

CEANY South Region Best Practices Meeting

May 11, 2007

Meeting was attended by 19 educators at Baruch College/CUNY. It was organized by Lois Blades-Rosado and Ann Clarkson's Baruch staff. The following were the attendees:

Eileen Mandel	Rockland Community College
Barbara Ritchin	CEANY Retiree Chair and past President of CEANY
Joan Volpe	Fashion Institute of Technology
Suri Duitch	CUNY Central
Jane MacKillop	LaGuardia Community College
Sandra Watson	LaGuardia Community College
Sunil B. Gupta	Borough of Manhattan Community College
Rodney Alexander	Manhattan EOC
Hugo Kijne	Staten Island University
Dylan Haynes	Queens College
Beth Hawley	Nassau Community College
David Kohn	SUNY Orange
Cynthia Murphy	York College
Grazyna Kenda	SUNY BEOC
Aldrin Bonilla	CUNY in the Heights
Lorraine Altman	Hostos Community College
Ann Clarkson	Baruch College
Lois Blades-Rosado	SUNY BEOC

PRESENTERS

1. Creating Credit Bearing Certificates

Barbara Ritchin has created 7 credit bearing certificates at Kingsborough Community College. Certificates range up to 24 credits and can be used towards a degree. 24-credit certificates are eligible for financial aid. Credit certificates are made up of courses that were already on the books as part of degree programs. Examples are: Above and Below Deckhand; Maritime Technology; Gerontology; Nursing Home Assistant; Culinary Arts. Work has begun on new credit certificates that are made up of courses that may not be already approved.

Barbara went through the process of creating these certificates. She is currently working on an associate degree program in Sports Management. Barbara Ritchin PRODISTINCTION@aol.com

2. Worker Readiness Credential

Lois-Blades-Rosado spoke about the Worker Readiness Credential at the Brooklyn EOC developed in collaboration with 7 other EOC's in New York State. This credential is a standard for entry level workers. Students first line assessment exam. The Program uses Equipped for the Future Standards such as literacy, math, technology, oral language skills etc. Students create Work Readiness Portfolios and are given Team Projects. They are encouraged to take internships of 150 hours. The credential will be allied with the Brooklyn EOC's GED program. The Brooklyn EOC hopes to work with LaGuardia Community College to create a pilot project based on this credential.

Lois Blades-Rosado RosadoL@Bklyn.eoc.cuny.edu

3. CUNY on Wheels

Sandy Watson gave a PowerPoint Presentation of a new CUNY initiative called CUNY on Wheels. This is a bus that has been outfitted with 12 computers and has a satellite dish on its roof to get Internet access. It was paid for by Queens Borough President Helen Marshall and the program is organized by a consortium of CUNY colleges but spearheaded by LaGuardia Community College. The bus has been traveling the Rockaway Peninsula in Queens bringing CUNY information about four special CUNY degree initiatives to Rockaway residents. Already representatives from over 50 community based organizations have engaged in information sessions to introduce the CUNY services to be provided by the bus. The bus will soon begin giving classes in computers, ESL, GED etc. The bus cost \$250,000. By the year 2009 CUNY will be offering credit and non-credit classes at a renovated court house in the Rockaway Peninsula.

It was noted that this bus initiative could be duplicated for remote upstate New York areas.

Sandy Watson sandraw@lagcc.cuny.edu

4. ESL Summer Program Combined with Fashion Workshops

Joan Volpe from SUNY FIT told the group about a unique ESL summer program which combines an intensive three-week ESL program with workshops in fashion-and design-related topics, and special events and field trips around the city. The ESL course concentrates on oral communication skills and focuses on language relevant to fashion and design. Afternoon and evening workshops are given in such topics as Fashion Retailing, Advertising, Beaded Jewelry Design etc. Field Trips are organized to fashion showrooms, museums etc. Housing is available to students. It was noted that ESL programs that are married to other disciplines like computers or business programs could be created at other CUNY or SUNY colleges.

Joan Volpe Joan_Volpe@fitnyc.edu

5. Hostos Community College GED Program

Lorraine Altman detailed a unique GED Program at Hostos CC, a bilingual CUNY college in the Bronx. The difference between Hostos's GED program and others is that it is usually longer in hours and lower in cost. Lorraine related that Hostos has a pre-GED program that they re-named GED+ which is 102 hours and only costs \$265 and a GED program that is 72 hours and costs only \$205. The program begins with a prospective student taking an assessment test which is scanned and the results are known within 30 minutes. Then the student sees a counselor who predicts from the test results what score the prospective student would achieve on the GED before taking the classes. Hostos is able to get FTE's for these classes as are other Community Colleges and this makes the low cost possible.

Lorraine Altman LAltman@hostos.cuny.edu

6. Unique Tools to Assessing and Evaluating Continuing Education Courses at CUNY on the Heights

Aldrin Bonilla of CUNY in the Heights (Washington Heights, NYC) gave the group internet tools to gain valuable information in market research and in assessing and evaluating courses.

www.zoomerang.com Using this website you can get a free version of a survey software that allows you to ask 50 questions from your students mid-way through the course that gives student feedback on the course and can recommend the course to other prospective students. It displays information for you graphically.

FreeConferenceCall.com allows you free conference call ability to have communication between students and your instructor during a course.

www.census.gov This powerful free tool allows you to use block by block census data to find out such valuable information such as household income, retirees, grandparents, children under six etc.

Aldrin Bonilla Abonilla@hostos.cuny.edu

7. Using the LERN Model to Alter CAPE (Continuing Adult Professional Education) Staffing

David Kohn began his PowerPoint presentation with the comment that when he took over CE at SUNY Orange, the catalogue had 6 different telephone numbers in it. He replaced that with one. He then explained how he is using the LERN staffing structure to revamp his own staff. He addressed staffing issues and staffing analysis. He implemented program development, operations, selling contract training and outlined a future marketing strategy. David, then discussed implementation issues and key areas for the future such as financial analysis, new programs, customer database and profile etc. You can get the PowerPoint slides of his re-engineering methods by contacting him.

David Kohn David.Kohn@sunyorange.edu

8. Some Best Practices at York College/CUNY

Cynthia Murphy of York College/CUNY detailed some new innovations while operating on a shoe-string budget. She explained how she got the picture for her revamped catalogue free from Google. For new programming, she hired ACCESS OFFICE to design and get teachers for 20 new leisure classes at \$250 per class for ethnic programming and community outreach. Examples are “Women Only Swim” for the Muslim Community; “Cricket for Youngsters” and “GED in French”

for the large Caribbean population. A 50/50 split in revenue with the Community YMCA allowed her to offer classes at the Y.

Cynthia Murphy cmurphy@york.cuny.edu

9. ESL at Creedmoor Hospital

Diane Gahagan of Queens College/CUNY pointed out that there are many psychiatric hospitals throughout New York State where this program could be implemented. Officials at Creedmoor Hospital in Queens approached the college to create an ESL Program for its clients who needed English training. Their native languages were Chinese, Korean and Spanish. Therapies were in effect for the clients for their illnesses but as they were re-integrated into the community they needed ESL training for daily activities like buying groceries. Queens College used its ELI Institute for an instructor to create ESL classes for this special population. The Program is now going into its third semester. It makes a 60% profit for the CE Program because the cost is only the instructor's salary and books. Classes are held on the hospital's site. In addition the Program has great PR for its uniqueness and community outreach quality.

Diane Gahagan diane.gahagan@qc.cuny.edu

10. Import/Export Program at Baruch College

Ann Clarkson at Baruch College used a PowerPoint Presentation to detail how she created an impressive Import/Export Program. She hired a consultant to design and find instructors for 5 Certificate Programs in Import/Export which contained 23 courses. She partnered with the credit part of the college to assist in direct marketing and the creation of a professional advisory board. She gave the new programs 4 upfront pages in her catalogue at a cost of \$10,000. And she outlined further marketing strategies, announced that the program will soon go on-line and told how she uses Web-EX and Moodle in her programs.

Ann Clarkson ann_clarkson@baruch.cuny.edu

11. Beth Hawley of Nassau Community College on Long Island was persuaded to give us a short description of successful programs at NCC. These included the Drinking Driving Program, GED, Programs for Disabled Adults, Corporate credit and non-credit training; Retail and Hospital Programs. NCC has 21,000 credit students and 15,000 non-credit.

12. The Staten Island Leadership Institute

Hugo Kijne of Staten Island University highlighted The Staten Island Leadership Institute. The purpose of the program is to recruit upcoming leaders from the community. The program has financial sponsors, a curriculum committee and virtually runs itself. It draws support from the public and private sectors and from the business and non-profit communities. So far it has 70 alumni. It has been in existence for 5 years. Past and current students recruit candidates for the Institute.

Hugo Kijne kijne@mail.csi.cuny.edu