

Office for Community Relations and Continuing Education

TACTICAL PLAN 2009 – 2012

I. Background

a. Introduction

The Office of Community Relations and Continuing Education represents the college and is responsible for:

- *External relations*
- *Marketing and communications*
- *Special projects*
- *Continuing Education, Workforce Development & Rapid Response programs*

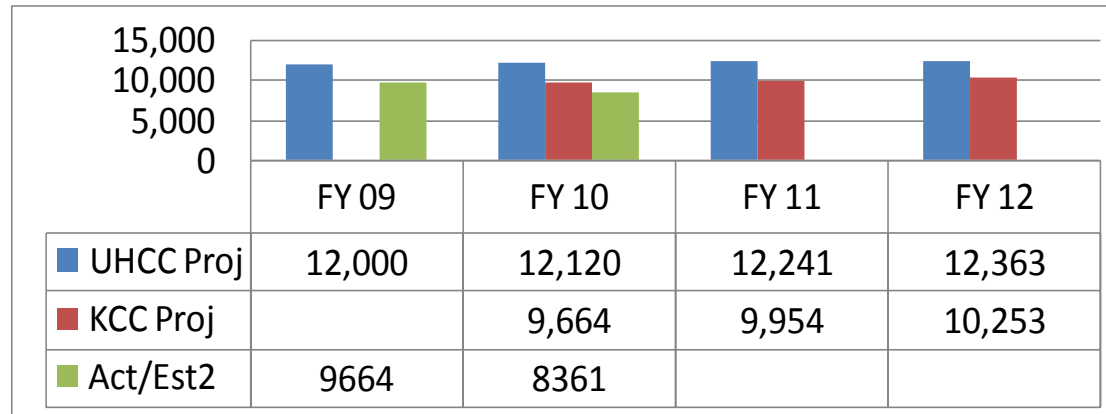
*For details about the OCCE functional statement, refer to KCC’s Reorganization Plan (2009), which can be located on KCC’s website

b. Brief history

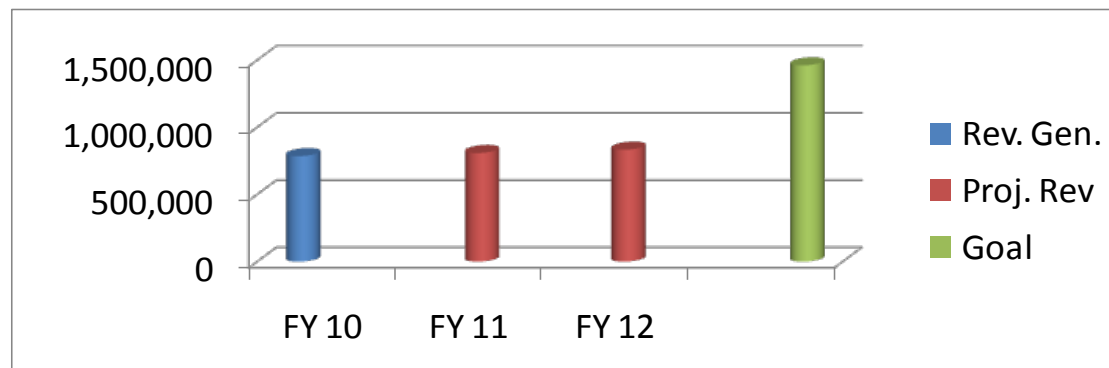
In 1998, Kapiolani Community College (KCC) decentralized its Continuing Education programs to merge with its credit departments. Approximately 4.5 years ago, KCC commissioned the national organization for continuing education, the Learning Resources Network (LERN) to conduct an evaluative study of KCCs decentralized continuing education programs and model. The LERN organization made several recommendations, including the re-centralization of continuing education and assignment of a Vice Chancellor to lead it.

c. Current situation

Continuing Education Enrollment



Continuing Education Estimated Revenue



- FY10 only includes 5 programs for which we were able to obtain information

d. Mission Statement

The Office of Community Relations and Continuing Education shall provide educational opportunities for lifelong learning and serve as a voice for the college in the community and for its constituents.

Vision Statement

The Office of Community Relations and Continuing Education will be the premiere center for innovation that transforms individuals, organizations, and communities while exemplifying social responsibility

II. Strategic outcomes

- **B** Increase the educational capital of the state
- **C** Develop training to support economic development
- **D** Prepare a globally competitive & collaborative workforce
- **F** Acquire, allocate, and steward resources

III. Performance measures

- PMs; B5-7
- PMs; C1E, C1D
- PMs; D2 A-D, & D3 A,B
- PMs; F1D,E, F3A , & F5A

IV. Strategies

	Continuing Education * *Note: Summer Session Mgmt. will be added Summer 2011
	<ol style="list-style-type: none"> 1) Create an organizational infrastructure for Continuing Education based on functions (programming, contract sales & marketing, operations) 2) Implement Learning Resources Network (LERN) recommendations 3) Increase total workforce development training enrollment in high demand, living wage programs 4) Increase total financial performance
	Community Relations
	<ol style="list-style-type: none"> 1) Develop Community Relations plan & infrastructure: Alumni Relations, Marketing, Communications, & PR, Campus Protocol, Special Projects & Events 2) Build & strengthen relations with local, national, and international communities 3) Strengthen communication with internal and external stakeholders 4) Provide stewardship to internal and external stakeholders
Means of Assessment	
	<ol style="list-style-type: none"> 1) B5-7 : Increase the educational capital of the state <ul style="list-style-type: none"> • Increased enrollment by 3% 2) C1E, C1D Develop training to support economic development <ul style="list-style-type: none"> • Increased number of contracts by 3% 3) D2 A-D, D3 AB: Prepare a globally competitive and collaborative workforce <ul style="list-style-type: none"> • Increased enrollment, CR&CE set up, completed assessment of CE, reinstated LEAP, mktg & bus plan developed, increased partnerships 4) F1D,E, F5A F3A: Acquire, allocate, and steward resources <ul style="list-style-type: none"> • Increased non-state revenue by 3% • Baseline year established for fin. performance, financial status measured • Increased number of grants, contracts, donations

<p>Person(s) responsible for implementing measurable objectives and activities</p>	<p>Continuing Education</p> <ul style="list-style-type: none"> • Faculty unit head • Continuing Education Coordinators • Faculty (existing + 3 new faculty positions – 2 WFD from legis, & 1 SF) • CE Registration • Band Bs (existing + fill 1 current vacancy) • Clerical (currently existing in LTC .5, & Passport/Cont. Ed 1) <p>Community Relations</p> <ul style="list-style-type: none"> • Louise Yamamoto • Mary Inouye <p>Shared Support</p> <ul style="list-style-type: none"> • Fill new Band B & Clerical positions (1 BB from legis, 1 Clerical)
<p>Relationships with and connections to other KapCC programs, community groups, etc.</p>	<p><i>Internal:</i> Academic Affairs, Student Services, Kahikoluamea, Allied Health Sciences, Arts and Sciences, Business, Hospitality and Legal Education, Administrative Services, OFIE, Service Learning, Chancellors Office</p> <p><i>External:</i> LERN, NCMPR, NHBs, civic organizations, DHCAC, Hawai‘i Historic Foundation, Crime stoppers, Friends of the Chapel, DBEDT, DHRD, DLNR, WIA, DOH, DOL, DOE, DOA, DO Energy, Military, HARIETT, OHA, Local businesses and professional organizations HTA, SHRM, ASTD, HRA, HHLA, JCC, UH Foundation, private donors, UH External Relations, UHCCs, UH, OCETs, PCATT, HAS, Kapahulu Ctr., Eyes of Hawaii, Los Rios CC District</p>
<p>Resources (human, physical, fiscal, technology) required to implement measurable objectives and activities</p> <p>Please check appropriate funding sources</p> <p>X General</p> <p>X Special</p> <p>X Grants</p> <p>X Biennium & or support budget request</p> <p>X Others</p>	<p>Resources Required to implement strategies:</p> <ul style="list-style-type: none"> • VC, faculty, & staff office spaces, classrooms, CE Bldg., renovation funding • Personnel (New) Clerical (1.5), Ed Spec. (2), Instructors (3) • On-line registration system • Operating funds • Marketing funds • Financial software
	<p>(To be filled in at the end of the academic year)</p>
<p>i) Use of Results</p>	<p>To be completed at the end of the academic year and used for planning for next academic year of the PME Tactical Plan)</p>