

Santa Rosa Junior College

Program Resource Planning Process

Community & Contract Education 2022

1.1a Mission

Santa Rosa Junior College's Community and Contract Education Department mission is to exceed the lifelong learning, personal enrichment, and professional skills and training expectations of Sonoma County Junior College District residents.

Community Education will achieve their mission by providing a wide array of opportunities and programs to meet the needs of our diverse community including:

- Affordable life-long learning opportunities that are flexible and engage the whole person
- Special events in art, music, health, wellness, and leisure that are culturally responsive
- Expand opportunities to all SCJCD residents
- Memorable experiences for residents and visitors of Sonoma County that showcase the aesthetic gifts and beauty of our region
- Providing exceptional customer service that exceeds the expectations of our residents

1.1b Mission Alignment

The Community and Contract Education Department reflects the District's mission to promote personal and professional growth and lifelong learning. Community Education supports the District's goals to:

- Promote teaching excellence
- Engage students and spark intellectual curiosity
- Meet the lifelong educational and career needs of our communities
- Establish programs to improve the health and wellness of students and employees

- Pursue alternative funding sources
- Continuously improve institutional effectiveness

Community and Contract Education serves the District in a variety of ways to provide:

- A venue for offering enrichment classes to residents who neither need nor want credit
- A way to promote District programs via free advertisements in the CE catalogs, e.g. Assessment Services, credit courses, Older Adults Program, Planetarium, Shone Farm, Culinary Arts, SRT and more
- Discounted wellness classes for employees
- Flexible way for KAD, Theater Arts and other departments to offer camps, clinics and other classes that require special registration
- Co-enrolled classes so credit students who have reached their maximum repeatability can continue to enroll in the credit class as a not-for-credit student
- Venue to offer credit enrichment courses in a modified format that have been cut in academic departments. This began in 2009 with one course and by Fall 2011 there were fourteen credit courses that moved to Community Education. Overall, thirty one credit courses have moved over to Community Education through Fall 2012; not all of them are taught every year and some have returned to credit.

1.1c Description

The Community and Contract Education Department provides:

- Not-for-credit enrichment courses for individuals to explore new interests, learn new skills, share fun activities with community, start a hobby, and pursue professional and personal development.
- Enriching cultural experiences through the coordination of programs: Chamber Concerts Series
- Online education through a partnership with Ed2Go
- Domestic and International educational travel programs in partnership with Collette Travel
- Special registration for not-open-to-the public classes for KAD, Theater Arts, and other departments

Courses and events are open to the public and the demographic served is primarily made up of residents of the District. While the majority of the participants are 18 years of age or older, Community Education does include minors ages 15 - 17, if the instructor feels the subject is appropriate.

1.1d Hours of Office Operation and Service by Location

The employees work from 8am to 5pm, however, the hours the office is not open to the public. Currently there is only 1 FT employee in the department, with the assistance of student employees. This limited staffing does not allow for public walk in traffic. The majority of Community and Contract Education classes are held during the evenings and on the weekends at SRJC's Santa Rosa and Petaluma campuses, the SW Santa Rosa Center, and various other off-campus facilities.

1.2 Program/Unit Context and Environmental Scan

In 2020-21 and 2021 -22, Community Education underwent a large reorganization with the intent of becoming fully self supporting. In prior years Community Ed offered 324 sections annually. With the staffing reduced to 2, the department offers fewer sections and programs. The following programs have been closed or moved:

Alive @ 25 - closed

Contract Education - on pause

Traffic School -closed

Chamber Concert Series - moved to Dean of ISPD.

Still left are Collette Travel and Ed2Go.

Community Education staff handles the majority of the responsibility for administering the program in-house. Responsibilities and duties of the CE Department include selecting courses, hiring instructors/aides, preparing contracts, rosters and evaluations, registering students, reconciling accounts, schedule development including data entry for schedule production, layout/design, and coordination of printing and mailing services.

Community Education provides a different level of customer service with an emphasis on exceeding the expectations of the student. Returning customers and word-of-mouth referrals depends on students expectations being exceeded. In order for Community Education to be successful, the student experience is of primary importance.

During the pandemic, Community Ed instructors responded to the challenge and moved classes to online and in Spring 2022 the department brought back a few courses in person. Summer and Fall of 2022 will have an increase in face to face classes with the bulk of programs still being offered remotely.

2.1a Budget Needs

As a cost-recovery department, Community Education's priority is to offer a diverse portfolio of educational programs for lifelong learners that generate enough revenue to cover the expenses associated with administering the programs. Therefore, Community Education will not be requesting additional funds in the 4000s or 5000s accounts.

2.1b Budget Requests

| Rank | Location | SP | M | Amount | Brief Rationale |
|------|------------|----|----|--------|-----------------|
| 0000 | Santa Rosa | 02 | 00 | \$0.00 | |

2.2a Current Classified Positions

| Position | Hr/Wk | Mo/Yr | Job Duties |
|------------------------|-------|-------|---|
| Administrative Asst. I | 40.00 | 12.00 | Receives phone calls and registrations for Community Education classes, and prepares packets (and rosters) for Community Education classes; answers email inquiries sent to Community Education website; location information in the CE database system; and Responsible for all Constant Contact emails. AAI responsible for all daily deposits for Community Education classes. Contacts instructors regarding enrollments and class status; maintains department website and Lumen's program. Reserves classrooms, prepares MOU's for offsite classes. |

2.2b Current Management/Confidential Positions

| Position | Hr/Wk | Mo/Yr | Job Duties |
|----------|-------|-------|------------|
|----------|-------|-------|------------|

2.2c Current STNC/Student Worker Positions

| Position | Hr/Wk | Mo/Yr | Job Duties |
|----------------|-------|-------|---|
| Student worker | 15.00 | 12.00 | In 2020 - 21 no student employees during remote operations. In the past, student workers answer phone calls and take in-person registrations for Community Education classes, Alive at 25 programs; creates Alive @ 25 certificates; prepares instructor packets; linputs data from student evaluations; maintains databases; updates all Community Education mailing lists; does daily/weekly filing; updates glass cases around campus; replenishes paper in printers and copier and empties shredder; performs other duties as assigned. |

2.2d Adequacy and Effectiveness of Staffing

Does the program have adequate classified, management, STNC staff, and student workers to support its needs?

As a fee-supported part of the Community Education Department (the not-for-credit classes, including Alive at 25 classes) is designed to be self-supporting. Class fees are set at a level to ensure that the direct costs (instructors' salaries, aides, class supplies, facilities, and the printing and mailing of the Community Education catalogs) and indirect staff and overhead cost (25%) are covered.

Background

Over the last decade, Community and Contract Education has contracted its staffing from 4.9 FTE (including a FT Director) to 2.0 FTE, under the supervision of an academic dean with other areas of responsibility. This staff reduction was done to bring staffing costs inline with revenue generated by course offerings.

Needs:

The current staffing level is sufficient to support the bare bones of a remote operation. While the College is operating remotely and CEE classes remain online, the workload is manageable. When the program returns to in person services there will be a need for a third person an AA or Scheduler to assist with the workload which occurs with in person classes. This position could be a 10 or 11 month employee, with time off scheduled during down times.

2.2e Classified, STNC, Management Staffing Requests

| Rank | Location | SP | M | Current Title | Proposed Title | Type |
|------|----------|----|----|---------------------------------------|----------------|------------|
| 0001 | ALL | 03 | 06 | Coordinator Community and Contract Ed | | Classified |

2.3a Current Contract Faculty Positions

| Position | Description |
|----------|---|
| | N/A for the Community Education Program. All of our instructors are hired as either STNC employees or independent contractors. We have no full time or regular part time faculty. |

2.3b Full-Time and Part-Time Ratios

| Discipline | FTEF Reg | % Reg Load | FTEF Adj | % Adj Load | Description |
|-------------------|---------------------|-----------------------|---------------------|-----------------------|--|
| | 0.0000 | 0.0000 | 0.0000 | 0.0000 | N/A to Community Education; no full time faculty |

2.3c Faculty Within Retirement Range

Community and Contract Education does not have full-time faculty.

2.3d Analysis of Faculty Staffing Needs and Rationale to Support Requests

Community and Contract Education does not require adjunct or full-time faculty support. Community and Contract Education is not-for-credit and does not serve credit or noncredit students.

2.3e Faculty Staffing Requests

| Rank | Location | SP | M | Discipline | SLO Assessment Rationale |
|------|----------|----|----|------------|--------------------------|
| 0000 | ALL | 00 | 00 | | |

2.4b Rationale for Instructional and Non-Instructional Equipment, Technology, and Software

No additional software request for Community and Contract Education.

2.4c Instructional Equipment Requests

| Rank | Location | SP | M | Item Description | Qty | Cost Each | Total Cost | Requestor | Room/Space | Contact |
|------|----------|----|---|------------------|-----|-----------|------------|-----------|------------|---------|
|------|----------|----|---|------------------|-----|-----------|------------|-----------|------------|---------|

2.4d Non-Instructional Equipment and Technology Requests

| Rank | Location | SP | M | Item Description | Qty | Cost Each | Total Cost | Requestor | Room/Space | Contact |
|------|----------|----|---|------------------|-----|-----------|------------|-----------|------------|---------|
|------|----------|----|---|------------------|-----|-----------|------------|-----------|------------|---------|

2.4f Instructional/Non-Instructional Software Requests

| Rank | Location | SP | M | Item Description | Qty | Cost Each | Total Cost | Requestor | Room/Space | Contact |
|------|----------|----|---|------------------|-----|-----------|------------|-----------|------------|---------|
|------|----------|----|---|------------------|-----|-----------|------------|-----------|------------|---------|

2.5a Minor Facilities Requests

| Rank | Location | SP | M | Time Frame | Building | Room Number | Est. Cost | Description |
|------|----------|----|---|------------|----------|-------------|-----------|-------------|
|------|----------|----|---|------------|----------|-------------|-----------|-------------|

2.5b Analysis of Existing Facilities

Community Ed has been relocated to Bailey Hall, office space and area are appropriate for the current program size.

3.1 Develop Financial Resources

Community Education supported Goal G: Develop Financial Resources by:
Increasing revenue generated from Community Education courses by approximately 15% (year-over-year), decreasing expenses.

3.2 Serve our Diverse Communities

Community Education contributes to our multicultural community by coordinating the Chamber Concerts series.

Community Education offers a diverse array of subjects to meet the lifelong educational and career needs of the community.

A limitation is that Community Education classes are only taught in English.

3.3 Cultivate a Healthy Organization

Community Education staff are encouraged to upgrade their skills by taking SRJC classes and PDA Day workshops. Staff have taken advantage of lynda.com and Ed2Go online courses. Community Education held staff training during spring break and incorporated professional development into the annual evaluation process and staff meetings.

3.4 Safety and Emergency Preparedness

Community Education staff participated in How to Survive an Active Shooter training and the Forum on Safety and Sexual Assault Awareness.

3.5 Establish a Culture of Sustainability

Community Education's staff incorporate the following sustainable practices:

- During the pandemic, the program converted to “paperless” – converting office correspondence and fliers to solely digital copies
- The department no longer sends out paper catalogs, all program marketing is done online via social media.
- No in person registration or instructor pick ups, all processes are done on line. This has a community benefit to reduce carbon emissions and the paper associated with an inperson registration.

4.1a Course Student Learning Outcomes Assessment

Community Education's new course proposal form requires instructors to list a minimum of three Student Learning Outcomes for the course. The provided SLOs are included in the web description of the course. At the end of the course, the students complete a course evaluation form and score (likert) how well the course met the SLOs. Based on student feedback, Community Education staff work with instructors to improve their curriculum and the student experience. The student completed evaluation forms are retained to verify their feedback.

Community Education completes SLO's online via a cloud based program which allows students to submit their evaluation electronically, thus decreasing the cost of printing and allowing for greater anonymity of their evaluation. In addition, Community Education plans to revise evaluation questions to be more specific to the course category.

4.1b Program Student Learning Outcomes Assessment

N/A

4.1c Student Learning Outcomes Reporting

| Type | Name | Student Assessment Implemented | Assessment Results Analyzed | Change Implemented |
|------|------|--------------------------------|-----------------------------|--------------------|
|------|------|--------------------------------|-----------------------------|--------------------|

4.2a Key Courses or Services that address Institutional Outcomes

| Course/Service | 1a | 1b | 1c | 2a | 2b | 2c | 2d | 3a | 3b | 4a | 4b | 5 | 6a | 6b | 6c | 7 |
|---------------------|----|----|----|----|----|----|----|----|----|----|----|---|----|----|----|---|
| Community Education | | X | | X | X | X | X | X | X | | | X | X | X | X | X |

4.2b Narrative (Optional)

Community Education classes cover a broad range of topics such as business and professional development; communication; computers (hands-on and online); creative arts; culture, environment, history; dental; financial planning and fundraising; food; homes and gardens; languages; music; personal development; photography; recreation; staying well/yoga; travel; wine; writing and publishing.

Even though Community Education classes are designed for personal, business, professional development, or lifelong learning we believe institutional learning outcomes are being met. Often Community Education is the first step for students who then have the confidence to take credit programs at SRJC.

5.0 Performance Measures

Community Education measures success utilizing total course offerings, course cancellations, student enrollments, unduplicated student headcount, generated revenue, and student satisfaction (tallied from evaluations).

6.1 Progress and Accomplishments Since Last Program/Unit Review

| Rank | Location | SP | M | Goal | Objective | Time Frame | Progress to Date |
|------|------------|----|----|--|---|------------|--|
| 0001 | ALL | 05 | 06 | Increase Community and Contract Education course offerings | Increase total number of new Community and Contract Education course offerings, while decreasing course cancellations. | 2021-22 | With the limited staffing, course offerings and contract courses have not expanded. |
| 0002 | Santa Rosa | 07 | 06 | Improve Community and Contract Education Communication & Enrollments | Revise comprehensive marketing plan to increase online advertisement reach and increase enrollments in Community Education courses. Increase the total Community Education course enrollment by 7% each year | 2021-22 | Increased online/ social media advertising, unable to track increase in enrollments as the changes have been phased in over the last semester. |
| 0003 | ALL | 07 | 06 | Improve Community Education Infrastructure, Financial Resources, and Operational Effectiveness | 1. Increase Community Education Department revenue 2. Continue to systematize operations and decrease expenses. | 2021-22 | Community Ed has become more streamlined and efficient through the increase use of technology. |
| 0004 | Santa Rosa | 07 | 06 | Expand outreach advertising Collette trips in community. | Continue to partner with the Foundation and other organizations to grow travel programs and other Community and Contract Education programs. | 2021-22 | Social media and online marketing has increased interest in programs which were hit hard by the pandemic. |

6.2b PRPP Editor Feedback - Optional

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6.3a Annual Unit Plan

| Rank | Location | SP | M | Goal | Objective | Time Frame | Resources Required |
|------|------------|----|----|--|---|------------|--------------------------------|
| 0001 | ALL | 08 | 06 | Recreate Community Ed course fee structure and model to allow for program to become self supporting. | 1. Re evaluate current instructor pay schedule to allow for better cost control. 2. Build back staffing to allow for departent to grow back course offerings. | | |
| 0002 | ALL | 07 | 06 | Improve Community Education Infrastructure, Financial Resources, and Operational Effectiveness | 1. Increase Community Education Department revenue 2. Continue to systematize operations and decrease expenses. | 2021-22 | Staff time, partnerships, data |
| 0003 | Santa Rosa | 07 | 06 | Expand outreach advertising Collette trips in community. | Continue to partner with the Foundation and other organizations to grow travel programs and other Community and Contract Education programs. | 2021-22 | Staff time |