Board Monitoring Report

Community Education Programming

July 2023

Introduction to SCC Monitoring Reports

The SCC Board of Trustees, through the Strategic Outcomes policy on College Purpose (B1000), has identified eight critical services:

- Transfer Programming (B1003)
- Professional Programming (B1004)
- Continuing Education Programming (B1005)
- Workforce Training (B1006)
- Community Education Programming (B1007)
- College Readiness Programming (B1008)
- Adult Education Programming (B1009)
- Student Services (B1010)

In addition, the Board believes accreditation and diversity are essential elements needed to support the achievement of those services (B1002). As such, the Board has identified Strategic Outcome policies for Accreditation & Certification (B1011) and Diversity, Equity, and Inclusion (B1012).

To provide an effective and consistent assessment framework for the Board to evaluate the College's progress, the Board will regularly inspect (B4003), through President-provided monitoring reports, College performance using the Shawnee College Effectiveness System (SCCES). Specific monitoring measures and indicators of performance are suggested in each Strategic Outcomes policy and aligned to Strategic Plan strategies.

In accordance with the Board policy on Monitoring College Effectiveness (B1002), monitoring reports will assist the Board with guiding the President on decisions related to the Strategic Plan for prioritizing improvement initiatives and allocating resources. Monitoring reports will include, at a minimum:

- An explicit alignment with the College's Strategic Plan strategies
- An in-depth analysis of the aligned key performance indicators in SCCES
- Relevant strengths and areas for improvement informed by the analysis
- Specific, measurable actions and recommendations for continuous improvement anchored in a realistic timeframe

Further, through the Governance & Bylaws policies, the Board has identified key areas integral to the success of the Strategic Outcome policies for which monitoring reports are required (B4003). These areas include:

- Finance & Budget (Quarterly)
- Investment (Quarterly)
- Foundation (Quarterly)
- Facilities (Quarterly)
- Information Technology (Quarterly)

- Human Resources (Quarterly)
- Risk Management (Quarterly)
- Student Academic Assessment (Annual)

Executive Summary for Community Education

As identified in the College purpose statement (B1000), community education programming is an essential service that contributes to the personal interest, growth, and enrichment of community members.

According to the Board's Community Education Programming Strategic Outcomes policy (B1007), students receive value by engaging in the College's community education courses, seminars, camps, and programs (i.e. community education programming) designed to help them fully develop their natural abilities by gaining knowledge and skill on topics of personal interest. By completing these lifelong learning activities, students potentially: enrich their lives, increase their personal satisfaction, gain a sense of self-fulfillment, adapt to change, increase their wisdom, and strike a balance between work and life. Further, students benefit from community education programming that enables them to continuously pursue and sustain their passion in ways that lead to feelings of social inclusion and demonstrations of active citizenship through active and meaningful contributions to society. Students receive greater value when their passions for community education programming can be linked to their professional interests or work life.

To achieve these benefits, the Board directs the President to establish, deliver, and continuously improve community education programming. This report provides updates on the College's Community Education Programming and how it aligns with the Board Strategic Outcomes using the Key Performance Indicators (KPIs) in the Shawnee Community College Effectiveness System (SCCES).

Some areas of focus for Community Education in 2022-2023, along with the Strategic Plan initiative to which they are aligned, include:

- Increase the variety and number of Community Ed courses (S2G3OA)
- Improve the recruitment process for Community Ed courses (S2G1OH, S4G4OA)
- Increase the number of course offerings at each SCC location (S2G3OA, S2G3OE)
- Increase our partnerships with community organizations to deliver Community Ed courses of interest to residents (S2G3OA)
- Determine ways to discover the Community Ed courses residents desire (S2G3OA)
- Make the registration process more accessible and user-friendly (S2G1OD)
- Determine ways to track the revenue and costs for Community Ed courses (S2G3OE)

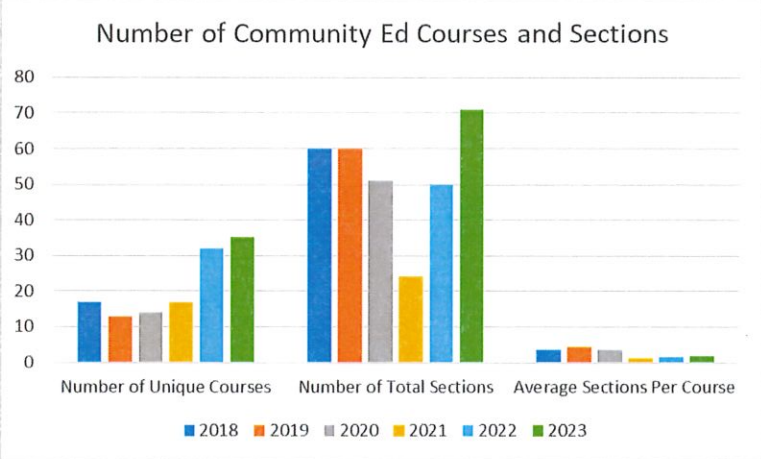
As specified by Board Policy *B1007 Community Education Programming*, the following SCCES areas of performance have been identified:

- Community Need
- Student Interest
- Enrollment
- Fiscal Stewardship
- Deployment

When analyzing the KPIs aligned to these SCCES areas, the following patterns and trends are evident:

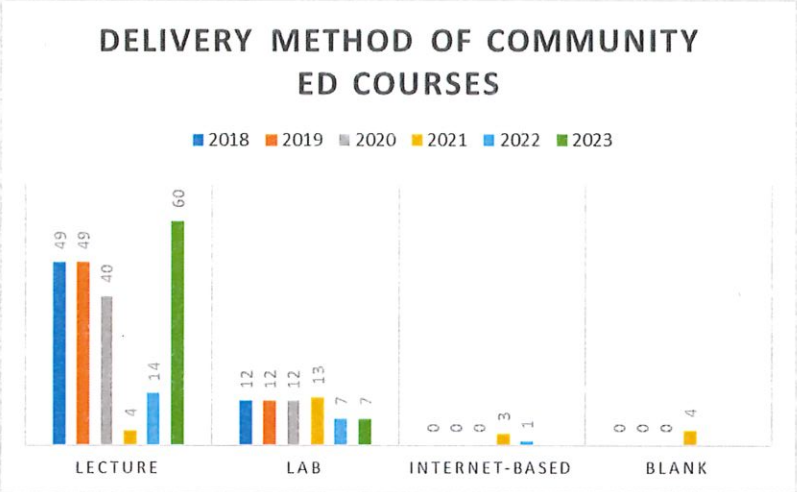
- Delivery method of Community Ed courses has continued to be primarily lecture and lab.
- Community Education headcount increased by 66.25% from FY22 to FY23. The duplicate headcount in 2022 was 667 and has increased to 1078 as of July 2023.
- The Community Education enrollment totals for the four extension centers increased from 2022 to 2023 by 386 Duplicated Headcount.
- The number of community education students in-district increased by 60% from 2022 to 2023.
- Community Education courses offered at extension centers have increased from 29 to 42, a 44.8% increase.
- The Cost Analysis of Community Education and Saints Kids Camps needs improvement.
- While the Average Community Education enrollment per course and the average enrollment per section has increased. Course offerings have diversified to meet the unique needs of each community the extension centers serve.

Performance Areas: Community Needs and Student Interest



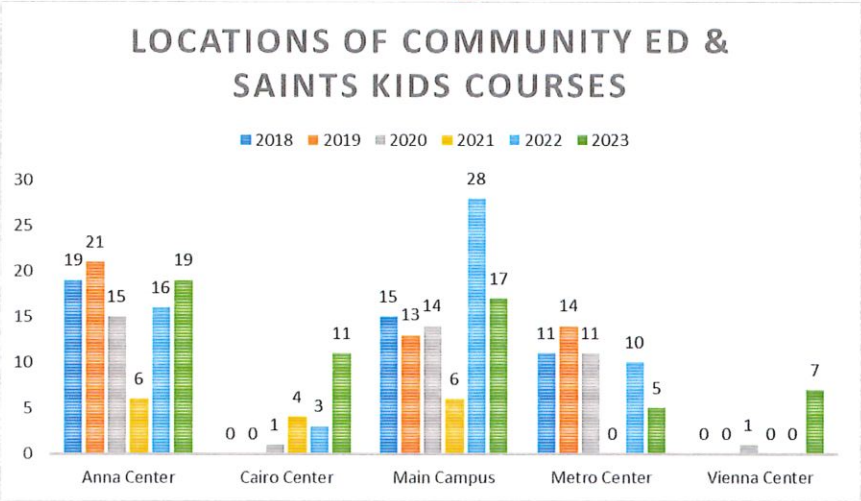
Academic Year	Number of Unique Courses	Number of Total Sections	Average Sections Per Course
2018	17	60	3.53
2019	13	6	4.62
2020	14	51	3.64
2021	17	24	1.41
2022	32	50	1.56
2023	35	71	2.02

While offering a healthy variety of classes is important, repeat sections of classes certainly have benefits as well. For example, after last summer's Historical Tours in Union County, word spread to the community of Vienna, so an additional course was created for the Johnson County Center. Some classes, such as the Little Saints Book Club, meet routinely monthly. While some students are duplicated and attend every month, it is not uncommon for new students to join these classes as their schedules permit. These numbers reflect a blend of unique classes offered and repeating sections of courses as requested by the community.



Overall, the primary modality for delivery of instruction that the community seems to prefer is in-person direct instruction. The numbers for available courses remained fairly consistent until the beginning of the pandemic that began in March of 2020, or midway through the 2020 fiscal year. As expected, with in-person shutdowns, restrictions, and general hesitance about going out, the number of available classes greatly dropped for the next two years. During this time, we began experimenting with offering online education courses or classes through platforms such as Zoom. Blank courses refer to courses with missing locations. After 2021, we have worked diligently to ensure these errors do not happen, so none are reported for 2022 and 2023.

While we have returned to a semblance of normality (as is evidenced by the drastic increase in in-person lecture courses), we have looked to continue offering online community education courses to reach better members of our community whose schedules (or personal health) may not permit in-person coursework. We have currently partnered with Ed2Go to offer a variety of online classes. Once we determine what classes are of the highest demand, we plan to design our own coursework using Google Classroom to reduce the cost of courses since we will not have the added expense of paying for Ed2Go.



Academic Year	Anna Center	Cairo Center	Main Campus	Metro Center	Vienna Center
2018	19	0	15	11	0
2019	21	0	13	14	0
2020	15	1	14	11	1
2021	6	4	6	0	0
2022	16	3	28	10	0
2023	19	11	17	5	7

Overall, Community Education had two goals going from 2022 to 2023. The primary goal was to increase the community education course offerings. The subgoal was to increase course offerings at the Cairo/Alexander County Center and the Vienna/Johnson County Center.

In 2022, 57 community education courses were offered across all five locations. In 2023, 59 communication education courses were offered, a 3.5% increase from the previous year. While this increase is small, the number of course participants has drastically grown, which will be detailed later.

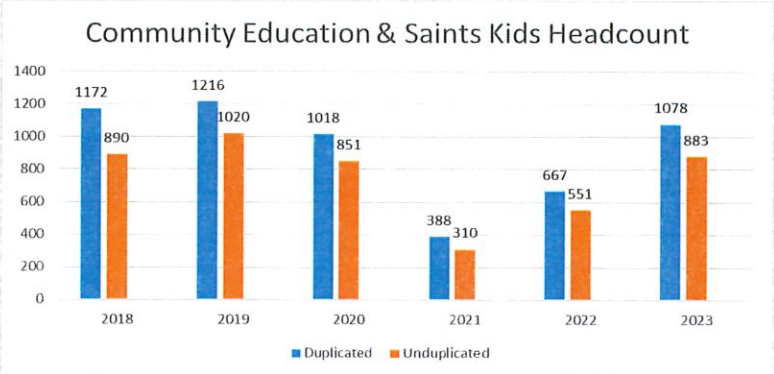
The Cairo/Alexander County and the Vienna/Johnson County Centers were chosen as specific centers to work on course availability increases due to their historically low course offerings. From 2018-2022, Cairo/Alexander County only offered eight courses. The Vienna/Johnson County Center only offered one course during this same period. Increasing community education courses in these areas was deemed a high priority to best meet the needs of all of SCC's service areas. In 2023, Cairo offered eleven community education courses, more than it had in all the other combined years. In 2023, Vienna offered seven community education courses, a great increase from the years of no offerings.

Community Education courses are possible due to our community partnerships as of July 2023:

1. Arrowleaf, Regional Office of Education #30, Illinois Birth to Five, JAMP, Saints Foundation, Vienna High School 13-3 – PS 302-40 Little Saints Book Club.
2. Johnson County Historical Society– PS 176-40 Southern Illinois History.

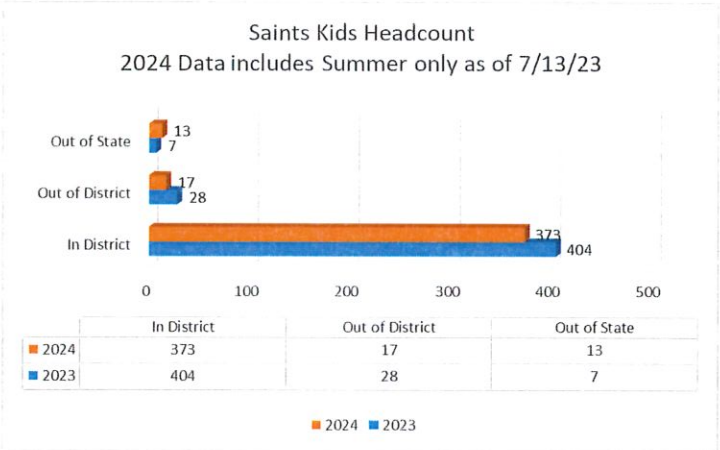
3. State Police, Pulaski County, Ullin Police Department, and Union County State's Attorney Office – PS 085-01 Saints CSI Camp.
4. SafeSitter Organization- PS 0192-01 & PS 0192-67 Saints Kids SafeSitter Certificate Course.
5. Johnson County Art off the Square Gallery and Saints Foundation – PS 100-32 and PS 100-01 Reading Adventures.
6. Johnson County Small Business Organization - PS 0306-40 and PS 0306-30 Canva for Beginners
7. Ed2Go– Through Ed2Go, we can offer a wide variety of online courses. We can also tailor the courses available to specific student requests. One student was looking to improve her ESL skills, so we were able to add an ESL Skills Course quickly via Ed2Go.

Performance Area: Enrollment

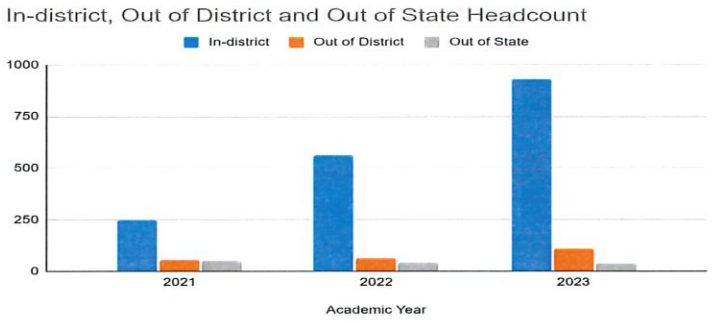


The Community Education Department has increased duplicated and unduplicated headcount from 2022 to 2023.

- Duplicated Headcount increased by 61.6% from 2022 to 2023. That is an increase of 411 enrollees.
- Unduplicated Headcount increased by 60.2% from 2022 to 2023. That is an increase of 332 students.

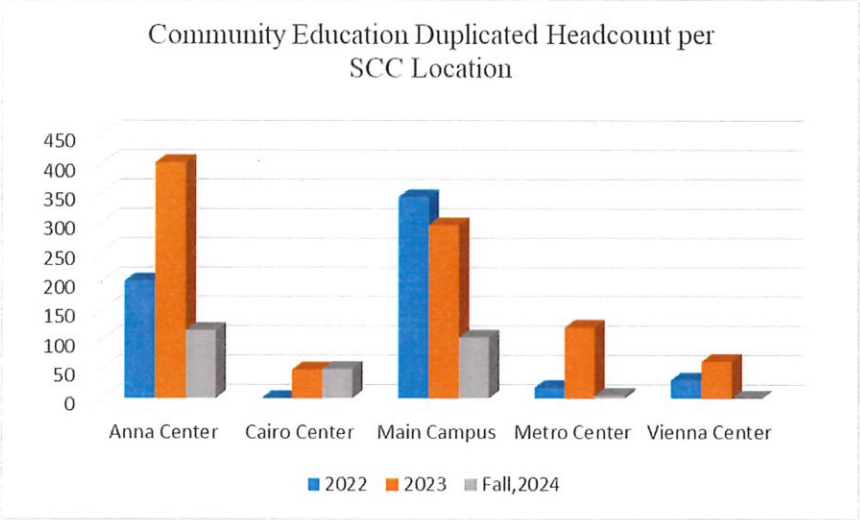


As we have left many of the restrictions from the pandemic behind, we have been able once again to increase the course offerings for our Saints Kids programs. While all of our community education is open to anyone who wants to participate, it is worth noting that most of our Saints Kids participants live within the SCC District. By providing our local children with opportunities to visit SCC early in their childhoods, we are sending the very clear message that these students are welcome at our campus and are already part of the Saints Family.



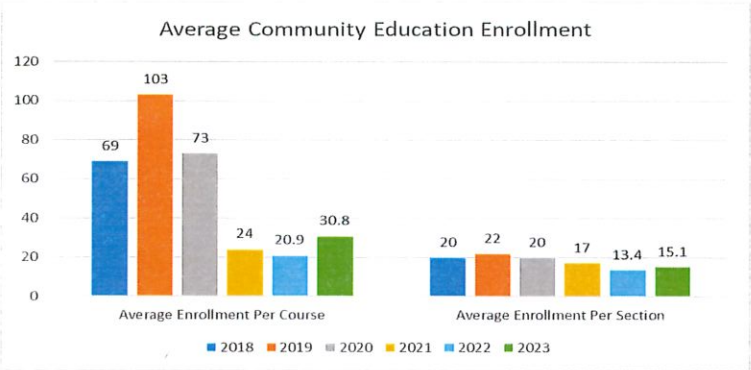
Community Education Duplicated Headcount			
Academic Year	**In-District**	**Out of District**	**Out of State**
2021	250	57	5
2022	560	66	44
2023	931	108	39

Across all three years, our enrollment numbers have consistently increased. The only exception is out-of-state attendees from 2022 to 2023. As our primary focus is serving our district's community, it is worth noting that the number of enrolled in-district students has increased by 66.25% from 2022 to 2023 and 272.4% since 2021. By focusing on inviting in-district students in for community education, we continue to build connections that will be present if students decide to continue their education, whether by completing their GED or by doing academic or certificate coursework at SCC.



Academic Year	Anna Center	Cairo Center	Main Campus	Metro Center	Vienna Center
2022	200	0	343	18	31
2023	402	49	295	121	63
Fall,2024	116	50	104	5	0

Performance Area: Deployment



The above chart demonstrates that while we are duplicating some classes to have multiple sections, this is to keep section sizes at a reasonable average to ensure that every student has the chance to connect with the course and the instructor. Additionally, some duplication reflects courses that meet multiple times, such as the Little Saints Book Club. Overall, our average class size reflects the same similarity we have for in-person academic classes on campus.

The Community Education Department continues to utilize the Smore newsletter platform to advertise all Saints Kids and Community Education courses to our community. As of July 2023, over 34,000 visits had been made to the Smore newsletter during its lifetime. By filtering out visits before August 15th, 2022, analytics and metrics for Smore show that slightly over 30,000 of those visits have been from August 15th, 2022. The Smore newsletter has been a fantastic tool for boosting the visibility of our Community Education programming. Furthermore, Smore data analytics show that of these views, this year, 471

people have gone on to click links to take them back to the SCC website, while 43 have clicked links to e-mail an SCC account.

In May of 2022, the Community Education Department launched a new online registration and payment portal with an option to use PayPal for secure payment processing. The registration and payment options have been utilized extensively by our community members. The registration link is on the Smore newsletter and accessible through the Community Education link on the college's homepage. The link provides information for Personal Development/Community Events Classes for Adults and also a link to the SCC Kids Camps and Events page. During the last year, there have been 352 registrations via PayPal. Of course, this number only reflects enrollees in classes with fees attached to them, as PayPal is not needed for courses we offer for free.

Performance Area: Fiscal Stewardship

Since the summer of 2022, the Community Education Department has been tracking the revenue generated from Community Education and Saints Kids Camps through Paypal. Participants that enroll online are directed to Paypal. Each semester, the Bursar downloads the transactions into a shared spreadsheet for the Community Education to note the course taken and any other information needed.

- Fall 2022 Paypal Revenue for Community Education was $1,517.26 (with fees deducted)
- Spring 2023 Paypal Revenue for Community Education was $2,052.32 (with fees deducted)
- Summer 2023 Paypal Revenue for Community Education was $10,008.80 (with fees deducted)
- Fall 2022, Spring 2023 and Summer 2023 revenue manually collected from the Bursar's office was a total of $1,556

For next year's budget, it has been requested to restructure the Community Education accounts into one cost center, instead of divided between each location. Dividing each location's expenses for community education was difficult to track costs for supplies to give a correct and accurate number for expenses. Community education courses are, however, designed to ensure instructor fees and supplies will not exceed the amount of revenue brought in from the class.

To try and increase equity for our younger Saints Kids, especially in high-need programs such as the Little Saints Book Club and Reading Adventures (which focus on early childhood and elementary literacy), we have looked for ways to be able to offer more to our most vulnerable populations without only being able to offer courses to students from families with means. By applying for grants from the Dollar General Literacy Foundation, we obtained $11,600 to pay for programming for increasing elementary literacy and promoting family literacy in our communities. This helps keep our childhood literacy programs sustainable while being accessible to all families, including those of lower socioeconomic statuses.

Performance Area: Values

Shawnee Community College believes that education is a lifelong endeavor, and by providing community education programming, we can continue to help our area thrive by creating a community of lifelong learners. By making deliberate decisions to offer meaningful courses, we have the opportunity to better the lives of people in our area.

To ensure we meet our community's needs, the Director of Community Education has worked diligently with each extension center coordinator to determine what each community needs. For example, to help revitalize the community of Cairo, we have offered two separate grant writing workshops to help regular citizens learn how to fund civic change in their community by applying for grants. We have also produced two Reading Adventures events at the Cairo Center to help increase childhood literacy in the area by giving out free books and doing fun, book-related activities, including inviting a published author from Cairo to show children how books can be a great part of their futures.

In Union County, focusing on physical and mental health and well-being has become a new focus. The Anna Center has offered various courses related to health literacy, including healthy meal preparations, tai chi, yoga for beginners, and a special presentation on growing food from scratch. Additionally, the Anna Center offers mental well-being classes such as decorative painting, cake decorating, and cookie decorating to allow citizens to engage with art to improve their self-fulfillment. These art-based courses have also been successfully replicated at the Metro Center.

The Vienna Center has focused on early childhood literacy due to the lack of available opportunities for early childhood education in Johnson County. By partnering with local agencies, the Vienna Center has successfully hosted eight Little Saints Book Club activities to give out free books to children 0-5 while encouraging parents to understand the importance of childhood literacy. The Vienna Center has also hosted three events for special needs young adults to socialize and do crafts together. Additionally, via a partnership with the Johnson County Small Business Group, it came to light that the citizens of Johnson County wanted to learn more about social media marketing, so a highly-attended section of that class was also added, which demonstrates our dedication to offering programs specifically designed for student interest.

We have also continued offering local history courses to increase our community's active citizenship. Much like the Union County Historical Tour held last year, the Johnson County Historical Tour this year took a group of learners on a tour of the many lesser-known historical sites of Johnson County. By continuing this programming in our area, we can connect our citizens to their areas to help increase civic engagement.

At the main campus, community education has primarily focused on providing programming opportunities for children who may not have access to quality extracurricular programming at their schools due to funding and staffing issues in our local area. In addition to replicating the Reading Adventures program at the main campus, we have also offered a variety of children's programming in the general categories of physical education, STEM education, arts and crafts, and technology. These opportunities have also been beneficial for homeschooled children in our area to experience what higher education will someday look like for them.

Actions and Recommendations

Actions Completed/Currently Implemented and the Strategic Plan Initiative to which they are aligned:

- Work with Ellucian to determine how to track partnerships with community organizations, Fall 2022, Director of Community Education and Extension Centers, and the Institutional Effectiveness Department. (S3G2OA)
- Online community education course offerings, projected implementation, Fall 2022, Director of Community Education and Extension Centers. (S2G3OA)

- Increase the Community Ed offerings at the Vienna and Cairo Extensions Centers, Spring 2023, Director of Community Education and Extension Centers, and the Extension Center Coordinators. (S2G3OA, S2G3OE)
- Continue to increase our partnerships with community organizations to deliver Community Ed courses of interest to residents, ongoing, Director of Community Education and Extension Centers, and the Extension Center Coordinators. (S2G3OA)

Recommendations and Actions for Future Consideration and the Strategic Plan Initiative to which they are aligned:

- Improve ways to track the revenue and costs for Community Ed courses, projected implementation, Fall 2023, Director of Community Education and Extension Centers, and the Director of Business Services. (S2G3OE)
- Create a survey at the end of Community Education Courses for participants to reflect on enriching their lives, enhancing personal satisfaction, gaining a sense of fulfillment, and adapting to change (S2G3OA)
- Determine ways to discover the Community Ed courses residents desire by potentially adding questions to the SCC Community Survey, ongoing Executive Director of Public Information and Marketing, Director of Community Education and Extension Centers, and the Executive Director of Institutional Effectiveness. (S2G3OA)
- Increase and create online community education course offerings, especially courses created by SCC, projected implementation, Spring 2024, Director of Community Education and Extension Centers. (S2G3OA)
- Stackable certificates in non-credit curriculum, project implementation, Fall 2023, Director of Community Education and Extension Centers.