



OAKLAND COMMUNITY COLLEGE
Excellence *Empowered.*

INFORMATION

Board Agenda Item 6.1
October 16, 2018

**WORKFORCE TRAINING &
CONTINUING EDUCATION
MONITORING REPORT**

Table of Contents

- Background 3
- College Performance..... 4
- Situational Analysis 5
 - College Strengths and Challenges (Workforce Training)*..... 5
 - External Opportunities and Challenges (Workforce Training)* 6
 - College Strengths and Challenges (Continuing Education)* 7
 - External Opportunities and Challenges (Continuing Education)*..... 8
 - Current Actions* 9
- Appendix 10
 - Table 1: List of employers/organizations served in 2017-18*..... 10
 - Table 2: List of continuing education courses offered in 2016-17* 11

Background

The Oakland Community College Board of Trustees, in their policy on College Purpose (4.1), identifies six critical services that OCC shall provide to the Community:

- Career and Technical Programs
- Transfer Programs
- Workforce Training
- Continuing Education
- College Readiness
- Student Services

In addition, the Board identified Accreditation (4.4) and Diversity (4.5) as essential elements for supporting achievement of the College's "Purposes" as defined in Policy 4.1.

The Board, in fulfilling its oversight responsibility, reviews a series of monitoring reports that evaluate College performance in broad operational areas considered critical to the attainment of the aforementioned purposes. [Policy 4.1](#) in part states that the College will provide customized workforce training, consulting, and technical assistance programs/services that support public and private sector development. Policy 4.1 also states that the College will provide continuing education and/or training seminars, courses, certificates, and programs designed for individuals who want to upgrade occupational skills for current jobs, retrain for new jobs, or prepare for a new career.

In accordance with Board [Policy 4.3](#), this monitoring report provides an analysis of key performance indicators, an examination of internal strengths and challenges, consideration of external opportunities and challenges, as well as a description of specific actions designed to strengthen and improve college effectiveness.

College Performance

- In 2017-18, a total of 226 workforce training sections were offered to 26 organizations. In the prior year, 284 training sections were offered to 27 organizations. A list of these organizations can be found in [Appendix Table 1](#).
- In 2017-18, a total of 50 continuing education course sections were offered, an increase of 16 sections when compared to the prior year. These 50 sections represent 36 unique continuing education courses. See [Appendix Table 2](#) for a list of offered courses.
- The 36 courses offered in 2017-18 also represent an increase of nine new course offerings when compared to the prior year.
- Although 70% (35) of the 50 offered sections were cancelled due to low enrollment, the total number of individuals enrolled in continuing education courses during 2017-18 increased by 33% over the prior year. Enrollment increased from 332 individuals in 2016-17 to 443 participants in 2017-18.
- During fiscal year 2017-18, overall [Economic and Workforce Development \(EWD\)](#) revenue totaled \$929,574, while expenses totaled \$1,832,995, requiring a general fund subsidy of \$903,421. Meanwhile, general fund subsidies totaled \$535,040 in 2016-17 and \$606,903 in 2015-16. These figures encompass all services offered by EWD, including workforce training, the testing center, continuing education, Michigan Works! programs, etc.
- Specifically, during 2017-18, the MTEC testing center had revenue of \$56,998 and the Michigan New Jobs Training Program (MNJTP) revenue totaled \$123,556, while course training and continuing education revenue totaled \$449,902, and classroom rental brought in \$14,729.

Situational Analysis

College Strengths and Challenges (Workforce Training)

- Economic and Workforce Development (EWD) fulfills the College's community outreach role by providing training for individuals to obtain employment, and for companies to develop their employees and to contribute to local economic growth.
- Staff in EWD are working with companies to deliver more contract training through the [Michigan New Jobs Training Program \(MNJTP\)](#), which helps community colleges provide training for local employers that are creating new jobs and/or expanding operations in Michigan. A major shift has been to move from being a fiduciary to actual provider of training services.
- Additionally, staff are working to build relationships with new companies, to position OCC as a trusted partner for contract training and related services.
- EWD has cultivated multiple revenue sources including contract training, MTEC's Testing Center, the Michigan New Jobs Training Program (MNJTP), and various Michigan Works programs, such as:
 - The [Going PRO Talent Fund](#) (formerly the Skilled Trades Training Fund, or STTF). The Talent Fund helps employers train, develop, and retain current and newly hired employees through training programs that focus on industry-recognized, transferable skills leading to a credential.
 - [America's Promise Catalyst Program](#), which is funded by the U.S. Department of Labor's Employment and Training Division managed by the Workforce Intelligence Network for Southeast Michigan (WIN) and its partners. Advance Michigan Catalyst aims to train unemployed and underemployed residents of Southeast Michigan to prepare them for careers in robotics and automation. The grant's training industry focus includes robotics technicians and engineers, CAD, CNC/CCMTO technicians, mechatronics, photonics, industrial maintenance, electro-mechanical, industrial and mechanical engineering technicians, commercial/industrial designers and robotic welders/soldering. Currently, Oakland County is focused on training for robotics and automation.
- While the college has five campus locations to offer area businesses convenient access to state-of-the-art equipment and classroom facilities, most of the equipment for skilled trades resides at the Auburn Hills campus. Workforce training programs meet during the day, which often conflicts with previously scheduled credit courses, making access to facilities and equipment a challenge for EWD.
- Finding instructors is challenging, since many qualified individuals also have full-time jobs paying higher wages.
- Staffing levels directly impact EWD's ability to increase services to area businesses and the community.

External Opportunities and Challenges (Workforce Training)

- Opportunities abound in Oakland County, including growth in all sectors of the economy with particular attention to advanced manufacturing, healthcare, construction, and information technology. Additionally, the defense and agricultural sectors, along with the hospitality and service sectors (hotels and restaurants), are a major part of the local economy and offer much potential.
- Numerous new relationships with organizations including the [Detroit Regional Chamber](#), [Michigan Economic Development Corporation \(MEDC\)](#), [Automation Alley](#), [Original Equipment Suppliers Association \(OESA\)](#), and [Workforce Intelligence Network \(WIN\)](#) will provide the ability to reach more companies needing contract training. EWD staff are focused on building relationships with additional companies and community partners, an approach that offers greater long-term growth potential than increasing business with existing organizations alone.
- Staff are also reaching out to professional associations like [SME \(Society of Manufacturing Engineers\)](#), [SAE \(Society of Automotive Engineers\)](#), and various labor unions to develop working relationships that lead to new training opportunities. Increased collaboration alleviates the need for these organizations to offer parallel or duplicative training programs.
- EWD has spearheaded the College's participation in events such as Manufacturing Day and Global First Robotics which has opened potential for future collaborations to increase the talent pipeline.
- While a strong economy typically results in decreased spending by governmental agencies for certain training programs, a strong economy can also lead to increased spending in the private sector. In a growing economy, businesses have a greater incentive and ability to invest in their labor force in order to retain and grow talent, but the reality is with staff working overtime often less training is actually completed.
- Each year, dozens of public and private organizations pay for their employees to enroll in credit as well as non-credit courses at the college. Exploring the short and long-term training needs of these organizations offers yet another opportunity to broaden the base of organizations served by EWD.
- Many corporations have their own training programs and curricula that address their specific needs. While they like the idea of outsourcing their training, companies want to retain control over the content and training process. Moreover, these companies often want highly specialized training for a small number of individuals, which can make the training cost prohibitive. In an effort to meet these needs, EWD staff seek out other companies who may need similar training, which takes time and increases costs. Additionally, if other companies are found, it is then necessary to ensure that all needs are met, which in turn can make the curriculum too broad.
- Regional economic factors have a direct impact on the nature and level of need for workforce development services. Government spending on workforce training programs tends to increase as unemployment levels rise. During the great recession, the college enrolled hundreds of Michigan Works clients. However, during 2017-18, fewer than 40 Michigan Works clients were enrolled.

College Strengths and Challenges (Continuing Education)

- Continuing Education (CE) classes provide individuals with opportunities for training to enhance their career and personal skill sets. Course offerings such as PMP (Project Management Professional) certification, Excel, grant writing, motorcycle safety, financial literacy, photography, and computers for senior citizens promote professional and personal growth for learners at all stages of their lives.
- Motorcycle Safety is currently the most popular course offered by OCC Continuing Education. Through OCC's participation in the Detroit Metro Motorcycle Safety Consortium, multiple courses are offered to the general public, to enable participants to gain skills in safe and legal motorcycle operation and receive a motorcycle endorsement through the Michigan Secretary of State.
- Continuing Education courses need to meet minimum enrollment levels in order to be profitable. While total enrollment increased by 33% last year, many course offerings were cancelled due to low enrollment. Careful examination of the cancelled courses will be undertaken to assess the long-term viability of these offerings.
- The MTEC Testing Center offers a full range of testing services, including many high-stakes certification exams as well as test proctoring services (for other colleges). The MTEC Testing Center supports OCC programs by providing HESI testing for Nursing, Respiratory Therapy, and Diagnostic Ultrasound program applicants.
- EWD/CE provides services in four areas under the Michigan Works! grant, including:
 1. PowerPath to Education and Employment – PowerPath is a program that engages individuals in thinking about how they learn and identifying their strengths and challenges that affect how they process information. While some assessments focus on what a person knows, PowerPath screens for breakdowns in learning that may be the result of challenges in vision and hearing, visual stress syndrome, attention, and information processing. Unidentified or unmanaged challenges can have a significant impact on performance in both employment and school settings. Through the PowerPath process, participants are provided with interventions and strategies to address challenges to how they process information. Most of the adaptations and strategies are very simple but can lead to big results.
 2. Career Pathways Development – Working with education, community, and regional partners, EWD/CE is developing pathways in industry clusters (i.e. advanced manufacturing) that enable individuals to navigate the career cluster, including multiple entry and exit points. Short-term training programs help individuals be “work-ready” for in-demand careers in business and industry in the area and region.
 3. Employer Engagement – EWD/CE engages with employers and builds relationships to create job training and career pathway programs that meet labor demand.
 4. Professional Development – EWD/CE provides and/or facilitates professional development training for Oakland County Michigan Works! staff members. Working with the liaison for Michigan Works! to determine training needs, sessions that have occurred this past grant year include: Handling Active Shooter Situations in the Career Centers, Team Building, and Managing Change.

External Opportunities and Challenges (Continuing Education)

- Outreach to seniors, veterans, returning citizens, and women returning to the workforce are key targets for new programming that will increase the success of CE offerings. Working with marketing on strategic promotion of our programming will result in OCC becoming “the place to call” for anyone seeking CE opportunities.
- Oakland County and the surrounding region has numerous organizations that provide continuing and community education courses. Courses are offered through government agencies, local libraries, community centers, and other colleges and universities, as well as local school districts, many of which are subsidized to be able to offer the courses at low cost.
 - Work is currently underway to analyze the offerings of these organizations, to determine community need and identify opportunities.
- Competing in this environment can be challenging. However, several strategies can be employed to give the college a competitive edge. These strategies include:
 - Expand the systematic and comprehensive analysis of community need, which includes a close examination of subjects to be offered, their duration and length, cost, location, etc.
 - Establish a comprehensive marketing strategy that includes social media as well as traditional printed material and reaches out to a broad audience.
 - Tailor course offerings to current and former students who already have a relationship with OCC. Continuing Education can supplement, augment, and support the credit curriculum, especially among students who require ongoing professional development after they graduate.
 - College policies that facilitate non-credit/credit integration would provide for greater development or expansion of career pathways, as well as serve as an additional entry point for students into OCC credit programs. Improve the level of awareness and understanding of Continuing Education offerings among faculty and staff who can serve as more informed sources of referral.
 - Non-credit programs could benefit from the expertise of the for-credit advisory boards and faculty.
 - Student eligibility for financial aid for non-credit programs would increase access and likely impact enrollment. However, there are strict requirements that must be met that add complexity and limitations to this option.
 - Continuing Education is working with McLaren Health Care to develop programs in Certified Nursing Assistant (CNA) and Patient Care Technician.

Current Actions

- EWD staff will continue to focus on building new relationships and connections with companies across the county.
- Pursue efforts to secure space and equipment at each campus to facilitate increased training opportunities.
- Continuing Education will focus on a core group of courses and increase marketing via social media and a printed piece mailed to people's homes.

These actions align with several strategic plan initiatives: "Foster key partnerships for student success & community needs," "Promote accelerated learning options to students," "Optimize resource deployment," and "Develop an outreach plan."

Appendix

Table 1: List of employers/organizations served in 2017-18

	Company Name
1	ABB, Inc.
2	AMC Automation & Modular Components
3	Automation Alley
4	Avon Automotive
5	BorgWarner Inc.
6	BorgWarner TorqTransfer
7	Coastal Automotive
8	Continental Automotive Systems
9	Denso International America, Inc
10	Financial Independence
11	FTE Automotive Products
12	Henniges Automotive
13	Inalfa Roof Systems
14	Lawrence Tech University
15	Mando America
16	MDI
17	Nemo Capital Partners
18	Oakland County Michigan Works!
19	P3 North America Inc.
20	PK Fabricating
21	SAIC
22	Shannon Precision Fasteners
23	STEC USA
24	United Shore Financial Services
25	Various - Oakland Schools Etc.
26	WABCO

Table 2: List of continuing education courses offered in 2016-17

	Course Title
1	Motorcycle Safety Basic Rider Course – Web Enhanced – Weekend
2	Motorcycle Returning Rider Course
3	Beginners Guide to Basic Photography
4	Beginners Guide to Basic Photography, Level 2
5	Grant Writing – How to Craft a Successful Proposal
6	Leadership: Taking Action – Getting Results
7	Microsoft Office 2016 and Windows 10
8	Microsoft Excel 2016: Beyond the Basics
9	PMP Certification Exam Prep
10	Stress-Free Social Media Intro
11	Stress-Free Social Media Management
12	Facebook for the Small or Independent Business Owner
13	Developing Your Online Brand
14	Managing Your Online Brand
15	Financial Plan Checkup: Are You Financially on Track?
16	Family Estate Planning: “Experience Peace of Mind by Reducing Conflicts and Costs”
17	Successful Portfolio Management: An Institutional Approach to Investment Decisions
18	Pre-Retirement Cash Flow Planning – Financial Planning: The First 30 Years
19	Post-Retirement Cash Flow Planning – Dealing with Benefit Changes While on a Fixed Income
20	Retirement Decision Process: Should you go now or wait?
21	Customer Service
22	PowerPath to Education and Employment w/SMARTER
23	CNC Milling Level 1