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COC INNOVATION SHOWCASE

2015

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BUSINESS PLAN

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COC INNOVATION SHOWCASE

<u>Executive Summary</u>

The College of the Canyons Innovation Showcase is an event where College of the Canyon's departments/programs will showcase current Certificate Program and CTE student projects to the following target audiences:

1. **Students who are undecided on a major**
   Many students begin their educational journey and apply at College of the Canyons (COC) unsure about which discipline or major they will pursue. Departments/programs have many available opportunities for students. However, they may not have the resources necessary to present the information regarding these opportunities to the students who would benefit from them.

2. **Prospective certificate program and/or Career Technical Education (CTE) students**
   Other students choose the certificate program and/or Career Technical Education (CTE) path. According to the Career Technical Ed Department webpage, "*Career Technical Education (CTE) delivers academically rigorous and relevant content in high wage and high employment potential industry sectors as identified by the State and U.S. Department of Labor. Career Technical Education provides experiential learning, career awareness and demonstrated outcomes. This allows students the opportunity to develop skills required in the workplace while pursuing their personal aspirations.*"

3. **Community members (including prospective employers)**

Department Chairs and Deans will select students whose projects demonstrate innovation and creativity to participate in the showcase. Students, parents, businesses, and community members will be able to enjoy the gallery of projects, as well as attend any of the live demonstrations. The showcase will be funded by District funding and grants.

The Innovation Showcase will be followed by a reception and a Recognition Ceremony designed to honor students who have completed certificate programs or CTE programs. In 2013/2014, 1,008 students earned Certificates of Achievement or Certificates of Specialization at COC. Upon completion of their certificate programs, these students were not offered an opportunity to participate in a recognition ceremony which would serve to acknowledge their hard work and achievements.

Benefits of the Innovation Showcase will include opportunities for:
- Exposure for Departments/Programs and services
- Assistance for students in defining their career path or major
- Cross-departmental collaboration
- Recognition for current students while showcasing their innovation and creativity
- Partnerships with local businesses and District and community members
- Prospective employers to connect with highly-skilled employees ready to join the workforce
- Certificate program students to be honored at a recognition ceremony
- Potential to increase the number of certificates earned at COC

The COC Innovation Showcase will be funded by the District.

SHOWCASE DESCRIPTION

COC currently offers a total of 144 programs: Sixty-six (46%) of these programs are certificate programs (37 are Certificate of Achievement programs offered by the College; and, 29 are Certificate of Specialization programs offered by various departments). The COC Innovation Showcase will provide opportunities for students enrolled in these certificate programs to exhibit their projects and demonstrate their skills to their families, community members (including potential prospective employers), and other students.

With new 3SP requirements preventing new students from enrolling with an "undeclared" major, many students are now prompted to select majors that do not reflect their academic/career goals. During New Student Advisement Workshops before the end of Spring term, Counseling will invite new students to attend the COC Innovation Showcase. Attending the Showcase will give these new students opportunities to explore all of the certificate programs offered by the College and its departments; meet with faculty and current students; and become better informed about their academic and career options.

As of June 2014, 1,008 students who completed their Certificate of Achievement/Specialization programs were not offered an opportunity to participate in a ceremony. (This is a large number considering that 1,297 students who completed their Associate Degree programs had the opportunity to participate in COC's commencement ceremony.) The COC Innovation Showcase Recognition Ceremony is a perfect opportunity for COC to recognize and honor the achievements of its certificate program graduates. This faculty-led recognition event will be open to certificate program graduates, their families, community members, prospective students, and current students.

Objectives:
- 50% Attendance by certificate program graduates (approximately 500 students)[1]
- 36 Student exhibits/demonstrations (3 works presented from 12 programs)[2]
- Touring of the Welding Technology, Emergency Medical Technician, and Culinary Arts spaces
- Increase student awareness of certificate programs and opportunities
- Increase FTES earnings for CTE programs

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[1] Attendance goal for first year event, with expectation of 80 % attendance by third year.
[2] Participation goal for first year event, with expectation of 45 exhibits representing 15 department/programs by third year.

MARKET ANALYSIS

Industry Trends

The COC Innovation Showcase meets a growing trend in higher education to create programs that are engaging to current and prospective students. These programs provide a sense of community which helps students feel that they belong to a supportive and nurturing college experience that genuinely cares about their success. In a recent study by the Research and Planning Group for California Community Colleges, "Student Success Redefined" it was discovered that community college students are seeking six success factors. The RP Group asked nearly 900 students from 13 California community colleges what *they* think supports their educational success (The Research & Planning Group for California Community Colleges (2015). Using student voices to redefine support. Retrieved May 18, 2015 from http://www.rpgroup.org/sites/default/files/StudentPerspectivesResearchReportJan2013.pdf). These six success factors are that they want to be:
1. Directed
2. Focused
3. Nurtured
4. Engaged
5. Connected
6. Valued

The COC Innovation Showcase will provide an opportunity for students to experience all six success factors. Students will be invited by their professors to submit a project to the COC Innovation Showcase. Additionally, students will be encouraged to petition for a certificate. They will be focused to master and complete their Student Learning Outcomes for their course work, in addition to having a creative space to demonstrate their mastery of the curriculum. Students will be nurtured by their faculty guiding them through the process. They will have an opportunity to meet with faculty who have expressed an interest in helping students submit a special project for consideration for this event. As a result of participating in the COC Innovation Showcase, students will feel engaged and connected to COC' campus life and greater community. Having been a part of the COC Innovation Showcase, students will feel valued for demonstrating their creativity and mastery of the work they are doing in their courses. Students will also feel valued by fostering a continued connection with their professors and the college as a whole.

Target Market and Segmentation

The COC Innovation Showcase will target students who have worked hard to earn their certificate of achievement or specialization. Currently, there is no commencement ceremony in place to honor these students and recognize the contributions made to their fields of study. The event will also target:
• Incoming and prospective students who may be attending COC in the fall
• Community members who may visit the campus and see the innovative and exciting things COC students are learning and doing
• Students earning a certificate

Marketing Strategy

Goals and objectives for the marketing campaign are to attract current CTE and certificate students to participate in the COC Innovation Showcase and to be encouraged to submit projects to their respective faculty. The campaign will also be used to recognize those students who have completed a certificate program and who are not currently honored by the College at the annual commencement ceremony. This is an important precedent to set, as these students have no opportunity to be acknowledged for their achievements and serve a as resource for students who lack a clear academic path. Finally the campaign will seek to attract Santa Clarita community members who may be potential employers of COC students ready to join the work force.

The COC Innovation Showcase will take place on a weekday, the first week of June. Showcases may be set up throughout the week prior to the event. On the day of the event there will be the showcase, a reception for the certificate awardees and their families, and a recognition ceremony.

A survey will be distributed to all attendees in order to collect data on effectiveness of the COC Innovation Showcase to meet its intended goals. Attendees will include prospective students and community members. The survey will be distributed via a tri-fold program that will contain the survey on the back page which can be easily torn off and placed in various collection boxes at targeted locations. The survey, located on the back page of the tri-fold program, will contain questions to evaluate the effectiveness of the showcase and suggestions to improve the event. Additionally the tri-fold program will also contain program and college information, links, calendar and other important information. Please refer to the financial analysis section to see how much will be allotted towards marketing expenses.

Barriers to Entry
Barriers to this event may be:
- Financial Constraints
- Faculty and Student participation
- Facilities Availability

Distribution Channel

COC will be marketing this event starting the second week of March. We will be using printed flyers, email blast, and social media sites to advertise the event. All marketing materials will be launched by March. Early marketing will take place during the fall semester and more marketing will take place closer to the event date. There will be an information table set up on the day of the event to help direct students and community visitors.
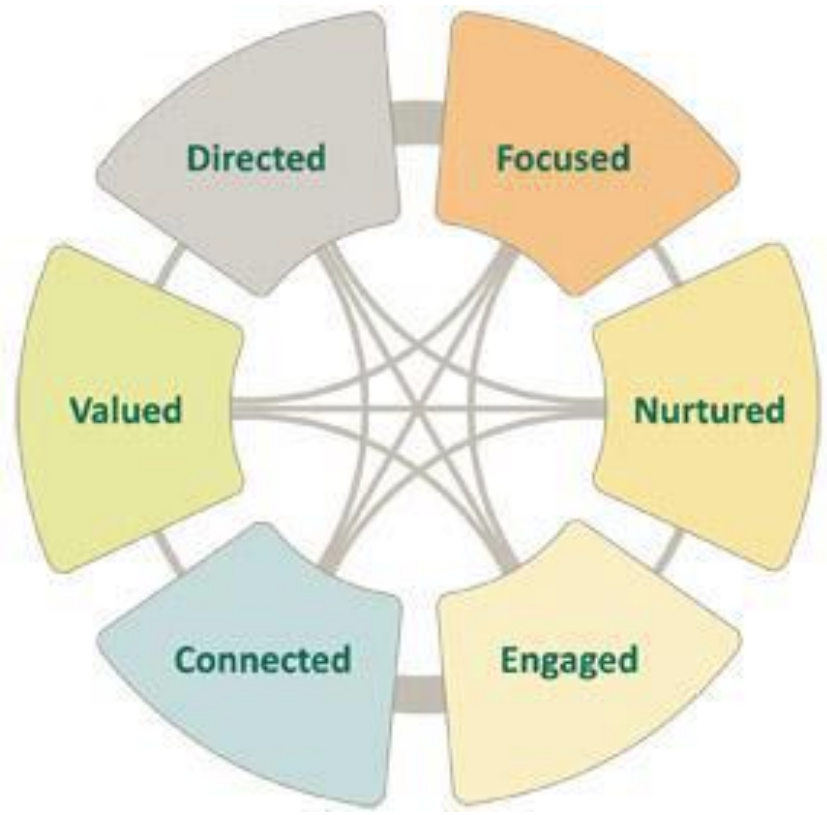
TEAM SUMMARY

Organizational Chart
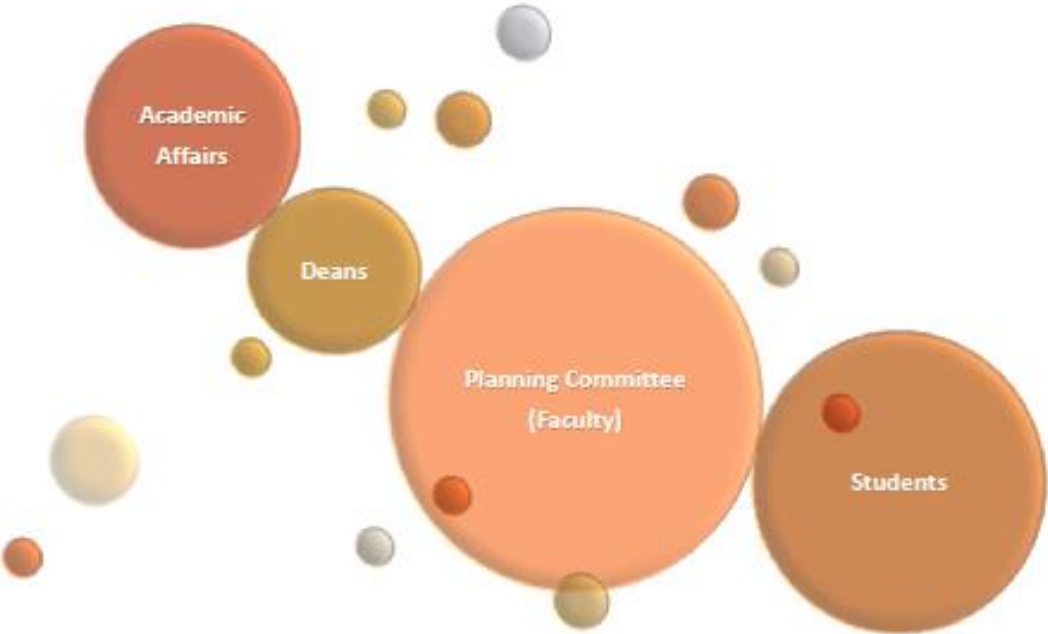
SWOT Analysis

Research Framework for Student Success

The Research and Planning Group for California Community Colleges (2015). Research Framework for Student Success. Retrieved May 18, 2015 from http://www.rpgroup.org/content/research-framework

FINANCIAL ANALYSIS

Budget

The COC Innovation Showcase Solution Team has determined that the funding for the event can be provided through: district support, grants, and the COC Foundation's annual "mini grant" program ($1,000 award amount).

The COC Innovation Showcase budget includes the following costs:

COC INNOVATION SHOWCASE BUDGET	
Budget Item (see below for specific details)	**Estimated Cost**
Marketing Materials (mailers, program flyers, and event program)	$6,000.00
Printing and Reprographics	$2,000.00
Reception Catering and Decorations	$6,000.00
Faculty Thank You Gifts	$1,500.00
Prize for survey winner	$500.00
TOTAL BUDGET	$16,000.00

Marketing materials, printing, and reprographics charges will include the cost of home mailers to current COC students and to the businesses in the community. In addition, flyers with information on the CTE programs of the college will be printed and available at the event. A tri-fold program with information about COC as well as the departments participating in the showcase and locations of the various projects, Recognition Ceremony, and the reception. The program will include an opportunity for all attendees to complete a survey to evaluate the effectiveness of the showcase and be entered into a drawing for a prize.

The reception before the Recognition Ceremony will be open to students, friends, family members, community members, and faculty. There will be appetizers, desserts, and beverages provided. The reception will be held on the grass area outside of the iCuE building. The Recognition Ceremony will be held in the Honor Grove. Both the Honor Grove and the grass area outside of the iCuE building will be decorated for the celebration.

As a thank you to the faculty for their dedication, hard work, and guidance provided to the students in their programs they will be given gift cards and gift baskets which will include personalized thank you notes from their students.

ADDENDUM A

Title	Type	Dept.	Units
Administration of Justice	Achievement	ADMJUS	24
Animation - Animation Production	Achievement	MEA	18
Animation - Computer Animation	Achievement	MEA	18.5
Animation - Video Game Animation	Achievement	MEA	23.5
Automotive Technology	Achievement	AUTO	42
Building Inspection	Achievement	CONST	18
Business - Accounting (Transfer)	Achievement	BUS	22
Business - Accounting Technician	Achievement	BUS	22
Business - Entrepreneurship and Small Business Management	Achievement	BUS	23
Business - Human Resources Management	Achievement	BUS	21
Business - Marketing	Achievement	BUS	21
Business - Retail Management	Achievement	BUS	34
CIT - Administrative Assistant	Achievement	CIT	33
CIT - Computer Applications	Achievement	CIT	33
Computer Networking	Achievement	CIT	30
Construction Management Technology	Achievement	CONST	33
Culinary Arts	Achievement	CULARTS	32.5
Drafting - Architectural	Achievement	ARCHT	32
ECE - Early Childhood Education - Infant/Toddler Program	Achievement	ECE	23
ECE - Early Childhood Education - Pre-School Program	Achievement	ECE	24
ECE - Early Childhood Education - School Age Program	Achievement	ECE	25
ECE - Early Childhood Education - Special Education Program	Achievement	ECE	30
ECE - Early Childhood Education - Supervision & Administration	Achievement	ECE	30
Fire Technology- Pre-Service	Achievement	FIRETEC	23
GMD - Graphic & Multimedia Design - Graphic Design	Achievement	GMD	22
GMD - Graphic & Multimedia Design - Multimedia	Achievement	GMD	22
Interior Decorating - Merchandising	Achievement	ID	21
Interior Design	Achievement	ID	34
Land Surveying	Achievement	SURV	33
PHOTO - Commercial Photography	Achievement	PHOTO	21
PHOTO - Fine Art Photography	Achievement	PHOTO	21
Real Estate	Achievement	REAL	26
Transfer - General Education using CSUGE	Achievement		
Transfer - General Education using IGETC for CSU	Achievement		
Transfer - General Education using IGETC for UC	Achievement		
Water Systems Technology	Achievement	WATER	21
Welding Technology	Achievement	WELD	30

Total Certificates of Achievement 37

Title	Type	Dept.	Units
Baking and Pastry	Specialization	CULARTS	13
Business - eCommerce	Specialization	BUS	15
Business - eCommerce Technology	Specialization	BUS	15
Business - Finance	Specialization	BUS	14
Business - International Trade - Finance	Specialization	BUS	15
Business - International Trade - Marketing	Specialization	BUS	15
Computer Networking - Network Associate	Specialization	CIT	14
Drafting - Architectural (Computer Aided)	Specialization	ARCHT	16
Drafting - Mechanical	Specialization	ENGR	9
ECE - Early Childhood Education - CORE	Specialization	ECE	14
EMT - Emergency Medical Technician	Specialization	HLHSCI	8
Hospitality Wine Service	Specialization	WINEST	6.5
Interior Design - Home Staging	Specialization	ID	11.5
Interior Design - Set Decorator for TV & Film	Specialization	ID	16
Manufacturing Technology - Automated Machining	Specialization	MFGT	12
Manufacturing Technology - CATIA	Specialization	MFGT	6
Manufacturing Technology - Machining/CNC	Specialization	MFGT	6
Manufacturing Technology-CAD/CAM	Specialization	MFGT	6
Medical Office Administrative Assistant	Specialization	CIT	17
News Reporting and Anchoring	Specialization	MEA	11
Nursing - Certified Nursing Assistant	Specialization	NURSNG	6
Personal Training	Specialization		10
Restaurant Entrepreneur	Specialization	HRMGT	15
SHARP - Skills for Healthy Aging Resources & Programs	Specialization	SHARP	12
Solar Energy Technician	Specialization	SOLAR	13
Website Development	Specialization	CIT	16.5
Welding Technology: Robotic Welding Automation	Specialization	WELD	16.5
Welding Technology: Shielded Metal Arc Welding	Specialization	WELD	16.5
Wine Studies	Specialization	WINEST	17

Total Certificates of Specialization 29

2013/2014	Programs		Awarded	
Associate Degrees	78	54%	1297	56%
Certificates	66	46%	1008	44%
Total	144		2305	

Number of Associate Degrees and Certificates Awarded for 2013/2014 Academic Year.

ADDENDUM B

View student work from:

Drafting

Website Development

Wine Studies

Graphic & Multimedia Design

Interior Design

Animation

Photography

Take a facility tour for the following:

Welding Technology

Emergency Medical Technician

Fire Technology

Baking and Pastry

Culinary Arts

ADDENDUM C

AUG
- Open Planning Committee (Faculty)
- Announce Innovation Showcase during FLEX/Academic Retreat

OCT
- Publish announcements regarding project submissions
- Student outreach push (petitions for certification)

DEC
- First round of petitions due

FEB
- Announce Innovation Showcase during FLEX/Academic Retreat

MAR
- Publish announcements regarding project submissions
- Student outreach push (petitions for certification)

APR
- Deadline for project submissions

MAY
- Counseling to Invite New Student Advisement workshop students

JUN
- Innovation Showcase Event