

AGENDA ITEM B4: ECONOMIC DEVELOPMENT
BOARD RULE 400.0400.00
NUMBER OF NEW COURSES AND TRAINING
BOARD OF TRUSTEES MEETING: AUGUST 23, 2012

Belmont College has continued to respond to the community's needs for credit and noncredit professional development and community enrichment training opportunities. Over the past year, the Workforce Development and Community Education (WFD/CE) Department has generally increased the number of courses offered and the enrollment in those courses. This report focuses on the number of new courses and trainings over the past three years.

Presentation of Data

The data in Table 1, *Comparison of new CEU and noncredit courses and trainings 2009/2010 through 2011/2012*, are organized into four categories: professional development, public safety, customized training, and community enrichment. The first three of these categories are designated as *professional training* courses. The instructional content in professional training courses is aimed at our service area's workforce general professional development; public-safety and customized trainings are designed around needs of specific businesses and industries. The fourth category of courses, *Community enrichment*, includes skill-specific trainings. Community enrichment courses are offered to meet personal training desires of stakeholders in the communities the College serves.

Table 1, *Comparison of NEW CEU and noncredit courses and trainings offered 2009/2010 through 2011/2012*

| | 2009/2010 | | | 2010/2011 | | | 2011/2012 | | |
|--------------------------|------------|------------|-----------------------------|------------|------------|-----------------------------|------------|------------|-----------------------------|
| | CEU Credit | Non-credit | Total new courses 2009/2010 | CEU Credit | Non-credit | Total new courses 2010/2011 | CEU Credit | Non-credit | Total new courses 2011/2012 |
| Professional development | 0 | 8 | 8 | 2 | 2 | 4 | 18 | 10 | 28 |
| Public safety | 22 | 5 | 27 | 23 | 0 | 23 | 13 | 0 | 13 |
| Customized training | 3 | 5 | 8 | 0 | 8 | 8 | 0 | 5 | 5 |
| Community enrichment | 0 | 2 | 2 | 0 | 29 | 29 | 0 | 10 | 10 |
| Total | 25 | 20 | 45 | 25 | 39 | 64 | 31 | 25 | 56 |

Table 2, *Comparison of TOTAL CEU and noncredit courses and trainings offered 2009/2010 through 2011/2012*

| | 2009/2010 | | | 2010/2011 | | | 2011/2012 | | |
|--------------------------|------------|------------|-------------------------|------------|------------|-------------------------|------------|------------|-------------------------|
| | CEU Credit | Non-credit | Total courses 2009/2010 | CEU Credit | Non-credit | Total courses 2010/2011 | CEU Credit | Non-credit | Total courses 2011/2012 |
| Professional development | 37 | 61 | 98 | 26 | 19 | 45 | 32 | 28 | 60 |
| Public safety | 22 | 24 | 46 | 56 | 17 | 73 | 105 | 18 | 123 |
| Customized training | 0 | 7 | 7 | 0 | 3 | 3 | 0 | 21 | 21 |
| Community enrichment | 0 | 161 | 161 | 0 | 64 | 64 | 0 | 51 | 51 |
| Total | 59 | 253 | 312 | 82 | 103 | 185 | 137 | 118 | 255 |

Data Highlights

1. Eighteen new professional development courses offering CEUs and 10 noncredit courses were added to the schedule in 2011/2012, bringing the total number of professional development courses added in 2011/2012 to 28. This was the highest number of new courses added over the three years studied.
2. Fifty-six new courses were launched in 2011/2012; over the past three years, 165 new courses were offered.
3. Over the past three years, there has been an increasing demand for CEUs which now exceeds the number of noncredit training courses. This year 53.4% of WFD/CE offerings awarded CEU credits.
4. The increase in CEU courses over the three year period reflects a 132% increase. (In 2009/2010 there were 59 CEU courses; in 2010/2011, there were 82 CEU courses; in 2011/2012 there were 137.)

Conclusions and Targets for Improvement

1. Maximize CEU opportunities. Explore and implement new CEU opportunities and broaden the number of groups served to include engineers, nurses, athletic trainers and mental health care providers.
2. Continue to build the Energy Institute: Build new courses for short-term skillsets which may be stackable in the long term toward certificates and degrees. Areas of development include legal office, accounting, project management, emergency management, and pipeline welding skill sets for oil and gas. Expand the consumable energies in the civil engineering knowledge base, as well as the geographical information systems knowledge base. Build Information Technology data base courses for oil and gas. Programming and data base management for oil and gas are also crucial areas of development in the next year.
3. Re-introduce Belmont College to existing, new, and future businesses (e.g. Mark West, etc.). Implement a more proactive and systematic approach to customized training. Become more visible in the business and industry community. Conduct at least four visits to business/industry per week. Complete the development of packets to market the WFD Department and the Energy Institute. Re-introduce Belmont College contract training and professional development training through a re-packaged approach.
4. Increase customized training revenue by 30%.