

Corporate College AVE

Training and Education Way

Designing a Corporate College

Presented by MATEC NetWorks



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National
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Advanced Technological Education program
DUE 1104159

Presenters



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Host: Michael Lesiecki



What type of institution do you represent?

- A. Community College (2 year degrees)
- B. Community / State College (2 & 4 year degrees)
- C. University
- D. Private College or University
- E. Private Training Provider



What size community/region does your community college serve?

- A. Under 500,000
- B. 500,000 to 1 million
- C. 1 -2 million
- D. 2- 3 million
- E. Over 3 million



What is the top industry sector in your community?

- A. Government / Education
- B. Business & Professional Services
- C. Manufacturing / Energy / Logistics
- D. Health
- E. Hospitality / Tourism

Are these top companies employing more white collar-degreed positions or blue collar and non-exempt level positions?

- A. White Collar / Exempt
- B. Blue Collar / Non-Exempt



Objectives for Today

1. Identifying what you think about when developing a plan for a Corporate College
2. Exploring in detail the Institute Model
3. Looking at budgets and funding possibilities
4. Establishing key partnerships and key customers



DO YOU HAVE A PRODUCT?

What is it?

Do your customers know about it?

Do they want it?

Who are your customers?



5 Keys for **Success** – start with a **plan**

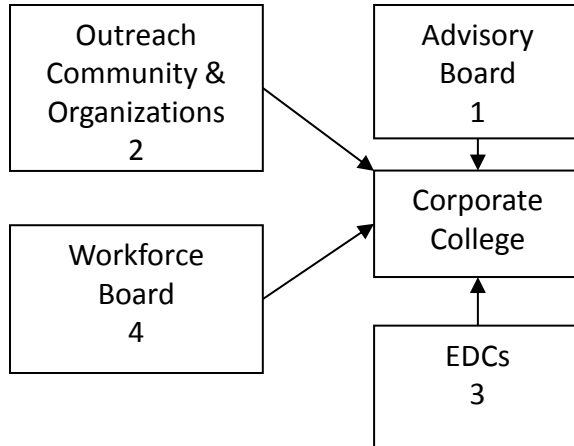
Outreach

Assessment and Environmental Scanning

Critical Partnerships/Delivery

Funding – Grants

Accountability and Measurement



Business and industry training needs:

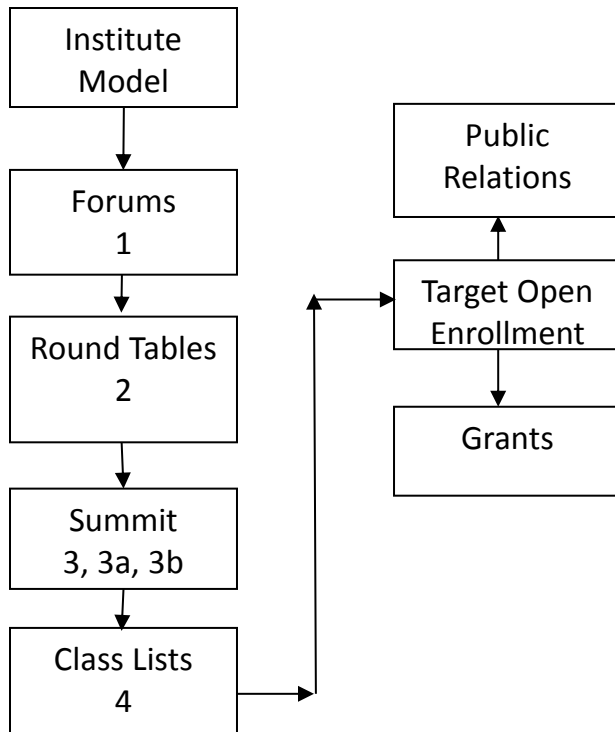
1. Corporate College Advisory Board (CCAB)
2. Community businesses & organizations
3. Economic development agencies
4. County/Regional workforce board



- 15-30 members
- 1 – 3 member from each industry sector
- Rotate every 2 years
- Members from non-profit organizations that impact your community
- Board must develop clear mission and goals
- Structured on-boarding
- Push them to be your advocates



- Approach must be targeted to meet the needs of the community
- Think like a successful company – don't assume they will just come to you
- Toyota vs. GM – Market need vs. marketing
- Build Critical Mass (Institute Model)



Institute model process:

1. Forums: 5 to 15 representatives
2. Round tables: 20 to 30 representatives.
Advisory committee:
 - a. curriculum
 - b. marketing
3. Summit: 30 – 100 representatives
 - a. Three questions asked at all meetings
 - What careers?
 - What training needs?
 - Will you commit?
 - b. Find a Champion
4. Classes are developed, priced and marketed.

- Local Workforce Board
- Power Partners – they speak your customers' language
- Corporate College Advisory Board (CCAB)
- Institutional Grants Office
- Institutional Leadership
- Economic Development Organizations
- College Foundation
- Aligned Academic Programs

What is a Power Partner?

A major resource or vendor that provides the education community their products or services through the company's existing sales channels



Choosing the Right BIG Partner

The partner you choose must have stellar credentials and be known industry-wide

This confirms that you are bringing the best possible programs to your customers and increases market share

If you don't do this someone else will or the partner will do it themselves



Rockwell Automation

Automation training for logistics and manufacturing

General Physics

*Process improvement in Healthcare, Manufacturing
and Logistics & Distribution*

LEAN

Endress + Hauser

Instrumentation and Process Control

Kempner Tregoh

*Project Management and Analytical Trouble Shooting for all
industry sectors*

Delivery

- Don't reinvent the wheel – beware of the hidden costs of building curriculum
- Be flexible – customize, schedule for convenience, listen to your customer
- Go to them
- Consult, don't take orders
- Use public relations to market

**Does your college have a “corporate college” /
professional education division?**

- A. Yes
- B. No

Does your corporate college have a separate industry/community advisory board?

- A. Yes
- B. No



If you are involved in apprenticeship, is the instruction provided by:

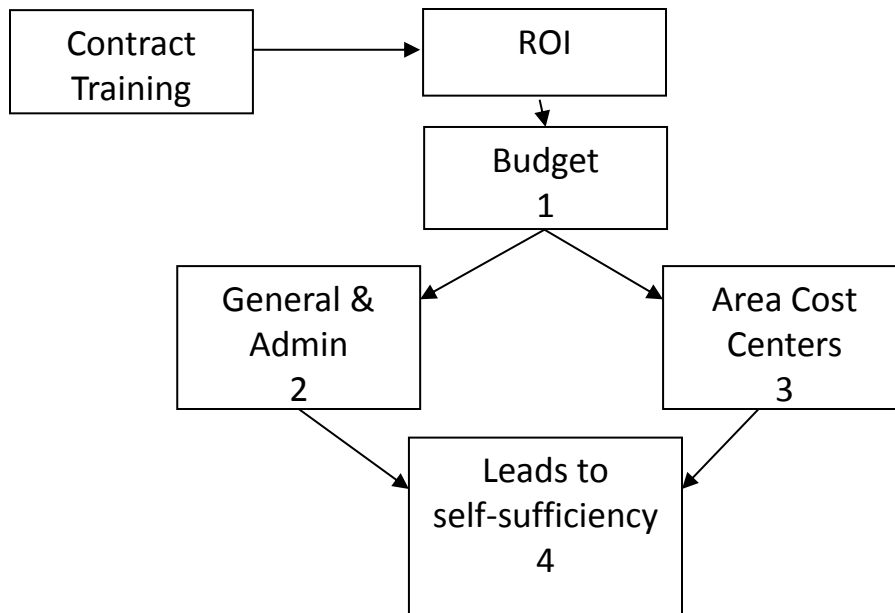
- A. Non-credit corporate & professional education division
- B. For-credit program or department

Do you offer articulated college credit for completers of a corporate training?

- A. Yes
- B. No

Funding Factor

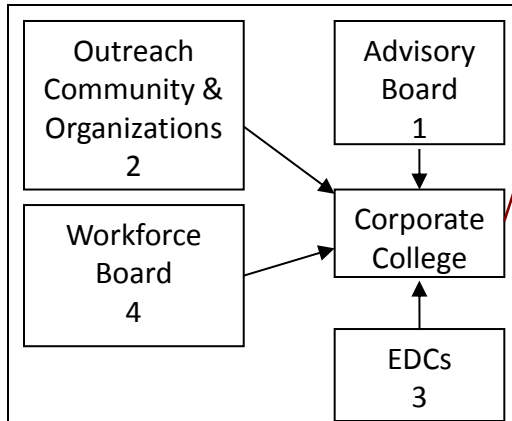
- Grants are the catalyst
- Search – Everyone in the organization must be aware and search for grant opportunities
- Reporting the deliverables – The devil is in the details



Contracted/targeted training budget:

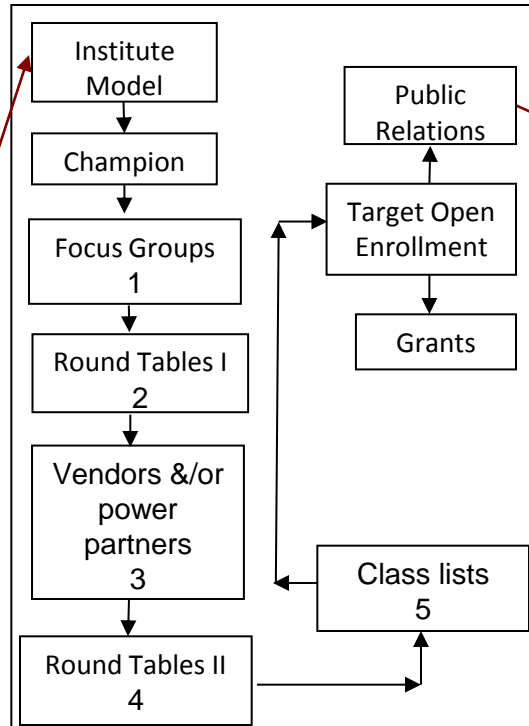
1. Corporate College Budget
2. General & Admin costs
3. Cost centers setup for individual institutes
4. Leads to self-sufficiency

Polk State Corporate College Institute Model



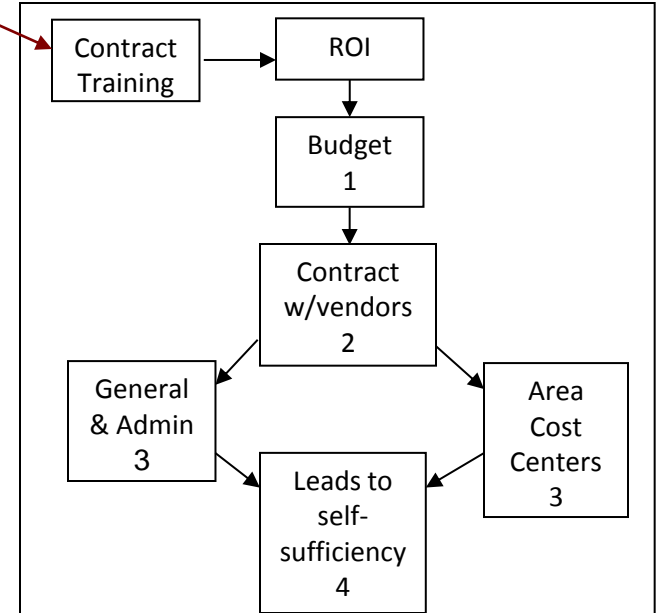
Business and industry training needs:

1. Advisory Board (Advisory Board)
2. Community businesses & organizations
3. Economic development agencies
4. County workforce board



Institute model process:

1. Focus Groups – 8 to 17 representatives
2. Round Tables I – 20 to 30 representatives.
Advisory committee:
 - Curriculum
 - Marketing
3. Find vendors and/or power partners
4. Round Tables II – 30 – 100 representatives
Three questions asked at all meetings
 - What careers?
 - What training needs?
 - Will you commit?
5. Classes are developed, priced & marketed.



Contracted/targeted training budget:

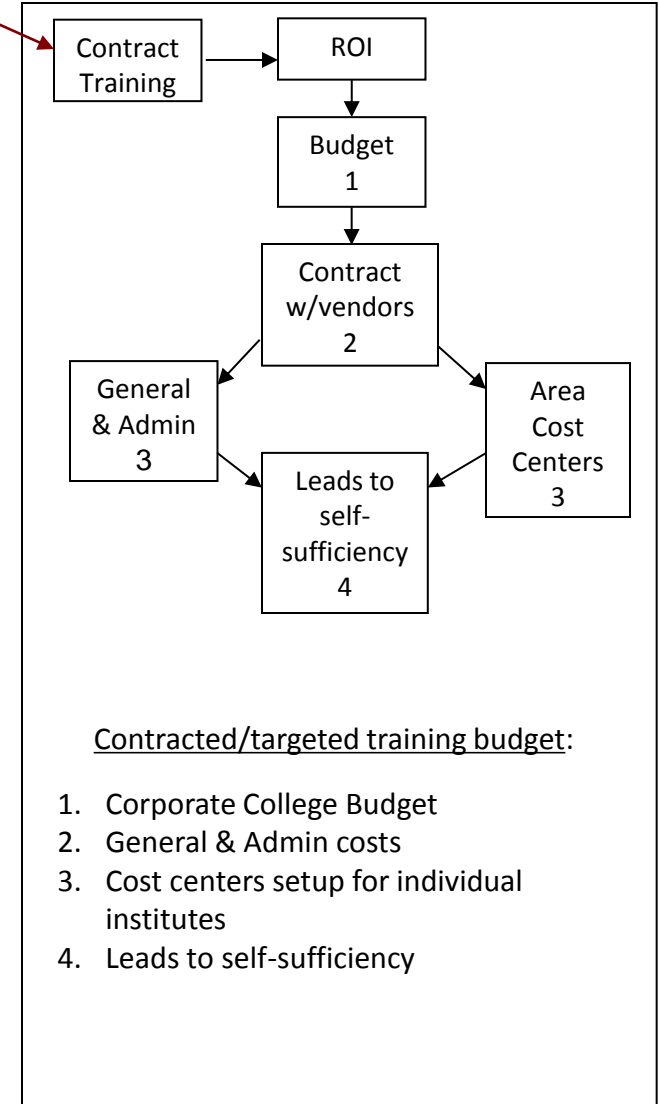
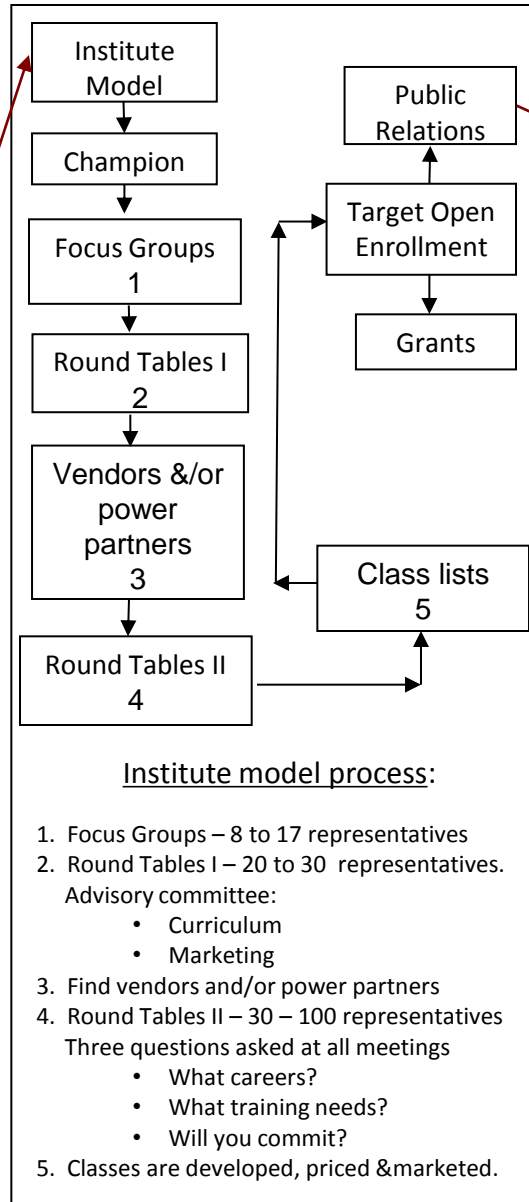
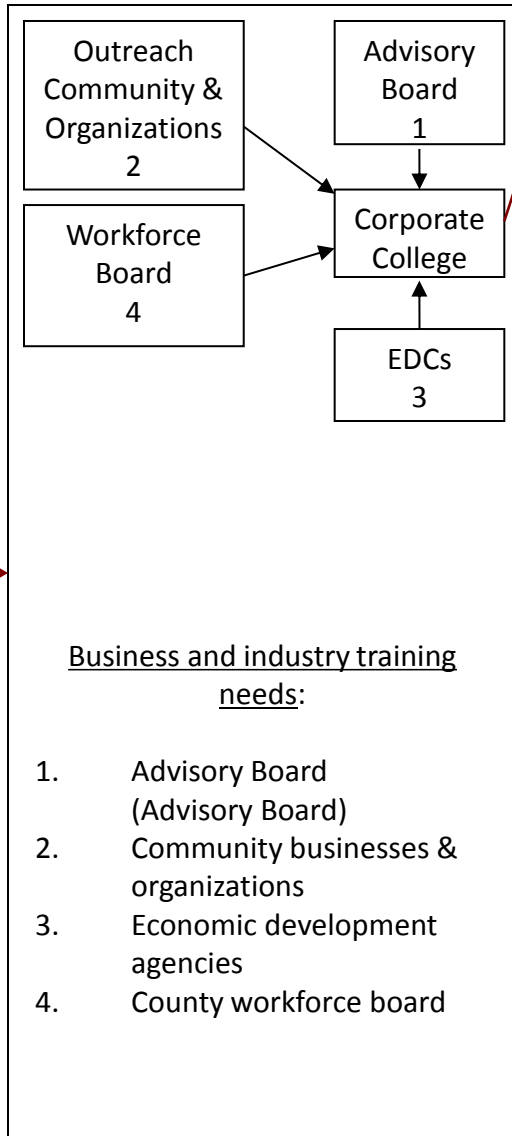
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Evaluation

(Formalized internal and external data collection and analysis)

- Organization / Management
- Products / Services
- Sales / Marketing
- Market / Model
- Competition
- Customers

Polk State Corporate College Institute Model



Resource:

- NCCET – National Council For Continuing Education & Training
www.nccet.org
- NCCET is the national organization for leaders in workforce, community, and economic development
- 2013 Annual Conference
 - October 7-9
 - Baltimore, MD

A screenshot of the NCCET website homepage. At the top left is the NCCET logo. To its right is the tagline "The National Organization for Leader Workforce, Community and Economic". Below this is a blue navigation bar with links for Home, About, Benefits, Join, Events, News, Career Center, and Marketplace. The main content area features a large image of four smiling professionals clapping. Overlaid on this image is the text: "NCCET is a great place for members to put their heads together." To the right of the image is a "JOIN NCCET" button and the text "Click to find out how to join today". Below the image is a section titled "2013 Annual Conference Registration Coming Soon!" with a sub-heading "Download NCCET's Latest White Paper". The text below states: "NCCET's 2012 white paper *Delivering the Programs That Industry Needs* is now available for download. Members will find the White Paper in the Resource Library of the Members Only area: **NCCET 2012 White Paper**. To share with non-members, direct them to <http://tinyurl.com/NCCETwhitepaper>." To the right of this text is a promotional graphic for the "May 2013" membership offer: "JOIN NCCET NOW A MONTHS FREE MEM". At the bottom of the page are three buttons: "NEWS & UPDATES" (with a folder icon), "UPCOMING EVENTS" (with a calendar icon showing "MAY 14"), and "SELECT PARTNER". Below these buttons are three smaller images: the NCCET logo, a city skyline, and a banner for the "NCCET ANNUAL CONFERENCE".



Recap

1. Identifying what you think about when developing a plan for a Corporate College
2. Exploring in detail the Institute Model
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Webinar Resources

To access the recording, slides, and handout visit

www.matecnetworks.org,

Keyword Search:

“Webinar Designing a Corporate College”

Upcoming Webinars

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July 21-24, 2013



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Thank You!

Thank you for attending the
MATEC NetWorks Webinar

Designing a Corporate College