

November 1999 Journal

Annual Conference Dates Set

Come to beautiful Santa Barbara and enjoy the waves breaking on the sand in front of the Miramar Hotel during our annual conference to be held from Tuesday, February 15 to Thursday, February 17, 2000. Our theme is "Models of Synergy - Partnering for the New Millennium." ([Update](#))

Informative and interesting breakout sessions will be scheduled with tracks for all three Councils: Community Services, Noncredit/Adult Education, and Economic Development; plus inspiring keynote speakers and time to share experiences and information with your colleagues from around the State.

Begin your mornings with a walk or run along the beach. There will be excursions to delight you, wine tasting, and visits to some of Santa Barbara's most desired spots.

The conference brochure, including travel pointers, and registration materials will be sent to you in early December. We will also have a one-day special rate on Wednesday, February 16 for those of you who would like to bring your staff.

So mark your calendar now and plan to join your colleagues for this year's annual ACCE conference in beautiful Santa Barbara. See you in February!

? Barbra Louis, Conference Chair

Community Services Council News

As our ACCE membership continues to expand and our Community Education programs become more diverse, the calls I receive continue to mirror the issues the profession has faced for decades:

- When the budget gets tight, the administration expects the community education program to be the "cash cow" for the institution!
- How can I compete with other programs in the community that do not have to be self-supporting?
- How can I continue to keep my program self-supporting while personnel costs, printing costs, and other direct costs I have no control over, continue to increase?
- How do I find new, innovative programs that will set my program apart from the competition?

I don't profess to have all the answers, but having been in this profession for twenty years, I can assure you that we all have the same issues! So how have some of us "veterans" survived? Mostly by networking with colleagues at other colleges, partnering with local agencies and institutions, and being creative and entrepreneurial.

The best way I have found to get new ideas and network with other professionals is through ACCE and NCCET (the National Council for Continuing Education and Training). See the letter enclosed for details on ACCE membership. For information about NCCET, your national professional organization, contact Sandra Mellor, College of San Mateo (mellor@smcccd.cc.ca.us).

Be sure to attend the ACCE conference in February. The conference committee wants to address topics that will contribute to your professional growth and to the success of your programs. Please contribute by suggesting session ideas, speakers, or better yet....volunteer to serve on the committee

This is YOUR conference; let us know how we can help YOU to become a more effective professional. Get involved!

Send your ideas to: srickner@ivc.cc.ca.us

?Sandra Rickner, Irvine Valley College

President's Letter

I recently attended a meeting in San Diego of the San Diego Adult Administrators Association (SAAA). This is an organization of K-12 and community college adult and noncredit administrators who meet regularly to share information and to provide an open forum for administrators of both systems to discuss relevant issues in San Diego County.

One of our members whose district is part of the California Regional Resource Centers alerted us to the issues around the upcoming United States Census 2000. In the last census taken a decade ago, apparently many of our adult students were not counted and should have been. For this census, we must make a full effort to have them included. Following is the exact text of a flyer we received and places where teachers may request packets of information for their students:

Census 2000 will be taken in April of 2000. This is an important time for adult educators to inform their students of the need to collect information to assist

government and communities in the planning of programs and services for future funding. Census 1990 was severely lacking data on the adult education population.

The California Regional Resource Centers will provide packets of information for teachers to instruct their students on the importance of the next Census to be mailed April 1, 2000. These packets are in limited supply and can be ordered at no charge through your Regional Resource Center.

Here is a list of the Centers:

Baldwin Park Adult and Community Education
13307 Francisquito
Baldwin Park, CA 91706
Contact: Margie Parulan mparulan@bpace.k12.ca.us
(626) 939-4281/FAX (626) 939-4569

Los Angeles Mid-City ABE Ctr.
1520 Cambria St.
Los Angeles, CA 90017
Contact: Judy Griffin griff01@lausd.k12.ca.us
(213) 483-5256/FAX (213) 413-1356

Merced Adult School
50 East 20th Street
Mail: P.O. Box 3707
Merced, CA 95344-3707
Contact: Tina Fredette tfredette@muhsd.k12.ca.us
(209) 385-6545/FAX (209) 385-6430

Metropolitan Adult Education Program
760 Hillsdale Avenue, Room 1

San Jose, CA 95136
Contact: Nancy Arnold narnold@metroed.net
(408) 723-6450/FAX (408) 723-6449

Northern California Literacy Resource Center
420 East Laurel #B
Willows, CA 95988
Contact: Susan Domenighini susandom@sunset.net
(530) 934-9656/FAX (530) 934-9657

Santa Ana College, School of Continuing Education
2900 W. Edinger
Santa Ana, CA 92704
Contact: Karen Dennis kdennis@primenet.com
(714) 564-5100/Fax (714) 434-7920

Sacramento Regional Resource Center/
Sacramento City U.S.D.
331 J St., Suite 180
Sacramento, CA 95814
Contact: Trish Kerns tkerns@jps.net
(916) 557-1150/FAX (916) 557-1149

Sweetwater Regional Resource Center
Adult Resource Center
458 Moss Street
Chula Vista, CA 91911-2896
Contact: Alice Hurley hurley@sdcoe.k12.ca.us
(619) 691-5624/FAX (619) 425-8728

I hope this information is helpful to you and that as many of our students as possible will be counted. The Regional Centers and their staffs will provide valuable information that can be shared with your students.

--Ray Ramirez, San Diego College

Noncredit/Adult Education

Council News

I am sure I don't need to tell any of you that the one thing looming in all of our minds is how to keep our programs solvent with our current revenues. After a series of bills that were authored by Denise Ducheny passed through the Legislature only to be vetoed by two Governors, we are really in a quandry. We have been told by Patrick Lenz, Chief Financial Officer in the Chancellor's Office, that we need to support the Joint Boards Task Force recommendations to work cooperatively with K-12 adult educators to find a level of funding that will work for both systems. We were given that message last year and that gave the Chancellor's staff license to not support a Budget Change Proposal that was

presented through Consultation to increase funding for Noncredit programs and we are hearing the same message this year.

Chancellor Phil Day from San Francisco has been circulating a proposal to provide a short-term solution to our funding problems (most of you have probably heard of his proposal from your CEO who undoubtedly received a memo from Day explaining what he hoped to achieve). Through the Chancellor's Funding Formula Task Force, Phil Day worked his proposal to improve Noncredit revenues in the 2000-2001 budget. Unfortunately, however, when the item was heard at the most recent Board of Governors meeting, the proposal received only mild support. Although I was unable to attend the Board of Governors meeting last week and can only rely on hearsay, it appears that the Chancellor was less than enthusiastic about the proposal. Apparently he indicated that there was a \$15M proposal to support credit equalization and that since Noncredit was only 10% of the total program, there needed to be a great deal of explanation to garner support for a proposal for Noncredit equalization that would also have a \$15M price tag.

At some point we need to apply pressure to Tom Nussbaum to change his position to one of support. I believe that the only way to accomplish this is through the system's CEOs. I urge you to talk to your President or Superintendent and inform them of Nussbaum's lack of support for these programs that are of vital importance to our communities and also to our colleges.

If you need information regarding Phil Day's proposal, please contact me and I will send you a copy of the memo that Phil sent to many CEO's. Since this proposal is only for a short-term solution to our funding problem, it is in no way conflicting with the Joint Boards Task Force recommendation to find a permanent joint solution to the problem. That joint solution is most likely several years off.

In keeping with this, at the meeting of the Joint Boards Committee Work Group last week, both K-12 and community college participants agreed to support the work of either segment in raising their revenue limit pending a long-term solution that hopefully will be forthcoming.

-Lani DeVincentis, Glendale College

Economic Development

Council News

Everyone is interested in partnerships these days. Many want to become part of a collaborative effort that benefits all parties involved. Partnering is often an important aspect of successful economic development activities within the California Community Colleges. Rarely, if ever, can a college successfully implement a strategic economic development program alone. Partners are necessary to insure that the project is targeted, planned, coordinated, cooperative, responsive, and successful!

Talk to Kay Faulconer and Sharon Dwyer at Ventura College about their partnership projects with Ventura County. Some very interesting things that serve the needs of both the college and the community are happening in the area of workforce/economic development. Work those relationships with your counties and see how you both can benefit!

George Boodrookas of Modesto Jr. College recently shared with the Statewide Contract Education Committee about the interesting things going on in their county with their workforce development and economic development partnerships for job training. What a combination of parties at that table!

At the last CCCAOE conference, Ingrid Thompson from Mission College and Robin Carvajal from the Employee Training Institute of San Diego shared many unique projects they are involved in. Ingrid has become quite an expert at Corporate Colleges, a combination of contract education and fee-based offerings structured to meet the needs of partner

companies. Robin is coordinating several projects developed in partnership with the businesses involved through distance education and Internet offerings that also combine some fee-based programs.

The best Employment Training Panel projects always involve some sort of partnership that suits the needs of both the college and the businesses involved. West Los Angeles, Glendale, and College of the Canyons are just a few I know of that have found a way to make it worthwhile. These projects aren't for everyone, but if you are interested, be sure to talk to the folks who've lived through the learning process.

Ideal partnerships are also long lasting relationships. True partnerships go beyond a single project and produce results and continuing benefits for the college, the regional economy, the local workforce, and especially, the community. Take a look around and see what you can offer to individuals, organizations, and businesses in your community. Start with what you can bring to the table, and you'll find others willing to contribute as partners. Ask what's needed for your community and see where you can join together for success and long-lasting benefits to those involved.

--Scott Hammer, Ed>Net

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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 interested parties to submit information, announcements, research findings, and articles of interest to Noncredit, contract education, and community education fee-based program providers.

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