Board Monitoring Report

Continuing Education and Workforce Training Programming

November 2023

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Executive Summary for Continuing Education and Workforce Training

According to the Board's *Continuing Education Programming Strategic Outcomes policy (B1006)* and *Workforce Training Strategic Outcomes policy (B1006)*, continuing education and workforce training are designed to help students upgrade their skills for their current job, retrain for a new job, or prepare for a new career. Shawnee Community College provides local employers and employees with valuable continuing education and workforce training programming. Employers receive value from: an agile and skilled workforce that brings new ideas and creativity to a rapidly changing market and work environment; the alignment of employee skills with business goals and objectives; improved employee loyalty, morale, job satisfaction, and retention. This leads to a culture of continuity and consistency; improved productivity and profitability; and the opportunity to develop future organizational leaders.

Areas of focus for AY23, along with the strategic plan initiative to which they are aligned:

- Strengthen relationships with local Chambers of Commerce 1.3.C.
- Establish a College presence at County Board Meetings in all five Counties 1.3. D.
- Strengthen College presence with Southern 14 Workforce Investment Board 1.3.G.
- Assist aerīz with the development of their workforce 1.4.A.
- Assist Harrah's Casino with the development of their workforce 1.4.B.
- Establish a Minority Business Council to facilitate business growth and development throughout our service area 1.4.D.
- Implement a plan to provide professional development opportunities for workers who need to maintain licensure and certifications 1.4.E.

When analyzing the KPIs aligned to the value areas, the following patterns and trends are evident (with 2021 the exception due to COVID):

- Headcount has decreased since 2018; a trend of stabilization is seen over the past three years
- 85% (17/20 courses) are considered aligned to high need, living wage occupations
- Total enrollment and credit hours declined since 2018, with a slight increase in workforce training in FY22.
- We serve nearly 5% of our service area workforce in workforce training courses.
- Range of courses offered in Workforce Training is limited; addresses mainly CPR training
- Course delivery location for Workforce Training courses is mostly in district off-campus
- Course delivery location for Continuing Education courses is mostly an SCC Campus
- Our HCCT Program is fully implemented with our first independent semester in Fall 2023.

Performance Areas

Policy Values: Student Employability, Mobility, Earning Potential

Numbers of Students Served. While the overall number of students has decreased since AY18, it has shown a trend of stabilization in the past three years (Charts 1 and 2). It is suspected that AY21 headcount was significantly impacted by COVID-19. [See Table 3 for courses included]

Chart 1. Continuing Ed Unduplicated Headcount

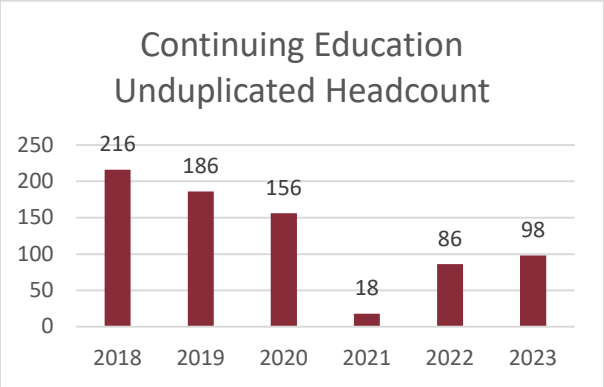
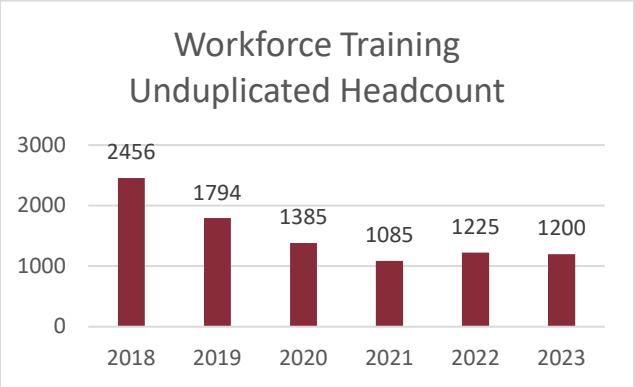


Chart 2. Workforce Training Unduplicated Headcount



Data Source: SCC CROA Dashboard, Course Enrollment reports, 9/25/23

Students Served in SCC Service Area. No noticeable trends exist in the age of students served; however, the age band of 31-61 years of age has the largest number of students in both types of programs. This is not surprising, as both types tend to serve the working population. Most students are female with women compromising nearly 87% in continuing education and 63% in workforce training. When determining how much of the SCC service area employees we have served, we took a look at the most current data from the American Community Survey by the United Stated States Census Bureau, which shows approximately 20,000 service area residents employed. We serve about 5% of our workforce in workforce training courses.

Chart 3. Continuing Education Unduplicated Headcount by SCC Service Area County

	2018	2019	2020	2021	2022	2023
Alexander	17	9	7	1	17	9
Johnson	57	49	40	4	29	23
Massac	20	13	15	2	14	18
Pulaski	18	8	5	4	3	12
Union	34	23	11	4	11	22
Sum:	**146**	**102**	**78**	**15**	**74**	**84**

Chart 4. Percent of Unduplicated Continuing Education Headcount from SCC Service Counties

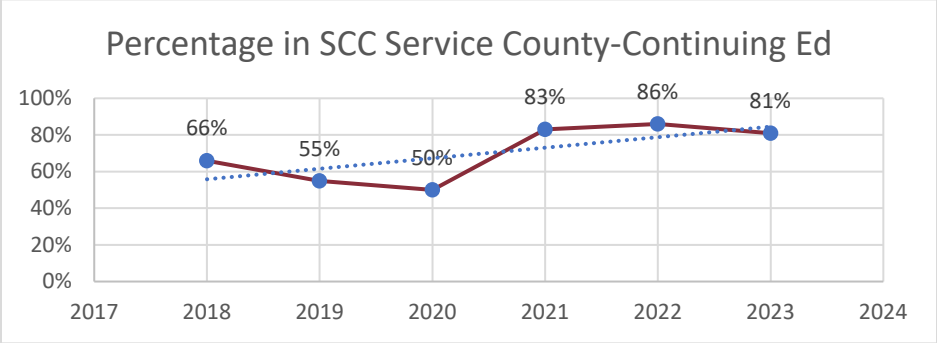
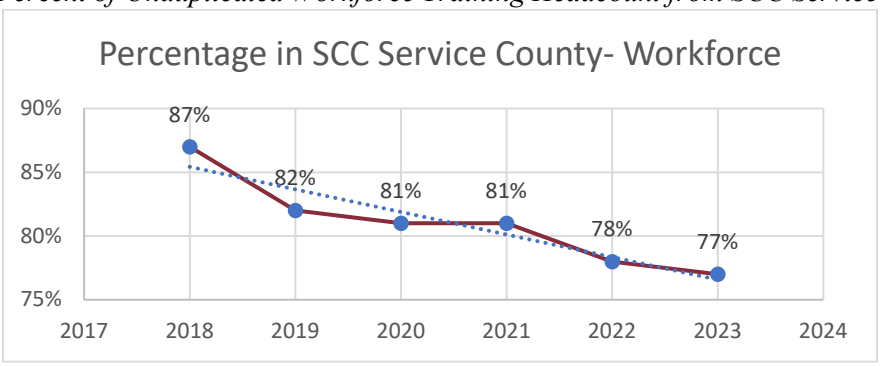


Chart 5. Workforce Training Unduplicated Headcount by SCC Service Area County

	2018	2019	2020	2021	2022	2023
Alexander	148	135	104	89	77	102
Johnson	830	360	244	212	238	254
Massac	258	213	157	121	149	75
Pulaski	219	242	183	157	176	163
Union	674	519	432	301	321	335
Sum:	**2129**	**1469**	**1120**	**880**	**961**	**929**

Chart 6. Percent of Unduplicated Workforce Training Headcount from SCC Service Counties



Data Source: SCC CROA Dashboard, Course Enrollment reports, 9/25/23

Reasons Students Enroll**.** We worked with IE this year in order to report on our students' enrollment intentions. It is evident that most students enrolling in continuing education and workforce training courses are seeking to improve their skills for their present job.

Table 1. Business & Workforce Student Intent

Student Intent- Business and Workforce Training Students	2023	2024 (partial year)
To prepare for transfer to a four-year college or university	21	2
To improve skills for my present job	754	463
To prepare for a future job immediately after attending SCC	51	6
To prepare for the High School Equivalency test or improve basic academic skills	6	0
For personal interest/self-development—not career oriented.	19	7

Table 2. Continuing Education Student Intent

Student Intent- Continuing Education Students	2023	2024 (partial year)
To prepare for transfer to a four-year college or university	3	3
To improve skills for my present job	22	21
To prepare for a future job immediately after attending SCC	4	4
To prepare for the High School Equivalency test or improve basic academic skills	4	5
For personal interest/self-development—not career oriented.	13	6

Data Source: SCC CROA Dashboard, Course Enrollment Report, 11/3/23

Courses Aligned to In-Demand, Living Wage Jobs**.** Table 3 is a listing of the courses offered from 2018-2023. IND 195 is a general course that has been utilized for SCC's internal professional development for employees. Of the courses that are listed, all but the HST 112, HST 116 and PS 291 courses could be argued as aligned to high need, living wage occupations (85%).

Table 3. Continuing Education and Workforce Education Courses Offered, SCC, 2018-2023

Cont Ed Course	**Title**	**Workforce Course**	**Title**
PHB-0120	Basic Phlebotomy	FOS 121	Food Service Sanitation Mgr Certif
PS-0301	How to Apply for Substitute	HST 112	The Head Start Experience
IND-0195	Cont. Professional Development	HST 116	Headstart CDA Practicum & Portfolio Pre
PS-0290	Social Media Marketing	IND 132	IDOC Heartsaver FA/CPR/AED
PS-0291	Grant Writing	IND 136	Heartsaver First Aid/CPR/AED
TDR-0167	Truck Driver/CDL Refresher	IND 151	AHA Heartsaver Instructor
		IND 154	CPR Instructor Renewal
		IND 155	Pediatric First Aid/CPR/AED

		IND 171	Basic Microsoft Excel
		IND 201	Train the Trainer-CPR
		IND 202	Occupational Safety and Health
		IND 220	Healthcare Provider Instructor
		IND 230	CPR for Healthcare Providers
		IND 233	Heartsaver Auto. Ext. Defib

Policy Value: Connection to the College's Professional Programming

CPR/First Aid/AED and OSHA are the two courses we offer that are part of professional programs at SCC. When creating and offering new continuing education and workforce training courses, we have not deliberately attempted to connect them to professional programming or advertised them as such.

Policy Value: Alignment to State-wide and Nationally Recognized Criteria

Course Alignment to Nationally Recognized Criteria**.** Of the courses listed in Table 3, several are aligned to national criteria and can either lead to or maintain a license/certification (67%), including substitute teaching, CDL, CPR/First Aid/AED, and OSHA.

Licensure/Certification Pass Rates. While we can analyze pass/fail rates of each course (99.8 for CPR/First Aid/AED and 100% for OSHA, Substitute Teaching, and CDL), we do not track when or if students pass the licensure/certification exams. Because the courses are provided for and by outside agencies, those records reside with those agencies.

Policy Value: Transfer of Professional Development to Other Systems

Currently, we offer CEUs in Cosmetology. On September 18th, we hosted our annual Cosmetology Conference. Ten of our attendees received CEUs for a total of 70 CEUs. We have made initial contact with IDFPR on how to seek recertification for our other programs.

Policy Value: Alignment with Business Goals and Objectives

We have attempted to provide an easy, more efficient way for businesses to contact us regarding workforce training needs by creating a web form in August 2022 to submit their training needs, but it has not been widely utilized, as most prefer to contact through email or phone. The Continuing Education registration process was improved in Fall 2022 with an online registration option, making the process more efficient and reducing incomplete records.

Enrollment and Credit Hours. The total enrollment and credit hours generated by AY (Charts 7-10) demonstrate the duplicated enrollment in our courses. A look at the individual courses in workforce training shows the increase is due, mostly, to an increased enrollment in IND 136-Heartsaver First Aid/CPR/AED.

Chart 7. Continuing Education Enrollment

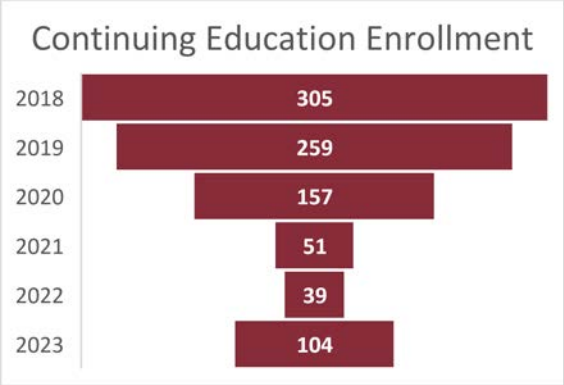


Chart 8. Workforce Training Enrollment

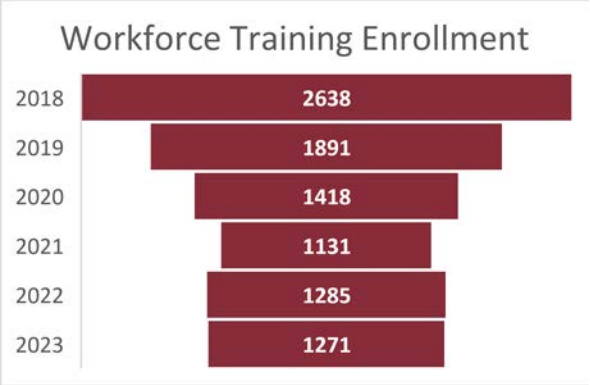


Chart 9. Continuing Ed Credit Hours by AY

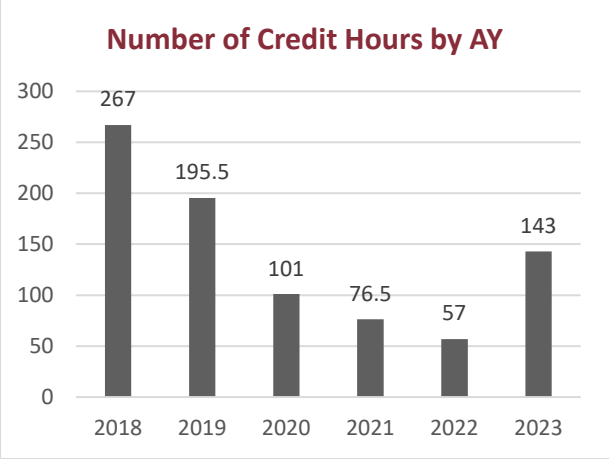
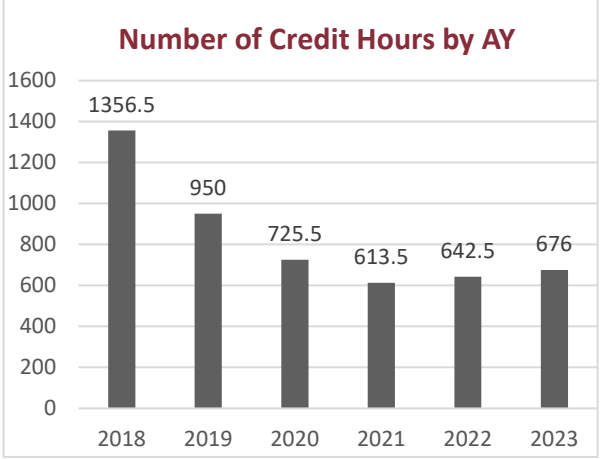


Chart 10. Workforce Training Credit Hours by AY



Data Source: SCC CROA reporting, 9/25/23

Range of Courses. In Workforce Training, the course offerings are limited, with a focus on CPR training. Excel has not been offered for several years, but OSHA was reintroduced in 2022. In Continuing Education, there are a variety of courses, but only six are actively offered. Most enrollment is in the IND 195 course for SCC employees and Basic Phlebotomy.

Efforts have been made to increase the frequency of workforce training courses by promoting them through social media, emails, and personal outreach. There is a plan to engage with more local businesses (1.4.A., 1.4.B.) to customize training to meet their goals and objectives. Customer service training was conducted for CHESI employees in August 2023, and outreach efforts for the Food Sanitation Course (FOS 121) have been successful, leading to additional classes in Union and Alexander County.

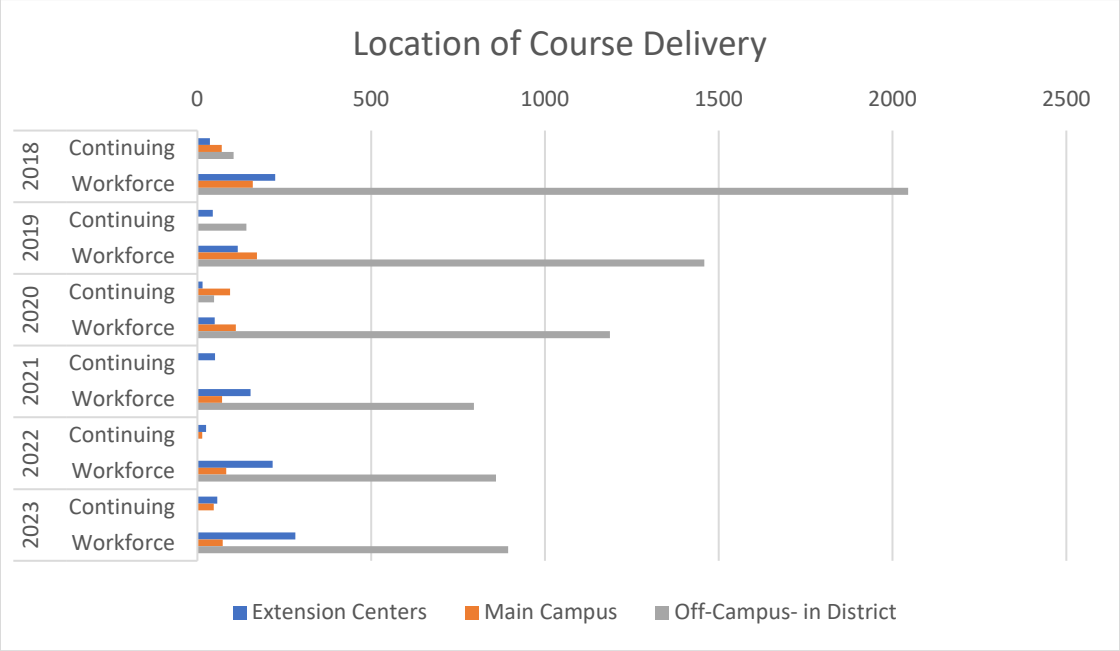
One way we have increased our workforce training while increasing the number of graduates entering into sustainable living wage jobs is through implementation of the Highway

Construction Careers Training Program Fall 2023, in collaboration with the Illinois Department of Transportation (IDOT). This 12-week program involves 40 hours per week of practical on-site building and construction skill training, along with job and life skills classes that cover interviewing, resume and portfolio writing, and field trips to local trade unions. Additionally, students receive instruction in mathematics for the trades and safety protocols. We will begin to display data for these new courses as it is collected.

Course Delivery. Course delivery location (Chart 11) for Continuing Education courses is mainly at the SCC Main Campus or Extension Center. IND 195 (SCC employee professional development) has been delivered during the week in the day time hours, PHB during the week in the evening, and PS courses delivered a mixture of weekday and Saturday times.

Course delivery for Workforce Training courses is mainly in the district but off-campus, which is to be expected. There was a wide variety of days and times for these courses with several courses spanning several hours at one time. Most course sections were held during on a weekday, but there were more Saturday courses offered than for Continuing Education.

Chart 11. Location of Courses



Data Source: SCC CROA reporting, 9/28/23

Course Sections. It should be noted that section data for these types of programming work differently than for academic programming. Sections are decided upon based on topic and business needs and location capacity. Some are capped by regulatory agencies, such as with the American Heart Association for CPR.

Chart 12. Continuing Ed Course Sections by AY

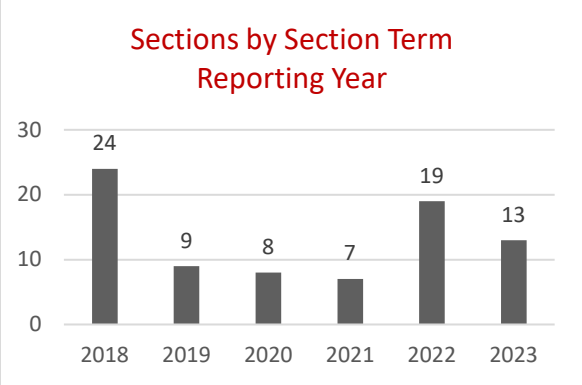


Chart 13. # of Continuing Ed Sections by Course

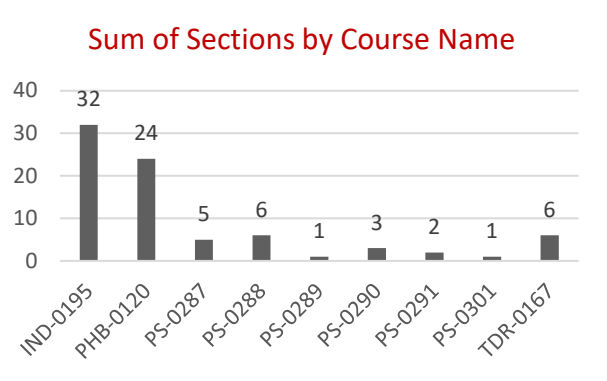


Chart 14. Continuing Ed Avg Section Enrollment

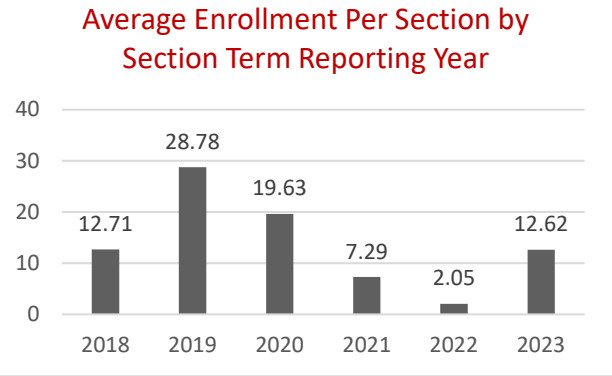
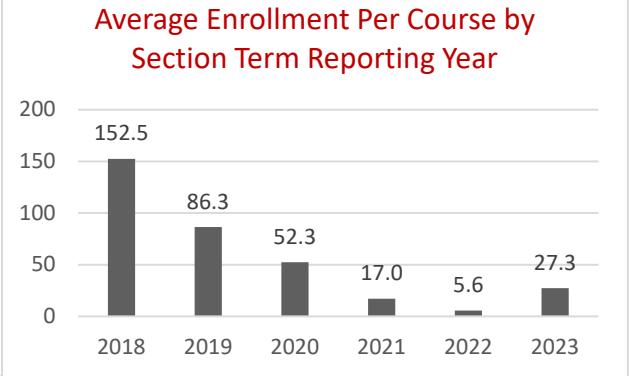


Chart 15. Continuing Ed Avg Course Enrollment



Data Source: SCC CROA dashboard, Hours Generated & Number of Sections reports, 9/2/23

Chart 16. Workforce Training Sections by AY

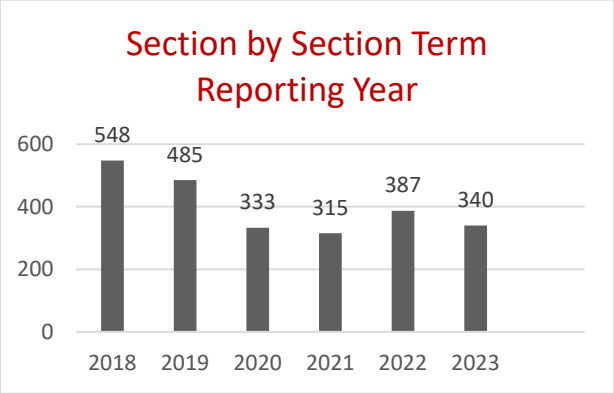
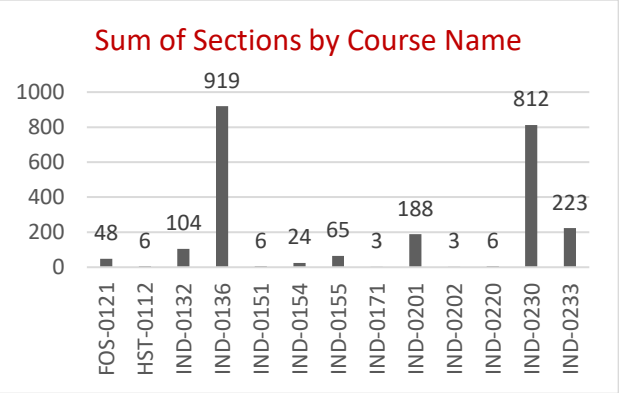


Chart 17. # of Workforce Sections by Course



Data Source: SCC CROA reporting, 9/29/23

Chart 18. Workforce Avg # Sections Per Course

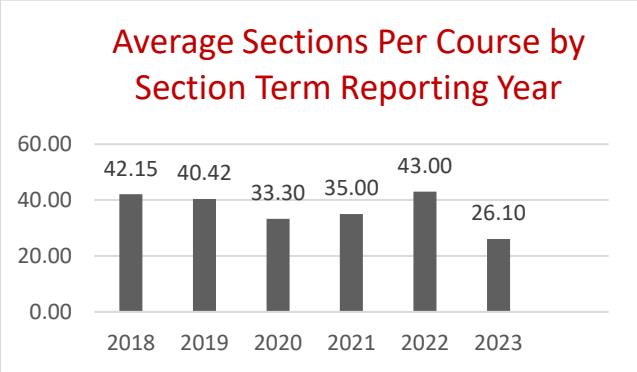


Chart 19. Workforce Avg Course Enrollment

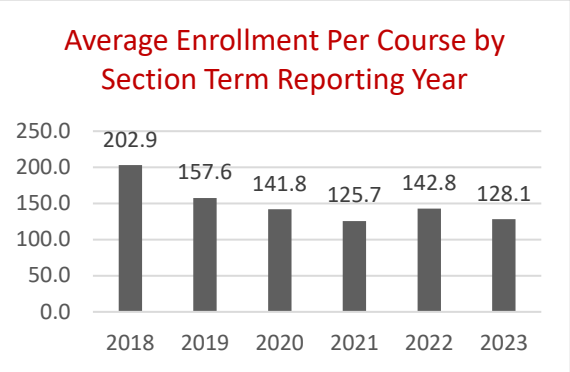
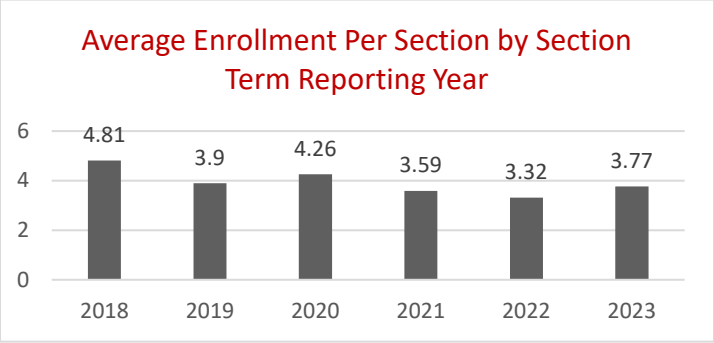


Chart 20. Workforce Avg Section Enrollment



Data Source: SCC CROA dashboard, Hours Generated & Number of Sections reports, 9/2/23

Policy Value: Consulting or Technical Assistance to Improve Productivity and Profitability

Chart 21 shows the number of consulting contracts with our district's employers, in particular small businesses, as they are served through the SCC Small Business Development Center. These data are tracked by calendar year. We anticipate the number of SBDC Client Contracts in 2023 to increase by the end of the calendar year.

Chart 21. Number of SBDC Clients

Data Source: Neoserra Database, 9/27/23

Actions and Recommendations

Completed or Currently Implementing

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

- Ensure a presence with our counties and local Chambers of Commerce by attending meetings: Representatives regularly attend Union County Chamber, Massac County Chamber and Johnson County Business Group (1.3.C,1.3.D)
- The SBDC continues to serve minority small business owners each year. Thirty-three of our 155 small businesses served in 2023 are minority (1.4.D).
- We have improved the webpage and enrollment processes (4.4)
- Working with IT and IE to ensure we reduce the use of IND 195 and use current approved course master list when building courses and sections for continuing education
- In 2023, we developed an efficient online registration process and have utilized it for our classes this year (4.4).
- As of December 2022, Lydia Hess has been an active member of the SIDEZ board in efforts of being better connected to our empowerment zone (1.3).
- Improved use of Colleague for data collection: reason for enrolling (3.2.A)
- In 2023, we have worked with Public Relations & Marketing to improve and increase promotion of current courses and services. We have created multiple fliers and become actively engaged on our *IL SBDC and Workforce Development at Shawnee Community College* Facebook page (4.4).
- Our HCCT Program is fully implemented with our first independent semester in Fall 2023.

Further Considerations

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

- Locate a consistent OSHA instructor to begin offering multiple classes per semester, ongoing, Director of Business and Workforce Development (1.4.E.).
- Continue to build relationships with businesses and increase the number of classes offered, ongoing, Director of Business and Workforce Development (1.3.C)
- Investigate and implement CEU offerings to increase opportunities for workers who need to maintain licensure and certifications and use as a marketing tool to expand programming, spring 2023, Director of Business and Workforce Development (1.4.E)
- Work with Dean of Career & Technology Programs to explore ways to connect programming to our professional programs.