

Coop Ed 2011-12

Improve Outreach Materials for Cooperative Education Employers

Summary:

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 table-top banner for presentations both on campus and 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.**

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

- 1. How does it continue the achievement of those goals?**

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 Our current employer display is over 20 years old and terribly out of date.

- 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?

There is a constant, on-going need to communicate effectively with current and potential co-op employers. Presenting a compelling and professional message is essential. The creation of one banner is the most efficient method for ensuring that co-op is presented effectively in all venues.

- 1 How does it continue the achievement of these plans?**

The use of outdated materials communicates a negative image to employers and suggests that our students are not current in their fields and that Lane does not stay current.

- 2 If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear**

N/A

Describe the resources needed:

\$800 needed from Perkins for the design and purchase of the 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.

Co-op participates in a minimum of four events every year where hundreds of employers are in attendance and will see the display.

Department Priority:

8

Unit Resources:

none

Funding Request: Carl Perkins

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

No

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?

No

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

N/A

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 appropriate work-based learning opportunities for students allows them to earn their degrees. In addition employers often provide technical skills training not offered in regular in-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 employer's cooperation with the college to provide learning opportunities is the only way 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