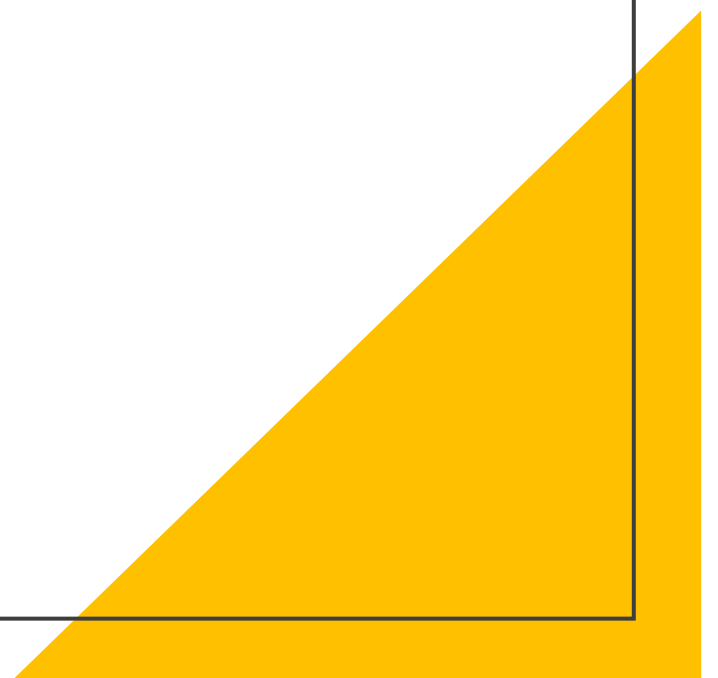


Impact of COVID-19 and Strategies for 2021

Community Education in California



Agenda

- Local impact on Community Education in California
- National impact
- LERN Strategies for Success in 2021
- Discussion – let's hear what's working for you!

Year-over-Year Average Enrollments:

- Spring 2020 – down 58%
- Summer 2020 – down 75%
- Fall 2020 – down 78%

Expected Changes to Staffing or Organization in 2021:

- 25% expect cuts
- 25% said no cuts
- 50% said changes/reductions are uncertain

Local Impact of COVID-19 ACCE Community Ed Survey Results

— Conducted by Scott Johnson,
Cabrillo College

Fall 2020 Enrollments as reported to LERN

- Community College Lifelong Learning Programs:
 - Down 40-59%
- Recreation Departments:
 - Down 60-79%

LERN notes the highest declines were reported when a printed catalog/brochure was NOT mailed – 70% of registrations still start with the brochure even if they complete online

National
Impact:
LERN Fall
2020 Data

Outlook for 2021

- Assume we'll need to be mostly online/Zoom much of the year
- Expect fewer registrations and smaller operating budgets
- But adopt new strategies and new classes to adapt successfully!



- ✓ Reduce course offering by 50% - focus on your most profitable courses
 - Reduces cost of brochure – keep full descriptions (no postcards)
- ✓ Add 20-25% new classes each cycle to retain your past participants (still best target audience)
- ✓ Consider scheduling courses 3 months out – not more!
 - Provides flexibility to change and keeps you visible with new brochure

LERN
Recommends
...

- DIY – home improvement, sewing, canning, caring for pets and repairing cars
- Older Adult themes – retirement planning, Zooming for Grandparents, chair yoga
- Virtual crafts, tastings and parties – participants pick up kits
- Foreign language class spinoffs – drill down to smaller topics pronunciation, grammar, etc.
- Demonstration or cook along at home - cooking classes
- Online music lessons
- Career Training and Job Hunting

What's Trending for 2021

Game Plan 2021: How are you adapting?

What strategies are you using now and planning for spring?

Will LERN's recommendations work for your program?

Any hot courses you can share with us?

What questions do you have for the group?