



Short Term Career Trainings

Success for Fee Based or Non Credit



Objectives



- **Discuss Emerging Opportunities for Short Term Career Training Programs**
- **Evaluate building into Fee Based or Non-Credit**
- **Share best practices about career certificate programs using an outside vendor**
- **How to develop your own vendor relationships**
- **Share best practices on marketing techniques**



Mt. San Jacinto College

Department of Community & Continuing Education

Continuing Education (Non-Credit)

- **Basic Skills – ESL, ABE, GED**
- **Older Adult**
- **Short Term Vocational Programs**

Community Education (Fee Based)

- **Everything from Salsa to Notary**
- **Career Training Certificates**

Career Training Certificates



- Fee Based
 - Pharmacy Technician
 - Optometric Technician
 - Medical Billing & Introductory Coding
 - Advanced Medical Coding
 - Holistic Massage Technician
 - Basics of Human Resources
- Noncredit
 - Light Duty Automotive
 - Barbering (in progress)

Considerations for Fee Based or Noncredit



- FEE BASED

- Stable Revenue Source
- High Return
- Minimum Investment
- Quicker Start Up

- NONCREDIT

- Cost Prohibitive in FB
- SB361 Eligible
- Feeds a Credit Program

It's All About Results!



- Third round of Pharmacy Technician
 - 225 attended orientations – 90 registered
- Medical Insurance Billing
 - First class 23 students
 - Second class 49 (had to open a second section)
- Revenue Since FA 2006
 - Total Net Revenue – Over \$150,000

How about Noncredit?



- Light Duty Automotive
 - Breathed life into a forgotten program
 - Curriculum updated to feed the credit program
 - Taught by part time credit faculty
- Barbering
 - Local Approval of Curriculum January 2008
 - Currently developing state application
 - Community partner providing facility



Labor Market Research

- **Google**
 - Job Title + Certifications +
 - Job Title + Your City or Region
- **America's Career Infonet**
 - <http://www.acinet.org/acinet/>
- **Bureau of Labor Statistics**
 - <http://www.bls.gov/>
- **California Labor Market Information**
 - <http://www.calmis.ca.gov/htmlfile/county/califhtm.htm>



What LMI Do You Want?

- **Projected Job Growth**
- **Required Training Time**
- **Certifications or License Requirements**
- **Other Schools in the Region; Public or Private**
- **Average Tuition and Fees Costs-similar programs**
- **Facilities or special equipment required**
- **Talk to local employers**
- **Put out feelers – mention in schedule “coming soon”**

Health Industry Need



- **Six of the ten fastest growing occupations from 2005-12 are in the allied health field**
- **According to the US Department of Labor the need for Pharmacy Technicians is expected to grow 30% by 2012 (Pays \$12 to \$24 per hour)**
- **50% increase for Clinical Medical Assistants (Pays \$10 to \$16 per hour)**
- **Walgreens recently announced they will hire 10,000 pharmacy technicians over the next 5 years**

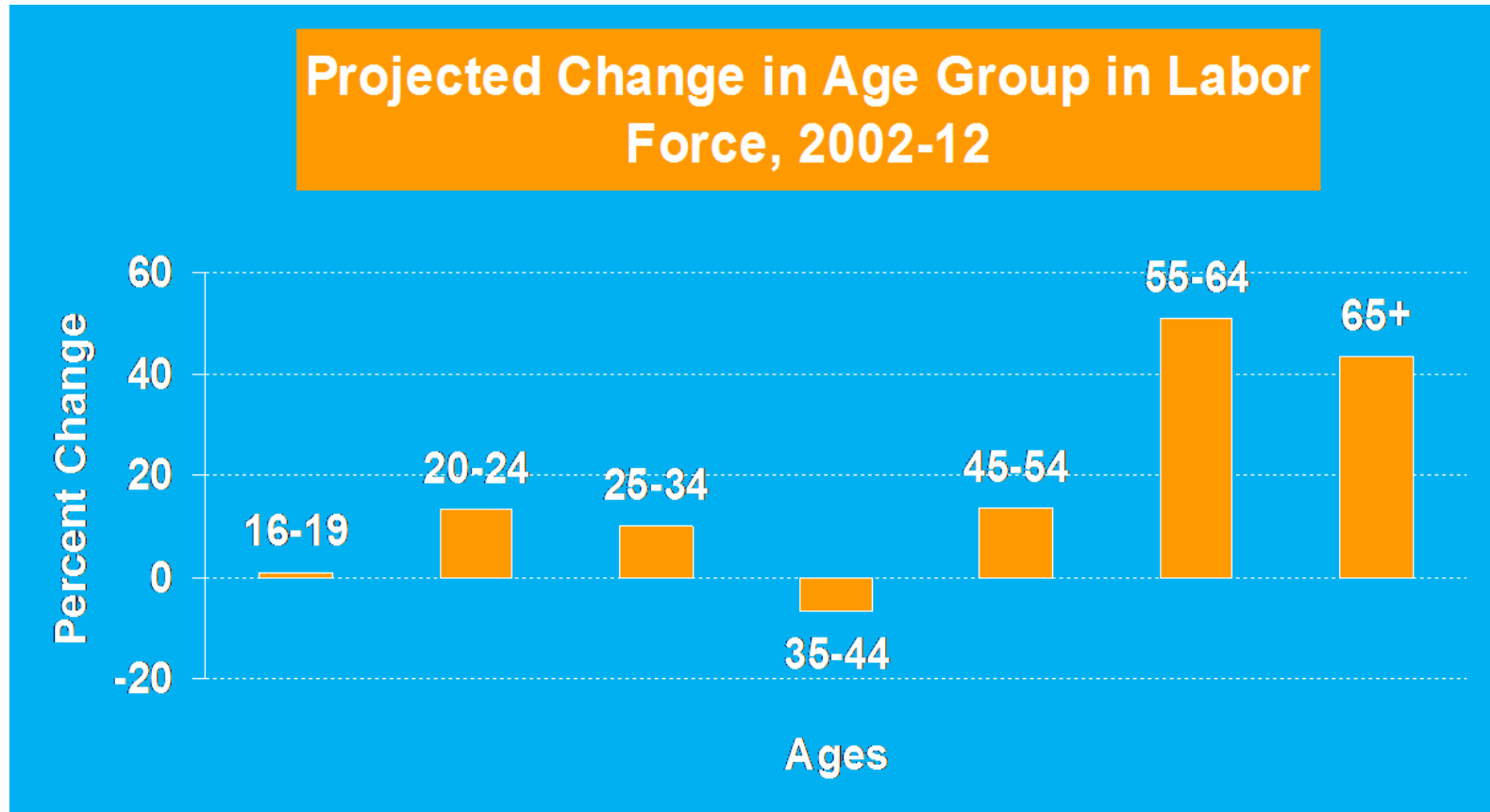




What's Driving the Demand?

- **Older population – need for skilled workforce**
- **Baby boomers approaching need for medical assistance and medications**
- **Increased retail outlets –pharmacies, optometric even MEDICAL CLINICS in groceries and Wal-Marts**
- **24 hour retail pharmacies –employees for shifts**
- **People are living longer – Medical Consumers longer**
- **Some states now allow 2 to 3 pharmacy technicians per pharmacist**

An Aging Workforce



*Source: Bureau of Labor Statistics, *Monthly Labor Review*, February 2004



Cost of Programs Nationally

- Adult schools - \$1600+
- College Certificate with third-party vendor - \$2195 - \$2425 (cost to student)
- College/University Credit or Non-Credit Certificate Programs - \$4000 - \$6000
- Private schools - \$6000 - \$10,000
- Major cities - \$10,000 - \$17,000



How Do I Make a Decision?



- Is there a similar program non-credit or credit at a college near you.
- Evaluate the number of potential employers in the area
- Get out there and talk to employers
- Not Sure? -Test the market with a vendor before investing time to build a non-credit

What's Next at MSJC?



- Short term goal to have 30% revenue from Career Training Certificates in 2008-2009
- Long Term goal is 50%
- Under consideration
 - Veterinary Technician
 - Phlebotomy
 - Gaming – Machine Technicians, dealers etc.
 - “Green” Industries

Questions?



- Rhonda Dixon
 - Coordinator, Community & Continuing Education
 - Mt San Jacinto College
 - 1499 N State Street, San Jacinto 92583
 - rdixon@msjc.edu
 - 951-487-3710