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| **UNIT NAME:** Continuing Education | **AUTHORING TEAM CONTACT:** Karen Musa |
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Executive Summary (complete this section last)

**Briefly summarize the topics that are addressed in this Service Unit Review, including areas of strengths and areas of concern.**

Continuing Education (CE) provides noncredit workforce education and personal enrichment programming to the Collin County community and students outside its community. Courses are offered in-person and online, from Cyber Security to Truck Driving to Art classes, to name a few. Scholars Active in Learning (SAIL) offers its members creative programming and discussion facilitated by mostly Collin College full-time faculty. The CE and SAIL service areas embrace Collin College’s mission of providing community-centered programming that develops skills, strenghthens character, and challenges noncredit students’ intellect. It also provides life-long learning opportunities for community members who want to keep learning.

CE and SAIL offer quality programming mostly unavailable through credit courses, such as Project Management, Truck Driving, and Society for Human Resources Management (SHRM) certification. CE is nimble because it can create and schedule programming without contending with as many hurdles as its credit counterparts. For example, CE to create Precision Optic classes based on Raytheon and other businesses requests.

CE’s pricing structure is calculated on careful break-even analysis, desired profit margin, and market research. All CE and SAIL programming generates an unrestricted revenue stream for Collin College.

CE and SAIL generate most of their promotional material with the final approval from the Communications Department. CE and SAIL have used postcards, flyers, social media, and press releases to communicate programming. The Collin College website continues to be challenging for students to navigate since the new site came online in 2023.

CE works with many departments across the district to schedule space for programming. For example, CE has successfully offered Welding classes, which required careful coordination with Allen campus leadership and instructors. SAIL attracts credit full-time faculty to teach a variety of programming.

The Continuous Improvement Plan has not contributed to the ongoing success of CE. CE-linked enrollment has decreased, and two areas identified to monitor completors, have seen a drop in enrollment (Fiber Optics and Wedding Planning).

CE and SAIL will continue to elevate their success by evolving the new registration software, Modern Campus, for students. They will continue to work with Collin College’s technology area, Modern Campus, and Workday to improve the student experience. CE and SAIL will also work with Web Services and Communications to improve the architecture of the Collin College website and the Modern Campus (mylearning) landing pages.

Lastly, CE and SAIL will continue to ask for the appropriate number of team members to expand programming, generate revenue, and ensure a succession plan.

1. **Unit and Its Context**
2. **Describe the unit, its relationship to the college, and the community it serves.**

The Continuing Education (CE) service area also includes Scholars Active in Learning (SAIL). The Esthetician program, which began in spring 2024, will submit its own program review in 2029. CE Health Science usually submits its own program review for programming under its structure.

CE supports Collin College’s mission statement as it is committed to developing valuable skills and offering life-long learning opportunities for the community. CE courses are offered at nearly every campus across the district, except for i-Collin.

SAIL serves the Collin County community by offering various life-long learning opportunities to its members who are aged 55+. Membership affords each member access to eight SAIL courses.

1. **Describe the following points as applicable:**
2. **Unit’s purpose**

The purpose of CE programming is to offer a variety of competitively priced workforce and personal enrichment programming to the Collin County community and beyond and at the same time generate an unrestricted revenue stream for Collin College. CE’s tuition pricing structure is calculated on careful break-even analysis, desired profit margin, and market research. Additionally, tuition costs fall within the range established by the Collin College Board of Trustees. SAIL sells memberships separately for the fall, spring, and summer semesters. All programming generates an unrestricted revenue stream for Collin College. This is achieved through developing affordable and relevant programming for our community which supports economic development and personal growth. CE programming is delivered by industry professionals and third-party vendors.

SAIL offers the lifelong learning community the opportunity to participate in organized study, discussions, and social events. SAIL has been at Collin College since 1996. Members join SAIL for the sheer joy of learning something new and to become more informed. The SAIL community includes talented instructors, college professors, and business leaders with categorical experience in a variety of subject areas.

**If unit has a purpose/mission statement, upload it in section I.B.1. of the Appendix.**

1. **Services and products unit provides**

CE programming includes OSAs, ICLCs and CE in-house certificates. CE certificate earners are not reported as completers to the Texas Higher Education Coordinating Board (THECB).

Programming in CE includes: Auto CAD/Revit/Solid Works, CompTIA, Data Science, Python, AWS, Microsoft Office Suite, QuickBooks, Publishing, Web Development, Aviation and Drone, Project Management, Marketing/Digital Marketing, Precision Optics, Photography, Accounting, Bookkeeping, ESL, Small Business, Non-profit, Real Estate, Administrative Assistant, Mediation/Family Law, HR Certificate Series, Automotive, Construction Project Management, Montessori, Notary Professional, Payroll Certification, Product Management, Professional Truck Driving, SHRM Certification, Welding, TSI Prep, GED Prep, Wedding/Event Planning, Guitar, Wine Education, Fine Arts, Foreign Languages, Writing, Baking, and Interior Design. Please refer to <https://www.collin.edu/ce/classes/programs> for current programming.

CE also provides free ESL testing for adults who have limited English proficiency. The testing recommends a communication level class the student should begin with. The communication levels range from introduction to level five.

CE also works with third-party vendors such as Harrington, R&B Trucking, Ed2Go, and Cengage. Harrington delivers Montessori courses, R&B trucking provides comprehensive training so that students may earn their commercial driver’s licenses. Ed2Go offers a variety of online self-paced, and instructor-led courses, and Cengage offers online career courses. Please refer to <https://www.collin.edu/ce/classes/online> for courses offered by Ed2Go and Cengage.

SAIL programming changes each semester and ranges from art classes, and discussions on literature, history, travel, and health to government and politics. Please refer to <https://www.collin.edu/sail/> for current programming.

CE also works with several credit programs to make noncredit linked courses available to Collin College students. The selection of linked courses ranges from academic courses such as music to workforce courses in Real Estate.

CE and SAIL offer programming on every campus across the Collin College Community College District. Up until fall 2024, CE and SAIL operated out of the Courtyard Center. Both operations have recently relocated to accommodate Courtyard Center’s remodeling project. Only SAIL will be returning to the campus for the fall of 2025.

CE lists most courses using WECM rubrics for workforce education programming. Unique course numbers are assigned to personal enrichment courses. Some workforce courses still have unique course rubrics and course numbers, but this is being phased out with the Curriculum Office.

1. **Constituents unit serves**

CE serves a wide range of noncredit Collin College students. The certification or skills-building courses offer an opportunity for those working in industry to upskill for promotion or job mobility. Professional certifications are offered in some of the IT and business areas, for example, CompTIA, Drone pilot license, and Project Management. The personal enrichment course supports those who have a particular interest, such as Art, to grow their artistic talents. Courses are delivered in a variety of formats, face-to-face, web, and web synchronous.

For 28 years, SAIL has been serving the 55+ community by offering a myriad of programming in-person and online.

1. **Regulatory standards unit must meet, if applicable**

For OSAs and ICLCs CE awards, CE follows the THECB guidelines. Some professional certifications are delivered by certified industry professionals such as CompTIA. R&B Trucking, which delivers the Commercial Drivers License (CDL) training, coordinates with the Department of Transportation to test CDL students towards earning their license.

1. **Unit Relationship to College Mission and Strategic Plan**
2. **Explain with unit-specific evidence how the unit supports the College’s mission statement: “Collin County Community College District is a student and community-centered institution committed to developing skills, strengthening character, and challenging the intellect.”**

Collin College’s mission statement states: “Collin County Community College District is a student and community-centered institution committed to developing skills, strengthening character, and challenging the intellect.” CE provides affordable and accessible career and skills training. The new registration system (Modern Campus) has made CE courses even more accessible to the CE community by offering a more intuitive registration process. CE contributes to strengthening character and challenging intellect by offering a variety of workforce education and personal enrichment programming. Classes are presided over by experts in their respective industries using various delivery methods. Those methods range from face-to-face, web, and web-synchronous deliveries.

CE and SAIL programming contribute to a higher quality of life. For example, English as a Second Language (ESL) programming enables those with limited English proficiency to improve their language skills to gain employment, talk to their child’s teacher, or access credit education. SAIL challenges the intellect by adding thought-provoking programming for the 55+ community. Ultimately, CE and SAIL serve the community of individuals, families, and industry, contributing to the college’s mission.

1. **Explain with unit-specific evidence how the unit supports the College’s strategic plan (2020–2025 Strategic Plan).**

Master Plan

Ensure maximum utilization of college facilities, programs, and resources:

Since the fall of 2019, CE has expanded programming opportunities to optimize the use of facilities on the new technical campus. CE has added Welding (2 courses), Automotive (6 courses), and Drone Pilot (2 courses). Additionally, CE has added Baking (2 courses) to the Frisco campus.

Streamline the college’s programs and systems by implementing efficient business processes that improve outcomes for students and employees:

With the Banner system replacement and the Workday implementation, it was discovered early in the process that CE was not a consideration. Workday did not have the functionality to support CE delivery. CE sought to have its own registration system, and Modern Campus was decided upon after carefully considering other CE registration systems via an RFP. The partnership with Modern Campus started in the fall of 2023; however, Workday implementation drained resources that were desperately needed for a timely Modern Campus launch. This resulted in a late start to fall 2024 CE registration, impairing enrollment numbers. However, the students have benefited from the new Modern Campus system in its streamlined registration process and ability to locate their CE courses. There are still challenges from a back-of-the-house integration standpoint between Workday and Modern Campus, such as applying financial aid funds to a student account.

Strategic Plan

Create and implement comprehensive pathways to enrich the student experience and support student completion:

Several pathways from CE to credit have been identified: Linked OSA Hospitality to credit certificate Hotel Management, Restaurant Management, and Event Management to AAS Hospitality Management Linked OSA Real Estate to AAS Real Estate Management, and linked Insurance Industry OSA to credit certificate Insurance Industry to AAS insurance management. Other pathways are being pursued, including Banking and Finance, Business Management, Logistics, and Childcare.

1. **Necessity of Unit’s Primary Functions or Services**
2. **Describe with evidence that the unit’s primary functions or services are necessary as they are, should be modified, or should be eliminated.**

Since 2020 CE has enrolled 47,154 students according to Collin College enrollment data, this includes CE Heath Sciences. The programming that CE offers is consistently being evaluated for its relevance, pricing, delivery, and location. Tuition pricing for CE courses ranges from $69 for an eight hour TSI prep course to $4600 for two Truck Driving courses totaling 200 hours. Over 2,000 courses have been evaluated an dropped from the CE course catalog since 2020. Many courses were no longer being offered or needed to be refined from unique course numbers to WECM course numbers.

1. **What are the purpose and reason for the services?**

CE plays a critical role in the College and community by providing relevant, quality and timely non-credit training designed to meet the skills gap in the local community thus promoting the development and sustainability of a highly skilled talent pipeline. This is accomplished by providing training courses and programs for professional, occupational and cultural enhancement, as well as workforce, economic, and community development initiatives.

CE offers an alternative to the traditional credit classes and serves to fill a need for those seeking to obtain a certification, to get recertified, who may already possess a degree and therefore, may prefer to take non-credit courses, or those who are seeking to take special interest and enrichment classes. CE’s open enrollment courses and certificates are conveniently scheduled and affordable and serve to prepare the student for workforce success and mobility.

CE’s leadership ensures adherence to institutional priorities and practices while providing rapid response through engagement with industry and study of industry needs. CE also provides strong community partnerships and cross-campus partnerships with the College's credit workforce programs.

CE functions as a business, delivering workforce training and professional development courses with programming driven by local, regional, and national labor market trends and data.

CE Advantages

o Convenient registration and admission

o Affordable

o Intensive, short-term training

o Convenient, flexible hours accommodating working student schedules

o Providing Continuing Education Units (CEUs) required for professional certification

o Enrichment and life-long learning

o Industry-recognized certifications across multiple disciplines

o Linked courses with credit, offering easy admission for non-degree seeking students

1. **How has the unit evolved during the 5-year cycle? How have the reasons for services changed over time?**

A new registration system for CE, MyLearning.collin.edu, was deployed in fall 2004 in tandem with a new credit registration system, Workday Student, to provide improved “Amazon-like” student experience with finding and registering for CE courses as well as course marketing opportunities. CE Directors have budgetary oversight, and budget detail codes reflect and track revenue and expenses that directly correlate with CE programming. Revisions were made to a number of subject codes, including linked courses to align with state WECM requirements and Texas House Bill 8 funding opportunities for ICLC and OSA.

1. **What would happen if the unit no longer provided the services and/or the services were outsourced?**

The community would lose access to robust and cost-affordable education, professional development, workforce training certification programs, and life-long learning opportunities. The College's credibility as a contribution to the community would be diminished. CE could no longer serve as a pathway to the academic credit programs or as a feeder to corporate, business, and community organization employment. Due to the culture of the workforce demands in this community, the community would be in danger of losing its workforce or be subject to a less educated and/or skilled workforce. There would no longer be a bridge to the gap of socioeconomic difference, culture difference, or the challenge of earning potential.

1. **Which unit services require the most resources, including staff time? Which services add the biggest value to the college? If the services that require the most resources are different from the services that add the biggest value to the college, discuss the discrepancy.**

Significant resources are used in CE as part of daily operations: scheduling and building course sections; instructor assignments; counseling students; developing new courses and maintaining current course content; supporting and recruiting new instructors; ordering textbooks and maintaining bookstore adoptions.

All CE programs in collaboration with each other offer the greatest combined value. The outreach to business and community provide opportunities for off-site professional development and training for corporations, businesses, and community organizations, as well as feed into the Continuing Education workforce programs. The life-long learning program (SAIL) provides educational enrichment for the senior community, while drawing on this same community to serve as new educators.

1. **Describe the unit’s lines of communication with other units involved in or supporting each of these services. If any of these lines are not clear, explain why.**

CE is interdependent with other service units of the College, contributing to the one-College experience and philosophy of Collin.

There are multiple lines of communications between other service units within the College. For example, financial aid has been responsive to student needs and willing to provide phone and email support; Communications coordinates promotional materials for ads, flyers and social media production; Student Enrollment Services assists with student registration issues and provides additional support during heavy registration periods such as ESL Testing dates. Additionally, to further enhance relationships with departments with whom we interact regularly, CE schedules regular meetings. These include meetings with Student Enrollment Services leadership, our credit program counterparts, Communications, Curriculum Office, Bursar office, Financial aid, Institutional Research Office, Bookstore, and Business Office. These meetings and new communication channels provide streamlined service opportunities and foster collaboration.

Another service unit that works closely with CE is Grants. For example, through a TRUE grant, in partnership with other Texas Colleges, CE provided CompTIA exam preparation training courses to a total of 229 students in 2022 and another 312 students in 2023.

1. **Describe the alternate ways in which the unit or college provides any of these services.**

CE does not duplicate other services offered by the College but serves a specific market that is not served by other areas of the College. CE's target market is very different from the credit students served. Within CE, each program serves a different need, and work is orchestrated to support the different requirements of multi-faceted workforce and professional development initiatives.

1. **Does the unit offer or conduct the services as efficiently as possible? If not, explain why.**

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1. **Benchmarking: Review two or three comparable colleges for the way they accomplish these services. Discuss what was learned and what new ideas for service improvement were gained.**

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| **Institution** | **Website** | **Approximate *n* of CE staff** | **Centralized/**  **Decentralized** | **Registration System** | **Scheduling Approach** |
| Alamo | <https://www.alamo.edu/academics/ContinuingEducation/> | 33 CE team members | Centralized | Ellucian | ? |
| Dallas | <https://www.dallascollege.edu/cd/ce/pages/default.aspx> | 50 CE team members | Hybrid | Colleague | Decentralizing impacted enrollment |
| Lone Star | <https://www.lonestar.edu/continuing-education.htm> | 50 CE team members, 20 pt | Decentralized | PeopleSoft | Decentralized. Team on each campus |
| San Jacinto | <https://www.sanjac.edu/continuing-education/> | 28 CE team members | Centralized | Modern Campus | Centralized |
| Tarrant | <https://www.tccd.edu/academics/lcl/senior-education/> | 20 CE team members | Decentralized | Ellusion | Decentralized, except for Lifelong learning |

Collin College’s CE department is significantly understaffed compared to other CE departments in other community colleges. Currently the CE and SAIL area has a total of 9.5 employees. Additionally, the esthetician program has 2 employees and will conduct a separate program review.

The CE program has requested repeatedly additional staff which is needed to generate additional programming which will result in increased unrestricted revenue for the Collin College. Adding more staff would also adhere to the 2020-2025 strategic goal of a much needed succession model for CE.

1. **Unit’s Impact on Student Outcomes**
2. **If the unit influences the student experience, environment, and/or safety, describe how.**

Continuing Education provides students with the opportunity to learn new skill sets or upgrade their skills in a particular field. CE offers industry-specific workforce training courses and industry recognized certification preparation. Instructors share their expertise and knowledge, ensuring students are provided with information on current trends and skills needed in today’s workforce.

In collaboration with Facilities Management and the Collin Police Department we provide a secure structure, organized classrooms, and on-site patrol protection. A safe, clean atmosphere provides a secure learning experience for the students. Through 2024, CE was managed and courses were primarily offered at the Courtyard Center. Starting in the Spring 2025 semester, we are spread across multiple campuses and rely on resources available at the credit campuses. This poses some challenges as CE can no longer manage access to classrooms it may need on short notice or may not have priority for CE classroom needs.

1. **If the unit impacts funding for student activities, describe how.**

Continuing Education is a revenue generating department. All revenues generated are placed in the college’s unrestricted funds and are used by the college as needed. The net revenue earned does not stay in the CE department for further investment in CE programming, supplies, or staffing, which is counterintuitive to running CE as a business.

1. **If the unit influences student enrollment, retention, persistence, and/or completion, describe how.**

Continuing education offers affordable courses, multiple scheduling options, online and in-class instruction, accessibility throughout the community/count and an Amazon like registration system. The implementation of Modern Campus, MyLearning.collin.edu, has simplied some of the processes for student registration. However, additional technical support is needed to build out the website and maximize the capabilities of this new system.

While retention may vary based on the program areas, some retention is evident by the progressive enrollment of students completing certificate series as well as multiple levels of English as a Second Language (ESL) courses. CE offers seventeen different certificate series and multiple certification prep courses. For our SHRM prep course, the student pass rate is at or above the national average. CE instructors are experts in their fields and dedicated to student success.

Student enrollment is also impacted by CE pricing. When evaluating CE pricing for courses, the service unit must evaluate overhead expenses (which includes salaries and benefits and all operating expenses), desired profit margins, competition and a price point that will encourage enrollment. CE aims not to run courses at a financial loss.

1. **If the unit provides services for a diverse student population, describe how.**

Continuing Education is open to all students regardless of residency. In a recent survey of students enrolled in ESL classes, students spoke 17 different languages and represented 34 different countries. Many of the ESL students continue in non-ESL classes after obtaining a sufficient level of English proficiency. Continuing Education students are very diverse in their educational backgrounds with the majority of students holding at least a bachelor’s degree and many with a master’s degree.

While CE serves students from age 16 and older, the majority of students range in age from 41-54. Agewise, CE demographics remain consistent though the past five years.

A screenshot of a graph

AI-generated content may be incorrect.

1. **Analyze the evidence you provide. What does it show about the unit?**

The evidence shows that CE has been successful in reaching a broad market, representative of the population. While CE continually has to evaluate tuition pricing, expenses and course offerings, CE has been successful in offering a broad range of courses, certification prep and enrichment courses to serve the varying interest within the community while managing to make a profit. CE stay abreast of changes in technology and interest of the population and offer courses relevant to those needs.

**V. Effectiveness of Unit Communications**

1. **Describe with evidence how the unit literature and electronic sites are current, including accurately representing the unit and supporting the college’s recruitment plan, retention plan, and completion plan.**

Continuing Education’s website is currently undergoing changes as needed to improve the student experience so they can navigate effortlessly from one program to the next. The website has evolved to not only reflect Continuing Education content, but current community and industry educational needs and to support Collin Colleges broader institutional objectives of recruitment, retention, and completion. The website provides real-time information about emerging fields demonstrating Collin Colleges commitment to offering courses that are need based and align with the colleges mission statement. While there is no longer a hard copy of the Continuing Education schedule, information based Collin approved flyers and postcards are used to push out new courses to the students and community. (see Tables-Promotions) Continuing Education focus is on completers with a passing grade rather then retention. For example: Interior Design Series: 2023-2024 - Approximately 85 students completed each class in the series (6 classes) with a passing grade to obtain a CEU.

To support Continuing Education’s focus on recruitment, the department is committed to attending, interacting and being involved in Community and Collin events such as: Campus Open Houses, Collin Career Fairs, Collin Leadership Policy Summits and Frisco EDC Task Force events.

<https://www.collin.edu/ce>

The Continuing Education Directors function as Content Managers ensuring that the information is accurate and up to date. They work side by side with the Web Communications team to check for broken links, slow page load times or server errors. The CE team are an integral part of working with Web Services as well to ensure there is a seamless integration on the website to access the new registration system which rolled out Fall 2024. A new and helpful tool in Modern Campus is the Course Inquiry screen where students can inquire about upcoming CE and SAIL courses. Additionally, the Director and staff can now email the student directly with the information. This has been very helpful to address online interest immediately.

<https://mylearning.collin.edu>

The SAIL Program (Scholars Active in Learning) the 55+ lifelong learning program still produce a hard schedule copy in Fall, Spring and Summer due to the age of this student population. Previously a newsletter was produced and emailed monthly to students, but it is now produced quarterly. The newsletter content provides SAIL semester information, updates, and opportunities to participate in community programs sponsored by Collin College such as Book in Common, John Anthony Theater schedule, lectures and sporting events.

The SAIL newsletter and the SAIL website both promote information about Collin College’s Foundation.

<https://www.collin.edu/sail>

While a completion plan is not applicable to the SAIL program, it is our top priority to have SAIL students return. We have two big social events for the SAIL students, Fireside Chat in December and Ice Cream Social in May which both promote the upcoming semester. The SAIL Advisory Council consists of Collin Faculty, community members, SAIL instructors and retired Collin employees who work to provide input on program courses that are no longer relevant or new courses that may be of interest to the SAIL students.

The SAIL Program Director and SAIL instructors regularly speak to local community organizations such as senior centers, independent living communities, newcomer groups and churches.

1. **Describe how the unit solicits student feedback regarding its website and literature and how the unit incorporates that feedback to make improvements.**

Continuing Education provides Student Evaluations each semester with one of the questions specifically asking the student to complete “How did you learn about this course?” with the option of “website” as one of the choices. In addition, Continuing Education works closely with its instructors when building courses to get information and feedback. CE and SAIL are in discovery phase II of how to generate student evaluations and surveys to support student input and feedback through Modern Campus.

[STUDENT EVALUATION](https://forms.office.com/Pages/ResponsePage.aspx?id=MTQGxfLX20isYurqouC__BSi9itTSiJNohQXmbe-DFNURDhHREMyN0tEUktXVURWSTNXV0FSWkpLTy4u)

Occasionally students will communicate with Continuing Education by calling the main CE phone number 972.985.3750 or registration 972.985-3711 as well as emailing CE information questions and concerns about the website such as: a course is difficult to locate, where to find a course number, what category is the course located in, etc. These calls are directed to the appropriate department to be contacted by email or phone to resolve the issue or get the student registered. Now that CE classes are offered at multiple campuses, it has broadened awareness within Collin College and the community the large assortment of classes available. CE students can now get assistance with their classes at most campuses.

CEinfo@collin.edu

SAIL has its own webpage www.collin.edu/sail which is listed on all literature, brochures or emails. Students are directed to the SAIL website to get updated information about the program, a link to register and links to the campuses where classes are now being held. Students can email SAIL email directly (sail@collin.edu) for assistance in finding program information or do a Course Inquiry through Modern Campus.

1. **Describe how the unit ensures that students are informed/aware of unit literature. Is unit literature made accessible to all students (i.e., can they obtain the information they need)?**

Continuing Education and SAIL are active on social media: LinkedIn, Facebook and Instagram. Full color Collin approved flyers are distributed to outside events and presentations, placed in prominent campus locations (helpdesk, bulletin boards). CE and SAIL instructors are instrumental on informing students in the classroom and word of mouth about upcoming classes and events. Flyers are distributed to the instructors to share with their students additional CE classes that may be of interest. (see Tables-Promotions)

The Continuing Education department holds an annual appreciation and networking event for instructors so they are current on the CE offerings making them better informed to share with their students.

1. **Identify who is responsible for monitoring and maintaining the unit’s website, and describe the processes in place to ensure that information is current, accurate, relevant, and available. If the unit has no website, describe plans for creation of a website or explain the absence.**

Website Content Managers are the CE Directors and SAIL Director, who work closely with Collin College’s Web Communications team to ensure that web page content is updated and current. The Directors are responsible for regularly reviewing and editing content for accuracy, relevance, and consistency to ensure that the program aligns with the broad branding and marketing strategies of Collin College. CE and SAIL Directors can update some content on their web pages.

The CE and SAIL Directors are also responsible for regularly checking course content on the new registration system through Modern Campus to ensure it has current information, course titles and that descriptions and instructor information is current. The CE Directors work closely with Web Communications if there are changes that need to be updated when permission to make changes is required.

1. **In the Unit Literature Review Table, document that the unit verified the information communicated to stakeholders for currency, accuracy, and relevance and made it readily available to target audiences.**

**Upload the completed Unit Literature Review Table in section V.B. of the Appendix.**

1. **Effectiveness of Unit Stakeholder Resources and Partnerships**

**In the Unit Stakeholder Resources and Partnerships Table, list any business, industry, government, college, university, community, and/or consultant partnerships, including clinical or professional sites and internal Collin departments, to advance unit outcomes.**

**Upload the completed Unit Stakeholder Resources and Partnerships Table in section VI. of the Appendix.**

1. **Professional Development**

**In the Employee Resources Table, provide a list of professional development activities of unit staff since the last Service Unit Review.**

**Upload the completed Employee Resources Table in section VII. of the Appendix.**

1. **Facilities, Equipment, and Funding (Optional)**

**NOTE: Respond to section VIII only if the unit is requesting improved resources.**

1. **Provide evidence regarding current deficiencies or potential deficiencies related to infrastructure (e.g., technology), facilities, equipment, maintenance, replacement, plans, or budgets that pose important barriers to the unit or student success.**

**Facilities**

An additional permanent office at the Frisco Campus will assist CE in supporting all students. With the closure of the CE offices and CE course offerings at the Courtyard Center, CE expanded its courses offerings at all campuses and Frisco has grown significantly. During the last three academic years, CE enrollment at Frisco has been on the decline. (2022 – 542 students; 2023- 460 students; 2024-289 students.). As of February 5, 2025, 769 CE students are enrolled for the current academic year at Frisco Campus. CE can best serve these students with a permanent presence on the Frisco Campus. CE also anticipates enrollment to continue growing in Frisco as Collin County’s population growth continues to expand northward. With proximity to the Technical and Celina Campuses, a Frisco office would allow CE to serve students at those campuses as well.

Enrolled CE students have already begun participating in student life activities as well as using student support services available at the credit campuses such as the Writing Center and Student Engagement Services. CE students need the ability to print documents in the campus libraries when needed, this is under consideration.

**Financial Resources**

An additional full-time CE Program manager would allow CE to further expand its program offerings. The position would pay for itself through revenue generated by the new programming. Additionally, as the tenure increases within our department, a Program Manager would enable us to adhere to the college’s succession planning. Currently, CE has no succession in place due to its limited staff.

To successfully forecast the quickly changing needs in the workforce and match training to those needs, CE has requested an additional full-time market research and promotional expert. This person would also manage timely messaging and promotion of CE programming. The current process is cumbersome and takes too long to facilitate promotion of CE which is often needed within a brief window of time. We are requesting this position for the 2026 budget cycle and the funds would come from CE General Fund.

1. **If any current or potential deficiencies exist, complete the resource tables below to supportyour narrative.**
   * + 1. **Facilities Resources Table**

**Upload the completed Facilities Resources Table in section VIII.B.1. of the Appendix.**

* + - 1. **Equipment/Technology Table ($5,000 or More)**

**Upload the completed Equipment/Technology Table ($5,000 or More) in section VIII.B.2. of the Appendix.**

* + - 1. **Financial Resources Table**

**Upload the completed Financial Resources Table in section VIII.B.3. of the Appendix.**

**IX. Continuous Improvement Plan (CIP)**

1. **Upload the unit’s previous CIP tables in section IX.A. of the Appendix.**

**In addition, e-mail the unit’s previous CIP tables to the Institutional Research Office (IRO) at effectiveness@collin.edu.**

1. **Describe how the unit used its last Continuous Improvement Plan (CIP) to make the following improvements to the unit over the past 4 years:**
2. **Student support**
3. CE attempted to grow its variety of CE-linked to credit courses. Many of the linked courses cited in the CIP were evaluated and taken out of the linked course inventory to ensure that if students want to use their linked course towards Prior Learning Assessment credit, they did not exceed 75% of noncredit courses. Students need to complete 25% or more as a credit student in credit programing per certificate or degree plan. Additionally, CE course builds were given to the credit associates deans, who could determine if they wanted to offer linked courses. Currently there is a challenge with two registration systems integration, Workday and Modern Campus, this has also been impactful on the limited number of CE-linked courses.

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| **Year** | **Semester** | **Unique Sections** | **Total Sections** | **Students Enrolled** | **Contact Hours** |
| **1**  **AY 20** | Fall 2019 | 31 | 86 | 438 | 26,227 |
| Spring 2020 | 50 | 109 | 520 | 29,792 |
| Summer 2020 | 32 | 36 | 155 | 9,216 |
| **TOTAL FOR AY 20** | |  | **231** | **1113** | **65,235** |
| **2**  **AY 21** | Fall 2020 | 42 | 73 | 290 | 15,792 |
| Spring 2021 | 50 | 82 | 332 | 19,312 |
| Summer 2021 | 24 | 27 | 108 | 5,744 |
| **TOTAL FOR AY 21** | |  | **182** | **730** | **40,848** |
| **3**  **AY 22** | Fall 2021 | 36 | 65 | 256 | 14,640 |
| Spring 2022 | 51 | 93 | 376 | 21,408 |
| Summer 2022 | 25 | 29 | 156 | 8,560 |
| **TOTAL FOR AY 22** | |  | **187** | **788** | **44,608** |
| **4**  **AY 23** | Fall 2022 | 44 | 79 | 281 | 15,632 |
| Spring 2023 | 43 | 81 | 315 | 17,536 |
| Summer 2023 | 12 | 13 | 54 | 3,296 |
| **TOTAL FOR AY 23** | |  | **173** | **650** | **36,464** |
| **5**  **AY 24** | Fall 2023 | 35 | 66 | 164 | 9,936 |
| Spring 2024 | 35 | 58 | 189 | 10,240 |
| Summer 2024 | 6 | 6 | 19 | 1,056 |
| **TOTAL FOR AY 24** | |  | **130** | **372** | **21,232** |

1. Completion of three identified CE certificate areas: Project Management, Certified Wedding Planner, and Fiber Optics.

|  |  |
| --- | --- |
| **Certificate Series** | **Student Completers: Fall 2019-Summer 2024** |
| Project Management | 88 |
| Certified Wedding & Event Planner | 68 |
| Certified Fiber Optics | 30 |

1. **Overall improvements to the unit**

CIP # 1:The overall vetting of CE-linked courses has been improved in collaboration with credit associate deans and the Curriculum Office, but unfortunately that has led to a smaller number of CE-linked courses being offered and consequently enrollment numbers.

CIP #2: Removed.

CIP #3: Completion of the identified courses has diminished in two of the areas, Wedding Planning and Fiber Optics. Project Management has seen a steady enrollment and is being evaluated for an ICLC award.

1. **Evaluation of CIP Success**

**Based on the information, analysis, and discussion that have been presented in sections I–IX of this unit review, summarize the strengths and weaknesses of the unit. Describe specific actions the unit intends to take to capitalize on the strengths, mitigate the weaknesses, and improve unit outcomes and competencies.** **Provide the rationale for the expected outcomes chosen for the CIP(s).**

Many linked courses originally identified in the CIP are no longer offered at Collin College, such as in the area of welding and automotive. Programs like welding and automotive have limited enrollment capacity. Having CE linked courses was not necessary and did not support the cohort model of moving student through credit programming.

Additionally, the linked course inventory was reduced after being further scrutinized by the curriculum office. One of the larger linked course areas was eliminated (ESL credit) as, at the time, funding was not being received or out-of-county tuition by Collin College. CE intends to be a good partner with credit programming and to continue to support linked course offerings. The current challenge is asking the credit course builders to also publish the linked course in Modern Campus. The Modern Campus registration system has increased CE’s revenue stream even with the reduction of linked courses.

Project Management enrollment remains strong. Recently Project Management was submitted to the curriculum office as an ICLC award. This would allow Collin College to receive funding for those students who complete all seven Project Management courses. Completiong of the Project Management courses allows the student to sit for their Project Management Professional (PMP) certification with the Project Management Institute.

Fiber Optics is no longer offered at Collin College due to the availability of a third-party vendor.

Wedding Planning does not have the strong interest that it once had owing to other opportunities to become a certified wedding planner such as through the American Association of Certified Wedding Planners.

**XI. New CIP Tables**

**Within the context of the information gleaned in this review process and any other relevant data, identify unit priorities for the next two years, including at least one unit outcome or competency, and focus on these priorities to formulate the unit’s new CIP. The unit may also add short-term administrative, technological, assessment, resource, or professional development outcomes as needed.**

1. **Complete the CIP Outcomes, Measures & Targets Table. Choose 1 to 2 outcomes from the table to focus on over the next two years.**

**Upload the completed CIP Outcomes, Measures & Targets Table in section XI.A. of the Appendix.**

**In addition, e-mail the completed CIP Outcomes, Measures & Targets Table to the Institutional Research Office (IRO) at effectiveness@collin.edu.**

1. **Complete boxes A, B, C, and D of the CIP Outcomes 1 & 2 Table.**

**Upload the completed CIP Outcomes 1 & 2 Table in section XI.B. of the Appendix.**

**In addition, e-mail the completed CIP Outcomes, Measures & Targets Table to the Institutional Research Office (IRO) at effectiveness@collin.edu.**