



ANNUAL REPORT

Academic Year 2015-2016

The following information is a report of progress made within the Corporate & Workforce Training Department during the 2015-16 academic year, under the supervision of Advancement & Communications.

Erin Roberts & Charlene Alsbaugh

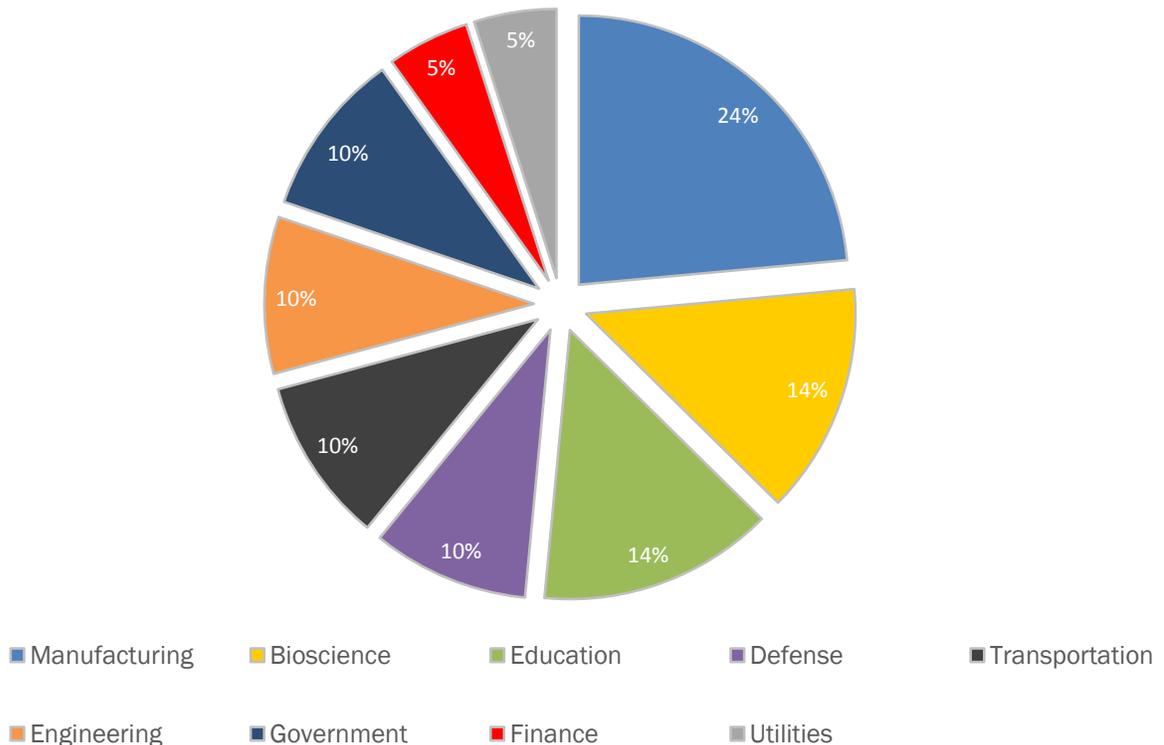
Introduction

The mission of Corporate College at Grossmont-Cuyamaca Community College District is to sustain, enrich and advance the careers of incumbent workers at local organizations throughout San Diego County. The goals of the department are to:

1. Provide professional development opportunities across the career lifespan. (Aligned with District wide Goal #1)
2. Work collaboratively with institutional units within the district to ensure adults have access to professional developmental opportunities. (Aligned with District wide Goal #3)
3. Cultivate a culture of student-centered excellence grounded in delivering quality instruction that responds to industry standards. (Aligned with District wide Goals #1 and #3)

Corporate College's services utilize GCCCD resources, including faculty, curriculum, equipment and facilities, to meet the training needs of local business. Within this framework, Corporate College has the flexibility to design systems and curriculum in response to the short and long term goals of industry. Its value is derived from maintaining industry relevancy while providing much needed services to organizations who could not otherwise afford quality training programs. Corporate college served 21 San Diego companies through corporate training or business registration in fee-based courses in the 2015-2016 academic year.

Industries Served



Corporate Training Program

Overview



Corporate training staff bring education programs out to business at their site, around their schedule, using curriculum customized to meet individual companies' goals. Corporate training services have been offered by the GCCCD for over 15 years through credit departments and Continuing Education, and currently by the Corporate College housed at the district offices.

Corporate training is offered in part through a collaboration with the Employee Training Institute (ETI) at San Diego Community College District which leverages local shared staff and resources, and also in partnership with the Global Corporate College, a network of high performing community colleges nationwide. These key partnerships give GCCCD's Corporate College the ability to stand apart from other training providers with an extensive pool of curriculum, subject matter experts and best practices from around the country.

Enrollments and Budgets

Capitalizing on clientele that existed in previous departments and grant projects, Ms. Roberts expanded services being offered to current companies, and brought on three new clients to keep building a diverse portfolio. In the 2015-2016 academic year, corporate training services generated \$63,255 in gross revenue. Instructional expenses encompassing instructor salaries, equipment repair and textbook printing, accounted for 68% of program expenses, with the remaining 32% going to staff salaries. Net revenues are estimated at \$20,339 and are not able to be fully verified as funds have been distributed to a wide variety of key codes during the year.

Key Highlights

- ✓ Gross revenue: \$63,255 (up from \$15,300 in 2014-15. 313% increase)
- ✓ Estimated net revenue: \$20,339
- ✓ # of contracts: 10
- ✓ # of clients: 6
- ✓ # participants served: 224
- ✓ # of industry recognized certificates awarded: 188
- ✓ # of participants converted to credit 0 (not tracked)

2015-2016 Corporate Courses by Business Type and Topic

Organization	Course	Topic(s)	Industry	Client Type	Fee
 A  Sempra Energy utility®	On-Line Electronics Course	Electronics	Utilities	New	\$25,500
 Where ingenuity takes off	HAZWOPER (40hr & 8hr), DOT	Safety	Manufacturing	Existing	\$19,800
 Unified Port of San Diego	Multiple topics	Safety, Soft Skills, Technical Skills	Government	New	\$8,000
 LAYFIELD CONSTRUCTION PRODUCTS	Annual Training	Safety	Manufacturing	Existing	\$4,800
 GROSSMONT-CUYAMACA COMMUNITY COLLEGE DISTRICT	Student Services Needs Assessment	Soft Skills	Education	Existing	\$2,750
 GENERAL ATOMICS	8 HR HAZWOPER	Safety	Manufacturing	Existing	\$1,800
 ECS EAST COUNTY SCHOOLS FEDERAL CREDIT UNION	CPR	Safety	Finance	New	\$605

Program Learning Outcomes and Support Services

Total # of instructors in database: 69 (up from 44 in 2014-15. 57% increase)

of instructor partners: 9

certificates awarded: 257

Locations

Cuyamaca College campus, Grossmont College campus, UTC Aerospace, East County Federal Schools Federal Credit union, Port of San Diego, General Atomics

New curriculum developed:

- Electrical technologies, safety and motor controls, Port of San Diego
- Waterwise landscape design and maintenance, Port of San Diego
- Supply chain management and lean operations, Port of San Diego
- Competent person training in trenching and excavation, Port of San Diego
- Hazardous materials awareness, Port of San Diego
- Teambuilding and conflict resolution, Grossmont College
- Basic electronics, San Diego Gas & Electric

New formats or technology:

- Online course designed for custom learning management system (LMS) at San Diego Gas & Electric
- Leadership courses formatted into new package series
- Environmental health and safety courses formatted into new package series
- New packaging of “wrap around services” for sale, including coaching, ROI measurement, pre- and post-assessment, etc.
- Completed first grant application using corporate training services

Community Engagement and Marketing

Internal exposure

Internal promotion of the Corporate Training Program has been a key part of program growth, as most other departments within the GCCCD have been unaware of the program’s existence and have therefore been unable to contribute to sales referrals and program resources. Presentations were made to Career and Technical Education division meetings at both Grossmont and Cuyamaca Colleges, and to the Board of the Foundation for Grossmont and Cuyamaca Colleges, to introduce services and partnership opportunities. One-on-one meetings were held with Career and Technical Education Deans at both colleges, and with the Department Chairs of several departments including Automotive, Water/Wastewater, CADD, Allied Health, and Environmental Health and Safety, to discuss individual program offerings that can benefit business. Internal communications promoting the Corporate Training Program were sent out several times during the year, including spotlights in the Chancellor’s Community Newsletter and the Grossmont College President’s Newsburst, highlighting corporate training lead generation events and awareness of successful contracts won by the program.



“We’re already starting to see a change in the mindset, and we expect to see a decrease in the number of inconsistencies on our projects. We’re really happy with the service ETI provided.” – The Hiller Companies

External marketing

External promotion of the Corporate Training Program has also been a crucial part of program growth during the year, with presentations and digital marketing going out to key stakeholders in a variety of agencies, non-profits and for-profit organizations. Presentations were made to the Regional Consortium and individual Deputy Sector Navigators within the consortium, introducing services and opportunities for collaboration. Regular committee attendance was kept by corporate training staff at various business networking groups around San Diego county including Corporate Alliance, San Diego Human Resources Roundtable, Association of Talent Development, Society for Human Resources Management, 6 Degrees, East County Economic Development Council, and the East County Chamber Committee of Business and Education. As for written and digital marketing efforts, blogs and social media marketing were completed weekly, monthly white papers were released in collaboration with the Global Corporate College, and three additional case study reports were completed for the corporate training website and client use.

Events

On October 27, 2015, the Corporate Training Program hosted a lead generation event in partnership with the Employee Training Institute at San Diego Community College District on the topic of “Retaining and Managing the Millennial Generation,” a free workshop for human resources professional and business managers from companies all over San Diego County. The event drew 24 registrants and 11 attendees, resulting in growth to the corporate training email database, new relationships, and general brand awareness for the program.



Presenter Jennifer Hamilton leads a discussion with business leaders around managing and retaining the millennial generation.

Building Capacity

As Corporate Training Services have been understaffed at the GCCCD since the 2008 recession, a large part of staff time is spent each year building systems and processes for the program to function more efficiently within the district and with external clients. Efforts during 2015-16 included revisions to faculty pay scales and pay processes within the Auxiliary and District, revised project management checklists, improved use of the Salesforce database with the help of Brittany Hart & Associates, and utilization of student workers for event recruiting and general marketing. Additionally, the GCCCD has continued to partner with the Employee Training Institute at SDCCD, which contributes heavily to increased capacity, specifically sharing marketing funds, a website and social media platforms, print materials, making joint presentations, and co-servicing a contract for the Port of San Diego. The ability to manage this contract together provides both contract training offices to streamline processes, share best practices, and creates a positive track record for a regional contract education model.

Staff Development

As a department of an educational institution, staff development is an important part of the Corporate College annual plan. During 2015-16 Corporate Training staff attended the Global Corporate College Annual Institute in Greenville, South Carolina, during July 2015, San Diego Workforce Conference led by San Diego Workforce Partnership during November 2015, and the Regional Workforce Development Council meeting led by GCCCD Auxiliary and Deputy Sector Navigators during February 2016. Staff also attends monthly development webinars hosted by the California Corporate College and quarterly development webinars hosted by the Global Corporate College.

Global Corporate College

The Global Corporate College is a network of high performing corporate training divisions from community colleges nationwide that collaborate on training projects for large, multi-national companies. GCCCD has been a member since 2012, and this year remains a member in good standing, meeting or exceeding all minimum criteria on sales, marketing and professional development. Highlights of our partnership this year included bringing forward a lead at Apple Inc., participating in GCC's China initiative, and leading the network in a white paper campaign that served all member colleges and promoted corporate training services across websites and social media platforms nationwide.

Program Effectiveness Opportunities

During the District Retreat Corporate Training established goals and objectives in alignment with District priorities.



Community Services Programming (Fee Based)

Overview



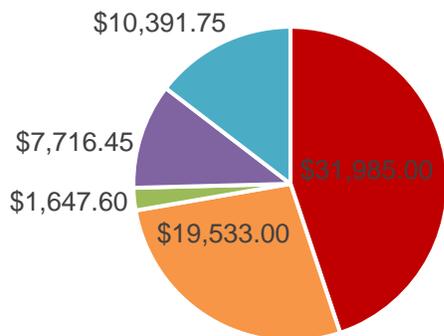
In the fall of 2015, fee based programming was relocated to the office of Advancement & Communications, under the direction of Associate Vice President, John Valencia, MNM, CFRE. As part of the new management structure, the vision of the program changed. Moving away from enrichment programming, the new vision focused on developing the District’s reputation as a provider of quality educational programming for working professionals. It has begun to do this by positioning GCCCD fee-based programming as a nexus between CTE programming and incumbent workers who need continuing education.

Focusing on high demand courses, CTE Deans and staff re-established courses in Auto Technology, Environmental Health and Safety and Electrical certification programming. Quickly seeing the growing need for additional support, Charlene Alsbaugh, M.Ed. was added as a part-time, Workforce Development Assistant. In addition to managing the day- to-day logistics, multiple improvement efforts are currently under way including, designing a new website, consistent branding, adopting a user friendly enrollment system, and updating operating procedures.

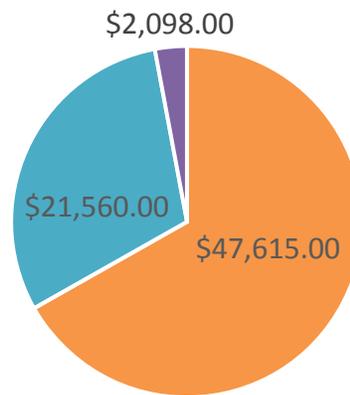
Enrollments and Budgets

Building on Ms. Robert’s work, Ms. Alsbaugh expanded marketing efforts and offerings, meeting or exceeding enrollment projections for 2015-2016 offerings. In the 2015-2016 academic year, fee-based programming generated \$71,273.80 in gross revenue. Instructional expenses, categorized as instructor salaries, equipment repair and textbook printing, accounted for 45% of program expenses. Staff salaries accounted for 27% of department expenditures and net spilt of revenue from courses to hosting departments accounted for 11% of expenses. The remaining 17% of gross revenue was earmarked to cover operational costs and auxiliary fees.

Fee-Based Expenses



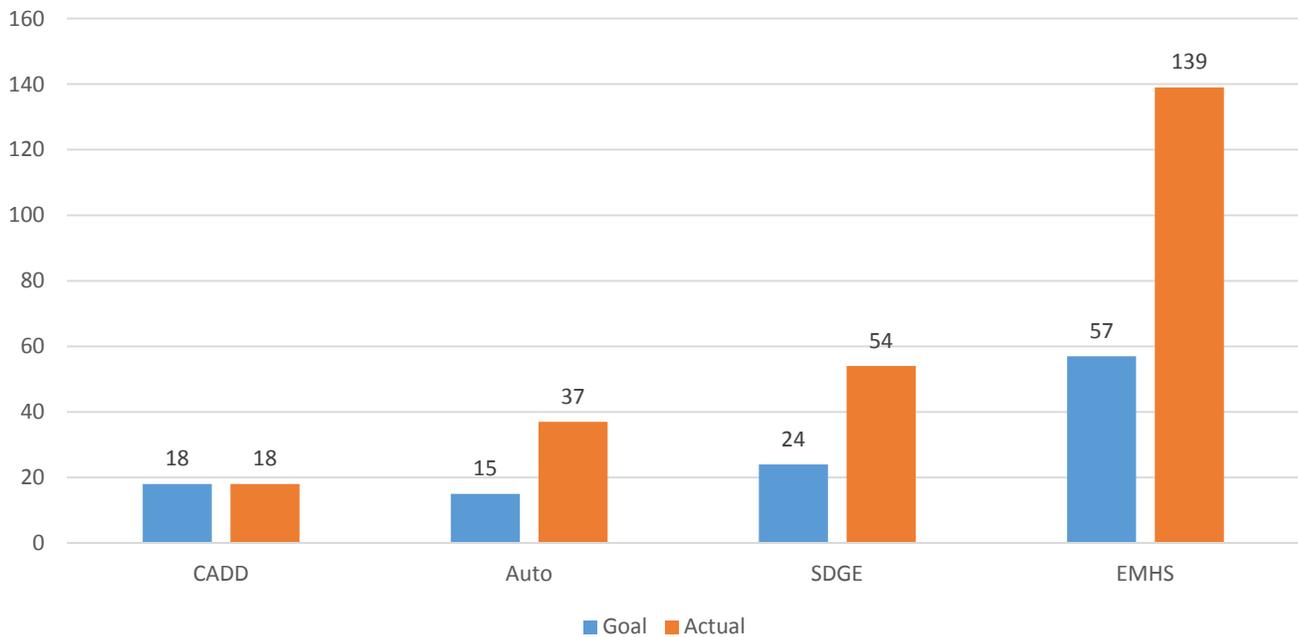
Fee-Based Gross Revenue



- Instructional Expenses
- Staff Salary
- Course Fees
- SDGE Subsidies
- Fee Split to Academics
- Ed2Go Fees
- Auxiliary Fees
- Direct & Indirect Costs

During the 2015-2016 Academic Year, fee based programming had small enrollment goals, with emphasis placed on meeting minimum enrollment. The program offered 19 classes, serving 248 duplicated students and exceeded minimum enrollment goals by 117%. Legacy OSHA courses established under the defunct Environmental Training Center, represented 56% of all enrollments.

Fee-Based Enrollments by Program



Program Learning Outcomes and Support Services

In 2015-2016, the program focused on two measures of institutional effectiveness, utilization and student satisfaction. As stated earlier, 248 duplicated students enrolled in courses, resulting in 230 certificates of attendance being issued to San Diego employees. The program maintained established relationships with 10 local employers including; MTS, Dart Neurosciences, and GKN.

On average, all courses received a score of 4.5 or higher on a scale of 5 for instructor knowledge of subject, and quality of instructional materials.



"I have taken classes with Mr. Ivester a number of times. He always does a great job and keeps the class engaged. He has worked a long time in the industry and it shows!"

Overall, the lowest scores (4.3-4.5) were related to relevancy to work, in 2016-2017 a goal will be developed to assess this further and revise course content as needed. As measuring institutional effectiveness is a multi-layered practice, the program is in the process of updating and establishing new student learning outcomes (SLO) for the the courses. It is our goal to add SLO measures as part of the effectiveness measures by the beginning of the 2017 academic year.

In the 2015- 2016 AY, two new courses were added to existing programming, a drafting test prep and certification course and an auto citation course. Long range utilization has yet to be established, therefore courses will be monitored and adjusted in the coming year. While all courses are currently being offered at Cuyamaca College, it is the goal of the program to begin offering programming at Grossmont College by the end of the 2016-2017 Academic Year.

Capacity Building

Despite the challenges of reestablishing functionality handled by multiple individuals and the “scattering” of institutional knowledge, fee based programming has made a strong effort toward building capacity. In addition to increasing offerings for fee based courses, Ms. Alsbaugh has been utilizing historic and regulatory resources to improve or restore operating systems. Within the first six months, Ms. Alsbaugh has updated the fee-split processes and budget tracking for courses, revised documentation procedures for EHS courses to comply with industry standards, created a new faculty pay matrix and updated hiring documents, and instituted FERPA compliance procedures.

Program Effectiveness Opportunities

In the summer and fall of 2016, Community Services programming will conduct a needs analysis and establish a strategic plan that includes key performance indicators based on past performance and budgets. Additionally, emphasis will be placed on policy and procedure updates to better comply with regulatory and accreditation standards in order to build program longevity.

Final Notes

It is our vision that Corporate College becomes the provider of choice for workforce educational programming within the East County. In the coming weeks, the Corporate College team will begin its strategic planning for the 2016-2017 academic year. In order to be contribute to the culture of excellence, equity and stewardship established at the district level, our goals and objectives will align with district wide goals. We are excited about the future of our programming and the positive impact Corporate College will continue to have on the San Diego workforce. We look forward to future joint GCCCD endeavors that will provide opportunities to serve the growing East County Community.