

CEANY Region East Meeting Notes

Wednesday, April 9, 2008

Log Jam Restaurant in Lake George, NY

Minutes/Notes Rev. 6/19/08

Attending: 23 participants from 14 colleges (13 in Region East)

Adirondack Community College (2); Clinton Community College (1); Columbia-Greene Community College (1); Fulton-Montgomery Community College (2); Herkimer County Community College (1); Hudson Valley Community College (2); Jefferson Community College (2); Mohawk Valley Community College (2); Vic Perun (1); Schenectady County Community College (2); SUNY Delhi (1); SUNY Institute of Technology (2); SUNY Potsdam (1); SUNY Ulster (3); Guest: Queens College (1).

Region Co-Chair Patti Carte called the meeting to order at 9:05 am. She welcomed participants, reviewed the meeting packet contents, and turned the meeting over to Co-Chair Reid Smalley.

Reid noted that last year's regional meeting was a big success and that the meeting will be an annual activity. Last year 30 individuals participated which was the highest attendance of the 3 regions. This meeting's agenda will address "Current Trends Roundtable" and "Lessons Learned." Reid thanked Patti for the excellent job she did in putting this meeting together.

Attendees introduced themselves and presented a brief description of their job duties and the services of their Continuing Education departments. The general consensus was that the Continuing Education department is also a "catch-all" for college programs and initiatives that are new or that administration is not sure where to place.

Morning Session – "Current Trends Roundtable"

Tom Cracovia – Executive Director, Learning for Life, Queens College; CEANY President

The largest initiative is currently the international program with China and the huge potential of the Chinese to come to the United States. Popular programs are (1) Teaching English as a Second Language (TESL), (2) ESL (500 students above the pre-911 and growing. There was a severe drop after 911.), and (3) "baby boomers" that are focusing on new careers or interests (i.e. starting a business). This is big in Florida colleges, including Nova University. Tom stated that if individuals need assistance in finding instructors, they should contact him.

Victor Perun – Retired, NYS Education Department

Seniors are returning to school for both credit and non-credit courses to change careers, improve existing skills, or take personal enrichment workshops. Many are attending to learn how to start a business since many may be able to offer consulting services.

Richard Schur, Corporate Training Coordinator; Franca Armstrong, Executive Director – Mohawk Valley Community College

MVCC has a successful transportation maintenance program. They conduct a “one-person snowplow training” course in several counties. They certify welders for the NYS DOT and each year DOT sends 3 groups of welders for the certification. They are involved in a \$250,000 collaborative grant with BOCES. The “Earn and Learn” Program is a partnership initiative with BOCES which offers a credit CNC Machining Program Certificate. Many individuals in the workforce are retiring and employers need operators and programs. MVCC is meeting with employers to help screen and select individuals for training. The use of the Angel Course Management system is being successfully used for Distance Learning programs.

Christopher Marx, Director of Continuing and Professional Education – SUNY Ulster

They are doing a short-term Pharmacy Technician training program for local business. The local pharmacy put the training together and individuals are finding it easy to attain employment when completing the program as the pharmacies compete with each other for the graduates. WIBs are looking for these kinds of “training-to-work” opportunities. Other programs under development include an entry-level banking position training. The WIB, VESID, employers, DSS (Dept. of Social Services), and DOL are sponsoring training in Employee Enhancement Skills (2-hour, soft-skills program once a week for 4 weeks).

Glenda Roberts, Director of Business and Community Services – SUNY Delhi

They are working with DSS which is funding the Better Employment Skills Training (BEST). They collaborate with Broome Community College to provide manufacturing skills training – no sense in recreating it. Delhi subcontracts to bring it to them. They have a machine quilting program for retirees, are doing an Open Source software conference, have a CSEA contract with NYS in technical skills training, and a pre-CNA program with BCC, too.

Deb O’Connor, Associate Dean – SUNY Ulster

Manufacturing jobs are down. Employers are finding it difficult to find workers with basic skills and incumbent workers need skill upgrades due to changes in technology. By collaborating with other community colleges – Rockland and Orange – they may be able to boost enrollments and share costs and revenue. (Even if local travel is increased for some students, it’s much cheaper than sending them to Colorado for training.)

Linda Lamb, Associate Dean of Continuing Education – Herkimer County Community College

There has recently been a high staff turnover at HCCC and the Community Education Department is in a rebuilding process. They’ve had 4 Directors in 5 years and 3 workforce managers. Two focuses are to implement online learning and baby-boomer course/workshop favorites(i.e. art and starting a business). In online programs, they have noticed (1) an increase in individuals with disabilities, (2) a high failure rate of individuals taking courses for industry, and (3) an increase in those reaching retirement age to learn new work skills. They want to promote using online training opportunities to

employers and need to develop a carrot for them. HCCC has developed its own online programs, too, and are showing employees how to adapt from classroom to online training. They go to companies to show employees how to access and use online training using Angel. They are doing customized online safety training, including OSHA. This works well with companies using shifts as they don't all have to be released at once to go to training.

Andrea Pedrick, Coordinator of Community Service – Jefferson Community College
Microsoft Excel is going “through the roof.” ServSafe is doing great. It was two 4-hour days, now done in 1 day and at \$165 without grant assistance. They are working with schools using the 21st Century Grant program and partnering with Cooperative Extension and BOCES. They are involved with professional development programs and entrepreneurship. They offer “My Space” workshops for non-profits and have a course idea for parents as a way to talk to their kids. Establishing partnerships and preparation of grant programs has been a priority.

Denise Brucker, Coordinator of Workforce Development – Schenectady County Community College

The 6-month YouthBuild program uses a US DOL grant. It's construction training for 17 to 24-year-olds who do not have GEDs. In a group of 20 participants, 10 are at the College for GED and 10 are learning construction skills. They are always looking for new career paths like this. EMT training is being provided through a private ambulance company. These outfits are having a hard time getting EMTs and interested people. A GED is required to take the EMT test. Other possibilities are in local police and fire departments which lack diversity. A YouthBuild program may work because the work characteristics for EMS/fire/police jobs may be a good match for the excitement/adrenaline-junkie experiences that these young adults are looking for. They plan to work with TANF to front-load skills and increase ride-along hours. ServSafe is successful. They filed a FOIL to get names of restaurants, VFW halls, etc. through the DOH. Green Construction for rehabilitation and new construction were mentioned.

Lou Buck, Dean, ACC Center for Personal and Professional Development – Adirondack Community College

Successful programs include Real Estate, Insurance, Substance Abuse Counselor Program, Starting a Small Business, Notary Public, and ServSafe.

Cindy Casler, Assistant in Continuing Education – Clinton Community College

Continuation of efforts in coordinating training services and programs with private and not-for-profit agencies to serve the needs of area business. They are using a \$160,000 SUNY Workforce Development Training grant in a cooperative training project with North Country Community College. 750 individuals have been trained to date. New programs under development include Alternative Energy (wind turbines) and Water Operator Training A, B, C, D. They are updating FTE-generating, non-credit course offerings in the technical area. Companies are modeling training programs after apprentice programs. The biggest challenge is finding instructors. Other programs

include ServSafe, HACCP, and SHRM basic courses and certificates. They have a very progressive WIB that they work with.

Mark Retersdorf, Workforce Development Specialist – Fulton-Montgomery Community College

Communication between departments, with clients, etc. is a major need with companies. A big challenge is having companies commit to training. They have to understand that it's a commitment of both time and money – if both aren't there, it's not going to happen. Good salesmanship psychology should be used. During training visits, try to get companies to think ahead – is there a succession plan with retirements, etc.? – instead of just reacting to the situation when it happens.

Peter Perkins, Director, Corporate Training & Outreach – SUNY Institute of Technology

Due to the leadership change, SUNY IT is having a better collaboration with MVCC than ever before. In this area, there are too many colleges and competition for everyone to do everything, so there is a need to identify and pick niches. Good programs include Leadership and those with boomers and seniors. Programs here are heavily grant-supported, which means the staff is always doing them – one grant replaces another.

Robert Bodratti, Director of Community Services – Columbia-Greene Community College

They are seeing lots of rising competition for the same kinds of programs – everyone wants to connect with the community now. Schools and other groups are doing continuing education. “Cultural Tourism” – retired, sophisticated executives/professionals want to teach at the College. Non-manufacturing companies are looking at “lean” principles.

Leslie Wright, Coordinator – Hudson Valley Community College

They serve “Bridge-type” populations. Their grant was renewed and they are now getting another staffperson and a portable computer lab which isn't available elsewhere. Computer training is big – “best carrot on the best stick.” Uses OTPA grants.

Deb Elek, Director, Center for Regional Research and Community Education – SUNY Potsdam

They find that some people still have an aversion to computers. Personal enrichment and fitness are big. They are doing lots of programs in youth sports.

Jill Bettinger, Dean for Continuing Education – Jefferson Community College

They have partnerships with BOCES and the SBDC. They do credit educational services with Fort Drum (military) and are approaching them on non-credit programs with topics like leadership that may be able to transfer to a credit program. Some programs generate FTEs. The SUNY Attain Lab is creating heavy competition with JCC over Fort Drum and are planning to build a new building to offer computer courses, etc.

Judy Hitchcock, Director, Public Training Programs – Hudson Valley Community College

HVCC has 3 different Continuing Education set-ups: (1) Contract training includes online courses, (2) NYSERDA, and (3) public contracts (If no grant funding, no staff.).

Patti Carte, Program Coordinator – Adirondack Community College

Fitness programs are strong. The senior lecture series is popular. They are getting geared up for kids' summer camps.

Reid Smalley, Director of Continuing Education and Workforce Development – Fulton-Montgomery Community College

With a new Workforce Development Specialist, they can have a more active and visible presence in the business community. The position will focus on workforce training. They just recruited a new group of trainers. A local challenge with not-for-profit institutions is they seem less committed to training programs if they are grant-funded. CNA courses are usually very popular and there is a demand in local area. Several institutions send students and this is a strong program with FMCC's Bridge (welfare-to-work) program. They are getting involved with ServSafe. The 10th summer of popular youth enrichment programs is being planned. The emphasis is on unique and non-traditional offerings. They tried some academic and language camps last year, but wasn't enough interest to try again.

Other group discussions on specific programs:

SUNY Youth Sports Institute

Many SUNY schools are involved with this partially-SUNY-funded initiative. There was a program presentation at the fall conference. There hasn't been much student interest to date. Adirondack CC ran their 2nd section because one organization sent an adequate number of participants. There may have been another course that ran in the NYC area. The program offers a very economical certification for coaches and interested parents, compared to other expensive coaching certifications. This program can be a tough sell. Suggestions for marketing included direct mailings to academic health/phys-ed instructors, youth bureaus, YMCAs, local PTOs, sports equipment/trophy/uniform vendors, and any sports associations.

Afternoon Session – “Lessons Learned”

This session evolved into an open discussion of topics that participants wanted to discuss.

- Lesson – Despite everything looking good in a program, don't put all of your eggs in one basket and always have a back-up plan. The situation involved having one long-time trainer committing to teach 5 30-hour training courses for a 3-hospital program over 6 months. After teaching 2 sessions in the first 2 courses, she unexpectedly quit. A plan was already in action to recruit new trainers just in case there may be a scheduling conflict with the later 3 courses. But without any immediate replacement(s), the program had a 5-week delay. Upside – they recruited 6 new trainers to replace the one and all are outstanding.
- Lesson/issue: A pay-as-you-go certification program has big enrollments at start, but only a couple students at the end. The numbers are needed to pay for the

- program as they are committed to running a course even with a couple students.
Solution: Pay for the entire program up front.
- Waitress/Waiter Training Program? This may exist through the National Restaurant Association. This has been tried at ACC and C-GCC. The dilemmas are that people don't need training to get this type of job and the job-seeker doesn't see the same value of training (or experience) as the employer. The 2 parties' interests are not aligned.
 - "Recreational Activity Aid Certification" – Is this available anywhere? A suggestion was to contact the Pennsylvania Parks and Recreation Society.
 - SUNY Learning Network – Can Linux systems be used? They experienced many hits, but no sign-ups. Larry Gingrich at Buffalo has been successful with this, but he offers credit programs.
 - Program Registration Software: Augesoft(?) is \$55,000 plus annual fee, but it seems to do everything and can talk to other systems. CUNY is using Peoplesoft, but it doesn't work for Continuing Education. CERS was mentioned.
 - CATS (Centers for Advanced Technologies): Is anyone working with them? No.
 - Open Houses: Is anyone doing them? No. Queens College offers a 5% discount if a student attends an open house. It's the only way to get it.
 - Online Brochures: Most colleges represented post their brochures online. HCCC's brochure is only available online.
 - Using Banner? Ulster, SCCC, HVCC, HCCC, ACC, and soon-to-be JCC. Don't believe the consultants. Creating duplicate enrollments is an issue.

CEANY Update – Tom Cracovia, CEANY President

- All 3 regions are hosting regional meetings.
- Besides serving on the CEANY Board, there are several committees. Attendees were encouraged to consider becoming involved.
- CEANY is 45 years old.
- The 2008 Conference is at Turning Stone Casino on November 12 – 14. Board member David Kohn (Orange County Community College) is the Chairperson. A "call for presenters" will be going out soon. Suggestions for vendors are needed. The room cost is expected to be \$95/night.
- The regular Board meeting notes will be posted on website.
- 3 areas that CEANY Board is focusing on: brand, membership, and funding. There is discussion on having an Executive Director to move the organization in the desired directions.
- International ideas: China involvement; SAT and TOFL teachers.

In closing, Patti encouraged members to get involved – the more people you know, the better as it opens up more ideas and resources for you. Reid promoted the annual awards program. Reid adjourned the meeting at 2:55 pm.

Submitted by: Reid Smalley