Highline College Institutional Effectiveness Department Report

2020-2021

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| **Department information** | |
| Department name | Continuing Education |
| Date this report was completed | 7/20/2020 |
| Staff who contributed to this report | Crystal Kitterman, Justin Farris, Gabrielle Bachmeier |
| Department Mission statement  (if applicable) | Continuing Education commits to student success and community enhancement by providing accessible, diverse, and innovative quality education and support services to adult learners in pursuit of personal enrichment, professional training, career advancement and pathways to college. |

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| **Taking stock of 2019-2020** |
| **Describe 2-5 major accomplishments for 2019-2020. For each accomplishment, identify the related objective or indicator from the Mission Fulfillment Report (MFR), and describe the evidence you used assess this accomplishment** |
| 2019-2020 Major Accomplishments:  **Core Theme #3, Objective 1- The college communicates effectively with its communities.**  ***Continuing Education reviews current outreach and develops a marketing strategy***  **Outreach/Marketing:**  Hired an outside consultant to review current marketing strategy and assist in developing a new comprehensive strategy for CE. Increased marketing/outreach and social media presence in our service area. Analyzed our quarterly publication and its distribution – after reviewing data analysis and cost, determined our publication should be reduced in pages. Gathered data/metrics regarding marketing strategy effectiveness and if benchmarks are being met. CE has seen an increase in social media followers and a broader awareness of programs offered which has resulted in an increase of enrollment compared to our last academic year.  **CampusCE/PeopleSoft:**  Signed a 5-year agreement and began the implementation process with CampusCE to provide a student management system and e-commerce platform designed for Continuing Education programs. CampusCE will allow CE to access enrollment and class metrics in order to make better enrollment management decisions in 2020-2021.  **Core Theme #3, Objective 3 – Highline College contributes to meeting community needs.**  ***Continue to offer rich and diverse offerings through Continuing Education***  **Indicator 3.1- The College serves the ever-changing needs of our service district**  In partnership with the Highline College Business department and the Port of Seattle - Airport Jobs/Airport University (AU), designed and piloted a BUSN 135 (Business Math) course to airport employees and job seekers inside SeaTac International Airport. This course helps students complete core requirements towards an AA or AAS. The course was met with huge success – the class was full with a waiting list. AU asked to bring the course back the following quarter (due to COVID, it has been delayed). There are discussions taking place about bringing other core courses out to the airport.  In partnership with our Youth Reengagement Success Program and the Placement and Testing Center, Continuing Education provided courses (ENGL 101, CMST 101 and COLL 100) to new students, for retainment purposes, who may have missed the funding deadline for the quarter. Courses were free to students and designed to provide both credit and support services to new students. Approximately, 112 total students registered for the courses during fall, winter and spring quarters – approximately 60 students (54%) have continued taking courses on Highline’s campus in subsequent quarters.  In partnership with our Business Technology (BSTEC) department, in response to COVID-19, a BSTEC 099 – *Introduction to Online Learning with Canvas & Zoom* was developed and piloted to students who needed assistance transitioning from face-to-face learning to online/distance learning. The course has been well received - over 350 students registered and participated in the course with future courses scheduled. |
| **Department strengths** |
| Ability to generate FTE’s for the college  Flexibility/nimbleness – swift response to training/course needs  Ability to offer credit/non-credit bearing courses, certificates  Hands-on with students – providing resources, advising and customer service  CE receives no state funding – 100% self-support  Ability to incubate/pilot new programs – gauging success/needs |
| **Department challenges** |
| Knowing the needs of our Continuing Education students – who is our audience/target market?  Tracking and reporting on our offerings, employment, financial trends and matriculation  Staffing – understaffed  High overhead costs for a self-support department |
| **Areas you would like to improve** |
| Tracking and evaluating the students we serve (see 2020-2021 goals below).  Reporting – class cancellation percentages, program success, and financials (see 2020-2021 goals below). |

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| **2020 - 2021 work plan development** |
| **Goals:** Identify 3-6 goals for your department for 2020-2021. Each goal should be associated with the core theme objective or indicator that best relates to the desired outcome of your work. In parentheses after each of your goals, describe the evidence you plan to use to assess the achievement of that goal.  Not every objective or indicator will have an associated goal from your department, and you are welcome to delete the Core Themes/Objectives/Indicators that are NOT directly related to your goals for 2020-2021. |
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| **Core theme 3:** Build valuable relationships and establish a meaningful presence within Highline College’s communities  **Objective 1. The College communicates effectively with its communities**  **Indicator 1.1: The local community is familiar with the college.**  **Marketing:** Build/implement our new department website. New website will afford improved communication to prospective/registered students and a more “user friendly” experience when browsing/registering for classes.  Continue to promote classes/programs through social media feeds Facebook, LinkedIn, Instagram and other outlets to our local communities. Through these feeds, listening to our community members and businesses on what they would like to see our department offer – better understanding our market. Focus will be on online program offerings, due to pandemic.  **Outreach:** Recruit an innovative, diverse pool of instructors to continue building a quality portfolio of course/program offerings. Attend virtual/in-person events/conferences promoting our programs and making connections with various industry leaders.  **Objective 2. The College initiates connections to understand community needs.**  **Indicator 2.1: The college actively offers a variety of programs and makes connections with external organizations.**  **Substance Use Disorder Professional (SUDP) Fast Track (credit bearing) –** in partnership with our HEAL department and local behavioral health agencies, offer an accelerated 15 – credit online training to become a SUDP to Behavioral Health Professional who are currently working towards or have earned a masters level degree.  **Airport University** **(credit bearing)** – continue to offering a diverse array of credit courses inside (or online) SeaTac International Airport. Focus being core courses that can help students, who have already earned several certificates, complete an AA or AAS.  **ProTrain/UGotClass**—partner with both ProTrain and UgotClass to offer a diverse, affordable listing of online courses that offer workforce development training, personal/professional development and certificate programs.  **WorkWell Northwest**– will begin offering a 200-hour Yoga Certification (for trainers) program in early 2021. We will continue to offer yoga/meditation classes.  **WA Youth Soccer Association**- training certification programs for both the Grassroots Licenses and National “D” licenses, soccer coaching courses for U.S. Soccer  **Birthing Doula Training** – partner with The Simkin Center at Bastyr University to offer Birth Doula Training in both Spanish and English to our local community members. This 32- hour training gives students the foundation to become a labor support professional and fulfills the requirements for DONA International, PALS Doulas, & the Bastyr University Midwifery Department.  **South Side Regional Tourism Authority** – in partnership with our Hospitality & Tourism Management department, design and pilot a Regional Expert Online Program for our local tourism authority. The goal of the training will be to educate local hotel & attraction frontline staff as to what the Destination Marketing Organization (DMO) does, examples of how to talk about the Seattle Southside region when speaking with their guests and inform visitors of local attractions. |
| **Core theme 4:** Model sustainability in human resources, operations, and teaching and learning  **Objective 2. The College demonstrates good stewardship of financial resources while ensuring sufficient resources will be available in the future.**  **Indicator 2.1: The college maintains sufficient financial resources to both maintain programs and remain strategic in times of financial downturn.**  Analyze, strategize and rebuild department revenue/reserves, due to severe COVID-19 impact on Continuing Education. Some of our strategies include:  Implement Campus CE in order to apply a more seamless online shopping experience for students, and to improve the Search Engine Optimization of CE course offerings. Measurement- the percentage of students who register online increases by 10%.    Utilize our new Campus CE student management system to develop a dashboard to track  program benchmarks (enrollment, class offering, cancelation, repeat rate, number of new  classes and revenue). This will allow us to better track what classes are viable (generating  revenue & FTEs) and what classes need to be put on hiatus and reevaluated.  Establish a process to track and evaluate the current CE student and to identify their educational needs/ goals. Measurement- identify the student repeat rate, number of classes a student takes on average, how many quarters they take classes with CE. Survey students and identify their educational goals/ needs, especially emerging needs due to COVID  .  Streamline expenses (ie. marketing expenses), reduce spending (ie. goods & services and travel), and evaluate staffing needs. |
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| **Suggestions to improve this report or process** |
| “Department Challenges” and “Areas you would like improve” seem redundant. |