



Corporate College

Grossmont-Cuyamaca

December 31, 2019



GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

INTRODUCTION

Community Services offerings, also known as not-for-credit courses, as outlined by the California Education Code § 78300 provides an opportunity to deliver agile and responsive programming that directly reaches out to the local population. Within the community services frame-work, not-for-credit programming can:

- Act as a gateway into credit programming through short not-for-credit courses
- Assist with the creation of for-credit programming through pilot delivery
- Provide supplemental courses that enhance student success, not offered through credit classes
- Create relationships between academic departments and industry partners

The Grossmont-Cuyamaca Corporate College, now completing its 5th year of operation under the Office of Student and Institutional Success, continues to support Grossmont and Cuyamaca Colleges' Career Education departments and the business community by offering not-for-credit coursework to incumbent workers both on and off-campus. Classes include short term certifications that complement for-credit degree programs as well as re-certification needed for local employees to remain compliant and keep their employment.

Corporate College's services utilize Grossmont Cuyamaca Community College District resources, including faculty, curriculum, equipment, and facilities, to meet the training needs of local workers and employers. Within this framework, Corporate College has the flexibility to design systems and curriculum in response to the short and long term goals of the industry. The department provides value by maintaining industry relevancy while providing much-needed training that does not fit into the traditional for-credit model.

Mission

The mission of Corporate College at Grossmont Cuyamaca Community College District is to provide high-quality training that sustains, enriches and advances organizations, and the lives and careers of the workforce.

The goals of the department are to:

1. Provide professional development opportunities across the career lifespan.
2. Work collaboratively with instructional units within the district to ensure participants have access to professional development opportunities.
3. Cultivate a culture of student-centered excellence grounded in delivering quality instruction that responds to industry standards.
4. Strategically leverage programs and resources to ensure departmental sustainability.

2019-2020 STRATEGIC PLAN

Goals & Activities

1 Create new programs which meet workforce needs

1. Launch at least 1 new Health & Safety Class
2. Launch 1 new Disability Services Course
3. Pilot a Career Exploration program in summer 2019

2 Assess Program Offerings

1. Complete analysis of enrollment trends and course evaluations, encompassing a 3 year period
2. Conduct pricing analysis of competitors & refine pricing model for fee-based courses
3. Define corporate training pricing structure based on competitor models

3 Strategically leverage programs & resources to ensure departmental sustainability

1. Increase the number of fee-based sections offered annually by 5%
2. Increase the course section fill rates by 5% year over year
3. Source additional funding strategies for programming

4 Increase external awareness of Corporate College

1. Create social media accounts for Corporate College
2. Analyze current marketing channels by the program for effectiveness
3. Create brochures & flyers for distribution at community events

5 Increase internal awareness of Corporate College

1. Conduct an internal marketing campaign that includes face to face meetings & group presentations
2. Provide press releases to District marketing for distribution through internal news media forums



COMMUNITY IMPACT

Corporate College responded to industry needs by offering in-demand classes linked to federal, state, and regional certification programs. Depending on the certification, employees are required to complete training on a one to three-year cycle. Corporate College continued to meet the needs of small to mid-size companies in San Diego County by ensuring regular access to low cost, open enrollment certification classes providing the flexibility to send employees to training around the needs of the business. Additionally, Corporate College began developing new offerings in Developmental Disability Services, Youth Summer Programs, and Human Resources to meet local demand.

Outcome highlights:

- Delivered 76 training sessions (fee-based & contract) to San Diego companies
- Served 1006 students (duplicate)
- Awarded 852 industry-related certificates
- Launched new industry requested courses, 24 Hour HAZWOPER, Utility Planner, Harassment Prevention
- Piloted a Career Exploration summer program for high school students
- Generate new training contracts with Otay Water District, Sweetwater Authority, Taylor Guitars & Business Office Outfitters

85%

Of participants have taken a class with Corporate College in the past.

94%

Of participants agreed training sessions were immediately applicable to their work



Companies Served

Approximately 200 companies utilized Corporate College as a training provider in the past 18 months. The list below includes some of the organizations that enrolled multiple students.

Alere	Haven Homes	Saint Madeline Sophie's Center
Allied Geotechnical Engineers	Home of Guiding Hands	San Diego Gas & Electric
American Faucet & Coatings	Honda Mission valley	San Diego State University
BAE Systems	Layfield Environmental Group	San Diego Unified School District
Barnett Electric	Lisi Medical	San Diego Zoo
Bella's Residential Facility	Mechanical Refrigeration Services	Sharp Healthcare
Bioduro LLC	Metro Transit Systems	SLS Solutions
Business Office Outfitters	Miramar Brig	Solar Turbines
California State Parks	Morrow-Meadows Corp.	Taylor Guitars
Chromalloy	NV5	Thermo Fisher
County of San Diego Air Pollution District	Neurocrine Biosciences	UCSD
Cubic Corporation	Noreas Environmental Services, LLC	USS Midway Museum
E2 Consulting Engineers Inc	Occupational Services, Inc	USMC
El Cajon Ford	Otay Water District	Viejas Tribal Government
General Atomics	PolyPeptide Laboratories	UTC Aerospace
GKN Aerospace	Ryan's Way	WHPacific, Inc.
Hawthorne CAT		

PROGRAM OFFERINGS

Environmental Health & Safety

Environmental Health and Safety courses continued to generate the highest demand from industry. Fifty-seven percent (57%) of all fee-based enrollees take health & safety classes. One new course, the 24 Hour HAZWOPER was added in response to industry request.

8 Hour HAZWOPER Refresher

"I liked how the course was structured. The outline for the course made it flow and made it easier to understand. I liked the detailed layout of the laws and regs which then transitioned to the science and the practical aspects. I continue to learn new material each time I take the course."



80%
Contract Trainings
are health & safety related



576
Certificates of Attendance
awarded for EHS Certifications



40 Hour HAZWOPER

"This was a fun and informative class with plenty of opportunities to ask questions, learn from other students and hear their experiences. The mixture of hands-on training and lecture was a good mix to create practical training."

Classes Offered

- OSHA 10 General Industry
- OSHA 30 General Industry
- 40 Hour HAZWOPER
- 24 Hour HAZWOPER
- 8 Hour HAZWOPER Refresher
- Department of Transportation
- Customized materials handling

Disability Services Specialist

Corporate College is the only local, recognized training provider for Residential Support Services (RSS) Specialists. Working in partnership with the San Diego Regional Center, Corporate College ensures RSS Specialists are qualified to work in large group homes or open an independent group home for individuals with disabilities. Additionally, trainees working at sites such as St. Madeline's Sophie's Center and Home of Guiding Hands receive pay increases after the completion of two courses.

Disability, Diversity & Society

"Janice Melroy is an amazing instructor! I was having a hard time getting used to an on-line class and balancing work. She worked with me outside of class to make sure I passed so I could get my pay raise."

76
DSS Professionals
Certified by San Diego Regional Center



Classes Offered

- Disability, Diversity & Society
- Techniques for the Disability Specialist
- Positive Behavior Supports

PROGRAM OFFERINGS

Utilities Certifications

Corporate College partners with San Diego Gas & Electric (SDG&E) to deliver specialized training to electrical and utility professionals across the state. Forty-four utility professionals obtained certifications in 2018-2019.

Corporate College is one of three state-recognized training providers for the California Advanced Lighting Controls Training Program (CALCTP), a statewide initiative aimed at increasing the use of lighting controls in commercial buildings and industrial facilities through education. Trainees travel from across the state to attend bi-annual training sessions that occur in summer and winter.

In winter 2018, Corporate College hosted a 10-week pilot program created by San Diego Gas & Electric. The curriculum, designed and taught by SDG&E employees, targeted gaps in utility planner knowledge and skills. Attendees included SDG&E utility planner subcontractors from California, Oregon, and Washington.



"If I had known it was so easy to partner with contract education, I would have done it a lot sooner."
Kathy Valdivia PDCV Management Manager SDG&E

46
Utility Professionals
Certified by SDG&E & CALCTP

Classes Offered

- CALCTP - Lighting Systems
- CALCTP- Acceptance Technician
- SDG&E Utility Planner

Automotive Technology

Smog repair technicians in San Diego County must renew their licenses every two years. On average, 200 technicians must complete 16 hours of Bureau of Automotive approved update training annually. Over the last three years, there has been an industry trend of increasing the cost of the training, with rates as high as \$300 for an update course. Corporate College offers the class to \$100, making it the most affordable training option for Smog Repair Technicians in San Diego County. Lower pricing resulted in a 116% increase in enrollment from the calendar year 2018 to the calendar year 2019. Between July 2018 and December 2019, ninety (90) Smog technicians completed update training through Corporate College.

DEPARTMENT OF CONSUMER AFFAIRS



Classes Offered

- Automotive Networks, Aftermarket CATs, & OBD Monitor Diagnosis
- Variable Valve Timing, Variable Valve Lift, & Cylinder Deactivation

"Justin is great! I enjoying his classes and look forward to coming back. Thank you for making the classes so affordable."

PROGRAM OFFERINGS

Career Exploration Summer Academy

The Career Exploration Summer Academy is a program conducted in partnership between the Cuyamaca College Career Education (CE) Department and Corporate College. The goal of the program is to provide career experiences designed to improve career choice options and increase enrollment in career education programming.

During the four-day program held from July 8, 2019, to July 11, 2019, students engaged in hands-on activities designed to highlight CE programs. Additionally, they networked with industry professionals in workshops and heard from community college alumni currently working in the field. Participants connected career assessments with resources outlining potential careers, labor market information, and community college pathways.

Thirty-eight students attended from five local high schools: Santana, El Capitan, Steele Canyon, Helix Charter, and San Diego Juvenile Court & Community Schools. Seventy percent (70%) of attendees were rising 10th and 11th-grade students. Eighty-five percent (85%) of participants agreed they received career information that was new to them, and 50% of program participants expressed interest in obtaining additional information about the CE majors featured in the program. Seventy-eight percent (78%) of participants stated the program was worth giving up a week of summer vacation.

Program Values:

- Career-related choices are strongly influenced by access to vocational experiences.
- Validating career experiences translate into self-efficacy and goal setting, which become powerful predictors of academic and occupational performance.
- Career Education programs provide a viable avenue for career advancement and livable wage options to students who may not be seeking a four-year degree.

"I can't thank you enough for this camp. It has made a huge impact on [my child]. She has direction and purpose and is super excited now."



Programs Highlighted

- Automotive Technology
- Water/Wastewater Technology
- Child Development
- Graphic Design
- Environmental Health & Safety
- Ornamental Horticulture
- Surveying



HIGHLY QUALIFIED INSTRUCTORS

Eighty-one percent of the instructors employed by Corporate College work full-time in industry, bringing their real-world experience into the classroom. Many of our instructors function in senior roles at some of the most significant construction, manufacturing, education, biotech, and automotive organizations in San Diego County.

Quick Facts:

- 67% of Corporate College instructors possess a Master's Degree or higher
- Instructors possess an average of 19 years of industry experience in their area of expertise
- Instructors possess an average of 7 specialized industry certifications
- 27% of Corporate College Instructors are Veterans

In 2018-2019, 540 class evaluations were completed, assessing areas such as class content, instructor effectiveness, and applicability to the trainee's job. Our faculty continue to receive positive feedback on evaluations. In all categories measured, **90% of students strongly agreed that the quality of the instruction was exceptional.**



OPERATIONAL BUDGET

Budget Over Four Years



Note: A portion of the 2018-2019 operating budget was paid through the VTAP Grant.

Program funding supports one Coordinator, twelve short-term faculty and contractors, instructional materials, community engagement, marketing, and support of workforce entry and advancement programming managed by Career Education Departments. Annual operating expenses have increased an average of 7% per academic year due to increased costs associated with short-term faculty and contractors, as well as marketing expenses.

Corporate College operations are primarily funded through fee-based and contract education programming. Each academic year begins with a positive carry-over balance (ending balance reflected on the chart above). Gross revenue and transfers represent funding acquired by Corporate College throughout the academic year, in 2018-2019 funding increased by 9% over the previous year.

2019-2020 Academic Year to Date

