

CONTRACT EDUCATION

Southwestern College is committed to the concept of working closely with local business, industry and government. Company-specific training through contract instruction is an extension of a long history of working effectively with local business. Through a renewed effort, Southwestern College is now seeking to more formally address this cooperative concept and become a primary service agency for meeting local business and industry training needs. Contract instruction allows the college to enter into agreements with local businesses and/or organizations to provide instruction to their selected participants. These may be closed classes; that is, no state apportionment funds would be used to fund the cost of instruction. All faculty utilized in contract education program will be appropriately certificated employees of the district and paid on the current negotiated salary schedule.

Fee-funded training seminars and workshops are offered to individuals and employees of companies and are not for credit. Presenters may be paid on the Certificated Salary Schedule, as lecturers on the classified payroll, as consultants, or on a split-fee basis.

Mission - To serve as liaison between the educational resources available at Southwestern College and the identified needs of the business and industrial community.

Goals

- 1.Intensify and coordinate college contacts with local business and industry.
- 2.Market college programs to underserved and potential audiences.
- 3.Increase the numbers of contract and fee-funded educational programs provided by the college.
- 4.Maintain a high profile in the community by clarifying the college's mission and services and the college's economic development responsibilities.
- 5.Within the fiscal limitations of the college district, respond to a variety of local, state and federal economic and human resource development policies and programs.

Objectives

- 1.Inform contact persons in business/industry, government and other community groups of the scope and feasibility of the college's educational services.

2. Explore with business/industry contact persons the educational needs of their employees, firms or members.
3. Identify areas of educational need in which the college can potentially provide programs and services.
4. Develop a system for delivering programs and a consistent schedule of charges.
5. Inform business/industry contact persons about the college's placement services, cooperative work experience stations, part-time temporary instructor pool, advisory committee pool, the college foundation and other college programs.

Contracted Services

1. Needs assessments.
2. Experimental and/or custom-designed training courses.
3. Contracted delivery systems.
4. Flexible schedules, sequences of training and program structures.
5. Provision of college facilities for meetings, training programs, conferences and related assemblies, and the organization and management of them when necessary.
6. Regional information clearinghouse services in selected areas of economic development and international commerce.

Promotion and Linkage Approaches

1. Scheduled, periodic staff visits to businesses/organizations.
2. College tours arranged for representatives of various enterprises in the community and, as part of the area's economic development activities, for firms with interests in relocating in the college district.
3. Direct periodic mailings of program details and offerings to businesses/organizations.
4. Presentations to appropriate community groups, clubs, associations and organizations.
5. Program announcements in college publications.
6. Program announcements in business/organization publications.

7. Membership and participation in relevant community groups such as chambers of commerce, rotary and other business, professional and civic associations.
8. Active involvement in community planning groups and task forces.
9. Radio and television announcements through public service programming.
10. Referrals from previous and current customers.
11. Leads provided by occupational program advisory committee members.
12. Free previews of specialized programs to promote contracted training.

Program Development Procedures

1. Identify the specific needs and interests of the customer.
2. Identify and involve appropriate college administrators and faculty.
3. Arrange meetings between college administrators/faculty and business representatives.
4. Structure program jointly.
5. Gain appropriate college approval for the program and courses, including curriculum and instruction committee review and approval of credit courses.
6. Identify resource materials, support services, logistics, follow-up procedures and other program details.
7. Develop a budget and cost figures for the services, including calculation of direct and overhead costs.
8. Prepare final contract.
9. Schedule activity/program.
10. Requisition any needed supplies.
11. Prepare and apply evaluation procedures.
12. Organize brief orientation for program instructors.
13. Complete invoice, record payment and complete disbursements.

Administrative Responsibility - Development, implementation and supervision of contract and fee-funded instruction shall be the responsibility of the Dean of Economic Development and Customized Training, who will work in close cooperation with the Instructional Administrators, other staff and the Vice President for Academic Affairs.

Basic Contract Education Plans

Standard Contract Instruction Rate

- Limited to existing curriculum, but including a 'focus' on specific company or industry requirements whenever possible.
- Negotiated class maximum (normal class size 20-30 students).
- Course Certificates of Completion and/or college credit available.

Open Contract Instruction Rate (Excess Cost Basis)

- Classes open to the general public.
- Partially ADA-supported with 'contract' provisions for 'unfilled' seats.

Custom-Designed Contract Instruction Rate

- New course/seminar designed to client specifications (developmental costs plus standard contract rate).
- Fee returns to standard contract rate the second time class is taught.
- All other features of the standard contract plan.

Negotiated Custom-Designed Contract Instruction Rate (Negotiated Rate)

- Development of an educational plan, curriculum (series of courses) or curriculum modification.
- Conference/convention planning and organization.
- Utilization of special facilities or equipment (e.g., theater, Microcomputer Center, CAD/CAM, etc.) or personnel/services.

Fee Structure

At the beginning of each fiscal year, the following parameters will be used in determining the fee charged for contract education and fee-funded programs:

1. For all instructors of credit or college catalog courses, the medium lecture rate for full-time tenured faculty will be calculated. Fringe benefits will be calculated at 10%. For courses taught as part of contract, actual salary/benefits will be calculated.
2. For not-for-credit, non-catalog courses, seminars and conferences, the salary or consultant rate will be determined by the cognizant dean using criteria approved by the Vice President for Academic Affairs. Fringe benefits will be calculated at 10%.
3. Other necessary support staff salaries/benefits for such positions as Assessment Technicians, Theater Technicians, etc., will be calculated at the current rate listed by the Personnel Office.
4. Use of college facilities and equipment will be calculated at the current facility use policy rate for nonprofit use. Facility use fees will not be calculated in the indirect rate.
5. For contract education, a minimum indirect rate of 35% will be calculated and distributed as follows:

50% Customized Training Services and Programs
 25% District General Fund
 25% Sponsoring Division

For fee-based seminars, workshops and conferences, the indirect rate will be calculated at the market rate, but no lower than 35%. The indirect rate income will be distributed as follows:

50%-75% Customized Training Services and Programs
 25% Direct General Fund
 25%-0% Sponsoring Division (if applicable)

6. For current ongoing contracts, the fee increase per year will be limited to 5% up to a maximum of three years, at which time the minimum fees will be calculated at the prescribed rates above.
7. For multiple contract courses from a single employer or organization, in one fiscal year, the cognizant dean may use a sliding scale for the indirect rate, 18% to 35%, as approved by the Vice Presidents for Academic Affairs and Fiscal Affairs.
8. Where desirable and in the district's interest, the indirect rate may be adjusted with the approval of the Vice Presidents for Academic Affairs and Fiscal Affairs.