

Center for Workforce Education - Program Review

Reporting Period: 2019-2020, 2020-2021, 2021-2022

Part 1: - Program Overview

Program Name: Center for Workforce Education

Program Mission and Description

Mission

The primary purpose of the Center for Workforce Education (CWFE) is to meet the workforce development needs of business, industry, local governments, and JSCC by providing skills training for in-demand careers, and lifelong learning opportunities through professional development.

Vision

To help individuals realize their educational and professional potential through fast-track training programs

Values

Students first: pacing student development and student success at the core of everything we do

Customer service: with all stakeholder both internal and external, providing a customer service experience that is always professional and friendly

Ownership: promoting personal responsibility for achieving personal and professional development; setting high expectations, being skilled at assessing needs, and enacting decisions based on data

Inclusion: championing for our marginalized populations by offering support, counsel, and being agents for transformational education and student success

Authenticity: providing tailored, personalized, and authentic interactions that demonstrate a commitment to honest and transparency, and by modeling and teaching ethical behavior

Partnerships: creating intentional partnerships on campus and in the community for the purpose of promoting student success.

The Center for Workforce Education has served a unique function over the past three years with tremendous growth. The unit serves as one of the primary workforce engines of the college. We have added around 15 workforce programs over the last 3 years and increased enrollment significantly. Our strategic focus over the last three years has been IT programs and industrial and craft training programs. Success with such programs as lineworker, CDL, heavy equipment operator have been successfully implemented in the last few years to positive feedback from the community and business and industry partners.

Program Admission and Awards:

Our department has a separate registration process from the college's central admission process. In 2022 ACCS implemented a statewide platform (Elevate) for non-credit registration and Jefferson State adopted the program in March of 2022. The platform is meant to help non-credit units capture more outcomes and data for our programs.

The department generally runs 100+ workforce training classes each year, a mixture of open enrollment, grant, and corporate training projects. After completion of each program the learner receives a certificate of completion.

The department also encourages application of any completer of a non-credit course to apply for a 3 hour scholarship towards a degree-seeking class at Jefferson State, which encourages promotion of students continuing their education to a degreed program if necessary.

Program Demographics:

Category	Student Totals (3yrs)	Percentage (of total students)
Total Students	3,399	14%
Number of Male	658	7%
Number of Female	2,518	16%
Age 18-25	1,071	6%
Age 26-40	1,415	25%
Age 41+	886	58%
African American Students	1,227	23%
Asian Students	39	6%
Caucasian Students	1,374	8%
Hispanic Students	62	9%

Overall, the department has a considerable female population which is due in part to our intentional efforts around women, including initiatives with the Women's Foundation of Alabama to serve single women and our partnership with our Adult Education department to serve workers 50+ to recareer them in our training programs.

Significantly, the average age of our student is around 32, which is much different from the average age of our college's student body overall. We continue to target and attract adult learners of all backgrounds through diverse workforce initiatives and partnerships.

Mode of Delivery: Over the last several years we have increased our online synchronous offerings and increased our skills training on other campuses. We also continue to offer both in person and hybrid model workforce classes to attract working students. We have added Welding fast-track classes to both Pell City and Shelby campuses. We have expanded our Field Engineering program to the Pell City campus. We have begun significant initiatives in Clanton with Heavy Equipment and CDL. In the future we plan to continue this growth and scale

offerings on all four campuses and online. The department recognizes an opportunity to offer more skills training on both the Pell City and Clanton campuses in various areas and plans to add healthcare and craft skills training opportunities on both campuses.

Program/Department Goals: Please list your program/department goals below:

Goal #1: Provide non-credit, short-term skills training and retraining through high quality, Career Programs that supply the local business community with a skilled workforce while offering citizens access to high-demand, entry-level careers.

Goal #2: Improve access to instructional delivery.

Goal #3: Increase awareness of the training offerings of the Center to also increase enrollment and revenue.

Goal #4: Seek new scholarship funding sources for Career Programs.

A. There are no specific changes to the unit at this time.

B. Department goals remain the same. Physical Plant strives to provide a safe, inviting, and comfortable atmosphere for students by maintaining all areas of the college to the best of its ability.

Program/Department Outcomes Achievement:

Over the past three years, the Center for Workforce Education has seen an increase in programs, staff, and employer partnerships to the benefit of the college.

In the past three years we have added 15 new programs:

1. IT Helpdesk
2. Cybersecurity
3. COBOL Programming
4. Data Analytics: Power BI
5. Python Programming
6. Medication Aid
7. Patient Care Technician
8. Sterile Processing Technician
9. Field Engineering
10. Heavy Equipment Operator
11. Lineworker
12. CDL (Truck Driving)
13. OSHA 10 Training

- All programs added have been industry-led initiatives with employer curriculum and feedback
- The Center partnered with the Community Outreach department on a successful JSCC Capital Campaign to raise funds and awareness for non-credit training and a Workforce Education Center at our Jefferson Campus.
- The department remained committed to serving students during the COVID-19 pandemic. Non-credit students were deeply affected by the COVID-19 pandemic in 2020 and our students did not have access to CARES Act monies. We had the opportunity to apply for Emergency Funding through the Community Foundation of Greater Birmingham to award 53 emergency stipends to non-credit students to ensure they were able to move forward and complete their skills training courses. Wraparound support for students to persist through non-credit training programs remains a high need and this grant enabled us to quickly respond to those needs during the height of the pandemic.
- Corporate engagement remains a core initiative of our department through corporate training efforts. Leadership JSCC remains engaged with other training providers to work towards a common goal in the corporate community. In 2020 when we hosted our ASPIRE 2030 meetings, we got great feedback from our corporate partners regarding AIDT Leadership training. We reached out to AIDT and asked if we can partner on offering the training free of charge since the training is effective and well-respected in the community. We entered into a MOA with AIDT and have offered Leadership training to 300+ employees of various companies in our region through this partnership.
- In partnership with Alabama Power and other utility companies, Jefferson State launched our inaugural lineworker program on January 11, 2021. JSCC was awarded a Workforce Development grant from ACCS and a federal ARC grant to support this initiative and began construction for a designated lineworker pole yard on our Jefferson campus in early 2020. Our program has graduated 51 students with a 96% employment rate.
- In 2022, Jefferson State launched our inaugural class at our JSCC Southside Training Center for a Patient Care Tech training program. Effective in 2020, JSCC entered a lease agreement with St. Vincent's Health System to lease a vacant childcare building in downtown Birmingham for \$1/year. The goal of the downtown location is to provide workforce training for SVHS entry-level roles and to build capacity for JSCC's 2Gen training model in partnership with Childcare Resources. JSCC sub-leases the location to Childcare Resources and we partner on providing healthcare workforce training to the parents of the Head Start families that Childcare Resources will serve. This partnership builds upon the existing Jeremiah's Hope partnership that launched in January 2020 where we took over the training program for Jeremiah's Hope. Since 2020, we had 100+ enrollments through this Jeremiah's Hope pipeline in programs like Administrative Medical Assistant, Clinical Medical Assistant, Sterile Processing Technician, and Phlebotomy. St. Vincent's also partners with us heavily on work-based learning through clinical externships for our programs, ensuring that students receive valuable experiences

before entering the workforce. The downtown project will truly help us build upon the workforce initiatives that we have already started with St. Vincent's and allow us to serve the community in downtown Birmingham.

Part 2: Program/Department Change

Program/Department Goal Changes:

- A. There are no specific changes to the unit at this time.
- B. Department goals remain the same.

Part 3: Evidence of Staff Participation in Program Review

A selection of the unit's staff members met in the Fall of 2022 to produce the Program Review.

Key Staff participation:

Leah Bigbee, Director of Workforce Education
Tara Roseberry, Executive Secretary
Michelle Coker, Office Manager (Shelby)
Britney McClung, Coordinator of Career Programs

Attach advisory committee minutes (if applicable) and a list of members. Describe any changes made in the unit as a result of input from the advisory committee.

N/A no major changes, however, new programs were developed with advisory board members and industry partners throughout the review period.