

MEMORANDUM: Annual Reports to Executive Staff Member

To: Dr. Corey McCray, Vice President for Workforce Solutions
From: Batanya Gipson, Workforce Solutions Committee Chair
Date: May 10, 2017
Subject: **Governance Committee Annual Report**
Academic Year: 2016 - 2017

Charges:

For the 2016-2017 academic year, the Workforce Solutions Committee (WSC) is charged with the following:

1. Develop an internal TCC marketing campaign to improve and inform faculty and staff of Workforce Solutions course offerings and capabilities and increase awareness of the opportunities for career development through noncredit training.
2. Work with the Workforce Solutions team to develop procedures to cross-walk noncredit courses and training into advance standing (credit for non-credit training) opportunities for Workforce Solutions students and ensure adherence to SACSCOC Principles of Accreditation; in particular Comprehensive Standard 3.4.8 – Noncredit to Credit.

Goals/Planned Actions/Approved Motions:

The Workforce Solutions Committee held monthly meetings from October 2016 – May 2017.

1. To satisfy Charge 1, the WSC consulted with Curt Wynn, TCC Marketing Director, for input. The following were the resulting recommendations and planned actions:
 - a) Create general marketing material selling the benefit of Workforce Solutions, listing some of the common class offerings. These materials will be used in several ways, to include sending to identified audiences (dissatisfied floaters, etc.) and sharing widely with internal and external contacts. The goal will be to position Workforce Solutions as a timely and cost effective way to attain industry credentials. Items include:
 - HTML EMAIL Blast
 - Flyer
 - Postcard
 - b) Create a standard landing page with general information focused on lead generation (contact form) so Workforce Solutions can begin to generate an interest pipeline. Combine the individuals from this new form page with those filling out any existing Workforce Solutions forms and make sure they are made available to Workforce Solutions staff. When TCC goes live with CRM, Workforce Solutions can port these contacts in directly. Until then they are still useful and can provide leads for staff to follow up with interested parties.
 - c) Create imagery for Facebook Ads promoting Workforce Solutions and driving prospects to the landing page mentioned above. Create 3 – 5 images that can be used for paid social

media promotion. Once the ads are created, target audiences for Workforce Solutions offerings will be identified. Marketing will be shared organically on the TCC and the Workforce Solutions social feeds, but the goal will be lead generation of new contacts from identified target audiences.

- d) Create an editable MS Word template for promotion of individual classes that the Workforce Solutions team can easily update and keep visual standards/continuity in-tact. The marketing team will provide a “plug and play” template that the Workforce Solutions team can easily update information and photos for new classes in order to have an attractive piece of marketing material for class offerings. The template will be able to be printed or emailed.
- e) The WSC will develop a calendar of TCC internal events that will allow the Workforce Solutions team to inform TCC faculty and staff of its program offerings and opportunities.

2. To satisfy Charge 2, the WSC:

- a) Revised its bylaws to include the addition of the Advanced Standing Task Force as a sub-committee. A Faculty representative from each of the Guided Pathways will support the Advanced Standing sub-committee with support from the TCC Chief Academic Officer.
- b) The revised by-laws were voted on and approved by the WSC on May 4, 2017 and by the PAPC on May 5, 2017.
- c) With leadership from the college Registrar, WSC is identifying necessary updates for Advanced Standing Policy 2109, Section 4.4. to reflect new credit evaluation tools and procedures implemented by the college.