

# ACCE Journal

Journal of the  
Association of  
Community and  
Continuing Education

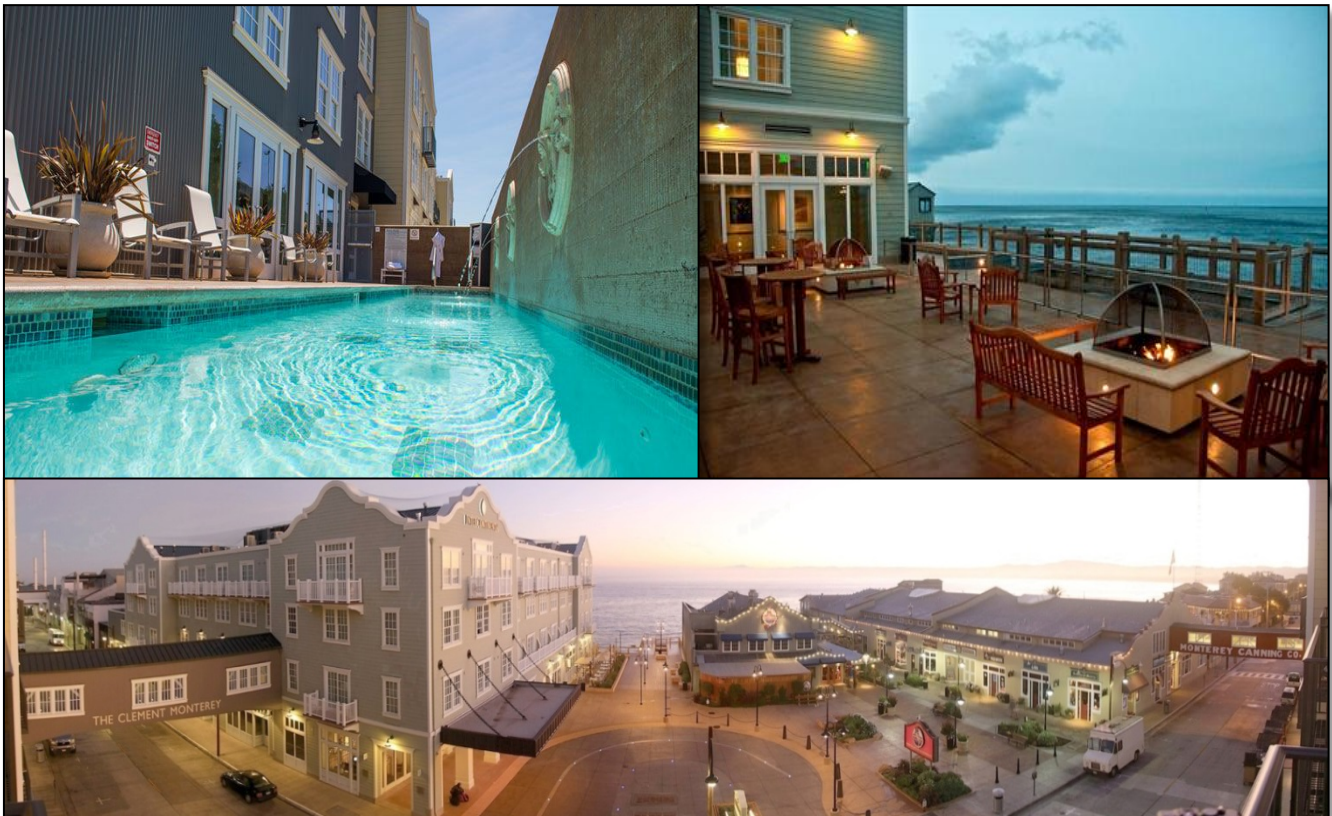
Summer 2015

## SAVE THESE DATES!

- **October 2015 (exact date TBD): One Day Northern Drive-In Workshop in Sacramento at the Chancellor's Office**
- **Thursday, November 5, 2015: One Day Southern Drive-In Workshop at North Orange CCD's Anaheim Campus**
- **February 24 – 26, 2015: ACCE Annual Conference in beautiful Monterey, California**



*Stay tuned for more details but do save the dates for our upcoming events. Monterey promises to be a spectacular conference location – the luxurious Intercontinental Hotel is located on the water, in the heart of Cannery Row, and we've negotiated an unbelievable rate. We have already planned a number of "not-to-be-missed" sessions and the call for presentations will be issued shortly. Bring the family and stay the weekend – the world famous Monterey Bay Aquarium is located almost next door to the hotel! And great news for ACCE members coming in from Los Angeles: Alaska Airlines is scheduling additional direct flights from LAX to the Monterey Airport!*

*For the One Day Workshops – which provide an incredibly rich return for a modest investment of time and expense – our theme is "New Math: Plans + Partnerships = Potential" and the sessions we're planning will bring you the critical information you need to effectively respond to an ever changing landscape of opportunities as well as challenges.*



**Passing the Torch –**

**Messages from ACCE Presidents Donna Burns and Jarek Janio**

<p><i>From 2014/15 ACCE President Donna Burns</i></p>	<p><i>From 2015/16 ACCE President Jarek Janio</i></p>
<p>I write this with just one week left in the 2014-15 academic year. So let me start by welcoming Jarek Janio as the incoming ACCE President! He has served on your board in several capacities and has a big heart for our students and programs.</p>  <p>We also have a new board member, Madelyn Arballo, joining as Continuing Education Council Leader (South). A big “Thank you and well done!” goes to two outgoing board members: Betty Sedor served as Community Education Council Leader (South), and Mary Walker served as Secretary/Historian.</p> <p>I’m also just one week away from retirement, and when you read this, I will probably be in a motorhome on my way to Chicago, where my husband and I will spend the <u>non</u>-snowy months near our daughter and grandsons. It has been truly wonderful working with ACCE colleagues throughout the state. What a dedicated, hardworking, competent bunch you are!</p> <p>Here are just a few things that make me grateful for the past year with ACCE:</p> <ul style="list-style-type: none"> <li>• We saw a successful completion of AB86 Adult Education planning and new Adult Education Block Grant funding passed.</li> <li>• We will receive increased apportionment funding starting July 1, 2015 for noncredit Career Development, College Preparation</li> </ul>	<p>I feel truly honored to have been chosen to serve as ACCE President for the 2015/16 academic year and I would like to take this opportunity to thank Donna Burns from Mt. San Antonio College who has been in this role for the last year. Donna has been a truly exceptional educational leader and I feel really privileged to follow her footsteps.</p> <p>These truly are exciting and challenging times for noncredit education in California. We are looking forward to a much better fiscal climate than we could even imagine two or three years ago. Governor’s budget for 2015/16 has been described as the best financial plan for community colleges in years. AB 86 and CDCP funding, for example, should improve our institutions’ overall budgetary outlook for years to come.</p> <p>At the same time, issues of accountability as evidenced by the Institutional Effectiveness Partnership Initiative (IEPI), Chancellor’s Office Scorecard Advisory Group, Student Success and Support Program (SSSP) and noncredit progress indicators bring about a number of challenges in terms of better documentation of our programs but most importantly, better reflection of noncredit successes. I am really proud to announce that ACCE has been very active in each one of these initiatives and our collective thanks should go to all members of the ACCE Board. All of us on the Board feel very privileged to serve on the cutting edge of changes and challenges that we face as noncredit practitioners.</p> <p>As noncredit gains in significance throughout the state, the role of faculty in noncredit curriculum development and their input are sought through</p> 

<p>(CDCP) classes as a result of the 2014 Budget Trailer Bill.</p> <ul style="list-style-type: none"> <li>• Community Education programs weathered a tough recession and have emerged with fresh ideas and new opportunities.</li> <li>• ACCE members gathered at regional workshops and an annual conference to learn from experts and network among colleagues and friends.</li> <li>• Our membership continued to grow.</li> <li>• ACCE board members volunteered countless hours of their time to serve our professional community, our community college system, and adult learners statewide. I was so very privileged to work with them.</li> </ul> <p>Thank you for the many ways you have enriched me and helped me grow! I wish you all the best for the coming year!</p> <p>Donna Burns ACCE 2014/15 President</p>	<p>Academic Senate for California Community Colleges activities such as Curriculum Institutes and Plenary Sessions. Again, ACCE has been instrumental in informing the content of presentations and discussions among faculty members as their interest in continuing education grows while colleges create more educational opportunities for their students.</p> <p>Finally, as I look towards this year, I can only encourage you to pitch in to the extraordinary work that ACCE is doing. Please consider serving on ACCE Board, a role that is bound to influence or even change your professional life. I believe that all Board members who have served and who are currently serving will attest to that statement. Networking, exposure to state-wide issues, and professional growth are just unparalleled.</p> <p>As the incoming President of ACCE, I am looking forward to further the organization's agenda to see how our collective leadership can contribute to the betterment of the noncredit system and its students in the state.</p> <p>Sincerely,</p> <p>Jarek Janio, Ph.D. ACCE 2015/16 President</p>
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## Make Your Customers Smile — Create an Attention Grabbing Community Education Brochure Cover

**By Rosie Armstrong**  
**Community Education Co-Council Leader (North)**



Have you ever stood in a line at the grocery store and while waiting to pay for your items, you start looking at the nearby magazine rack? What caught your attention? Was it a Kardashian? Was it a scrumptious Mexican Taco Salad or maybe it was a picture of a cute baby? As you reach over for that magazine, do you instantly start thumbing through it?

Well, if you do, we can surely relate. Every semester at Gavilan College Community Education, we embark on a cover selection process which adds the 'frosting on our cake' of classes. This summer, our brochure was full of 'spa-do-it-yourself' classes. We wanted our customers to indulge themselves



with our classes this summer. So, off to fabulous Shutterstock.com to find pretty spa and zen-like cover images. Don't get me wrong, the images are great, but the question is what will speak to our customers? Images of a rock, a bathrobe, a cucumber mask, a loofah, or how about a dog with a cucumber mask holding a loofah? Yes, a dog (grin, grin, smile)! Our Community Education office is full of animal lovers and so is our community. Our classes reflect this fact. We offer classes in Veterinary Assistant training, cooking for your pets, dog training and more, so, why not incorporate an image of a dog or cat to invoke something that speaks directly to your reader.

LERN addresses the issue of cover selection in their whitepaper on the Fundamentals of Brochure Design. As principle #3 states, *"The Cover drawing should be full and just fill the page. Use a drawing or picture that evokes a positive feeling. The best kind of graphics are of classes and those of the community."* Next, use LERN's AIDA Principle of *Attention, Interest, Desire and Action*. They also advocate use of a single large graphic and supporting marketing tag line to catch their readers' attention. Thank you to Betty Sedor of El Camino College and Francis DeNisco of Las Positas College for presenting this info to us at ACCE's recent Annual Conference in San Diego. So using these guidelines, what was our tag line, you ask? Our staff came up with the brilliant tag line of **'Having a Ruff Time Lately? Indulge Yourself this Summer!'** Our customer response has been giddy and positive and even one of campus center managers was quick to compliment us and told us how she was in love with our cover and how she couldn't wait to get a copy of our brochure on her desk! You can visit Gavilan College's Community Education page at <http://www.gavilance.com/>.



Other Community Education programs around the state also utilize the same LERN principles. At El Camino College, Betty Sedor has an awesome Kid's College. Her brochure cover reflects positive images of children wearing medals. They appear as a team guided by their 'teacher/coach.' The large image also makes the reader smile instantly. Her Kid's College program consists of English, Math, Sports, Theatre, Academic Strategies and more classes for 'champions.' With the cover focus on Kid's College, she also tells the customer exactly how to register for their classes either by phone, or online and where to find these classes in her brochure. Her tag line, 'Inspiring Champions' speaks to her community and speaks to her variety of classes. Oh and by the way, her office is a champion program as well; note the top left sunburst image of the ACCE two-time award winner. You can visit El Camino Community Education's website at <http://www.eccommunityed.com/>.



Like El Camino, Cerritos College Community Education also has a dynamic Kid's College program. Patricia Robbins Smith says, "We like our cover, made us smile when we first saw his face and still does every time we see it!" No doubt, the positive feeling has translated to her community as well. Although it is too early to measure how this image is translating to enrollment, she also reports that they have received more comments and calls than ever before with people commenting on the cover. "We really

wanted something that just caught folks' eye and would make them want to look inside...and we think this achieved that," says Patricia. As you look at their cover, the child is cute and is calling on the reader to take action to enroll their child into Kid's College to prevent boredom this summer. The cover also provides their website and page numbers to make it easy for the customer to locate their Kid's College program. As to why Patricia chose this image, she states, "We have a huge summer kids program, so we always put that first and foremost in our schedule for that quarter and put a kid's picture on for our summer schedule." She clearly knows who her customer is and makes sure that her cover communicates this fact as well. You can visit Cerritos Community Education's website at <http://cerritoscommunityed.com/>.

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## **MEMBERSHIP MATTERS**

**As Rafiki said to Simba in Disney's *The Lion King*, 'It is time...'**

**And yes, it is time to renew your ACCE membership or join ACCE if you are not yet a member. We depend on a strong membership to ensure that ACCE remains a strong organization, ready to advocate for our programs. The membership year runs from July 1 – June 30 each year, so even if you joined in January or February to take advantage of the membership discount for the annual conference, it is time now to renew your annual membership.**

**What you gain from ACCE membership**

- **Representation at the regional, state and national levels**
- **A quarterly newsletter**
- **A statewide college and membership directory**
- **Discount rates to attend both regional workshops and the annual conference**
- **Legislative liaison, analysis and advocacy**
- **Affiliation with other professional organizations**
- **Support and mentoring from an experienced network of professionals**

**You can inquire about ACCE membership at: <http://acceonline.org> or contact Graciela Vasquez (gvasquez@cerritos.edu). 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.**

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## **ACCE in your Corner: Advocacy for Continuing Education Programs**

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In the fall, a field survey of current student support services was conducted to represent the voices of noncredit programs on the SSSP ad hoc committee, which was formed to provide input into the development of the noncredit funding formula and planning processes. Two ACCE board members, Dr. Liza Becker and Mia Ruiz, are serving as ACCE representatives on this committee. Substantial feedback

from more than 25 districts provided insights that informed discussions on the development of the noncredit SSSP funding formula and the determination of appropriate MIS data elements.

The Noncredit SSSP planning guidelines were unveiled on July 20, 2015, and colleges' plans are due back to the Chancellor's Office by October 30, 2015. The plan development requires inclusivity and shared input from various campus constituencies and signature approval from the local Academic Senate and others. The Chancellor's Office is forming an ongoing Noncredit SSSP workgroup that will meet three times a year. Both Liza and Mia will continue to serve on this committee. The first meeting will likely take place after the plans have been submitted. We'll keep you informed about any developments.

Liza Becker also represented noncredit programs as reader/reviewer of Student Equity Plans at the Chancellor's Office and advocated for inclusion of noncredit CDCP programs in future planning as many noncredit practitioners were excluded from their colleges' planning processes. An area of concern is how the CCCCO will measure the success of a plan when the noncredit programs lack adequate methods for assessing success of their students. Progress indicators and other methods of assessment need to be developed and implemented to ensure that issues of student equity also address our system's most vulnerable student populations.

Speaking of progress indicators, ACCE representatives are continuing to advocate for adding the "SP" (Standard Progress) evaluative symbol addition to existing ones in title 5 (sec. 55023). The Noncredit Task Force Pilot Project was completed in 2012 and ASCCC Resolution was approved in 2013. Currently, several noncredit programs are using SP at the local level, as an indicator of progress for noncredit students and as a valid measure of outcomes.

A Noncredit Task Force on "SP" Progress Indicator was convened by the Chancellor's Office this summer. This ad hoc task force was led by LeBaron Woodyard and facilitated by Eric Nelson, a specialist in the Chancellor's Office Academic Affairs Division. The objective of this task force is to review the feasibility and implementation of SP as a progress indicator. ACCE has been in support of progress indicators as a "grade" for noncredit courses, especially those in CDCP areas, as an indicator of student persistence and success with the "SP" grade, which currently doesn't exist. We would like to see SP as a grade option in title 5 to be used for noncredit only.

On another topic, the Common Assessment Initiative for English, Math and ESL also has representation from ACCE. These common assessments will also address noncredit program assessments in addition to credit. The Common Assessment Initiative team held an intensive four day review in Southern California this summer. This assessment instrument will cover all the levels on noncredit, extending seven or eight levels below transfer. Noncredit faculty from several colleges are participating in both the review and with piloting sections of the test. Look for an update on this important topic in upcoming issues of the *ACCE Journal*.

Finally, ACCE representatives are advocating for our programs in a host of other arenas – one of the many benefits of your ACCE membership! (hint: renew today!!). These advocacy efforts include the following:

- Madelyn Arballo serves on the Basic Skills Advisory Committee. This committee is developing recommendations for the Basic Skills Initiative including how BSI might align with other efforts including SSSP and Equity.
- Erica LeBlanc is a liaison to the Statewide Advisory Committee on Curriculum. Discussion items of note include the revisions to the Program and Course Approval Handbook (PCAH), Progress Indicators, and AB86/Adult Education Block Grant Implementation.
- Graciela Vasquez attends the quarterly CIO Executive Committee. The Committee has addressed issues including accreditation, the PCAH, SSSP and AB86.
- Valentina Purtell and Jarek Janio represent ACCE at the Field Partnership Team, a body which finished its work in June 2015 but is reforming with new guidelines and a new charter under Christian Nelson who is the new administrator for Adult Education Office at the California Department of Education.

As more task forces, work groups, committees, advisory boards are formed to respond to the ever increasing accountability and regulatory measures, ACCE will ensure that our programs are represented!

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## ***Community Education: Make A Note The Civic Center Act in California Ed Code***

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Heard anything about facilities rental and the Civic Center Act on your campus?

The Civic Center act is a portion of education code that describes the use of public facilities, and what costs can be charged to renters as reimbursement for use by a college. The act was recently revised, with legislation proposed in AB 1906 and signed into law in August 2014, to expand the definition how colleges can get reimbursed for maintenance, repair, and restoration: ed. code 82537 et seq.

Community Colleges are required to comply with the Civic Center act this year. Guidelines on how to implement and account for the monies collected under act are expected from the Chancellor's office by this December. In the meantime, the following review of the information helpful:

<http://aalrr.com/publications/Alerts/QP/civic-center-act-amended-to-expand-definition-of-direct-costs-community-col>

Some Community Education programs have been impacted by the revised fee structures allowed by the Civic Center Act changes. For example, do you have soccer programs or other classes and programs that use grounds and non-classroom space? It may be worth your time to research how your college has chosen to implement and/or revise its facilities use and rental policies in light of changes made through this act. It is important to understand what incoming groups may have to pay if they don't go through your program, in the rare case that a community organization might try to create a work around to new or revised rental fees.

Until the Chancellor's Office issues its guidelines for the adopted regulations, let's start a conversation. Email me about your experiences and knowledge about the Civic Center Act, and we'll report out at an upcoming ACCE meeting: [fdenisco@laspositascollege.edu](mailto:fdenisco@laspositascollege.edu)

Frances DeNisco  
Northern California Council Co-Leader





The ACCE Board is seeking the help of two ex officio board appointees:

- ACCE Journal Editor
- ACCE Listserv and Web Content Coordinator

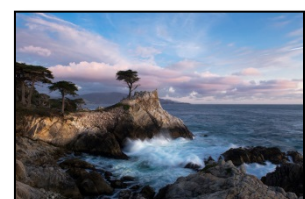
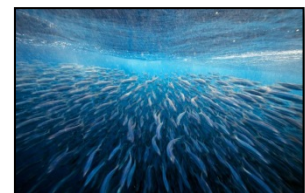
The ACCE Journal Editor will receive \$125 for each quarterly issue of the *ACCE Journal*. The Listserv/Web Content Coordinator will receive a stipend of \$125 per quarter for ensuring that the content of the ACCE website and Community and Continuing Education listservs are kept up-to-date with fresh content.

If interested, and for more information about these positions, please contact Jarek Janio at (714) 241-5773 or by email at [janio\\_jarek@sac.edu](mailto:janio_jarek@sac.edu).

## You Otter Be Planning to Attend the ACCE Annual Conference in Monterey next February!

Here are some fun facts about Monterey and the surrounding area:

- The Monterey Bay Aquarium attracts nearly 2 million visitors each year to view the 300,000 marine plants and animals that live in this world-class aquarium. The Outer Bay Wing has a million gallon tank that depicts the open ocean, and a three story kelp forest and Deep Seas display show creatures never before brought to the surface.
- In 1948, a young woman by the name of Norma Jean was crowned Castroville's first "Artichoke Queen." Castroville, located on Monterey Bay, produces 85% of the nation's artichokes.
- The National Steinbeck Center, a 37,000 square-foot facility is believed to be the largest facility devoted to a single American author. Pulitzer prize winner John Steinbeck was born in Salinas in 1902 and lived on the Monterey Peninsula for much of his life.
- Nearly 1/4 million tons of sardines were processed on Cannery Row in 1945, the year John Steinbeck's *Cannery Row* was published.
- The Lone Cypress tree located on 17-Mile Drive in Pebble Beach and a scenic landmark for the Peninsula, is 200-300 years old. Cypress trees are a species native only to this region, and can live up to 3,000-4,000 years.
- 17-Mile Drive through Pebble Beach is one of only nine private toll roads in the country, and the only one west of Mississippi.
- In 1919, green fees at Pebble Beach were \$2 for gentlemen, and \$1.50 for the ladies. Rates now range from \$350-\$400 per 18-hole round.
- Carmel-by-the-Sea has one art gallery for every 34 residents.



## *On the Road with...*



Summer is a great time to see new sights, explore new territory, rest and regroup. Hopefully all of us will find that sweet spot in our summer schedules when we can refresh and gain a new or fresh perspective on life, our families, our jobs, and our friends and colleagues. Some even go as far as taking a long-distance solo trip, *a la* Robert M. Pirsig's *Zen and the Art of Motorcycle Maintenance* and William Least Heat-Moon's *Blue Highways: A Journey into America* (two favorite novels of mine).

Cem (Gem) Erdem, President and CEO of Augustsoft, Inc., went on such a journey this past May, travelling throughout the state to visit with our colleagues at their respective colleges. Cem and "Auggie Doggie" (his faithful companion, pictured at top left) visited staff of Community Education programs at several colleges including Citrus College, Mt. SAC, West Los Angeles College, Pasadena City College, Santa Monica College, Santa Barbara College, Las Positas College, Gavilan College, and Santa Rosa Junior College.

I hope that all of you have the chance to recharge your batteries this summer. Fall is almost upon us, so if you haven't done so already, it's time to *hit the road!*

*Erica LeBlanc*

*ACCE Journal Editor and Secretary/Historian*



*Clockwise from the top left: Cem and Auggie Doggie with representatives from Las Positas, Santa Rosa, Pasadena, Citrus, Mt. SAC, WLAC, SMC, Gavilan, and (center) Santa Barbara Colleges.*

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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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