



Reinventing Noncredit Career Education CNA and ICT



Presenters

Carlos O. Turner Cortez, Ph.D.

PRESIDENT, SAN DIEGO CONTINUING EDUCATION

Michelle Fischthal, MA

VICE PRESEIDENT, INSTRUCTIONAL SERVICES
SAN DIEGO CONTINUING EDUCATION

Agenda

- » Overview of San Diego Continuing Education
- » History of Noncredit Education in California
- » Overview of SDCE's Noncredit Career Education Programs (CNA/ICT)
- » Discussion around the challenges of implementing and running noncredit CE programs
- » Wrap up and questions (questions and discussion encouraged throughout)

OVERVIEW

San Diego Community College District and the history of Noncredit Education in California



SDCE History

- » Serving students for 104+ years (since 1914)
- » One of four divisions of the San Diego Community College District
- » Largest noncredit institution in the state
- » Classes are **FREE**
(community education has a nominal fee)
- » Serve over 40,000 students annually
- » Students range in age from 18 to 100+
- » All individuals are welcomed regardless of past academic experiences

SDCE Campuses

- » One of four divisions of the San Diego Community College District
- » **SDCE has seven campuses:**

CE at Mesa College

CE at Miramar College

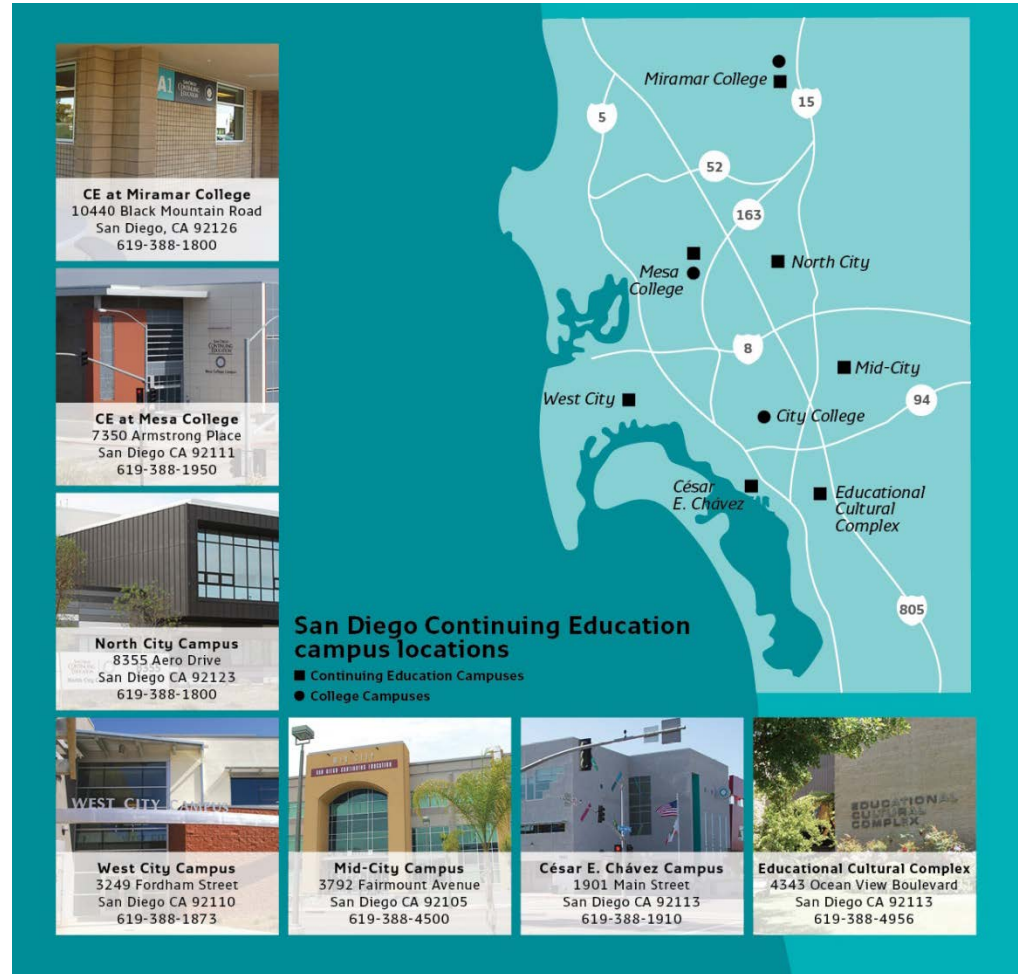
Educational Cultural Complex

Cesar E. Chavez

West City

Mid-City

North City



Instructional Programs

1. High School Diploma and Equivalency
2. English as a Second Language (ESL) and Vocational ESL
3. Emeritus 55+
4. Citizenship
5. Parent Education
6. Disability Support Programs and Services (DSPS)
7. Career Education



Free Career Education

70+ SHORT-TERM (LESS THAN 1 YEAR) PROGRAMS



Accounting / Business
Information Worker



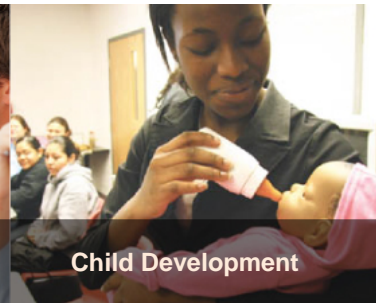
Automotive Technician



Auto Body and Paint
Technician



Business



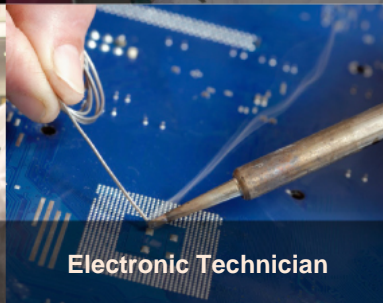
Child Development



Computers and IT



Culinary & Bakeshop
Academy



Electronic Technician



Fashion & Textiles



Digital Media



HVAC



Healthcare Careers



Plumbing



Upholstery



Welding / Metal
Fabrication

History and Timeline of Noncredit Education

1850- 1980

- » Birth of adult education in California – 1950's
- » Establishment of localized community colleges and K-12 districts both offering adult education - 1910
- » Federal intervention into adult education – Golden Age of Adult Education – 1960's
- » Development of two-tiered credit noncredit funding model - 1980

Noncredit Categories 2006

- » Elementary and secondary basic skills [CDCP]
- » English as a second language [CDCP]
- » Immigrant education (includes citizenship and workforce preparation)
- » Parenting
- » Short-term career technical education [CDCP]
- » Older adult programs (over 55-years of age)
- » Programs for adults with disabilities
- » Health and safety
- » Home economics

Platinum Age of Adult Education

- » Student Success and Support Program (SSSP)
- » Student Equity
- » Adult Education Block Grant (AEBG)/Consortia with K-12 adult schools
- » Strong Workforce
- » CCCCO support of the noncredit educational community of practice and professional development

Noncredit Survey Results

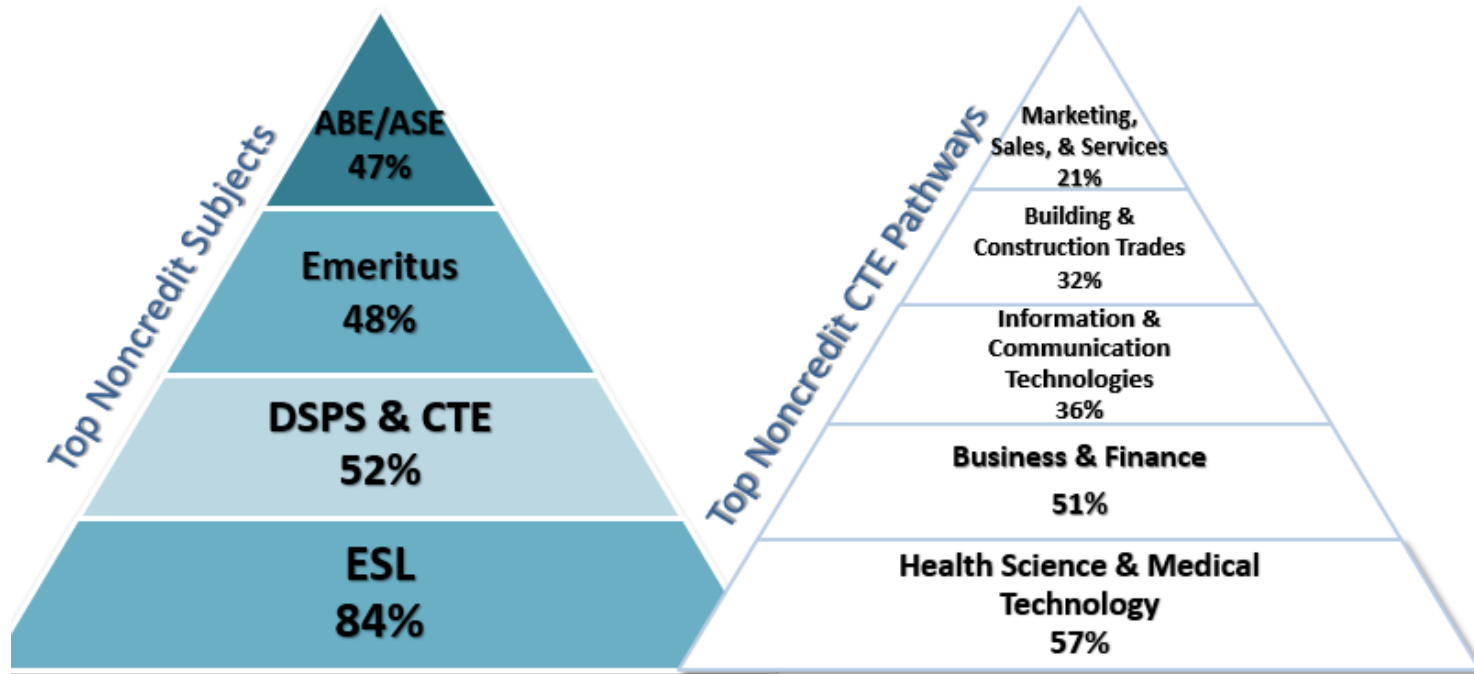


<http://www.sdce.edu/organization/institutional-effectiveness>

Statewide Programming

Top Offerings for Noncredit

78% of institutions offer free **noncredit** courses



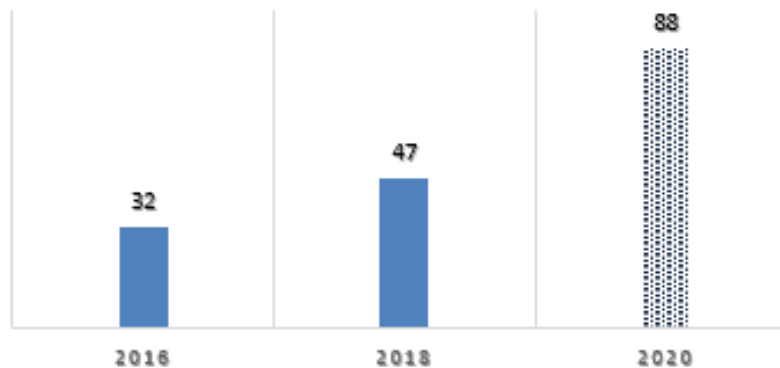
California Community College Noncredit Offerings Report
Office of Planning, Research, and Institutional Effectiveness

Statewide Trends

12% increase in institutions offering **noncredit** between 2016 and 2018 (from 81 to 91)

88% projected increase in **noncredit CTE**

INSTITUTIONS OFFERING NONCREDIT CTE



California Community College Noncredit Offerings Report
Office of Planning, Research, and Institutional Effectiveness

Focus: CNA & ICT



Certificate Nurse Assistant



**Information and Communication
Technology**

CNA PROGRAM HISTORY

- » **1964: Nurse Assistant Training Program at Mesa College**
- » **1999: CDPH enacted long-term care regulations**
- » **2005: Fulltime contract instructor hired**
- » **2008: Program moved to Centre City Campus and second contract instructor hired**
- » **2008: new dean assigned**
 - Program Expansion
 - Increased classes from 1-3 per semester
 - Developed new curriculum: 3 new programs
- » **2015, August: moved to Cesar Chavez Campus**

Healthcare Programs



Healthcare Programs



Healthcare Classrooms



Skills Practice – Oral Care



Skills Practice – Foot Care



Skills Practice – Blood Pressure





Healthcare Careers

SIGN UP FOR AN ORIENTATION »

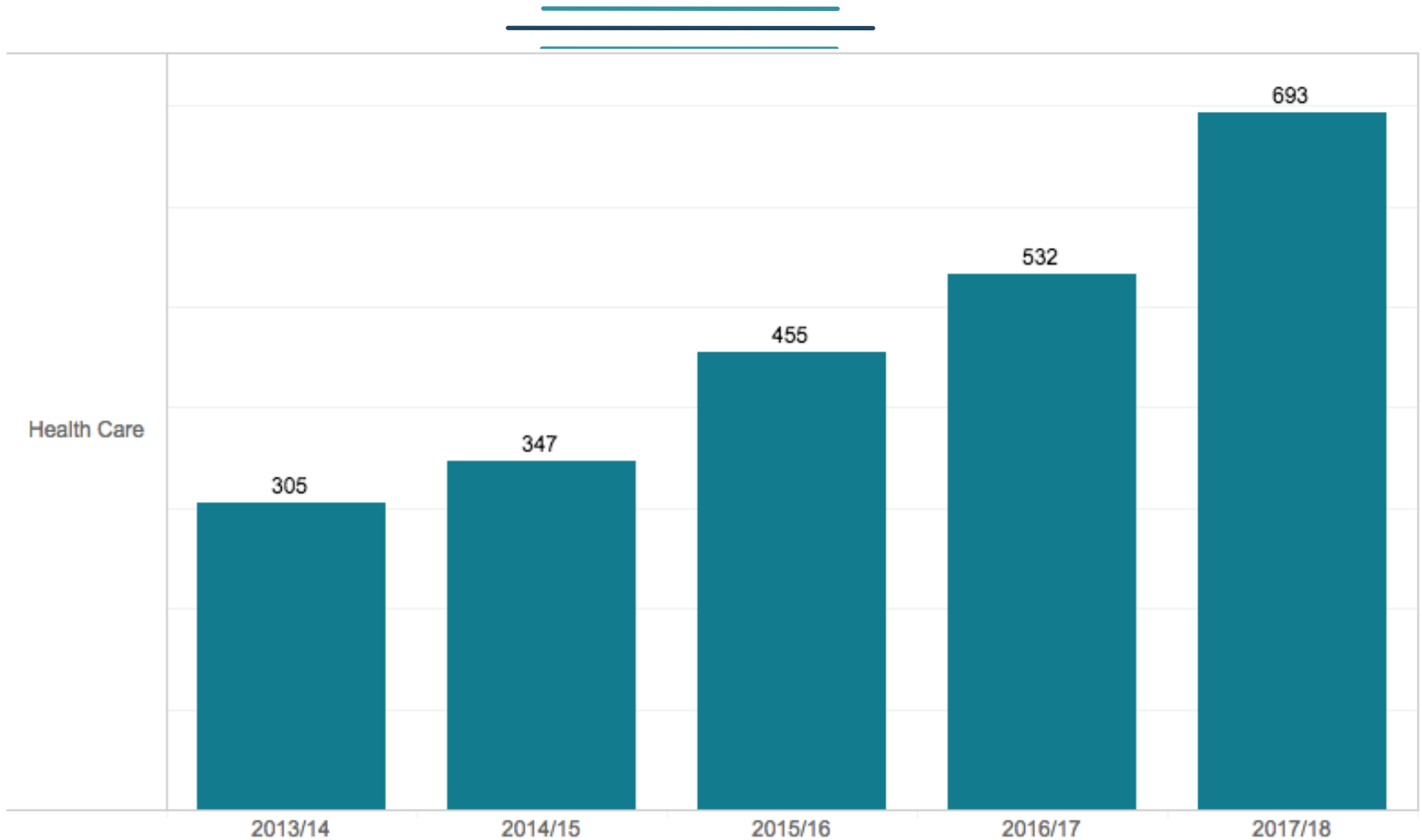
<https://www.youtube.com/watch?v=18gjmKqsybE&t=29s>

Healthcare Program Staffing

- » **Contract Faculty: 5 (includes director)**
- » Adjunct Faculty: 7
- » **Counseling Faculty Faculty: 1**
- » Instructional Assistants: 2
- » **Student Services Assistants: 2**

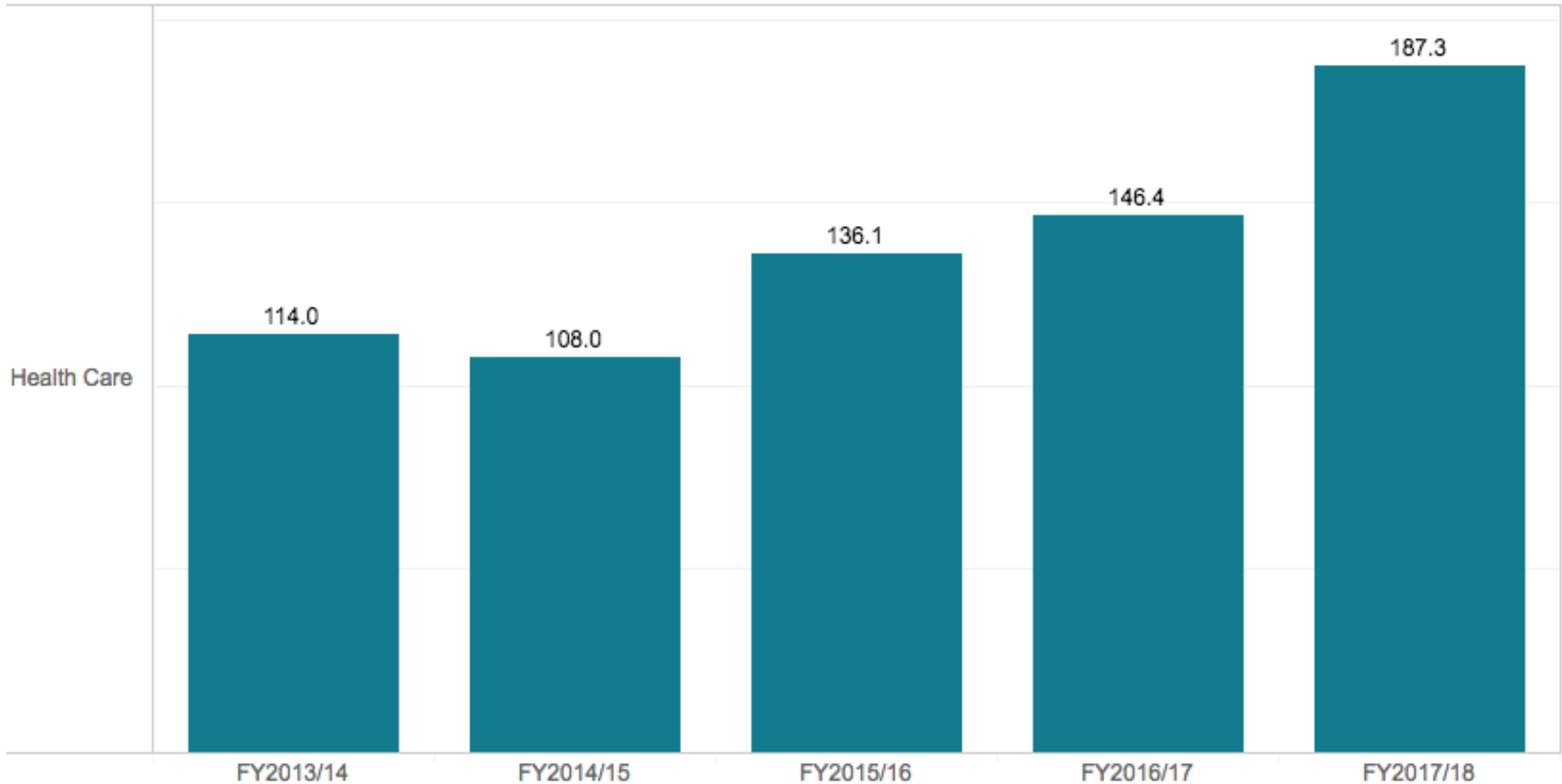
Program Data

Annual Student Headcount



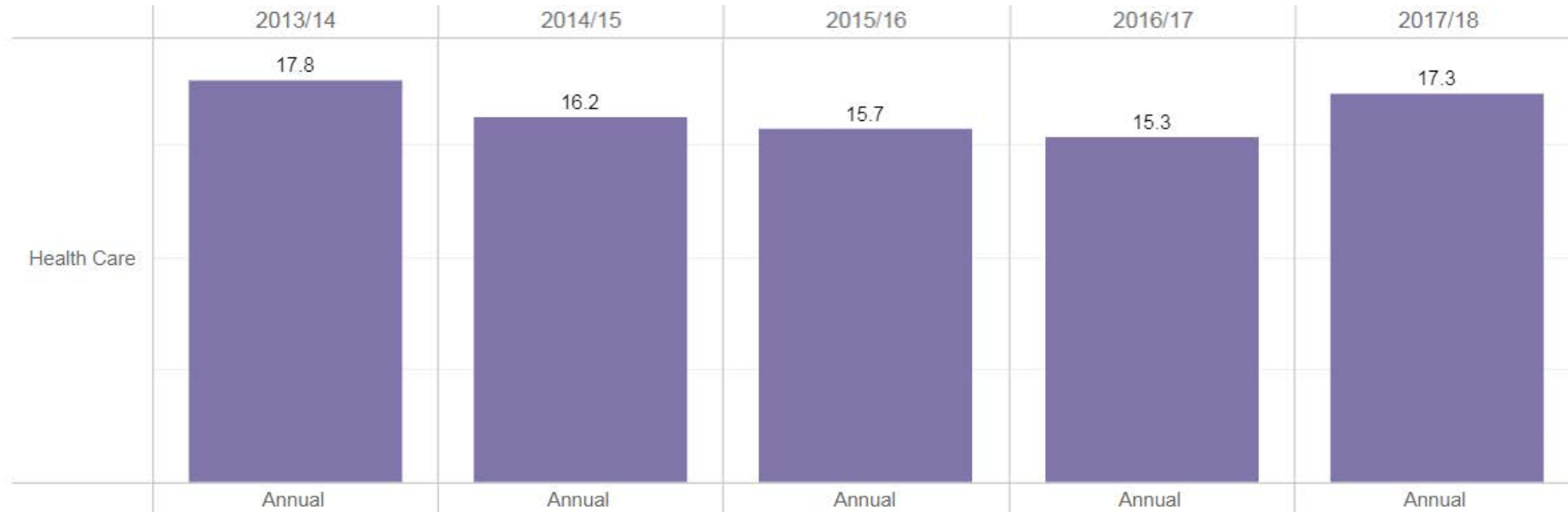
Program Data

Annual Student Enrollment (FTES)



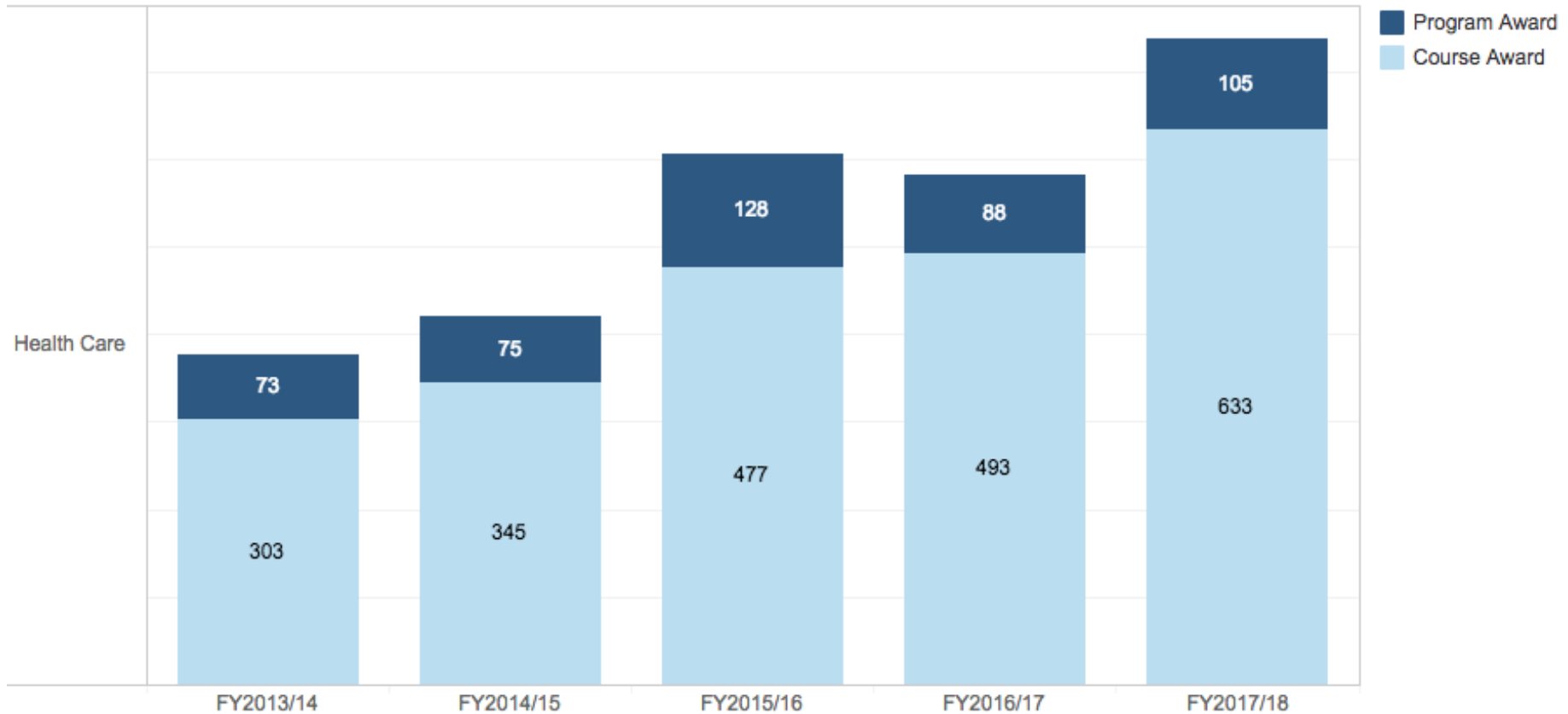
Program Data

Annual Productivity



Program Data

Annual Awards Conferred



New Program Development Projects

- » Behavioral Health Aid/Certificate Nurse Assistant
- » Medical Terminology/Health Unit Coordinator
- » Occupational Therapy Aid
- » Medical Office Operations Specialists I/II
- » EKG/Tepemetry

Partnerships

- » Long Term Care Facilities
- » Hospitals
- » Neighborhood House
- » Medical Office Operations Specialists I/II
- » Other Employers

Obstacles for Growth

- » Faculty Recruitment
- » Release time for curriculum, development
- » Finding and maintaining clinical partnerships
- » Inability (title 5) to offer internships



Opportunities

- » Faculty recruitment for new and existing programs
- » Development and approve for new high-demand programs
- » Distance education
- » Seek approval for CEU Healthcare courses through Community Education



Student Feedback

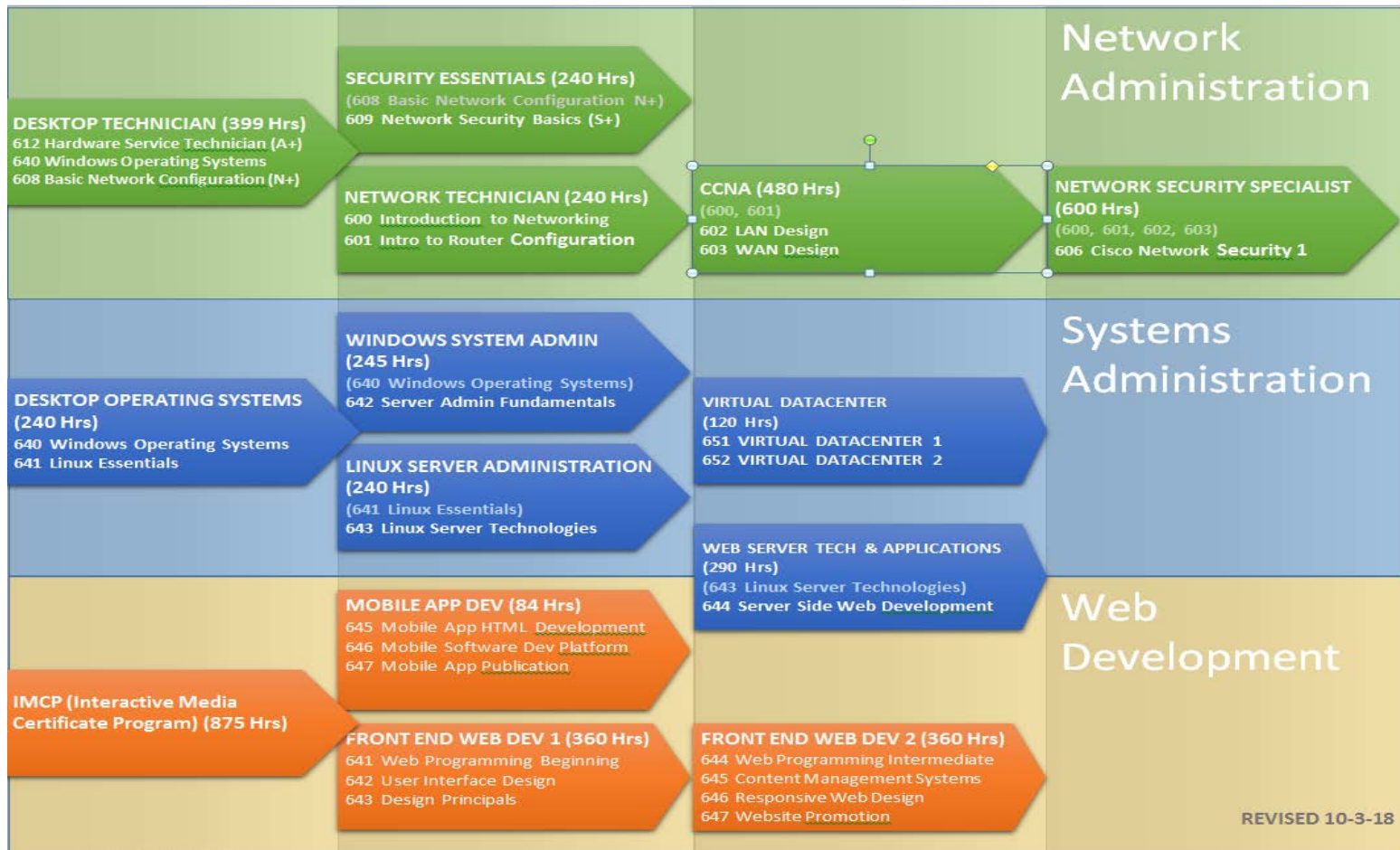
“The Board of Trustees needs to know how much your program impacts the lives of so many on so many levels: job skills, sense of achievement, financial stability, return on investment to society, stepping stone to things not considered when struggling at lower levels of skill and education, and finally, the impact your program has on the patients who are the recipients of the graduates fine care.
Thank You”

- Former CNA Program graduate and current RN student in
Sacramento State Masters Program

ICT PROGRAM HISTORY

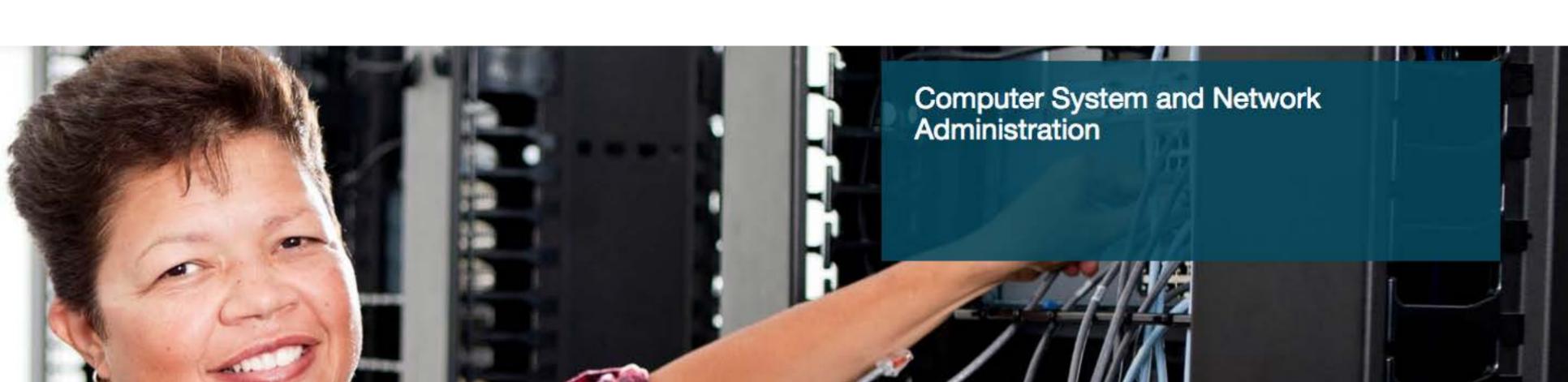
- » **1970's: Acquire state approval to separate from the San Diego Unified School District**
- » **Offered keyboarding, word processing, and micro computer courses.**
- » **1998: Interactive Media program developed**
- » **2000: CISCO Academy established**
- » **Fall 2013: moved to new North City Campus**
- » **2014 –Project Management Certificate Program**
- » **2015-16: Expanded IT Classes and Introduced Web Development**
- » **2017 – Mobile Application Development program created.**

ICT PROGRAMS



CERTIFICATES – STACKABLE and SHORT-TERM CLASSES

A+ / N+ / S+	Interactive Media	Intro to Python
CISCO Academy	Front End Web Development	My SQL
Windows Operating Systems	Mobile Application Development	HTML/CSS
Linux Server Technologies	Social Media	JavaScript
Intro to Amazon Web Services	3D Graphic & Printing	PHP
Virtual Datacenter	Digital Photography	Internet of Things

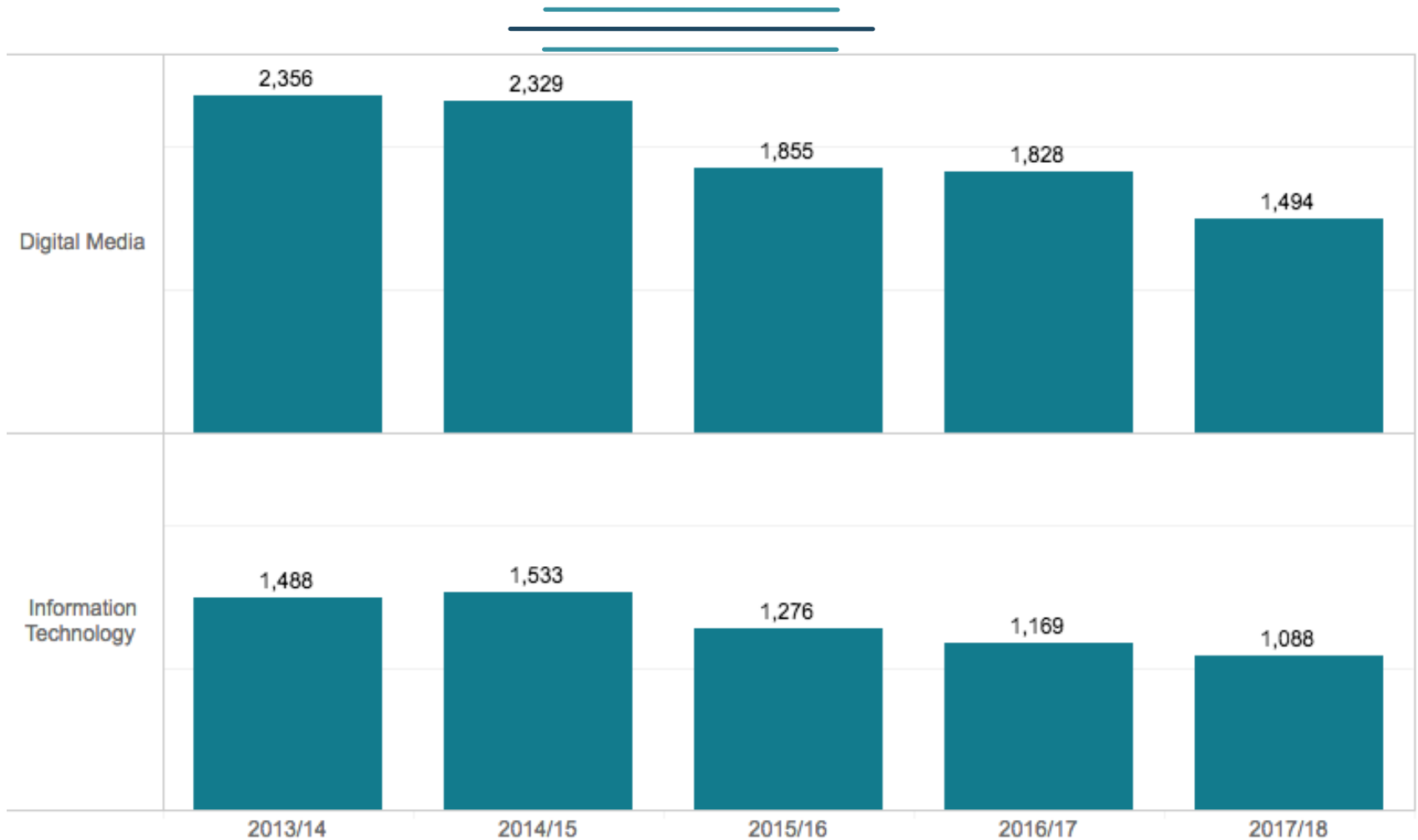


Computer System and Network
Administration

<https://www.youtube.com/watch?v=0UP9Lp6ybhA>

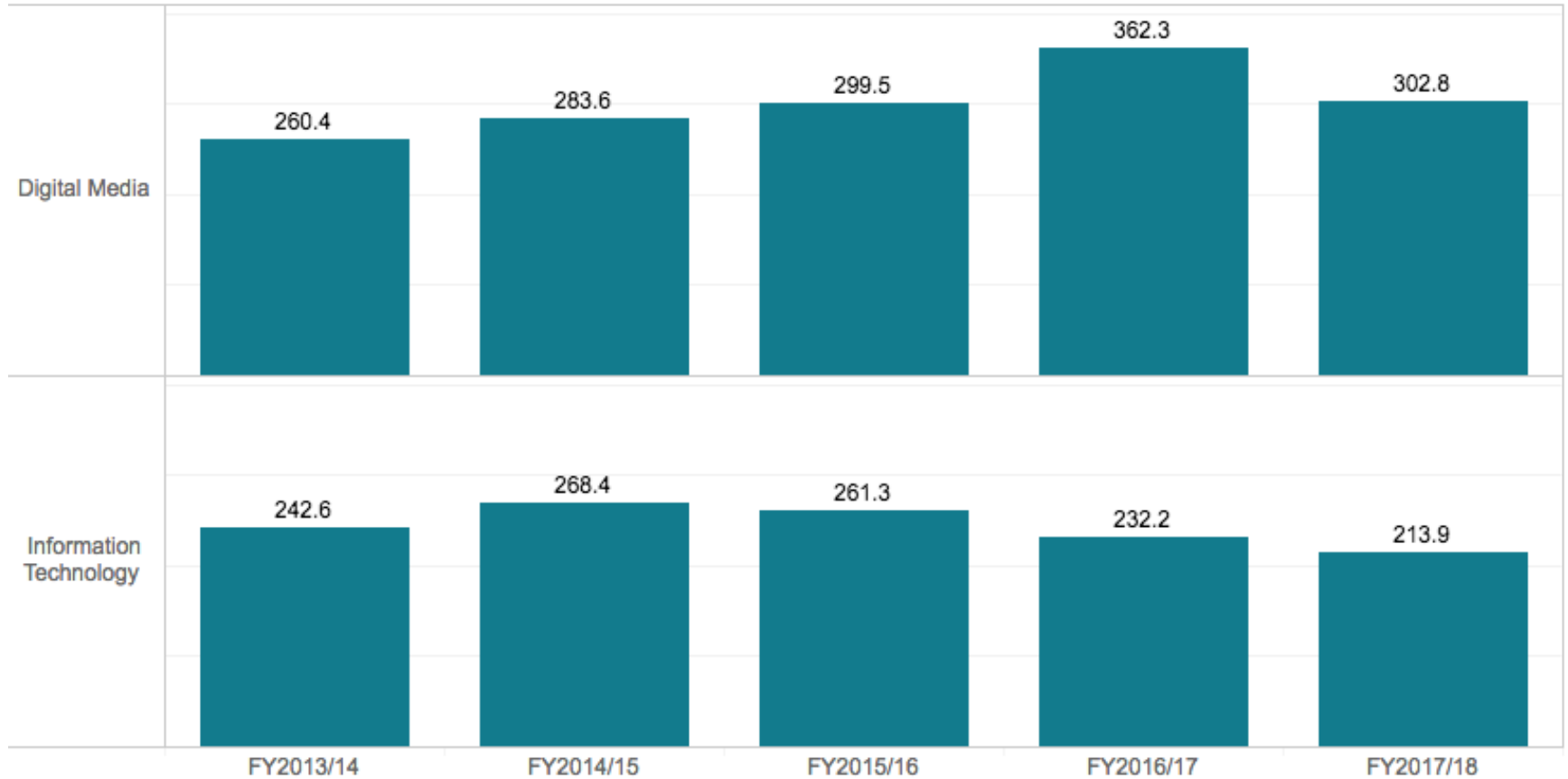
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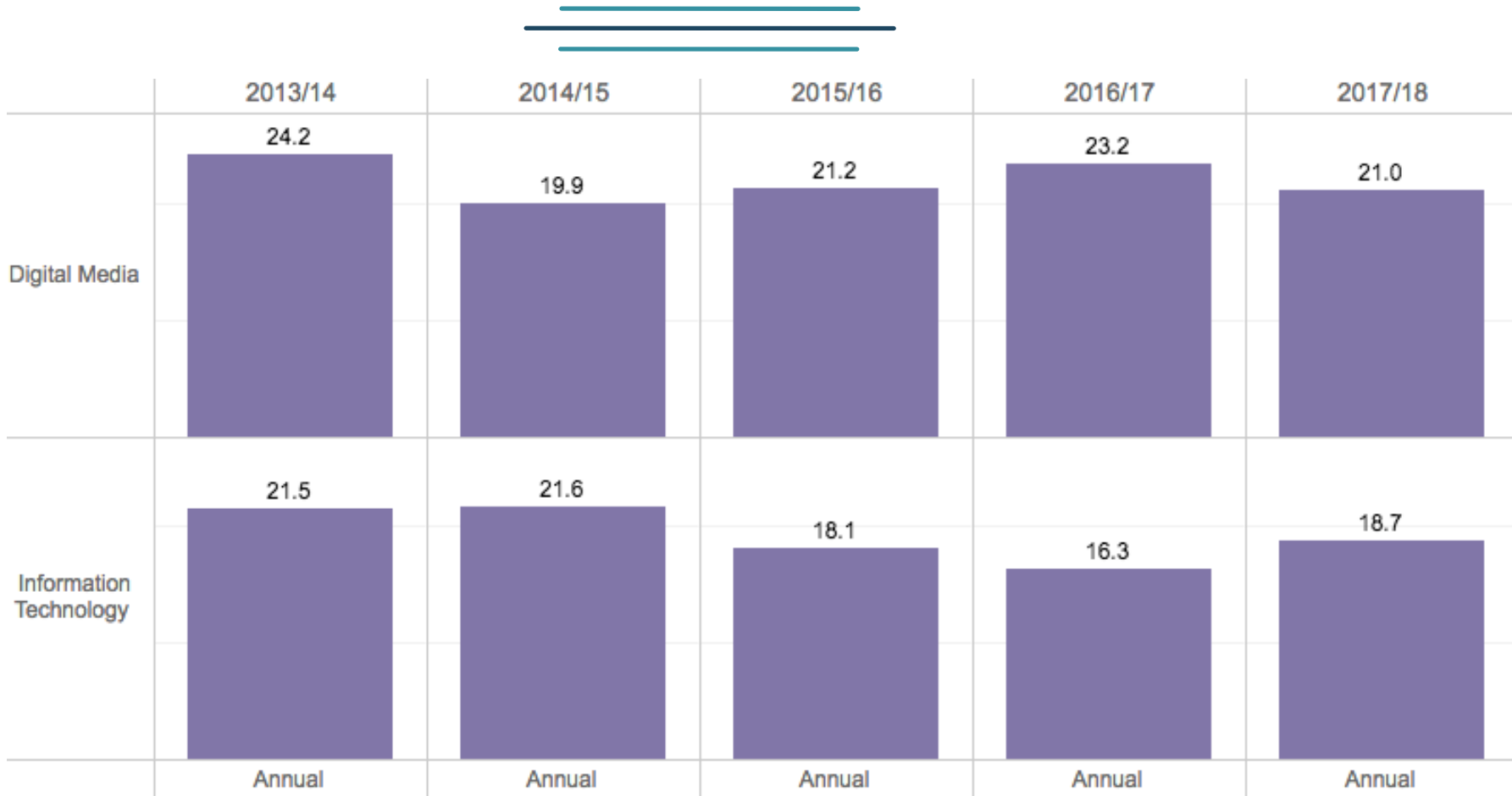
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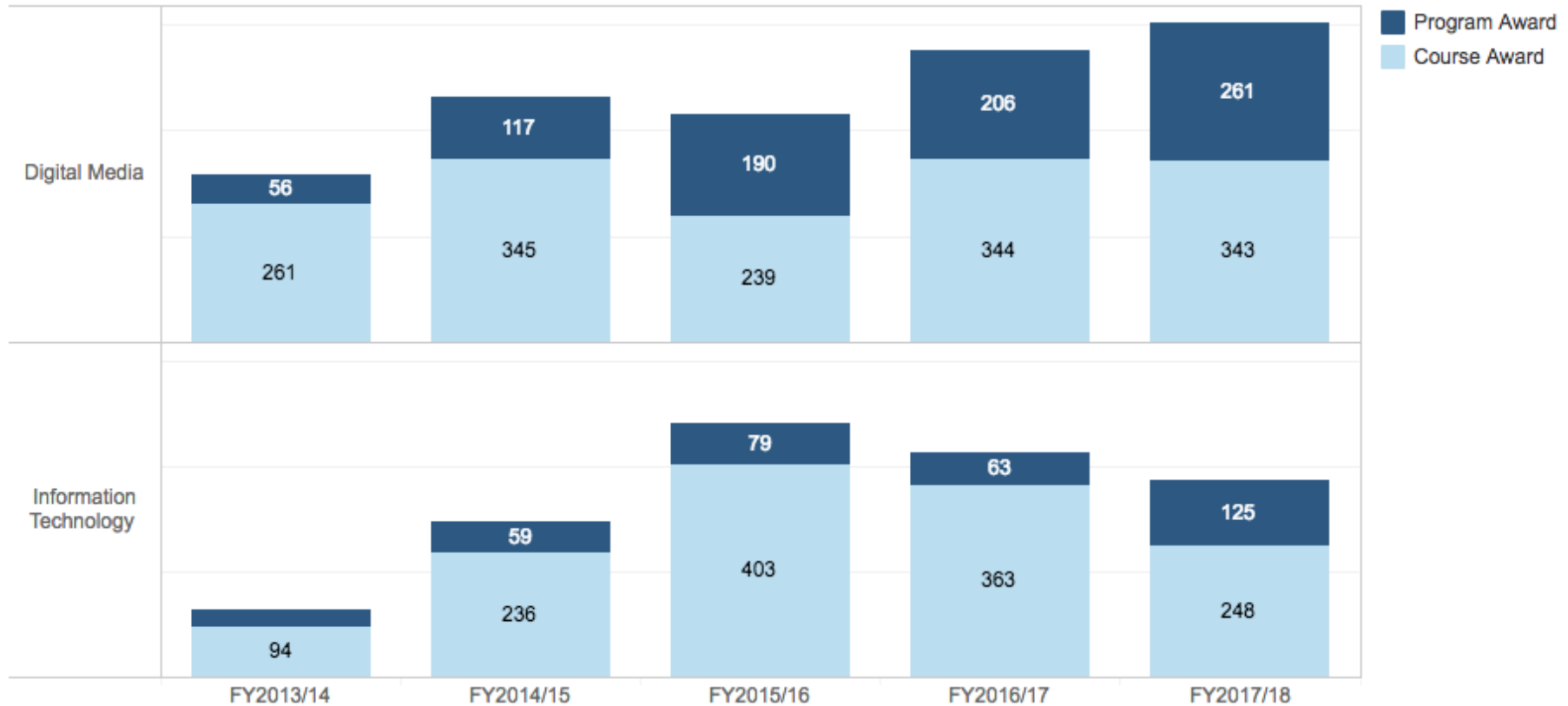
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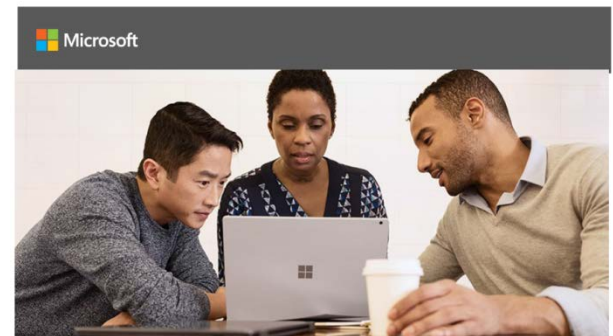
Program Data

Annual Awards Conferred



TechHire

- » July 2017 began partnership with San Diego Workforce Partnership
- » November 2017 North City Campus hosted a co-sponsored event with TechHire and LinkedIn: ***Build Your Brand with Free Professional Profile Photos*** – over 200 students attended
- » As of October 2018:
 - 180 SDCE students enrolled to the TechHire program
 - 44 students placed in internships
 - 41 students placed in permanent employment
 - 10 students that were in internships and converted to permanent employment



LinkedIn: Build Your Brand with Free Professional Profile Photos
A Microsoft Career Development Event to Strengthen Your Online Profile

Build your brand. Explore career options. Get hired!

Did you know you can use LinkedIn to promote yourself and your qualifications, grow your network, and find job opportunities?

With this hands-on workshop you'll learn to enhance your professional identity with LinkedIn. Create an eye-catching, engaging, and detailed profile that highlights your accomplishments and job interests. And we'll have a photographer on hand to take a professional photo for your LinkedIn account!

Learn how to use LinkedIn to build your brand, grow your network, and fuel your career.

Reserve your workshop spot by registering today at:
www.bit.ly/Rock-Your-Profile

Wed, November 29, 2017
3:30 - 5:00 pm

North City Campus
San Diego Continuing Education
8355 Aero Drive
(Parking Fee Waived)

Bring Your Laptop (Optional)

LinkedIn and Microsoft Representatives
will lead this dynamic workshop

< **TECH/HIRE** > SAN DIEGO



New Program Development Projects



- » Cybersecurity
- » Programming and Coding
- » Adobe Certified Digital Media
- » Project Management II
- » Front End Web Development

Partnerships

- » Former students working in industry
- » Tech Hire
- » Small and Large IT Companies
- » Digital Media Companies
- » Non IT companies with digital media and IT requirements

Obstacles for Growth

- » Faculty Recruitment for trending areas like Cybersecurity and Coding
- » Release time for curriculum development



Opportunities

- » Faculty recruitment for new and existing programs
- » Development and approval of trending IT courses
- » Distance education expansion
- » Seek industry partnerships for direct hire of Digital Media and Information Technology Students



Student & Employer Feedback

“I just wanted to let you know I passed my N+ yesterday, it sure was tough though! I will now start to look for a job while I continue my studies. Big thanks to you for getting me started on my IT path”

- Former IT student, completed A+ & N+

“I wanted to reach out and thank you for referring your students to me for employment. I have to date hired three (3) full time and I am continually searching for more. Please keep sending your students to me.”

- Current Industry Partner and IT Support Services Employer

Connect with Us

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SAN DIEGO
CONTINUING
EDUCATION



Thank You

Carlos O. Turner Cortez

ccortez@sdccd.edu

Michelle Fischthal

mfischth@sdccd.edu

WWW.SDCE.EDU