**Unit Goal Revisions**

**2016 - 2017**

Every two years, during spring semester, programs/departments/service units are asked to develop Unit Strategic Plans. These plans need to be closely aligned with the Institutional Action Priorities, the College’s Long Range Goals, and the College’s five-year strategic plan. The Strategic Plans incorporate and reflect the operation of that unit at all campuses and instructional sites. Each unit’s budget needs to reflect the fiscal implications associated with the unit’s identified goals and objectives.

Following the first year each unit submits a goal progress report and revises their unit goals for the second year.

**Name of Program/Department: Center for Workforce Education**

**2015-2016 Accomplishments:**

* New career programs were launched in the following areas: Certified Apartment Leasing, Chiropractic Assistant, Crane Operator Certification, HVAC Basics, and Computer Technician.
* A full time staff position was dissolved and replaced with part-time Subject Matter Experts. These part-time employees focus on a specific, popular Career Program to monitor quality, access new trends, assist with instructor identification, and curriculum development. There are six SMEs. One for each of the following programs: Medical billing and coding, Certified medical assistant, Certified nursing assistant, Pharmacy technician, Phlebotomy, Dental assistant.
* The Professional Development Institute was expanded to include more emphasis on Jefferson State Employees. A training plan was created and approved requiring new employees and others in specific areas to participant in mandatory essential skills and computer skills training.
* A Jefferson State Leadership Academy was approved and planned. The inaugural class will kick-off on September 9, 2016.
* On-line classes continued to be marketed and offered to the community.
* Five grants were received: WESI/AARP a Social Innovation Fund grantee where students ages 50+ are provided coaching services and scholarships for Career Programs, Vision Technician in partnership with UAB Callahan, Pharmacy Technician in partnership with Jefferson County Head Start, Industrial Maintenance, welding in partnership with Garrison Steel.
* Corporate Education remained active serving many businesses and industries with customized training at the work site and on-campus.
* A Career Pathways partnership was created with JSCC’s Adult Education Department that will kick off in Fall, 2016. This program will provide financial aid for non-credit training scholarships and academic support through Adult Education to students who test at 12.9 grade level or less.
* The State’s first non-credit, dual enrollment classes were planned and delivered. Pharmacy Technician was delivered at Hewitt Trussville High School to 10 seniors. Certified Nursing Assistant was delivered at Pell City High School to 10 seniors. All students received a high school elective credit and a Certificate of Completion from Jefferson State. Many sat- for and received national certifications.

**Revised Unit Goals (plans for the unit for the second year of the two-year plan):**

1. **Objectives – the activities through which the goal will be achieved. Each Unit Goal should have at least one objective.**
2. **Method of Assessment – how the unit will determine if the objective has been met.**
3. **Additional Funding Requests – provide an estimate of the cost of achieving the objective. Also, include a description of how these funds will be used to accomplish the objective.**

**Revised Unit Goals for 2016-2017**

**Goal #1: Provide non-credit, short-term skills training and retraining through Career Certificate Programs that supply the local business community, particularly the healthcare industry, with trained workers. This effort will be expanded to include at least one crafts trade program.**

* Objectives for Goal #1:
  + 1a. Research, develop and if feasible offer one new Career Certificate Program in a craft field.
* 1b. Purchase re-useable lab equipment needed for Certified Nursing Assistant and Certified Medical Assistant programs. While CNA instructors generally use the JSCC Nursing lab for much of their skills training, some skills require repeated practice and thus, classroom resources are needed.
* 1c. Provide customer-service class to all part-time Career Program instructors to promote better classroom instruction and student engagement.
* Assessment for Objective #1a-c:
  + 1a. Publication of the new program titles on the college postcard and website.
  + 1b. Receipt of equipment.
  + 1c. Attendance sheets from the class.

*Budget*

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| **CNA Supplies/Equipment** (quad cane (2), catheter kits, urinals (3), blood pressure cuffs (18), oximeters (3), wheelchairs (1), Walker (2)  **CMA Equipment** Practice injections, Intradermal simulator 205.00 x3, IM and SubQ injection simulator  **Customer Service Training** – 3 hours/3 classes to allow for scheduling | $1,000 approximately  $1,000 approximately  $1,500 for instruction and handouts.  $3,600 in hourly salary for 30 instructors |

**Goal #2:** **Provide non-credit, offerings for incumbent worker training to assist business and industry and local governments for economic development.**

* Objectives for Goal #2:
  + 2a. Apply for at least one incumbent worker grant, partnering with a local business/industry.
  + 2b. Provide professional development for computer training to the business community at large, corporate training at the worksite, and essential skills training to JSCC employees monthly.
* Assessment for Objective #2a-b:
  + 2a. Grant Request for Proposal.
  + 2b. Schedule of classes on the web site, and the Annual Corporate Training Report Card.

**Goal #3: Provide a comprehensive non-credit on-line learning program**

* Objectives for Goal #3
  + 3a. Enroll at least 200 on-line students in self-study programs that results in at least $40,000 from on-line registrations.
  + 3b. Market online offerings on the website and on postcards.

* Assessments for Objectives 3a-b:
  + 3a. Report enrollment on the Center’s annual report card
  + 3b. Offerings listed on College website, and on postcard

**Goal #4:** **Identify new funding sources for Career Certificate Programs.**

* Objectives for Goal #4
  + 4a. Apply for at least one grant for Career Certificate Program Funding.
  + 4b. Apply for at least one grant through the new State Craft Board.
  + 4c. Implement Adult Education’s Pathway program.
  + 4d. Research opportunities for military education benefits to be applied to non-credit training.
* Assessments for Objectives 4a-4d:
  + 4a. Submission of one signed grant application.
  + 4b. Submission of one signed grant application to the Crafts Board.
  + 4c. Report enrollment on the Center’s annual Report Card.
  + 4d. Report of research findings.

**Goal #5:** **Increase awareness of the training offerings of the Center so as to also increase enrollment and revenue.**

* Objectives for Goal #5:

5a. Implement a marketing plan in conjunction with the college’s advertising efforts that includes direct mail, radio advertising, internet advertising, flyers and posters specific to Career Programs.

* Assessments for Objectives #5a:
  + 5a. Documentation of advertising distribution.
  + Budget Request

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| Majority is covered in the College’s marketing budget.   * Flyers * Posters | $1,500 approximately |  |  |

**Goal #6: Coordinate with JSCC for-credit programs and services to transition more students from non-credit to credit.**

* Objectives for Goal #6:
  + 6a. More aggressively promote the free three-hour credit class be awarded to students who successfully complete a non-credit Career Program.
  + 6b.Develop a marketing plan with Enrollment Services including the College’s Recruiters to reach non-credit students.
* Assessments for Objectives 6a – 6b
  + Advertise the free class on the JSCC web site and community postcards.
  + A report of the marketing plan.
  + Budget Request

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| * Posters for classrooms and College bulletin boards | $500 approximately |  |  |