

Developing IET/WPL Programs

What We Found in Opening This



Abstract

WHO: Somerset Community College Adult Education

GOAL: Increase enrollment & MSG results by implementing IET/WPL programs beyond Somerset's traditional KPA prep and Corrections Welding

CHALLENGE: Find businesses to collaborate with to fulfill educational needs for potential and/or current employees.

Product Description & Motivation

Team Modern is a wholesale and distribution business that also has vending, equipment, and marketing divisions.

The Project Plan:

- Collaborate on a needs assessment for Team Modern
- Provide basic Introduction to our IET/WPL services
- Create a plan for a WPL—an Excel class
- After course completion, we collected feedback and they requested a Power BI class.
- Discussed feedback for Power BI class and next request was a soft skills class with a focus on communication in the workplace (currently under development)

STRATEGY: Build collaborative relationships by accommodating the needs identified by the partner.

Discussion

- Team Modern contacted us to enquire about enrichment classes for their employees and we have tried to maximize the opportunity by providing the requested classes and customizing the curriculum to their need.
- Feedback from the HR Manager and Director of Operations after the classes has been positive with discussion for improvement from all parties.
- Requests for additional classes and collaboration with SCCAE has created a solid foundation for a positive relationship that should be sustainable.

Introduction

- **BACKGROUND:** In early FY23, SCCAE planned to expand the IET/WPL services offered previously.
- **INITIAL OUTREACH:** We contacted businesses in our five counties to introduce businesses to SCCAE's offerings and to discuss services designed to meet their needs. We uncovered invaluable insights about our market: ***businesses either met their professional development needs internally or had external partnerships.***

Next Steps

- Brainstormed possible IET/WPL services that might appeal to local employers and engaged in outreach to businesses in Casey, McCreary, Pulaski, Russell and Wayne counties.
- **And then...**One of our programs was contacted by *Team Modern* about offering classes...and we began cultivating the relationship.

Baseline & Goal

Our primary purpose was to develop IET/WPLs to add another avenues to increase enrollment and MSGs along with continuing to leverage other capacities.

Diligent efforts were applied to to try to evaluate the return on investment in terms of time and resources.

Considerations

- Can the opportunity cost of generating the actual numbers versus the time commitment involved in meetings, creating business-specific curriculums, learning new material, preparing lessons, and teaching the classes yield more than the investment of staff time toward other efforts to improve enrollment and MSGs?
- Could investing time and effort of staff for minimal numbers now lead to continued classes for TEAM Modern and possibly other businesses?

Results

SCCAE Enrollment Goal – 853
Total students for 1st two classes – 17
Total students that complete Team Modern WPLs – 13

Third WPL class for Team Modern being planned but no firm start date set.

Conclusions

Conclusions reached in our FY23 PLC:

- If within our ability to provide services to an entity willing to work with us, even small numbers add up.
- It is not an easy sell for IET/WPL services to businesses.
- Building community relationships takes time.
- Even with opportunity costs, it is important to maximize opportunities when they present themselves.
- Willingness and cooperation from our team makes opportunities work to our benefit.

References & Acknowledgements

Acknowledgments: Include here any special thanks you want to share.

References: You can use any citation format that you like, but be sure to be consistent and to include enough information about the source that your colleagues would be able to find the source.