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STATE OF CALIFORNIA

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May 4, 2004

Lynda Fairly, Vice President
Santa Barbara Community College District
310 West Padre Street
Santa Barbara, CA 93105-4366

Dear Ms. Fairly,

This letter serves as a response to your February 3, 2004 reply to Gene Hudson's October 17, 2003 request for further information on thirty-eight noncredit course approval applications of which you withdrew three. We are also in receipt of 68 additional applications, which will be addressed in the near future in a separate correspondence.

Because the courses identified in your February 3, 2004 letter were submitted prior to the issuance of my August 11, 2003 memorandum stipulating that future noncredit course approval applications must include total number of instructional hours and a course outline, and to expedite a determination of the applications, our review and recommendations are based the information you have provided to date. Those courses that have been approved will be considered as one-time approvals and not valid after June 30, 2004. Thus, all of the approved courses should be removed from the noncredit course approval inventory once they have been completed.

The following 17 Older Adult courses have received a one-time approval valid until June 30, 2004.

- Enjoy Contemporary Fiction: Two Innovative Novelists
- Shakespeare's Hamlet
- Clues to the Nature of Humanity Expressed in Literature
- Storytelling for Fiction and Film
- Collaborative Therapy for Clutter Management
- The Great Composers: Wolfgang Amadeus Mozart
- Ansel Adams and Wilderness Photography

- Studies in the World of Art
- The Arts of Africa
- Intermediate Painting and Pastel
- Mail Art Class
- Small Claims Court
- Creating Your Financial Roadmap
- Financial Tools of the Trade
- Ten Financial Planning Mistakes to Avoid
- Investing and Financial Planning for Couples
- California Employment Law Overview

One Older Adult course, "Patchwork and Quilting: The Jane A. Stickle Quilt" has been denied because it focuses more on perfecting a skill or style as distinguished from promoting the socialization and development of older adults.

The following 15 short-term vocational education courses with high employment potential have been denied.

- How to Turn Discouragement into Encouragement in the Job Hunt*
- The Inner View of Interviewing*
- New Career Opportunities in the Emerging Sustainable Society*
- Wise Work: Career Planning for those 50 + (This could qualify under older adults)*
- How to Use What You've Got to Get What You Want*
- Finding Your True Purpose in Work and Life*
- Keys to Success: & Major Decisions that Can Change Your Life*
- Attracting Volunteers and Donors*
- Creating More Effective Workplaces*
- Why Nice Doesn't Work in Business*
- Politics in the Workplace*
- Mediation: Creating Mutually Acceptable Agreements.*
- Buying and Selling on the Internet
- How to Raise Funding for Start-ups
- International Business for Dummies

These courses have been denied because of the following reasons:

- A) The criteria you selected for demonstrating the need for establishing a short-term vocational education program/course with high employment potential is not suitable for short-term vocational education courses. The establishment of all short-term vocational education program/courses should be based on one or more of the following criteria:

1. Employment needs projections from the California Occupational Information System or the Employment Development Department (Criteria one in the noncredit course application instructions)
2. Survey of employer need (Criteria two in the noncredit course application instructions).
3. State licensing and/certification (Criteria six in the noncredit course application instructions).

None of the short-term vocational education program/courses submitted were based on any of these forms of assessment. The use of administrative judgments or community/student needs or interests does not provide sufficient information on potential jobs or trend lines on new small businesses. The determination of need must be based on the current labor market, employer need or a need for employment licensing or certification. Ideally, such courses would be aligned with the district/colleges vocational education plan and the district governing board's two-year review process for vocational education.

- B) Several of these courses do not provide the breadth or thoroughness in content or technical skill development that is typically required to obtain and remain in a job or to be successful as a small business person/entrepreneur.

Specifically, the twelve courses identified with a single asterisk are career development or employability skills in nature and are not eligible for short-term vocational education programs with high employment potential. Nevertheless, these modules could, if combined into a course or courses, be considered eligible under category two, basic skills for workforce literacy or employability skills. The course must have sufficient time, scope, breadth and thoroughness to give students the foundation skills that are critical for professional success on the job.

In addition, three of your courses appear to be targeted at entrepreneurship or small business development. While we support the development of entrepreneurship and small business courses, such courses need to be offered within a broader program context and should follow similar standards of scope, breadth and thoroughness that you would find in the credit small business or entrepreneurial programs.

Regardless of whether it is credit or a noncredit course the ultimate performance result is for the student to gain the knowledge and skills to be successfully self-employed. Thus, in order for your courses in *Buying and Selling on the Internet*, *International Trade for Dummies*, and *How to Raise Funding for Start Ups* to be approved as a short-term vocational education program/course with high employment potential they would need to be taught in a broader context. At a minimum, the course of study

or program would need to be reasonably sufficient in content, thoroughness and skill development to result in self-employment.

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There are also two (2) additional courses, "Hysterical Historical Furniture" and "Textile Decorative Arts for Interior Design" that might be considered short-term vocational education program. Because you have indicated that these courses serve as a sequence or career ladder approach to Santa Barbara's Interior Design program, please send us information on what method you used to determine if the courses are responsive to the labor market and how do you know that students upon completion will be employed in the industry or will enroll in the Interior Design Program?

Finally, regardless of the noncredit category, in order for a noncredit program/course to be eligible for state apportionment, there must be sufficient instructional time and attention demonstrated to show that students are being adequately prepared and able to contribute to the economy, the civil society and/or the state. The noncredit courses that you have been offering under a four, three and two hour format tend to more avocational, recreational and personal development in nature and are not connected with any course of study or program. Therefore, serious consideration should be given to offering them as community service classes.

My staff and I look forward to working with you closely to determine a solution that will ensure that the future success of the courses you are submitting. Please feel free to contact Vicki Warner, (916) 322-1438 or vwarner@cccco.edu if you are in need of technical assistance and desire further clarification. If we work together, I am confident that we can come up with solutions that are amenable to both our concerns and serve the learning needs of your community.

Respectfully yours,


LeBaron Woodyard, Dean
Academic Affairs and Educational Services

CC: Vicki Warner
Vera Weise