Workplace Literacy and Basic Skills Training Program

Keys to Success

Wednesday, July 19th, 2023 | 10 AM - 2 PM

1 North Johnston Avenue | Bldg A, Suite 350 | Hamilton, NJ 08609

TODAY'S AGENDA

Overview Pre and Post Covid - FY19 - FY24

Workplace Literacy and Basic Skills Training Program Survey of Community Colleges (11/22)

Data Deep Dive

Keys to Success

Discussion and Q&A
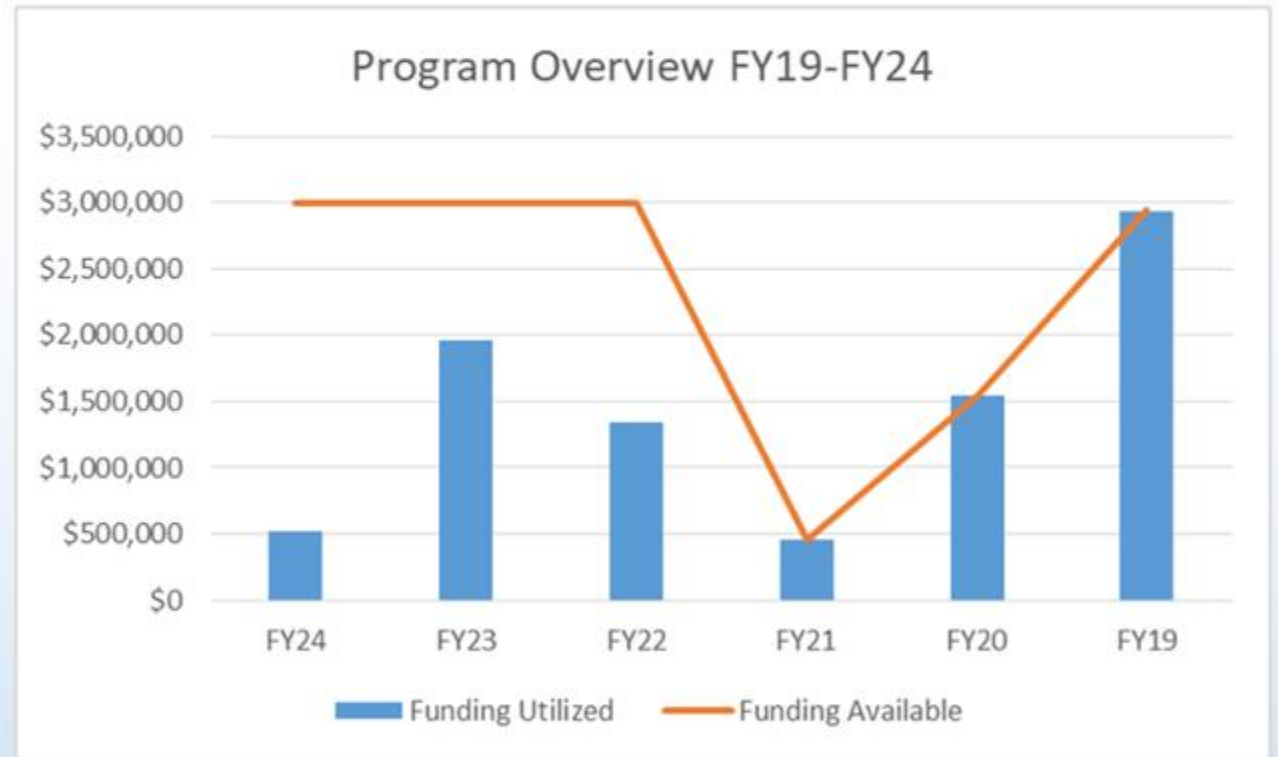
Take Away & Best Practices

Strategy for FY24

Social Media Promotion

Changes for FY24/Housekeeping

PROGRAM OVERVIEW—PRE AND POST COVID FY19 - FY24

- Until FY21, funding was at the discretion of NJDOL and fluctuated greatly.
- Since FY22, $3 million has been written into the law up from $450,000 in FY21.
- Looking back to FY19 (before COVID), the revenue for this program exceeded $2.9 million.
- Let's continue building up the program to reach a 100% utilization rate.

Program Overview FY19-FY24

College	FY24 Booked YTD	FY23 Not Final	FY22	FY21	FY20	FY19
Atlantic Cape Community College	16,400.00	108,160.00	94,680.00	27,160.00	94,260.00	218,920.00
Bergen Community College	69,800.00	150,100.00	93,720.00	17,080.00	73,120.00	209,100.00
Brookdale Community College	50,800.00	126,940.00	89,300.00	27,560.00	109,380.00	174,440.00
Camden County College	61,600.00	201,840.00	63,400.00	23,200.00	73,920.00	215,440.00
County College of Morris	45,200.00	229,140.00	179,160.00	30,600.00	117,480.00	435,340.00
Essex County College	0	39,040.00	41,200.00	26,160.00	102,080.00	126,160.00
Hudson County Community College	11,400.00	52,560.00	$39,580.00	13,900.00	45,640.00	70,000.00
Mercer County Community College	19,600.00	97,260.00	39,380.00	28,160.00	91,200.00	269,500.00
Middlesex College	87,200.00	253,800.00	217,300.00	40,560.00	94,320.00	123,680.00
Ocean County College	0	71,060.00	76,120.00	43,520.00	107,699.00	145,440.00
Passaic County Community College	$4,000	$37,120	19,400.00	$22,400	$86,360	$119,400
Raritan Valley Community College	$1,600	$49,040	104,560.00	29,460.00	90,680.00	135,440.00
RCSJ - Cumberland	62,000.00	243,000.00	107,300.00	25,720.00	76,440.00	99,200.00
RCSJ - Gloucester	18,400.00	122,160.00	82,240.00	27,540.00	104,100.00	214,600.00
Rowan College at Burlington County	42,800.00	117,620.00	45,280.00	27,360.00	107,040.00	166,280.00
Salem Community College	$0	$0	$0	$0	$0	$0
Sussex County Community College	$0	$3,200	$0	$5,200	$36,520	$48,340
Union College	$24,000	$40,800	29,540.00	$23,200	$100,120	$146,960
Warren County Community College	$9,200	$23,480	16,280.00	$11,220	$28,220	$19,440
Grand Total	**$524,000**	**$1,966,320**	**$1,338,440**	**$450,000**	**$1,538,579**	**$2,937,680**

Before FY2022	Available funding varied year by year
Starting in FY2022	$3,000,000 guaranteed funding

WORKPLACE LITERACY AND BASIC SKILLS TRAINING PROGRAM

SURVEY OF COMMUNITY COLLEGES

NOVEMBER 2022

List of (13) Participating Colleges:
Bergen Community College
Brookdale Community College
Essex County College
Hudson County Community College
Mercer County Community College
Middlesex College
Ocean County College

Passaic County Community College
Rowan College at Burlington County
Rowan College of South Jersey - Gloucester Campus
Sussex County Community College
Union College of Union County, NJ
Warren County Community College

HOW MANY STAFF ARE DEDICATED TO THIS PROGRAM (FULL TIME AND PART-TIME)?

There were 13 responses. The answers varied from 0 and to 3 staff members for full-time staff. 3 colleges do not have any full-time staff.

The responses for part-time staff were similar, with 0 to 3 staff working on this program. 1 college responded that portions of three full-time staff hours are set aside for this program, whereas other colleges only have 1 part-time staff assigned.

DOES YOUR COLLEGE HAVE MARKETING RESOURCES THAT CAN BE USED TO SUPPORT THIS PROGRAM?

Of the 13 responses received, 10 colleges answered in the affirmative. 2 colleges do not have any marketing resources.

HOW DO YOU MARKET THIS PROGRAM AND HOW OFTEN?

The options included mailings, email, Social Media, or "Other".

All but one college reported utilizing email campaigns.

Some colleges use social media as a marketing technique.

Under "Other," the following answers were submitted: chamber of commerce, word of mouth, website, and direct mail follow ups.

As for the frequency, the answers varied widely, from "continuously" to "weekly", "once or twice a month", to "Seasonal".

One college gave the most detail, with mailings up to twice a year, email once a month, social media once a month per open enrollment program, patch.com, and local radio.

WOULD YOU BE INTERESTED IN HAVING THE CONSORTIUM PRODUCE A PROFESSIONAL BROCHURE FOR THIS PROGRAM WITH YOUR COLLEGE INFORMATION PROMINENTLY DISPLAYED?

10 Colleges responded "yes," 2 colleges responded "no," and 1 college did not respond.

Based on this response, a brochure was developed. The latest version was recently printed.

WHERE CAN COMPANIES LEARN MORE ABOUT THE PROGRAM ON YOUR WEBSITE? NOTE: PLEASE PROVIDE THE SPECIFIC URL.

10 Colleges provided a specific URL.

Three colleges reported that their website was under construction or about to be updated.

WHAT REGISTRATION SYSTEM DO YOU USE FOR OPEN ENROLLMENT CLASSES? .... FOR DEDICATED CLASSES?

The answers varied.

Open Enrollment Classes:

Bergen Community College, Ocean County College, and Union College reported using Elevate. Mercer uses Survey Monkey and Elevate.

Warren Community College, Passaic County Community College, Middlesex College, Essex County College, and Brookdale Community College use JotForm.

The other colleges use Microsoft Forms and Aceware.

Dedicated Classes:

The answers for dedicated classes were similar to open enrollment registrations. In addition, one college reported using paper registrations.

WHAT IS YOUR GOAL FOR THIS FISCAL YEAR WITH REGARD TO THE NUMBER OF CLASSES DELIVERED?

10 colleges indicated that they plan to increase the number of classes delivered and three colleges plan to have the same number of classes as the previous year.

DO YOU HAVE DIFFICULTY FINDING INSTRUCTORS?

9 colleges answered this question with a clear "Yes." 4 colleges reported having difficulty sometimes, depending on the subject matter.

1 college reported that they did not have any problems finding instructors. They are able to attract retired teachers and principals to work part-time.

DO YOU HAVE DIFFICULTY FINDING INSTRUCTORS? (CONTINUED)

The specific difficulties vary and include

- Finding instructors for specific subject matters, for example ESL and MS Office.
- Instructors are asking for more money and might be priced well outside what the grant can bear.
- Instructors only want to deliver remote classes or can only teach in the evening while employers want training between 10AM and 3PM.
- Internal hiring process is very lengthy.
- Instructors retired during COVID.
- Adjunct faculty schedules can make it difficult to run classes.

HOW WOULD YOU GAUGE EMPLOYER DEMAND FOR TRAINING?

5 colleges reported that the demand was the same as the year before.

5 colleges reported increased demand.

1 college noted a decreased demand.

1 college noted an increase vs during Covid, and a decreased vs. prior years.

1 college noted that this is difficult to gauge because COVID is still a factor.

ARE THERE ANY COURSES THAT YOUR CORPORATE PARTNERS WOULD LIKE OFFERED THAT YOU ARE CURRENTLY NOT ABLE TO PROVIDE?

Answers included:

- Diversity, Equity and Inclusion (DEI)
- Prevention of Workplace Violence
- Information Technology courses (not specified)
- Technical Writing
- American Sign Language
- ESL Levels 4 through 6
- Project Management

DO YOU HAVE ANY BEST PRACTICES TO SHARE WITH OTHER COLLEGES ABOUT HOW YOU REACH NEW CLIENTS?

Answers included:

- "I do a mass email to a large group telling them about the program. If they want more information they have to either contact me or complete a participation agreement. The agreement asks for a contact at the company. That's my opportunity to reach out to them."
- "Collect names of graduates of credit programs and those who enroll in career programs and add to email campaign distribution list to continue to reach more people each year."

DO YOU HAVE ANY BEST PRACTICES TO SHARE WITH OTHER COLLEGES ABOUT HOW YOU REACH NEW CLIENTS? (CONTINUED)

Answers included:

- "Network by attending job fairs, make cold calls and sometimes word of mouth."
- "I've found success in attending community organization meetings and meeting contacts there."
- "I simply gather list of HR Managers and I send out an email blast. I follow the 95-5 rule, I usually get a small % replies. I do this every week. Repetition is key."

DATA DEEP DIVE

Using the data for FY23, we looked at:

- Breakdown by Dedicated and Open Enrollment Classes
- Classroom versus Remote Instruction
- Number of Classes Delivered and Average Class Lengths
- Number of Employers Sending Staff to Training
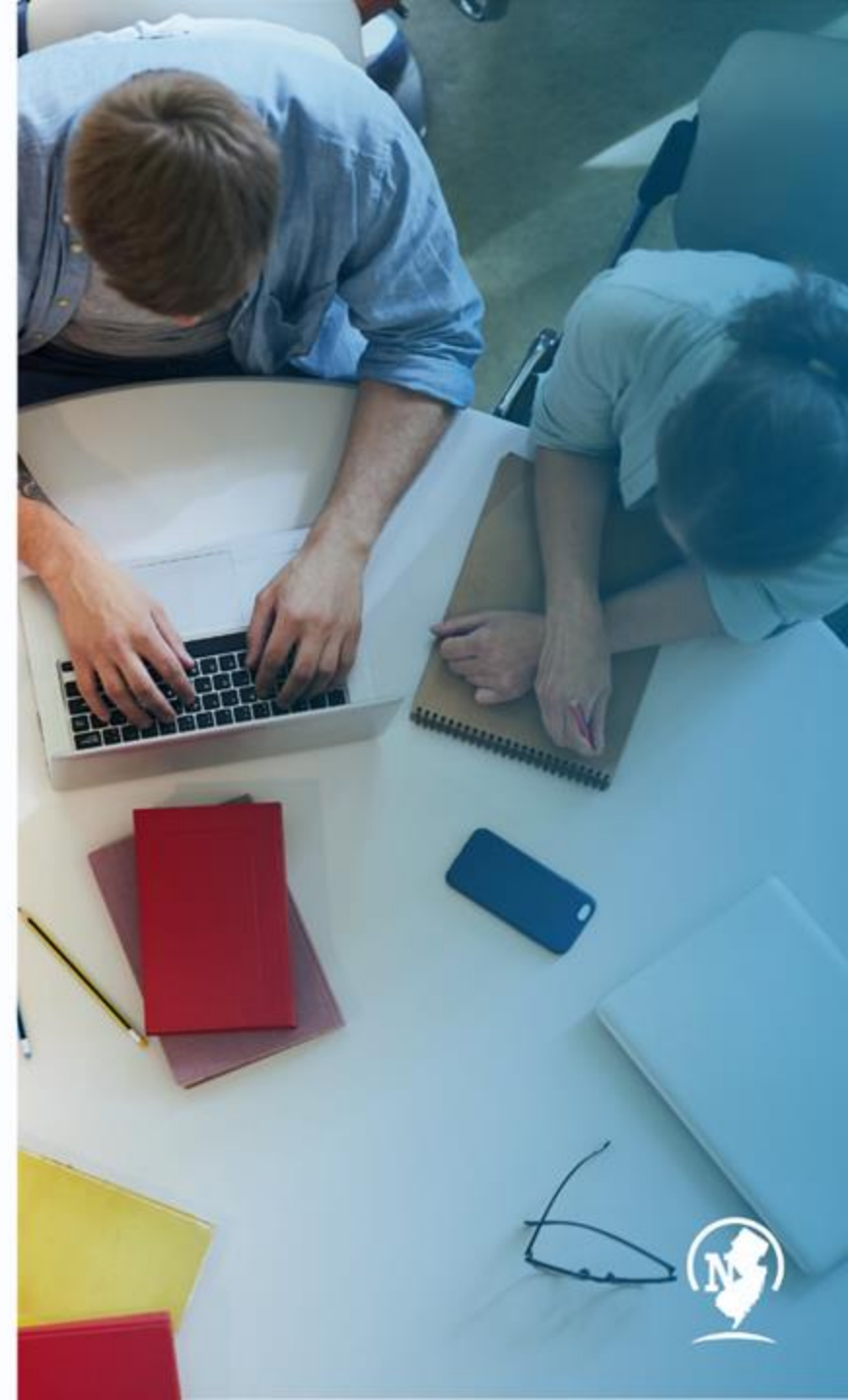
DATA DEEP DIVE

(Continued)

Breakdown by Dedicated and Open Enrollment Classes

- 34% of the total revenue is generated through open enrollment classes.
- Open Enrollment classes can be a way of adding new employer partners.

College	Total Revenue	Dedicated	Open Enrollment	% Open Enrollment
Atlantic Cape Community College	$108,160	$73,760	$34,400	32%
Bergen Community College	$150,100	$60,060	$90,040	60%
Brookdale Community College	$126,940	$32,360	$94,580	75%
Camden County College	$201,840	$126,440	$75,400	37%
County College of Morris	$229,140	$75,800	$153,340	67%
Essex County College	$39,040	$39,040	$0	0%
Hudson County Community College	$52,560	$52,560	$0	0%
Mercer County Community College	$97,260	$86,140	$11,120	11%
Middlesex College	$253,800	$253,800	$0	0%
Ocean County College	$71,060	$63,860	$7,200	10%
Passaic County Community College	$37,120	$27,240	$9,880	27%
Raritan Valley Community College	$49,040	$49,040	$0	0%
RCSJ - Cumberland	$243,000	$133,160	$109,840	45%
RCSJ - Gloucester	$122,160	$101,940	$20,220	17%
Rowan College at Burlington County	$117,620	$83,000	$34,620	29%
Salem Community College	$0	$0	$0	0%
Sussex County Community College	$3,200	$0	$3,200	100%
Union College	$40,800	$28,800	$12,000	29%
Warren County Community College	$23,480	$4,200	$19,280	82%
Grand Total	**$1,966,320**	**$1,291,200**	**$675,120**	**34%**

DATA DEEP DIVE
(Continued)

Classroom vs. Remote Instruction
(Both Dedicated & Open Enrollment)

- Before COVID, all instruction was delivered in person. During COVID, instruction moved to various online platforms.
- In FY23, 51% of instruction was delivered on-line.
- 64% of dedicated employer partners prefer in-person delivery.
- 80% of Open Enrollment classes are held remotely.
- Distribution is about even at 51%.

College	Total Revenue (Not Final)	In Person	Online	% Online
Atlantic Cape Community College	$108,160	$103,360	$4,800	4%
Bergen Community College	$150,100	$45,180	$104,920	70%
Brookdale Community College	$126,940	$8,400	$118,540	93%
Camden County College	$201,840	$69,320	$132,520	66%
County College of Morris	$229,140	$76,800	$152,340	66%
Essex County College	$39,040	$29,440	$9,600	25%
Hudson County Community College	$52,560	$52,560		0%
Mercer County Community College	$97,260	$48,720	$48,540	50%
Middlesex College	$253,800	$118,400	$135,400	53%
Ocean County College	$71,060	$63,100	$7,960	11%
Passaic County Community College	$37,120	$33,520	$3,600	10%
Raritan Valley Community College	$49,040	$33,700	$15,340	31%
RCSJ - Cumberland	$243,000	$60,200	$182,800	75%
RCSJ - Gloucester	$122,160	$89,760	$32,400	27%
Rowan College at Burlington County	$117,620	$75,640	$41,980	36%
Sussex County Community College	$3,200		$3,200	100%
Union College	$40,800	$40,000	$800	2%
Warren County Community College	$23,480	$10,800	$12,680	54%
Grand Total	$1,966,320	$958,900	$1,007,420	51%

DATA DEEP DIVE

(Continued)

Number of Classes Delivered and Average Class Lengths

- 1,375 classes were delivered with an average class length of 7.4 hours.
- For remote instruction, the average class length dipped to 5.9 hours compared to 10.2 hours for in-person delivery.
- Dedicated classes showed an average of 8.2 versus 6.0 hours for Open Enrollments

College	# of Classes Delivered	Average Class Hours
Atlantic Cape Community College	79	7.0
Bergen Community College	125	6.5
Brookdale Community College	158	4.3
Camden County College	221	4.8
County College of Morris	164	7.4
Essex County College	24	8.2
Hudson County Community College	14	20.6
Mercer County Community College	67	7.4
Middlesex College	105	12.2
Ocean County College	33	10.8
Passaic County Community College	29	6.6
Raritan Valley Community College	30	8.5
RCSJ - Cumberland	85	14.5
RCSJ - Gloucester	105	5.9
Rowan College at Burlington County	88	6.7
Sussex County Community College	2	8.0
Union College	21	9.7
Warren County Community College	25	4.8
Grand Total	**1,375**	**7.4**

DATA DEEP DIVE
(Continued)

Number of Employers Sending Staff to Training

- At the time of the report, a snapshot showed over 1,000 employers sending staff to training.
- 84% of these employers are connected to Open Enrollment classes.

College	# of Employers
Atlantic Cape Community College	44
Bergen Community College	109
Brookdale Community College	94
Camden County College	121
County College of Morris	291
Essex County College	5
Hudson County Community College	6
Mercer County Community College	28
Middlesex College	20
Ocean County College	13
Passaic County Community College	27
Raritan Valley Community College	10
RCSJ - Gloucester	35
RCSJ-Cumberland	57
Rowan College at Burlington County	62
Salem Community College	0
Sussex County Community College	7
Union College	9
Warren County Community College	69
Grand Total	1,007

KEYS TO SUCCESS

FOCUS—4 TOP COLLEGES:

College	Revenue FY23 (not final)		
	Dedicated	Open Enrollment	Grand Total
Middlesex College	$253,800	$0	$253,800
RCSJ - Cumberland	$133,160	$109,840	$243,000
County College of Morris	$75,800	$153,340	$229,140
Camden County College	$126,440	$75,400	$201,840

These four colleges represent 47% of the total revenue for FY23. Each has their own approach.

We invited all four colleges to share with you their Keys to Success and we have presentations from Middlesex College, Camden County College, and Rowan College of South Jersey - Cumberland.

Marketing and Client Outreach

What we do:

- **Email Blast** – Short and sweet

- **Word of mouth** – ask for referrals

- **Market to Business Parks** – where there's more than one employer

- **HR Organizations** – go straight to the target person or DM

MIDDLESEX COLLEGE

Ease of enrollment

Here what we do

- Allow employer to select dates of courses
- Send a link via email – JotForm to have everyone registered and provide a deadline
- Send reminders
- Assist with JotForm

Most popular class titles and why

Here's what we have:

- **ESL Levels 1, 2, & 3** – Very popular at warehouses, and Manufacturing companies

- **Excel and Microsoft Word** – Very popular with staffing company, accounting firms, HR departments, and logistics companies

- **Soft Skills** – Non-profits organizations

MIDDLESEX COLLEGE

Online or in-classroom delivery

Here's what we do:

- We use zoom or offer platform most desired by organization/employers
- Instructor sends the zoom link
- Instructor sends a **usage report to the employer regarding employee participation**
- ESL and Spanish for Managers are best delivered in-person

Length of classes - minimum # of class hours for online and/or in-person instruction

- All of our classes are **8 hours in-person or online**
- We break them down, **4 hours at a clip 2x week**
- Warehouses and Employers with difficulty scheduling employees **we offer 2 x a week 2 hours each day mainly for ESL classes**

MIDDLESEX COLLEGE

Literacy Training - Keys to Success

![Camden County College logo]

- Focused on increasing the amount of open enrollment classes (helps increase dedicated training)
- Continually updates email blast contact list
- Added section on JotForm that allows them to be added to our contact list for future training sessions
- Sends out monthly email at the end of each month advertising the next month's schedule (email is sent from CE staff and is not sent through Vertical Response or Constant Contact)
- Sends out email to all registered participants to confirm attendance
- CE staffs attends the beginning of training sessions to become acquainted with participants and enhance relationships

Best Practices

Registration

- GoSignMeUp (GSMU) used for open enrollment classes.

- Automated email sent to complete Participant Form (Microsoft Form)

- Students do not receive a Zoom Link or Class Location until Participant Form is completed.

Rowan College
SOUTH JERSEY

Class Logistics

- Flexibility for client to create their schedule – Saturdays, overnights for shift work, etc.

- Hybrid option

- Variety of Open Enrollment topics and times

- Partnering companies together to create a class

Rowan College
SOUTH JERSEY

Training materials & certificates

- Virtual classes receive a pdf book

- In-person receive printed materials

- ESL/Spanish receive printed materials

- Certificates of Completion at the end of the class

RowanCollege
SOUTH JERSEY

Marketing/Outreach

- RCSJ website

- Attend Chamber events

- Belong and attend local SHRM chapter

- Employer site visits

- Social Media

- Email past students

- Create Intro courses

- Creative course names

- Modify course titles, but use same materials

Rowan College
SOUTH JERSEY

Employer Buy In

- End of class – Certificate of Completion

- Incentives provided by employer

Rowan College SOUTH JERSEY

Areas of improvement

- Registration process

- Email marketing platform

- Increasing Instructor Pool

NJ WORKPLACE LITERACY AND
BASIC SKILLS TRAINING PROGRAM

COUNTY COLLEGE OF MORRIS

KEYS TO SUCCESS

COUNTY COLLEGE OF MORRIS – OPEN ENROLLMENT CLASSES

In a previous meeting in August 2022, Alexandra shared her approach to open enrollment classes. She spoke about class topics, format, their registration system, management of courses and managing reporting.

The following slides showcase examples.

COUNTY COLLEGE OF MORRIS

COUNTY COLLEGE OF MORRIS – OPEN ENROLLMENT CLASSES (CONTINUED)

Excerpt from a flyer advertising Open Enrollment Classes:

SUMMER 2023 GRANT-SUPPORTED TRAINING AT A GLANCE
ALL REMOTE-LIVE VIA ZOOM – ATTEND FROM ANYWHERE!

Class Title	Dates	Times	Sessions	Hours	CEU
Excel Functions: Enhance Your Worksheets	W/Th, 6/28-6/29	10AM-2PM	2	8	0.8
Excel: Pivot Tables & Beyond	T/Th, 7/11-7/13	10AM-2PM	2	8	0.8
PowerPoint: Introduction	M/W, 7/10-7/12	11AM-1PM	2	4	0.4
Self Advocacy and Negotiation	M/W, 7/10-7/12	11AM-2PM	2	6	0.6
Excel for Beginners	T/Th, 7/11-7/20	6:30-8:30PM	4	8	0.8
Excel Intermediate	T/Th, 7/11-7/20	6:30-8:30 PM	4	8	0.8
Spanish in the Workplace	T/Th, 7/11-7/20	2-5PM	4	12	1.2

COUNTY COLLEGE OF MORRIS – OPEN ENROLLMENT CLASSES (CONTINUED)

This ties in with their website: https://www.ccm.edu/workforce/grantsupported/

COUNTY COLLEGE OF MORRIS – OPEN ENROLLMENT CLASSES (CONTINUED)

Expand Class titles to find a detailed description...

COUNTY COLLEGE OF MORRIS – OPEN ENROLLMENT CLASSES (CONTINUED)

"Our Grant-Supported Training students can register for their courses by the month. This helps our numbers and enrollment.

The process is a little more user friendly. Students can select multiple courses at one time rather than having to register for one class at a time."

Students register in Elevate, and the registration file is also generated from Elevate.

COUNTY COLLEGE OF MORRIS

Discussion & Q&A

TAKE AWAYS & BEST PRACTICES

Here are some thoughts:

Outreach

- Schedule regular email campaigns, social media etc.
- Look for opportunities for in person networking.
- Rekindle contact to employers who have taken classes in the past.

Open Enrollment

- OE offer opportunity to meet new employer partners.
- Be creative when marketing classes.
- Include links to make the registration process easy.
- Determine which class times are most popular.

STRATEGY
FY24

Important changes and developments are in the works:

- Increasing the hourly rates for instruction.
- Expanding the training to unemployed NJ citizens.
- Expanding the list of class titles.
- Direct collaboration with local Workforce Development Boards (WDBS).
- Inviting the colleges to the Garden State Employment and Training Association (GSETA) Conference taking place on October 18-19 In Atlantic City. The Consortium will pay for 1 ticket per college.

SUGGESTED NEW CLASS TITLES

New Class Title	Max. Class Hours	Notes
American Sign Language in the Workplace Level 1	40	???
American Sign Language in the Workplace Level 2	40	???
Google Docs	8	
Google Drive	8	
Google Keep	8	
Google Sheets	8	
Google Slides	8	
Google Workspace/Google Drive	8	
Introduction to Grantwriting	8	
Introduction to Project Management	8	Difference?
Project Management	16	
Microsoft Access	8	
Presentation Skills	8	= PowerPoint
QuickBooks Certificate	21	Occupational?
ServSafe Alcohol	6	Occupational?
ServSafe Food Handler	6	Occupational?
ServSafe Food Protection Manager Certification		Occupational?
ServSafe Manager	8	Occupational?
Social Media	8	
From Survey		
Prevention of Workplace Violence		
Technical Writing		Occupational
ESL Levels 4-6	40 hours each	

Link to request other classes:

This link can also be found on the Links & Resources tab on the College Course Master.

SOCIAL MEDIA PROMOTION

Click Here to access our folder for Basic Skills social media promotion.

One overview video and four promotional moving graphics are currently available.

Targeted copy, with a call of action to contact the Consortium to get started, is provided. When posting to your own College's social media platforms, this copy can be altered to be tailored to your College's contact information instead.

We will be publishing a promotional post every Thursday. Please interact and re-share. If you are planning on posting these graphics to your own platforms, feel free to create your own schedule, but please remember to tag us so that we can interact with your posts.

Please contact Lauren Purnell (lpurnell@njccc.org) if you have any questions or require more information.

CHANGES FOR FY24
HOUSEKEEPING

Change in Wage Ranges
- A Less than $15.00
- B $15.01 - $20.00
- C $20.01 - $25.00
- D $25.01 - $30.00
- E More than $30.01

FEIN Clearance - Continue to submit the information for new employers for dedicated classes as before, but continue with scheduling right away.

CHANGES FOR FY24
HOUSEKEEPING (CONTINUED)

New Class Request Window will stay open unless otherwise notified. Please note that the link has changed for FY24. Classes can be booked 120 days (4 months) in advance.

Pre-and-Post-Assessments are required for our annual report. Please make sure to include the information in your registration files.

Participation Agreements with employers are not required by the Statutes.

New College Course Masters are almost ready to be shared.

Break for Lunch