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## Continuing Education

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## **History of Adult and Continuing Education**

The Adult and Continuing Education function has been central to the mission of the college since its founding in 1966. Originally it was one of three major college focal points along with vocational-technical education and student services.

The department's mission is consistent with several of the directives in SF550, the law that created the community college system in Iowa in 1966:

- Programs for in-service training and retraining of workers;
- Developmental education for persons academically or personally underprepared to succeed in their program of study;
- Programs for training, retraining, and preparation for productive employment of all citizens; and
- Programs for high school completion for students of post-high school age.

The 1968 North Central Association Self Study prepared constructive notes as a first step toward regional accreditation on these major functions of the department:

- Adult and Continuing Education provided educational programs in four areas: adult basic education, adult high school diploma programs, high school equivalency programs, and general adult education.
- Adult basic education programs developed throughout the area provided instruction to adults with less than an eighth grade education.
- Adult high school diploma programs provided instruction to adults with a 10th grade education but less than a high school education. Students enrolled in these programs were working toward the completion of a high school program and the receipt of a diploma from an established secondary school within the area.
- High school equivalency programs provided instruction to students who had completed at least eighth grade, and by completing additional course work, could be granted a high school equivalency certificate by the Iowa State Department of Public Instruction.
- General Adult education programs provided a wide variety in instruction in areas of interest identified by adults throughout Area XI. Programs developed in this area were of an enrichment, updating, cultural, high school completion and recreational nature.

The College Catalogue for 1970-72 reveals an expanded scope and provides greater detail in describing the functions:

- **Adult Supplemental Programs (Part-Time)**—The College offers a wide variety of educational opportunities to individuals who desire to extend their skills and knowledge related to their present occupations. Most of these adult part-time classes are developed to meet the specific needs of individual businesses and

industries within the college district. In addition, some related instruction classes for apprenticeship programs are conducted in cooperation with local unions.

- **Adult Basic Education**—through this program the college attempts to meet the educational needs of adults who possess less than eighth grade educational achievement. The program consists of reading, writing, spelling, mathematics, and consumer education. Each student enrolled in the Basic Education program is evaluated in terms of his/her achievements, specific needs and future plans. A student may move from this program into the High School Equivalence preparation class whenever the instructor and student feel sufficient progress has been made to warrant involvement in a more comprehensive educational program.
- **High School Equivalency Preparation** —Classes are basically designed to assist adult students in developing a readiness to take the General Educational Development tests. Satisfactory scores on these tests enable the student to receive the Iowa High School Equivalency Certificate. These classes normally consist of 40 hours of instruction although the length may be altered to meet individual student needs. Specific subject matter includes English, social studies, science, literature and mathematics.
- **Adult High School Diploma Program**—The previous educational achievement of an adult student is evaluated and a program developed to permit him/her to obtain the required 32 credits needed to complete high school. Upon completion of the program, an adult high school diploma is issued by DMACC or the local high school where the adult last attended. Requirements for graduation include one credit each in American History and government, two credits in mathematics, two credits in science, and four credits in English. The additional courses necessary to complete the required 32 credits will be determined by the student and his/her counselor or the coordinator of the program.
- **Community Service Programs**—A wide variety of educational, cultural and recreational programs are designed and offered in local school facilities throughout the 11-county area served by the college. Community service programs include specialized small group study, forums, symposiums and seminars.
- **General Adult Education**—Programs are offered in a cooperative arrangement with 32 local public schools throughout the college district. A part of the Adult Education philosophy of the college is to assist in the development of low-cost, high-quality educational programs within a given community. Adult Education staff members served as consultants and resource people for all communities desiring to establish Adult Education programs.
- **Leisure Time**—Courses designed to assist the individual in making more profitable use of his/her leisure time are offered throughout our College district upon request.

These courses are self-supporting and no tax monies are allocated for their operation.

### **Initial Priorities of the Adult and Continuing Education Program**

Dr. Phillip Langerman was the third college administrator to be employed. He joined the college in the fall of 1966. His experience as a staff member in the Iowa Department of Education was valuable as he began planning for this new department at the college. One of Langerman's acts was to establish a working relationship with the numerous local directors of adult education in the local K-12 districts in the college area. He devoted many hours to meeting with each director, discussing their programs, providing consulting and suggestions and offering the ongoing support of the college to their programs. The most obvious indicator of this support was establishing a district-wide schedule of all local adult education programs in a tabloid, which was made available for promoting of local programs and provided the public with information about classes of interest to them in programs in other communities. This tabloid became an important service of the college and was continued until the late 1990's when many local school adult education departments were eliminated.

Nick Bellizzi was appointed Assistant Director of Adult Education in the spring of 1967. Langerman and Bellizzi also hosted meetings of all of the local adult directors on both a regional and district-wide basis that fostered cooperation in scheduling classes and provided an opportunity to interact with peers in other districts.

A second challenge was to establish new locations to serve targeted populations within the district. Accordingly, offices who provided adult and continuing education services were established in several locations in Des Moines, West Des Moines and other metro communities. Most were staffed with a full time coordinator and were open the hours that met the needs of the local clientele. All the functions were also available at the Ankeny Campus.

The program was also among the most active in the college in developing grant proposals, state and national, to provide additional funding for target groups. It was also the force behind the awarding of a Model Schools Grant that provided much of the initial funding for the Urban Center, which eventually became the DMACC Urban Campus. Langerman played a key role in preparing a federal grant proposal under the Advanced Institutional Development Program (AIDP) that awarded the college one million dollars. (The details about this program are included in a special paper on the project in the history archives.)

### **Unique Mission of the Department**

The Adult and Continuing Education Department is unique at the college since the vast majority of its programs and services are offered off campus, using part-time instructors, are not for credit, and are constantly revised to meet the unique needs of existing and emerging populations. The department has been among the most responsive to changing needs and has constantly responded through modified, new or additional services to its

clientele. It also has been among the most aggressive in seeking outside funding and support from government and business for new and ongoing programs.

### **Organization Structure**

The department followed a structure that included coordinators in each of the major service areas of the department. It also included supervision of state-funded programs that formed partnerships with the college for the delivery of services.

One area of focus, Adult Supplemental Program, Part-Time, was initially administered under the Vocational-Technical unit. This arrangement was based on the assumption that many of these specialized business short courses would profit from support of the faculty members in related occupational programs and support of the program advisory committees. The responsibility for these programs was transferred to Adult and Continuing Education as part of reorganization in the 1980s.

### **Economic Development Group**

In the early 1980s a new unit was created, Economic Development Group (EDG). The department placed a new emphasis on contract training. This change, in part, was to respond to the HF 623 state legislation that authorized training contracts between area colleges and individual businesses. Cary Israel was named as the Vice President of the Economic Development Group and also had responsibility for Continuing Education. Recently Dr. Israel recalled the philosophy he was asked to implement by President Joseph Borgen:

*The next challenge was for all of us to act and respond like a business rather than as an academic unit. Obviously we needed to be on the timetable of business and industry if our training and CE offerings were to be successful. Accordingly, I created a file for every company we approached and were working with ....a check off sheet of 24-25 questions/answers and we did continual follow-up/process improvement/quality assurance. I was very proud of all my EDG colleagues and also the Deans/VP's at DMACC. Without their collaboration, ideas, help, and hard work EDG would not have succeeded. It was a testament to teamwork and a college coming together to help the community and students thrive.*

In 1985 the college developed two “incubators”: The Golden Circle Incubator at the Ankeny Campus and the Golden West Incubator in Audubon which were initially administered by EDG.

In the Economic Development Group became a separate unit. About the same time reasonability for the two incubators was assigned to the Vice President of Business Services.

*Editor's note—there is a Special Topics Paper on Incubators included on the DMACC Pioneers History web site..*

Continuing Education From 1986-2013

(Contributed by Janet Drake, Lois Kiester and Jane Herrmann)

*Contributors' Note: Our time at DMACC spanned over half of the life of the Continuing Education Department as the three of us began our careers in Continuing Education and retired from this Department.*

The Mission of Continuing Education has always aligned with the College's Mission. DMACC Continuing Education (CE) provides the community with noncredit educational opportunities, professional continuing education (CEUs), entry level job training and leisure/recreational classes. When we joined CE staff, Continuing Education worked with the local schools, providing community education and mass marketing across DMACC's 11 counties. In the early '90s, this association with local schools was discontinued and the focus of CE classes moved toward more alignment with credit programs at DMACC.

Focus and funding support was centered on vocational supplemental classes and fewer leisure or recreational and personal enrichment classes were offered across the district. In 2005, as skills gaps were being identified within the workforce, Continuing Ed began developing more noncredit certificate programs to address these gaps and to provide advanced educational opportunities for career ladder development. Continuing Education worked with other departments and campuses to develop and provide short-term, workforce readiness training and skill development that complemented existing credit programs.

Profound changes within the Continuing Education Department typically took place as a result of changes in community needs and business/industry training needs or were the result of College reorganization or restructuring. EMS programming was moved from noncredit to credit in the early to mid-'90s. CNA (Certified Nurse Aide) training followed soon after as the training was incorporated into the credit nursing program at DMACC. Pharmacy Technician training transitioned to credit in 2009. The Continuing Education Department has always provided the opportunity for quick start-up of programs that could be vetted as they were being reviewed and approved as new credit offerings. CE has provided a number of excellent faculty members who were employed across the institution as well.

The rapid growth of personal computers and more advanced computer technologies in the early '90s launched the Software Training Center, where two dedicated labs were set up in Building 7. Contracted software training, advanced classes in MS Certification, and A+ Certification were in such demand in the late 1990s and early 2000 that classes were held as early as 4:30 a.m. to meet business and industry demands. Contracted computer software training and public offering classes thrived, and they continue today.

The DMACC Conference Center, Building 7, was a wonderful asset to the College and the Continuing Education Department. CE hosted dozens of conferences and thousands of

DMACC constituents each year utilized the Lake View Inn, the Auditorium, several break out rooms and the wonderful culinary program. The annual Iowa Association for the Education of Young Children (IAEYC) grew from conference attendance of 300 to 1,000. Restrictions on space after the Software Training Center was established, and then later, when the culinary needs expanded, required several of the conferences to be relocated off campus and our conference activity saw profound changes.

In 1994-95, the State of Iowa adopted a plan to lay fiber optic across the state for sharing of educational opportunities in rural areas. DMACC was identified as a FOT (fiber optic terminal) site and responsible for assisting with the build out within the 99 counties and in developing processes and procedures for scheduling, developing and delivering classes throughout the state. This position reported to the VP, Continuing Education. Credit and noncredit classes utilized the Iowa Communications Network and the College still utilizes the ICN today, primarily for data usage as the demand for anytime/anywhere learning continues to increase in popularity.

In the early years, the demand for Continuing Education classes was primarily in the evening hours, and this was the time that labs and classrooms were available for non-credit use. As credit class enrollments continued to climb, more evening sections of classes needed to be made available and classroom space became more difficult. CE was challenged to identify classes, instructors, and audiences to fill late afternoon time slots. The Most Notable Accomplishments of the Continuing Education Department speak, not only of the very nature of our programs, but of the dedicated staff that have served Continuing Education throughout these years. Three mantras have served the Department and the College over 25+ years that we are most proud of: "Whatever it Takes", "Yes, We Can" ...and "Make it Happen!" Some of the accomplishments are listed below:

- DMACC successfully hosted US Attorney General, Eric Holder and Secretary of Agriculture, Tom Vilsack for the first of a series of Monsanto Hearings at the FFA Enrichment Center, coordinated by Continuing Education;
- Challenged to schedule classes in the new centers and fill the odd hours at Westlakes, Pappajohn Learning Center, Hunziker, Perry—in addition to the other five campuses;
- Developed classes for downtown businesses-Bits n' Bytes-on the skywalk;
- Coordinated the first classes at the Pappajohn Center and continued to support a presence until the educational partners dissolved;
- Offered LEAN Healthcare Training Statewide;
- Developed training for and implemented several grants that were received by DMACC; H1B Technology Grant, Mine Safety Education, HIT Consortium Grant, and the Workforce Training Grant;
- Responded to request from Pioneer and John Deere: The Learning Consortium training classes were held for their employees and the general public;
- ICN Statewide Training in Critical Care Nursing-Received State Recognition;
- Developed OWI 1 & 2 Weekend Programs --Received the IALL Creative Program Award for this program that was replicated at other colleges;

- Influx of Hispanic population—responded by developing Spanish in the Workplace classes;
- Met legislated training requests: Bouncer Training, Used Auto Dealer Education, Bankruptcy Education, School Bus Driver Classes, and Motorcycle and Moped Safety;
- A strong relationship with the Courts and law enforcement resulted in the development and implementation of several court mandated classes including Driver Improvement, DUI, SAVE (Stop Abuse of the Vulnerable Elderly), and Batterer’s Education;
- Partnered with the City of Des Moines and DM Neighbors and Annie E. Casey Foundation in developing Greater Des Moines Leadership Program;
- Tasked with staffing the Evening/Weekend office to provide support to the evening instructors;
- Assisted in the launch and opening of the FFA Enrichment Center and implementation of their first scheduling software for the facility;
- In partnership with ISU, offered Foster and Adoptive Parent Classes, later called PS-MAPP classes for hundreds of prospective parents from 1986 through 2013;
- Offered online noncredit classes through Education to Go (Ed2Go), a third party vendor, registered record numbers of students placing DMACC in the TOP 10 across the United States; and
- Throughout these years DMACC was recognized for students consistently attaining the highest percent passing scores on EMS exams.

*The following is an editorial note from Jane Herrmann, Executive Director of Continuing Education for 15 years:*

I was asked to comment on the proudest memories of the Continuing Education Department, and as I reflected on the many accomplishments and unheralded victories throughout my tenure in this position, I would have to say I was most proud of the staff who worked diligently to stay abreast of changes in their respective areas, took roles of leadership across the state and NEVER backed down from a challenge! The staff knew that “under all the numbers are people...” and always worked to develop and nurture the necessary relationships with businesses and professional organizations to assure that community and individual needs were being met. In times of personal tragedy or adversity, the Department pulled together time-after-time and kept all the balls in the air. Seamlessly. The flexibility of this Department did not exist only in meeting programming and scheduling requirements, but in the ease with which change was accepted. As the College expanded labs and classrooms, the Continuing Education Department moved several times on the Ankeny upper campus, then to the east side of campus and in 2013--to DMACC Southridge Campus. I am honored to have worked for and with DMACC and Continuing Education...it will forever be a proud memory for me.

**Staff**

Throughout the history of Continuing Education there have been many who contributed to the success of the Department within DMACC. Our apologies for any names that we may have missed, but as we recognize the years 1986-2013 we would be remiss not to mention the following:

Senior Leadership: Kim Linduska, Senior Vice President; Dory Briles, Executive Vice President; Gene Boldt, Senior Vice President

Continuing Ed Leadership: Jane Herrmann, Executive Director; Clyde Kramer, Vice President; Carroll Bennett, Vice President; Jeff Stevenson, Dean, Continuing Ed.

Continuing Education Coordinators/Directors : Mike Aubrey, Chuck Baugous, Julie Bundy, Curt Buhr, TJ Carroll, Janet Drake, Stephanie Farmer, Sue Gibbons, Jaime Haub, Lois Kiester, Kate McNally, Linda Miller, Wayne Neal, Sheri Reynolds, Gordon Rowe, Joyce Nelson Smith, Darin Stevenson, Allen Suby, Glenn Volkman, Mike Waters, Jill Whitson

Administrative Assistants: Georgia Bach, Kate Janssen, Jolyn Winkler, JoAnn Bergeson, Karla Stokes , Dana Zeiser, Marilyn Arnold, Barb Aubrey, Cindi Barton, Connie Birdsall, Mary Bruscher, Pat Cahill, Judy Erickson, Teresa Farrell, Sue Foster, Lori Hanze, Dee Hill, Jennifer Holm, Cindy Huisman, Marcia Johnson, Melissa Karas, Dee Lenzini, Bonnie McBee, Ellen McDonald, Barb Meeker, Kay Miller, Lori Obernolte, Amanda Seaton, Mary Wakefield

## **2013-present**

The Continuing Education department experienced several departmental changes from 2013 to the present. The department moved to new office space on the Southside of Des Moines and hired new staff: Executive Director- Mike Hoffman, CE Coordinator Angie Neville, and administrative assistants Skye Jones and Cheryl McCracken. Also part of the new restructuring of programs added several new people to the department: Work Force Training Academy staff: Pam Gaddy and Kay Maher; Work Force Training Academy Connect Directors Denise Aikoriegie, Andrew Gross and Tinika Roland; Pathway Navigators: Lori Card, Silas Hanneman, Teresa Tripp, Megan Patton, Sue Mixdorf and Andrea Jensen.

Over time the need for personal enrichment has declined, due to multiple area schools districts offering these type of courses. Open enrollment courses are still the biggest draw, which includes court mandated, professional licensure, and CEU hours. However, DMACC has experienced an increase in meeting more local industry needs and developing specific training for area employers. New business partnerships and training opportunities are developed on an annual basis.

## **New Facility--The Center for Career and Professional Development**

This new 65,000 square foot facility opened in the fall of 2013 at Southridge Mall. The continuing education department moved into this new space, which is occupied by other departments as well: Business Resources, Success Center, Credit Classes, and the Warren

County Career Academy. Within this facility we are able to offer many courses in the same facility where staff is located.

Continuing Education continues to collaborate with DMACC's Business Resources on providing contract training for several businesses in the area based on industry needs.

**Vermeer Welding Program**--With the continued nationwide shortage of welders, DMACC has partnered with Vermeer both to expand DMACC's welding program, as well as to bring unique solutions to Vermeer to solve their workforce challenges. The 120 hour training is held onsite in Vermeer's weld training lab, which also happens to be located inside the manufacturing plant. The ability to train in this environment has proven invaluable to the success of the program, so the participants can see "real world" manufacturing in action while they are learning a valued trade.

Welding instructors are DMACC adjuncts recruited from Vermeer who can observe student progress and performance and make recommendations for employment at Vermeer. Most of the students are offered jobs at Vermeer; however, students who are not hired by Vermeer receive quality training and an industry-recognized certificate to apply at other local manufacturers needing skilled welders. Once training is completed, a graduation event is held at Vermeer to recognize the achievement by the students. The families of the students are invited to attend.

This program has proven successful with four cohorts completed since February of 2012 offering training to 56 students with 52 welders successfully completing the program (93%). Forty-nine successful students (94%) were offered full-time employment, 46 (88%) as welders. Retention for students hired by Vermeer is 90 percent. This continues to encourage Vermeer to invest in this program as they see lives of participating students transforming by this program, demonstrating loyalty to the company, and watching them excel and receive promotions within their company.

**Des Moines Fire Department**--In May of 2014 DMACC became the exclusive "paramedic" training partner for the Des Moines Fire Department. This non-credit training program through Continuing Education for all new DMFD academy students was successful in its first year. All trainings are held at the DMFD training facility with a DMACC instructor and coordinated through the credit Paramedic Program. Due to the success of the program, other fire departments are reaching out for more collaboration with DMACC, and DMACC is already in the process of providing more innovative ways to work with surrounding communities.

**Technology Partnership**--In the fall of 2014, DMACC partnered with several area IT businesses to develop an IT partnership board (Guide One, Principal, Farm Bureau, Shazam, Nationwide, and Wells Fargo). The goal is to meet the growing need for IT training for potential employees for local businesses. CE is at the forefront in supporting a non-credit opportunity to meet the broader IT needs for the area companies in "Application

Development.” The 8-9 month program will begin in the fall of 2015 with a female cohort of 10-15 incumbent workers from area companies.

In 2014 CE incorporated a new online registration system to meet the growing need for 24/7 registration opportunities. The new personalized online registration system was built with several different DMACC departments involved and replaces a different canned system. Over 80 percent of CE courses can be registered for and paid for online as of January 2015. Previously, roughly 300 students annually would register for classes online and now over 2,000 registrations have been completed in the first six months with the new system. In 2015 CE started its own Facebook page, which is updated weekly and provides updated information.

The learning for students has evolved over the years from face to face, night and weekend courses to now more online opportunities. CE has offered online courses through third-party vendors over the past several years. Starting in the fall of 2015, the department will be offering some of DMACC’s own internal courses fully on the web or as part of a web blended delivery system (part online, part classroom). The demand for more flexible learning opportunities for the current workforce has given DMACC the opportunity to expand offerings of online courses.

As of 2013, Continuing Education now oversees state funding to assist students in both credit and non-credit programs focused on high demand occupations (IT, Transportation, Health, and Advanced Manufacturing). Six Pathway Navigators were hired to help support students in these areas of education. Navigators provide both educational and personal supports to help guide them through a career pathway.

This Career training program became part of the continuing education department in July of 2013. The program was previously under the Vice President of Community outreach. The Workforce Training Academy empowers students by offering career education and coaching in a supportive environment that's focused on taking them to the next step in their career. Career training offers a variety of certificate classes and resources to help individuals prepare for occupations that have been identified as high-growth, high-demand in the Des Moines region. These career areas include Business/Information Technology, Manufacturing/Industrial Technology, Health Care Occupations, and Transportation.

Most non-credit certificate programs are not eligible for federal financial aid. The Workforce Training Academy tuition assistance program bridges the funding gap for students pursuing short-term training. State funding helps support tuition assistance for students. In 2012-2013 approximately 146 students enrolled in the program. In 2013-14 over 450 students enrolled in program. Some of the recent short term certificates are listed below:

- Administrative Support Intermediate
- Advanced EMT

- Industrial Safety
- Electrical Maintenance
- Manufacturing Specialists/Logistics
- MIG Production Certificate
- Direct Care Professional
- HealthCare Support
- Lab Support Technician
- Industrial Painting
- Logistics
- Construction Specialist

The department is always looking for ways to be innovative and meet the needs of the community. A new industrial paint lab was built using the existing auto-collision paint booth at Southridge. DMACC has the only training facility for industrial painting in the state of Iowa and plans to provide workshops for area employers interested in training during the summer of 2015. A short-term training certificate is also available, which began in the fall of 2014, after local industry suggested the need to replace an aging work force in Industrial Painting.

This department is customer driven, and the success of continuing education depends on being fluid and ready to change to meet the customer's needs and expectations. The CE department understands the trends and is at the forefront of change. Priorities are as follows:

- Quality--Quality programming expected;
- Service--Customer focused;
- Speed--New products and services developed in a short amount of time;
- Innovation--Offering new products each year based on statistics and trends;
- Flexibility--Recognize many different learning styles, and time schedules; and
- Cost--Affordable for both the customer and within CE's operating margin.