



Community Education, Lifelong Learning & International Education

PRAC UPDATE, 4/11/17

PRESENTER: CAROL P. HILDEBRAND, DIRECTOR

COM's mission is rooted in...

...providing equitable opportunities and fostering success for all members of our diverse community by offering:

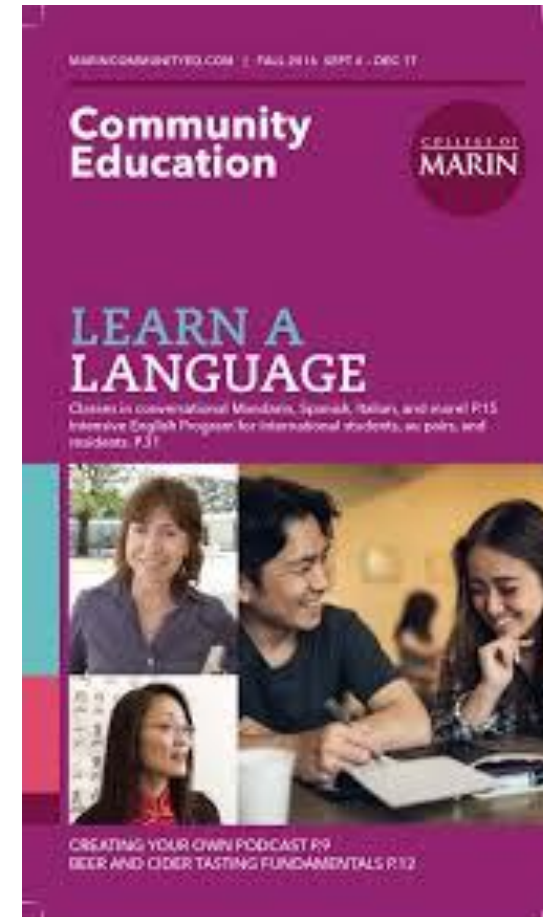
- **preparation for transfer to four-year colleges and universities (*International Education, IEP*)**
- **associate degrees and certificates (*International Education*)**
- career technical education
- basic skills improvement
- **English as a second language (*IEP, International Education*)**
- **lifelong learning (*Lifelong Learning/ESCOM, Community Education*)**
- **community and cultural enrichment (*Community Education, Lifelong Learning, International Education*)**

Programmatic Overview

Community Education	Lifelong Learning	International Education
<ul style="list-style-type: none">• ~450 standard CE classes/year, including ~220 ESCOM• Special events• 102 faculty	<ul style="list-style-type: none">• ESCOM partnership• ESCOM membership administration, serving over 1,750 members	<ul style="list-style-type: none">• Recruit international students- Credit and Intensive English Program• Support students, faculty, staff, community

Community Education

- Life & Leisure
- Literary & Languages
- Business & Careers
- Health & Wellness
- Home & Nature
- Intensive English Program
- Special Events



Community Education & Lifelong Learning Students Served 2016-2017

- ~3,800 students/year, ~8,200 enrollments
- 2/3 of students are ages 56 and over
- 2/3 of students are female



International Education Students Served 2016-2017

- 71 F-1 students, Credit and IEP
- Many other international students (non-F-1 visas)
- Wide variety of countries represented



CELLIE Department Staffing

- Administrative Assistant
- Enrollment Services Associates (2)
- Program Specialists (2)
- International Student Advisor
- Faculty Coordinator, IEP (15 hrs/wk)
- Program Administrator
- Director



Recent Planning Efforts

Department staff created a three year plan with three goal areas:

- Program Excellence- *Cycle of program improvement*
- Responsiveness to Community- *Understand and deliver on community interests*
- Organizational Effectiveness- *Systems and policies that best support students, faculty and staff*

Program Excellence- Highlights

- Strengthening instructor interview process
- Reengaging course evaluation efforts
- Updating Student Learning Outcomes and course outlines
- Updating faculty policies, procedures and support measures
- Revising registration systems to protect student privacy
- Developing more responsive registration website
- New office hours to minimize closures during public business hours

Responsiveness to Community- Highlights

- ESCOM membership survey; new “intellectually engaging” courses
- Drama Department: *Explore Shakespeare: King Lear* with Jim Dunn
- New offerings, new student populations, and new facilities such as the IVOF&G
- Special events: Mini-Medical School and Author Series



Organizational Effectiveness- Highlights

- Completed department reorganization
- Cross-training and professional development
- Updating policies and procedures for faculty and staff
- Ensuring sustainable ESCOM membership
- Developing multi-year marketing plan
- Identifying strategies for financial sustainability

Community Education: Financial Sustainability

- Community Education Endowment (created, Spring 2017)
- Increase Enrollment (ongoing)
- Increase Course Fees (Starting Summer 2017)
- Competitive Pricing (Starting FY18)
- Explore Other Revenue Sources (ongoing)

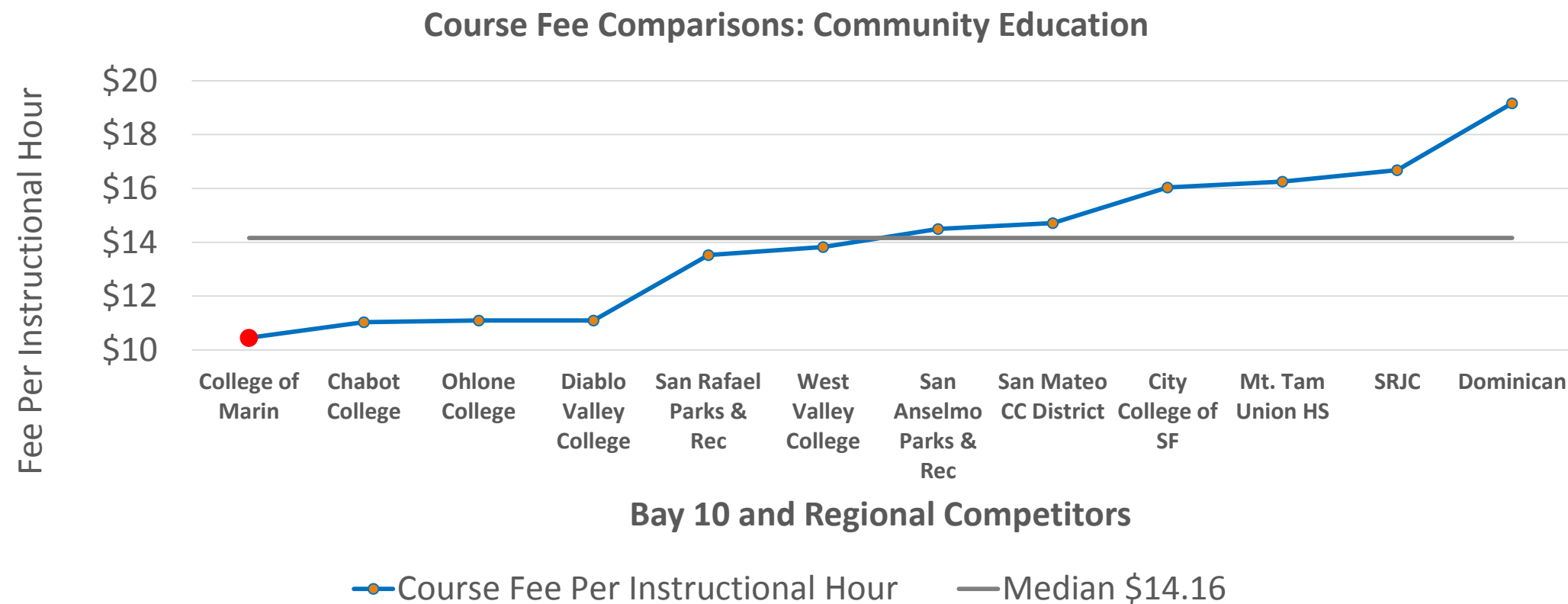
Community Education Endowment

- Approved by Board of Trustees, Spring 2017
- Generous support from private donors; \$500K with hopes to increase
- Affordable course fees, departmental innovation, and financial sustainability
- Attention to Community Education and Lifelong Learning at Kentfield and Indian Valley Campuses

CE Student Enrollment Strategies

- Reduce cancellations, especially in Summer term
- Targeted marketing
- Faculty development related to course marketing
- Revise or eliminate courses historically provided with low minimums
- Align with COM Credit Program Outreach
- New initiatives, facilities: Indian Valley Organic Farm & Garden, IVC Community Center, etc.

Increase CE Course Fees: Market Research Findings



Competitive Pricing: Standard Community Education Courses

COM CE courses in some areas are priced very differently than Bay 10 and/or regional competitors:

- Art- 45% below average (Bay 10, regional competitors)
- Food & Wine- 30% below average (Bay 10, regional competitors)
- Music- 33% below average (Bay 10)
- Physical Education- 36% below average (Bay 10)
- Writing- 61% below average (Bay 10)

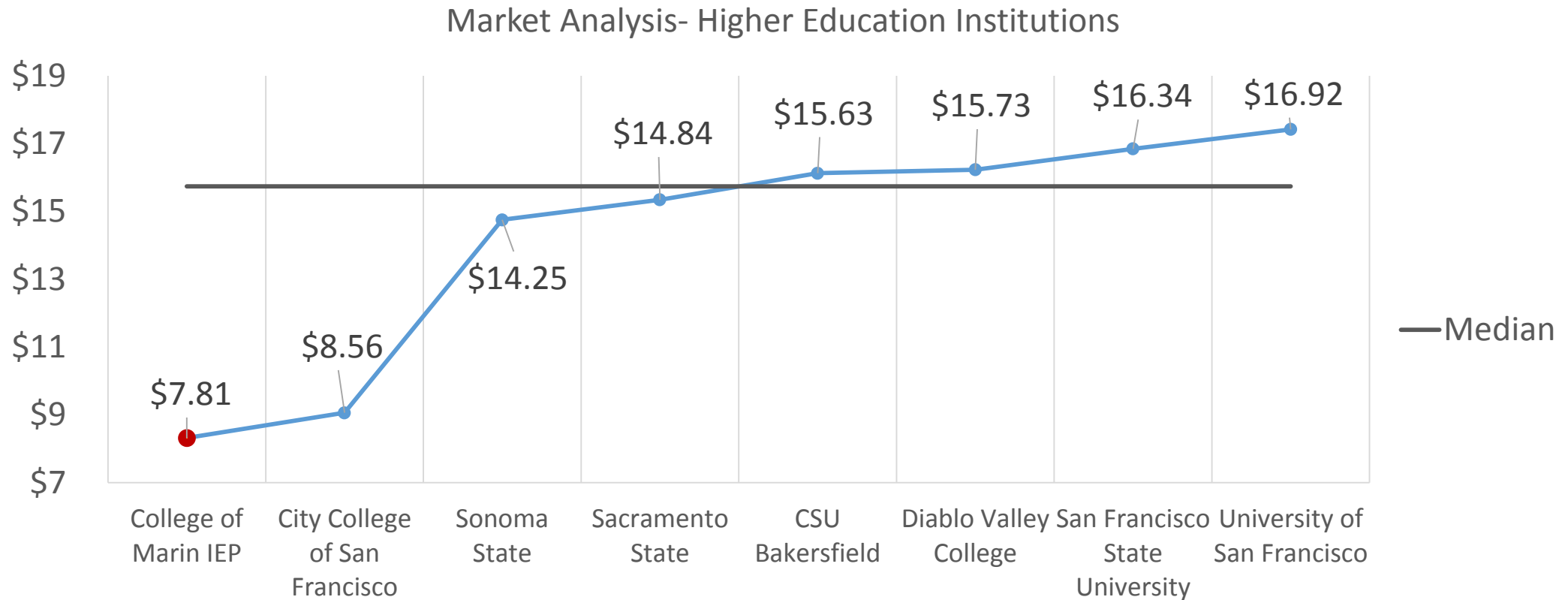
Exploring Other Revenue Sources

- Contract Education
 - Customized training for local businesses, organizations and public entities
 - Priced competitively
- Online Courses
 - Offered in addition to traditional courses
 - Researching most established providers, best practices
- Hopper, Haddie funds and others to promote course affordability and program support

Intensive English Program: Financial Sustainability

- Increase Course Fees (Starting Fall 2017)
- Increase Enrollment (Ongoing)
- Explore Other Sources of Revenue (Starting FY18)
 - Summer courses
 - TOEFL preparation courses
 - Specialty programs and price points for targeted groups, e.g., tourists

Increase IEP Course Fees: Market Research, Higher Education



International Education Enrollment Strategies

- F-1 Visa Holders:
 - International recruiting: agents, recruitment fairs
 - Efficient systems: F-1 visa applications
 - Outreach to local cultural groups
- J-1 Visa Holders:
 - Outreach to au pair agencies
 - Additional TOEFL preparation courses
- Tourists:
 - Agents
 - Word of mouth recruitment, “Ambassador Program”
 - Targeted marketing
- Residents:
 - Cross-promote ESL and IEP

Thank you.... Questions?

