

A grayscale background image showing a hand holding a drill bit over a metal workpiece in a factory setting. The drill bit is positioned vertically, and the workpiece is a cylindrical metal part. The background is slightly blurred, showing industrial lights and equipment.

TCC Division of Workforce Development

Giving the Community an Edge!

TCC Board of Trustees Workshop
November 18, 2013

TCC Division of Workforce Development

- Division Overview
- Strategic Priorities & Tactical Efforts Engaged
- Process Improvements
- Integration (internal/campus wide)
- Training (students) – *Demand Driven*

TCC Division of Workforce Development

- Employers – *Customized Solutions*
- Outreach Strategy – *Laser-Focused*
- Community Engagement – *Connecting the Dots*
- Grants – *Making a Difference*
- Messaging – *Telling Our Story*

TCC Division of Workforce Development

- Measuring Performance – *Results Matter*
- On the Horizon – *Channeling the Future*



Division Overview



Division Overview

- Education & Training
 - ▶ Adult Education
 - ▶ Workforce and Continuing Education
 - ▶ Advanced Manufacturing Training Center
 - ▶ Agency for Persons with Disabilities
- Services
 - ▶ Corporate Solutions
 - ▶ TCC Capitol Center
- Special Projects/Initiatives



The Plan

Vision, Strategy and Execution

Prepared to Succeed

- Established Division-wide strategic priorities to align with the College's strategic plan
 - ▶ Individual performance goals
- Staff Development
 - ▶ Division-wide StrengthsQuest conducted
 - ▶ Staff Development Training – Employer Resources
 - ▶ Implemented a 12-month training plan



Process Improvements

Making it Better

- Created SOPs for:
 - ▶ Recruiting/selection of WD instructors
 - ▶ Orientation and on-board of WD instructors
 - ▶ Evaluation of WD instructors
 - ▶ Exiting of WD instructors
- Marketing and Outreach – 6 week standard set
 - ▶ Created a marketing plan tool
 - ▶ Enrollment Goals

Making it Better

- Training Evaluation (Should it be offered?)
 - ▶ Demand (# openings)
 - ▶ Short-term and long-term growth
 - ▶ Target group to be impacted
 - ▶ Marketing plan
- Continuous Improvement



Integration

Closing the Gap

Building from the Inside Out

- Repurposed a position to ensure coordinated outreach
- Closer alignment with other areas to avoid duplication
 - ▶ Career Center
 - ▶ Learning Commons
 - ▶ Financial Aid
 - ▶ Veteran's Office
- Working collaboratively with Academic Affairs to ensure seamless programming



Training

Demand-Driven



Creating Opportunity

- VA approved programs
 - ▶ Increased from 1 to 11
- Expanded PSAV offerings
 - ▶ Increased from 1 to 4
- Regional Workforce Board
 - ▶ Submitted 26 programs for approval

Creating Opportunity

- Nelnet (payment plan)
 - ▶ 1st time payment option
- Pathways to Success Scholarship
 - ▶ Expanded to include workforce and credit offerings



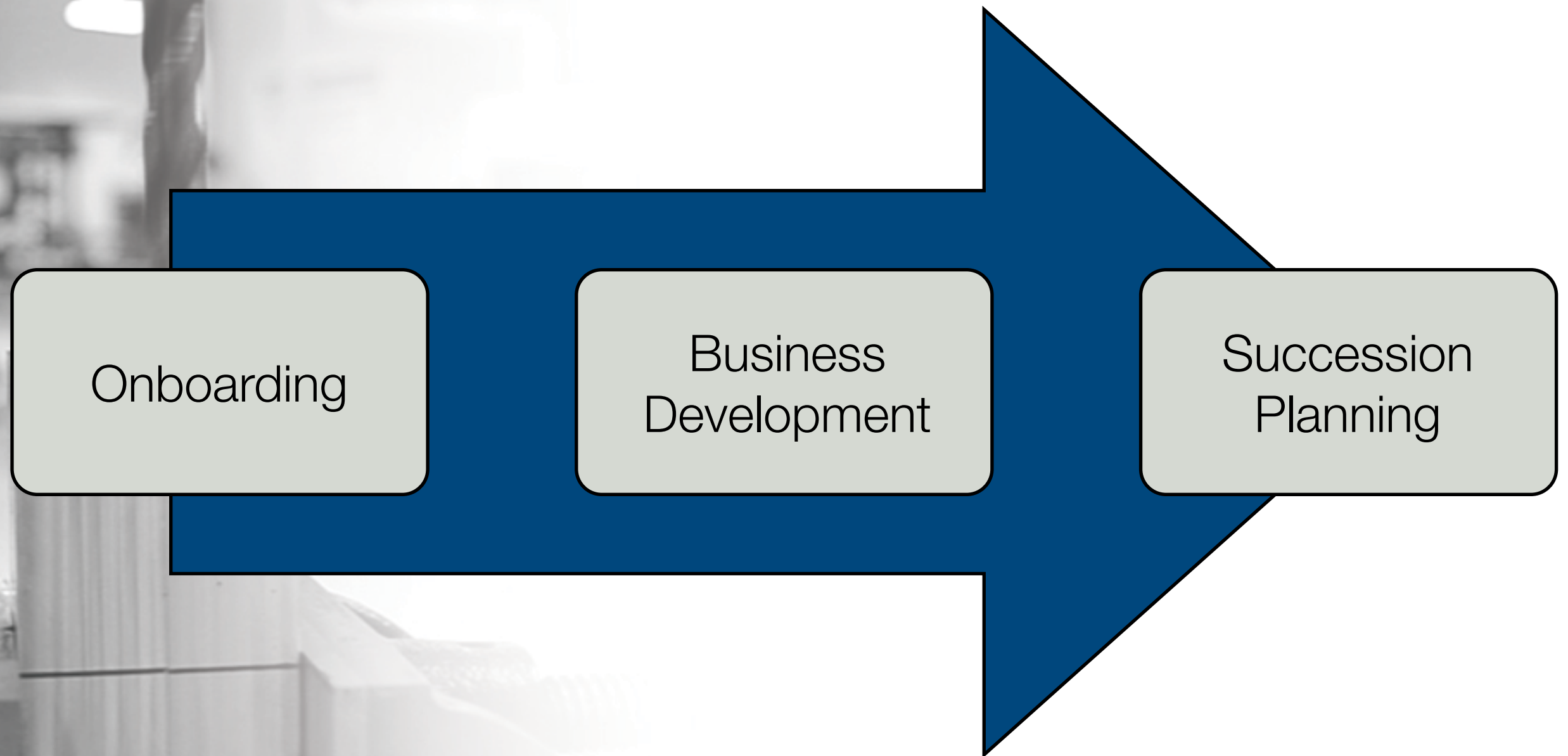
Employers

Tailored Solutions



PamButler
C.E.O. **Aegis Inc.**

Employer Services Model





Outreach



Laser-Focused

- Chambers (Greater Tallahassee, BBMC, Wakulla and Gadsden)
 - ▶ New member outreach, presentation of services, highlight upcoming training and conducting need surveys
- Economic Development Council
 - ▶ Attachment to each industry roundtable
 - ▶ Partner in workforce and economic development activities (retention and expansion)

A hand is holding a laser drill bit, which is emitting a bright blue laser beam. The drill bit is positioned over a metal workpiece, and the laser beam is focused on the tip of the drill. The background is a blurred industrial setting.

Laser-Focused

- CAPE Career Academies (K-12)
 - ▶ Presentations, hosting tours
- Small Business and Entrepreneurship
 - ▶ Small Business Executive Program and Entrepreneurial Excellence Program



Community Engagement

Connecting the Dots

- Gadsden Stakeholder Conversation
- Advanced Manufacturing Training Day
- Cyber Security Month
- Dale Earnhardt Job Fair
- Bond Health Clinic

Value-Added Partnerships

- Experience Works
- Literacy Volunteers of Leon County
- Panhandle Area Education Consortium
- Florida State University

A hand holding a drill bit over a wooden block in a workshop setting. The background is a blurred workshop with various tools and equipment.

Grants

Making a Difference

Pulse of Our Community

- **\$1,459,500** for Re-entry Services
 - Adult education and vocational training in support of re-entry services
- **\$403,556** for Adult Education and Literacy Services
 - Adult general education, correction education and English language/civics education
- **\$887,699** for Advanced Manufacturing Education and Training
 - Manufacturing education and career training programs

Pulse of Our Community

- Grants/Contracts - During the past 8 months
 - ▶ Number of applications submitted: **25** (47% increase)
 - ▶ Number of grants awarded: **31**
 - ▶ These 31 grant awards totaled **\$6,833,472**



Messaging

Telling Our Story

Telling Our Story

- Newsletter – Employment Update (Under development – training and campus updates)
- Radio, Television and WD Website
- Social Media (Twitter, Facebook)
- Movie Theater
- Media Releases
- Leverage on campus tools (Marquees, TCC22, CaptivEyes, University Partners)

UPDATES

Workforce Development



NONPROFIT CENTER OF THE BIG BEND

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Tallahassee Community College • Division of Workforce Development
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TALLAHASSEE COMMUNITY COLLEGE

Workforce Development

Giving the community an edge



A blurred background image showing a hand holding a power drill over a wooden block. A white protective cap is also visible. The text 'Measuring Performance' is overlaid in a bold blue font.

Measuring Performance

Measuring Performance

- Enrollment and Completion
- Credential Attainment
- Employment or Continuing Education
- Industry Impact
- Satisfaction
 - ▶ Student Satisfaction
 - ▶ Employer Satisfaction
 - ▶ Customer Satisfaction
 - ▶ Visits (face-to-face, phone, etc.)



General Summary

Accomplishments

Forging Ahead

- Created new financial options for students
- Expanded the number and types of training opportunities available
- Implemented a regional outreach strategy (employers and community)
- Increased community partnerships



Accomplishments

Forging Ahead

- Created a comprehensive messaging strategy
- Revamped the WD website
- Created and piloting an abbreviated application process



On the Horizon

Impacting Our Community

On the Horizon

- Training
 - ▶ New program offerings
 - ▶ GED class (Spanish)
- Service
 - ▶ Leadership Institute
 - ▶ Nonprofit Resource Center
 - ▶ Southeast Regional Advanced Manufacturing Business and Incubation and Accelerator Center
- Community
 - ▶ Target group initiatives: Veteran, Plus 50 Encore, Gadsden Re-Entry Center

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