

ABSE
Chapter 5: Program Initiatives to Improve Performance

Initiative Title: The Center for Learning Advancement Implementation Plan

Why do it?

The Center for Learning Advancement will coordinate existing and new developmental educational activities of the college within ABSE, ALS, ESL, and Tutoring programs.

What will the product of this initiative be?

- The creation of the Center for Learning Advancement Division Council made up of representatives from ALS, ESL, ABSE, and Tutoring programs.
- The creation of a mission statement for the Center for Learning Advancement.
- Identified classes, courses, systems, or pathways of the Center for Learning Advancement.
- A written plan that will guide the implementation of the Center for Learning Advancement.
- Established procedures and policies that define the Center for Learning Advancement and will be used by all Lane Community College programs and services.

What is the need or intended use?

In the academic year 2001-2002, 17% of the students who enrolled in Lane Community College needed to improve basic skills in order to succeed in post-secondary education, getting a job, or meeting their personal learning goals.

Is it feasible?

Yes

What could be the campus location of this request/project?

The Center for Learning Advancement is a system of classes and services, and the departments within the CLA will continue to use current campus locations.

How many students (per year) will benefit?

Unknown at this time.

How will students benefit?

The Center for Learning Advancement can

- benefit students who need to upgrade their basic skills in order to be better prepared to enter a degree or professional technical training program, go to work, or meet their personal learning goals.
- provide seamless delivery of services between the four programs of services.
- provide program articulation between ABSE, ESL, and ALS and improved instructional delivery and peer mentoring among faculty.
- establish a single point of communication with community and college partners, potential acquisition of additional grant resources, and more efficient articulation with college administration.

Describe the resources needed

The resources needed will include staff and faculty time for meetings, meeting space, and limited materials and supplies.

List the possible funding sources:

No new funding sources are need at this time.

Provide ORG and PROG codes:

How does this project articulate with the college's vision, mission, and goals and contribute toward meeting the President's/ Board's approved goals?

See Chapter O: Center for Learning Advancement Alignment with Lane Community College

ABSE

Chapter 5: Program Initiatives to Improve Performance

Initiative Title: The Development of an ABSE Rural Services Model

Describe Initiative

Why do it?

The 2000 Census reports that 13% of the population in Lane county, 25 years of age and older does not have a high school diploma. There are many more adults who have a high school diploma who need to upgrade their basic skills to enter post secondary education programs, get a job, get a better job, or meet their personal learning goals.

Many potential students are not able to attend class at current locations because of conflicts with work schedules, lack of child-care, limited transportation, or other obligations. Some students want the option to prepare to take the GED TEST or upgrade their basic skills that is not dependent on time and location. Distance learning is a delivery method that can reach students who are not able to attend traditional ABSE classes.

Finally, there are fewer options for students to attend ABSE classes this year. During the last budget reductions ABSE class hours were reduced and some outreach locations were eliminated. In addition, the Adult High School Program was discontinued.

Distance Learning Delivery Options:

- ***Video Technology:***

Currently, two video based courses, *GED Connections and Workplace Essentials*, are being broadcast in Lane County on Comcast channel 23 and Charter Communications channel 9. The Department of Community Colleges and Workforce Development will continue to broadcast and support faculty training through Oregon Professional Development System. The ABSE Department would like to develop strategies to connect students to the video based series while enrolled in a traditional class and as a option for students who are not able to attend class on a regular basis.

- ***Computer Technology:***

Currently an ABSE Instructor is offering an on line GED class. The Department would like to expand the class offerings by fall term 2004.

What is the product of this initiative?

- All ABSE Faculty will receive training from Oregon Professional Development System on *GED Connections, and Workplace*

Essentials. Training will be paid from a Program Improvement Grant received from CCWD.

- Each contracted faculty member will develop a plan on how they plan to use the materials within a traditional classroom structure.
- A faculty committee will research delivery structures and curriculum used at other large community colleges in Oregon and across the nation using distance education methods that includes assessment, attendance methods, student evaluation methods, and instructor workload issues.
- A designated committee will research a fee structure for video and computer based instruction.
- A designated committee will determine student recruitment methods.

What is the need or intended use?

ABSE distance education will be used for students who are not able to attend class on a regular basis, to reach new learners, and to provide an option for student who want to learn at a time and location that is more convenient for them.

Is it feasible?

Yes.

What would be the campus location of this request/project?

All current campus locations will be involved in the video delivery model.

The faculty member assigned to the on-line computer class will be located at the Down Town Center

How many students (per Year) will benefit?

Unknown

How will students benefit?

Students will benefit by having another learning option.

Describe the resources needed.

All faculty will attend the OPDS training scheduled in January 2004

Reproduction of additional videotapes for classroom sites and for check out at libraries and other potential locations.

Travel funds for faculty members to travel to other community colleges to research what other colleges are doing with distance education.

List the possible funding sources

Can the project be partially funded?

Funds from the CCWD Professional Development grant will pay for the training.

The general fund M&S budget will pay for the reproduction of videotapes.

No additional licensing is required to reproduce the videos.

If so, what minimum costs?

Provide ORG and PROG codes

How does this project articulate with the college's vision, mission and goals and contribute toward meeting the Presidents/ Boards approved goals?

Distance education would be an innovative way to reach more learners who need ABSE services and meet the needs of learners who are not able to attend traditional class on a regular basis.

ABSE

Chapter 5: Program Initiatives to Improve Performance

Initiative Title: The development of a marketing plan.

Describe Initiative:

This initiative would be to develop an ABSE marketing plan designed to increase awareness and understanding of ABSE services both within the college and with community partners.

Why do it?

The 2000 Census reports that 13% of the population in Lane county, 25 years of age and older does not have a high school diploma. There are many more adults who have a high school diploma who need to upgrade their basic skills to enter post secondary education programs, get a job, get a better job, or meet their personal learning goals. An effective marketing plan will recruit new students to the ABSE program and assist students to find the most appropriate site for their needs.

Students find out about ABSE services from the LCC class schedule, community agency referrals, and word of mouth from past students. It is not clear if these methods are effective. The current LCC class schedule needs to be re-designed to be more “user friendly” for ABSE students. With the discontinuation of the adult high school program, many local high schools are confused about current program offerings.

There are many requests for a general brochure and other printed information about the ABSE program. Written information needs to be developed that provides general information and also describes the unique nature of each class and location. The use of radio spots, newspaper feature stories, and other techniques need to be evaluated for their potential use in recruiting new students to the program. The marketing plan needs to be coordinated with the college’s marketing effort to effectively utilize resources.

What will the product of this initiative be?

- The creation of a marketing plan that is coordinated with other college marketing efforts.
- The creation of a ***New Student Survey*** to be completed at ABSE orientation and intake during winter term 2004.
- The creation of a faculty and staff marketing committee.
- Student and community focus groups to be held during winter term 2004.
- The creation of a department brochure that highlights the unique nature of locations.
- The marketing committee will review and revise the ABSE section of the LCC college schedule and LCC catalog.

What is the need or intended use?

Faculty and staff identified the development of an overall program marketing program as a priority on a comprehensive self study completed for a state program review in January 2003. Currently the only recruitment method used by ABSE is the information in the Lane Community College term schedule. An effective marketing plan would not only recruit more students to class, especially in outreach areas, but also help students connect to the right class and location.

Is it feasible?

Yes

What would be the campus location of this request/project?

The marketing plan will include all classes and locations.

How many students (per year) will benefit?

Unknown

How will students benefit?

Clear and concise information will assist students to access classes. More students will become aware of classes available.

Describe the resources needed

Funding for printer brochures. Approximate cost \$2000.00

List the possible funding sources

Can this project be partially funded?

Yes

If so, what minimum cost?

Material and Supplies will initially cover this expense

Provide ORG and PROG codes

How does this project articulate with college's vision, mission and goals and contribute toward meeting the President's/Board's approved goals?

ABSE students receive foundational academic skill training and life skill development included in Lane Community College's mission statement.