Coop Ed 2010-11

Improve Outreach Materials for Cooperative Education Employers

Summary:

Initiative #6
Improve communications with potential co-op employers by producing a display banner for outreach events such job fairs and chamber of commerce employer events which will result in new co-op opportunities for Lane students.

Description

Create a free-standing banner for table top presentations in the community.

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.**

Excellent communication and outreach to potential and existing co-op employers has been and continues to be a goal over the entire history of the division, over 40 years. Our current employer display is over 20 years old and terribly out of date.

Describe the resources needed:

$800 to design and produce a free standing banner.

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.

In these difficult economic times where employers have laid off many workers and often struggle to keep their doors open, it can be very challenging to find internship opportunities for Lane

students. Outreach materials are one important strategy for reminding and informing employers of the value of utilizing Lane co-op students.

Department Priority:

7

Unit Resources:

There are no resources for this initiative in the unit.

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?

Yes

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?

Most career technical degrees at Lane have a required co-op course as part of the degree. Finding and retaining appropriate work-based learning opportunities for students allows them to earn career technical degrees. In addition employers often provide technical skills training not offered in regular class courses.

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?

Students need cooperative education course credits to graduate and having employers cooperate with the college to provide learning opportunites is the only way to help students earn this credit.

EQUIPMENT $

800

COMPUTER HARDWARE $

0

COMPUTER SOFTWARE $

0

MATERIALS & SUPPLIES $

0

CURRICULUM DEVELOPMENT (Hours)

0

PART-TIME FACULTY $

0

TIMESHEET STAFF $

0

TRAVEL $

0

Can this initiative be partially funded?

No

EQUIPMENT $

(E) Explanation of effect of partial funding:

COMPUTER HARDWARE $

(CH) Explanation of effect of partial funding:

COMPUTER SOFTWARE $

(CS) Explanation of effect of partial funding:

MATERIALS & SUPPLIES $

(MS) Explanation of effect of partial funding:

CURRICULUM DEVELOPMENT (HOURS)

(CD) Explanation of effect of partial funding:

PART-TIME FACULTY $

(PF) Explanation of effect of partial funding:

TIMESHEET STAFF $

(TS) Explanation of effect of partial funding:

TRAVEL $

(T) Explanation of effect of partial funding:

Funding Request: Curriculum Development

Funding Request: Technology Fee