Gain Measurable Results in Your Continuing Education Program

Bismarck State College’s Winning CE Program

August 12, 2013
Presenter

Carla Hixson
Associate VP for CETI
Bismarck State College
Bismarck ND
FAST FACTS

• **LOCATION:** Bismarck, capital city of North Dakota
• **ENROLLMENT:** 4,000 credit students, 14,000 served annually through continuing education
• **NATIONAL DESIGNATION:** National Power Plant Operations Technology and Education Center (Designation by U.S. Department of Energy)
• **ACCREDITATION:** Higher Learning Commission of the North Central Association of Colleges and Schools
• **HIGHER EDUCATION AFFILIATION:** Member, North Dakota University System
Bismarck State College

Programs
Liberal Arts
Technical
BAS

Continuing Education

Annually
4,000 credit students
• Distance - 43%
• Campus – 57%
  • Face to Face - 36%
  • Face to Face & Distance - 21%

14,000 Non-credit students in over 900 events
CETI’s Mission

Extends the resources of Bismarck State College by providing life-long learning and training opportunities through quality, needs-based educational programs for community and professional development, economic growth and personal enrichment.

CETI Tagline - Developing yourself and your business beyond!
TrainND Tagline – It’s a competitive world, train for it
Operational Staffing Structure

Administration
3 FTE

Faculty
1.5 FTE

Operations
6.5 FTE

Programing
1 FTE

Contract Training
3 FTE

CETI does that!
Continuing Education, Training and Innovation
## CETI does that!

### Program Offerings

<table>
<thead>
<tr>
<th>Program</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference / Facilities rentals</td>
<td>• 4,000 people, 10 events</td>
</tr>
<tr>
<td>Office of Innovation</td>
<td>• 10 Facilitations, 20 Programs</td>
</tr>
<tr>
<td>TrainND (Contract Training)</td>
<td>• 5,500 people, 220 businesses, 550 events</td>
</tr>
<tr>
<td>Professional Development</td>
<td>• 800 people, 100 events</td>
</tr>
<tr>
<td>Speakers Bureau</td>
<td>• 64 events</td>
</tr>
<tr>
<td>OSH Consultation</td>
<td>• 120 consultations</td>
</tr>
<tr>
<td>Enrichment and OLLI</td>
<td>• 2,600 people, 280 events</td>
</tr>
</tbody>
</table>
Course Trends:

- Mentorship program
- Nursing Assistant Program
- Alternative Choice Training
- iPad enrichment classes
- Energy Technician Programs
- Learning Partners Program
NCCET Top Trends & Issues Facing Our Membership:

1) Economic Development
2) Workforce Development
3) Continuing & Professional Education
4) Quality of Life
5) Energy
6) Technology
7) Federal and State Policy and Regulations
Economic Development Initiatives

is a trend that you identify with

1. Strongly
2. Moderately
3. Weakly

- 82% Strongly
- 18% Moderately
- 0% Weakly
Development of Workforce Certificate Programs is a trend that you identify with:

1. Strongly
2. Moderately
3. Weakly
Articulation from CE to Credit is a trend that you identify with

1. Strongly
2. Moderately
3. Weakly
Creating Programs and Courses “Just in Time” to Meet Fast-Changing Economy is a trend that you identify with

1. Strongly
2. Moderately
3. Weakly
Development of Energy Programs in the following areas - 
Priority Rank up to 4 responses

1. Petroleum
2. Natural Gas
3. Biofuels
4. Wind
5. Power Generation (Nuclear, Coal, Water)
6. Other
7. None
Curriculum Development – high tech & condensed is a trend that you identify with

1. Strongly
2. Moderately
3. Weakly
Increased Federal & State Policy and Regulations is a trend that you identify with

1. Strongly
2. Moderately
3. Weakly
Benchmarks to Measure Success

- Operating margins
- Cut the dogs
- Repeat rates
- 20% new classes each catalog
- One new needs based initiative a year
CETI Strategies for Success

- Value Stream (Process) Mapping
- LERN Review
- Lumen’s software with online registration
- Statewide software with PeopleSoft (financial integration)
- Annual business plan
- Centralize marketing and operations team
- Less program staff more sales staff
- Move to Solution Based offerings – Focus Groups
- Data Driven decision making
- Outcome based staff reporting

CETI does that!
Benefits of Lumen’s Implementation

• Service provided by Lumen’s staff
• LERN partnership
• Easy online participant registration
• Certificate program management
• PeopleSoft integration for finance
• AR management & 3rd party billing
Benefits of Lumen’s Implementation

• Catalog production
• Wait list option
• E-mailing to students
• Seamless online vendor registration
• Program reports
• Sales team reports
Sample Favorite Report

Click to choose from multiple offerings

**New!** Creative Crochet: Granny Square Blanket  
Start 12/10/13 End 12/19/13  
Tue, Thu 6:30 pm - 9:30 pm 4 sessions  
Fee: $79.00  
Location: BSC Nat’l Energy Center of Excellence  
Room 102  
Instructor: Larissa Harrison  
Please read: A supply list will be sent to participants.  
More  
Class ID: 6340  
Total/Filled: 8/0  
GoNumber: 4.90  
Edit

**New!** Creative Crochet: Hat & Scarf  
Start 11/12/13 End 11/26/13  
Tue 6:30 pm - 9:30 pm 3 sessions  
Fee: $59.00  
Location: BSC Nat’l Energy Center of Excellence  
Room 102  
Instructor: Larissa Harrison  
Please read: Participants will be sent a supply list.  
More  
Class ID: 6339  
Total/Filled: 8/0  
GoNumber: 6.10  
Edit

Crochet a Cozy  
Start 10/15/13 End 10/29/13  
Tue 6:30 pm - 9:30 pm 3 sessions  
Fee: $59.00  
Location: BSC Nat’l Energy Center of Excellence  
Room 102  
Instructor: Larissa Harrison  
Please read: Participants will be sent a supply list.  
More  
Class ID: 6342  
Total/Filled: 0/0  
GoNumber: 6.40  
Edit

Crochet a Market Bag  
Start 09/17/13 End 10/01/13  
Tue 6:30 pm - 9:30 pm 3 sessions  
Fee: $59.00  
Location: BSC Nat’l Energy Center of Excellence  
Room 102  
Instructor: Larissa Harrison  
Please read: Participants must bring the following.  
More  
Class ID: 6341  
Total/Filled: 8/0  
GoNumber: 5.60  
Edit

**New!** Drawing for the Absolute Beginner  
Click to choose from multiple offerings

CETI does that!  
Continuing Education, Training and Innovation  
BISMARCK STATE COLLEGE beyond
Questions
Contact Information

Carla Hixson
Bismarck State College
Carla.Hixson@bismarckstate.edu