CALIFORNIA COMMUNITY COLLEGES
AND
LOS ANGELES
COMMUNITY COLLEGE DISTRICT

#92-0014
## Preparation for Contract Education Program

<table>
<thead>
<tr>
<th>FISCAL YEAR</th>
<th>ID NUMBER</th>
<th>COLLEGE</th>
<th>DISTRICT</th>
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<tbody>
<tr>
<td>1992-93</td>
<td>92-0014</td>
<td>Los Angeles Pierce</td>
<td>Los Angeles</td>
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### FUNDING CATEGORY & AWARD

<table>
<thead>
<tr>
<th>Grant = $5,618</th>
<th>ELIGIBLE PROGRAM</th>
<th>PROJECT CATEGORY</th>
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<tbody>
<tr>
<td></td>
<td>A --- Nontraditional Instruction</td>
<td>Developmental Model</td>
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### PROJECT PRODUCT & TOPICS

<table>
<thead>
<tr>
<th>Project Product</th>
<th>Project Topic #1</th>
<th>Project Topic #2</th>
<th>Academic Subject</th>
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<tr>
<td>Curriculum Develop</td>
<td>Contract Education</td>
<td>Inter-Disciplinary</td>
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### PROJECT DIRECTOR & SUPERVISOR

<table>
<thead>
<tr>
<th>Project Director</th>
<th>Project Supervisor</th>
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<tbody>
<tr>
<td>Fred Obrecht, Coordinator Institutional Advance</td>
<td>Catherine Cameron, Dean of Instruction</td>
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### PROPOSAL DESCRIPTION

This proposal is a loan request. The college proposes to use funds to employ a training specialist to develop training linkages with local businesses and professions. The area of contract education will be specifically focused. The employee will produce brochures and other media demonstrating the college’s capability to respond to local business needs and interests. The efforts of this loan will enable the college to establish the foundation to operate a successful contract education program.
Preparation for Contract Education Program

The College’s Office of Instruction will hire an employee training specialist to develop training linkages with local businesses and professions, particularly in the form of contract education packages. The specialist will develop brochures listing the features and capabilities of the school’s very large staff and curriculum, as well as examples of job-related training the College has engaged in before, a considerable list. The contract education fee will include a repayment factor which will generate funds to pay one-third of the loan amount by July 1, 1993, another third by July 1, 1994, and the final amount on July 1, 1995.

L. A. Pierce College will work closely with Ed>Net in constructing an active contract education program, particularly with Catherine Ayers and Dr. Barbara Hollowell, who have already contributed significantly to our plans for a contract education center.

This proposal addresses directly one of the Board of governors Basic Agenda Priorities, namely the need for community colleges to update vocational curriculum by incorporating modern industrial techniques, increase the number of under represented students in vocational education programs, tie vocational courses to both intermediate and long-term labor market requirements, develop worksite educational programs for improving productivity, increase the number of contract education programs for training and retraining currently employed workers, and support the role of Ed>Net. In addition, the proposal addresses two of the Eligible Programs and Services in the following order:

A. Nontraditional forms, content, and methods of instruction
B. Educational services for new clientele, including older, working adults
Preparation for Contract Education Program

1. Specific Educational Program Being Addressed

[NO “PROGRAM” ACCOMPANIES THIS DOCUMENT.]
2. Specific Problems Being Addressed

L.A. Pierce College does not have an active contract education program, and needs to develop one expeditiously. Changes in District funding patterns, encouragement by the accrediting commission, and encroachments by other school districts into the College's surrounding business community mandate the development of a sustained, fully supported contract education program.

If the College is awarded the FII loan, the College's Office of Instruction will undertake a comprehensive search for a highly experienced, highly motivated contract education specialist to develop training linkages with local businesses and professions, particularly in the form of contract education packages. The contract packages will represent the requirements of the client businesses, and will comprise both existing credit course work and non-credit course work tailored specifically to a client's needs. Examples of courses L.A. Pierce College is now able to teach on a private, contract basis include Spanish for Supervisors, ESL, accounting, tax accounting, floral design, equine management, sign language, drafting, descriptive geometry, computer office applications, including training in all word processing and spreadsheet programs, legal office procedures, CAD-CAM, electronics, mechanical drafting, electrical construction and maintenance, industrial technology, machine shop, industrial metallurgy, numerical control, CNC programming, SPC, quality control/assurance, welding, woodworking, management, marketing, industrial mathematics, transferable general education subjects, as well as a full-range of courses in nursing and other vocational areas. In addition to contract education courses that replicate existing curricula, the College is prepared to design short-term, non-credit courses to meet any worksite training need.

The contract specialist will also develop brochures listing the features and capabilities of the school's very large staff and curriculum, as well as examples of job-related training the College has engaged in before, a considerable list involving most of the subject areas listed above. The contract education fee will include a repayment factor which will generate funds to pay one-third of the loan amount by July 1, 1993, another third on July 1, 1994, and the final amount on July 1, 1995.

[Population Served]

The population to be served by a contract education program at L.A. Pierce College is very diverse, comprised of office and clerical workers in the surrounding Warner Center Development, technical workers in the aerospace/computer community, and blue collar/bilingual workers in the large manufacturing belt that stretches through Canoga Park and into the Central and Northern Valley, as well as westward toward Thousand Oaks.
L.A. Pierce College will work closely with Ed>Net in constructing an active contract education program, particularly with Catherine Ayers and Dr. Barbara Hollowell, who have already contributed significantly to our plans for a contract education center. The College will attend Ed>Net meetings involving private enterprise-college linkages whenever possible, and will attempt full participation and membership in the consortium itself.

This proposal addresses directly one of the Board of Governors Basic Agenda Priorities, namely the need for community colleges to update vocational curriculum by incorporating modern industrial techniques, increase the number of under-represented students in vocational education programs, tie vocational courses to both intermediate and long-term labor market requirements, develop worksite educational programs for improving productivity, increase the number of contract education programs for training and retraining currently employed workers, and support the role of Ed>Net. Specifically, the College will update vocational curriculum by designing courses and teaching methodologies to match the requirements of local private industry. One example of the manner in which the College adapts to the requirements of the private sector can be seen in recent changes in nursing certification. More and more employers of nurses are requiring a B.S. N. as a minimum qualification, instead of the Nursing A.A. degree. Not only does the Nursing Program prepare its nursing candidates for transfer to a B.S.N. program, but it offers a means for nurses in the field to upgrade their educational background as well. Instructors in the very active ESL program at L.A. Pierce College have already been involved in the training of ESL students in local industry, specifically to enable such students to move up the ladders of opportunity in their respective worksites. An important way in which the College ties vocational courses to intermediate and long-term labor market requirements is to stress advanced career training as a continuing activity of our client-students. All students of the College, including those in contract education courses, are afforded the services of an excellent counseling department which features career counseling and planning. Examples of such adaptation to changing labor-market requirements are the career-counseling classes the College recently taught on a contract basis for AT&T, as well as a variety of courses currently being taken by the employees of the GM plant in Van Nuys.

The proposal addresses two of the Eligible Programs and Services in the following order:

a. Nontraditional forms, content, and methods of instruction. Contract education by its very nature is nontraditional. Because the College will design courses based on worksite requirements, the courses and curricula will differ radically from traditional forms, lengths of courses, instructional modes, etc. At times, where a specialization is being taught, the College will need to hire instructors from industry itself. Some instruction will involve shadowing of other employees; some hands-on instruction will take place on the assembly line or on the hospital bed or at the quality-control table. The Work Statement of this proposal sets aside time to be spent by the contract education specialist to design courses specifically for industry and to direct their progress through the College's and District's course-approval sequence.

b. Educational services for new clientele, including older, working adults. All Pierce College students, even those reached by means of worksite training, are encouraged to matriculate in the college, to assess their career potentials, and to advanced
generally in their intellectual and professional growth. In addition, the College offers community service programs, concerts, lectures, exhibitions, and other stimuli that invite personal growth.
3. Population To Be Served

[NO “POPULATION” ACCOMPANIES THIS DOCUMENT.]
4. Objectives

Proposal Objectives

This proposal will enable L.A. Pierce College:

1. To hire a contract education specialist capable of implementing a full program by December, 1992.

2. To seek out and write a minimum of twelve industrial and professional training contracts by June, 1993.

3. To effectively and widely publicize the contract education program by December of 1992.

4. To develop curricula that suits the requirements of the private sector, specifically one new course by December, 1992, and six by June of 1993.

5. To establish a paper flow within the college community that makes possible a contract education program by December of 1992.
5. Workplan Narrative

[NO “WORKPLAN” ACCOMPANIES THIS DOCUMENT.]
6. Expected Outcomes

Outcomes of Project Activities

I. The expected outcomes of project activities, in terms of project objectives, are as follows:

1. By December 1, 1992, the College will have a working contract education capability and will be actively involved securing contract education business.

2. By June of 1993, the contract education specialist hired as a result of this proposal will have sold a minimum of twelve training contracts to the local business and professional community that will serve as precedents and models for future sales activity.

3. By December of 1992, the specialist will have publicized the College's contract education capability by means of visits to local chambers and other business organizations, the publication and dissemination of brochures and flyers to key businesses in the local service area, letters to potential clients, and radio and television spots.

4. By June of 1993, the Contract Education Office will have developed a minimum of six new courses based specifically on client requirements for use in current and future contract education packages.

5. By December of 1992, the contract education specialist will have established and facilitated the paper flow and contract approval process within the college and District.

II. The impact of this project is likely to be dramatic. L.A. Pierce College is one of the largest schools in the nation, with a student population of over 20,000, and with a faculty and staff that is impressively primed for contract education activity. By the same token, the local business community is diverse and growing, the Warner Center Project just west of the College often spoken of as a "new Century City." For these reasons, the prognosis of this project for success is very high.

III. The fact that this project is a revenue-generating venture indicates that it is designed to continue in the future without additional loans or District support. Given the vitality of the West Valley business area, as well as the success of other schools that have launched contract education programs, the potential for continued support of this activity in the future is very good.

IV. The potential of this plan for adaptation to other schools and programs is a given, since the plan itself was drawn up as a result of many hours of contact spent with Ed>Net personnel and model schools that are part of that organization. L.A. Pierce College intends to become an active part of Ed>Net, specifically to attend meetings of the Contract Education Committee, and will disseminate any pertinent information about its contract education experiences through that organization. In addition, the College will discuss and share information through regular meetings of the District vocational education deans.

V. The Contract Education Program at L.A. Pierce College is expected to be self supporting,
and will probably not exist if it is not. That fact becomes one of the principal means by which the success of the program will be evaluated. Other means of evaluation will be prompted by the College’s association with Ed>Net, and will include assessments of the quality of its teaching programs, the school's adaptability to the business community, the evaluations of the classes and programs by trainees and client-businesses, and the impact the college makes on the local business community as measured by continuing relationships.
7. Evaluation Plan

[NO “EVALUATION” ACCOMPANIES THIS DOCUMENT.]
8. Dissemination Plan

[NO “DISSEMINATION” ACCOMPANIES THIS DOCUMENT.]
9. Budget Narrative

[NO “BUDGET NARRATIVE” ACCOMPANIES THIS DOCUMENT.]