



Journal

WINTER 2008 A PUBLICATION OF THE ASSOCIATION OF COMMUNITY AND CONTINUING EDUCATION

Letter from the President

By Kerry Campbell-Price
ACCE President

Batten down the hatches...we are in for quite a year. When I last wrote in the newsletter, the state budget had not yet been approved. Since then it has been approved and almost as quickly been made moot in light of the growing economic crisis.

Every day brings us more grim news. There will be no quick fix. There are, however, two things that we do know with certainty: one: education and training are the cornerstones of any economic recovery; and two, there has never been a more critical time for us to work together.

In October, ACCE organized a one day workshop in San Francisco focusing on the new "green" industry and heard about some of the innovative partnerships between CCSF and the City/County of San Francisco to help create jobs and better utilize natural resources. Community education professionals
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Steep Yourself in History While Charting a New Course!

**ACCE 2009 Annual Conference
at the Queen Mary
February 25-27**



Take advantage of great savings if you register before December 14!

You'll get your money's worth at this year's annual conference in Long Beach. There's a slew of practical and informative workshops that will inspire new ideas and help you navigate the choppy economic seas ahead. You'll rub shoulders with state officials and network with colleagues. Plus, the location couldn't be better. The Queen Mary offers many attractions as does the sunny port city of Long Beach. A few of the community education sessions include e-marketing, technology and social networking, and, strategies to survive the economic crisis. Some scheduled noncredit workshops include developing certificate programs, the new high school diploma, and keeping our ESL students in school.
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SURVIVING THE STATE BUDGET CRISIS

Community Educators Plan Programs with Eye on the Economy

By Susan May, ACCE Council Leader for Community Education and Director of Community Education & Marketing at Chabot College

With disposable income at a minimum as the economy heads southward, community education leaders are finding new and creative ways to meet the needs of the community—and watching their own expenses as well. In a recent online survey to ACCE members, I found that while most community ed folks were not yet feeling a huge pinch to their pocketbooks, they were adjusting their program curriculum, print schedules, and marketing
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shared information about successful programming and “what’s hot and what’s not.”

We will be coming together again this February for our annual conference (see details in this newsletter!). We knew when we planned the conference this past summer that we were likely to be facing a tight budget year, so we selected a location within easy driving distance of most of our southern California members. Long Beach is also easily accessible by air to those of us in the north. Our conference chair has negotiated room rates that are even lower than last year and despite adding additional sessions, the conference fee will stay the same. So carpool, talk about sharing hotel rooms, and do whatever you need to do to join us for what may be one of the most important conferences to date.

New noncredit practitioners will have an opportunity to learn the ABC’s of noncredit programs, while those of us who have been around for a while will find workshops on accountability reporting, assessment validation,

high school diploma programs, how to provide a seamless transition for students from noncredit to credit courses, and how to increase students’ success (just to name a few!) Community education

practitioners will explore e-marketing, how to keep self-supporting programs afloat in this dire economy, and how to stretch the limited dollars you do have. Everyone will have an opportunity to learn about the budget and policy challenges facing California’s Community Colleges and (schedule permitting) have an opportunity to meet our new Chancellor!

This year’s conference committee is working hard to make sure that you leave the conference with the tools you need to weather the rough times ahead. You can start now by using our list-servs to share information, to ask questions, to meet new colleagues.

ACCE is a tremendous resource for each you. We are an organization made up of talented, energetic people with creative ideas, expertise, and a commitment to providing the very best in noncredit and fee-supported programs for our students.

I look forward to seeing you in February!



ACCE president Kerry Campbell-Price directs attendees to exciting breakout sessions at ACCE’s October one-day workshop in San Francisco.

Eye on the Economy, continued from page 1

strategies for what lies ahead. And that starts with offering potential students less “fun” classes and giving them more opportunities to improve their financial status.

“During tough economic times, people are looking to replace lost income,” said Gary Kay, of Mt. San Antonio College. “We need to be able to provide them with a realistic way to do that.” What’s not realistic, Gary states, are some of the previously successful topics that he’s now staying away from, including real estate, financing, construction, and appraisal classes. He said he’s positive they will come back. But not anytime soon. “The economy goes up and down,” said Gary. “Right now people are looking to change careers, and they’re looking at our classes as an investment.”

One bright spot, reports several survey participants, are health-care careers, such as the popular Pharmacy Technician Program, either offered by Boston Reed College or homegrown programs such as the one at Mission College run by Danny Nguyen. Danny reports that his program was in the enviable position of fielding 100 applicants vying for only 25 spots. But despite that success, he said there are still worries and he is looking toward new avenues to explore.

“Our district is facing a serious financial crisis,” said Danny, “and we need to scale back to our core offerings and move toward services and programs that will help the college and increase the efficiency of all aspects of our department.”

The staff at Gavilan College in Gilroy is also looking at the efficiency of their programs. They are carefully scrutinizing the once-popular “hobby” classes and leaning toward more “side income” classes that are on the rise, such as mystery shopper and voice acting, reports Rosie Armstrong.

In a more drastic measure, Cyndi Pardee of Riverside Community College said she has trimmed her avocational classes by more than 50 percent. “My winter-spring catalog will be 20 pages longer to offer even more career classes,” her new classes include Supervisory & Leadership Certificates, Cut Your Job Search in Half, Six Steps to Market Yourself, Become a Virtual Assistant, and Blogging for Profit.

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Best Practices in E-mail Marketing

By Kelly Flint Constant Contact, Regional Development Director – Los Angeles

Building relationships with your members is key to growing your organization, especially in a down economy. Now more than ever, it's vitally important to market to and communicate with your membership in order to stay top of mind. While flashy marketing campaigns may not be effective for your organization, any type of business can benefit from email marketing.

Getting started with email marketing isn't difficult, but there are some important elements you should address before you start.

Get Permission

One of the most critical elements of email marketing is a clean, permission-based list of email addresses. Permission is vital to the success of your email marketing efforts. Sending email to people who have not explicitly given you permission to do so is considered "spam." It will result in spam complaints and unsubscribe requests. As a legitimate email marketer you have a responsibility to send spam-free email to your email list. But don't let this challenge stop you from trying email marketing.

Choose your Method

Once you have a clean, permission-based list, determine how you'll conduct your email marketing efforts. While you could try to handle it yourself using your own email application, most experts agree it's better to go with an email marketing service provider. Email marketing services handle all of the hard work, allowing you to focus on promoting your services. Good email marketing services deliver your emails with proper protocols and develop relationships with Internet Service Providers (ISPs) to be sure your email is delivered to all the inboxes on your list. In addition, these providers offer numerous tools to make your email campaigns as successful as possible, such as professionally-designed templates, list management, tracking and reporting, and much more.

Make a Plan

When you begin drafting the content for your email newsletter, it is important to think about the goals you want to accomplish, your audience, and your message. Spend some time determining which type of email you want to send and craft the message to fit your target audience and goals. Another important consideration is frequency; this is a tricky subject because every business and organization is different. Think about your recipients and how much they might want to hear from you about your programs or services. After that, let your click-throughs, unsubscribe rates and customer feedback be your guide.

Choose Your Content

Once you've established your plan and identified your audience and message, it's time to create your email campaign. As mentioned above, most email service providers make it easy to develop an email with pre-designed templates and email wizards.

Email newsletters are uniquely suited to accomplish the long-term goals of member retention and loyalty. By providing interesting, relevant information about your products and services, and other related topics, you're educating and informing your members. Your members know you provide a good service, but they'll be surprised and pleased to learn you are also willing to offer advice, interesting insight and valuable resources in your regular newsletter. Then, when they need a service that you provide, they're more likely to turn to you because you've established a trusted relationship with them.

A newsletter is just one way to use email marketing. You can also send promotions, announcements, invitations and any number of other communications to your email list. Promotions tend to be popular choices for many organizations looking to achieve short-term goals such as signing up for classes or for an activity.

ACCE Annual Conference, continued from page 1

**Check the full workshop lineup
at our website, www.acceonline.org.**

The conference begins at 10 a.m. on February 25 and concludes at 1 p.m. on Friday, February 27. Put in your conference/travel requests now to save with the early bird registration values. Only \$290 for current ACCE members; \$350 for non-members (which includes complimentary ACCE membership). Once again, there's a one-day rate for those who could benefit from a single day's attendance. Registration forms for the conference and a hotel reservations link is available from our website www.acceonline.org.

**We look forward to seeing
you in Long Beach!
ALL ABOARD!!!**

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Nominations Sought for Annual ACCE Awards

Each year, ACCE presents awards to recognize professionals who have made significant contributions to our field. The awards will be presented at the Annual ACCE Conference in February in Long Beach. Please consider nominating colleagues you feel would be deserving recipients of the awards. The nominees for the person/program of the year awards would preferably be members of ACCE. You may make multiple nominations. Complete one form (available online at ACCEONLINE.ORG) for each person you are nominating (or provide the information indicated below) and return the form/information to Anna Garza by e-mail or fax. **The e-mail address is agarza@sce.edu and the fax number is (714) 808-4680. The due date for receipt of nominations is Monday, December 8, 2008.**

Mariann Loniello Award: This award is given for distinguished service to Community Education (fee-based), Continuing Education (noncredit), or Economic Development (includes contract education). Nominees may be from outside the field and/or ACCE and may be active or retired.

Community Education (Fee-Based) Person/Program of the Year: This award is given to an individual or a group that best meets one or more of the following criteria:

1. Established a new and different type of program;
2. Distinguished him/herself/themselves by contributing information to legislators that has helped the growth, development, and improvement of Community Education (fee-based);
3. Provided significant leadership in Community Education (fee-based);
4. Made some other significant contribution to Community Education (fee-based).

Continuing Education (Noncredit) Person/Program of the Year: This award is given to an individual or a group that best meets one or more of the following criteria:

1. Established a new and different type of program;
2. Distinguished him/herself/themselves by contributing information to legislators that has helped the growth, development, and improvement of Continuing Education (noncredit);
3. Provided significant leadership in Continuing Education (noncredit);
4. Made some other significant contribution to Continuing Education (noncredit).

Association of Community and Continuing Education (ACCE) Award Nominations

Award Category (see Description of Awards): _____

Nominee Name: _____ College/District: _____

Address: _____

Phone: _____ E-mail: _____

Nominated by: _____ College/District: _____

Address: _____

Phone: _____ E-mail: _____

Signature of nominator: _____

Please attach a Justification of Nomination in narrative form. (Please be specific and provide as much information as possible.)

Do not submit without justification. This will be read when the award is given out. Use additional pages as necessary. Nominate as many individuals as desired. Please fax or email to Anna Garza no later than Monday, December 8, 2008.

Email agarza@sce.edu. Fax (714) 808-4680



A Noncredit Update with Dean Woodyard

The beginning of a new year is something we all look forward to after the celebration of the holidays, just as we start new things and establish resolutions in our personal lives there are new things beginning in noncredit courses and programs at the System Office. I am glad to share with you some of these new changes that demonstrate how the Legislature, our Board of Governors, and Chancellor's Office staff value the work of the colleges and the population you serve through the delivery of noncredit courses and programs.

Many students may not need or desire unit credit, therefore noncredit courses often serve as the first point of entry for many underserved students who need lifelong learning or desire career development or college preparation opportunities.

When SB 361 was passed by the Legislature in 2006, it not only created college development and career preparation Certificates of Completion and Certificates of Competency and the status of enhanced funding, but it added a new category to the area of noncredit. The original nine categories are: Parent Education, Basic Skills, English as a Second Language, Immigrant Education, Persons with Substantial Disabilities, Short Term Vocational Programs, Older Adults, Family and Consumer Sciences, Health and Safety and now....**Workforce Preparation.**

Workforce Preparation Courses will allow students to earn a certificate of completion or a certificate of competency with the intended result of improving student progress towards a career path. It covers the areas of career development and the soft skills associated with the world of work such as resume writing, interview techniques, appropriate dress and behavior in the work place as well as decision making and problem solving.

Over the last year, the Board of Governors has approved two sets of changes to the California Code of Regulations, Title 5 that impact noncredit instruction. I spoke about one of those changes above. But there are others as well. One change is the creation of **Title 55154** which will implement a process for colleges to submit applications for approval to establish Adult High School Diploma Programs. The System Office recently released the application form along with the procedures and instructions. They can be accessed at the following URL location: <http://www.cccco.edu/SystemOffice/Divisions/AcademicAffairs/BasicSkillsEnglishasaSecondLanguageESL/HighSchoolDiplomaProgram/tabid/484/Default.aspx>.

Another history making change that is being reviewed and studied is the repetition of noncredit courses. I am serving on a committee with Vice-Chancellor Carole Bogue-Feinour, Vicki Warner and fourteen (14) others from the System Office and the field **studying repetition for noncredit**. This committee started early in 2008 with the goal of completing a report to Board of Governors by May 2009. Several areas that we are discussing are quantitative and qualitative data; repetition vs. re-enrollment; completion vs. attendance, and course vs. category. It is the intent of Board of Governors to provide recommendations and implement any changes by January 2010.

Another new frontier being explored and discussed is the use of Distance Education in noncredit courses. Distance Education, while more flexible to a student's schedule requires as much time and effort to be successful as a traditional course if not more. The student needs to be responsible for when assignments are due and staying on schedule with the instructor's syllabus. Distance Education does require a basic competency in computer skills such as sending email with attachments, word processing and navigating the Internet. **Noncredit Distance Education** courses will be taught by qualified instructors.

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Here at Chabot College, I'm also adding more work-related classes but I've also been changing the focus of some of my classes to achieve the same result. For example, my low-enrolled "How to Plan Events" class took on a new life when offered the more career-related "Become an Event Planner" which went off the charts in sign-ups. I'm now looking into doing the same for "floral design" and others.

I'm also assuming my customers are thinking the same way I am in terms of finding ways to manage and save money in every aspect of their lives. So in that respect I'm offering a "Choosing Wisely" series with classes on everything from home management and travel to entertainment and dining out. I'm also offering a series of "Do-It-Yourself" classes in electrical repairs, plumbing repairs, and an all-around handyman class for those who can't afford to just pick up the phone and get help anymore.

Besides offering our customers cost-cutting information, most of us are looking to trim budgets in our own shops. With the cost of paper skyrocketing and mailing costs going up consistently, we are taking a hard look at ways to reduce costs on our biggest marketing tool: our catalogs.

After using the same printers for years without flinching, many of us are now seeking lower prices in the very-competitive printing business. I did it myself recently and was shocked at the hard-to-refuse, low quote I received back. I had no choice but to tell my longtime printer I had to move elsewhere. But surprisingly, he came back and matched the quote so I loyally stayed put—and am saving thousands of dollars in the process. Remember, printers are hurting for business just like everyone else!

And then there's Lorrie Berrie-Trudeau of Shasta College who doesn't have to worry about print costs at all anymore. She has been told to eliminate her catalog altogether, so from now on she will be contacting her customers only through email with a monthly online newsletter.

Mailing expenses are another big part of our budgets we are trying to reduce. Several of us LERN members are taking advantage of the organization's new data analysis services that break down where our customers are coming from. This information allows us to determine what carrier routes (within zip codes) produce the most--and least--enrollments and adjusting mailings accordingly, saving both mailing and printing costs.

Others are coming up with their own methods of determining how and where sales are coming from.

Gary Kay is trying to find a way to reduce the 230,000 schedules he sends out three times a year for a cost of approximately \$60,000. "We're going to send out a three or four-fold mailer to selected zipcodes in our district and track whether a mailer drives people to our website. If the result shows more, equal, or even a loss in income that is less than the savings in printing and mailing, then we will cease delivering a schedule to all households."

Cyndi Pardee also trimmed her mailing lists with good results but now has another hurdle to climb. "By cutting our mailing lists, we saved lots of money while suffering no noticeable loss of income," she said. "However, now my college has mandated dropping from four catalogs to three, so I'm trying to figure out how to work around that issue."

New marketing strategies are also underway, as we try and woo our best customers while looking for new ones as well. We're using e-marketing methods, from general email blasts to experimenting with Google adwords campaigns and also continuing with tried-and-true methods such as snail mail postcards promoting targeted classes to specific audiences.

Special events are also on the upswing. Cyndi is planning an ambitious Open House for the spring inviting as many presenters as will come to "hawk their wares" in front of potential students. "I envision a three-hour morning event with belly dancing, karate kids, tai chi, dog agility demo, children's performance and a hynosis show, with lecture-type classes and Q&As going on in surrounding classrooms, said Cyndi. And then added, "Of course, this is all a dream right now."

At Chabot, we have an annual holiday party for our best customers offering them seasonal music and refreshments, along with the chance to view the schedule a week before it is made public and get a 20% discount. Last year we made several thousand dollars in about an hour with this successful "early bird" strategy (plus we got to chat with some of our most active customers and get some feedback!)

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But despite the economic gloom, some of our customers will not let money stand in the way of life's pleasures. Lily Lau of College of San Mateo notes that she has waiting lists for classes in sushi, chocolate, massage, and dance. Frances DeNisco of Las Positas College has record enrollments this semester in harmonica.

And at Chabot, we were surprised to find that our highest enrolled class was "How to Make Fruit Wine."

It's not all that surprising to Michael Heggland of Foothill-De Anza Colleges, who may have learned something from one of his highest enrolled classes, "Positive Psychology." "While the latest economic news appears dire, you find that people really do come back to school to educate themselves," he said. "A class on wine and cheese, for instance, might provide a necessary mental escape for many people; a small business class will help them get through the lean times. Right now our programs are serving a purpose and the best thing we can do is to just not panic."

A Noncredit Update, continued from page 5

Title 5 section 58003.1(f) (2) explains the noncredit DE procedure, which requires two census points (one-fifth and three-fifths point in the length of each course) in which student contact hours and active enrollment are determined. The average of the contact hours generated at these two points is divided by 525 to compute FTES. Detailed guidance applicable to this procedure is provided in the Student Attendance Accounting Manual (Chapter 3). We plan to conduct an information session on noncredit distance education in 2009, stay tuned for the announcement.

A new cutting edge technology that the Noncredit Unit will be using for future trainings will be "**Webinars**" through the CCC Confer tool. Webinars are web-based seminars. By using a telephone and the internet, a broad audience of attendees can participate in a seminar without having to leave their desks. Webinars are as effective as on-site presentations, without the travel expense, and allow for the presentation of PowerPoint slides, website sharing, or demonstrations of software applications. CCC Confer's software allows the participants to ask questions at any time by submitting them online; or if desired, the phone lines can be opened up for questions and discussion. Also during the presentation you can poll the audience for pre-determined or impromptu questions to gather information to assure that your message is being understood. More information will be sent to the colleges as staff schedules Webinars for FY 2008-2009.

Independent Study and Cooperative Work Experience for Noncredit Courses is also coming to our system which previously had only been allowed in credit courses. The recent changes to Title 5 section 58009 (a) & (c) now allows for Independent Study and Cooperative Work Experience for noncredit courses. Title 5 section 58003.1(f) (2) explains the noncredit calculation procedure. This will allow noncredit departments at colleges to offer aspects to the noncredit experience that had been prohibited due to restrictions on attendance accounting. Look for the Webinar schedule to see when this topic will be discussed.

As you can see there is a lot happening in 2009 for noncredit. Last, but not least, we have a new staff member who has joined the noncredit team here in the Chancellor's Office, Joanne Vorhies. Joanne comes to us from Intersegmental Relations in Student Services but brings an instructional background to the position. Thanks for this opportunity to share the many things taking place in noncredit for the upcoming year. We wish you a successful year helping our students.

LeBaron Woodyard
Dean
Academic Affairs
Chancellor's Office, California Community Colleges

Email Marketing, continued from page 3

It is also important to segment your list and only send promotions to those subscribers who will be interested.

Get Started

Remember the ultimate goal of any marketing program is to build your brand and reputation and ensure your members think of you when they're ready to take action. Email marketing is an easy, inexpensive and effective marketing method. The specific rules and guidelines all email marketers should follow are designed to help you

accomplish your goals. With a permission-based email list, targeted, relevant emails, and interesting content -- your email marketing efforts will generate more and better leads and improved member satisfaction.

If you are interested in hearing more on how you can get started using Email Marketing, please join Kelly Flint, *Regional Development Director for Constant Contact as she gives more in-depth email marketing advice at The ACCE Statewide Annual Conference; February 25 thru 27, 2009.*

News Briefs....

With drastic budget cuts looming...

Help protect continuing education programs!

Whether you are a current student, an alumna or alumnus, an artist, an administrator, or part of a group of community college supporters, or know someone who is, you can get involved in the process of creating life-sized soft sculptures that will literally speak for our students. These sculptures will travel to the Capitol and around the state as tactile and visual reminders of how community colleges have changed and are changing lives. You, or your organization, can build the sculpture. All that's needed is a written story and two-minute recording from a student who explains the impact of a continuing ed program on his or her life. Photos must also accompany the submission. Or you can send in a donation to help others create the sculptures. For more information, contact Leslie Smith at lsmith@ccsf.edu.



Sculptures of students spread the word about the good deeds done at California's community colleges. Continuing education sculptures are needed.

The School of Continuing Education (SCE) within the North Orange County Community College District (NOCCCD) received initial accreditation from the Western Association of Schools and Colleges (WASC).

As a result SCE joins Cypress College and Fullerton College as fully accredited institutions within NOCCCD, a multi-campus college district. Commendations given to SCE include: implementing new accountability measures including the new e-CASAS assessment in the English-as-a-Second-Language Program, establishing a matriculation program that includes assessment, counseling, and career centers, and collaborating with NOCCCD credit colleges to shepherd students from non-credit to credit programs. Initial accreditation lasts three years after which an accrediting team will return in Spring 2011.

ACCE

Advocates for Lifelong Learning in California

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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 Deborah Robiglio at deborahr@glendale.edu