




ACCE Journal

Journal of the
Association of
Community and
Continuing Education

Spring 2015



The 2015 Conference Recap: ACCE in Wonderland, Nothing is Impossible, ACCE Annual Conference, 2015!

By Rosie Armstrong – ACCE Continuing Education Council Leader

'Nothing is Impossible' as we discovered during our Annual ACCE Conference in beautiful San Diego at the Dana on Mission Bay, February 25-27. With more than 110 ACCE members in attendance, we were a packed house, indeed! Just a few of the highlights included:

- **Conference Welcome Kick-Off Plenary Speaker: Nothing is Impossible, Dr. John Pellitteri:** Dr. Pellitteri discussed the concept of nothing being impossible in the world of Community Services and Continuing Education programs. As a neuropsychologist he provided us an overview of how our brains function and the importance of building relationships, while simultaneously keeping us laughing by injecting humor into his presentation.
- **Successfully Securing Alternative Funding Sources for Community Services Program, Christine Jensen and Linda Kurokawa from MiraCosta College:** Christine and Linda (in spirit) taught us how to 'Dream Big and Dream Often' while reminding us of a variety of funding sources available to Community Services programs including private grants, college foundations, partners from industry and city governments, and much more.
- **Ashley Setoudeh, Policy Advisor for Nossaman LLP** provided an overview of current legislation that could have far-reaching impact on our noncredit programs. We discussed the political climate in Sacramento, the budget proposals making their way through the Capitol and how we can help craft alternative language for pending legislation to ensure that our programs are supported.
- **Silver Sponsor Presentation: Hospitality Hour with Augusoft:** Could anything be better than enjoying cookies and tasty champagne while learning about how Augusoft will continue to improve our current enrollment management software, Lumens. Augusoft also shared with us some of the challenges



Keynote Speaker Dr. John Pellitteri tickles ACCE President Donna Burns' funnybone after his insightful and often hilarious presentation.



ACCE members gathered at sunset for a chance to network, catch up with old friends, and enjoy the tranquil setting.

customers have faced recently with their previous launch and how they are working towards improvement with future releases.

- **President's Reception:** We all loved the opportunity to network with colleagues on the patio overlooking the pool and the marina while noshing on scrumptious food and complementary beverages.
- **Silver Sponsor Presentation: Extending Your Reach with Burlington English:** We learned about Burlington's incredible reach into software applications for adult education programs and much needed quantifiable performance data records.
- **Keynote Session: The Wonderland That Transforms Lives with Dr. Pam Deegan, CIO Emeritus and Statewide Mentor:** Not a dry eye in the house as Dr. Pam Deegan thoughtfully illustrated personal stories of her family and colleagues to the work of our ACCE members in Non-Credit, Community Services and Adult Education programs. She offered a truly thoughtful connection that spoke to everyone in the room with a sense that she truly gets us.
- **Hypnotic Writing: Juicy Words to Seduce Customer with Betty Sedor. El Camino College, and Frances DeNisco, Las Positas College:** We discovered the five laws of hypnotic persuasion as well as the AIDA principle (Attention, Interest, Desire & Action) from LERN while demonstrating our skills in a practical hands-on learning environment.
- **Noncredit Student Success and Support Program Plans:** Chris Graillat, SSSP Specialist with the Chancellor's Office, provided key information about the upcoming plan which is due this October. ACCE members had a chance to clarify what was needed in the plan and to hear how their efforts might seamlessly integrate with SSSP efforts underway for credit programs.
- **Lunch, Awards and Business Meeting:** Members voted on constitutional bylaws and amendments while enjoying a wonderful lunch buffet. We also honored our award recipients: Betty Sedor, Program Director of Community Education at El Camino College for Excellence in Community Education Programming for their Mother-Daughter Tea; Holly Rodriguez, ABE/ASE Program Chair at San Diego Continuing Education, for Excellence in Continuing Education for their Accelerated High School Program; and Donna Burns, Dean of Continuing Education at Mt. San Antonio College, and ACCE President, for the ACCE Lifetime Achievement Award for her incredible contribution in Continuing Education across borders.
- **Digital Photography: How to Advertise on Pinterest & Other Social Media Sites with Awesome Photos with Terry Matsuoka, MiraCosta College:** We learned there is so much more to social media



Our hats are off to Dr. Pam Deegan for her uplifting keynote which inspired all in attendance.

than just Facebook. Terry gave an overview of innovative marketing strategies using the many social media outlets available to us. He also demonstrated how the composition of a photograph can make our brochures pop!

- **AB86 Next Steps:** Neil Kelly, Specialist with the CCCC's Workforce and Economic Development Division, provided an overview of where the AB86 Consortia Plans are headed and what consortia can do now to plan for the next phase of Adult Education's transformation.
- **Reflections of Santa Barbara City College Lifelong Learning Center One Year Anniversary and Making Video Marketing a Reality with Andy Harper and Ken Harris:** What a tremendous undertaking that Andy, Ken and staff took on to make SBCC a premiere spot for Community Services programming. Equally impressive is how they used video marketing to highlight their instructors' expertise while expanding their student reach.
- **SSSP and MIS Reporting:** Attendees were able to dive into the MIS reporting elements and gain insight into how the system worked from experts in the field: Deborah Ludford and Beverly Heasley from North Orange CCD and Todd Hoig from the Chancellor's Office.
- **Preparing Older Adult Students for the Work Environment:** The concept of post-retirement, second careers for older adults is gaining importance. ACCE members heard about exciting, effective programs designed for older adults wishing (or needing!) to return to the work force from Pat Mosteller (San Diego CCD) and Mary Lang (Mt. SAC).
- **Community Education Roundtable: What's Hot and Not in the Fee-Based World with Rosie Armstrong of Gavilan College:** Always the session to attend at the annual conference (as well at our one-day workshops), the roundtable was once again a great opportunity for sharing new ideas that are providing successful, thoughts about retiring old programs, and ideas for revamping previous ideas – all of which contribute to successful community services programming.
- **Contextualized Basic Skills in CTE:** Two veteran San Diego Continuing Education instructors, Carolyn McGavock and Frank Vasquez, shared their experience of team teaching an introductory course for Automotive Technology.
- **FREE Trolley to Gas Lamp Quarter of San Diego:** A trolley ride accompanied by an historical overview of beautiful San Diego was enjoyed by colleagues and friends. Everyone enjoyed their adventure in Wonderland (i.e., downtown San Diego).
- **Silver Sponsor Presentation with Intelcom:** Intelcom showed us how we can showcase our "rock star" courses and instructors to a broader community using their courseware in an affordable way.
- **Marketing and Supporting Tuition-Supported Classes and Kids College Wow with Dennis Davino and Joanne Armstrong of North Orange County Community College District (NOCCCD):** This awesome duo shared with us successful marketing strategies of their fee-based and noncredit programs. We learned the importance of "location, location, location!" for offering classes, the proper titling of classes, how they offer strategic support to their instructors and successful tracking mechanisms.



- **Everything's Possible for our Students: High School Diploma Action Research Project:** Six representatives from the North Orange County Regional Consortium presented a project that retooled the traditional noncredit high school lab to enable students to accelerate their learning and goal achievement. Best of all, these practices helped students launch into credit and CTE programs, the ultimate goal of AB86!
- **Managed Enrollment in ESL:** Corinne Layton and Dr. Barbara Pongsrikul of San Diego Continuing Education program provided insight into how a managed enrollment program can work as an alternative to open enrollment.
- **Wrap Up and Raffle:** A special thank you to everyone in attendance of conference and everyone who supported our ACCE annual conference in some way, shape or form. Prizes were a plenty and ranged from gift cards to Starbucks, Nordstrom's, Amazon, centerpieces and much more.

Thank you to all of our presenters and our sponsors for ensuring a content-rich program. We hope to see you and your colleagues next year for ACCE's Annual Conference in the North! Meanwhile, check out the fun time our members had at the President's Reception!





From the President

by Donna Burns – ACCE President

Dear Colleagues,

Spring brings such promising signs in nature. Blossoms emerge, strawberry stands open, a few showers fall (in good years), longer days return. I've also found that spring is an incredibly busy time for our programs. We have fiscal year spend-downs, grant reporting, summer community ed program planning ... sound familiar??



In the midst of the busyness, many of us took time to get her for the ACCE annual conference, held in San Diego this year. This is the second year we've returned to a statewide gathering following the recession, and once again our members responded enthusiastically. You will read more and see pictures in this issue of the Journal.

Statewide, budget season is in full swing. This year we are actively engaged in discussions around the Governor's proposal of an Adult Education Block Grant beginning in 2015-16 as a funding follow-up to the AB86 planning funds. The outcome is likely to touch all of us in some way, and I encourage you to keep abreast of developments through the ACCE listserv as well as your own college leaders. I am incredibly grateful to the Community College League, key Continuing Education program leaders, and other advocates who are working together strategically for the benefit of our students.

ACCE Board elections are upon us, and I encourage you to consider a role. I also want to shout a huge THANK YOU to Betty Sedor, who has so energetically served as Community Education Council Leader for several years and has chosen not to re-up for another term. Until this past year, Betty was the lone leader, and she volunteered countless hours to keep us all abreast of Community Ed issues and discussions. Thank you Betty!

I also want to extend a huge THANK YOU to Mary Walker, who first served as a Continuing Education Council Leader, followed by her role as Secretary/Historian. She has kept us organized and accurate, and has also served the field in numerous behind-the-scenes ways. Thank you Mary!

Although this isn't our last Journal for the year, my mind is on year-end activities, including my own retirement as of July 1. I am taking every opportunity to thank you for being such wonderful, dedicated colleagues and for enriching my life so much. Many of us have gone through some tough years together, and I have such deep respect for your resourcefulness, tenacity, and optimism. I am truly grateful for you!



MEMBERSHIP MATTERS

*by Graciela Vasquez,
Second Vice President, Membership*

Thank you to all who attended the ACCE Spring conference and who renewed or became members through the process. Your membership is highly valued and ACCE is

strengthened through your participation and engagement with our organization. During the month of April, ACCE will be soliciting new and renewed memberships for the 2015-2016 academic year. Given all of the recent legislative changes, growing accountability, and resources impacting Community and Continuing Education, there is no better time to be a member of ACCE.

- ACCE continuously provides updates and pertinent information to keep its members abreast of issues that may impact the field.
- Members also have the privilege of providing much sought and needed input to the dynamic decision making and systems creating what will be the future for Community and Continuing Education.
- ACCE provides opportunities to get involved with the board as an officer in an elected position.
- Members have unlimited access to presentation information and additional files from past events.
- Finally, ACCE provides many opportunities – through workshops and conferences that bring members from around the State – to gather information, dialog, and learn about the issues that will support and positively impact our programs.

ACCE now provides a convenient and quick way to renew or become members. Membership can easily be completed online via the ACCE website. You can create a private login in and complete your membership payment online at: http://acceonline.org/member_join.cfm.

Cost for this year's membership remains unchanged: \$60.00 per year per person, but if there are three or more people from the same site, the membership fee drops to \$53.00 per person.

Reminders will be sent via email to those who were paid members in years past to renew their membership for the upcoming fiscal year. In



Graciela Vasquez, Second Vice President, Membership, delivered the membership report during the ACCE conference business meeting.

addition, we will be launching a membership campaign to welcome new members. There has most likely been movement among our campuses of individuals who are new to the Community and Continuing Education programs and/or even new positions and programs that have been added to the colleges. ACCE would like to welcome Community and Continuing Education colleagues to participate and become members. So, if you know of individuals on your colleges or other neighboring colleges that are not ACCE members, but would benefit from participation, ACCE urges you to pass along information regarding our organization. I look forward to getting to know all of you as members of ACCE.

If you should have any questions or need additional information regarding members, please contact me at gvasquez@cerritos.edu.

ACCE President, Donna Burns, Honored with a (Surprise) Lifetime Achievement Award

*By Liza Becker – ACCE Continuing Education
Council Leader*



**Liza Becker and Donna Burns celebrate
Donna's Lifetime Achievement Award**

The ACCE Board has the great pleasure, every year, of selecting a member from our field as the recipient of the Association for Community and Continuing Education Lifetime Achievement Award. This ACCE award is given to an individual who has made distinguished contributions to our field through service, advocacy, and positive action; someone who has directly or indirectly impacted the lives of those who are most in need of educational opportunities. Sometimes, the ACCE Board's decision to select from our many distinguished members can be difficult and, sometimes, the occasion just presents itself – a bit like the key Alice found on the glass table – we didn't have to look far. It is our very own ACCE President and the Dean of Continuing Education at Mt.

San Antonio College, Donna Burns. And it was a complete surprise to her!

As a long-standing member of the ACCE Executive Board and as Dean of the fourth largest noncredit program in the state, Donna has relentlessly advocated on behalf of our students over the years. She is recognized by local as well as state level leaders as valued resource on noncredit policy and practice. Here are some of the significant contributions Donna has made to the field of Community and Continuing Education:

1. She worked with the Community College League of California to push for increasing the enhanced CDCP funding rate to be equitable to the credit rate. Donna was a great contributor to this effort, providing them with information and data regarding the benefits of noncredit programs to nontraditional college students and to the state in terms of outcomes.
2. She reviewed and edited the Chancellor's Office draft of a Community Services Handbook to guide curriculum and program development.
3. She testified at several legislative hearings and at the Board of Governors hearing on Student Success Initiative, particularly regarding the importance of maintaining a distinct community college system for noncredit.
4. She served as the ACCE liaison to the Chief Instructional Officers Executive Committee, sharing with them our noncredit updates and providing us with news from the Academic Affairs front.
5. Donna also played a leading role in the Academic Senate project to develop progress indicators (P/SP/NP) for noncredit course completion, thus enabling us to track the successes of our students in a more meaningful way.
6. And for the past year, she has served on the original AB86 Statewide Workgroup and has been deeply

involved in rolling out the Planning and Implementation Grant. She facilitated regional town hall meetings, participated on the Friday webinars, and is helping to draft the Work Group Report to the legislature which was submitted in March.

As you can surmise, Donna *knows* the “ed code” and title 5 regulations as they apply to our field. And, she has keen insight when it comes to those “gray” or “silent” areas that we often find ourselves in, as noncredit or community service program leaders. Donna will be the first to tell you that those are “curious” places for noncredit policy and regulatory guidance. But she’ll also note that they are places of flexibility and opportunity! The past few years have been quite an adventure for us! What seemed impossible 10 years ago is now possible in terms of equitable standing within the community college system. We are indebted to Donna for her tireless advocacy which has no doubt opened for us some new doors.

Watching Donna in action, one can learn a good deal about effective diplomacy. Easy to see why she has served as a role model to so many of us in various leadership roles. When asked about Donna’s contributions through ACCE, Past-President Erica LeBlanc said that Donna has been a superlative ACCE President, a mentor, and friend. Valentina Purtell, also Past President of ACCE, stated that Donna has been a role model for her, adding the following: Her persona as a leader weaves together compassion, tact, and diplomacy with honesty, firmness, and uncompromised drive for putting students first.

Leadership does come naturally to Donna, though (believe it or not) she may not necessarily see herself in that role. I think she views herself more as an advocate, but she *is* a natural born leader. A few years ago, Donna and I shared a ride home from a conference, may have been ACCE (but I don’t recall). We had given a ride to two semi-retired Vice Presidents who were leaders in their own right – Karen Meyers and Barbara Crane, whom some of you

know. Donna looked at them from a short distance as they were saying good-by to each other and thought out loud: “There they are two trail-blazing pioneers!” I would say that Donna has not been far behind those pioneering women in our field. She has certainly paved the way for us who follow not too far behind!

Donna’s journey, her mission to give voice to those in need, actually began in the world of nonprofit back in the 1970s. If you have worked closely with her, you have no doubt heard her tales of adventure from her days with Air Serv International, with Mission Aviation, and with World Vision. She is staunchly proud of her work in such regions as East Africa and Indonesia, as well as her short-term teaching in Vietnam. She has braved extreme turbulence and small propeller planes, giant spiders in her sleeping quarters, and meals of granola bars and beer while on her production trips in third world regions. (She claims the beer was necessary because the water wasn’t safe to drink.) These formative experiences and her deep faith have prepared her to face seemingly intimidating opposition, and to do so with grace and determination.

Donna is retiring in June and setting off with her husband, Dave, to seek new adventures that undoubtedly involve her 3-year-old grandson Riley, who lives in Chicago, and Riley’s new baby brother, who is due in May. Their new RV is docked in their driveway, ready and waiting for July 1 to arrive. It is our great pleasure and honor to have presented Donna Burns with the 2015 ACCE Lifetime Achievement Award. We wish her happy trails as she seeks new adventures in the next chapter of her life.

Thank you, Donna!



ACCE Award Recap

By Valentina Purtell, ACCE Past President

In addition to Donna Burns' Lifetime Achievement Award, ACCE also recognized two of our members' programs for excellence.

The ACCE 2015 Award recipients encapsulated the essence of noncredit: innovation, creativity, connection with community, and versatility. All of the nominated programs have established promising or promoted best practices, so we hope to share these exciting and innovative ideas with you at the future ACCE drive-in workshops and conferences.

Excellence in Community Education Award went to the Mother-Daughter Tea Event at El Camino College.



Betty Sedor, El Camino College's Community Education Program Director is congratulated by ACCE Past President Valentina Purtell on the recognition of Betty's "Mother-Daughter Tea" program.

The Mother-Daughter tea annual program event is a quintessentially Community Education experience, with the ability to bring together various entities of the community including performers, presenters, businesses and families for a shared learning experience as a "Community," which is the ultimate

expression of community education. These popular sold-out events celebrate and honor the special relationship that exists between a mother and her daughter(s), recognizing that the unique bond (whether by birth, adoption, or through the memories of our Moms, grandmas, or daughters who have left this world) is a remarkably powerful and important relationship like no other.

Recognizing that enjoying tea and tea parties is a universal experience enjoyed by various cultures, each year attendees learn how different cultures enjoy tea and celebrate moms and daughters. For example, one year, the event featured the Japanese Tea Ceremony and a kimono fashion show that showcased the different kimonos that a woman wears throughout her life as she evolves from daughter to mother, all presented by local community members.

Other themes have included a Mexican motif and even a 'tropical island' Hawaiian theme. This event was so successful in its ability to foster genuine community building and civic engagement, that it evolved into an annual event now entering its fifth year.

We have more to see on this wonderful event on page 14 of the Journal.

The recipient of the Continuing Education Excellence Award was the Accelerated High School Program, offered by San Diego Continuing Education.

The Accelerated High School Program is a pilot program that was developed in the spring semester of 2013 by a team of two adjunct instructors in San Diego Continuing Education.



Interim President of San Diego Continuing Education
Rudy Kastelic, with ACCE Past President Valentina Purtell

Prior to its inception, the High School Diploma Program followed an independent study model with minimal instructor support, and thus, minimal student success.

In an effort to increase student access to rigorous and relevant curriculum, the program was redesigned to better prepare students to meet the rigor of college expectations. Best practices from the Basic Skills Initiative served as the foundation of the new program, as well as the College and Career Readiness (CCR) Standards. Compared with the prior independent study model, the new accelerated model has seen **student outcomes** including:

- Increased learner persistence from 31.17% (2011- 2012) to 86.72% (Spring 2013)
- 192% increase in high school credits completed in first semester
- dramatically improved student retention
- 100% CAHSEE Math pass rate (day program)

- improved attendance to unprecedented levels (students must attend a minimum of 90% of the 6-week class)
- increased transition rates to Community Colleges (SD Mesa, SD City)

One of the most significant achievements comes from the student population involved in the program. It is comprised of primarily Latino and African-American students that have all “dropped” out of the K-12 public school system. Most participating students have challenges outside of the classroom that heavily impact their academic progress. One of the biggest goals of the new model was to ensure students learn “life skills” as well as academics. The program has been recognized as a model of best practices within the institution.

Not only do the ACCE Excellence Awards recognize the work of deserving ACCE members but they often serve as an outreach tool for high-caliber programs. Don’t miss the nomination deadline for 2016. Looking forward to hearing about greatness achieved!

Report from the Academic Senate Plenary

*by Jarek Janio, First Vice
President, President
Elect*

State Academic Senate
for California
Community Colleges hosted
Noncredit/Curriculum Regional Meetings in
San Jose at Foothill College on Friday,



March 20th and Cerritos College on Saturday, March 21st. The events were unique, because they were entirely devoted to presentations and discussions of noncredit issues. Current hot topics addressed the upcoming CDCP rate changes, AB 86 legislation, SSSP and equity plans which include noncredit. The discussions spurred interest in how noncredit works. First of the two morning presentations, Noncredit Nuts and Bolts, focused on introduction of noncredit issues and comparisons with community college credit programs. The discussions generated by the presentations were especially lively at Foothill College, where noncredit programs are scarcer and interest in establishment of new noncredit programs seemed to be greater.

John Stankas from San Bernardino Valley College brought us up to speed on AB 86 legislation, but it appears that the best we can all do at this point is wait for further action on the part of the Legislature and their reaction to plans generated by the consortia.

Afternoon sessions engaged participants in discussions regarding reflections on the morning presentations, scenarios of challenges and program design surrounding noncredit. On both days, participation in the small group discussion was very high and resulted in a myriad of issues addressed at the end of the day in a wrap up session. Overall comments about the event were very positive and many of the attendees pointed out the importance of spreading the word to community college faculty and administration about the importance of support for noncredit.

The events were put together by the Academic Senate Noncredit Committee under the leadership of Debbie Klein from Gavilan College. Other members of the

group include: Jason Edington, Diane Edwards, Jarek Janio, Candace Lynch-Thompson, Wheeler North, David Norton and Leigh Ann Shaw.

I presented on both days and moderated the small group discussions. Comments and questions point to a very high interest in noncredit programs and the need to understand how our local communities can be served better with its offerings. Faculty presence and engagement in discussions on both days are really commendable and need to be recognized.

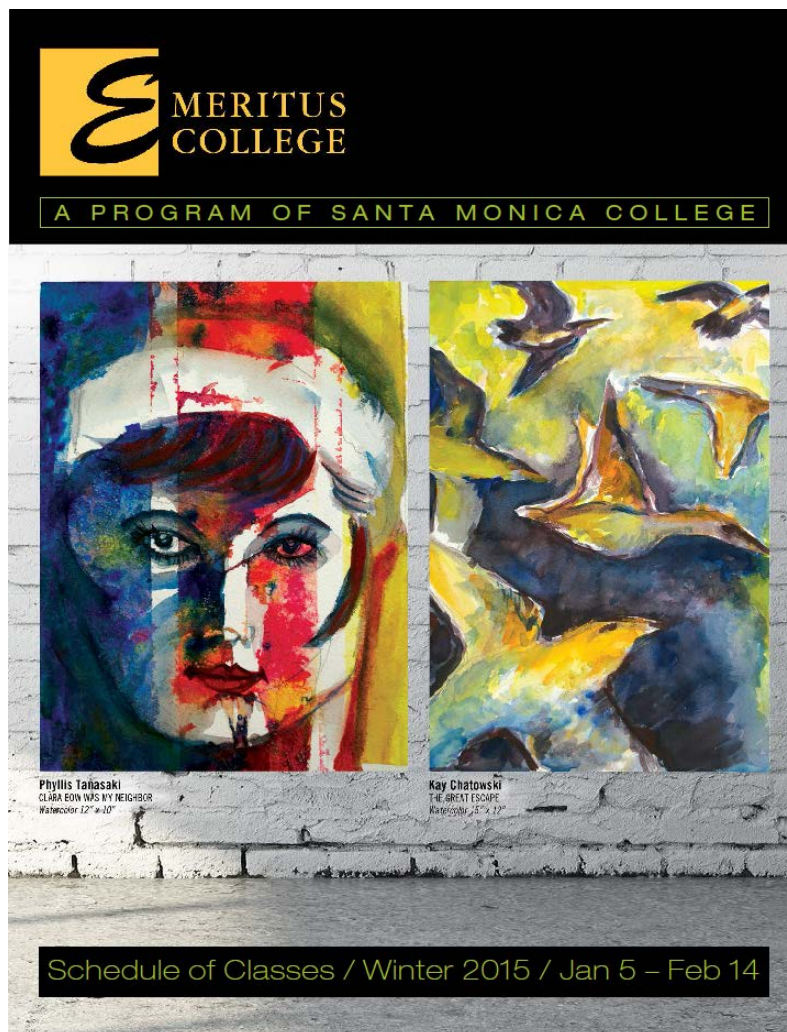


*El Camino College's
Mother-Daughter Tea is a big hit!*



SHOW US YOUR COVER!

This month, we feature the class schedule from Santa Monica College's Emeritus College. Emeritus College is celebrating its 40th year of serving the lifelong learning needs of older adults on the westside of Los Angeles! In the Winter 2015 Emeritus College catalog cover shown below, the artwork featured is from the department's annual publication of *Pen and Brush*. The theme of this year's *Pen & Brush* issue is "The Incognito Self." The stories and artwork in the journal invite us into a wealth of incognito selves. They invite us to share dreams, disappointments, discoveries, travels, childhood trauma, love and loss. In each case, the writer and artist engages with the act of storytelling on a level of revelation, revealing the self that is both deeply personal and universal and ultimately allows us into the greater human experience



Would you like to feature *your* program's cover in the next issue of the Journal? Submit your great covers for possible inclusion in the next ACCE Journal to fdenisco@laspositascollege.edu!

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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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