

ROUNDTABLE: Everything You Always Wanted to Know (and Share) About Community Education

The always-popular Roundtable is one of those stream-of-consciousness, you-had-to-be-there sessions – very fast paced, topics changing quickly, and hard to capture the energy and information. But I tried. Contact me (or the college noted) if you want any more information we shared about any of these topics. And come to the next conference to be a part of it!

Susan May, Community Education Council Leader, smay@chabotcollege.edu

Topics that participants wanted to talk about (but we didn't have time for all of them):

- Best classes
- Social networking, Facebook, etc.
- How to recruit students?
- Finding space on campus
- Creating certificate programs
- How many kid's summer classes to offer
(if too many will there be lower enrollment in each?)
- Facility use
- General pricing for summer camp
- How many of our programs are truly self-sufficient?
- Marketing strategies
- How many of us wear more than one hat (and how do we manage our time and not pull our hair out)

Best classes:

Youth String Orchestra, one night a week for 6 weeks, 7th week perform in theater

Credit side canceled Italian class and gave to Community Ed –\$150 for 10 weeks – 20 + people

Canine obedience class – so popular is adding advanced

Fitness boot camp 6-7 days a week – core strength – low as 30 people, high 65-70 – use trainers in area

Cooking classes

- Go to local cafes, go inside main kitchen, 4 sessions, capped at 25
- Demonstration class at local restaurant
- Chef series – like at Scott's Seafood - some demonstrate, some let students cut and chop – Adele at Sierra
 - Partner with local culinary school, class sizes small 16, students love being in the kitchen, sell out the first week with 44 for chef class – they pay \$20 material fee at the restaurant (Sierra)

Beginning Harp – new class – full – instructor brings the harps (Claudia at Delta)

Swimming

Swim Club for children – five days a week – (Sierra)

Men's Polo – evenings - coach teaches it – (Sierra)

Electrical Recertification course - (electricians all over the state need to be recertified) – instructor teaches online class using Blackboard – markets to five counties – (Louann at College of the Sequoias)

Gun Safety – gun owners have to renew their application every two years
Concealed weapons and safety

Spanish class cancelled – but French class popular

Dog agility class (Cyndi at Riverside)

Mobile cart vending business (Riverside)

(Lorrie at Shasta)

Pharmacy Tech and CMA

Big Wind Technology Training and Solar Training – long wait list

Annual Fishing challenge – partner with local tv show, run by manufacturer of fishing lures and bait – he recruits everyone for the class – biggest fish wins – brings in at least \$1,500 to her program each time

Travel and day trips (Jenny at Santa Rosa, using Colette)

Ballroom dancing – hired high-end couple who used to teach on the QE II – they have a big following

(Frances -Las Positas)

Cuban Salsa – instructor has a big following – gets 30 people – don't have to have a partner – people come back and take Salsa II (but less students)

Fencing does well for adults and kids. Instructor is excellent master fencer

(Susan at Chabot)

Digital Photography, SLR even more than “point and shoot” is very popular and the instructor has a big following. We also offer a Photo Field Trip where the instructor takes students on a field trip to practice at our local Japanese Garden following the photography classes so we promote that class to all the photography students.

Harry Potter

Italian Culture & Cuisine – language immersion (Jenny at Santa Rosa)

Zumba

Food and wine pairings – always fills

Intro to Voiceovers

Alive at 25 (driving) – for young adults

Such a Voice

(Formerly more popular) - Motorcycle –basic rider and new one for sports bikes – enrollment has dropped significantly, now have half the enrollment of the past (Adele at Sierra)

Marketing strategy - bring friend at half price

For popular classes, creates a second shorter class on similar topic directly following it – put in heading – Take Both! – and they do! (Susan at Chabot)

Facilities problem – partner with local dance schools and get reduced rate – some charge for custodial and heating/air conditioning – (Adele at Sierra)

How to find out what people want?

Environmental scans – May not translate to the perfect classes

Evaluation forms – read the suggestions

Track inquiries every time someone calls and asks about a class you don't have

Parent interest survey form

How to recruit instructors?

Get list of instructors who have been laid off

Hire advanced students in your college

Join the professional organization LERN to get information on everything about lifelong learning (lern.org)

Question on putting our own course proposals on Lumens instead of their packaged form – some say to give it to Lumens to put on or get Adobe Professional

Suggestion to include a variety of forms from different colleges on ACCE's website as a service to members.

Social Networking

Cyndi at Riverside plans to offer in-service training to instructor for free so they can start their own blogs and link back to the college.

Chris at Merced – if you create it, you have to keep it up and it's a ton of work – but has ton of potential

Discussion on how effective is Facebook? – maybe not to recruit students but good for instructor to promote your class. But then how do you prevent them from promoting themselves?

One instructor promoted Blues Beginning Band on his website and got a full band for the Community Ed class!

Put your best face on Facebook to teenagers – take photographs, target teenagers

New Augusoft rep Carol Greenburg introduced herself –she is based in Sacramento so contact her if you have questions. (carol.greenburg@augusoft.net)

Note: Throughout this conference, Cyndi Pardee of Riverside Community College has raved about bestselling author and “agent of change” Seth Godin. Check out his books and his blog if you want to be inspired! (www.sethgodin.com) Following is a brief bio:

Seth Godin is the author of ten books that have been bestsellers around the world and changed the way people think about marketing, change and work. His books have been translated into more than 20 languages, and his ebooks are among the most popular ever published. He is responsible for many words in the marketer's vocabulary, including permission marketing, ideaviruses, purple cows, the dip and sneezers. His irrepressible speaking style and no-holds-barred blog have helped him create a large following around the world.