



NCCET Austin, Texas

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Fill Open Enrollment Classes...100%

Guaranteed!



Presented By

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The Corporate College

Polk State College

Winter Haven, Florida

Florida



PSC Corporate College

- Established September 2002
 - *Previously Continuing Education*
- 12 Full Time Staff
 - *4 Part Time Staff*
- \$2.6 Million Revenue 2008-09
 - *\$480,000 Revenue in 2002-03*



PSC Corporate College

Institute Format For Training Delivery

- Information Technology
- Advanced Manufacturing Technology
- Supply Chain Management
- Performance/Process Improvement
- Child Care
- Insurance/Real Estate Licensure
- Safety/Homeland Security
- Design, Construction, Sustainability

An Open and Shut Case

- Have you ever cancelled/shut an open enrollment class?
- What has been the fall out?
 - Angry pre-registrants
 - Badmouth public relations
 - Direct/indirect costs

Open Enrollment Direct Costs

- Marketing/Advertising
- Printing (Brochures/Flyers)
- Adjunct Obligation
- Mailing/Postage
- Space
- Other?

Open Enrollment Indirect Costs

- Time
 - Select Courses
 - Planning and Review
 - Write Up Course
 - Select Right Adjunct
 - Transfer to Web Site
 - Integrate Complete Schedule
 - Select, Order, Monitor, Deliver Materials
- Everyone else the process touches

The BIG Cost

- Credibility (Goodwill)

The TOTAL Cost

- Just Do The Math

Solution

- Targeted Open Enrollment (TOE)
 - The Maximum ROI
 - From Order Taker to Solution Provider

The TOE Formula/Strategy

- ID Specific Industry Sectors
 - Use EDC's, Workforce Boards, Etc.
- Hold Round Tables to Gather Information
 - Manufacturing
 - Health Care
 - Other

The TOE Formula/Strategy

continued

- **Ask** Don't Tell
 - What Do You Need?
 - How Many People Are Involved?
 - Will You Serve?
 - Steering Committee etc.
 - When/Where?

The TOE Formula/Strategy

continued

■ Be the Bank

- Research, Apply For, Scholarship With:
 - Federal, State Grants
 - Private Industry Foundations
 - Industry Sector Investment

- Use Your Foundation
 - Double Your Money

The TOE Formula/Strategy

continued

- Program-Curriculum Development
 - Stick To Industry Needs
 - Use Industry Experts To Instruct
 - Negotiate With National Manufacturing/Training Providers
 - Kepnor-Tregoe
 - Rockwell International
 - RWD
 - GEICO
 - Profit Share/Below Rack Rate Costs

The TOE Formula/Strategy

continued

- Have A Champion
- Communicate, Communicate, Communicate
- Brag, Brag, Brag
 - Success Breeds Success



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