

Community Services/Continuing Education

2005-07

Unit Mission: The Hillsborough Community College Continuing Education Department provides a comprehensive educational experience which advances the Tampa Bay area's economic growth and global competitiveness through education, training, and services that contribute to continuous workforce improvement.

Planning Facilitator(s): Sharon E. Miller, Ph.D.

Unit Planning Process:

The entire managerial and support staff of Continuing Education established the unit objectives. Our course planning calendar is controlled by our semester course schedules. Staff professional development is arranged around professional association meetings such as the National Council on Continuing Education and Training (NCCET), State of Florida Continuing and Adult Education Steering Committee (CAESC), and the like.

External Trends:

Trend or Event

Impact

Planning assumptions that impact the unit revolves around the lack of physical space planned and provided for the offering of non-credit courses.

Without adequate space, the actual financial impact of the unit's ability to contribute to the overall fiscal structure is obscured.

Additional planning assumption and event that impacts the unit focuses on the fragmented approach to non-credit course offerings; credit deans offer continuing education courses.

The pricing structure is different and the approach does not support collegial partnerships within the institution.

External trend that affects Continuing Education: the lack of on-line registration for students.

Technologically speaking, the lack of on-line registration ability further constrains the fiscal nimbleness of non-credit programming.

Constituent Needs:

The Office of Continuing Education serves a very diverse constituency. The core services are directed to adults who possess a postsecondary degree and are desirous of life long learning classes (i.e., art enrichment, foreign language acquisition, grant writing skills, etc). Another core course offering is available to the medical profession of the community; continuing education classes are offered in order for the professionals to maintain their respective certifications and acquire new levels of certifications. Real estate and insurance agents are able to take courses to sustain their certifications, as well as obtain entry licenses into the profession. Paraprofessionals in the child care industry are able to obtain continuing education credits for licensure renewal.

Another segment of the community is provided with Adult General Education services. These services are for individuals who do not possess a high school diploma, need to improve their basic literacy skills and acquire workplace readiness skills, and develop an education plan that extends beyond high school.

The unit also provides academic and cultural enrichment activities to students who attend our local middle and high schools. The students targeted for these services are potential first generation college students, eligible for free and/or reduce lunch in the public schools, and students' whose families are categorized as migrant farm families.

Unit Objective: Increase the community's access to the Continuing Education programs and services available at Hillsborough Community College.

Objective Type: Information/Com. Technology Facilities Diversity

Target date: Position responsible: Program Manager

This unit objective supports achievement of the

College Goal: 3. Enhance access, flexibility, and responsiveness to meet the changing educational needs of the students and the community.

State Performance Standard: None at this time. Development by the State is pending.

Priority Initiative:

Review Recommendation:

Total cost to achieve this objective:		\$5,000	Cost exceeds unit base	
Full-time salaries	\$0	Professional development	\$0	
Part-time salaries	\$0	Capital costs	\$0	
Hourly salaries	\$0	Expenses	\$5,000	
Contract salaries	\$0			

Describe costs: Additional financial resources needed to achieve the objective is under the category of capital outlay. Continuing Education needs space to continue its growth and expand course offerings.

Strategies:

- Continue to make known to the Executive Level Administration the need for space for Continuing Education.
- Market Continuing Education as the 'out-reach arm' for the College in the community at-large.
- Develop and offer courses that are needed by the community at-large in a time efficient manner.
- Continue to dialogue with Continuing Education staff to further refine: What we are good at?; What we need to change?; What type of employees do we need to attract to the unit to fulfill the college and department mission and objectives.
- Present a business plan for implementation of on-line and payment registration for the 04-05 Budget process.

***Expected Outcomes/
Success Criteria:***

Means of Assessment:

Results of Assessment:

A 10% increase in the number of students served.	Total number of students served 2004-05 as compared to the total number served 2003-04.	The enrollment for Con Ed decreased from 4,388 (2003-04) to 3,170 (2004-05). This decrease should correlate with the number of classroom utilization accessibility to Con Ed. Additionally, these data may not reflect courses classified as CWE (e.g., Insur
An increase in space/facility provided for Continuing Education courses.	Total number of classrooms used in 2004-05 as compared to 2003-04.	There has not been a focus on the number of classrooms used because the Recreation and Lesiure courses do not count toward the room utilization formula. Using the schedules from 2004-05, a manual count will be completed.
The ability for students to register and pay on-line for Continuing Education courses.	A business plan in conjunction with an implementation plan at the end of 2004-05.	Continuing Education has worked with the IT Department to research, evaluate and purchase an on-line Datatel registration product. Testing is scheduled for January 2006.

Status: In progress

Use of Assessment Results: The results regarding the classroom space for Continuing Education will be used to determine the amount of leverage needed to maintain or increase course enrollments.