2015-2021 PCATT/CELL Strategic Plan Narrative

2015 marks a milestone, we are excited to be celebrating PCATT’s 15th year anniversary. PCATT was established in association with the University of Hawai‘i Community Colleges to be a resource to help train Hawai‘i’s work force in technology jobs that would dominate the economy and bring Hawai‘i to the forefront of technological development. PCATT has provided training in areas including networking, programming, database administration, social media, security, web development, among many others.

Just as important as academic credit programs, so are the short-term training programs offered by the college. Particular attention should be paid to workforce shortages and skill gaps to ensure the most robust training offerings. Additionally, PCATT/CELL is focused on improving the educational capital of the state by increasing completion rates and preparing student participants for success in the workforce. Our mantra is to prepare our student participants for careers not just jobs.

PCATT and our Continuing Education Plan is based on several key principles:

- The UHCC’s are an integral component of workforce development in the State and a leader in identifying workforce needs and developing and delivering training programs to enable student participants to gain employment.
- HonCC is a Student Centered – Student Focused learning environment. The success of our students in their courses, their semester completion, their academic journey along with their skill and professional development is our primary focus.
- Being in the center of Downtown Honolulu positions the campus to be the center for business and industry professional development and ongoing training.
- Creating a sustainable environment for all constituents of the campus is a high priority.
- Intense focus on our customers which includes students, businesses, industry & Govt.
- Listening, identifying and delivering relevant new courses, programs, seminars and other educational activities to help meet the unique and diverse workforce needs of the State.

Training and Workforce Development

In order to carry out our plan one of the areas we are focusing on is to strengthen the pipeline from K-12 to the Community Colleges, UH West Oahu, and UH Manoa non-credit and credit pathways. We will do this by:

- Engaging K-12 students and their parents statewide to promote and encourage them to prepare for college and understand career pathway choices.
• Developing non-credit to credit pathway, Prior Learning Assessments (STEM disciplines such as CyberSecurity, Entrepreneurship, Data Sciences, Programming, Energy, Applied Engineering, among others).
• Research and analyze feasibility and operating model for non-credit to credit pathway through collaboration with credit programs.
• Capacity building focused on High School students and teachers.
• Enhancing professional development for Hawai‘i’s educators.

Measures:

  o Capacity building by completing Education and Workforce events such as Apple Summer Institute, GENCYBER Camp, and IT Symposium with YOY increases in participants and the shift from free based model to revenue generation.
  o Present findings and recommendation for non-credit to credit pathway program(s).

We will establish strategic partnerships with the workforce and anticipate and align programs and curricula with community and workforce needs. In developing continuing education programs, HonCC must design these programs to support and link the outcomes of existing and emerging jobs within Hawai‘i’s economy and ensure that student participants have the necessary technical and soft skills to be successful. We will do this by:

• Working closely with employers to increase the qualified and skilled workforce base.
• Increasing the apprenticeship programs and offerings where needed.
• Increasing enrollment in non-credit and short-term training in areas where there is demonstrated State of Hawai‘i shortages of qualified workers, where the average wage is at or above the U.S. average.
• Collaborating with members of Business, Industry and Government agencies to conduct market needs assessment/validation to inform program offerings and curricula that contribute to workforce and economic development.
• Obtaining accurate information about workforce and employment insight from DLIR UHERO among others.
• Responding to training needs through effective use of facilities and scheduling.
• Developing new programs that are responsive to community and workforce needs in the areas such as CyberSecurity, Entrepreneurship,
Data Sciences, Programming, Energy, Applied Engineering, among other STEM areas.

Measures:

- Identify BIG members to join PCATT/CELL advisory board by October, 2015.
- Complete at least (2) Business, Industry and Government, market assessments every semester and launch at least 3 new courses or programs by end of each fiscal year-end.
- Share out research/findings and make recommendations from market study and DLIR – ongoing.

**Hawai‘i Innovation Initiative**

Our plan includes focusing on creating more high-quality jobs and diversifying Hawai‘i’s economy by leading the development of innovation, education and training that address the challenges and opportunities faced by Hawai‘i. In order to advance innovation and entrepreneurial development HonCC will:

- Play an active leadership role in our TAACCCT round 4 grant.
- Integrate entrepreneurial development and innovation throughout the HonCC/PCATT/CELL educational experience for students and participants across the system.
- Strengthen existing partnerships and form new ones to enhance high quality job creation in Hawai‘i.
- Advocate and support effort to establish a Hawaii version of San Diego’s CONNECT program.
- PCATT/HonCC Contributes to Hackathon Hawaii.
- Enhance meaningful collaboration with state agencies, incubators, accelerators, and other business creation entities.
- Establish strong working partnership with UH Research and Innovation team to include XLR8UH, Hawai‘i Strategic Development Corporation (HSDC) and Chamber of Commerce.

**Measures:**

- Membership or active participation role in collaborating with state agencies, incubators, accelerators, and other business creation entities.
- Engagement from faculty and staff in understanding innovation and entrepreneurship educational experience.
Launch at least 2 proof of concepts non-credit courses focused on innovating curriculum design, delivery and student success.

- Membership or participation role in establishing Hawaii version of CONNECT.
- Plan for integrating PCATT Consortium as a pipeline to XLR8UH.
- On-boarding of C3T Round 4 Entrepreneurship Coordinator.

We will also strengthen the role of PCATT as State Consortium and play a lead role in advancing technology training in the State. We will do this by:

- Conducting regular 1 on 1’s with other campuses.
- Institutionalizing PCATT Consortium funds process.
- Shifting to a model where every technology course is branded PCATT and promote PCATT consortium value proposition.
- Play leadership role in partnering with state agencies to identify, develop and deliver advanced technology solutions for the state.

Measures:

- Feedback from other campuses acknowledging and recognizing PCATT contributions.
- PCATT branding shows up on other CC touch-points.
- Launch system wide technology offerings serving more than PCATT.

**High Performance Mission Driven System (HPMS)**

Through cost-effective, transparent and accountable practices, ensure financial viability and sustainability of HonCC/PCATT/CELL. We will employ business basics and best practices in management, administration and operations. These activities include:

- Creating business plan, quarterly and annual reports.
- Researching, analyzing and determining operational budget requirements for non-credit and public service courses.
- Playing an active role in social responsibility by serving in the community.
- Documenting processes leveraging learnings from KapCC audit and look for process and workflow improvements.
- Evangelizing Quality, Quantity and Teamwork (QQT).
- Administer tracking, data collection, formulation of insights from data, reporting and take action based on insights gathered.
- Contributing to HonCC Story and help influence next gen HonCC emphasizing STEM with a focus on Technology.
Measures:

- All PCATT/CELL staff tracking measures and visible to all for inclusion in report.
- Complete 2 process or workflow improvement projects by end of year.
- Complete up to 2 hours per month serving in the community.
- Team feedback and establish baseline for PCATT/CELL/HonCC best place to work.

Our plan during this period is to increase PCATT/CELL revenue and profit and to scale the business. We will do this by:

- Developing and executing the strategic plan for PCATT/CELL.
- Experiment with offering NetLab courses or Cisco Academies across the State and in APJ/PacRim.
- Track performance measures across the efficiency, demand and effectiveness dimensions.
- Adding new courses meeting workforce needs and maximizing efficient use of PCATT/CELL classrooms and facilities.
- Collaborate with team to drive coordinated approach to marketing opportunities; by leveraging College, commercial, and community resources, to increase program visibility and participants of non-credit program.

Measures:

- Establish baseline measures in 15
- Greater than 20% new course offerings
- Total student enrollment for the fiscal year – duplicated and unduplicated. (This does not include contract classes.)
- Overall satisfaction of the course (Need to determine %)
- Student Completion Rate (%)
- Total number of actual instructional hours for fiscal year (This does not include cancelled classes.)
- Student Return Rate Target 30 – 50%
- Total number of students participating and completing in industry recognized, licensure, credential training and certification classes
- Class cancellation rate of <15%
- Total of all expenses, revenue collected and net income