Board Monitoring Report

Community Education Programming

June 2022

Table of Contents

Introduction to SCC Monitoring Reports

The SCC Board of Trustees, through the [Strategic Outcomes](#) policy on College Purpose (B1000), has identified eight critical services:

- Transfer Programming (B1003)
- Professional Programming (B1004)
- Continuing Education Programming (B1005)
- Workforce Training (B1006)
- Community Education Programming (B1007)
- College Readiness Programming (B1008)
- Adult Education Programming (B1009)
- Student Services (B1010)

In addition, the Board believes accreditation and diversity are essential elements needed to support the achievement of those services (B1002). As such, the Board has identified Strategic Outcome policies for Accreditation & Certification (B1011) and Diversity, Equity, and Inclusion (B1012).

To provide an effective and consistent assessment framework for the Board to evaluate the College's progress, the Board will regularly inspect (B4003), through President-provided monitoring reports, College performance using the Shawnee College Effectiveness System (SCCES). Specific monitoring measures and indicators of performance are suggested in each Strategic Outcomes policy and aligned to Strategic Plan strategies.

In accordance with the Board policy on Monitoring College Effectiveness (B1002), [monitoring reports](#) will assist the Board with guiding the President on decisions related to the Strategic Plan for prioritizing improvement initiatives and allocating resources. Monitoring reports will include, at a minimum:

- An explicit alignment with the College's Strategic Plan strategies
- An in-depth analysis of the aligned key performance indicators in SCCES
- Relevant strengths and areas for improvement informed by the analysis
- Specific, measurable actions and recommendations for continuous improvement anchored in a realistic timeframe

Further, through the Governance & Bylaws policies, the Board has identified key areas integral to the success of the Strategic Outcome policies for which monitoring reports are required (B4003). These areas include:

- Finance & Budget (Quarterly)
- Investment (Quarterly)
- Foundation (Quarterly)
- Facilities (Quarterly)
- Information Technology (Quarterly)
- Human Resources (Quarterly)
- Risk Management (Quarterly)
- Student Academic Assessment (Annual)

Executive Summary for Community Education

As identified in the College purpose statement (B1000), community education programming is an essential service that contributes to the personal interest, growth, and enrichment of community members.

According to the Board's Community Education Programming Strategic Outcomes policy (B1007), students receive value by engaging in the College's community education courses, seminars, camps, and programs (i.e. community education programming) designed to help them fully develop their natural abilities by gaining knowledge and skill on topics of personal interest. By completing these lifelong learning activities, students potentially: enrich their lives, increase their personal satisfaction, gain a sense of self-fulfillment, adapt to change, increase their wisdom, and strike a balance between work and life. Further, students benefit from community education programming that enables them to continuously pursue and sustain their passion in ways that lead to feelings of social inclusion and demonstrations of active citizenship through active and meaningful contributions to society. Students receive greater value when their passions for community education programming can be linked to their professional interests or work life.

To achieve these benefits, the Board directs the President to establish, deliver, and continuously improve community education programming. This report provides updates on the College's Community Education Programming and how it aligns with the Board Strategic Outcomes using the Key Performance Indicators (KPIs) in the Shawnee Community College Effectiveness System (SCCES).

Some areas of focus for Community Education in 2021-2022, along with the Strategic Plan initiative to which they are aligned, include:

- Increase the variety and number of Community Ed courses (S2G3OA)
- Improve the recruitment process for Community Ed courses (S2G1OH, S4G4OA)
- Increase the number of course offerings at each SCC location (S2G3OA, S2G3OE)
- Increase our partnerships with community organizations to deliver Community Ed courses of interest to residents (S2G3OA)
- Determine ways to discover the Community Ed courses residents desire (S2G3OA)
- Make the registration process more accessible and user-friendly (S2G1OD)
- Determine ways to track the revenue and costs for Community Ed courses (S2G3OE)

As specified by Board Policy *B1007 Community Education Programming*, the following SCCES areas of performance have been identified:

- Community Need
- Student Interest
- Enrollment
- Fiscal Stewardship

An additional performance area, Deployment, was identified while completing this report and is included.

When analyzing the KPIs aligned to these SCCES areas, the following patterns and trends are evident (with 2021 the exception due to COVID):

- Number of Community Ed courses, sections, and average sections per course has remained relatively constant since 2018
- Delivery method of Community Ed courses is primarily lecture and lab (for fitness courses)
- Location of Community Ed courses is primarily at the Anna Center, Main Campus, and then Metro Center
- Community Education headcount increased between 2018 and 2019 and was impacted in 2020 and 2021 by COVID. We are now seeing a rise in enrollment.
- Community Ed sustained enrollment, year-to-year, decreased slightly between 2018 and 2019 but is now on the rise since COVID.
- Percent of Unduplicated Headcount that are SCC Service Area Residents has ranged from 58% to 100%, with about 1% of the SCC Service Area total population taking a Community Ed course each year since 2018
- While average Community Ed enrollment per course has decreased, the average enrollment per section has remained relatively constant since 2018, suggesting good stewardship with scheduling practices
- Up to now, there has not been a way to identify the revenue and costs of Community Ed courses
- The Deployment KPA is not currently included in *B1007 Community Education Programming* but was informative when measuring progress and identifying further considerations.
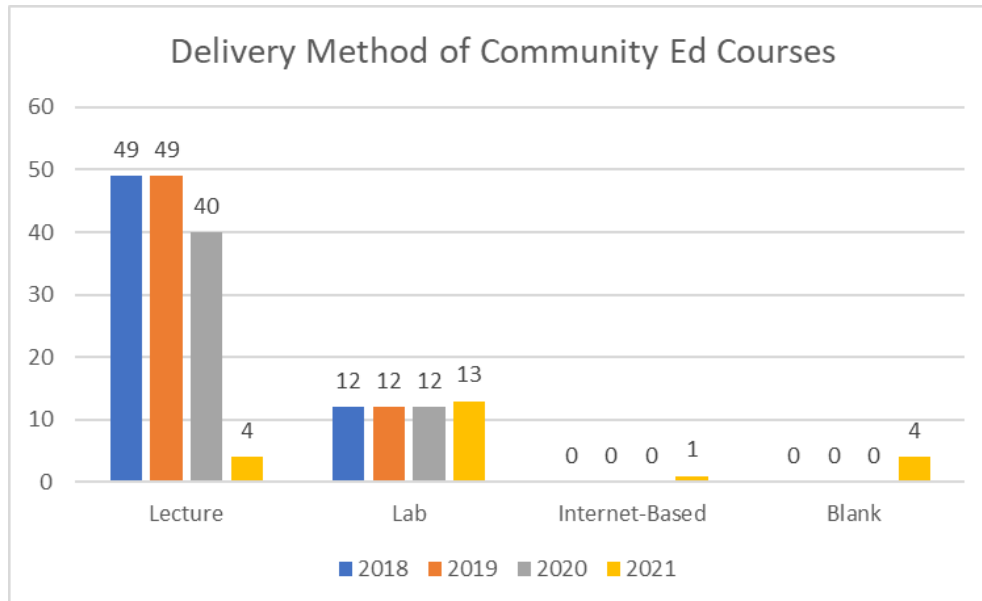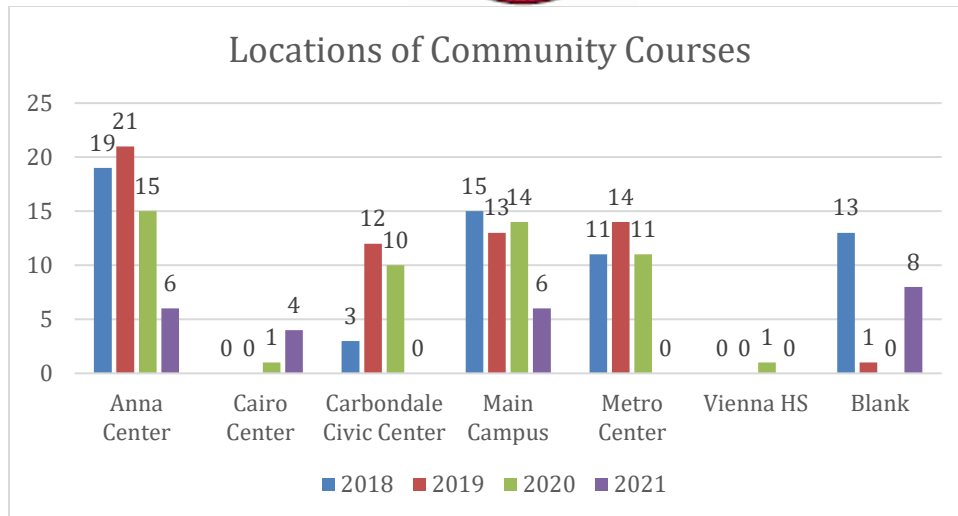
Performance Areas: Community Needs and Student Interest
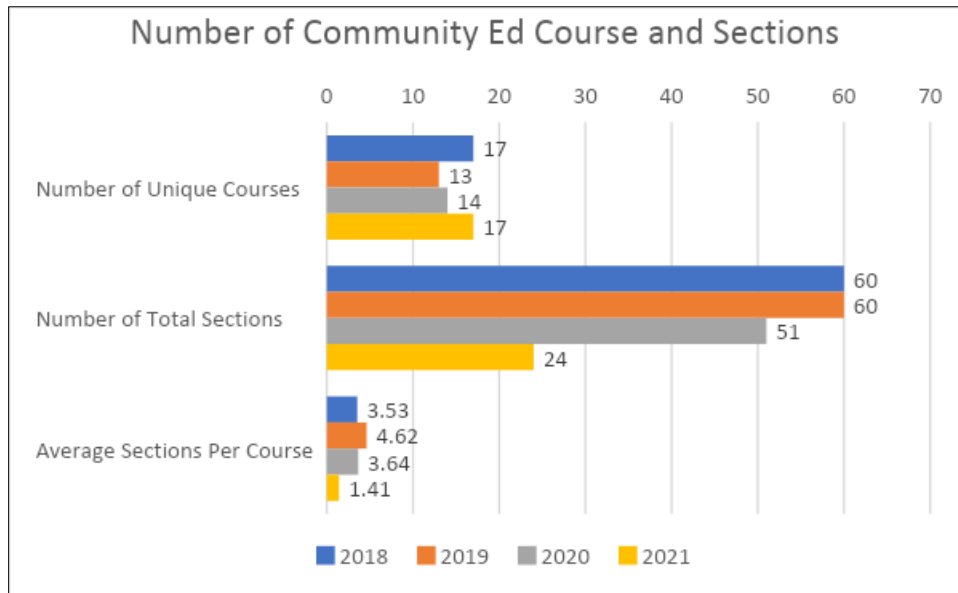
Data Source: SCC CROA report "Number of Courses and Enrollment by AY."

Data Source: SCC CROA report "Number of Courses and Enrollment by AY."

Locations of Community Courses

Data Source: SCC CROA report "Number of Courses and Enrollment by AY."

The number of courses, sections per course, and average sections per course have remained constant since 2018 until COVID. The typical delivery method since 2018 is a lecture. The courses coded as a lab are the fitness courses. When looking at the delivery method, only one section, PS 271-95N, Cyber Security, in 2021, was in an online alternative delivery method. Ninety-three students participated (23% of the 2021 enrollment). Aside from the Fit for Seniors sections, this is the course with the largest enrollment. When looking deeper into this, this course was developed for all SCC employees as mandatory training. Other trends noticed were the blank delivery methods and locations. We have worked with Institutional Effectiveness and IT to develop a process to ensure all courses are coded. As of now, we have no blank course codes for FY23. The Institutional Research Department has developed a monthly report for monitoring this, and the Community Education Department has developed an *Add Course Form* for all Community Education classes. Each class must have all required fields on the document before being submitted to the Academic Affairs Executive Associate for processing. Regarding the location of courses, the Anna Center, Main Campus, and Metro Center have typically held the most classes. We are looking into ways to expand course offerings into Vienna and Cairo.
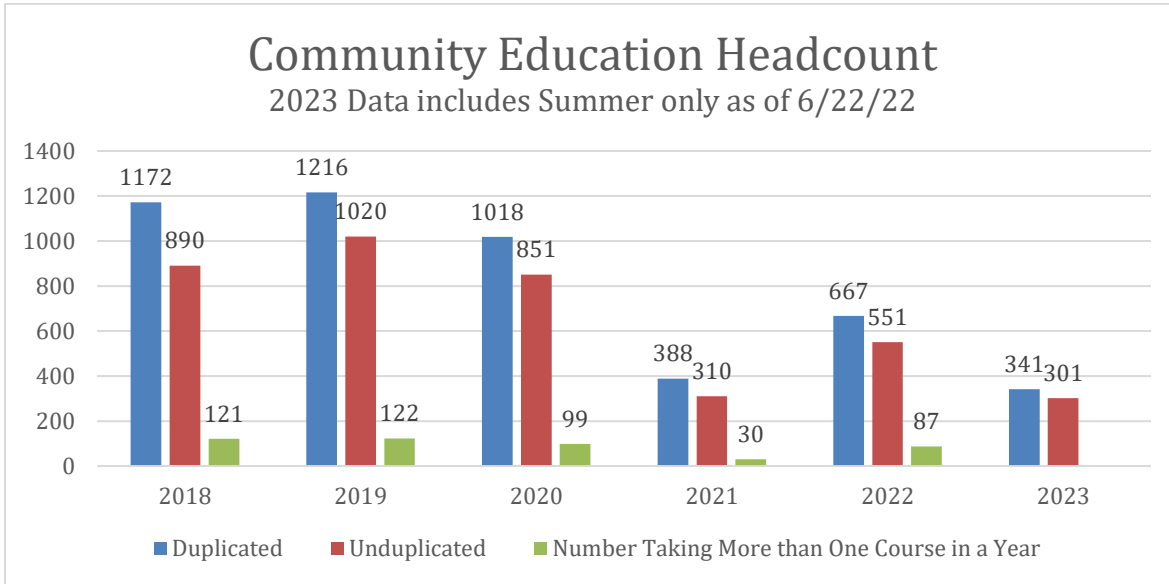
When looking at the KPIs in the Community Needs and Student Interest areas, we realized we were not tracking courses offered in partnership with community organizations. In August, we will meet with Ellucian for the Colleague Curriculum Management module training and seek guidance on this.

Although we are not officially tracking partnerships, the following Community Education courses are possible due to our community partnerships, as of June 2022:

1. Massac Mental Health – PS 280-01 SCC Professional Development Course.
2. P.A.S.T. of Union County – PS 176-67 Southern Illinois History
3. SBDC & SIDEZ – PS 191-01 Elite Entrepreneur
4. Regional Office of Education #30 – PS 301-67 How to Apply for Substitute and Paraprofessional License.
5. University of Illinois Extension Centers – PS 600A-30 Container Gardening
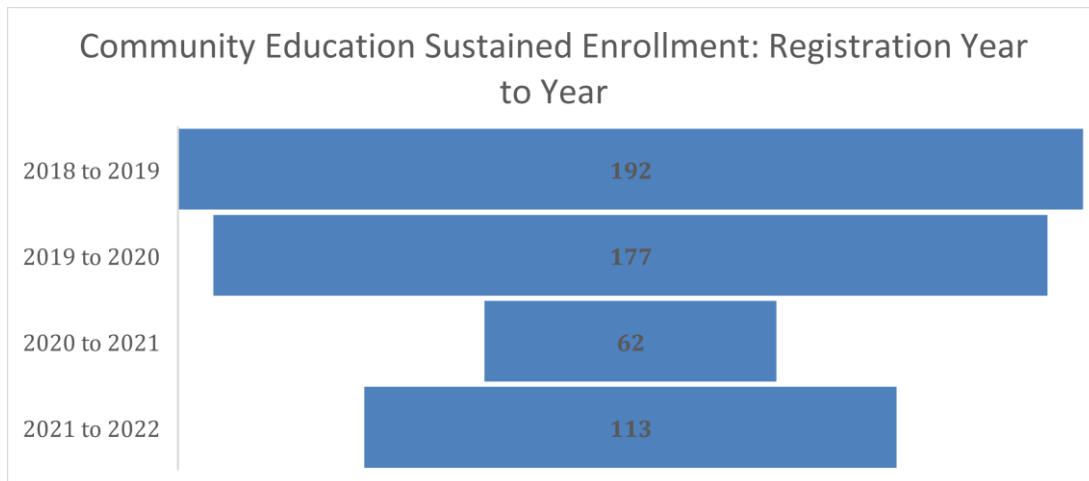
Performance Area: Enrollment

Community Education Headcount
2023 Data includes Summer only as of 6/22/22

|	2018	2019	2020	2021	2022	2023
Duplicated	1172	1216	1018	388	667	341
Unduplicated	890	1020	851	310	551	301
Number Taking More than One Course in a Year	121	122	99	30	87	

Data Source: SCC CROA report, "Community Ed Unduplicated Headcount," 4/18/22, and "Enrollment Comparison Non-Credit", 6/22/22

Percentage taking more than one course in a year	
2018	14%
2019	12%
2020	12%
2021	10%
2022	16%

Data Source: SCC CROA report, "Community Ed Unduplicated Headcount," 4/18/22

Community Education Sustained Enrollment: Registration Year to Year

2018 to 2019	192
2019 to 2020	177
2020 to 2021	62
2021 to 2022	113

Data Source: SCC CROA report: "CommEd Unduplicated Headcount Sustained Enrollment" (April-Enrollment), 5/16/22
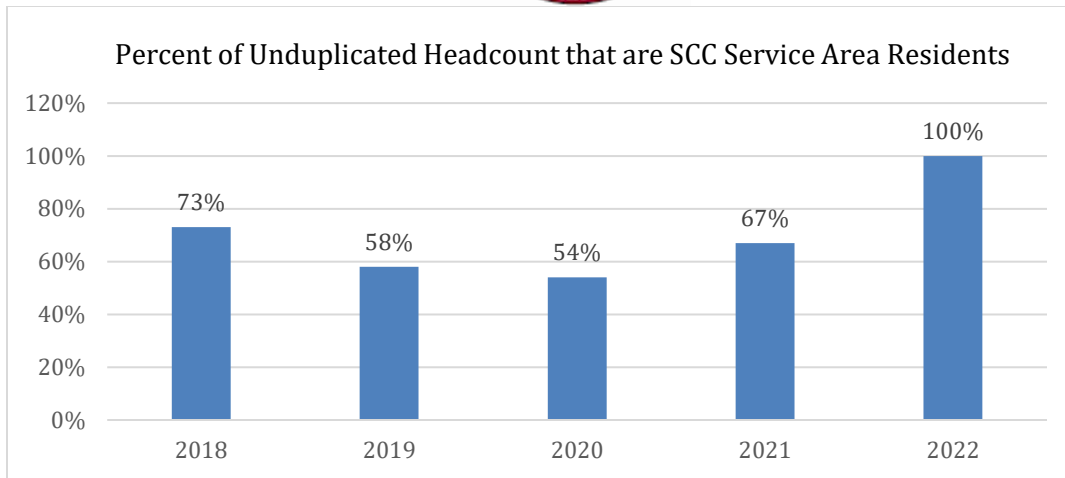
Percent of Unduplicated Headcount that are SCC Service Area Residents

Data Sources: SCC CROA report "Community Ed Unduplicated Headcount College Service Area Residents" (April-Enrollment), 5/16/22

Percent of SCC Service Area Residents Taking Community Education Courses	
2018	1.20%
2019	1.10%
2020	1.00%
2021	0.39%
2022	1.00%

Data Sources: SCC CROA report "Community Ed Unduplicated Headcount College Service Area Residents" (April-Enrollment), 5/16/22; census.gov

The Summer 2022 semester has seen an increase in headcount for Community Education. As of June 22nd, the unduplicated headcount for the summer semester is 301. The total unduplicated enrollment for Community Education in the academic year 2022 (which includes Summer 2021, Fall 2021, and Spring 2022) had a total of 551. Within one semester, the Community Education department has successfully enrolled over half the total number of all Community Ed students for the entire 2022 academic year.

When looking at enrollment in Community Education courses, a few trends emerge. It appears enrollment was increasing until the year COVID hit. As of this report, enrollment is increasing. The number and percentage of community members taking more than one course in a year have remained relatively stable over the years and are slightly rising. When looking at sustained enrollment (enrollment from one year to another), it has slowly decreased, with a sudden drop during COVID. However, it is encouraging that 113 from 2021 enrolled for 2022, as of the date of the data report. Most of our Community Education enrollment composition is from the five SCC Service Area counties. Except for the 2021 year, we have consistently enrolled about 1% of our total service area population.

We are not currently tracking the number of people who take community education courses at partner providers. A community education request form has been added to the website along with the registration form requesting to hear desired courses we do not currently offer.

Performance Area: Deployment

Average Community Education Enrollment
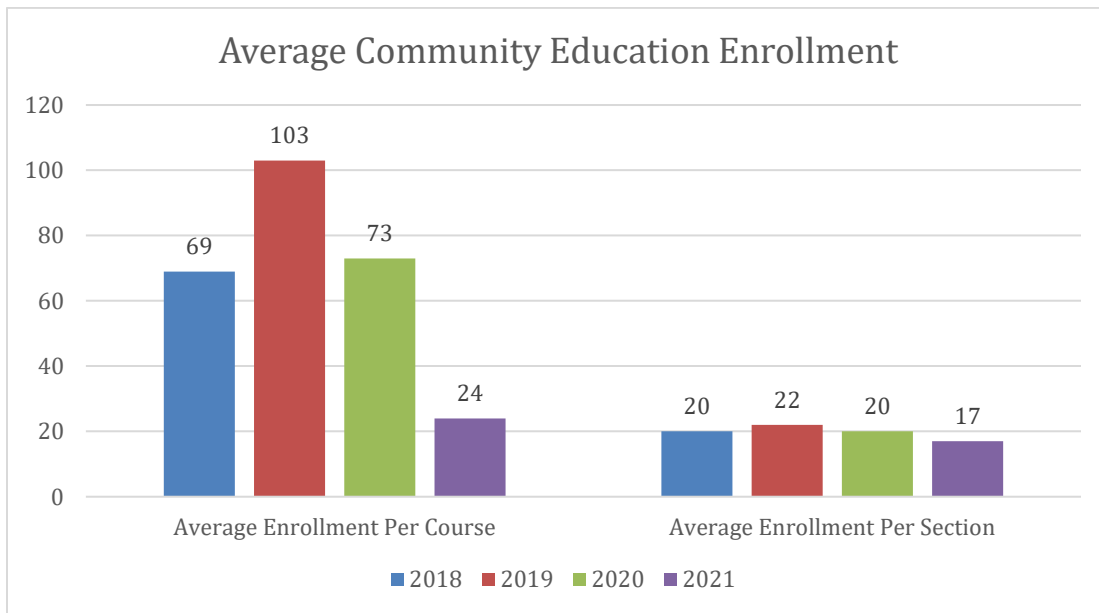
Data Source: SCC CROA report. "

The Deployment Performance Area is not included in the *B1007* policy; however, we felt it was essential to look at some KPIs in the measures of curriculum management and scheduling effectiveness, including breadth of courses, % of courses offered in multiple timeframes/formats, # of students who access courses from off-campus locations, the average number of sections per course, average enrollment per course, average enrollment per section. Regarding scheduling effectiveness, the average enrollment per course section has remained consistent, even though average enrollment per course has decreased since COVID, which suggests that have adjusted and are not over-scheduling courses.

The typical course format, as seen in the Community Needs and Student Interest areas, is lecture/lab. We want to consider expanding online courses when appropriate. As stated earlier, there is a renewed focus on developing community education in the Cairo and Vienna Extension Centers. The types of courses until COVID were mainly Defensive Driving and Fitness Courses, with a few Kids summer courses.

In May of 2022, the Community Education Department launched a new online registration and payment portal with an option to use PayPal for secure payment processing. The registration and payment options have been utilized extensively by our community members. The registration link is located on the newly redesigned shawneecc.edu/communityeducation link. The link provides information for Personal Development/Community Events Classes for Adults and also a link to the SCC Kid Camps and Events page. As of June 8th, there have been over 300 registrations processed through the online portal.

The Community Education Department also purchased Smore, an interactive newsletter that can be embedded on websites or provide a straightforward process of establishing mass e-mailings. As of June 8th, the Community Education – Events and Personal Development newsletter has received 3353 views, and the SCC Kids Camps newsletter has had 3726 views.

Performance Area: Fiscal Stewardship

Before Dr. Taylor arrived, we were not tracking the revenue and costs incurred for Community Education courses. With the new budget model, we will better be able to track these.

We are tracking the revenue generated from the SCC Summer Kids Camps beginning the summer 2022 semester. Participants that enroll online are directed to PayPal. Weekly, the Director of Business, downloads the transactions, and the transactions are transferred to the appropriate accounts.

Actions and Recommendations

Actions Completed/Currently Implemented and the Strategic Plan Initiative to which they are aligned:

- Online registration and payment option for community education courses to increase accessibility, increase timely registration, and be more consumer-friendly, completed April 2022 by the Director of Community Education and Extension Centers, Computer Systems Specialist, and the Director of Business Services. (S2G1OD)
- S'more Newsletter and mass email newsletters to the community to assist with recruitment, completed April 2022, by the Director of Community Education and Extension Centers, Computer Systems Specialist. (S2G1OH, S4G4OA)
- Increased community partnerships in the past six months, ongoing, Director of Community Education and Extension Centers and Extension Center Coordinators. (S2G3OA)
- Increased Summer youth events and registrations, Completed June 2022, Director of Community Education and Extension Center Coordinators. (S2G3OA)
- Created forms for class creation and procedures, completed April 2022, Director of Community Education and Extension Centers.
- Upgraded forms and documentation for community education, completed April 2022, Director of Community Education and Extension Centers.

Recommendations and Actions for Future Consideration and the Strategic Plan Initiative to which they are aligned:

- Online community education course offerings, projected implementation, Fall 2022, Director of Community Education and Extension Centers. (S2G3OA)
- Stackable certificates in non-credit curriculum, projected implementation, Fall 2023, Director of Community Education and Extension Centers.
- Work with Ellucian to determine how to track partnerships with community organizations, Fall 2022, Director of Community Education and Extension Centers, and the Institutional Effectiveness Department. (S3G2OA)
- Increase the Community Ed offerings at the Vienna and Cairo Extensions Centers, Spring 2023, Director of Community Education and Extension Centers, and the Extension Center Coordinators. (S2G3OA, S2G3OE)

- Continue to increase our partnerships with community organizations to deliver Community Ed courses of interest to residents, ongoing, Director of Community Education and Extension Centers, and the Extension Center Coordinators. (S2G3OA)
- Determine ways to discover the Community Ed courses residents desire by potentially adding questions to the SCC Community Survey, ongoing, Executive Director of Public Information and Marketing, Director of Community Education and Extension Centers, and the Executive Director of Institutional Effectiveness. (S2G3OA)
- Determine ways to track the revenue and costs for Community Ed courses, projected implementation, Fall 2022, Director of Community Education and Extension Centers, and the Director of Business Services. (S2G3OE)
- Consider adding the Deployment KPIs to the *B1007* Strategic Outcomes policy, Board of Trustees, July-August 2022 (S3G4OB)