Build Your Brand!

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Our Objectives Today

• The rebranding process at San Bernardino Adult School
  – Strategic Planning
  – Customer Service
  – Empowerment
  – Culture
• Strategies for building capacity within your school
• Data collection: Ideas for meeting the new demands
WHY REBRAND?

We thought everyone knew who we are and what we do.
What is the word of mouth/reputation of the adult school in the community?

• Everyone who had dealt with the adult school reported having a positive perception.

• They believed that others perceived it differently:
  – Adult education is for losers.
  – Adult education is for those who could not make it in ‘real’ school.
  – It is not the first place people consider as the place to go to get skills.
  – Inside the school system it is not viewed as much of anything – a place that exists but that is not connected to anything.
More comments . . .

• It cannot possibly be valuable because the price is so nominal as compared to a private vendor.
• Only good for people who need to get a GED
• Not perceived as a place you can get a high school diploma.
• For people like me the pathway was High School, to college or to junior college and then to getting a BA and then to graduate school. Not sure how an adult school fits into that path.
• The adult school suffers from an identity crisis, i.e., if you are the place where you can get belly dancing then how can you also be a place that provides quality real education.
• My customers do not know it exists. They come to me wanting computer training and they have brochures from other schools but never the adult school.
• Not a reputable place to get an education or a certificate.
What is your brand?

How can you get honest feedback from your community as to what your brand represents?
The Adult School shall provide quality, lifelong educational opportunities and support services that address the unique and changing needs of individuals in our diverse multicultural community.
We are now the *Inland Career Education Center*

We work to help students advance their careers and learning and meet workforce development needs in our region.

**Our Mission**

*The Inland Career Education Center provides a bridge to post secondary educational opportunities and the labor market through the delivery of quality education.*
WHEN FACED WITH CHANGE.....

Two options for programs
1. Change to meet the letter of the law
2. Promote transformational change by using the opportunity to shift the organization’s culture, focus, structure and processes.
FOCUS ON

Strategy
Customer Service
Empowerment
Culture
Data Systems
STRATEGY

Creation of a 3-year plan to focus all efforts in the same direction

Participation of many internal and external stakeholders
STRATEGIC PLANNING

- Need for New Skills
- Partnership Approach
- New and Increased Data Collection
- Data Recording and Report Submission
FOCUS ON CUSTOMER SERVICE

CUSTOMER FEEDBACK

REWARDS AND RECOGNITION

EMPLOYEE SATISFACTION
EMPOWERMENT
Create learning communities to build capacity
Create rewards and recognition systems
WHY FOCUS ON CHANGING ORGANIZATIONAL CULTURE?

1. To ensure sustainability
2. To focus on enhancing the customers’ experience, not just on improving products and services
3. To increase customer value in all pockets of the organization
CULTURE CHANGE

- Steering committee leadership structure: All voices are heard; decisions made by consensus
- Knowledge and information sharing
- New vocabulary: High growth, high wage, high demand, WDBs, sustainable wage, retained in employment, data dashboard, industry sector, industry certification
NEW CULTURE

These changes will not become a habit of mind for teachers and students without transforming the way that adult educators think about their core business.
BUILDING CAPACITY AT MY SCHOOL

What can you do to build capacity among staff?
BUILDING CAPACITY WITH WORKGROUPS

- Data Collection and Analysis
- Labor Market Information
- Career Pathway Development
- Rewards and Recognition
- Best Practices
- Integrated Instruction Cohort
- Branding and Marketing Team
- Transition to Community College
- Technology
- Individual Education Plan
Program Specialists
• Career Placement Office
• Career Technical Education
• Integrated Instruction and Curriculum

Teachers on Assignment
• Tutoring Center
• Transition Center
• Assessment Center
BUILDING CAPACITY WITH TRAININGS, CONFERENCES, AND PARTNERSHIPS

Encourage and support staff members to attend conferences and report out or train others;
Encourage conference presentations;
Invite staff members to the table when partnerships are formed
DATA COLLECTION

Who can be a resource for us?
NEW DATA REQUIREMENTS

• WIOA
• AEBG
• DISTRICT KEY PERFORMANCE INDICATORS
• LEAD INDICATORS
• LAG INDICATORS
MEET YOUR NEW PARTNERS

• WIOA funded agencies will be required to collect the same data as you. Many of them already have established systems for doing this. How can you partner?
• Invite WIOA providers to your campus to meet your students
• Can they serve your students as their clients? WIOA providers offer incentives, specialized curriculum, certifications, paid childcare, paid work experience

• Schedule WIOA providers on your campus on key enrollment or orientation dates.
• Offer desk space one day per week to partners
• WIOA providers find jobs for their students; can they help you place yours?
EXPLAIN THE GOALS TO YOUR STUDENTS

• Incorporate WIOA goals into your program.
• Explain the goals to your teachers.
• Explain the goals to your students. Get them to help you identify the barriers.
UTLIZE TECHNOLOGY

• FACEBOOK PAGE
  Get students to like your school page. Then when you need to contact them, you have another way.

• SHARED EXCEL SPREADSHEET
  If this data collection technique works for you, use it!

• DATA COLLECTION SUPPORT STAFF
  Specialists with ASAP, TopsPro
  Bilingual support staff
CONSORTIUM COLLECTIVE IMPACT

• Meet with other schools in your consortium: What can you learn from them? What can you share?
• Is there funding to share Data Specialists? Bilingual Clerks?
• Can the consortium help with data collection? With job placement? With assessment?
WHAT DOES IT TAKE?

Leadership,
Commitment,
Discipline

Good leaders create good culture and motivated working environment
Your takeaway from today...

What one thing will you do as a result of this webinar?
QUESTIONS?

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