

# 32 Coastal North County Adult Education Consortium

## Plans & Goals - Consortium Approved

### Executive Summary

The Coastal North County Adult Education Consortium (CNCAEC) continues its endeavor to increase and improve adult education opportunities for residents of the North San Diego County region. During 2021-22, comprehensive marketing for the adult education programs will be implemented; the objectives will be to expand awareness, increase enrollments, and improve student retention/persistence. Additional learning opportunities for online teaching will be developed and available to faculty teaching in adult education programs. Professional development opportunities in the area of data from MIS and TOPSPro and the effective utilization of this data will be offered to staff and faculty.

### Regional Planning Overview

Due to the impact of the pandemic in 2020-21, the focus was student support and retention, digital-based marketing, and the creation of open education resources accessible to students. We created an accessible remote learning environment and streamlined digital processes to accommodate the current needs. Additionally, we focused on individual student outreach and maintaining communication with partnerships in the community. For 2021-22, our focus will be on advancing marketing efforts and a devoted branding campaign.

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## Meeting Regional Needs

### Regional Need #1

#### Gaps in Service / Regional Needs

According to data provided by the CAEP Office, there are slightly more than 300,000 adult residents in the CNCAEC service area. Among those adults are 22,133 individuals without a high school diploma, nearly 60,000 living in poverty, more than 30,000 with limited English, and thousands of adults with a wide range of disabilities. Additionally, with the impact of the pandemic, disadvantages to those with a lack of technological knowledge and lack of technology equipment became apparent quickly.

#### How do you know? What resources did you use to identify these gaps?

As part of the latest 3-year planning process, the CNCAEC identified needs in the region we serve as well as areas for improvement within MiraCosta College to better meet those needs. The regional data continue to demonstrate a substantial need for high school diploma preparation, English language acquisition, job skills training for entry-level employment, and instructional programs for adults with intellectual or developmental disabilities. These are the instructional areas where the CNCAEC, through its only education provider – MiraCosta College, has been concentrating its efforts since the inception of adult education consortia in 2015. In addition to reviewing data provided by the CAEP office, the CNCAEC continues to engage in rigorous dialogues with adult education practitioners at MiraCosta College and representatives from the region's K-12 districts, workforce development board, and NGOs whose missions are aligned with the goals of AB86. These planning meetings resulted in the development of three specific goals that will expand awareness of educational opportunities through more effective marketing, provide clearly defined pathways for individuals to attain their educational goals, and ensure the rigor and relevance of the educational opportunities through curriculum development informed by our stakeholders. During the past year, current and potential noncredit students were surveyed via phone calls and electronic surveys. Along with phone conversations, survey results were used to identify the extent of technological and support needs.

#### How will you measure effectiveness / progress towards meeting this need?

This past year, our focus was on identifying a consulting firm to develop a marketing and branding plan. Progress will be measured by developing a comprehensive marketing plan and successful execution of related marketing campaigns. Additionally, success will be measured with quantitative enrollment data, progress, transition, and completion for students in the CNCAEC region. These areas will be directly impacted by improved marketing, clear academic maps, and robust course offerings. In addition, a new digital marketing campaign will be monitored to determine the increase in interest in adult

education programs. Finally, we will continue to monitor the retention of students receiving technological and wrap-around services to measure effectiveness.

## Gaps In Service

### New Strategies

#### Strategy #1

We look to amplify our efforts toward student recruitment through a comprehensive marketing design. With the support of the MiraCosta College Public Information Office and a marketing consulting firm, we seek to define our brand better to expand awareness, increase enrollments, and improve student retention/persistence.

## Seamless Transitions

### New Strategies

#### Strategy #1

Due to the implementation of AB705, there is an increased need for noncredit/adult education courses and programs to continue to provide support to adults in our community, inclusive of credit-seeking students who need college and career preparatory skills. As such, we seek to develop ideas and curriculum for additional support courses and certificates. In addition, we plan to build on our success of defining Adult High School pathways maps by creating versions for our other adult education programs.

## Student Acceleration

### New Strategies

#### Strategy #1

Identify and define methods for more effectively promoting learning gains and advancement through noncredit pathways.

## Professional Development

### New Strategies

#### Strategy #1

Given the rapid and necessary expansion of online education resulting from COVID-19, develop and refine learning opportunities for quality online teaching. In particular, we seek to provide an augmentation of training that is focused specifically on adult education courses being delivered online.

#### Strategy #2

Provide educational opportunities for faculty focused on examining data from both MIS and TOPSPro and utilizing data to form hypotheses about future program goals.

## Leveraging Resources

### New Strategies

#### Strategy #1

Expand on the initial success of an advisory group model to start building additional advisory groups for areas of adult education, focused around content and structure of curriculum and pathways.

## Fiscal Management

**A narrative justifying how the planned allocations are consistent with the annual adult education plan which is based on your CAEP 3-year plan.**

MiraCosta College is the only education provider in the CNCAEC based on MOUs with the three-member high school districts. Therefore 100% of the funds are allocated to MiraCosta College. Our budget planning process is done in alignment with the annual plan as well as the 3-year plan.

**An approach to incorporating remaining carry-over funds from prior year(s) into strategies planned for 2021-22.**

Our annual plan picks up from where the last annual plan left off and seeks to continue the work from the previous year. The annual plans are consistent with the 3-year plan. As such, remaining funds from previous years are able to carry over to the current annual plan to support continued and related work in the current plan.

## Certification

### Alliance For Regional Solutions, North County Works - Member Representative

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