First Friday Noncredit Webinars
A Noncredit Community of Practice Activity

Brought to you by:

- Academic Senate for California Community Colleges (ASCCC)
- Association of Community and Continuing Education (ACCE)
- Chancellor’s Office (CCCCO)
- Career Ladders Project (CLP)
- California Community Colleges Success Network (3CSN)
Overview

Welcome

Introductions

Featured Presentations

• Mt. San Antonio College - *Noncredit Pathways and VESL Career Paths*

• Santa Barbara City College - *Career Skills Institute*

• North Orange CCD School of Continuing Education - *Waltzing with WIOA and Boogying with Business Information Worker*

Questions

Closing/Wrap-up

Evaluation Feedback Survey
Noncredit Pathways

VESL Career Paths Program

Noncredit Webinar
July 7, 2017

Dana Miho, ESL Professor
Mt. San Antonio College
VESL Career Paths Program at Mt. SAC

- Two semester program
- Designed for advanced level ESL students
- Bridge program to facilitate transition into credit and noncredit academic and vocational courses
VESL is for Students Who...

- Want to pursue a college degree or a vocational certificate
- Want to utilize their existing knowledge/training in the U.S.
- Want to obtain a job or career promotion
- Want to be more involved in the community
College & Career Readiness

- Communication Skills
- Collaboration & Teamwork
- Critical Thinking
- Use of Technology
VESL Courses

VESL 1
- VESL Advanced Writing
- VESL Advanced Speaking
- Career & Life Planning
- Computer Keyboarding

VESL 2
- Microcomputer Applications (Excel, Word, PowerPoint, Access)
- English for Special Uses (ESU)*
- Credit ESL or Career Elective*

*Not required but highly recommended

VESL Certificate

Further Education and Career Opportunities
VESL Advanced Writing  (VESL 1 - required)

- Explore various types of writing styles
- Practice the process of writing (brainstorming, organizing information, and draft revisions)
- Improve grammar & mechanics through the editing of drafts
- Advance from paragraph writing to essay writing
- Improve reading comprehension skills
- Build and expand academic vocabulary
VESL Advanced Speaking (VESL 1 - required)

- Improve fluency and critical thinking skills by discussing a variety of topics including current events, academic subjects, career matters, and cultural issues
- Build confidence in speaking by giving informal and formal class presentations
- Improve listening skills for note-taking and identifying main ideas & detail
Career & Life Planning (VESL 1 - required)

- Learn study skills & time management for academic success
- Research careers that match students’ interests and experience
- Develop an education plan to follow for the future
- Create a useful resume and practice interviewing skills
- Taught by ESL counselors
Computer Keyboarding (VESL 1 - required)

- Learn the keyboard-by-touch method
- Practice a variety of computer skills
- Format letters, memos, reports, and tables
- Learn how to format essays
- Improve typing speed & accuracy
- Timed Writings: 30 wpm for 3 minutes with 1 error or less
Microcomputer Applications (VESL 2 - required)

- Essential computer concepts including hardware/software
- Word: create and edit documents
- Excel: use spreadsheet software for business applications
- Access: create, maintain and query information using a database management system
- PowerPoint: produce professional presentations using presentation software
Recommended Electives (VESL 2 - optional)

- Credit ESL/English: continue to improve English proficiency
- English for Special Uses (noncredit)
- Intermediate Keyboarding (noncredit)
- Other courses that may lead to a college degree or vocational certificate (credit or noncredit)
Transition to Credit

- Spring 15 - Fall 15 Cohort: Program 32%, Daytime 17%, Evening 47%
- Fall 15 - Spring 16 Cohort: Program 37%, Daytime 30%, Evening 43%
- Spring 16 - Fall 16 Cohort: Program 35%, Daytime 37%, Evening 33%
- Fall 16 - Spring 17 Cohort: Program 28%, Daytime 37%, Evening 20%
Transition to Other Noncredit Courses/Programs (CTE & ABE)

<table>
<thead>
<tr>
<th>Program</th>
<th>Daytime</th>
<th>Evening</th>
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<tbody>
<tr>
<td>Fall 15 - Spring 16 Cohort</td>
<td>18%</td>
<td>13%</td>
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<tr>
<td>Spring 16 - Fall 16 Cohort</td>
<td>18%</td>
<td>17%</td>
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<tr>
<td>Fall 16 - Spring 17 Cohort</td>
<td>15%</td>
<td>7%</td>
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Noncredit Courses/Programs

<table>
<thead>
<tr>
<th>Business Management</th>
<th>Home Electronic System</th>
<th>In-Home Support Services</th>
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<tbody>
<tr>
<td>Finance</td>
<td>Welding</td>
<td>CNA</td>
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<td>Accounting</td>
<td>Photography</td>
<td>GED Prep</td>
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<td>Interior Design</td>
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Articulation Agreement with Credit ESL

English as a Second Language Department

ESL to Credit Courses Flow Chart

- Pre - Level 1
- Level 1
- Level 2
- Level 3
- Level 4
- Level 5
- Level 6

VESL Career Paths

For Non-Native Speakers
- AMLA 41W
- AMLA 42W

For Native Speakers
- LERN 81
- ENGL 67

There are other AMLA courses (credit ESL) available

*BSI funded programs

Student Support Services for VESL Students

- VESL Tutoring (daytime & evening)*
- VESL Open Lab (daytime & evening)
- VESL 2 Ed Plan Follow-up
- Writing Center Workshops
- Conversation Circle
- Extensive Reading Program*
- Self Directed Learning Activity (SDL) Program*

*BSI funded programs
Contact Information

• Dana Miho
• Professor, English as a Second Language
• Mt. San Antonio College
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CONCEPT

• Free noncredit employee training to upskill in the workplace
• Open access short courses
• Flipped classroom and integrated Lynda.com videos
• Digital Badges as micro-certificates
• Practical application: industry relevant capstone portfolio piece
AWARD WINNING!

Continuing Education Program of the Year
Association for Community & Continuing Education (ACCE)
Annual Conference, 2016

1st place Marketing

1st place Logo Design

California Community Colleges Public Relations Organization (CCCPRO)
Annual Conference, 2016
FUNDING SOURCES

• Regional & Local
• CTE Enhancement
• Adult Education Block Grant
• Strong Workforce
NEEDS ASSESSMENT

• Studies show gap in workplace for "21st Century Skills"
• Local employers surveyed showing a strong need for skills training
• Noncredit programs a new priority

WE UNDERSTAND YOUR NEEDS
SKILLS GAP IS REAL

Today's fast-changing world requires students to be adept at skills such as critical thinking, problem solving, persistence, collaboration, and curiosity.

Education Technology and the Twenty-First Century Skills Gap (Bailey, Kaufman & Subotic)
Large majorities of employers do not feel that recent college graduates are well prepared. This is particularly the case for applying knowledge and employability skills in real-world settings, critical thinking skills, and written and oral communication skills.

Excerpt from 2015 AACU Study
Employers give college graduates low scores for preparedness across learning outcomes; students think they are better prepared.

Proportions saying they/recent college graduates are well prepared in each area:

- Working with others in teams: Employers 37%, Students 64%
- Staying current on technologies: Employers 37%, Students 46%
- Ethical judgment and decision making: Employers 30%, Students 62%
- Locating, organizing, evaluating information: Employers 28%, Students 64%
- Oral communication: Employers 28%, Students 62%
- Working with numbers/statistics: Employers 28%, Students 55%
- Written communication: Employers 27%, Students 65%
- Critical/analytical thinking: Employers 26%, Students 66%
- Being innovative/creative: Employers 25%, Students 57%
- Analyzing/solving complex problems: Employers 24%, Students 59%
- Applying knowledge/skills to real world: Employers 23%, Students 59%
- Awareness/experience of diverse cultures in US: Employers 21%, Students 48%
- Staying current on developments in science: Employers 21%, Students 44%
- Working with people from diff. backgrounds: Employers 18%, Students 55%
- Staying current on global developments: Employers 18%, Students 43%
- Proficient in other language: Employers 16%, Students 34%
- Awareness/experience of diverse cultures outside US: Employers 15%, Students 42%

*8-10 ratings on zero-to-ten scale
CSI RESULTS

No. of Students Served Since Fall 2015: 4,500+
No. of Badges Issued: 159
No. of Courses Offered: 300
No. of Courses Developed: 88
No. of Certificates Developed: 33
CUSTOMER RELATIONS

Students develop customer relationship skills by dissecting the anatomy of a complaint. Emphasis is on self-assessment and collaborating with customers and practicing active listening and solution-oriented communication to defuse angry customers.

The Art of Negotiating and Collaborating
PRO NC036 | 8 Hours
Participants learn to enhance collaboration skills by building high-trust relationships to create mutually beneficial outcomes. Use reframing, neutralize language, uncover interests, summarize agreement areas and leverage innovative solutions.

Best Practices in Customer Service
PRO NC050 | 8 Hours
Apply strategies that retain your valuable customer base and earn repeat business. Topics include resolving complaints, managing verbal and nonverbal communication and steps for defusing angry customers.

Personality Styles and Difficult Relationships
PRO NC019 | 8 Hours
Exploration of participants’ own behaviors and personality styles, while learning to adapt one’s behavior to be effective with other personality styles in a variety of work situations.

EFFECTIVE MARKETING COMMUNICATION MANAGEMENT

Students acquire skills in marketing communication management. Participants demonstrate a strong understanding of marketing campaign creation, learn to effectively communicate marketing messages across multiple mediums, and implement marketing communication techniques to enhance personal and professional development.

Creating Effective Communication in Promotional Marketing
MKT NC005 | 16 Hours
Participants focus on the promotional aspect of marketing and the different communication techniques used to raise customer awareness and interest.

Managing a Marketing Campaign Project
MKT NC006 | 16 Hours
This course focuses on the research, planning, execution and evaluation of a marketing campaign.

Self-Management and Development
MKT NC007 | 16 Hours
Harnessing the position of products or companies in the mental mind map of a customer creates immediate recognition and purchases by target market customers.
ENTERPRISE COMMUNICATION

Students develop the oral and written communication techniques and skills needed to open up additional work and advancement opportunities.

Business Writing in the Technology Age
PRO NCD02 | 8 Hours
Students develop effective and professional business writing skills for electronic and hard-copy communication using business tone, organization and formatting, word choice and persuasion.

Communication Strategies for the Workplace
PRO NCD04 | 8 Hours
Participants optimize current communication skills. Students learn to differentiate content, emotions and intentions in a conversation. Students illustrate congruent verbal and nonverbal messages tailored to the context, the personalities and desired outcomes.

Difficult Conversations
PRO NCD32 | 8 Hours
Students develop techniques for difficult conversations based on intentions, optimal outcome and assumptions. Students craft and deliver scripts customized to the scenario and personality styles involved.

HIGH PERFORMANCE TEAMS

Students develop key team building skills that apply to anyone who leads a team or works within one. Students learn sources of power and influence, explore how teams move through stages, and learn how to deal with organizational change. Students practice tools for critical problem solving and decision making. Practical application within a team structure is emphasized.

Building High Performance Teams
PRO NCD15 | 8 Hours
Apply key team building skills needed in the workplace. Topics include, stages of team development, team roles, supportive communication climate, meeting strategies, collaboration and critical problem solving.

Change is the New Constant
PRO NCD17 | 8 Hours
Develop and apply change management techniques based on contemporary change models and change lifecycle.

Personality Styles and Difficult Relationships
PRO NCD19 | 8 Hours
Exploration of participants’ own behaviors and personality styles, while learning to adapt one’s behavior to be effective with other personality styles in a variety of work situations.
MANAGEMENT TOOLBOX
Students develop the delegation, communication, time management and motivation techniques and skills to open up additional work and advancement opportunities.

Communication Strategies for the Workplace
PRO NC004 | 8 Hours
Participants optimize current communication skills. Differentiate content, emotions, intentions in a conversation. Illustrate congruent verbal and nonverbal messages tailored to the context, the personalities and desired outcomes.

Successfully Managing and Developing People
PRO NC033 | 16 Hours
Learn and apply the communication, delegation and motivational skills needed to be an effective manager or supervisor.

MANAGING TO MAXIMIZE PERFORMANCE
Students develop the coaching and management collaboration techniques and skills needed to open up additional work and advancement opportunities.

The Art of Negotiating and Collaborating
PRO NC036 | 8 Hours
Participants learn to enhance collaboration skills by building high-trust relationships to create mutually beneficial outcomes. Use reframing, neutral language, uncover interests, summarize agreement areas and leverage innovative solutions.

Coaching Skills
PRO NC021 | 8 Hours
Apply behavioral change models and coaching techniques to close the gap between actual and desired employee performance and motivation.

Difficult Conversations
PRO NC032 | 8 Hours
Develop techniques for difficult conversations based on intentions, optimal outcome and assumptions. Craft and deliver scripts customized to the scenario and personality styles involved.
EMPLOYER | INDUSTRY PARTNERS

• Cottage Health Systems
• Yardi
• City of Santa Barbara
• UCSB
• County of Santa Barbara
• Towbes Group
• Maravilla
• Santa Barbara Zoo
• Procore
• Other Nonprofits
• Acclaim
• synED & Web Master
BEST PRACTICE MODEL: INDUSTRY PARTNERS
Regional Pilot:

“Career Strategist” Badge

- Three noncredit short courses
- Bridge to credit or bridge to job
- Pilot for 200 Credit CTE Students at 3 Colleges
- LinkedIn Subscription for Students
- Employment Data Reports
Curriculum

Three Noncredit Short Courses

- LinkedIn for Business
- Personalized Career Planning
- Strategic Job Search

Noncredit Certificate of Completion
Employer Testimonials

Personal and professional development in our employees is critical in a restricted job market. Career Skills Institute provides an array of blended learning Badges that help our employees develop new skills to stay engaged and happy.
Employer Testimonials

"Badges are a symbol of achievement and celebrated by our company. This builds morale and pride in our employees bringing quality to their work."
Employer Testimonials

Participating in the Badge courses helps our employees to expand their vision by learning alongside others from different disciplines and industries.
Employer Testimonials

After participating in the Management Tool Box Certificate, we noticed an immediate and significant improvement in our employees internal communication and communication with our customers.
Questions?

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Linda Croyle  
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Adjunct Faculty  
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Waltzing With WIOA & Boogying With BIW

Jesse Crete, AERG Special Projects Director
Raine Hambly, NOCCCD, School of Continuing Education Director Career Technical Education
Why the Dance?

- Collaboration between Adult Education and Workforce.
- Access to workforce training for Adult Education students.
- Access to Community College and lifelong learning opportunities.
Choosing the Right Partner

School of Continuing Education CTE/NOCRC

&

Garden Grove One-Stop/OC Workforce Development Board

Adult Education + WIOA Title I
The Steps

Garden Grove One-Stop Center

- Entry/Re-entry Strategy
- Matching the "right" instructor to create a community of care for students to learn
- New delivery methods and timing
- Built in lab time
A Different Kind of Dance

Boogying with Business Information Worker (BIW 1 & 2)

- State-wide branded pathway to success for students that has been vetted by business
- Industry Recognized Certifications
- Meets WIOA Title I & AEBG Accountability Measures
A Variety of Steps

Flexible

BIW Certificates

BIW I - Basic Skills:

BIW II - Add Skills:
Microsoft PowerPoint, Microsoft Excel, Intermediate, Microsoft Access or Introduction to SharePoint, Quickbooks, Electronic Records Management, and Customer Relationship Management

Microsoft Office Specialist
QB Intuit QuickBooks Certified User
IC3 Digital Literacy Certification
Why We Should All Boogy

- Fills gaps in the Labor Market
- Alignment with WIOA & AEBG Accountability
- Meets Entry/Re-Entry Training Needs
- State-wide Recognition
- Increases Noncredit to Credit Transition Pathways
- Collaboration between Adult Education and Community Colleges
- Certificate and Certification Attainment
Expanding the Dance

Adding New Steps...

- Increase partnerships with WIOA funded programs to offer off-site CTE courses
- Increase types of classes and certificates offered to meet student training needs
- Student access to learning materials such as MyITLab
- Tying certification practice exams to curriculum
- Offering certification exams
For more information about our dances...

Please contact:

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NOCCCD, School of Continuing Education Director Career Technical Education  
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Waltzing With WIOA & Boogying With BIW

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### A Special Thanks to Our Guest Presenters

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What’s next for Noncredit First Friday Webinars?

- No August 2017 Noncredit webinar
- Return with the webinars in September 2017

Possible webinars:
- Guided pathways and noncredit
- Noncredit policies and regulations
- Curriculum development
- Student Support (SSSP)
- Regional Initiatives (AEBG, SWP)
- Developing a noncredit program, logistics
- Advocacy

...and more

Thank you and see you again in September!!!!
Help us improve the monthly Noncredit Webinars by filling out a short anonymous online feedback survey at the following URL: