

Assumptions:

- Unionized faculty; 350 FT, 600 adjunct
- Workforce Division uses instructors from industry for instruction on noncredit training programs
- Administrators are on one-year annual contracts
- Shared governance structure
- Board of Trustees is percentage split (part appointed, part elected)

College Background:

- College Mission: *We serve all students in a caring and respectful manner*
- College's Workforce Division's Focus: *The right student, in the right training, for the right job*
- Serves 40,000 students; 5,000 dual-enrollment students
- Multi-campus institution, located in a metropolitan area
- Whiptown's president reports to the BOT and has four direct reports: VP of Academics, VP of Finance, VP of Technology, and VP of Workforce Development
- Offers associate degrees and noncredit training programs including programs for seniors
- Enrollment has been down 5% each year over the past three years; with 5,000 students who did not return for the spring 2016 term
- 2014-15 associate degree graduation rate was 25%; noncredit workforce training programs average 75% placement rate in 2014-15

SCENARIO

The board of trustees chair, *who also sits on the local economic development board*, notified Whiptown's president that a major company that is coming to Whiptown, USA in one year to build a 2-million square foot production facility. The company is in need of skilled workers for production jobs as well as technicians and managers. The number of jobs needed: 1,000-1,500.

There are two community colleges in the area that the new company will approach for assistance in building their local workforce. Whiptown Community College is one of the choices. The company has pledged a \$25 million donation for scholarships to the community college that they ultimately select.

Whiptown's president charged the college's academic and workforce teams to make it happen!

Critical components of the plan to consider:

- Program development
- Student readiness
- Job placement
- Sustainability of programming
- Employer engagement/relationship building/identifying employer needs

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Bridging the Great Divide: Unifying Academic and Workforce Worlds

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