at <http://www.adultedlearners.org>. ***The next nomination deadlines are March 17, 2006, and May 26, 2006.***

ACCE honored the awardees at the conference luncheon. Maria Torres, the former MiraCosta College student, was able to attend the luncheon and spoke briefly about her journey.

Born in Tijuana, Maria came to the United States as a teenager.



Maria Torres, Former MiraCosta Student and Current MiraCosta Employee, shares her story at the ACCE Conference

Her mother died when Maria was only eight years old, leaving her father as the single parent to raise Maria and her four brothers and sisters.

Life in the United States did not begin happily for Maria. She was in a classroom with students very different from her friends in Mexico, trying to learn in a language she didn't understand, speak, read, or write from a teacher who spoke only English. However, Maria persevered, and in 1969, she received her high school diploma.

She married young and raised five children. In 1987, her husband abandoned her, leaving Maria as the sole support for her three children. Maria, with limited job experience and poor English skills, was ill equipped to support her family.

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A Valentine to ACCE

by J.A. Monast, Economic Development Council

The ACCE 2006 Annual Conference was held in San Diego, over Valentine's Day, and brought together community education, noncredit education, and economic development professionals from across the state. The breakout sessions were particularly compelling and many crossed over to touch on all three sections of ACCE membership.

This year's conference was of particular benefit to economic development practitioners and many sessions were specifically focused on those who administer and staff programs in that area. Leon Levy, Director of Community Services and Business Development at MiraCosta College, presented a compelling session on unique business partnerships. His full title for the breakout was "Somewhat Unique Business Partnerships" and he brought humor and insight to the topic of how to partner most effectively with nontraditional partners providing the group with best practice models to take back to their home colleges.

Dr. Tom Steiner, the event's keynote speaker and noted enter'train'er, created an atmosphere of fun and frivolity with his breakout session on "The Art of Selling Your Ideas." Dr. Steiner shared buzz words and creative concepts that would be of benefit to entrepreneurs in any setting but were tailor made to those working at community colleges.

Funding always is a challenge and Judith Monast, Director of Operations-Community and Economic Development at Modesto Junior College, presented a breakout session on "Grant Writing Basics: Everything You Wanted to Know but Were Afraid to Ask!" Participants in this session also received a grant writing curriculum over fifty pages in length that included sections on basic grant vocabulary, parts of a grant and tips for new grant writers.

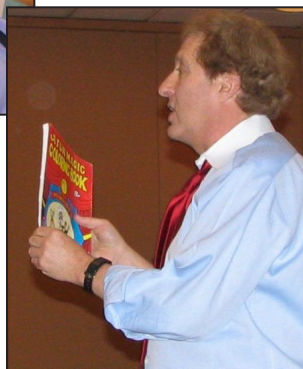
Former ACCE Board member Ray Geary, Dean of Community and Economic Development at College of the Redwoods, presented "How Community Colleges can Impact the Arts and Culture Cluster." This session focused on how community colleges can serve as cultural centers in rural areas and how the colleges can also provide assistance to the arts community of their district. This session was of interest to those from both rural and urban environments since many of the principles for partnership can easily cross over.

If you are an economic development practitioner and you were not at the ACCE Annual Conference this year, it is time to ask yourself: why not? Planning is already ongoing for the next big ACCE event and the only thing missing is you.....renew your membership today! We look forward to seeing you at our next event.

Keynote Speaker Thoroughly enterTRAINS ACCE Audience



The ACCE morning general session got off to a roaring start



thanks to Dr. Tom Steiner, the "enterTRAINER," who provided a scintillating and often hilarious presentation on embracing change. Exhorting us to do something different every day, Dr. Steiner provided valuable insight on ways to adapt to change more easily. As one attendee said in their evaluation: "It was so refreshing to have permission to have fun!"

Student Recognition, continued from page 1

Finally, she swallowed her pride and asked for assistance from social services. The case manager directed her to MiraCosta's GAIN (Greater Avenues for Independence) program.

The GAIN instructors not only helped her improve her English but helped her and see that she could succeed. After six months in the program, she was able to get a job as a childcare aide. A year later, she was hired as an instructional aide in the GAIN program. The ideal role model, Maria could really identify with the students, listen to the challenges they faced, and relate to their feelings of low self-esteem. She could not only tell them that change was possible but prove it by using her own story as an example.

Maria continued to strive to increase her skills and knowledge in courses offered in MiraCosta's noncredit programs and became a U.S. citizen on December 14, 1995. Maria says the best part of her current job is registering new students and she feels proud that she can help them meet their goals. She realizes that success is contagious, and she works hard to inspire and encourage others. Both Maria and MiraCosta have benefited from the connection that started with GAIN.

Lynda Lee, Continuing Education Council

Letter from the President, continued from page 1

It was without a doubt a huge success and if you missed it, you really missed some valuable information and sessions.

Don't miss any future events. From the opening keynote by Rita Cepeda, President of Mesa College in San Diego (and our Marianne Loniello Award Recipient!) to the closing session with Scott Lay and Bonnie Slauson of the Community College League of California, the conference was jam packed with power and support for our attendees. Tom Steiner, the entertrainer, and Cem Erdem, President/CEO of Augusoft, provided two other keynote sessions that were exceptional and well-rated. In between all of these four keynote sessions were 12 breakout sessions, four exhibitor special sessions, two social events (the trolley ride was fabulous!), an awards luncheon and so much networking it was unbelievable that it could all be packed into just 48 hours over three days!

The ratings on the evaluations reflected high value received and very little at the conference received any negative ranking or comments at all. There are always things we can improve, and we plan to make next year's conference even better for all! The next event upcoming though is April 27th, 2006 in Sacramento at the Chancellor's Office, where we'll have at our Spring Northern Workshop. Details are being worked on, but for a single day event, you'll be pleased with the tools, presentations and speakers there. Don't miss it!

My thanks again to all the Board and especially Jan Roecks again plus MiraCosta College and the whole team there who handled all the local details and registration. San Diego was very welcoming and wonderful as were all the speakers and participants at the conference. It made this President humbled and yet so proud to be a part of this fine organization. See you all in Sacramento!

Scott Hammer, ACCE President

You cannot hope to build a better world without improving individuals.

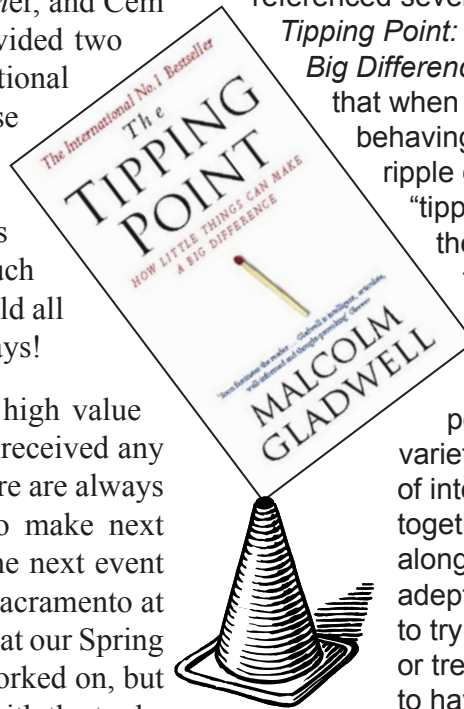
— Marie Curie, Polish-French physicist (1867-1934)

"The newest computer can merely compound, at speed, the oldest problem in the relations between human beings, and in the end the communicator will be confronted with the old problem, of what to say and how to say it.

— Edward R. Murrow

WHAT ARE ACCE MEMBERS AND PRESENTERS READING?

Several books were mentioned during presentations made at the ACCE conference. One book was referenced several times: Malcolm Gladwell's *The Tipping Point: How Little Things Can Make a Big Difference*. Gladwell presents his thesis that when small numbers of people start behaving differently, that behavior can ripple outward until a critical mass or "tipping point" is reached, changing the world. According to Gladwell, three types of personalities effect and influence the trends, fads and preferences of our society: *Connectors*, sociable personalities belong to a wide variety of entities with a great range of interests and who bring people together; *Mavens*, who like to pass along knowledge; and *Salesmen*, adept at persuading the unenlightened to try new ideas, innovative products or trends. ACCE's membership seems to have a good mixture of all three personality types.



Another book that Cem Erdem mentioned during his keynote address on globalization is Thomas L. Friedman's *The World is Flat*. According to a review by Alan Moores of the American Library Association, "'flat' here means 'level,' as in the level playing field on which virtually any nation can now compete, thanks to the explosion of global telecommunications, including the Internet as well as the transfer of information from First World to Third- and back. There's also a leveling of hierarchies within organizations, thanks to the increasing democratization of information from sources such as the Web." The book also delves into how American's work life will change due to "workflow software, open sourcing, outsourcing, the streamlining of the supply chain, the organization of information on the Internet (Google, Yahoo), and the ubiquity of powerful personal telecommunications devices."

Requests for Candidate Nominations for ACCE Board Election

The Nominating Committee invites ACCE members to nominate candidates for the following board members:

- First Vice President (one-year term)
- Second Vice President (two-year term)
- Community Education Council Leader (two-year term)
- Continuing Education Council Leader (two-year term)

Please consider nominating fellow ACCE members who you feel would promote to mission of our organization. Nominations should be submitted to Jan Roecks, Nominating Committee Chair, ***no later than May 1, 2006***. Please e-mail Jan at roecksj@smccd.net with the nominee's name, board position for which they are being nominated, college and a sentence or two describing their qualifications for the position. The committee will select no more than two nominees to forward as candidates for each position. The Committee will secure permission of the nominees prior to putting them on the ballot and the election will be held, by mail, in May. Elected board members will assume their official duties July 1, 2006.

Duties of the First Vice President/ President Elect	Duties of the Second Vice President/ Membership	Duties of the Council Leaders (Community Education and Continuing Education)
<ul style="list-style-type: none"> To promote the mission of ACCE in all California Community Colleges. To serve as Chairperson of the Nominating Committee. To serve as Chairperson of the annual conference. To perform such other duties as directed by the President. <p>Note: Candidates for this position must have previously served on the ACCE Board for one year. The First Vice President serves as the ACCE President the following year (2007/08).</p>	<ul style="list-style-type: none"> To promote the mission of ACCE in all California Community Colleges. To maintain the current membership lists. To work with the Council Leaders to increase membership To invoice members for fees each year. To perform other duties as directed by the President. 	<ul style="list-style-type: none"> To promote the mission of ACCE in all California Community Colleges. To keep members informed about their particular area To serve as lead/point person for their constituencies and promote best practices within their areas. To write articles for the association Journal. To hold regional meetings as appropriate. To serve as liaison between the association and other professional organizations. To compile lists of practitioners for the VP/Membership and the President. To encourage membership in the association. To alert Legislative Analyst about legal/legislative concerns and disseminate legal/legislative information to constituents. To work with the Recognition and Awards Committee Chairperson to identify exemplary achievements of constituents to be acknowledged by the association. To assist the Conference Chair to plan pertinent workshops for the annual and regional conferences. To perform such other duties as directed by the President.

“Clang, Clang, Clang,’ went the Trolley...”

The opportunity to network with colleagues from throughout the state was rated as the most valuable part of the ACCE conference by attendees. One of the highlights of the conference provided just such an opportunity: an evening trolley ride into downtown San Diego, sponsored in part by ACEware Systems, Inc., Achieve Global, Augusoft, Inc., Direct List Technology, Inc., Development Dimensions International, Ed2Go, Gatlin Education Services and LearnKey. During the ride, we were entertained by Carman, our thoroughly knowledgeable trolley driver who doled out fascinating tidbits about San Diego's history. In between her stories, Carman was able to get the typically quiet, reserved ACCE members to participate (with varying degrees of gusto and talent) in a sing along to The Trolley Song from “Meet Me In St. Louis” (“ding, ding, ding,’ went the Bell...”). Once in the Gaslight District, participants had a few hours to dine, shop and explore in the area, once known for its seamier side, but now pulsing with the heartbeat of the city. A special treat for the last riders back to the hotel was a moonlit tour through Balboa Park where Carman again engrossed us with more anecdotes and songs. Our thanks again to Carman and the sponsoring vendors for this wonderfully entertaining opportunity to network.



Judith Monast and Laura Franklin waiting to board the Trolley for the return trip to the Islandia Hotel

Summer Youth Programs: No Magic Formula – Many Proven Strategies

So much practical information was shared at the ACCE Conference!! One of the breakout sessions was a panel presentation on summer youth programs. Linda Kurokawa (Palomar College), Cyndi Pardee (Riverside Community College), Rita Pierce (North Orange County CCD) and Jan Roecks (San Mateo CCD) provided an overview of their respective summer youth programs which vary in format, offerings and staffing approaches. Some youth programs offer a combination of classes and week-long camps, others offer only classes due to facilities constraints.

One of the most important pieces of information was shared by Cyndi Pardee regarding the California Child Abuse and Neglect Reporting law (see the box to the right). Below is a summary of the other information presented.

Marketing:

- Use separate brochure/flyers for youth programs and an additional flyer for teen programs.
- Distribute flyers through local schools but get approval from the school district and follow their distribution instructions. You can also send instructions to your printer and avoid having to deliver the brochures/flyers yourself.
- Don't send flyers/brochures out just before the spring break (they never make it out of the backpacks).
- Send flyers to large businesses to post in break rooms.

Staffing:

- Hourly high school/college counseling aides are essential for managing traffic, walking students to class, taking attendance, etc. Palomar uses 12 aides, NOCCD uses five part time aides and San Mateo CCD has two to four aides (employed through the district's student employment office) plus a site coordinator.
- Instructors are hourly, with rates that ranged from an average of \$28 to \$30 per hour to (in the case of Palomar) \$50 per hour for instructors with specialties (like magic). Palomar and San Mateo CCD use credentialed K-12 teachers.

Challenges:

- Logistics of managing camps at multiple locations
- Keeping track of students (AND their parents!)
- Discipline problems (San Mateo CCD has parents and children sign a code of conduct agreement)
- Taking attendance (kids *do* cut classes)

Enrollment:

- Last summer NOCCD had 310 offerings (82 camps, 228 classes) resulting in 3700 registrations.
- Palomar offers week long classes in the month of July geared toward 2nd through 8th grade students.

Did You Know...

The *California Child Abuse and Neglect Reporting Law* requires everyone who works in a program with minors to sign a form acknowledging that they understand that they are “**mandated reporters**.” What this means is that **teachers, instructional aides, classified employees and administrators -- basically everyone** who works in children's programs are required to report any suspected child abuse or neglect to an appropriate agency, immediately by telephone and in writing within 36 hours of receiving the information regarding the incident. Failure to make a required report is a misdemeanor punishable by up to six months in jail and/or by a \$1,000 fine.

You can find out more about this important law by visiting the following web sites:

- www.safestate.org
- <http://www.dss.cahwnet.gov/pdf/PUB132.pdf>
- www.leginfo.ca.gov

Many thanks to Cyndi Pardee for bringing this to our attention!

Students can attend one or both of two daily sessions, 9am to noon and 12:30pm to 3:30pm plus extended care in the morning and afternoon. Weekly enrollment grew from 125 students in 2004 to 233 in 2005.

- San Mateo CCD provides classes geared toward 5th through 9th grade middle school students at two locations. Sessions are three weeks long and are offered in the afternoon, four days per week. The program focuses on academic enrichment (math, science, and language arts), some sports, acting and music video production. They serve 400-500 students each summer.

"Hot Topics" for Youth Programs

- Space Camp
- Science Camps/ classes (biology, anthropology, oceanography)
- Forensics (a la CSI)
- A-typical sports camps (Archery, Highlander Games)
- Introductory sports camps geared toward non-experts
- Music/Theater Camps (“Camp Beethoven”)
- Dance Camps (“Camp Stomp,” based on the Broadway show)
- Ivy League Camp (Math & Reading)
- Magic Camp
- Cooking (“Camp Chef”)
- Craft classes (Woodshop, Mosaics)
- Robotics

- Erica LeBlanc, Journal Editor

ACCE Honors Three of Its Own at Last Month's Statewide Conference in San Diego

Dr. Rita Cepeda (lower right) is the recipient of the prestigious Mariann Loniello award, in recognition of her many years of service to the entire California Community College system at the Chancellor's Office where she served for 18 years and as college president for eight years. Currently president of San Diego Mesa College, Dr. Cepeda has been a powerful voice speaking to the importance of a college education for all adults.

Dr. Hazel Hill, Dean of Workforce and Economic Development at San Joaquin Delta College (pictured lower left with ACCE President Scott Hammer and 1st VP/President-elect Jan Roecks) received the Economic Development Person of the Year award. Dr. Hill was recognized for her development of innovative programs, contributions to myriad statewide and regional committees, and her leadership role in Economic Development.

Andrea Sibley-Smith, DSP&S faculty member and President at North Orange County CCD School of Continuing Education (pictured at top with Scott Hammer), was awarded the Continuing Education Person of the Year for her advocacy efforts on behalf of noncredit education. She contributed revisions to the Community College Strategic Plan to include recognition of the important role of noncredit programs, sent two important noncredit resolutions to the Academic Senate for the California Community Colleges, and served on the Alignment Project Task Force.

Congratulations to all the awardees!

2006 ACCE AWARD RECIPIENTS



Academic Senate

ACCE

Advocates for Lifelong Learning in California

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The ACCE Journal is published quarterly by the Association of Community and Continuing Education (ACCE), an organization of California Community Colleges.

The Executive Board of ACCE invites submission of information, announcements, research findings, and articles of interest to noncredit, contract education, and community education fee-based program providers. For information or submissions, contact leblanc_erica@smc.edu.

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