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October 5 - 7, 2008  
Cleveland, Ohio

### **Reality Check: Training for the Way We Work**

Give your workforce training a reality check. Do your training methods mimic the chaotic, collaborative reality of a typical workplace? Go beyond checklists and step-by-step instructions. Learn how to apply the CHAP approach—collaboration, humor, application and problem-solving—to help your training stick. This fun and interactive session will give you tools you can use to make both technology and soft-skills training more useful and relevant.

### **Kids' College - Blueprint for Success**

Come and hear how a small college has developed a highly successful Kids' College program that attracts over 600 kids in grades 1 to 7 and generates over \$45,000 profit in three weeks. You will see step by step how the program, with over 120 different courses, is developed, marketed and presented. We believe that organization and choices are the keys to the program's success. You will leave with a blueprint to help you replicate such a program at your college.

### **Strategic Partnership for Workforce Development: Training Fitness Professionals**

The fitness industry has been experiencing phenomenal growth and the future looks bright! Increased profits, market share and job opportunities are all projected for the future and according to the US Department of Labor, the industry is growing at a much faster rate than most other industries in the United States. This presentation will discuss how educators can help meet the demand for more qualified and competent fitness professionals. We will discuss the status of certification, credentials, accreditation and training in the fitness industry and present a partnership model for successful program development and delivery.

### **Using External Environmental Scanning and Forecasting to Improve Workforce and Organizational Strategic Planning**

What are current and future trends and why and how should they be used to develop your organization's strategic plan, especially its workforce development strategic plan? External environmental scanning and forecasting allows an organization to develop a strategic plan to shape its preferred future rather than respond to an imposed future. This session will differentiate strategic from other types of planning and showcase the use of external environmental trends as the basis for "outside-in" strategic planning, rather than "inside-out" planning that is unlikely to be strategic. The environmental scanning and strategic planning process, the trends developed, and a variety of strategic plans will be presented and discussed.

### **Strategic Shifts: The Road to Revenue**

Attempting to conduct a revenue generating business in an educational environment comes with a unique set of challenges. Come learn how College of the Desert has successfully implemented an integrated approach by combining brand strategy, organizational re-alignment, web-based technology with proved data collection and operational efficiencies. We will show you how we blasted through the roadblocks to become an entrepreneurial driven unit in an academic setting. In this workshop we will describe how College of the Desert was able to implement this integrated approach to re-brand, re-energize and revitalize their economic and workforce development initiatives through strategic partnerships with a brand strategist and a technology partner.



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### **Improving Employee Selection Through Testing and Assessment**

Few decisions have more impact on an organization than employee hiring and development. The Office of Continuing Education and Workforce Development at The University of Akron Wayne College offers many services to assist employers with hiring and development. These services include job profiling, ability testing, behavioral questionnaires, behavioral interviewing, job matching and certification testing. If you are not currently offering these types of services you may want to consider incorporating them into your product mix. As we move from an industrial to a knowledge economy the need for talent will increase. Companies have been driven previously by technological advancement and automation, but in the knowledge age economy companies will be defined who best select, manage, develop and reward people.

### **Building and Maintaining Workforce Trust: The Key to Sustainable Partnerships**

Experts agree that trust is the core issue impacting organizational, team and leadership effectiveness. Yet, many people are not aware of how their actions influence trust or what they can do to be trustworthy. Using the TrustWorks!(r) programs is a positive, behaviorally based approach to developing individual, team and leadership trust and dealing productively and tangibly with what can be seen as a thorny topic. Learn how Central New Mexico - Workforce Training Center (CNM-WTC) is using these innovative tools to affect sustainable change in their clients' organizations and as a result creating sustainable client partnerships.

### **The Three Page(r) Business Operating System**

A new and exciting program that enables your business clients to manage their companies better will be introduced by the Continuing Education Department, North Iowa Area Community College. Called the Three Page(r) Business Operating System, the program provides simple management tools that focus the business owner's time on what matters in his/her company. Clients report increased profits and improved communication, while the college has a new income source. The session will develop interest in the Business Operating System and simple use of its interlocking tools in management decisions.

### **Benchmarking Workforce Development - Setting the Standard**

How does your college workforce development area measure up to other community colleges across the nation? Attend this session and learn the results of a Benchmark Study conducted with 20 colleges to determine best practices in workforce development. The findings include sales call statistics, top revenue generating products, college expectations, curriculum information, customer profiles, instructor data, marketing options, evaluations used, credit sales, future projections and best practices. Kathy Yeager, who conducted the Benchmark Study, will facilitate this session. Attend this session and receive a link to the complete Workforce Development Benchmark Project.

### **Recession Proof Your Contract Training Unit**

Are you trying to increase contract training sales, but seem to be stalled by the economy? You can still get the decision-maker's attention and land those large accounts. Attend this session to learn the selling techniques of highly effective colleges. Walk away with "how to" information on determining what



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companies want, solution selling steps to close more business and methods for increasing your worth internally. Bring your contract training best practice to share. This session will help Workforce Development units from colleges who want to grow the business and bring in more revenue. Participants will be energized with new methods for thinking differently about prospecting, approaching, packaging, pricing, and tapping into trends affected by today's economy.

### **POWER PARTNERS FOR MAXIMUM REVENUE AND PROFIT**

Regardless of how you slice it, REVENUE/PROFIT is the name of the game. This workshop will show you how to make big \$\$\$\$s with your limited staff, resources and institutional budget. We may love to "meet customer needs", "solve training problems", "be a partner in economic and workforce development" and other euphemisms for providing training. But the administrations of our institutions are looking more and more to OUR bottom line. This workshop will provide you with a formula to maximize your REVENUE/PROFIT margin, AND deliver excellence in the quality of training you provide, through POWER PARTNER relationships.

### **Next Generation Dynamics**

With four generations of people in the adult market today, new challenges and opportunities present themselves for Continuing Education programming-for workforce training and community based learning. This session addresses generational differences and how CE needs to adapt to meet needs. Emphasis will be on market dynamics, programming, and adaptability. The objective of this presentation is to share strategies to address the learning and workforce differences based on characteristics of each generation. The following will be included in the presentation: Demographic information, Characteristics of Each Generation, Comparison of behaviors based on work ethics, time management, technology use, team orientation, and work style, Workplace Dynamics, Learning Dynamics, and Impact on CE Programming.

### **One Paycheck Away-A Path Out of Poverty**

The Employment Skills Program at Hesed House, in Aurora, Illinois, is a one-of-a-kind collaboration between uncommon partners-a community college, a homeless shelter and Illinois' second largest city. This unique alliance of education, social service and government has come together to link resources and provide training that will assist in reducing homelessness. The program provides onsite training for residents of a homeless shelter to assist individuals in their re-entry into society and the workforce. This presentation will provide an overview of the program which serves an underserved and misunderstood population. Learn how Waubensee Community College has assisted Hesed House residents and guests through intensive, on-site training that is paired with other services.

### **Strategic Partnerships to Deliver Career Education Programs**

In 2007 College of Lake County and Oakton Community College in suburban Chicago formed a partnership with Kushan LLC (subsidiary of MRxl Corporation) to deliver a Massage Therapy Training Program that served a need for the community. The partnership brought licensed and trained instructors, a fully funded massage clinic, and better than expected student enrollments. The purpose is to demonstrate that community colleges can achieve career training options by utilizing experts from a career field while maintaining a quality



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### **Creating an Institute of Government to conduct contract training for government elected officials and government employees**

Governmental entities can comprise up to 35 percent of your contract training revenue once you develop relationships and loyalty. By forming an Institute of Government Steering Committee comprised of officials from cities, counties, and other governmental entities one can create cohort groups for training. Working in concert with organizations such as League of Cities and Association of Counties can create a Steering Committee which sets the annual training schedule and sends elected officials and government employees to training. An annual Excellence in Government Symposium can also be conducted incorporating training. This workshop seminar will provide a how-to manual for participants.

### **Condominium Management Professionals and Board Members: A Strategic Partnership Based Win-Win-Win for Continuing Education**

Community associations present a frequently underserved niche for continuing education. Board members are hungry to learn about the legal, financial and management issues needed to fulfill their responsibilities. Professional Community Association Managers (CAMs) need updates about changing legal requirements and, in many states, are mandated to complete a number of hours of continuing education to maintain their licenses. Edison College has developed ongoing programs based upon strategic partnerships that have a waiting list of sponsors and draw large groups for each session. This model is now replicated in other colleges. Learn how.

### **Community Colleges & Massage Therapy Programs**

Why offer massage therapy programs at community colleges? The 2002 Commission on Complementary & Alternative Medicine national survey found that 5% of the 31,000 participants surveyed had used massage therapy in the preceding 12 months, and 9.3% had used it at least once. According to recent reviews, people use massage for a wide variety of health-related needs: to relieve pain; rehabilitate sports injuries; reduce stress; increase relaxation; address feelings of anxiety and depression; and support general wellness. Now with national accreditation standards and some states requiring degree programs, colleges have the opportunity lead the way in training the massage therapist of the future.

### **Survival Tools for Clients - Understanding Six Sigma**

Moraine Park Technical College made a decision three years ago to aid their clients by providing professional help with their continuous improvement needs. In order to accomplish this, MPTC hired a Six Sigma Master Black Belt who had a significant background in Lean Enterprise as well. MPTC can now address the individual needs of each client, whether through open enrollment training for the workforce, coaching a project, or setting up customized company specific training and consultation. Learn how Six Sigma can be used as a tool for continuous improvement and how MPTC customizes the training for its clients.

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### **Continuing Education as Corporate Trainer**

Continuing Educators long ago recognized that we are a different sort, particularly in comparison to our academic colleagues. We know that methods and standards designed for traditional college students generally do not serve the needs of most adult students. This presentation will explore something we are all confronting: Business leaders want training to behave and deliver more like business people rather than like academics. So, how do we make the transition from being classroom professors to being corporate trainers? How do we reconcile our academic values with the values held by most business people?

### **Preparing the region for a new industry - casino gambling**

Months before the first shovel of dirt was tossed to begin building a \$450 million casino in Pittsburgh, the Community College of Allegheny County (CCAC), the largest provider of educational services in western Pennsylvania, was already working to ensure the attraction would have a skilled workforce when it opens in 2009. During this same time frame, the Northside Leadership Conference (NSLC) negotiated an agreement with the casino developer to give preference in hiring to residents of Pittsburgh metropolitan areas with lower than average income levels. The partnership between CCAC and NSLC led to the development of community service free workshop to prepare the target population for the opportunity of employment. We plan to share the development, implementation, delivery method and success of this initiative.

### **Investigating the leadership personality characteristics of corporate training, continuing education, and workforce development administrators in community colleges: A national study**

There has been much research about "getting the right person on the bus" and "moving from good to great" however no one has extended industrial-organizational psychology research on "person-fit" into community college administration research. The purpose of this study was to ascertain the "benchmark" leadership characteristics of administrators in corporate training, continuing education, and workforce development divisions in community colleges in order to help individuals develop learning plans and to help HR staff in the hiring process. The members of NCCET comprise a large portion of the data.



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### **Getting Results, A Professional Development Sampler for Community College Faculty**

Getting Results is an online professional development course designed to give technical faculty practical research based strategies to effectively teach in the community college. In this session administrators, especially those charged with delivering professional development, will get a brief overview of the course, "walk-through" several activities. Learn how community colleges across the country have benefited from Getting Results. You will also try some hands-on activities such as a "syllabus makeover" (explore how to use student outcomes to design your course) and "active teaching" (watch video of active teaching and discuss what you see). Participants will receive a DVD of the course.

### **Money Matters: Providing Livable Wage Career Training to High School Students and Increase Your Alternative CE Revenue Stream**

Your president has charged you with providing an additional revenue stream for your college. At the same time, local businesses need you to provide a steady workforce pool. Given that that your state legislature continues to cut education funding, how can you do it? Join us as we share our experience of developing, coordinating, operating, and evaluating a successful collaboration with a local high school. Our collaborative partnership through our continuing education program shared the cost of training at-risk high school students, creatively brought in revenue, and best of all, provided opportunities for livable wage jobs for these students.

### **CUNY On Wheels: An Innovative Vehicle for Community Outreach and Service Delivery in an Isolated Rural and Urban Community.**

Join a team of pioneers in community outreach and service delivery to learn how they developed and use a unique and innovative project to service an isolated rural and urban community. The City University of New York's "CUNY On Wheels" project is a state-of-the-art mobile classroom and information center that links with residents who cannot easily access services on a CUNY college campus. It brings college admissions and financial-aid information as well as higher education and training services to residents and community based organizations. The 40-foot-long bus is equipped with high-tech telecommunications, high-speed Internet, computer workstations, plasma-screen monitors, and seating for up to 12 people for information sessions, workshops and seminars.

### **Collaboration - Credit/Non-Credit - Make it Work!**

More and more colleges have been engaging in co-listed or shared classes with credit. There are many issues that can occur as part of the process. CCBC has developed a collaboration manual that assists credit department chairs in learning the language of continuing education that allows flexibility and creativity in course development and promotion. Participants will: Identify the benefits of sharing or co-listing classes; Discuss how classes can be shared; Discuss potential issues that occur with shared classes; and Using a group format identifying how this might work in your college, or share how it is working

### **Credit & CE Partnerships - How to Play Well Together**



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Sometimes the "network" is within your own college! College credit and continuing education departments can work together to maximize resources, build upon shared expertise, and expand options for our students. This session will discuss the challenges and opportunities involved when these two "silos" within your college decide to collaborate. Topics covered will include: the strengths that each department brings to the table; several models for collaboration; challenges to overcome to ensure success; and a recent example from Austin Community College that involves the continuing education department and three different credit departments working together on one project.

### **Ka-Ching! Winning at Tribal Casinos**

This presentation will provide strategies for building relationships with tribes and tribal casinos. Participants will also learn about an innovative management training program being offered to tribal casinos in Washington State. Participants will learn about the world of Indian Gaming and opportunities for educational delivery; Strategies for building trusting relationships with tribes and tribal casinos; How to work with tribes and casino management to deliver education and training; and A success story: Tribal Enterprise & Gaming Management Certificate

### **Developing Partnerships to Streamline and Improve Workforce Effort Reporting: The Enterprise Ohio Network Story.**

The Ohio Board of Regents, managers of the Enterprise Ohio Network (EON), have a reporting procedure for all network schools (53 in all) in order to track performance and service data. While the reporting definitions were clear, because of the variety of tools used by various campuses, the quality and format of the submitted data was uneven. To help streamline the process (and achieve better quality data), the Network sought out a business partner who could help network schools. This session details the process by which a state workforce development network can partner with a vendor to benefit both the state network, and the individual school. You'll learn how the EON structured their innovative data capture system, and how they worked with a vendor to get preferential pricing on products, and to get customized reporting and data output to meet their specific needs.

### **The Moses Chronicles: How to Deliver your CE/WF program from the Bondage and Oppression of a Campus Credit Registration system.**

Once a campus installs a multi-million dollar system, and spends years in the implementation process, there is an (understandable) pressure to have any and EVERYONE in the college use it. However, the needs of CE/WF programs hardly ever fit into the scripted, regularly scheduled, batch and regimented pathways offered by a campus credit system. This session recounts the story of two campuses where CE staff were able to make the case for "letting their people go". You'll have a chance to hear what works and what didn't work as well, in documenting the basis for your exodus and in addressing concerns of finance, IT, and the registrar's office

### **Performance Measurement Indices for Continuing Ed programs: Or How Statistics can Save your Job and Grow your Program**

Numbers count! In the case of CE/WF, statistics can help us keep your programs healthy and viable. This sessions will help to monitor the health of your program on a regular basis. Knowing the health of your program is critical to having a successful program. We will explore the various statistics needed to run



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your program and how to use your student tracking software to generate up-to-date statistics. This session will also explore the range of essential tracking statistics and what they mean to your program. Bring your "wish lists" for numbers or statistics you would like to generate, and we will brainstorm some strategies for generating them.

### **Delivering an On-Site Associate Degree Embedded Into an Apprenticeship Program at the Portsmouth Naval Shipyard**

This session will describe the opportunities and challenges inherent in the delivery of the Associate Degree in Trade and Occupational Services within the four year Apprenticeship program on-site in a highly secure U.S. Naval Nuclear Submarine Construction facility. The Apprenticeship Program, offered on-site until 2:00 a.m. regularly to accommodate several shifts of Apprentices, requires the degree to complete the program and qualify for Journeyman status. In this presentation, we will describe the challenges and opportunities of program delivery in a U.S. Naval secure facility.

### **Improve the Delivery of Your Organization's Mailpieces While Meeting the New Move Update Standard for Standard Mail(r) Mailers**

Does your continuing education department manage postal expenditures by mailing at Standard Mail(r) prices? Not sure? Effective November 23, 2008, Standard Mail(r) mailers will need to meet a new Move Update postal regulation. This session will discuss the regulation and solutions that you can implement to ensure compliance, reduce costs and maximize leveraging the mail to increase enrollment! This session will provide the information and solutions necessary to meet the November 23, 2008 Move Update regulation for their Standard Mail(r) mailings.

### **Elements of Professional Dining Etiquette: "You're Not Really There To Eat"**

More and more, our jobs require us to attend social events. This fun, interactive session reviews the tools needed to confidently handle any business social or dining event, because, in truth, you're not really there to eat! Learn the importance of a good first impression and to successfully work the room with confidence and savvy. Find out how to power dine with poise and not worry about which fork to use. Review the protocols for social introductions, table manners and tipping. Good dining etiquette is essential to professional success. Learn how to avoid common dining etiquette mistakes.

### **ePlus Entrepreneurship+**

Virginia Western Community College's Workforce Development received a state grant, fall 2007, to develop an Entrepreneurship Career Studies Program. The session will share how the program was developed through a partnership with a full time Business faculty member. Strategic planning included identifying local and state partners to promote and recruit students to enroll in Entrepreneurship seminars and classes. The objective is to encourage students enrolled in academic programs to consider adding Entrepreneurship classes to their curriculum. Entrepreneurship plus their academic program. Virginia Western wants to help students to open their own small business in the Roanoke Valley.

### **Using Data to Drive Workforce Development and Continuing Education**



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This is a web-based presentation on labor market analysis. The presentation will demonstrate industry and occupation projection methods, strengths and weaknesses in data sources and curriculum or program development in relationship to job growth. The presentation will also address ways to collaborate with community colleges, Workforce Investment Boards, Economic Development Councils and Chambers of Commerce using LMI analysis and Career Pathways.

### **Do's and Don'ts for Juggling Workforce, Career-Technical, and Community Outreach Programs!**

Are you dropping the ball while juggling multiple responsibilities? At Mississippi Gulf Coast Community College, the Community Campus has responsibility for workforce and continuing education, coordinating 69 career-technical programs at six college locations, offering adult basic education at multiple sites, writing and managing external grants, and sponsoring youth/adult community outreach programs. Unique opportunities and challenges are faced when simultaneously providing leadership for business/industry partnerships, occupational credit programs, Lifelong Learning Institute, youth leadership programs, and ABE/GED opportunities. Participants will learn some of the do's and don'ts of how one administrator achieves balance of the various programs with creative solutions, leverages resources, and utilizes partnerships to serve the needs of diverse communities on the Mississippi Gulf Coast.

### **HIRE Education: Partnering with Trades for Training**

Supported by a Department of Commerce and Economic Opportunity Employment Opportunities Grant, Lincoln Land Community College's Workforce Development and Community Education division has developed and implemented a Pre-Apprenticeship for Construction Careers program. The target audience includes minorities, women, ex-offenders, dislocated workers and other underrepresented populations. The program's success is due to enormous input from nine local unions at every stage of the program's design and delivery, the very stringent management of the program, as well as the support of a multitude of governmental and social agencies and community and faith-based partners.

### **Customer Resource Management (CRM) and Better Business Decisions**

Take a look at the structural, financial and personnel components of customer resource management as it applies to Continuing Education departments. This presentation will cover the framework, benchmarks that enable the 38 full-time and 18 part-time employees in Bellevue Community College's Continuing Education program to target and track their 26,000 annual enrollments. By capturing student data across programs, student spending, and geographic area BCC's Continuing Education division has been able to better understand its market and how to optimize related revenue streams.

### **Tracking Your Departmental Performance to the Top of the Chart**

In today's tight economic climate being able to illustrate your departmental effectiveness is essential. Contract training and continuing education units are being challenged to provide proof of their impact and value to the institutional bottom line. Coordinators, managers and directors need to know their unit's performance in terms of achieving goals at any given time and they must also be able to identify trends that may negatively impact performance before they become a crisis. Managers who are struggling to track departmental progress throughout the year or those who are having difficulty linking staff member's performance goals to their departmental goals will find this breakout session helpful. Learn strategies to



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tie evaluative and key indicator tracking systems to keep your contract training staff on target to achieve their goals.

### **Engaging the Adult Learner at Midlife and Beyond**

There is an emerging pattern of adults at midlife (and beyond) returning to college to complete programs, improve job skills, or learn strategies for coping with new life challenges. While many colleges are developing "boomer" programs, this group of 77 million people is large and diverse. One size most certainly does not fit all, and no single approach is going to attract adult students and retain them. Further, there may be barriers to enrollment faced by older adults who are looking to return to college, or maybe attend for the first time. Content The purpose of the session is to expand the knowledge base of education professionals in order to increase their effectiveness in developing programs and learning opportunities for adults at midlife and older

### **Serving Our Military: Tuition Assistance Opportunities for Online Career Training Courses**

This session will emphasize ways in which participants can market online career training courses to active, retired, and veteran military personnel. Specifically, Mr. Lamkin will address how education and training providers can help give back to our troops by offering them the opportunity to use military tuition assistance to help fund their courses. By using the new Academic Explorer (AeX) website platform as an example, Dr. Bala will show attendees how they can utilize an amazing new stage to market their courses to the Military Community.

### **Beyond Credit: Online Learning for Virtually Everyone**

Learn how three community colleges have reached new heights in noncredit enrollments and service area outreach by offering instructor led online courses and programs in professional continuing education, workforce development, community services, and business/industry contract training. See how online partnerships can expand your virtual student population, enrich your noncredit program offerings, and become an additional revenue stream for your department or college. Presenters will showcase successful online programs and will include topics such as: benefits to students and partner colleges; quality of courses and instructors; generating enrollment, revenue, and FTE's; "In's and Out's" of program administration; and marketing online noncredit courses and programs.

### **Assessing Student Learning Outcomes in Supervision and Management**

As the state of Florida made program assessment a required component of the curriculum for associate's degrees similar to learning compact at universities, Florida Community College launched a comprehensive program assessment model. Because Community Colleges are introducing Baccalaureate degrees to provide applied educational opportunities to students, Florida Community College (FCCJ) will incorporate meaningful program assessment into the curriculum as it launches its Bachelor of Applied Science in Supervision and Management. Learn how FCCJ will utilize the OPQ as an assessment tool and strategy for providing applied measurable learning throughout the curriculum and how the process can be replicated in your workforce programs.

### **U2 can develop a Bono: Creating a Local Leadership Program**



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Looking for a program that virtually builds on itself and generates enthusiasm (and revenue) year after year? Local leaders can provide the foundation for a Leadership Academy based at your college. Learn the nuts and bolts of building a winning program where community leaders actually plan and help construct each session. This building block plan allows for a program that is developed and refined in each subsequent year. Continuing Education and Training Leaders, Pat and Marlene, Coordinators of Harford Leadership Academy take their show on the road! Marlene and Pat will walk participants through the basic building blocks of developing a local program, getting buy-in from the community, sharing success stories and learning curves. Follow-up classes/Alumni Association will also be discussed.

#### **Fast Forward Customer Service Academy: Meeting the Needs of Employers and Workers in a New Collaboration.**

What if you could take potentially bad news and turn it into new opportunities for a collaborating partner, students, and your college? That's just what happened when TNCC met with a local human service agency at a statewide Workforce Development Academy, resulting in renewed energy for required training and expanded job search timeframes for TANF-eligible clients. In the process, they also created new doors for those clients into the community college with a college ID, job search assistance at the One Stop Career Center, Work Keys tutorials, and potential work placement at the college. Join us to see the results!

#### **Fuel Crisis/Education Response - Looking for Training Options in a Strapped Economy**

The fuel crisis is an issue, and it is already having a negative impact on education. With sky-high gasoline prices, all colleges run the risk of losing students because they can't afford to drive to classes and buy the necessary books and materials. However, in today's economy, education is crucial. On-line training is very popular, and should only increase in use. The economy, however, should not be the only reason an educational institution offers on-line training, and it should not be the only reason a person takes on-line training. There must be another niche, and that niche is a complete package of quality training, convenience, and results! Gatlin Education proves the quality of its products by the successes of its students. Learn how to make this process work for your college.

#### **e-Learning...It's More Than Online Courses**

In order for workforce development divisions to remain competitive in these times of changing technology and rising gas prices, they must explore new avenues of training delivery. Corporations are becoming less willing to send their employees off-site for training and are finding it cost prohibitive to pay for trainers to travel to their locations. e-Learning is a viable solution to offer your customers. In this session we will explore e-Learning methods beyond the traditional asynchronous online offerings. Learn how Custom Training Solutions at Northwest State Community College has developed both contractual and open enrollment classes using synchronous distance learning techniques.

#### **IT...a Statewide Initiative**

Technology changes at the speed of light. How can your workforce development program keep up with those changes? Why not consider a regional or state-wide IT initiative. In this session the presenters will outline the efforts within the State of Ohio to help members of the EnterpriseOhio Network improve their IT skills...both as tools for administering their program as well as for instructors through "train the trainer"



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and other programs. Through collaboration, the EON IT Project has sought to help campuses share resources and ultimately provide an avenue of answering the call for a more IT savvy workforce in Ohio.

### **PARTNERSHIP P.O.W.E.R.**

Since 2002, Kansas City Kansas Community College's has partnered with the local businesses, school districts and non-profit groups to sponsor a symposium highlighting non-traditional careers for women. The idea was created in response to a community need to expose female high school students to non-traditional careers utilizing math, science, engineering and technology. The Women in Technology Symposium provided participants an opportunity to hear from women in non-traditional careers that utilized math, science and technology in their workplace. This workshop is designed for individuals involved with special event planning; urban colleges focused on recruitment of women to non-traditional careers; career program developers and individuals interested in developing partnerships with business and industry; individuals looking for ways to strengthen internal campus relationships and external community relations and looking to gain proven strategies.

### **Life after Katrina**

Continuing Education and Workforce Development Divisions at Louisiana Technical Colleges had to help people build careers while rebuilding Louisiana. LTC Region 2 offered Pathways to Construction and Pharmacy Technician - both high demand job opportunities. With grants, the construction program was free and a monthly payment option was set up for the allied health programs. Louisiana Technical College campuses are leaders in workforce development, preparing people in need for today's job market. The presenter will explain the partnership between the Louisiana Reconstruction Team and the Technical Colleges, how the Incumbent Worker Program (Department of Labor) works, and how outsourcing allied health made his job easier and his organization profitable.

### **Meeting High Job Demand Opportunities in the Allied Health Field**

More and more colleges are opting to offer health programs through community education and workforce training departments. Evaluate and compare internal program development offerings to outsourcing. Discover how outsourcing makes your job easy and increases profits for your fee-based or non-credit program. Two continuing education directors from Maine and Florida will share their success in implementing multiple health professional programs both through internal implementation, online, and through partnerships. Combined, they have offered over 30 allied health course titles through multiple delivery systems. They will share their challenges, successes, and marketing techniques for increased enrollments.

### **The Rise of Non Credit Certifications**

This session will focus on multiple successful noncredit certification programs by Macomb Community College's Workforce Development Institute for the assessment, training and certification of federal government, state government, global and local business and industry employees. Using strategic partnerships and developing college resources, these customer-driven solutions have been used to increase training effectiveness, to validate competencies and provide for a local and global standardization. These programs have also cut costs, increased effectiveness, and established holistic



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processes to help both the college and our partners maximize instructors, instructional design and delivery

### **The Coming Tsunami - Challenges for Continuing Education Leaders**

Forward-thinking continuing education and training leaders must look for trends that may affect their mission and sustainability. During this session, learn how four coming trends could combine to severely damage your college's ability to serve its community. You'll learn to identify specific impediments to college effectiveness on the local and regional level, as well as potential responses to these challenges. Participants will be presented with the four challenges and asked to develop responses. A copy of the NCCET white paper on this topic that more fully enlarges the issue will be distributed.

### **Selecting the Right People: New Tools in Employee Selection and Workforce Development**

A recent study of hiring practices in community colleges has found that the least effective processes are the most frequently used. At a time when colleges are experiencing the greatest need for a new cadre of leaders to continue and enhance the value of this critical sector, over-dependence on the traditional employment interview may be setting up gaps in leadership caliber and quantity. In this session, South Orange County Community College District will describe a new approach they have taken to dramatically improve the effectiveness and efficiency of their selection and development of college administrators.

### **Workforce Academy: An Innovative Approach to Helping Employees Succeed in the Workplace**

Employers are willing and able to train employees in skills specific to the responsibilities for which they are hired. However, whether an employee succeeds on the job, or even gets the opportunity as a job applicant to be interviewed, often depends on the individual's understanding of a good work ethic. The Workforce Academy is an innovative program, developed in partnership with area employers and agencies, to encourage self-awareness among potential employees or new hires of negative and positive behaviors at work, their impact on an organization's or company's productivity, and the employee's ultimate success or failure in the workplace.

### **Spanish Courses for Adults and the Workforce: Online, Classroom, and Blended Options**

Due to demographic and economic changes with the Spanish-speaking population, the demand for Spanish Language courses has almost doubled in the last decade! Has your institution been keeping up? Most adults want real-life Spanish--not academic Spanish. They want fun, engaging activities that gets them talking--not just memorizing grammar rules. This workshop will highlight online occupational Spanish courses and classroom curricula and provide a forum to discuss successes and challenges when designing and marketing courses to the workforce. Hear from several schools, such as Madison Area Technical College and Blackhawk Technical College, to learn how your institution can improve their language courses to help make your "Conversational Spanish" courses truly conversational.

### **Identifying, Leveraging and Maximizing Partnerships: What's in a Partnership?**

In today's competitive marketplace, building strategic partnerships has become a premier leveraging tool for private industry and governmental agencies to maximize their business plan. The same is true in higher- education and contract training. Whether a partnership is established between a consultant for



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training, a vendor or with a client to apply for a grant funding, business trends show that leveraging resources and multi-partner alliances are winning combinations. Please join this interactive session to discover how Anne Arundel Community College has leveraged numerous partnerships for win-win outcomes.

### **Turbo-Charge Your Contract Training Deployment with Blended e-Learning**

Organizations deploying training - both new and veteran - are being challenged with delivering training that is consistent, timely, and producing the required learning results. With increasing reductions in staff and travel costs, time away from work, and varying levels of instructional capability, many organizations are turning to a new format. The term blended learning is used to describe a solution that combines several different delivery methods, such as face-to-face classrooms, live e-learning, and self-paced learning. Hear how blended learning can provide on-demand training which double as reference materials, provide for current needs and future growth, while optimizing both student and instructor days in training and produces positive training results.

### **How to Build a Revenue Stream with e-Marketing Programming at Your School**

Join us for this exciting session where we will discuss how to start eMarketing programs at your school, which will help grow the community around you in the area of eMarketing and develop a revenue stream with a high profit margin. Not only will we explore the steps in creating the curriculum and delivering the programs with local and regional eMarketing experts, but we will also examine various eMarketing tactics, which can be used to promote the programming itself! Walk away with tools and resources that you can begin using today.

### **Social Media - It's not a revolution, but a way of life**

Facebook, MySpace, LinkedIn, Friendster, Ning, Twitter, and so many more! The websites are out there, but do you know what they are and how they can be used as a tool in the classroom? Most educational staff members see social media as a distraction or a nuisance to the learning process. Join us to learn what these tools are, how to use them, and most importantly walk away with how to bring value to your organization, classroom, and marketing efforts. At this Conference we will create profiles, facebook pages, and marketing strategies around these social media sites. Join the new way of life!

### **Planning at the Speed of Change: Environmental Scanning for Keep College Programs Relevant**

Colleges programs must make decisions on how to allocate college resources at the speed of change, which is fast! This session will showcase an environmental scanning process used to provide California Community Colleges with customized information on workforce needs in emerging and expanding industries and occupations.. Participants will be exposed to the array of data sources that can be used for environmental scanning, such as GIS and economic modeling software. Learn how colleges have used this data to seek additional funding, begin new programs, adapt existing curriculum, and enhance their ties with industry. Participants will be provided tools and materials for use in selecting industries to study and developing their own environmental scans.

### **Running an Effective Email Marketing Program**



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Email can be an effective marketing tool for your college division. Studies show that consumers respond better to email than they do to direct mail. Successful email programs allow you to target your message to specific audiences thus reducing unwanted email cluttering inboxes. Learn the benefits of email as we highlight the development and implementation of our email marketing program at the Business and Professional Institute of College of DuPage. We will also discuss "opt in" and new legislation regarding email marketing campaigns.

### **Bulletproof . . . Guaranteed . . . Build A Successful Training Program Every Time**

Have you ever conceived of a wonderful program, developed it, marketed it, offered it .... and no one showed up? How many times? If you want to guarantee that every program that you offer to your market is successful, that every class in that program "makes", then you need to attend this workshop. The Corporate College at Polk Community College has developed a basic formula for effective, efficient program development that has guaranteed them almost 100% success in the ratio of program development, successful delivery and maximum profit. This workshop will provide you with the tools to do the same thing in your environment or market.

### **How to Survive a Robot Uprising: Designing Programs to Teach the Next Generation of Human Children How to Program Robots**

Northwest Vista College has developed a multifaceted workforce education pipeline program, Texas Institute of Educational Robotics (TIER), which uses educational robotics as a vehicle to inject students into STEM career pipelines. The program has grown from just a two week summer robotics camp to one that now includes professional development for K12 classroom teachers and customized training for participants in new and existing educational robotics programs. Funding mechanisms range from an inter-local agreement between the college district and the city of San Antonio to Federal funds via the Texas Workforce Commission

### **The Oz Principle®: Accountability for Leadership at Every Level**

This workshop is an interactive process that has helped leaders and individuals create corporate cultures that are results focused and solutions oriented. *Partners in Leadership*® clients will tell you creating accountability for organizational results unleashes the potential for delivering unprecedented performance. Come learn why 1 out of 4 companies on the Global 100 list have looked to *Partners In Leadership*® to help them achieve results and how your community college can get involved in this exciting partnership opportunity. Participants will receive a copy of *The Oz Principle* book and pertinent handouts related to the discussion of accountability. Participants will also take part in interactive exercises designed to reinforce the concepts presented.

### **Online Workforce Development: Expand Content and Services for Clients, Companies, and Contract Training.**

Would you like to increase revenue by expanding online noncredit instruction for employees in business, industry, government, and/or contract training programs? Attend this session and learn how colleagues from three colleges in different states have achieved greater flexibility in meeting customer training needs



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while increasing outreach, visibility, and earning more net income. See and hear, first-hand, how adding and packaging noncredit online offerings for these special populations can do all three.