

ACCE Journal

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A PUBLICATION OF THE ASSOCIATION OF COMMUNITY AND CONTINUING EDUCATION

Letter from the President

by Jan Roecks, ACCE President

The ACCE annual conference in San Francisco in February was a rousing affair. We were very fortunate to be in such a beautiful city. We had a record turn out for our "Learning Forward" conference. Thanks to all of you for taking time out of your busy schedules to make the trek and your willingness to share your thoughts, ideas, and concerns with your colleagues who work daily in the world of Community and Continuing Education and Economic Development. It was impressive to see the synergy created by our multi-talented members. It was also lots of fun to see old friends and meet new people. I always come away from these meetings energized. I am proud to be part of such a fine organization.

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ACCE Spring One Day Workshop: Friday, April 27, 2007 at the Chancellor's Office



See page 5 for more details or go to ACCEonline.org

ACCE Members Recognized at Annual Conference

One of the highlights of the annual ACCE conference is the award luncheon. This year, ACCE recognized three outstanding contributors to the organization: **Scott Hammer** (far right, pictured with

Jan Roecks), past ACCE president, was awarded the Mariann Loniello Award. **Dr. Martha Gutierrez** (pictured below with Provost Gary McGuire), North Orange County CCD School of Continuing Education, was selected as the Continuing Education Person of the Year. **Cyndi Pardee**, (upper left), Riverside Community College, was awarded the Community Education Person of the Year Award.

Scott Hammer has served faithfully on the ACCE Board for over six years, both as the president and the anchor of economic development, responding to needs in the field as well as developing a growing awareness and appreciation within the ACCE organization for economic development and workforce preparation programs. In addition to his service to ACCE, Scott is the Statewide Director for Southern California in Contract Education & Economic and Workforce Development Programs, helping colleges set up, develop, and advance

their economic development programs. Those of us who know Scott are always impressed with his consistently positive attitude, his strength and fortitude, especially in his successful battle with cancer, one he has undertaken with humor and grace.



Dr. Martha Gutierrez, manager of NOCCD's vocational programs, was nominated for her outstanding work in improving the professionalism and stature of NOCCD's noncredit Career and Technical Education programs. Among her many accomplishments, Martha

led the effort to develop a new Pharmacy Technician Program and attained national accreditation for the program.

Cyndi Pardi, Community Education Director at Riverside CCD, manages both a highly successful Community Education

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Learning New Skills

by Shelly Uva

All of us are called upon to learn new skills throughout our lifetime. When we first begin to go to school, we learn to read and write. Later on, if you are a certain age, you probably learned to use a typewriter. In the due course of time, we traded in our typewriters for computers and learned another skill.

When I began my fundraising career (back in the last Ice Age), my office had no personal computers. A mainframe (not in our office) produced donor records on computer sheets that were then put into books. Most of our records, however, were kept on index cards. Sometimes when I mention this to my younger colleagues, they stare at me in total incomprehension. They may know the difference between HTML and PDF, but index cards? What in the world are those things?

Fundraising jobs have changed considerably since I began working in this field in 1979, and many of those changes have been driven by technology. Computers and the Internet really have altered the way we do research and the way we keep records, and the changes keep happening.

In the old days, I often wrote newsletters and brochures, and I still do. At some point, I learned how to do layout, but in those days, I printed copy out from a word processor and cut it into strips and pasted it onto flat boards. Headlines were produced on a separate headline machine and pasted on to the boards. Photos required other machines and processes. Today, my publications are produced entirely on computers, using such programs as Quark and Photoshop. The basic principles of good design have not changed, but the tools we use to do the job are very different.

Almost all of us are capable of learning the new skills we need to do our jobs, but many of us have to get over one giant hurdle first -- the "Oh no, I can't do this, I don't want to do this, I never did it this way before, I'm too old to learn this, it's not my job" hurdle.

Oh no, I can't do this...

It is perfectly natural to a degree to panic and deny one's own capability when asked to undertake a new task. As human beings, we tend to be set in our ways and we want to stay set. But we ought to know that change is a fact of life. It is inevitable and it is even desirable. So, as my daughter likes to say, get over yourself. You can do it.

I don't want to do this...

There is a great big, wide world of difference between the things we *cannot* do and the things we *don't want* to do.

- I cannot wave my magic wand and make poverty disappear.
- I don't want to learn one more new computer program.

See the difference?

"I don't want to do this" is related very closely to "Oh no, I can't do this." But in this instance, you might want to go a little deeper and say why it is you don't want to do something. Most of us believe (and with reasonable justification) that we are already incredibly busy and overworked and have no time to think strategically or plan beyond tomorrow so sometimes we don't want to learn a new skill because we feel we just can't fit one more item on our plate. You may be right as far as that goes, but consider this: The new skill you don't want to learn because you have no time may end up saving you time and, as a result, may actually create time for you to think and plan or just go out for lunch. So, once again, get over yourself. Today's "I don't want to do this" very often turns out to be tomorrow's "Why did I wait so long to learn this?"

I never did it this way before...

Many years ago, a famous Broadway musical star had a notorious feud with one of her leading men. At the time, the actress had been starring in Broadway shows for 25 years. She had her own way of doing things and was not going to change for anyone. At one point, the leading man, totally frustrated, turned and said to the Broadway star, "Just because you've done it this way for 25 years does not make you right. It just makes you old."

All of us have to accept the idea eventually that life is filled with change.

The people we work with change. Our missions change. The tools we use to do our jobs change. And change does not have to be a fearful thing.

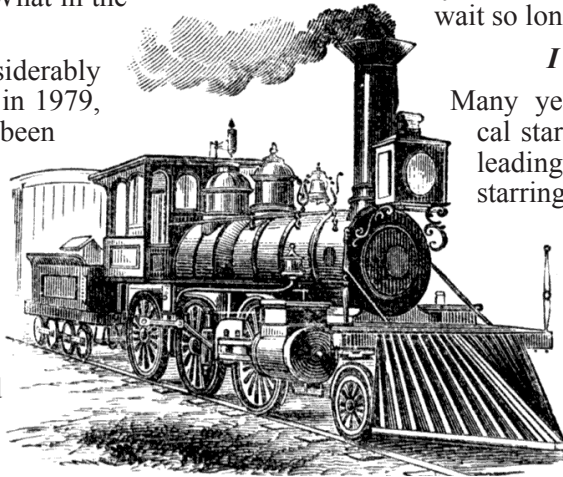
Sometimes the reason we never did a particular thing this way before is because the tools to accomplish the task in a new way didn't exist previously. Sometimes, the reason is that we just didn't think of it. Whether the changes in your life are driven by technology or revelation makes no difference. Accept the change. Embrace the change. And always remember -- the new way of doing things that you adapt today will, in just a few months, become the old, established way of doing things.

I'm too old to learn this...

This is a big hurdle to get over because the fact is that as we get older, our brains don't work the same way they did when we were young. We tend to be a little slower. We sometimes miss connections we might have made 10 years before. If we are trying to learn something that uses knowledge we already have as a foundation, we can do all right. But if we are trying to learn something completely new, we may be in trouble.

Trouble, however, is no excuse for capitulation. Perhaps this is the time to think about what it is we really do for a living. It takes a lot of courage for a person who has never worked to enroll in a job training class and go on interviews and land

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Thank You to ACCE Conference Presenters

Many of you attending last month's ACCE conference asked that the presentations be made available for download/viewing. Two keynote presentations by Dr. Phillip Day, Jr., Chancellor, City College of San Francisco and by Walt DiMontova, Los Rios Community College District, are now available to download from the ACCE website: <http://acceonline.org>. Click on the "Resources" link and Conference Presentations and you can download these fabulous, informative presentations.

ACCE would like to thank the many presenters who willingly gave their time and effort to share ideas, best practices, and even controversial points of view on myriad topics related to the improvement of our Continuing Education, Community Education and Workforce/Economic Development programs. Pictured here are just a few of the presenters. From the top, clockwise, are pictured Walt DiMontova, Deborah Robiglio (Glendale College), Dr. Phillip Day, Andrea Sibley-Smith (NOCCCD SCE), Jane DiLucchio (Glendale College), Bonnie Slosson (CLCC), and (center) Marsha Elliott (NOCCCD SCE). Below are panelists Terry Newman (Gavilan College), Leslie Larrabee (College of the Desert), George Boodrookas (Modesto Jr. College), Lynda Lee (MiraCosta College) and Scott Hammer (Mt. SAC).

Representatives from the System Office, including LeBaron Woodyard, Vicki Warner and Juan Cruz, vendors, and faculty and administrators from across the state also made presentations. Again, thank you to *all* the presenters for your valuable contributions to the ACCE membership and to our respective programs.



Candidate Nominations for ACCE Board Election Sought

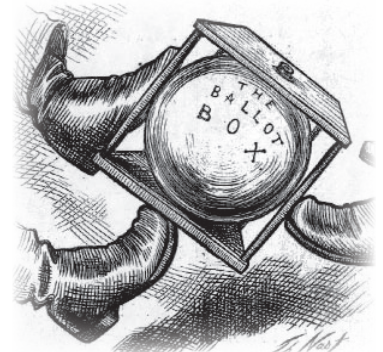
The Nominating Committee invites ACCE members to nominate candidates for the following board members:

- First Vice President (one-year term)
- Treasurer
- Secretary/Historian
- Community Education Council Leader (two-year term)

The duties of these board positions are detailed on the ACCE website (www.ACCEonline.org).

Please consider nominating fellow ACCE members who you feel would promote to mission of our organization. Nominations should be submitted to Erica LeBlanc **no later than May 1, 2007**. Please e-mail Erica LeBlanc at leblanc_eric@smc.edu 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 Nominating 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, 2007.



Community Education News

by Terry Newman, Council Leader

At the recent ACCE conference, Community Education professionals had the opportunity to get the most up-to-date information on best practices in the field.

Beth Moorhead from Augusoft was our first breakout session presenter. Her presentation on Generational Marketing gave us insight into the various generations who are taking our classes, what motivates them, what kinds of programs to design for them and how to get their attention in our marketing pieces. We learned that Baby Boomers don't see themselves as seniors, and probably won't until they reach their 70's or 80's. We will need to "down-age" our marketing to attract their attention. Generation X is more interested in family activities. They grew up as latch key kids so they are more interested in doing things with their kids. We can reach them through our advertising pieces by using lots of action in our cover and inside art.

Chuck Havlicek from ACEware Systems showed us how to put our marketing on steroids. He encouraged us to develop precise profiles of the types of students who take our classes. We will need to clean out our databases and work with mailing houses to find patterns of demographics by course attendance. Although this sounds daunting, there are various levels of research and implementation; programs should adapt this type of research to meet their own needs.

Aaron Donsky from LERN (Learning Resources Network) kept his audience engaged with his jam-packed workshop on Five Core Marketing Concepts. Aaron used practical examples to explain that 1) everything we do is marketing; 2) we need to segment the market; 3) we should market effectively, not just cognitively; 4) we are part of the direct marketing business; and 5) retention marketing supports growth. To be successful, Community Education programs must learn and practice these concepts.

As usual, the Community Education round table was the big hit of the conference. The information shared at this session is where the rubber hits the road. This is where you find how what is happening in other programs around the state and how our colleagues are dealing with the same kinds of issues that we encounter every day.

There were also numerous opportunities to network one-on-one with other Community Education professionals, as well as those in noncredit and workforce development. We shared ideas on how to convince faculty that we aren't competing with them; we offered suggestions of new, innovative, money-making programs. Many of us caught up on old friendships that began at other ACCE conferences. For those of you who attended, it was great to see you. For those of you who weren't able to join us, show this to your boss and show him/her what you missed.



From the far left, Karen Holden-Friedrich, Lynda Lee, Carole Purdie and Renee Robinson, just four of the intrepid ACCE souls who braved cold rain and hail to enjoy the seldom seen sites of San Francisco on the motorized cable car tour. Although the drivers were a bit gruff, their knowledge of San Francisco's diverse population, obscure landmarks, good restaurants and little known historical facts made for an entertaining evening.

Noncredit, Career Development and College Preparation, SB 361 (Scott)

by Leslie Smith, ACCE Legislative Analyst

There has been no better year for noncredit than 2006-2007 with the passage of Senate Bill (SB) 361 and the first installment of \$30 million in ongoing funding designed to begin the effort of equalizing the funding for credit and noncredit courses and programs. As evidence of the positive affect these changes have had on our system and our students, witness the 35 districts that came to City College of San Francisco on February 20 & 21 for a presentation prepared in response to questions on how to set up a noncredit program and how to make our programs better. The majority of those in attendance were looking to start up new noncredit programs or increase their efforts in this arena. Again, an historic event.

That said, there is still much to do. Currently, only Career Development and College Preparation course sequences that lead to a certificate are eligible for increased funding. We need to expand this to include courses that articulate with credit programs and courses that offer the goal of increasing employability and job placement opportunities for students but are not part of a certificate. Additionally, we need to make sure that we get the next \$30 million augmentation to continue on our path towards equalization with credit programs. The Consultation Council and the Board of Governors have unanimously supported these efforts.

So what can you do? First, write the Governor and Senator Scott (both at the State Capitol, Sacramento, CA 95814). A handwritten note is best. Thank them both for the \$30 million and for SB 361.

We need to keep the momentum going and we are working to this end as you read this article. Please check the ACCE website for the latest advocacy actions.

and keep that first job. One would hope that when we compare these kinds of activities to learning a new version of Raiser's Edge or adapting to online application forms, one sees easily that there is no comparison. If you are older, it may take you a little longer to learn a new system or understand a new idea, but age does not provide you with an excuse to bury your head in the sand. Stay open to new ideas no matter how old you are and you will find that people begin to think you are a lot younger than you are. And by the way, this age thing is totally relative. We all have met people who are closed off to new ideas at 25 and we all have met people who are learning and growing at 85. Be one of the learners and growers.

It's not my job...

No matter what your job title may be, in most operations, your job is whatever you are asked to do. I may be a grant writer, but I also have done database management and events and all kinds of other things that come up in the course of raising funds. When you accept responsibility for something outside your immediate purview, you not only help your organization succeed, you also help yourself. You learn what other people do and how it fits in with what you do. You pick up new skills. You gain insight into issues. You become more than you were before.

Job descriptions certainly have a purpose and are relevant, but they should not be written in stone. Life is all about change and flexibility and adapting to circumstances, and so are careers. So, learn those new skills. Consider those new ideas. Stretch your brain. Enjoy change. People often say that life is a journey. Your career also is a journey, professionally and personally. Don't let things like "Oh no, I can't do this, I don't want to do this, I never did it this way before, I'm too old to learn this, it's not my job" make you miss the train.

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Spring Workshop

Plan Now for the One-Day Workshop in Sacramento

ACCE members and interested faculty and administrators will assemble on **Friday, April 27** at the System Office for a chock-full day of information and networking. **You won't want to miss this important day!**

Our morning session will offer a wonderful opportunity to hear from two key System Office representatives: First you'll meet **Erik Skinner, the new Vice Chancellor, College Finance & Facilities Planning**, who is responsible for formulation of policies that determine distribution of capital outlay for the California community colleges. Next, you'll hear from **Steve Bruckman, Executive Vice Chancellor**.

After an hour of lunch and networking, we'll have two afternoon breakout sessions. The **Continuing Education** breakout will feature **Vicki Warner from the System Office and Jane DiLucchio from Glendale College**. This session will explore educational prac-

tices and how they apply across the curriculum. The session will debunk the myths about noncredit curriculum. Discussion will center on the curriculum development process from a local perspective as well as what makes an "approvable" course or program from a System Office perspective. Sample course outlines will be distributed and attendees are invited to share curriculum examples.

The breakout for **Community Education** will feature a round table discussion. Join your colleagues for this jam-packed session where you can share your best practices and learn about what others are doing to create success in their programs. Always the most popular session of any conference, you will leave this roundtable with dozens of ideas to take back to your college and implement right away.

Registration information is available at ACCEonline.org.

ACCE Awards, continued from Page 1

program that annually serves over 15,000 students and generates revenues in excess of a million dollars, and the "Young at Heart" Continuing Education program for more than 4,000 older adults. Among her many accomplishments, Cyndi has devised metrics to analyze profitability for classes; improved internal financial procedures and security procedures to combat fraud and waste; and implemented data-driven methods to analyze marketing, sales and profitability data, all critical factors in her programs' continued success. In addition to her richly deserved ACCE award, Cyndi's Young at Heart program was recently named the **Janet Goeske Foundation Annual Senior Service Award**, in recognition of the program's innovation in enhancing the lives of seniors.

Hearty congratulations to all the ACCE award winners!

President's Message, continued from page 1

I want to give very special thanks to Anna Garza, your ACCE First Vice President and President Elect for the outstanding job she did in planning and organizing this conference and leading the Board and council leaders in making it such a great success! Thanks also to Anna Garza's staff from NOCCCD, Carrie Campbell Price and her staff at Santa Rosa Junior College and Leslie Smith and her staff at City College of San Francisco for all of their help and assistance with registrations and the many details they attended to, helping to ensure everything ran smoothly.

The annual conference, like all ACCE gatherings, provides an invaluable opportunity for members and others to have time together, face-to-face, to address issues, talk about ways of getting things done, brainstorm new ideas and just plain network. Make your plans now to attend our next one day workshop to be held in Sacramento on Friday, April 27 at the Chancellor's Office.

Don't forget that ACCE is your organization and the Board wants to hear from you about what you'd like to see at a conference, or in a workshop. Take advantage of the listservs to post your questions today to your colleagues about the things you want to discuss. We are all a team.

Hope to see you in Sacramento! Go Team!



Los Angeles Harbor College Extension Program finds success when they let their class schedule “go to the dogs”

Carla Mussa-Muldoon, director of Harbor College’s Extension Program, repeatedly cancelled her dog obedience class due to low enrollment until she used her own dog, Brodie, as the “cover pup” for the class schedule. The result was overwhelming and the subsequent class filled completely. Carla now has community members calling to find out what Brodie’s next role will be and when the next schedule will be available – providing an invaluable customer contact opportunity.

“We always try to make our covers fun and eye catching,” says Carla, “so that people will want to look inside.” This is an important marketing concept because according to the Learning Resources Network (LERN), we only have about three seconds to grab the attention of potential customers with our schedule covers. Carla says she tries to pick an annual theme for her covers, although, she admits, they don’t always work out as well as the Brodie theme.

Credit for the cover design goes to staff member Sergio Soto. This summer, the cover will feature Brodie as an art model, posing for a College for Kids painting class and the fall concept will showcase Brodie in a “Where’s Brodie” collage, similar to the “Where’s Waldo” children’s book series.

Carla is riding the wave of Brodie’s new found fame by offering other animal-focused classes including animal massage and animal CPR classes.

If you have a great cover that you’d like to have featured in a future issue of the *ACCE Journal*, please contact me at leblanc_ERICA@smc.edu.

– Erica LeBlanc, Journal Editor

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 Erica LeBlanc at leblanc_ERICA@smc.edu

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