

Proposal for ELI Funds Form

Academic Year: 2008-2009

Person(s) Requesting Funds: Jennifer La Serna, Dean Arts and Letters

Date: September 22, 2008

Division: ELI

1-01-09

PRESS THE F1 KEY FOR CONTEXT HELP WHEN ENTERING INFORMATION IN THE TABLE FORM FIELDS BELOW. COLUMNS WILL EXPAND TO INCLUDE MORE TEXT.

Planned Action (Brief Description of Project)	Effective Practice and Strategy	New, Change, or Expansion	Expected Outcomes	Assessment/Dissemination of Results	Target Date for Completion	Responsible Persons/Dept	ELI Budget Category	Specific Budget Amounts Include Breakdown (or attach)
For dean of language and directory of community and contract education to participate in the AACC conference in Long Beach, CA in February. The conference focuses on noncredit and community education. This conference is essential for the development of our noncredit ESL program that is the foundation of the basic skills program.	C.1.2 Professional development activities for developmental education faculty and staff are actively supported by senior administration. C.3.3 Staff development activities are adequately funded, funding is ongoing, and development activities are coordinated by specific designated staff as part of their core responsibilities.	New	ELI priority # 2 The college will receive the most recent and up-to-date information on the basic skills initiative that will assist us in progressing with the implementation plan.	Provide executive summary and present information at the ELI steering committee.	3/1/2009	Jennifer Vega La Serna and LouAnn Waldner	Professional development	Total: \$1880.00 Lodging: \$ 900.00 Registration: \$800 Meals: \$ 100 Parking: \$80


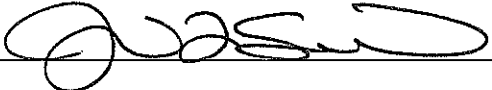
Other Required Institutional Resources (e.g. Facilities): COS transportation or gas card

Other Funding Sources: None

Check here if additional narrative (detailed history, need, rationale) is attached: Number of pages attached: 1--agenda for the meeting. This conference has been highly recommended for us to attend by Dr. Scroggins for the noncredit component.

For ELI Use Only

Distribution:

1. ELI Faculty Coordinator 
2. Division Chair/s _____
3. Dean 

Budget Committee Approval Approved Approved with Changes Noted Not Approved Resubmit with Changes Noted

Comments:

Jennifer Vega La Serna, Ph.D.

Date

Vice President of Academic Services

Date

Annual ACCE Conference February 25-27, 2009 Queen Mary, Long Beach, CA

Wednesday, February 25, 2009

9-9:45am

Registration

9:45am

Welcome

10-11:30am

Session #1

Continuing Education Track: Noncredit ABC's

Get an overview of the differences between credit and noncredit programs. Learn about noncredit-specific State regulations and guidelines, as well as the course and program approval process.

Presenters: Lynda Lee, Dean of Continuing Education, Mira Costa College; Leslie Smith, Associate Vice Chancellor of Governmental Relations, City College of San Francisco; and Jane DiLucchio, Division Chair, Glendale Community College

Community Education Track: Newcomer Nuts & Bolts

For those new to Community Education, come to this fun, interactive session and meet some veterans who can give you tips to success. You'll learn the basics of the profession, including where to get resources, how to find new classes and instructors, where to go for best networking possibilities, and more. Hear some best and worst stories from the trenches! Come with all your questions.

Presenters: David Anderson, Director of Extended Education, Irvine Valley College and Susan May, Director of Community Education & Marketing, Chabot College.

11:30-12:45pm

Lunch & presentation by Dr. Bob Bramucci

Lifehacking

After lunch you will go on a journey to the subculture of "Lifehacking," where you'll learn to increase productivity and organize your life by cutting through information overload. You'll find out such other-worldly things as keeping your email inbox empty and using robotic assistants to provide timely reminders of schedules and tasks. Travel this path down technogeekdom and arrive with nary a scratch.

Presenter: Dr. Bob Bramucci, Vice Chancellor of Technology and Learning Services, South Orange County Community College

1-1:45pm

Vision for the Future from the Chancellor's Perspective

Dr. Jack Scott officially became the 14th Chancellor of the California Community Colleges on January 1, 2009. During his 12-year legislative career, Dr. Scott authored 86 Senate bills and 72 Assembly bills. Among other leadership positions, he was Chair of the Senate Education Committee. Before being elected to the Legislature, Dr. Scott worked for 23 years in the community colleges including President of Pasadena City College and Cypress College. Previously he was a history professor at Pepperdine University for 10 years before becoming Dean of Instruction at Orange Coast College. He'll be sharing his vision and plans for the future of our Community Colleges.

Wednesday, February 25, 2009 (con't)

2-3:30pm

Session #2

Continuing Education Track:

Increasing Adult ESL Student Success: One Program's Path

Numerous administrative and instructional changes were implemented in Santa Barbara City College's Adult ESL program in Fall 2007 including new student orientation, managed enrollment, and adoption of a core text. These changes led to significant increases in student retention, attendance, test scores, and teacher/student satisfaction. The status of program interventions and statistics will be shared.

Presenter: Jack Bailey, ESL Program Coordinator, Santa Barbara City College

Community Education Track:

Turbocharge Your Email

Do you feel like you are buried under an avalanche of email each day? Avoid feeling so overwhelmed by finding out what an inbox is *really* for, how to turn email into instant "to-do" items, how to prioritize your email automatically, how to compose email in a fraction of the time, and much more! Develop your own hassle-free email system to regain your sanity and change your life!

Presenter: Dr. Bob Bramucci, Vice Chancellor of Technology and Learning Services for South Orange County Community College

3:45-5:15PM

Session #3

Continuing Education Track:

Noncredit to Credit – R U Ready to ACCT?

Adult College and Career Transitions is a collaborative project between Cypress and Fullerton Colleges and the School of Continuing Education of North Orange County. The goal of this project is to create a seamless transition of student from noncredit to credit. Program components include academic advisement, career counseling, college tours, assistance with college registration, and financial aid. Join us as we discuss our successes and challenges.

Presenters: George Dooley, counselor, NOCCCD/School of Continuing Education; Mary Foster, Project Manager, NOCCCD/School of Continuing Education; and Yvette Krebs, Counselor, NOCCCD/School of Continuing Education

Community Education Track:

The Power of E-Marketing!

Building relationships with your current customers is key to growing your business. Find out how to reach them with electronic communications that make you look great! You'll learn what email marketing is, why it works so well, and how to incorporate it in your business planning and strategy to achieve specific goals. You'll see examples of successful email campaigns and how they were set up to build business and drive sales.

Presenter: Kelly Flint, Regional Development Director, Constant Contact

5:30pm

President's Reception

Thursday, February 26, 2009

7:30-9am Continental Breakfast & Vendor Presentation

9-10:15am Speaker (hopefully Walt DIMantava)

10:30-noon Session #4

Continuing Education Track

Building Bridges to Careers and College

An overview of how to design and achieve local and state approval of certificate programs aimed at helping students transition to careers and college. Content includes:

- Construction of certificate programs that result in students transitioning to work or college
- Importance of intentional action in assessing program and course needs
- The vital role of the noncredit course outline of record
- Tips for expediting approval at the local and state levels

Presenters: *Brian Ellison, Vice President of Instruction/Student Services, San Diego Continuing Education Centers; Lynda Lee, Dean of Continuing Education, Mira Costa College; Tom Boegel, Dean of Instruction, City College of San Francisco; and Vicki Warner, Specialist, Chancellor's Office*

Community Education Track:

Community Education Jeopardy!

In this Alex Trebek-like twist on our roundtable of hot topics in Community Education, you'll take turns choosing categories from a Jeopardy board which will open up discussions on best classes, marketing tips, printing costs, pricing formulas, free advertising, and much more! Everyone will leave with a prize—plus lots of great ideas to take back to work to help your program.

Presenters: *Susan May, Director of Community Education & Marketing, Chabot College and David Anderson, Director of Extended Education, Irvine Valley College*

Noon-1:30pm

Lunch/ACCE Business Meeting/Awards

1:45-3:15pm

Session #5

Continuing Education Track:

Keeping the Door Open and the Policy Educationally Sound

California is facing a tremendous budget crisis and there are 38 new members of the State Legislature. Do they realize that Community Colleges change lives for the better? Whether students want to improve their academic skills, enter or re-enter the workforce, learn English, or change their lives in so many ways, we need to help keep the door open for them. Come hear the latest on the State's budget and policy proposals and find what you can do to help ensure quality, accessible college education.

Presenter: *Leslie Smith, Associate Vice Chancellor of Governmental Relations, City College of San*

Francisco

Community Education Track:

Social Networking

Get connected with Jennifer Selke, LERN's social media expert, who will show you how to stay ahead of the generational curve with all the latest technologies, including blogging, podcasting, video sharing, and more. Learn how social networking can help you increase brand awareness and participation and grow your program!

Presenter: *Jennifer H. Selke, Ph.D., UC Berkeley faculty member and director of Youth Programs*

Friday, February 27, 2009 (con't)

10:45-12:15pm

Session #8

Continuing Education Track:

Assessment Validation: Methods and Challenges in a Noncredit Setting

Are you currently administering a standardized assessment to your students, but have not validated it? Then you might be out of compliance with matriculation standards. Not to worry – in this workshop you will learn about how the TABE (Tests of Adult Basic Education) was recently validated in a noncredit setting. This workshop will walk you through the methodology for conducting each stage of the validation, and will discuss the special considerations for the open-entry/open-exit environments.

Presenters: Venette Van Duyn, Ph.D. Research Analyst, NOCCCD School of Continuing Education and
Jason McPherson, IT Specialist, Systems Applications, NOCCCD School of Continuing Education

Community Education Track:

Decisions, Decisions! Evaluating Options, Setting Priorities

Are you stressing out about all the decisions you have to make? Now more than ever, as a weak economy is threatening our fee-based classes, we need to change direction in many aspects of our programs. But where do we start? In this vital session, you will learn how to evaluate all your options and sort out priorities in order to provide new approaches to your program—and reduce your stress!

Presenter: Maria Simpson, Ph.D., a university faculty member and administrator for more than 30 years, specializes in management communication and conflict negotiation and lectures frequently on those and other topics.

12:15pm

Conference closes (please turn in evaluation forms!)

Thursday, Feb. 26, 2009 (con't)

3:30-5pm

Session #6

Continuing Education Track:

The New High School Diploma Application and Review Criteria

This workshop will address the process and review criteria for districts seeking approval for Adult High School diploma programs. In May 2008, the Board of Governors adopted Title 5 regulations that address the application process for Community Colleges. This action is intended to ensure that a governing board of a community college obtains approval of its high school diploma program before offering any noncredit courses as part of a high school diploma program on or after June 30, 2009.

Presenters: LeBaron Woodyard, Dean, Chancellor's Office and Juan Cruz, Specialist, Chancellor's Office

Community Education Track:

Good Economic Strategies in Bad Economic Times

Worried about your self-supporting program sinking along with the stock market? Wondering what classes you can offer that your customers will be compelled to take? Trying to figure out how you can cut costs on printing and mailing--and everything else? Join a panel of your peers who will reveal all their creative plans not only to stay afloat but to go full steam ahead! Share your ideas with the group as well.

Presenters: Cyndi Pardee, Supervisor of Community Education, Riverside Community College (and other panel members TBA)

5pm

Vendor presentations

Tour of the ship

Dinner on your own

(check registration table for dinner group sign-ups)

Friday, February 27, 2009

8-9am

Buffet Breakfast

9-10:30am

Session#7

Continuing Education Track:

ARCC: Reporting and Accountability

TBA

Community Education Track:

Growing Summer Camps

Pre-teens and young teens are hot commodities these days as they are growing out of kids' camps and seeking more challenging curriculums. Find out some popular teen classes and programs and share some of your own with the group. You'll learn how one successful summer camp was created from start to finish and find out about another innovative--and timely--program to teach kids to understand finances in a fun, interactive way.

Presenters: Gina Bogna, Director of Community Education, College of the Canyons; and Terry Sufranek, Director, Workforce & Community Development at Palomar College, with Elisabeth Donati, founder of "Camp Millionaire."



01-23-09

JENNIFER LASERNA
901 S MOONEY BLVD
Visalia, CA 93277
US

Thank you for making your reservation at The Queen Mary Hotel. We have reserved the following accommodations for you:

Arrival Date	Departure Date	Nightly Rate	Room Type
02-25-09	02-28-09	148.00 USD	F2QN

Your Confirmation Number is 2783902, and you are guaranteed for late arrival. If you find it necessary to cancel or change plans, please inform us 48 hours prior to your arrival date to avoid one night's room and tax charge to your credit card.

Special requests are based on availability and are not guaranteed. Our staff will make every effort possible to fulfill your request.

For further assistance, please feel free to contact us at 562-432-6964 or email at reservations@queenmary.com.

Again, thank you for choosing The Queen Mary Hotel. We look forward to having you as our guest.

Best regards,

Reservations Office

The Queen Mary
1126 Queens Highway
Long Beach, Ca. 90802
Telephone: (562) 435-3511 Fax: (562) 437-4531