

Welcome to today's Webinar

brought to you by

Augu'soft

Retool, Tip and Run Like a Business

A copy of today's presentation will be available
@ <http://u.augusoft.net>



Retool, Tip and Run Like a Business

presented by

Leslie Larrabee

**Center for Training and Development
College of the Desert**



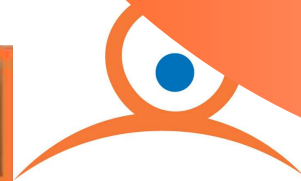
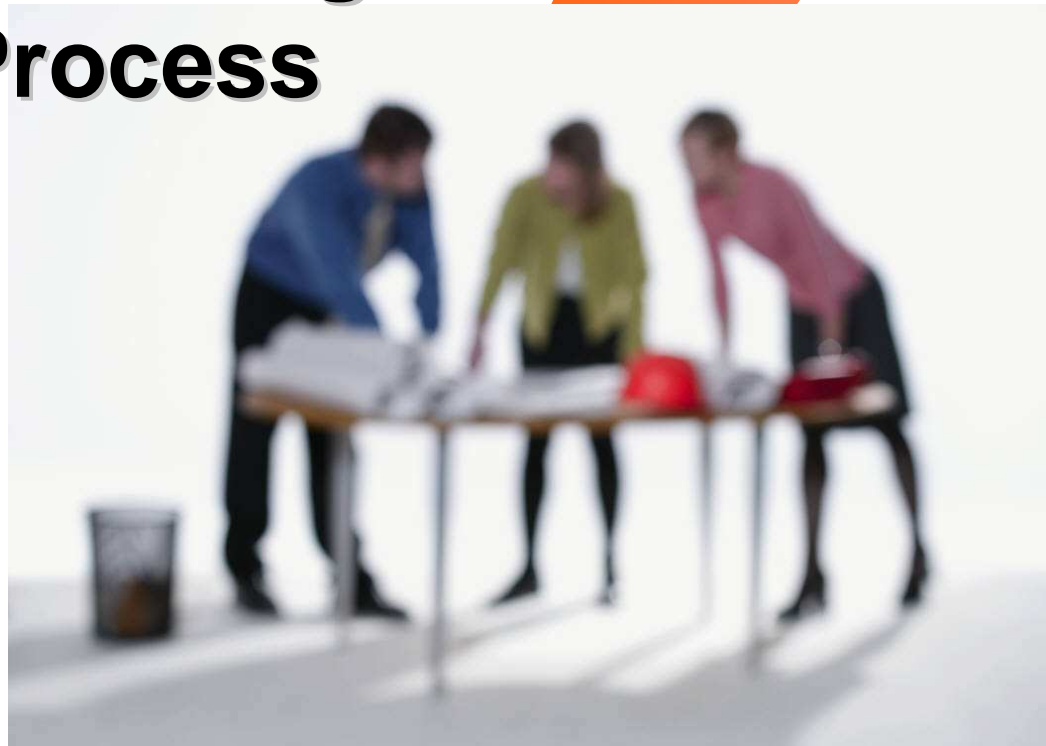
Starting with How Your Department is Organized

Is a bit like jumping in midstream...



Before You Retool and Tip

Consider a Strategic/Business Planning Process

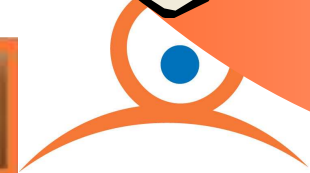
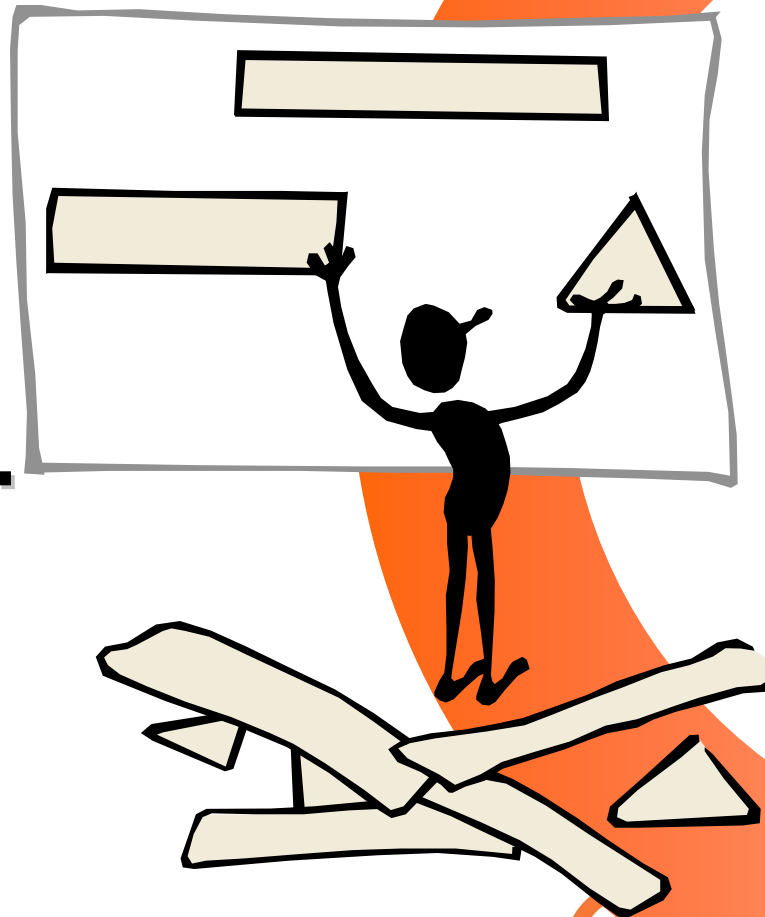


My Experience Has a Familiar Ring...

Change...

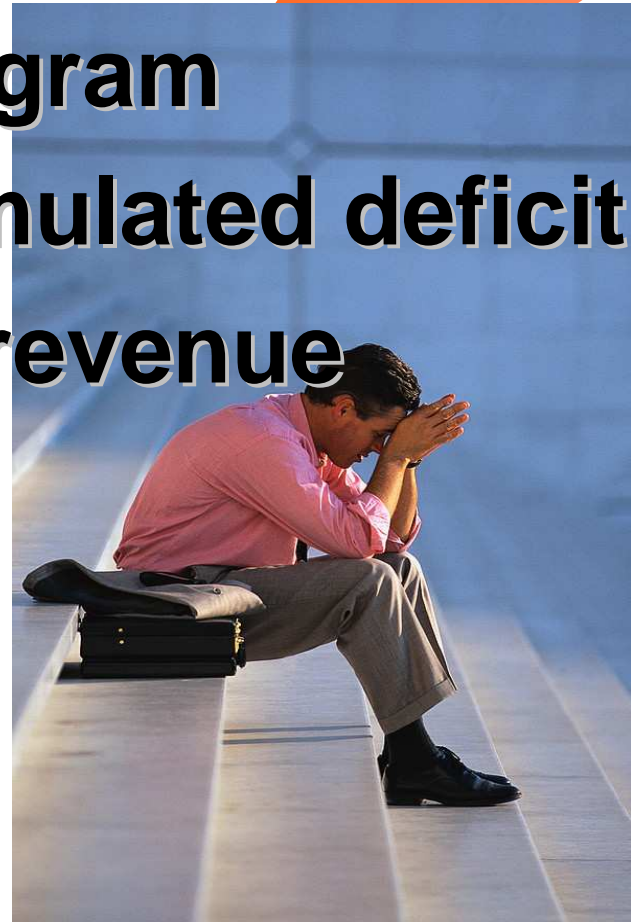
Change...

Change...



Chabot-Las Positas CCD

- 10 year old program
- \$500,000 accumulated deficit
- \$250,000 peak revenue



Chabot-Las Positas CCD

- **New Direct Supervisor**
- **New Chancellor**
- **Two New Campus Presidents**



Chabot-Las Positas CCD

- 6 years later
- Stable Leadership
- Staff Growth from 3-7
- SME Pool Growth from 12 – 110
- \$250,000 surplus
- \$4.2M revenue



College of the Desert

- Department growth added programs in silos
- Program income flat
- Resources not fully utilized

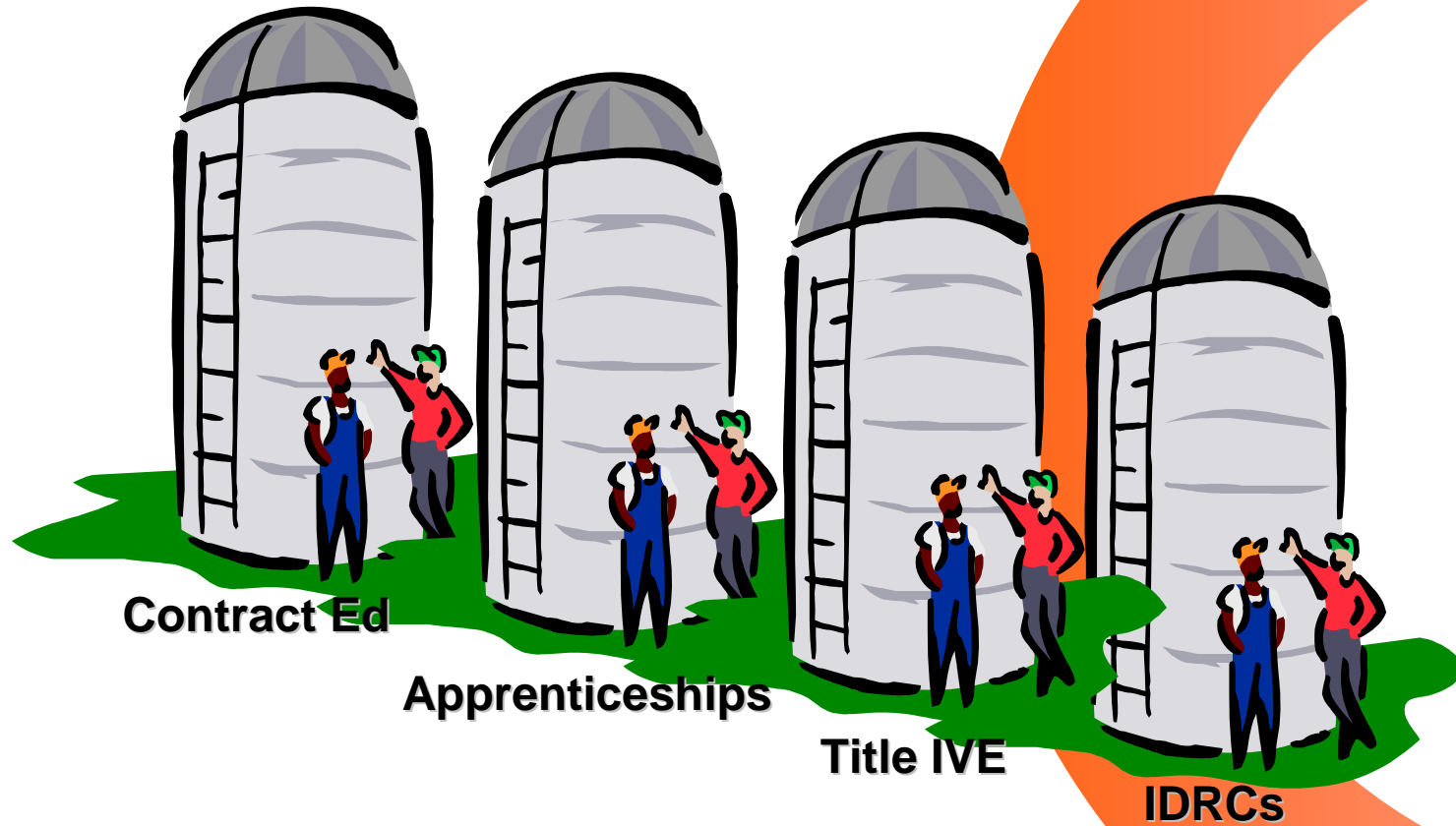


CLPCCD & COD

- **First up**
 - **Simplified Strategic Planning**
- **Then**
 - **Tipped...**



Vertically Challenged



Vertically Challenged



Tipped from Silo to Function

Strategy & Planning

Marketing

Sales

Products & Services

Logistics



Retooled to Support Function

Strategy & Planning

Marketing

Sales

Products & Services

Logistics



Retooled to Support Function

Strategy & Planning

Strategic Framework

Brand Strategy

QuickBooks



Retooled to Support Function

Marketing & Sales

Marketing & Sales Plan

Salesforce.com

Commissioned Sales Reps



Retooled to Support Function

Programs & Services

Market Research

Program Development Plans

Pricing Strategies & Templates

Industry Advisory Boards



Retooled to Support Function

Logistics

Hmmm...



Fundamentally Focused

Instructor

Faculty

Consultant

Vendor

SME

Books

Materials

Curriculum

Location

Contracts

Students

Employees

Employers

Community

Members

A CLASS, A PROGRAM, A SERVICE



Retooled to Support Function

Logistics

**Lumens Community & Contract
Education LMS**

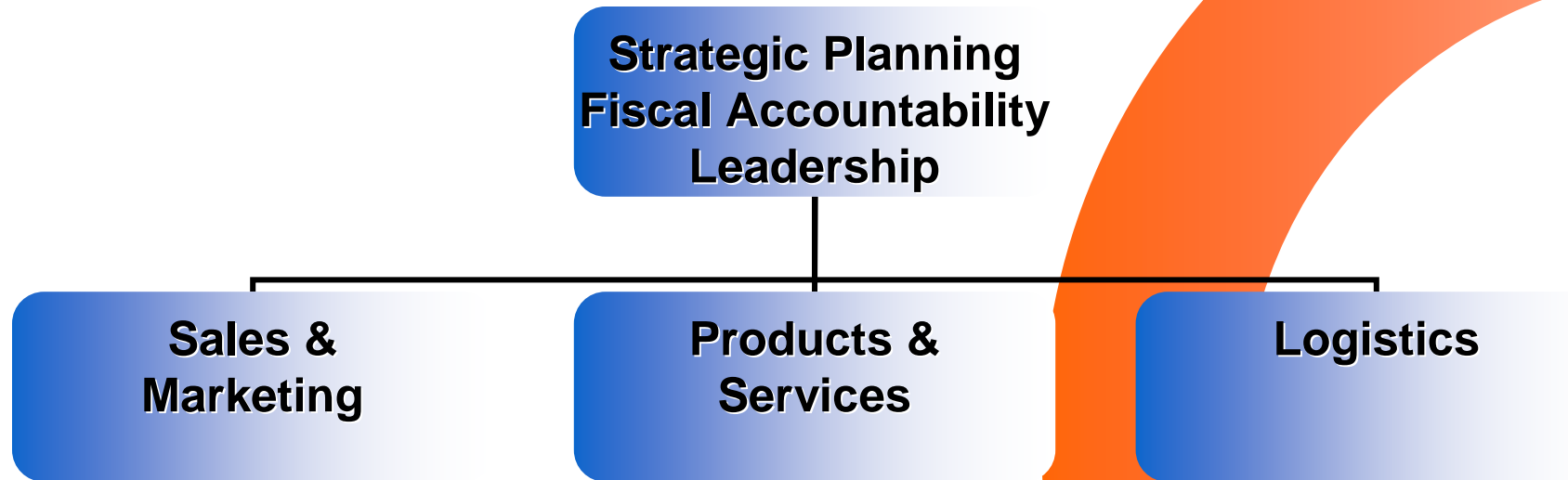
Process & Procedures Manual

Process Flow Charts

Joint Sessions w/Business Office & HR



Organized to Win!



Technology & Tools

Strategic Framework, Brand Strategy, Salesforce.com, Lumens Community & Contract Ed, QuickBooks, Process & Procedures, Commissioned Reps



For More Information

Leslie Larrabee

**Director
Center for Training &
Development
College of the Desert
760-773-2530**



llarrabee@collegeofthedesert.edu

