**Date:** 1-7-2015 **Name of Administrative or Academic and Student Support Unit:** Continuing Education and Workforce Development - CE

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**Mission:**

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| To provide quality learning opportunities for workforce training, professional development and educational, cultural and personal enrichment |

**PART I: Might not change from year to year**

| A. Outcomes(s)  Results expected in this department/program | B. Measure(s)  The instrument or process used to measure results | C. Target(s) The level of success expected |
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| Grow contact hours | IRO Continuing Education Headcount History  by Academic Year  CBM 00C | Increase contact hours by 5% annually |
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**PART II: For academic year** 2013-14 **(enter year i.e. 2011-12)**

**From Part I**

| A. Outcomes(s)  Results expected in this department/program | D. Action Plan Years 5 & 2  Based on analysis of previous assessment, create an action plan and include it here in the row of the outcomes(s) it addresses. | E. Implement Action Plan  Years 1 & 3  Implement the action plan and collect data | F. Data Results Summary  Years 2 & 4  Summarize the data collected | G. Findings  Years 2 & 4  What does data say about outcome? |
| --- | --- | --- | --- | --- |
| Grow contact hours | Offer additional courses and programs | **Expanded Creative Writing, Drawing and Painting classes:**  2 D Design I and II,  Abstract/Contemporary Painting I, Advanced Critique,  Advanced Watercolor I,  Calligraphy,  Character Development from the Inside Out,  Creative Journaling,  Formatting for E-Book Publication, Formatting for Print on Demand Publication,  Landscape Painting II,  Social Networking for Writers,  Writing Children’s Books,  Writing Non-Fiction  **New courses offered in Workforce program area in FY2013:**  Childcare Directors’ Management Training Cert. Series  Family Law Mediation Training  Lean Manufacturing  Notary Signing Agent  **New courses offered in Workforce Program Area in FY2014**  Instructional design and Development  Certified Fiber Optics Technician  Instructional design and Development  Certified Fiber Optics Technician  Executive Leadership Development  Gatlin-Certified Wedding Planner  Gatlin-Chartered Tax Professional  Gatlin-Pharmacy Technician  Marketing Project Cert. Series  Notary Professional  **New courses offered in Technology program area:**  **Fall 2013 (FY2014)** Google AdSense SolidWorks Advanced Skills I SolidWorks Advanced Skills II PTC Creo Essentials Agile Software Development using Scrum Introduction to Adobe AfterEffects - PC Introduction to Adobe AfterEffects - Mac Introduction to Learning Management Systems Instructional Design Authoring Tools  Instructional Design Presentation Technology Java Programming I Java Programming II  Java Programming III LinkedIn Basics LinkedIn Advanced Apple iCloud Basics Office365 Basics  **Spring 2014 (FY2014)** Android App Development I [renamed, was Basic] Android App Development II [name, hrs/fee change, was UI, 24/$279] Android App Development III [name, hrs/fee change, was Services, 24/$279] RESTful Web Services for Java [split current 24-hr Web Services] SOA Web Services for Java [split current 24-hr Web Services] WordPress in a Day Microsoft Hyper-V 3.0 iPhone and iPad App Design for Beginners Introduction to iOS App Development for Programmers [renamed, was iPhone & iPad App Development] Advanced iOS App Development for Programmers I [renamed , was iOS App Development II] Advanced iOS App Development for Programmers II [name, hrs/fee change, was iOS Dev III] VMware Optimize & Scale Smartphone Photography | FY2013 Total Con. Hrs. – 6996  Enrollments – 400  FY2014 Total Con. Hrs. – 6441  Enrollments – 393  FY 2013 contact hours generated through new courses=3,279  FY2014 contact hours generated through new courses = 2,930  Fall 2013 (FY2014) enrollments =183 and contact hours generated through new courses = 3,657  FY2014 enrollments in Spring 2014 courses = 136  Contact Hours = 2,820 | The data shows interest in Writing, Publishing, Children’s Books and E-book Novels are increasing and seen as a viable professional or second career.  New courses need time and targeted promotion to ensure the general public is tuned into CE course offerings.  CE Program Directors, instructors, staff, credit advisors, website, e-newsletters, CE schedules, landing pages all need to work together to raise awareness of new courses. Tracking their success and fine tuning the offerings is crucial to ensure CE receives good returns for the amount of research, labor and time that go into new course offerings. |
|  | Combine courses into certificate series | **1. Combined classes to create**  a)Home Landscaping and  b)Interior Design Concepts certificate series  2. Created the following certificate series, in cooperation with DOL grant effort:  SQL Programming (2 courses)  iOS App Development 1, 2 (2 courses each)  Android App Development 1, 2 (2 courses each)  Shell Scripting 1, 2 (2 courses each)  CISSP  CompTIA A+, Net+, Sec+, Linux+, HIT  Hacking & Penetration Testing  Certified Cyber Forensics Professional  VMware vSphere ICM  VMware vSphere Optimize & Configure  Microsoft Server 2008 1, 2, 3  Microsoft Server 2012 1, 2, 3  Windows 8  Querying Microsoft SQL Server  2012  Administering Microsoft SQL Server 2012  SQL Server 1, 2, 3 (2, 3, 4 courses respectively)  CCNA  CCNP Route  CCNP Switch  CCNP TShoot | 82 enrollments in Home Landscaping generated 2,236 contact hours in FY2013.  In FY 2014 the enrollments were 123 with contact hours generated at 3,176.  Interior Design Concepts Cert. Series generated 123 enrollments in FY 2013 with 1,368 contact hours and 199 enrollments in FY2014 with 1,896 contact hours. |  |
|  | Identify and reach new unserved and underserved markets | **Created Entertainment Industry courses:**  Screenwriting Fundamentals,  Music Publishing and  Film Short Writing and Production  to serve the Entertainment Industry job needs in the DFW area  **Collin County Library Coalition Job Skills Grant –offered a selection of high needs job skills training courses and certificate series to underserved students through this grant.**  Certified Book Keeper,  Admin. Assistant Cert. Series,  HR Management Cert;,  Real Estate Professional, Professional Truck Driving,  Comp TIA A+, Net+, Security +,  CCNA,  CCNP,  Internet Marketing,  Oracle DB,  VMWare and  Web Developer | Screenwriting Fundamentals has made once in FY2013 with 12 enrollments for contact hours of 324.  In FY2014 Screenwriting Fundamentals made once with 6 students for contact hours of 162.  FY 2014 Library Grant contact hours in workforce courses=1,324  FY2014 Library Grant contact hours in Technology courses =900 | Mixed results – these courses have a market in the DFW area but need further promotion and marketing |
|  | Expand online course offerings | Plans are in place to offer Genealogy online class in FY2015.  **Online Concurrent Courses offered for Real Estate**  **Online courses offered for Montessori training**  **Distance Learning certificate series through Gatlin and ProTrain offered in FY2013:**  Gatlin-Event Management and Design  Gatlin-Certified Wedding Planner  Gatlin-Chartered Tax Professional  Gatlin-Pharmacy Technician  Gatlin-Microsoft Excel 2010 Certification Training | Online and distance learning course contact hours in FY2013= 22,565  Online and distance learning course contact hours in FY2014 = 18,670 | Online courses, while convenient for students, bring mixed results in terms of contact hours generated.  FY2014 online Montessori courses generated 600 contact hours and had the added benefit of reaching unserved market of students in the Austin area where this training was not available.  Vendor courses offered through Ed2Go, Gatlin, ProTrain etc. are not predictable generators of contact hours – we need to either promote them more effectively or offer just those courses that have made in previous terms. And Ed2Go courses were offered for free through city libraries in direct competition with CE. And, the search engine for Ed2Go referred participants to surrounding colleges based on the ISP of the college’s network provider in addition to other factors. |
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