



# SEATTLE CENTRAL COLLEGE

Continuing Education

## QUARTERLY INSTRUCTOR'S MEETING

SPRING 2016

SEATTLE CENTRAL COLLEGE - CONTINUING EDUCATION PROGRAM - SPRING 2016

# AGENDA

- Welcome
  - Stephanie Delaney, Dean – Center for Extended Learning
- Introductions
  - Cheryl Braxton, Program Specialist III
- Continuing Education Program Business Update, Goals & Achievements
  - Gabrielle Bachmeier, Director – Continuing Education
- Presentation: Marketing Update & Resources
  - Kat Oak, Marketing Manager
- Campus Security - Resources and Best Practices
  - Elman McClain, Director of Public Safety
- Q&A



# SEATTLE CENTRAL COLLEGE

## Continuing Education

# WELCOME!

Stephanie Delaney, Dean

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# SEATTLE CENTRAL COLLEGE

## Continuing Education

# INTRODUCTIONS

Cheryl Braxton, Program  
Specialist III

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# PLEASE SHARE

- Your name
- What you teach
- How long you have been teaching for the college
- Why you enjoy teaching



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## PROGRAM/BUSINESS UPDATE, GOALS & ACHIEVEMENTS

Gabrielle Bachmeier, Director

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# WHAT'S NEW

- ❖ Website redesign



- ❖ Course syllabus and overview templates

- ❖ Canvas overview training for instructors



# PROGRAM GOALS

## 15-16 Goals

- Total Enrollment - 1821
- Total Revenue - \$396K
- New Classes - 20%
- Cancellation Rate - 30%
- Average Class Size - 8
- Student Repeat Rate - 15%

## Summer – Winter Quarter Results

- |                             |             |
|-----------------------------|-------------|
| • Total Enrollment - 1111   | 61% of goal |
| • Total Revenue - \$298,207 | 75% of goal |
| • New Classes - 20%         | 18%         |
| • Cancellation Rate - 30%   | 40%         |
| • Average Class Size - 8    | 7           |
| • Student Repeat Rate - 15% | 15%         |



# HELP US MEET OUR GOALS

- ☐ Offer new classes to keep students engaged
- ☐ Refer students to other classes
- ☐ Tell students about classes you are offering next quarter and encourage them to register early
- ☐ Update your instructor bio and photo
- ☐ Help us market you - Share your accomplishments with us and connect with and share CE social media



# 3 YEAR ORGANIZATIONAL STRATEGY

- ❖ 15-16 year **Marketing:** Brand development and positioning.



- ❖ 16-17 year **Programming:** Course and certificate development.



- ❖ 17-18 year **Financial and fiscal sustainability:** Becoming financially self-sufficient.

# DON'T FORGET

- ❑ Friends and Family Discount
- ❑ Gift Certificates
- ❑ Quarterly Instructor Meetings





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## MARKETING UPDATE & RESOURCES

Kat Oak, Marketing Manager

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# QUARTERLY THEMES



# INSTRUCTOR PROFILES

Meet Our Teachers & Instructor  
Profile Pages on the Website

- ✓ Resume & Background/Bio
- ✓ Completed Questionnaire
- ✓ Your Resources / Links
- ✓ Recent Photo
- ✓ List of Your Current Classes



# SOCIAL MEDIA MARKETING



**Facebook**

**Seattle Central College –  
Continuing Education**

❖ 'Like'

❖ Share / Invite

❖ @mention your news



**Twitter**

**@learnatcentral**

❖ 'Follow'

❖ Retweet

❖ @mention your news

# EMAIL MARKETING

## Before Quarter

- ❑ General Registration Announcements
- ❑ Weekly Segments: General Lifelong Learning, General Professional Development, Art Classes, Food, Wine & Spirits + Craft Distilling Institute, Health & Wellness, Language & Travel, Woodworking & Home Improvement + Tech

## Throughout Quarter

- ❑ Upcoming classes, low enrollment pushes, community events & resources

### CATALOG



[Browse our Catalog Online](#)

### COMMUNITY

Complement our featured classes with these upcoming community events.

- [Weekly French Conversation Table @ Cafe Presse](#)
- [Northwest Tequila Fest](#)
- [Agitation and Propaganda: The Soviet Political Poster 1918-1929 @ Frye Art Museum](#)

### French – Level 5: Expressions of French Pop Culture

Tuesdays, 4/5 – 6/7 | 6:30 PM – 8:30 PM



If you've already completed our French Level 4 class, or otherwise have a high proficiency in conversational French, this exploration of French culture is a fun way to expand your knowledge.

We'll review news articles, song lyrics, book excerpts and poems in order to gain a better understanding of idioms, humor and difficult grammatical issues.

[Learn More & Register](#)

### Spanish for Travelers

Thursdays, 4/21 – 6/9 | 12:00 PM – 1:00 PM



Are you planning to travel to a Spanish-speaking country in the near future? Learning to speak the language will greatly improve your experience.

This 8-week lunchtime session covers pronunciation, conversation and helpful expressions. We'll also listen to Latin American music and take a tasty field




# MARKETING TEMPLATES

- 8.5 x 11 Flyers
- Postcards (front & back)
- Created by CE Team for Quarterly Featured Programs
- Templates Produced Online with Canva (canva.com)
- Canva Training Resources TBA

SPRING 2016

TAI CHI FOR  
Health and Balance

Improve your balance, endurance and circulation during this 10-week introduction to Tai Chi.




**COURSE DESCRIPTION**

Tai Chi is a health sustaining exercise and a tool for improved body awareness. Practiced by the elderly for balance and circulation and the young for relaxation and martial arts, it is a wonderful holistic activity for all ages.

The Yang short form will be taught along with warm up longevity exercises and chi kung. All aspects of Tai Chi Chuan will be covered.

\$119 • 10 WEDNESDAYS • 4/6/16 - 6/8/16 • 6:00 - 8:00PM  
VISIT [LEARNATCENTRAL.ORG](http://LEARNATCENTRAL.ORG) FOR MORE DETAILS.

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206-934-5448  
[LEARNATCENTRAL.ORG](http://LEARNATCENTRAL.ORG)

# QUESTIONS & ASSISTANCE

Please contact me with any marketing-related questions, concerns or requests for assistance:

Kat Oak

[katherine.oak@seattlecolleges.edu](mailto:katherine.oak@seattlecolleges.edu)

206.934.4381

Regular Office Hours: Mondays & Wednesdays, 7am – 5pm



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# CAMPUS SECURITY

Elman McClain, Director of  
Public Safety

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# RESOURCES & BEST PRACTICES

Main Number - 206.934.5442



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### Q & A

Cheryl Braxton

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# THANK YOU!

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