

# ACCE

December 2005

# Journal

A PUBLICATION OF THE ASSOCIATION OF COMMUNITY AND CONTINUING EDUCATION

## ACCE Annual Conference News:

- Enjoy an early bird discount for the ACCE Conference
- Trolley Ride to San Diego's Gas-Light District
- Keynote speakers Cem Erdem, President of Augusoft and Dr. Tom Steiner, the "enter'TRAIN'er"

## Inside This Issue:

- Letter from the President
- Marketing by E-mail
- Pathways to Success (High School Diploma Programs)
- ACCE Awards Nominations



**On the Move:** Terry Newman, Gavilan College's new Director of Contract and Community Education, recently earned her designation as a Certified Program Planner. Terry is pictured with Greg Marsello, LERN's VP of Development, at the LERN conference in Las Vegas. And that's not all: Terry is also earning a Master's Degree in Educational Administration with an emphasis on Adult Education. Way to go, Terry, and congratulations on the new job!!

## Marketing by E-mail – Some Tips and Pointers

Marketing community education classes can be a challenge, considering the skyrocketing costs of advertising, mailing and printing. Given that these costs are escalating and most of our budgets are either static or decreasing, it is in our best interest to explore marketing through community e-mail lists. In our rural community of Humboldt County, marketing is increasingly important because of the competition from training companies that shall remain unnamed but could be described as "middle of the road from middle of the country" -- companies who are masterfully successful at sending out those ubiquitous and slick flyers that cross managers' desk, including mine and possibly yours.

## Letter from the President

The executive board has been very busy preparing for our annual conference in San Diego on February 14 to 16, 2006. I encourage you to attend the conference to share this experience with colleagues, listen to and learn from our great presenters and keynote speakers, and to enjoy the beautiful setting of the Hyatt Islandia on San Diego's beautiful Mission Bay.

One of the conference highlights is the announcement of the annual ACCE awards. I wish to encourage all of you to submit nominations for these prestigious awards that acknowledge the work of our colleagues, who, by their actions, have distinguished themselves in their respective roles and programs.

The awards are for Person of the Year in Continuing Education, Community Education and Economic Development, and the prestigious Marian Loniello Award. Full descriptions of the awards on page 4 of the ACCE Journal. Applications are available on the ACCE web site ([acceonline.org](http://acceonline.org)).

**Scott Hammer**  
*ACCE President*

(Continued on page 2)

Save the Date!

April 27, 2006

One-Day Workshop  
at the Chancellor's  
Office

## *“Marketing by E-mail” (continued from page 1)*

A lesson in the effectiveness of their marketing was made abundantly clear at a recent training “show down.” We had a safe food handling session at our local hotel and noticed a very full manager training session at the same hotel, sponsored by one of those “middle-type” training companies. Their session garnered 60 registrants to our measly 25. Their session at \$169 per person looked like about \$10,000 local dollars going straight to the mid-west, doing absolutely zilch for our local economy. The magnitude and implications of that “competition” created the impetus for us to find a way to keep local training dollars here by showing our local employers that the community college programs exceeded that of the “middle-type” companies.

But why were our local employers sending their staff to these ‘middle-type’ training sessions in the first place? When colleagues from both the public and private sector were asked about their choices, they cited three reasons: slick flyers that came across their desks regularly; management that wanted to see something (read: *anything*) that resembled training for their employees; and reasonable prices.

Our budget won’t support slick flyers for every course we offer, so we had to figure out how could we reach these employers *efficiently*. We already publish a good catalog and advertise in local publications. E-mail was discussed as an option, but how could we do it in a way that it wouldn’t be perceived as spam, or worse, deleted before it reached the target audience? We put together a plan which resulted in a remarkable increase in registrations. The plan is a work in progress and we are still learning, but what follows are some tips and pointers about what we have learned so far:

- Determine the various groups in your community that maintain e-mail lists for their members. Some examples in our community include the medical/dental foundations, a board of realtors, the county government, the various cities in the area, and local trade groups. We also included artisans groups, as we are a top artisan community in California and a technology consortium.
- Assign staff or hire someone who can personally contact someone within each designated group to secure access to the list and ask about the specific parameters for sending e-mail notifications to the group. In our case, we found that most groups preferred a point

person to receive the e-mail and forward it to the appropriate staff within their respective organization. This is a critical step in the plan. Equally important is the need to continually nurture the relationship with this point person.

- Establish parameters and boundaries around the number of e-mail messages sent per month or semester. Most businesses and groups wanted about one per month with a preview of what was being offered a couple of months ahead. Most were open to an occasional “special” e-mail for a specific group, such as Venipuncture and Injections for the medical society or Advanced Database Design for the technology consortium.
- Keep the messages specific to the target group. For example, don’t send a Command Spanish for Realtors notification to the Medical/Dental Society. This may sound obvious, but in every system there must be controls to make sure we function professionally.
- Limit general information e-mails about upcoming classes to once a month or every two months. Keep in mind that professionals need about 8-12 weeks to plan for training, so factor that time into your process.
- Keep your message **Fancy Free**. For example, **do not** send attachments! They can be filtered by spam blockers and if they slow down the recipients’ computers you will lose customers. Keep lettering simple; don’t add graphics and a plethora of “fancy” fonts that make it difficult to read. Be quick, to the point and tell them only what they need to know: What the training topic is, where it takes place, how much it costs, and what people learn. Make your titles powerful and to the point so that you spend less time with wordy descriptions.

The costs associated with setting up an e-mail system are mostly front-end: designing the system; developing relationships; establishing the parameters of frequency, content and distribution. Once this front-end work is done, it becomes another system to maintain, update and offer in a timely way to the businesses in your community. The end result should increase awareness of your program and attendance in your classes, thus keeping those training dollars in your local community.

**Ginerva Blake, Community Education,  
College of the Redwoods, Eureka, CA**

### *What's Hot in Community Education*

Like the Community Education round table at the One-Day Workshop, the "Hot Topics" breakout was one of the best sessions I attended at the LERN conference in Las Vegas. Below is just a sample of the creative classes being offered across the US and Canada plus those identified at the ACCE One-Day Workshop, segmented roughly by generational target groups:

- Gen Y (ages 8 - 25): Anime (Japanese animation); street magic; forensics (really big!); music classes (battle of the bands, African drumming); culinary classes (teen supper club).
- Gen X (ages 26 - 35): Classes for families (signing with baby; rock climbing for families); speed dating (!); classes for animals (dog whispering; doggy/kitty massage).
- Baby Boomers (ages 36 - 60+): Experiential classes ("Lunch with Llamas," "Lakota Inipi Sweatlodge Weekend"); palmistry, tarot reading and séance; investing/retiring in Central America.

Erica LeBlanc

ACCE Journal Editor

### *Industry Reps and Community Colleges Confer at Harris Ranch*

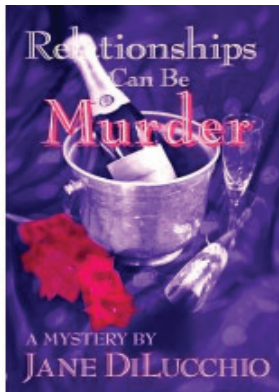
The third annual Economic Development Summit, sponsored by the Central Regional Consortium, was held on November 17, 2005 at Harris Ranch in the Central Valley. This no-cost event provided a unique opportunity for industry leaders from throughout California's Central Valley to talk with one another and with community college economic development professionals. The summit, entitled "Through an Industry Lens: Focus on Food Manufacturing," included an array of industry representatives from local workforce investment boards, regional center directors, statewide initiative directors, faculty, professional association representatives and economic development practitioners. Industry representatives spent a day with their partner colleges sharing success stories and identifying opportunities for growth.

This year, the event planning team included Hazel Hill (Delta College), Catherine Swenson (Statewide Director), John Milburn (Bakersfield College), Susan Scaffidi (Bakersfield College), Jeanette Benson (Merced College) Larry Dutto (College of the Sequoias), Larry Rathbun (West Hills College), Judith Monast (Modesto Junior College) and Sue Clark (Columbia College).

The event focused on the current and future training needs for the food manufacturing industry. Discussion topics included identifying trends, recommending growth strategies and improving responsiveness. Community college participants had an inside look at the programs currently in operation. With industry help, participants identified training gaps and developed regionally specific strategies to address those gaps. Participants left the event with a very clear sense of the direction the industry is heading and how community colleges can partner with food manufacturers to help them stay ahead of the curve for training in their field.

Judith Monast  
Economic Development  
Council Leader

### *Whodunnit??*



**F**ormer ACCE board member Jane DiLucchio, Division Chair of Continuing Education and Life Skills at Glendale Community College knows who. Jane's first mystery novel,

"Relationships Can Be Murder" was published last spring. Jane was inspired to write the book while serving jury duty for the third time. Having served as a juror on two previous murder trials, Jane began thinking about what might drive someone to commit murder. Her conclusion was that everyone has secrets to keep...and sometimes to kill for. Jane is currently working on two additional novels, one a sequel to "Relationships" and the other a murder mystery set in Santa Barbara.



## ***Promotion Ideas that Work***

Another great session at the LERN Conference in Las Vegas was the "Best Promotion Ideas of the Year."

- For conferences: encourage people to register for the next event at the end of the current event with an "early bird" rate.
- When you refer customers to your office for more information, use a name ("call Barbara at..." or "e-mail Barbara at barbara@greatcollege.edu). Better yet, include a picture of "Barbara" on your web site or printed material -- even if she doesn't exist!
- When you create a new strategy, program, event, ensure that you have an exit strategy in case it doesn't work out quite the way you wanted.
- Send your promotional material (brochure, flyer, schedule) twice to both existing customers and to those who have simply inquired about your program.
- Revise your home page: larger graphics; themes; fewer words; fewer words; make them "drill down" for courses, rather than scroll.
- Generational Marketing: even if you can't afford separate brochures, use the web to target generations
- Send out a notice just before a discount period ends.
- Have someone from the target generation write copy for that program (i.e., have a Gen X'er write copy for a Gen X program, Gen Y write for Gen Y)
- Develop consistency: when you e-mail customers, do it at the same time of day, the same day of the week, and the same day of the month. Customers will begin to look for your message and will act on it.
- If you need a local consumer mailing list, talk with your local newspaper about using theirs.
- Survey for age but ask for birth year, not age or age range to avoid having to constantly update the data.
- Language counts: "two for the price of one" is more compelling than "50% off." However, "80% pass rate" is better than "4 out of 5 pass."
- Audiences don't fade; their interests change. Make sure your programming appeals to their interests.
- Most effective marketing tools: #1 is still the brochure; #2 are e-mail and the web; #3 Marketing portals (newspaper, apparel with name/logo, Google ads and "Craig's List").

Erica LeBlanc  
ACCE Journal Editor

### ***Pathways to Success: High School Diploma Programs are a Viable Solution to CAHSEE Conundrum***

All is not lost for high school seniors who do not pass the California High School Exit Exam (CAHSEE) thanks to an agreement between MiraCosta Community College and their three feeder high school districts. Seniors who have taken the exam multiple times without success can enroll concurrently in MiraCosta's Adult High School Diploma Program. Because the diploma is granted by the college, not in conjunction with a K-12 district, students may demonstrate competency through multiple means, not just the one high stakes exit exam.

Dubbed "Pathways to Success," the program is designed for students who have earned the necessary high school credits to graduate, but for whatever reason are unable to pass the CAHSEE. The partnership allows students to continue taking their senior coursework at their high school while enrolling concurrently in math and English classes in the Adult High School Diploma Program. In those classes, students attain and demonstrate the required skills in reading, writing, and mathematics plus earn the ten units of high school credit that are required for residency in the program. Students may also demonstrate competency by taking the College placement tests and scoring appropriately for college level courses or by successfully completing the lowest level credit course(s) in English and/or math.

The following quote appeared in an article published in the August 25th edition of the *North County Times*, "We're very supportive (of such programs)," said Deb Sigman, the state testing director with the California Department of Education. "Community colleges have the ability to offer diplomas, and we encourage partnerships between K-12 and post-secondary institutions."

Anyone interested in more information may contact Lynda Lee, Dean of Community Education at MiraCosta via e-mail llee@miracosta.edu or by phone 760-795-8721.

Lynda Lee  
Continuing Education Council Leader

## Nominations Now Being Accepted for ACCE's Annual Awards

Each year the Association of Community and Continuing Education (ACCE) presents awards to recognize those professionals who have made significant contributions to our field. The awards will be presented at the Annual Conference in February 2006 (14-16) in San Diego. Please consider nominating individuals you think would be deserving recipients of the award. The nominees for the person/program of the year awards would, preferably, be members of ACCE. You may make multiple nominations. Complete one form for each person you are nominating and return the form to me by e-mail, ground mail or fax. My e-mail address is [revelr@arc.losrios.edu](mailto:revelr@arc.losrios.edu), and my mailing address is Raymelle Revel, American River College, 4700 College Oak Drive, Sacramento, CA 95841. My fax number is 916- 419- 3426.

Raymelle Revel  
ACCE Past President

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

**Community Education (fee-based) Person or Program of the Year:** This award may go to an individual or a group that 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 or Program of the Year:** This award may go to an individual or a group that 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 Community Education (noncredit).

**Economic Development (includes Contract Education) Person or Program of the Year:** This award may go to an individual or a group that 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 Economic Development; 3. Provided significant leadership in Economic Development; 4. Made some other significant contribution to Economic Development.

## A Heartfelt Thanks to Our Southern California Volunteers

Approximately 60 continuing/community education and economic development practitioners attended the October One-Day Workshop. The ACCE board would like to extend special thanks to Anna Garza and her staff at NOCCD's Anaheim campus and the other volunteers who made the workshop such a success. Special thanks also to Paul Garza for serving as the key-note speaker.

Clear your calendar for April 27<sup>th</sup>, the date for the next One-Day Workshop to be held at the Chancellor's Office in Sacramento. This is a wonderful time to find out what's happening with the budget, legislation and other "headquarter happenings" at the System Office.

Continue to participate on the ACCE listservs -- it's a fabulous opportunity to volunteer your knowledge and expertise with your colleagues. And finally,

Enjoy your holiday break!



Keynote Speaker Paul Garza addresses a rapt audience at the Southern California One Day Workshop at the Anaheim Campus of North Orange County Community College District.

**Network, learn about the best practices in the areas of community education, continuing education, economic and workforce development, and meet new colleagues from throughout the state!**

**REGISTER NOW AT [ACCEONLINE.ORG](http://ACCEONLINE.ORG) FOR THE  
ASSOCIATION OF CONTINUING AND COMMUNITY EDUCATION  
2005-2006 ANNUAL CONFERENCE**

**EARLY BIRD SPECIAL FOR REGISTRATIONS POSTMARKED BY JANUARY 23, 2006.  
GO TO [ACCEONLINE.ORG](http://ACCEONLINE.ORG) FOR DETAILS**

**“NAVIGATING IN A SEA OF CHANGE”**

**FEBURARY 14 - 16, 2005**

**Hyatt Regency Islandia Hotel – San Diego, Ca**



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*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 [leblanc\\_ERICA@smc.edu](mailto:leblanc_ERICA@smc.edu).

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