

Initiative Report for Coop Ed 2009-10

Outreach Materials for Occupational Skills Program

Summary:

Create and disseminate outreach materials for high school and college students to describe the Occupational Skills Program which trains students in niche occupations where students are employable upon completion of a one year certificate. Carl Perkins requires linkages with local high schools and this initiative strengthens and enhances these relationships.

Description

Create and disseminate outreach materials for high school and college students to describe the Occupational Skills Program which trains students in niche occupations where students are employable upon completion of a one year certificate. Utilizing Lane's Printing and Graphics Dept., design, print and disseminate information materials including color brochure (matching other college marketing materials), flyer, small poster and small ads in Eugene Weekly, Torch and other publications.

Questions and Answers

How is the initiative linked to the Unit Plans most recently submitted?

- 1. How does it continue the achievement of those goals?**
- 2. If this is a continuation of an initiative started last year, make sure that relationship is clear.**

How is this initiative linked to the efficiencies and productivities plans you had last year?

- 1. How does it continue the achievement of these plans?**
- 2. If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear.**

This is a new initiative. The expected outcome of this initiative is increased enrollment in the Occupational Skills Program.

Describe the resources needed:

\$3,500 from Perkins Outreach funds for brochure, flyer, poster and newspaper ads (Torch & Eugene Weekly.)

What specific measurable program outcomes do you expect to achieve with this initiative? The outcomes should be specific enough to be measurable. Also, outline the method that will be used to determine the results.

Estimated increase in FTE over time as awareness of Occupational Skills Program grows.

Department Priority:

6

Unit Resources:

There are no unit resources available for this initiative.

Funding Request: Carl Perkins

Is this a Career & Technical Education program approved by the state and offered through Lane for credit?

Yes

If not a Career & Technical Education program, does your request provide considerable support for students enrolled in these programs?

No

Do you have an advisory committee that meets 2-3 times per year?

Yes

If request is for personnel, will funds be used to replace an existing position?

no

How will funding this initiative increase or sustain the academic achievement and technical skills attainment (GPA of 2.0 or better) of Career and Technical Education students?

This initiative assists with the recruitment and retention of high school students and others into career/technical credit courses that results in a one-year certificate.

How will funding this initiative increase or sustain the number of CTE students that graduate or receive a one year certificate from Lane and help prepare the students for employment?

By informing high school and other students that a one-year Occupational Skills Program certificate is available to prepare them for niche occupations with demonstrated employment opportunities, students have an incentive to complete because of the direct connection to employment.

EQUIPMENT \$

0

COMPUTER HARDWARE \$

0

COMPUTER SOFTWARE \$

0

MATERIALS & SUPPLIES \$

3500

CURRICULUM DEVELOPMENT (Hours)

0

PART-TIME FACULTY \$

0

TIMESHEET STAFF \$

0

TRAVEL \$

0

Can this initiative be partially funded?

Yes

EQUIPMENT \$

0

(E) Explanation of effect of partial funding:

COMPUTER HARDWARE \$

0

(CH) Explanation of effect of partial funding:

COMPUTER SOFTWARE \$

0

(CS) Explanation of effect of partial funding:

MATERIALS & SUPPLIES \$

2000

(MS) Explanation of effect of partial funding:

The above numerical description means any amount can be effectively utilized from \$150 up to the amount requested. A decreased amount means that fewer outreach activities will be attempted with an expected decrease in awareness and enrollment. For \$150 a flyer can be produced and disseminate to high schools and around the Lane campuses. More funding will result in additional outreach materials.

CURRICULUM DEVELOPMENT (HOURS)

0

(CD) Explanation of effect of partial funding:

PART-TIME FACULTY \$

0

(PF) Explanation of effect of partial funding:

TIMESHEET STAFF \$

0

(TS) Explanation of effect of partial funding:

TRAVEL \$

0

(T) Explanation of effect of partial funding:

Funding Request: Curriculum Development

Funding Request: Technology Fee