

# Support Services Review Template

Update Year: 2012

Unit Name: Workforce Development Center

Today's Date: June 1, 2012

Unit Review Leader: Nancy Laudenslaugher

## **Five Fundamental Questions**

1. What are the primary services or outcomes provided by the support service area and what is the impact of those services and outcomes on students and other key stakeholders?

Our Workforce Development (WFD) area provides accessible and customer-driven training programs that connect learners to job training and/or professional development by upgrading and expanding their skills. Due to the schedules and other obligations of our adult learners, courses and programs are shorter, often vocational, and with more immediate practical applications.

Three primary areas exist in Workforce Development.

1. High Tech IT
2. Business & Industry
3. Health Professions Institute

Impact and Outcomes

Hundreds of courses and programs are offered and approximately 14,000 students per year are served through the workforce development area. In many cases, either state or national certifications/licensure/or required CEUs are earned and many have also been identified by the Dept. of Labor and the Texas Workforce Commission as job demand occupations.

Meeting the local employer's need for skilled workers resulting in business community more supportive of ACC.

Forming partnerships with employers to work with us to keep curriculum updated with current workforce needs, provide externships, and employment opportunities.

Greater accessibility, adult friendly and more accelerated learning options including applied learning models and practical curricula that tap into adult experiences in work and life.

Shortening and modularizing of curricula and the offering of interim credentials link to career advancement.

Upgrading and expanding the learner's skills in an effort to improve or protect their economic position and make a more positive contribution to society.

Adult learners getting maximum labor market benefit from quality courses and programs offered through WFD at affordable, accelerated, and more flexible formats.

2. What are the strengths, weaknesses, opportunities, and threats present that enhance or hinder the unit's ability to provide those services and meet expected outcomes during the next five years?

1. Strengths –

- Fulfills a large need in our community
- Wide variety of courses and programs for Job preparation with many leading to national and/or state certifications
- Fast track job training
- Quickly respond to skills training to meet local needs and job market

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- WD coordinators and instructors are trade specialists with real world experience and multi-dimensional knowledge base
  - Low cost, high quality product especially when compared to proprietary schools
  - Customer friendly
  - Relatively easy admission process
  - More flexible hours and flexibility in scheduling courses/programs; year round start dates
  - Fast action and reaction and quick response to constituent's needs
  - Great problem solvers and ability to work with limited space and resources
2. Weaknesses –
- CE best kept secret
  - Limited marketing; especially target marketing
  - Website limitations as it relates to Datatel and IT issues for registration. On line registration is very difficult for students
  - Staff adjusting to change. “This is the way we have always done it here at ACC.”
  - Lack of data for reports and financial judiciousness
  - Clunky processes – fitting into systems designed for credit that do not work well for continuing education
  - Allocation of very limited resources within CE division
  - Insufficient facility maintenance at HBC
  - Lack of right type of space for courses/programs (i.e., welding, construction, alternative health services, truck driving, machining, electronics, health labs)
  - Lack of flexible educational delivery systems and platforms to meet the adult learner's needs; i.e. instructional design resources , LMS
3. Opportunities
- MARKETING – all across the board
  - Developing online interactive training educational programs
  - Improve registration process for increased customer satisfaction
  - Need more financial aid opportunities
  - ACC advisors and advocates for CE programs/courses
  - Re-align, re-assign WD staff
  - Expand course/program offerings including flexibility of scheduling and locations to meet our adult learners' needs
  - Improve situation with IT for critical services - online registration, datatel info and ease of use for reports, and website issues
  - Continue to improve WFD and CE internal procedures
  - Enhance WDF team cooperation
4. Threats
- ACC not recognizing how valuable CE is to college and the community. We are a goldmine.
  - ACC procedures that do not align or take in consideration CE needs
  - Time it takes for ACC to respond to the needs of servicing WFD students and potential students.
  - Lack of support from ACC administration
  - Marketing support essential
  - Lack of financial aid for WF students

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- Limitations on delivery of courses/programs that meet the needs of our adult learner - Right kind of classroom facilities; instructional support for online development and delivery; access to space at other ACC campuses, IT needs that work for CE
- WFD staff burnout especially as we continue to expand to meet the needs of the community.

### 3. Using the answers to the first two questions, what improvements to primary services and/or intended outcomes will occur during the next five years?

At a department wide CE conference held November 11, 2011, committees were formed to identify strategies to attain the seven major goals of CE and which unequivocally affect the entire WFD area. These goals have a direct correlation to the results of the SWOT analysis.

Each of the seven committees are working on submitting a minimum of 3 recommendations to be implemented that will improve primary services and outcomes to students and key stakeholders.

Improvement areas in WFD include:

- Data to improve student success
- Increase the number of programs, courses and training opportunities to meet the workforce needs of Austin area
- Continuously improve the level of customer service provided to both external and internal customers
- Create and implement effective marketing campaign to increase enrollments
- Improve efficiency in WFD
- Continue to develop and foster partnerships and cooperation both internal and external to ACC to increase resources and services provided by WFD

### 4. How will the unit measure the extent to which planned improvements have resulted in better service or intended outcomes for students or other key stakeholders?

Primary Service Issue	Improvement	Measure	Baseline	Target	Current
	New course evaluations developed and implemented	measure and improve student satisfaction			
	Marketing plan developed and implemented.	Results measured in part by increase in enrollments.			
	New courses, programs and training developed and implemented				
	Improved procedures and processes documented	measured through more efficient operations and feedback.			
	Data acquired and used for decision making. Results of partnerships and collaborations documented. Document efficiencies accomplished				

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## **5. How will the planned improvements align with and contribute to the Mission and Intended Outcomes of Austin Community College?**

Meet enrollment targets by continuing to service a wide range of constituents such as the economically disadvantaged.

Expand Capacity through diverse instructional delivery formats and appropriate space and programs for the adult learner to get maximum labor market benefit from accelerated learning options.

Enhance Student Success by making better decisions with emphasis on data. Continue to pursue offering credentials linked to career advancement.

Expand Fiscal Capacity by developing strong local and state partnerships and increasing the financial status of WFD area.