Chapter 5: Program Initiatives to Improve Performance

"How do you propose improving future performance?"

<u>Marketing Initiative</u>   <u>Priority: 1</u>

- ➢ Summary
  - ▪ Due to budget cuts and staff turnover the need to increase enrollment is significant and as a result more attention needs to be given to an articulated marketing plan consistent at all Community Learning Centers. The product initiative will produce a marketing procedure/strategy that will be used at all centers that could increase enrollment and support for the centers.

  - ▪ The intended location of the initiative is ALL learning centers.

  - ▪ Students, staff, and community will benefit by having an increase in enrollment and support for Community Learning Centers.

- ➢ Mailing a local class flyer for each Community Learning Center each term will cost about $24,000 annually.

- ➢ Potential funding sources would be the general fund.

- ➢ These projects/initiatives are consistent with the college's vision of **"Transforming lives through learning"** by giving students an opportunity to complete their necessary course requirements to enter the job market with family-wage earning jobs.

  The stated mission includes opportunities for "**lifelong personal development and enrichment, and cultural and community services"** that is evident with classes being offered through the Continuing Education department.

<u>Distance Learning Initiative</u>   <u>Priority: 2</u>

- ➢ Summary
  - ▪ Community Learning Centers are in need of increasing course offerings with virtually no budget. With the use of IP-Video at each site, shared learning is the most practical and efficient use of funds.
  - ▪ It is the intent of this initiative to provide IP-Video cameras at each location.
  - ▪ The need is to provide increased instructional options for students that are unable to attend the Goshen campus due to distance issues.
  - ▪ It is the intent of this request to purchase seven IP-Video cameras and four TV monitors
  - ▪ All seven Community Learning Centers will need to purchase IP-Videos.
  - ▪ We anticipate over 100 students per year benefiting from this service.
  - ▪ Students will benefit by having more class options and not needing to travel to Eugene.

- ➢ Purchasing seven used Polycom View stations will be approximately $17,500 and four TV monitors will run about $2,240 for a total of $19,740.

- ➢ Potential funding sources would be TACT/CP
  - ▪ Funding can be shared between TACT/CP. However, we have no other funding sources.

  - ➢ Org code: 460001   Program Code: 111000

  - ➢ These projects/initiatives are consistent with the college's vision of **"Transforming lives through learning"** by giving students an opportunity to complete their necessary course requirements to enter the job market with family-wage earning jobs.

    The stated mission includes opportunities for "**lifelong personal development and enrichment, and cultural and community services"** that is evident with classes being offered through the Continuing Education department.

IF FUNDING SOURCE COULD BE TACT FUNDS, COMPLETE THE FOLLOWING:
➢ Category of request:
  o **This Distance Learning Initiative fits nearly all the categories listed.**
    1. Four learning centers have outdated IP-Video equipment owned by the school district commonly know as V-TEL. V-TEL is no longer a product on the market and if parts are needed its nearly impossible to find replacements. Additionally, parts are very expensive.
    2. By replacing the old system and adding a more flexible and modern unit student accessibility will increase simply by having a proven product that is reliable.
    3. For several sites this will be new technology and given the fact that main campus is able to use a similar system greater use of the technology is possible.

➢ How does this request fit in with other unit or college technology plans?
Both Florence and Cottage Grove Centers along with main campus Distance Learning office are all interested in the Distance Learning Initiative.

IF FUNDING SOURCE COULD BE CARL PERKINS FUNDS, COMPLETE THE FOLLOWING:
➢ What evidence do you have that shows special populations (disabled, economically disadvantaged, single parent, displace homemaker, academically disadvantaged and limited English proficiency) have access to your programs? **The Community Learning Centers are more convenient for students to attend that are potentially disabled and struggle with travel issues. By offering courses that are more geographically "friendly" we believe students will be better served**.

➢ How does this request fit in with at least two of the Carl Perkins related goals (listed separately)?
Special Populations Student Results:
Offering courses that are offered in the evening and closer to the student's neighborhood will enhance student access and success. This feature also assists students that need to work day jobs and can only take courses during evening hours.

Professional Development Goal:
Community Learning Center Coordinators will be able to participate in professional development functions which will enable them to provide enhanced services to students. Community Learning Centers would also be able to remain open instead of having to close while the Coordinators attend some professional development functions. These factors will result in improved student performance.

➢ Describe how this project might show collaboration with Lane County high schools. **The strength of the Community Learning Centers is the built-in collaboration with six k-12 school districts in Lane County. All high schools share facilities in a collaborative fashion. Utilization of IP-Video will potentially allow more high school students through out the college district to participate in college classes.**