

Community Education, Lifelong Learning & International Education

FEBRUARY 2018

CAROL P. HILDEBRAND, DIRECTOR

Programmatic Overview

Community Education	Lifelong Learning	International Education
<ul style="list-style-type: none">• Offer ~450 CE classes/year• Intensive English Program• ~8500 enrollments, ~4,500 students annually	<ul style="list-style-type: none">• Offer dozens of lower fee CE classes (LL/EC) and events for older adults• Close collaboration with ESCOM on classes, events, policies, space usage and more	<ul style="list-style-type: none">• Recruit and support international students in Credit and Intensive English Programs• Support students, faculty, staff, community

2015-2018 Department Goal Areas

- Program/Educational Excellence
- Responsiveness to Community
- Organizational Effectiveness

- *Coming Soon- New departmental strategic and business plan*



CE Standard Courses: Sample New Offerings

- **New at IVC:**
 - Conversational Spanish
 - Soap Making
 - Business Courses w/ Marin SBDC
- **New at KTD:**
 - Personal Political Power
 - What's So Great About Opera?
 - Explore Dickens on Stage



CE Standard Courses: Impact

Student Evaluation Responses:

Physical Education: *What a wonderful and empowering class. Regardless of native athletic ability, each student is made to feel like they can succeed.*

Marin Adventures: *I can't imagine my world without Hiking Marin Trails.*

Personal Enrichment: *Life enriching, alternative thinking, out of this world- literally.*

CE Lifelong Learning (EC): Sample New Offerings

- Tech Basics for Older Adults
- Intermediate Aqua Exercise for Older Adults
- Three Famous Fairytales
- Reading and Writing Prose and Poetry



CE Lifelong Learning (EC): Impact

Student Evaluation Responses:

New Intellectually Engaging: *Very interesting course given by a very knowledgeable and enthusiastic instructor.*

Art: *This class so far exceeded my expectations, I can hardly begin. Extraordinary praise for this teacher!*

Physical Education: *This class is an important component in my overall health maintenance. I never miss a class!*

Mini Medical School 2018

- Over 500 attendees at each session
- Strong, positive feedback
 - “Well organized, great facility, it was great”
 - “Just keep doing what you’re doing”
 - “You Rock!”
 - “Excellent job, nicely organized, food delicious”
 - “Most excellent, great presentations”

College of Marin's Mini Medical School:
Medical Science and Aging is an opportunity to focus on the second half of life and normal human aging. This free two-day seminar will feature presentations by top medical school clinical professors as well as respected researchers from Stanford University and University of California, Davis.



MEHRDAD AYATI, M.D.
Adjunct Assistant Professor of Medicine, Geriatric Medicine, Stanford University School of Medicine



OMA N. AGBAI, M.D.
Assistant Clinical Professor of Dermatology, Director of Multicultural Dermatology and Hair Disorders, Department of Dermatology, University of California, Davis



PHILIP CHOE, D.O.
Associate Director, Stanford Geriatric Medicine Fellowship, Clinical Assistant Professor of Medicine (Affiliated), Stanford University School of Medicine



THERESA A. HARVATH, PH.D., R.N., F.A.A.N.
Executive Associate Dean and Clinical Professor, Betty Irene Moore School of Nursing, University of California, Davis

To register and for more information go to
www1.marin.edu/news/mms



Co-sponsored by
College of Marin
Community
Education and
Health Sciences
Departments

Friday Afternoon Author Series

- Successful collaboration with ESCOM, COM Library, and Book Passage
- Over 250 attendees in 2017
- Join us! Fridays, 1-2:30pm
- Free and open to the public



RABIH ALAMEDDINE
The Angel of History
Feb 23



JOYCE MAYNARD
The Best of Us: A Memoir
March 30



GEORGE OMI
American Yellow
April 27

“Engaging, powerful, and interesting.”

“Over flow and enthusiastic crowd. More than a successful event. “

Community Education

Helping Revenue Meet Expense

- Increase Enrollment
- Reduce Course Cancellation Rates
- Competitive Pricing
- Revise Course Fees
- Explore Other Revenue Sources and Strategies
- Decrease Expenses

Reduce Course Cancellation Rates

Com Ed Class Cancellation Rates:			
Fall 2015	15%	Fall 2016	16%
Winter 2016	13%	Winter 2017	15%
Spring 2016	24%	Spring 2017	13%
Summer 2016	27%	Summer 2017	14%
Average	19.75%		14.50%

“Ideal”/Expected Cancellation Rates: 15% overall

Source: LERN (Learning Resources Network)

Revise Course Fees: Background

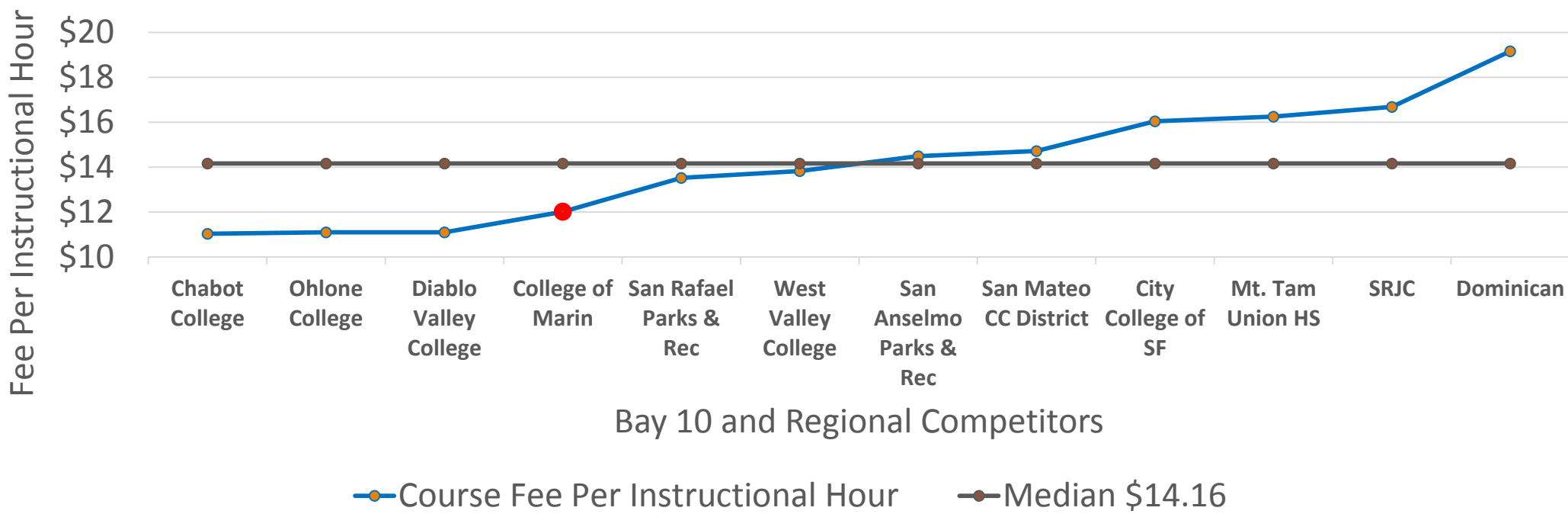
- Self-sustaining program model assumes course fee adjustments to balance expected departmental increases in expenses
- Prior to 2010, nearly annual course fee increases were 2%-17.5%
- 2011-2016, Community Education did not increase fees
- Summer 2017, department implemented a 7.5% increase

Revise Course Fees: Impact of 2017 Revision

- Enrollment steady since 2017 fee increase
- Additional efforts to ensure students access scholarship dollars
- 2017-2018 increase, began to address gap between revenue and expense
- New expenses: staff cost-of-living adjustments (COLA) and anticipated UPM faculty raises

Proposed FY19 Summer Increase

Course Fee Comparisons: COM Fees Raised 9.5%



Sample Standard CE and Lifelong Learning (EC) Course Fees, with Proposed Increases

Sample CE Courses with Fee Increases	FY18	FY19
Reverse Mortgage 101	\$57	\$63
Introduction to Yoga	\$86	\$95
International Folk Dance (EC)	\$59	\$66
Wine Tasting Fundamentals	\$60	\$66
Find the Right Fit: Career Choices for Who You Are Today	\$92	\$101
History of France and the French People (EC)	\$77	\$83
Musical Snapshots: The Blues	\$86	\$95

Exploring Other Revenue Sources

- Contract Education and Programmatic Partnerships
- Online Courses and Travel Courses
- Continue conversations with COM Development/Fundraising
- IVC Opportunities: Indian Valley Organic Farm & Garden, Jonas Center, New Miwok Center

Financial Assistance: Community Education Students

- Options for older adults:
 - Discounted Lifelong Learning (EC) courses for ESCOM members
 - Scholarships for students ages 55 and older with financial need-Haddie Fund, ESCOM Tuition Grants
- Community Education Endowment

International Education & Intensive English Program



International Education Highlights

- Team effort to accomplish foundational IE work: more flexible English Proficiency requirements, agency contract developed, enhanced student services, marketing materials created/translated
- Numbers for full-time international students across Credit and IEP are up from last Spring (78 F-1 students)
- Continued focus on outreach and international student enrollment and retention

International Education Outreach

- Local, Vietnamese and Chinese student fairs; high school visits
- Study California Consortium
- Select International Recruitment Agency Partnerships
- Consular Official Meetings



Intensive English Program (IEP) Enrollment and Transfer

- Enrollment level in Fall 2017 and Spring 2018; increased revenue based on fee increases
- Transfer continues to be strong: 108 students transferred from IEP to COM Credit since 2003



IEP Course Impact

Student Evaluation Feedback:

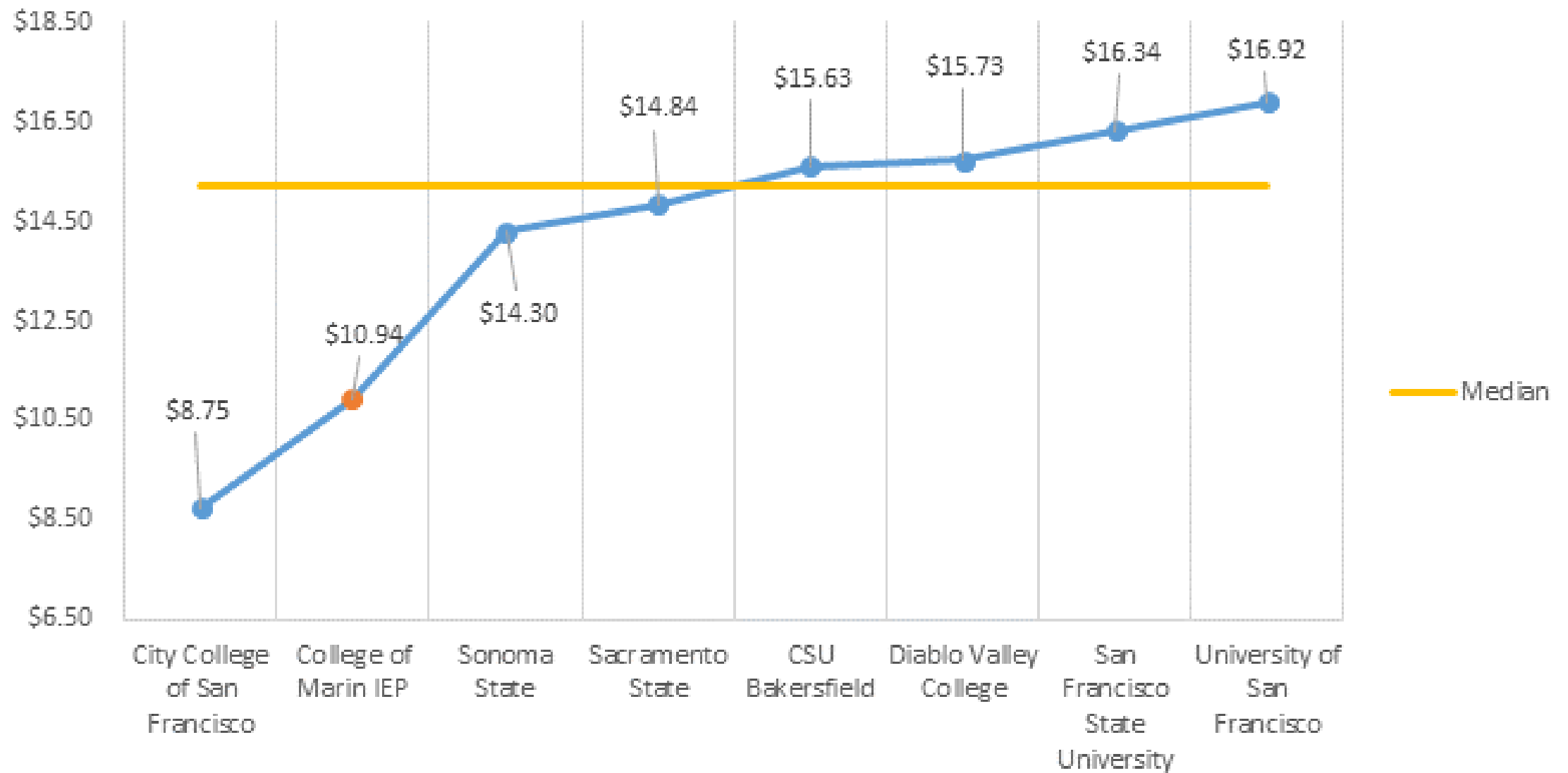
Being a student of college of Marin was the best experience of my life... I am going to take credit classes at Kentfield and I hope to achieve all the goals that I have planned. I want to say thank you to each one of the teachers who taught me. I wish much success to everyone, blessings, and strength to continue on this path full of dreams.



Intensive English Program: Helping Revenue Meet Expense

- Increase Enrollment
- Revise Course Fees
- Explore Other Sources of Revenue
- Decrease Expenses

Market Analysis- Higher Education Institutions



Revise Course Fees: Proposed IEP Fee Increases*

Hours of Instruction	Current	Fall 2018 Increase
20 (F-1 Students)	\$ 3,000	\$ 3,500
20	\$ 2,790	\$ 3,250
16	\$ 2,724	\$ 3,100
12	\$ 1,980	\$ 2,350
8	\$ 1,350	\$ 1,575
4	\$ 744	\$ 868
3	\$ 558	\$ 651
2	\$ 372	\$ 434
1	\$ 186	\$ 217

* ~16.5% Proposed Increase

Intensive English Program

Helping Revenue Meet Expense

- F-1 Visa Holders:
 - International recruiting: agents, recruitment fairs, school visits
 - Outreach to local cultural groups
- J-1 Visa Holders:
 - Outreach to au pair agencies
 - Additional TOEFL preparation courses
- Tourists:
 - Targeted marketing
 - Summer and specialty courses



Thank You

Carol P. Hildebrand, Ed.M., Director

Community Education, Lifelong Learning, International Education

Phone: 415-485-9316

Email: cphildebrand@marin.edu

