Ohlone College
Program Review Report

- **Program Description and Scope:**
    1. *Program Review Title:* Community Education
    2. *Academic year:* 2012/2013
    3. *Review Type:* Instructional Services
    4. *Program/Departments:* Community Education
       (68201,68203,68215)
    5. *Authority Code:* 49-Director, Athletics and Exercise Science
    6. *External Regulations:*   Yes__ No X
    7. *Provide a brief narrative that describes the services provided.*

    > In accordance with the Education Code, section 78300, as well as per Ohlone College Board Policy section 4400, Community Services Programs, The District shall maintain a community services program that includes classes in civic, vocational, literacy, health, homemaking, technical and general education, including but not limited to classes in the fields of music, drama, art, handicraft, science, literature, nature study, nature contacting, aquatic sports and athletics. The community services program shall be designed to contribute to the physical, mental, moral, economic or civic development of the individuals or groups enrolled in it. Community services classes shall be open for admission of adults and of minors who can benefit from the programs.

    8. *Describe how the program specifically serves students, faculty, staff, or other.*

    > The Community Services program, hereafter referred to as Community Education, is considered an additional method to deliver curriculum to an audience that is focused on an educational experience that is not based on college credit. With that being the general understanding, the current classes and programs that we offer do serve a wide variety of student populations. Most predominantly, the community education program houses the youth enrichment program of Ohlone for Kids. We are now entering our 24th year of the program, and considering our great success from the prior year, the future is bright for this long standing program. We also offer a new variety of classes that are geared toward professional development and career advancement. This program is referred to as Workforce Education and Career Development, and we

have had success with classes offered in Grant Writing, Spanish interpretation, MS Office, social media, and many more. Moving in to the future we are using environmental scans and employment data to determine the training programs most suitable to growing industries, including computer networking technology and solar. Furthermore, Community Education has worked directly with lead faculty members of the CNET program to become Cisco's Western Academy Support and Training Center (WASTC), providing remote Cisco training to Cisco instructors around the country, and providing support to more than 100 Cisco academies in the Western states. In addition to the WASTC, we have offered training courses in VMWare, Brocade, and CCNA/CCNP. Finally, an additional method of delivery that we offer a wide variety of classes to the community is through our online educational partners, Ed2Go and Gatlin University. The classes that we offer in partnership are expansive and can be focused on general enrichment or to certification in a specific vocational field.

9. *Describe how the program or service needs are addressed (how the program/service accomplishes what it's supposed to do.) How are current technologies applied?*

    Some key components for a successful community education (fee based) program are to have a strong marketing presence, high caliber teachers, and an efficient and reliable staff. The marketing component can be looked at as the most critical component as this is the piece that draws the potential student in. Also, this is the piece that applies the most current technologies. Currently, community education has a website that in integrated with our online registration process. This registration process allows the potential student to browse the class offerings, select their desired class(s) and purchase them through a secured server. The feedback has been positive and is much more efficient that the old method of paper submission.

10. *Discuss the impact of the program on the college and/or other programs. Highlight any services, reports or functions supplied, in whole or in part, by this service area that supports state or federal compliance mandates for the College.*

    The Community Education program is one of the few programs associated with the college that is self sustaining. All registration fees generated by student enrollment go directly back to the program to offset all of the expenses, such as materials, facilities, and personnel. This model of fee based

education allows for a more flexible curriculum, driven more on the idea of need and interest generated by the community at large. From very early on, the district saw the potential for the community education program to offer courses that would either feed into the credit based instruction, or simple allow students the opportunity to experience educational programs that were not offered on the credit side. For example, Ohlone College offers courses in solar design and installation. Some of those students who have completed those courses came from the community education course of *Introduction to Photovoltaic*. This connection allows students to get a taste of what is needed to be involved with solar design and installation, and then either decide to register for the credit classes, or move on to something else.

11. *Discuss the impact of the program on the community and the impact of the community on the program.*

Because this program is one hundred percent supported by the registration fees generated by members of the community, it is vital that we have classes that meet the needs and interests of those community members. With that said and because of that connection, the community education program has a very positive impact on the community because we offer classes that have been either requested by or sought after by members of the community. Furthermore, there is additional proof that the community connection is strong with the growth of the Ohlone For Kids summer enrichment program.

- **College Mission**
    1. *Mission Statement*
       The mission of Ohlone College is to serve the community by offering instruction for basic skills, career entry, university transfer, economic development, and personal enrichment for all who can benefit from our instruction in an environment where student learning success is highly valued, supported and continually assessed.
    2. *Vision Statement*
       Ohlone College will be known throughout California for our inclusiveness, innovation and superior rates of student success.
    3. *Core Values, Goals & Objectives:*
       College Core Values
       - We provide life-long learning opportunities for students, college personnel and the community.
       - We open access to higher education and actively reach out to under-served populations.

- We promote diversity and inclusiveness.
- We maintain high standards in our constant pursuit of excellence.
- We value trust, respect and integrity.
- We promote team work and open communication.
- We practice innovation and actively encourage risk-taking and entrepreneurship.
- We demonstrate stewardship for our human, financial, physical and environmental resources.

College Goals/Objectives

2. Support the economic vitality of the community through educational programs and services that respond to identified employment needs.

1. By 2011, produce a local strategic plan for Career Technical Education to include an inventory and assessment of our current programs, environmental scan data, a SWOT analysis, and a five-year set of goals, objectives and action plans.

2. Within the context of the CTE Strategic Plan, by 2012, identify needs of local employers and create responses through our existing programs, contract education, and new program development.

3. By 2013 create a curriculum which enhances the availability of programs that focus on emerging industries including green technologies and those identified by the Alameda County Workforce Investment Board and Department of Labor's high growth, high demand job training initiative.

4. By 2013 provide opportunities across the curriculum for students to acquire key skill sets and concepts that will help them succeed in the workplace.

3. Promote continuous, needs-based, learning and professional development opportunities for all district personnel.

4. By 2015, develop a customer service training program for all front-line departments (Student Services, Administrative Services, and Human Resources)

4. Use human, fiscal, technological, and physical resources responsibly, effectively, and efficiently to maximize student learning and achievement.

1. Annually sustain the fiscal health of the district.

3. By 2015, increase non-apportionment income by $2.5M from baseline level.

7. By 2015, upgrade the Fremont campus, including

functionality, sustainability, safety, accessibility, and aesthetics.

8. By 2015, maximize the use of campus property and develop the Mission Boulevard frontage property as an income source for facilities improvement while promoting efficient and responsible use of the land.

6. Enhance college-wide interaction with, and acceptance of, diverse peoples, cultures, arts, and perspectives.

1. By 2015, increase the number of course offerings which meet the General Education Plan A Intercultural/International Studies requirement.

2. By 2015, increase the number of opportunities for study abroad for faculty, staff, and students.

8. Engage all members of the college community in active, continual institutional improvement.

5. By 2013, integrate specific area plans into the strategic plan.

6. By 2015, structure processes that promote informed college-wide discussion leading to integrated, evidence-based decisions.

4. *Briefly describe how the program supports the college mission, vision selected college values.*

Our Community Education programs have a very close connection to the college mission and vision statements for the district. First, we absolutely create opportunities for basic skill training (intro to computers, etc.), career entry (solar, voiceover training, etc.), economic development (rental property management, VMware training, etc.), and personal enrichment (belly dance, Tai Chi, Chinese folk songs, etc.). It is because of these indicated markets and demands that we are able to offer and fill the plethora of classes. As it pertains to student success (vision statement), our department is continuously gathering feedback and input from our students to enquire about their experiences and true success as it relates to our fee based classes. Currently, our three person staff all agree that all eight value statements speak directly to our department. We set a high standard and the current district values are ones that we connect with as a fee based department.

5. *Briefly describe how the program supports selected college goals.*

The department of Community Education directly supports 5 out of 8 college goals. Goals 2 and 3 speak to the need for

economic vitality and needs-based learning. It is for those two concepts that our department researches and creates opportunities for the community to best serve their professional growth and/or needs. As it relates to goal number 3, effectiveness and efficiency are the backbones to this department. Should we lose either of those, or programs will faultier and will suffer tremendously. Lastly, through our diverse offerings and culturally aware classes, we are able to bring a certain population onto our campus that would have traditionally avoided the college institutional structure. Through the Professional Development committee we are working together to offer the best variety of experiences to those employees who are seeking new and innovative educational opportunities. This idea speaks directly to goal number 8.

6. *Briefly describe how the program supports selected college objectives.*

As indicated above, the Community Education department is very much involved with contributing to the specific objectives. As we continue to grow and reach out to the community we will focus our efforts towards those opportunities that directly connect us back to the objectives that are linked to our program.

- **Student Learning Impacts**
  1. **Student Learning Impact -**

     Participants will experience a high level of customer service and instructional integrity.

     a. *Enter assessment results for "Student Learning Impacts" and analyze student success.*

        Assessment taken via a post event email survey. The response rate is very low, but results have been provided from the summer 2012 program. Please see attached.

     b. *Future Action*

        There will be an emphasis placed on student responses to post event email survey in order to gather additional data, especially for adult classes. Based on responses, we have

received a very positive response to our summer program, with positive responses outweighing negative responses more than 70:30 on every question.

- **Student/Program Achievement**

   1. *List area-specific outcomes.*

      According to the data collected over the Spring 2012 and the Summer 2012 programs, it is apparent that we are currently meeting our department student impacts. There are numerous positive comments about the ease of registration and the quality of instruction during the class.

   2. *Identify internal and/or external benchmarks and regulations.*

      N/A

   3. *Enter assessment results for area-specific outcomes and analyze trends.*

      No results and/or trends have been collected at this time.

   4. *Analyze program budget trends and expenditures. Comment on how the program can best use budget resources.*

      Expenditures have reduced over the Spring 2012 and the Summer 2012 programs. This reduction can be connected to the more fiscal approach to instructional supply ordering and the more effecient utilization of off site facilities.

   5. *Analyze the program's current use of staff, equipment, technology, facilities, and/or other resources. Comment on how the program can best use these resources.*

      There is currently one full-time coordinator, who is responsible for all the day to day activity, including the coordination of the OFK enrichment program. there is one 3/4 time support staff member, and a Director who oversees the program, along with four other departments that are housed on the credit side. After a full analyis of this staffing report, there is an apparent need to increase staffing to support additional oppertunities that may come up to support the needs of the community.

      The Community Education department currently uses a registration software program that facilitates potential students with the online registration process. As helpful as this is, there are some identifed issues with this current program, and as such, we have begun the

process of looking for a more up-to-date and current system which will be more user friendly from both the administrative perspective as well as the end user perspective.

The central location for the Community Education department is at the Newark Center, in a back office of the Tri-Cities One Stop. This is currently a problematic location and have been attempting to locate a more appropriate location that will better suit both the instructors, staff, and students of this department.

6. *Describe any additional notable program achievements(optional).*
7. *Additional Program Table Data*
8. *Future Action*
   Strategies to improve achievement indicators. Specify.

Step one will be to budget in more support (personnel) for program expansion and identify the possible relocation of the department to better serve the mission of the program.

- **Program Analysis**
  After assessing student learning outcomes/impacts, student/program achievement, and the status of previous program improvement objectives (PIOs), analyze the data and any identified trends, and summarize you findings. Use these data and trends to prioritize, revise, or develop new PIOs
  1. *Describe program achievements and successes.*

     During the Spring 2012 and the Summer 2012 programs, we gathered some quality data that indicated we are moving in the right direction with acheivements and successes.

  2. *According to the evidence, what are the areas needing improvement?*

     According to the data, both collected from our student population and internally, there are three areas that need to be improved. First, there is a need to have additional staff connected to larger programs to run the day-to-day activity, such as the Ohlone for Kids program, the Water Polo program, and the Cisco Academy program (just to name a few). Secondly, to better serve the students, staff, and instructors of this department, there is a need to be relocated to a facility that will have a better recognition and availability that is connected with our department mission. Lastly, to offer a better, more efficient method of

student registration, there is a need to research and potentially invest into upgrading our current online registration software program.

- **Program Improvement Objectives:**
  1. **Objective:**

     Expand course offerings, offer new and innovative classes and programs, and remain competitive with in our local area, thus better serving the needs of the Tri Cities community and the Ohlone Community College District.

     a. *Action Plan*
        Year 1:

        Respond to needs assessment by hiring content experts to create new courses and programs. Respond to employee surveys by making necessary improvements. Begin new courses. Complete surveys after every class to continue gathering student satisfaction data and ideas on courses. Complete employee satisfaction assessment again. Begin dialogue with local companies to see about partnership/ staffing/ externship/internship/funding opportunities for new classes. Continue reviewing labor outlook data and trends in the industry to gauge what types of content experts we should continue to bring in.

     b. *Staffing*
        Year 1:

        Though conversations with our current staff, it appears evident that there is a need to hire a temporary/short term employee to better facilitate this PIO. With the department continuing to grow, an additional customer service associate is needed in order to continue to provide the highest level of customer service, especially during the period April-August. Continue to hire content experts (Professional Experts – Non Instructional) as needed for new courses.

     c. *Equipment (Include items that fit under department budget codes)*
        Year 1:

        Continue ongoing needs assessment of equipment considering courses completed/run.

d. *Technology (Include items that fit under IT budget codes)*
Year 1:

Continue assessing technology needs given growth in recent years focused around computer based education. Continue utilizing the survey software program (Vertical Response) to allow for staff and student assessment while staying "green." Use paid Lumens subscription to complete registration/enrollment analysis.

e. *Facilities (Include items that fit under the Facilities budget codes)*
Year 1:

Identify the direction to be taken regarding the change of space, with potential opportunities connected to a new facility or a location with more dedicated square footage. A department needs assessment has determined that the relocation of creation of a new office and instructional space for the Community Education department will better serve both the well-established Ohlone for Kids program as well as the more traditional adult education offerings. Current allocated space is too small, and with the growth of the program, more dedicated space is needed. Ultimately, having a more appropriate welcoming area to our department will help enhance the experience for all; current students, potential students, new and current instructors, and our current and growing staff. Funding sources may be considered the biggest threat to this project. Possible sources should include current and future bond initiatives and grant funding, possibly utilizing space that becomes vacant as a secondary effect from the current bond projects.

f. *Other(Include other resources needed)*
Year 1:

Depending on the scope of change, consult with a contracted designer and/or architect. Review grant/bond opportunities to assist with the needed changes.

g. *Assessment Plan: List Assessment Strategies*
Year 1:

Evaluate the effectiveness and efficiency of assessment tools used. After changes are made (if needed), continue providing employee surveys on a yearly basis and student surveys after every class. Maintain enrollment numbers for all classes. Compare annual amounts to see growth and possible opportunities. Review attrition of students given enrollment data, as well as attrition of instructors given their tenure teaching in the program.

h. *Which college goal(s) does this program improvement objective work to achieve? Clearly describe how your PIO will help achieve one or more of the college goals and objectives, has impact beyond the particular department, and contributes to student learning/success.*
1. Through innovative programs and services, improve student learning and achievement.
Rationale:

The ability for us to gain and retain qualified instructors will allow us to expand our offerings and offer new and innovative programs in order to improve student learning and achievement by better serving student, community and District needs.

2. Support the economic vitality of the community through educational programs and services that respond to identified employment needs.
Rationale:

Growth for the community education department directly speaks to the economic vitality of the community and servicing the District at large.

7. Increase access to higher education of under-served and under-represented demographic groups in the District and local communities.
Rationale:

Completing a needs assessment using labor market information and student surveys will allow Community Education to offer classes to the population currently under-served and under-represented.

8. Engage all members of the college community in active, continual institutional improvement.
Rationale:

Active, continual institutional improvement is reliant on District staff having innovative and needs-based training programs available to them. The ability for Community Education to offer new and innovative programs based on these needs, taught by qualified instructors, will allow increased opportunities for District staff to engage in these programs.

2. **PIO Assessment**
   a. *Enter assessment results with analysis.*

   In progress.

   b. *Describe how PIO achieved one or more of the college goals and objectives, had an impact beyond the particular department, and contributed to student success/learning.*

   In progress.

   c. *Analyze the impact of reallocation or addition of resources. If money or resource was not used, give rationale.*

   In progress.

   d. *Future Action*
   Current level of focus maintained. Describe.

   Continuing to build the program per all areas previously mentioned.

1. **Objective:**

   Create a more robust marketing plan that will increase awareness of our Community Education program in the Tri Cities area and Ohlone Community College District in order to attract new students, thus increasing enrollment and course "run" rates.

   a. *Action Plan*
   Year 1:

Assess success of plan after each semester using methods sucha as; click to registration rates, ad to site visit rates, amount of money spent on marketing per class to the amount of registration fees collected. Revamp plan as needed. Continue researching marketing options and pricing using examples from competition and success of previous marketing avenues; make sure to include examples of effective websites, flyers and course catalogs. Regularly work with Ohlone Marketing to set up unique web links to track amount of website views from print ad marketing.

b. *Staffing*
   Year 1:

   Review revenue to gain approval to hire either short term temp, increase hours of current hourly employee to full time, or hire another hourly employee dedicated to administrative duties to support increased student inquiries (customer service), research of effectiveness of marketing through running reports in Lumens, and support Coordinator in increasing exposure through the building of relationships in the community and the Ohlone Community College District.

c. *Equipment (Include items that fit under department budget codes)*
   Year 1:

   Continue assessing equipment needs given marketing plan.

d. *Technology (Include items that fit under IT budget codes)*
   Year 1:

   Decide on the software program for schedule publication and move forward with purchase. Learn how to use new system and use toward updated marketing materials. Continue paying for Vertical Response. Continue developing relationships using social networking sites. Continue subscription for registration management (Lumens) and make sure to keep up with any free upgrades in order to utilize the functions to their fullest. Continue to research alternative registration options to see if a better program is built. Continue to upgrade website with webmaster as needed and consider alternate web designs.

e. *Facilities (Include items that fit under the Facilities budget codes)*
   Year 1:

   Identify the direction to be taken regarding the change of space, with potential opportunities connected to a new facility or a location with more dedicated square footage. A department needs assessment has determined that the relocation of creation of a new office and instructional space for the Community education department will better serve both the well-established Ohlone for Kids program as well as the more traditional adult education offerings. Current allocated space is too small, and with the growth of the program, more dedicated space is needed. Ultimately, having a more appropriate welcoming area to our department will help enhance the experience for all; current students, potential students, new and current instructors, and our current and growing staff. Funding sources may be considered the biggest threat to this project. Possible sources should include current and future bond initiatives and grant funding.

f. *Assessment Plan: List Assessment Strategies*
   Year 1:

   Continue assessing the success of current marketing plan. Use the open and click rate for links from emails, amount of friends on social networking sites, size of mailing list and the amount of money spent on marketing per class to the amount of registration fees collected. Begin to compare and contract enrollment to determine if enrollment has been growing given plan.

g. *Which college goal(s) does this program improvement objective work to achieve? Clearly describe how your PIO will help achieve one or more of the college goals and objectives, has impact beyond the particular department, and contributes to student learning/success.*
   2. Support the economic vitality of the community through educational programs and services that respond to identified employment needs.
   Rationale:

   Growth in the area of community education directly speaks to

the economic vitality of the community and servicing the district at large. Effectively marketing to the public will nurture this growth.

3. Promote continuous, needs-based, learning and professional development opportunities for all district personnel.
Rationale:

The ability for us to market effectively will create awareness of needs-based learning and professional development opportunities available to District personnel in the Community Education department.

7. Increase access to higher education of under-served and under-represented demographic groups in the District and local communities.
Rationale:

With an effective marketing plan we can increase awareness of the access to our programs to the under-served and under-represented demographic groups in the District and local communities.

2. **PIO Assessment**
   a. *Enter assessment results with analysis.*

   In progress.

   b. *Describe how PIO achieved one or more of the college goals and objectives, had an impact beyond the particular department, and contributed to student success/learning.*

   In progress.

   c. *Analyze the impact of reallocation or addition of resources. If money or resource was not used, give rationale.*

   In progress.

   d. *Future Action*
   Current level of focus maintained. Describe.

Continuing to build the program per all areas previously mentioned.

- **Outside Review Results**
  1. List each team members name and title.
     None.
  2. Discuss key feedback provided by team and how it was incorporated into the report.
     None.

- **Attached Files**
  1. OFKSurvey.pdf